



Canadian
BROADCASTER

Vol. 19 No. 1

TORONTO

January 7th, 1960

PART OF THE CKCO-TV CREW is seen at work on an adjoining roof-top during the devastating fire in Kitchener last month. The city's two radio stations — CKCR and CKKW — were also on hand to provide listeners and viewers with an on-the-spot report of developments. Photo is by Roy Purkis. See story on page 4.

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- DOES THIS MEAN SELF-CENSORSHIP? 8

SALESMEN THEY KNOW AND BELIEVE

The buying public is daily confronted with all sorts of bargains and novel contraptions, presented to them at their doors by salesmen they have never seen.

Some of these salesmen do some business, but in the main the public prefers to trade in the familiar stores and to have their needs attended to by the merchants and clerks they know — in their own communities.

National advertisers know that the most effective means of reaching prospective customers for their goods is through the familiar voices of the announcers on their local community radio stations. These are the voices which, three hundred and sixty-five days of the year, tell them quietly, and in their own language, how to bake a pie, do their house cleaning, keep themselves healthy or get better service from their cars.

Your message will go down deeper if you entrust it to a community radio station.



Radio Division

SUITE 404

200 ST. CLAIR AVE. WEST, TORONTO 7, CANADA

TELEPHONE WA. 2-0502

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

Board of Broadcast Governors

SECOND STATION HEARINGS START IN W'PEG JAN. 13

AT THEIR NEXT public hearing, which will be in Winnipeg, January 13, 14, 15 and 16, the Board of Broadcast Governors will hear five television and five radio station applications.

Three of the television applicants will be seeking permission to establish a second television station at Winnipeg. They are:

J. O. Blick, president of CJOB, Winnipeg, on behalf of a company to be incorporated. They would operate on Channel 7 with a power of 180 kw video and 108 kw audio and a directional antenna EHAAT 545 feet.

Joseph Harris, on behalf of a company to be incorporated. They would operate on Channel 7 with a power of 325 kw video and 162.5 kw audio and an omnidirectional antenna, EHAAT 1026 feet.

R. S. Misener on behalf of a company to be incorporated. They would operate on Channel 7 with a power of 325 kw video and 180 kw audio

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New Brunswick Broadcasting Company Limited is applying for a licence to establish a new television station at Campbellton, N.B. on Channel 12 with a power of 205.7 kw video and 102.8 kw audio and a directional antenna, EHAAT 799 feet.

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The company now operates a bilingual station, CHAU-TV, in New Carlisle, with its transmitter site at Carleton. It applied unsuccessfully last year for a second licence to operate solely in English and use the present facilities for all French programming. The renewed bid is for a similar arrangement.

In addition CKCW-TV, Moncton, is applying for a licence to operate

a satellite station at Upsalquitch Lake, N.B., on Channel 12 with a power of 141 kw video and 77 kw audio and a directional antenna. EHAAT 1331 feet.

The five radio station applicants are:

A. W. MacDonald for an AM station in Calgary with a power of 10,000 watts on 1550 kcs.

Melfort Broadcasting Co. Ltd., for an AM station in Melfort, Sask. with a power of 250 watts on 1240 kcs.

Jack Shapira for an AM station in Winnipeg with a power of 5,000 watts on 1470 kcs.

A. W. Ness for an FM station in Toronto with a power of 3,520 watts on 104.5 mcs.

James Alan Stewart for an AM station in Ottawa with a power of 10,000 watts on 1250 kcs.

The Board will also hear applications for power increases from the following stations:

CFHR, Hay River, N.W.T., owned and operated by the CBC, for a power increase from 25 to 40 watts.

CHCL, Cold Lake, Alberta, owned by the Defence Department, for a power increase from 10 to 50 watts.

CKX, Brandon, Man., for a power increase from 5,000 to 10,000 watts.

CHOW, Welland, Ont., for a power increase from 500 to 1,000 watts and permission to operate day and night.

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When a film combines film or tape with a live performance or when a

program is originally recorded entirely on film or tape.

When audience reaction is technically produced or augmented.

When guests or members of the audience appear to be chosen at random or interviewed spontaneously.

Warren Holte says . . .

CFCW
CAMROSE - STETTLER

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

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
- CFPA, Port Arthur
- CKTB, St. Catharines
- CHOK, Sarnia
- CFCL, Timmins

when you sell your product on Northern Saskatchewan's biggest voice

CFQC RADIO

Selling your product 24 hours daily

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

CFQC 500 BC 1000 WATTS

THE RADIO HUB OF SASKATCHEWAN

THE AWARD WINNING STATIONS

CJON Radio Television
NEWFOUNDLAND

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. . .

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When guests or members of the audience appear to be chosen at random or interviewed spontaneously.

Warren Holte says . . .

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

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

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

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CAMROSE - STETTLER

REPS:
Lorrie Potts & Co., Toronto, Montreal
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a HEAD Every Time

when you sell your product on Northern Saskatchewan's biggest voice

CFQC RADIO

Selling your product 24 hours daily

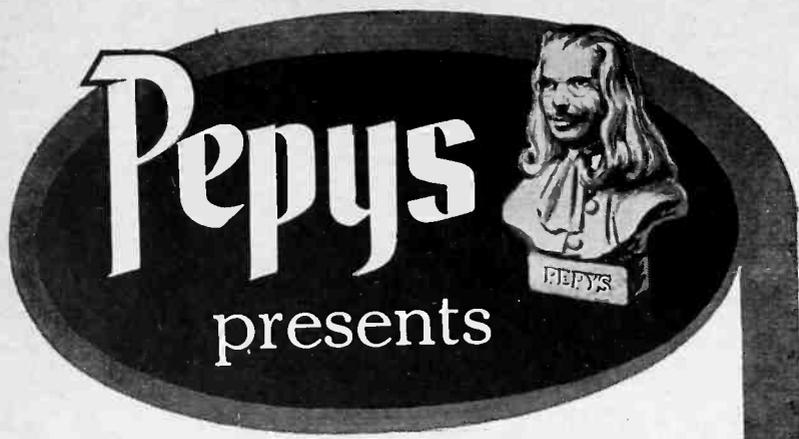
CONTACT OUR REPS
Radio Reps - Canada
Young Canadian Ltd. - USA

CFQC 500 KC 1500 WATTS

THE RADIO HUB OF SASKATCHEWAN

THE AWARD WINNING STATIONS

CJON Radio Television
NEWFOUNDLAND



VICKERS & BENSON LTD.
Advertising

Founded in 1924 by R. H. Vickers and D. F. Benson, this all-Canadian Agency is now recognized as among the largest in Canada with offices located in both Montreal and Toronto. It serves the advertising and promotional requirements of over 100 national and international corporations and its personnel includes specialists in all phases of modern advertising service. Blended with the maturity of 35 years is the imaginative, inquisitive outlook of youth — to produce advertising which combines sound judgment with freshness and originality that cannot be overlooked.

As a result of its consistent "creative advertising" policies, many of its present advertisers have been with the Agency since it first opened its doors in 1924.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

• RADIO STATIONS •

CJOR Vancouver
CFPR Prince Rupert
CKLN Nelson
CKXL Calgary
CJNB North Battleford
CKOM Saskatoon
CJME Regina
CKY Winnipeg
CJRL Kenora

• TELEVISION STATIONS •

CJBC Toronto
CFOS Owen Sound
CJBQ Belleville
CKLC Kingston
CHOV Pembroke
CKCW Moncton
CJON St. John's, Nfld.
ZBM Bermuda

KVOS-TV Serving Vancouver-Victoria
CKOS-TV Yorkton
CJBR-TV Rimouski
CKCW-TV Moncton
CJON-TV St. John's, Nfld.
CJOX-TV Argentina
ZBM-TV Bermuda

Cover Story

STATIONS TEAM UP TO REPORT FIRE

LAST MONTH all three Kitchener, Ontario, broadcasting stations, CKKW, CKCR and CKCO-TV, had an opportunity to show their listeners and viewers just what they could do when a local disaster struck.

In this case the disaster was a one and a half million dollar fire in downtown Kitchener. The fire started in the basement of a Loblaw supermarket on the main street and spread to neighboring office buildings making it necessary to bring in help from nearby towns. These were Waterloo, Elmira, St. Jacobs, Baden, Preston and Waterloo Township. Other fire departments that offered help included Hamilton, Stratford and Guelph.

About twenty technicians and announcers, working at the scene of the fire and in the studio, brought CKCO-TV viewers first hand live coverage of the fire.

Their standby microwave, brought from the transmitter at Baden, about six miles from Kitchener, plus a camera from their studio were located on the roof of a four storey building across from the fire.

All told, CKCO-TV did four reports. At 9.40 p.m. they interrupted the *Perry Como Show* and did a quick report. At 10.00 p.m. they presented a 15 minute report and at 10.30 the fire was televised for 30 minutes. The station's regular 11.15 newscast was devoted entirely to coverage of the event.

CKCO-TV used a helicopter to take aerial shots of the fire which were used on the 10.30 fire report and the 11.15 newscast.

The two radio stations worked equally as hard.

ON THE SPOT REPORTS

CKKW's manager, Alan Hodge went on the air at 7.55 p.m. with a live report from the street in front of the burning buildings. He stood in the midst of fire and spray for three hours as firemen fought to bring the blaze under control. He conducted 62 interviews, including 14 with Fire Chief, Ken Putnam as he directed operations. He also talked to police, the Mayor, city engineers, the fire department padre, salvation army helpers and tenants of the wrecked buildings.

In the meantime the CKKW newsroom, three blocks away, was kept

busy sending out a total of 22 telephone tapes to other radio stations. The most distant station calling for a tape was CKRM, Regina.

REPORTS ARE RELAYED

CKCR's newsman Frank Smith got his first news report away shortly before 5.00 p.m.. He was joined shortly afterwards by CKCR staffers Don Derry, Scott Cameron, Gord Shaw and Bill Moody. Paul Freeman, another station newsman filed the fire story with Broadcast News in Toronto, which went out over the wire at 6.00 bringing calls from stations as far away as Edmonton in the West and Montreal in the East.

They managed to get a direct line to the station from a law office across the street but were forced to leave when fire threatened the building. They relocated themselves in a top-floor hotel room, a half-block away and continued their coverage until after midnight.

The station sent telephone reports to CKEY, CJBC and CFRB, Toronto; CFPL, London; CFRA, Ottawa; CFCF and CJAD, Montreal and CHED, Edmonton.

Fortunately there were no casualties except the fire chief, Ken Putnam, who was hospitalized due to exhaustion. And, although they were not hospitalized, a few radio and television announcers and technicians had no trouble getting to sleep that night.

Will Represent Canada

THREE CBC officers will represent Canada at the Commonwealth Broadcasting Conference in New Delhi, India, January 22 — February 11.

They are Charles Jennings of Ottawa, general manager of regional broadcasting; R. G. Knowles of Toronto, national supervisor of farm and fisheries broadcasts; and Roy D. Cahoon of Winnipeg, regional engineer for the Prairies.

Jennings, who will head the Canadian delegation, attended similar Commonwealth conferences in London in 1952 and in Sydney, Australia, in 1956.

The conference, with All-India Radio as host, will discuss mutual broadcasting problems, exchange information and formulate joint projects.

CKTB St. Catharines

AM & FM

The Niagara District Station

5000 Watts
610 on the Dial

NOW

Completely Blanketing the Richest Market in Ontario.

Appreciated in More Homes than ever before.

Representatives
Paul Mulvihill
Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB

ST. CATHARINES

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

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Vol. 19, No. 1

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January 7th, 1960

Progress In The Fifties... More Ahead

Last week saw the end of a decade which was the most eventful in the history of the broadcasting industry, a decade which could be described with only one word—Progress.

Most dramatic among these "events" was the coming to Canada of the miracle medium of television. To millions of "ordinary" people it has opened new doors into the world of entertainment and information. Certainly it has made mistakes. Undoubtedly some of its programs well merit such epithets as inconsequential and banal. But such programs are necessary, with their wide popular appeal, to build up audience for the more worth-while offerings which are already appearing more frequently in the program logs.

The second "event" of the fifties, was the refurbishing of our broadcasting system on the administrative or regulatory level. The recognition of the privately-owned stations as a "part of the national broadcasting system" by the Fowler Commission in 1957 was the first step towards the industry's release from the control of its competitor, the Canadian Broadcasting Corporation. The amendment of the Broadcasting Act in 1958, and the creating of the Board of Broadcast Governors to regulate both the CBC and the private stations impartially and objectively, has placed the private broadcasters in a position where their progress and success are in their own hands more than they have ever been before in the industry's history.

The past decade, and more especially the past year, has seen another "event" which might be described as the passing, some into retirement and some into eternal rest, of almost a generation of men who were responsible for the founding of the broad-

casting business in Canada, and its growth over the past thirty years.

This is one way of expressing it. Another, more positive way, would be to say that the past decade has seen the emerging of broadcasting's second generation, well equipped by its fathers and elders to pick up the torch where they laid it down.

The problems and the challenges which this new generation is being called upon to face are as great and as complex as those which were faced and beaten by their fathers, except for one thing. They, the sons, are entering into an established, tried and proven business. They are taking up their various posts in the broadcasting business as successors. And this is very different from the assignment their fathers chose, because they came into the business while it was still being invented.

There is a great temptation to dwell nostalgically upon those who have gone. Yet it would be wrong to pass lightly over their dedication which made our industry possible to begin with; or to by-pass those of the pioneers who are still with us, to supply the active leadership, born of the vast experience which only their years can give.

This viewpoint is easy for those of us who are ourselves getting up in years. It is also worthy of the consideration of the eager second generation, which can, if it only will, benefit tremendously from the counsel of those who remain, as they don their shining armor and ride forth onto the next plateau, where success beyond their wildest dreams awaits those of them who have the determination and the vision to earn it.

Third Column

GRAND SLAM!

LAST MONTH, one of Saint John, N.B.'s largest furniture and appliance stores held a contest in which \$1,000 was awarded to the winner. Promoted by CFBC-Radio, contest rules were simple, requiring entrants to write their names and addresses on the back of sales slips from the store and place them in a large drum located in the store lobby.

The contest officially closed the day before Christmas. After a thorough mixing, the slips were dumped in a cardboard carton and taken down to the CFBC studios, where the name of the winner would be announced over the air on Christmas Eve.

Bob Bowman, manager of CFBC, was asked to select the winning slip. All the sales receipts were placed in a large drum, which was rotated several times. Bowman then dipped deeply into the drum, while Russell Wheaton, general manager of the store, looked on. Extracting one slip from the drum, Bowman handed it to the store manager.

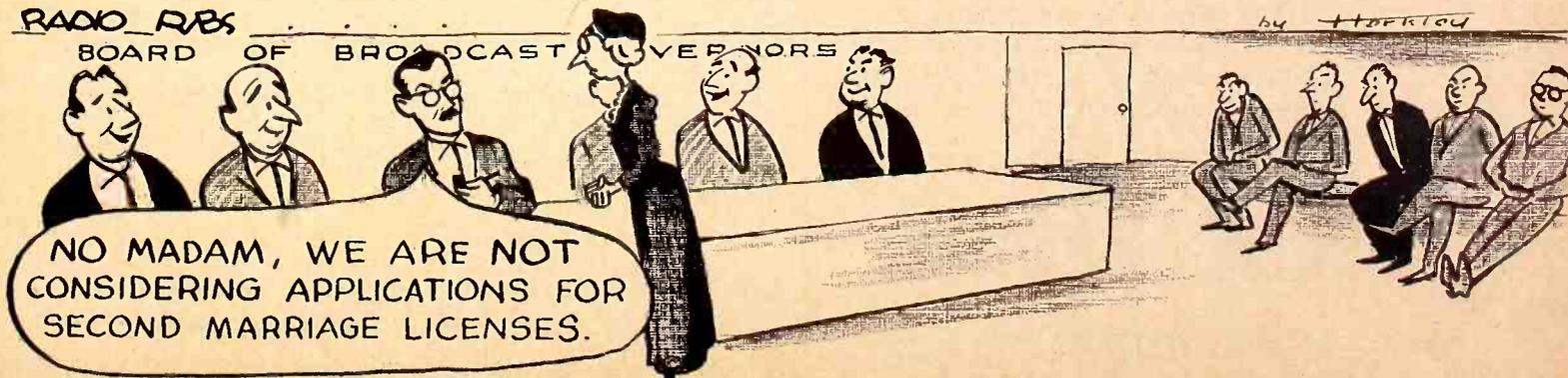
Wheaton walked over to the microphone, opened the folded receipt and read the winner's name -- Mrs. Francis Godin of Saint John. Her occupation: librarian at CFBC's rival station CHSJ.

Bowman grinned weakly and mumbled: "That's what happens to me at bridge too."

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

BOARD OF BROADCAST GOVERNORS



Research

NIELSEN LOWERS RATES TO ATTRACT NEEDED SUBSCRIBERS

IN THE HOPE of attracting a sufficient number of clients for their "Nielsen Broadcast Index" in the next month or two, to create "a volume of business equal to 60 per cent of the amount needed for a successful operation," the A. C. Nielsen Company of Canada Ltd. is offering substantial reductions to advertisers and agencies.

Given this volume of business — about 87 per cent of the potential

— A. C. Nielsen, chairman of the parent A. C. Nielsen Company, Chicago, told a group of advertisers and agency men in Toronto last month, that the Canadian company "will proceed, with maximum speed, to produce NBI service for the fifteen areas which they had found, through their test run in the Toronto area, were required by most advertisers.

Nielsen people, who came to Toronto to address a private meeting of advertisers and agencies spoke of the advantages of the "mechanized" systems of research which his organization had been developing over the past twenty years over the "non-mechanized" techniques. He listed three fields in which he felt the non-mechanized techniques generally suffer.

(A) Difficulty in acquiring samples that are representative of all homes — difficulty in persuading a high percentage of the selected homes to co-operate — impracticability of covering more than the central city or the metropolitan area.

(B) Use of a "shifting" sample (sample is changed every week, day or even more often) (1) decreases accuracy of trends — in comparison with the trend accuracy obtainable from a "fixed" sample of equal size; (2) makes it

impractical to select samples in a manner as accurate as would be desirable, because the frequency with which new samples must be selected usually limits the amount which is practicable to spend for sampling; (3) renders impracticable the production of "cumulative audience" (market coverage) or places serious limitations on this important type of information — may limit such data to a single week.

(C) Difficulty in obtaining accurate basic data (on listening and viewing) from each sample home, from such factors as (1) difficulty or impracticability of contacting every member of the family; (2) errors and omissions in the basic data arising from such sources as limitations of human memory; (3) inspection of basic data — to determine its accuracy and acceptability — is impossible or impractical.

Nielsen then described some of the "mechanized" techniques which have been developed by his company. (*The balance of this article is quoted from his speech.*)

MECHANIZED TECHNIQUES

First is the "Mailable Audimeter". These patented meters, costing about \$400 each, are installed in sample homes and connected with every radio and TV receiver. They make a continuous record — in code, on 16 millimeter film — showing, for every individual minute of the day and night, whether each set was "on" or "off" — and if "on"; the station or channel to which it was tuned.

All film records received from the sample homes pass through the Nielsen Automatic Inspection Computer. This machine rejects any films which fail to meet rigid standards of accuracy.

The accepted films are then decoded and converted to IBM cards by a battery of Nielsen Automatic Decoding machines.

The rest of the process is carried out by a large battery of IBM machines, which perform 252 separate operations, winding up with wholly automatic printing of the final reports.

Our second mechanized technique (the "Instantaneous Audimeter") produces results identical with those obtained from the "Mailable Audimeter", but with the advantage of faster report delivery; in fact, the

local ratings are produced instantaneously.

As might be expected, this system has, to date, proved more costly than the "Mailable Audimeter". Whether our clients will deem the extra cost justified remains to be seen. They are now trying it out in the New York area, and we are developing a somewhat similar system for national network research.

The third Nielsen system is the one we have proposed for the principal areas of Canada. It employs, as its basic record, a special diary (which we call an "Audilog") in which the members of each sample family record, every quarter-hour, the station or channel heard or viewed. Obviously, then, this system reports on a quarter-hour basis rather than a minute-by-minute basis.

AUDIENCE REMINDER

Mechanization is achieved by the use of an ingenious patented device known as the "Recordimeter". This instrument, placed on or near each radio or TV receiver in each sample home, performs two very important functions:

(1) It flashes a gentle, illuminated reminder signal (supplemented by a buzzer in the case of radio) every 30 minutes of set use — to remind the family members of their agreement to make accurate recordings in the "Audilog".

This simple technique has proved very effective in solving one of the most serious problems in diary research, viz., the natural human tendency to postpone recordings, in the diary, until the end of the day — or even the end of the week. It is not difficult to appreciate the serious nature of the errors and omissions which are inevitable when diary recording is delayed and done, later, on a "memory" basis. Over 20,000 "Recordimeters" have been in successful use, in the United States, for several years.

(2) In addition to making a very effective attack on the problem of delayed recording, the "Recordimeter" performs a second important function. It keeps an accurate count of the number of hours, and tenths of an hour, of set use. Therefore, when each diary arrives at our office, it contains not only the quarter-hour recordings made in the diary by the family but also the metered figures showing how

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



Says —

"Repetition is Reputation!"

In Brandon City

CKX RADIO has 90% of the audience!

Contact:

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

CKX RADIO

BRANDON, MANITOBA

Radio CFCO Chatham

- Coverage — 1000 watts at 630 on the dial blankets South-Western Ontario.
- Good Ratings — 33,800 homes per week.
- Balanced Programming — rural and urban, for all ages and tastes.
- Economical Rates — only \$5.50 for Class A spots.

Phone, wire or write Arch Ferrie, Sales Director,
for availabilities.

long the set was actually used each day.

If the diary has been kept conscientiously, there will be reasonable agreement between the meter readings and the number of hours shown each day in the diary. But if the agreement is not satisfactory, we know that the diary is inaccurate and we reject it. Thus the "Recordimeter's" second function is that of an inspector -- a vital function in any process where accuracy is important. Without this inspection device it is utterly impossible to separate the accurate diaries from those which should be discarded.

A battery of these machines converts the Audilogs into IBM punch cards -- at greatly increased speed and with negligible chance of error.

PROGRESSIVE IMPROVEMENT

Now, if you will recall my comments about the characteristics of the non-mechanized research techniques, and keep in mind the three basic Nielsen techniques just described, you will realize that the principal audience research techniques can be arranged in sequence according to their comparative levels of accuracy. Starting with the type of non-mechanized service which seems to be most widely used in Canada, the list is as follows:

- I. Diaries, without mechanical controls and without adjustments.

- II. Diaries, without mechanical controls but with adjustments.
- III. Diaries, controlled by Recordimeters.
- IV. Combination technique: some of the sample homes having Recordimeter-controlled diaries while others are equipped with Mailable Audimeters.
- V. Mailable Audimeters.
- VI. Instantaneous Audimeters.

In general, the elements which determine accuracy (viz., sample quality, accuracy of the basic data, inspection and data processing) show progressive improvement as we move from technique I to technique VI.

The same is true of the factors which determine the scope (and hence the usefulness) of the services.

With respect to cost, it is obvious that technique I involves the lowest cost and that there is additional and substantial increase as we move toward technique VI.

The "Nielsen Broadcast Index" ("NBI") Service proposed for Canada consists of a combination of techniques II and III, number III being used in the four major areas, while the remaining areas employ technique II. In the latter areas the accuracy will exceed that of technique I through the use of an adjustment based, for each area, on Recordimeter-controlled data from the same and/or similar areas.

Those who have made a detailed

study of the various techniques have recognized clearly that --

- (a) The NBI Service (techniques II and III) represents a substantial improvement over the ordinary unadjusted, uncontrolled diary system (technique I).
- (b) The NBI technique represents a realistic approach -- geared to economic conditions in Canada, and based on long practical experience in the United States, where it has proved eminently satisfactory.

For the benefit of those who prefer a service offering even greater accuracy and scope, let me point out that the technique now proposed is entirely compatible with every one of the other Nielsen techniques. This means that if you should decide, at any future date, that you would like an increase in accuracy and scope, we could move promptly in that direction to whatever extent may then be agreed upon -- and do it without scrapping any of the investments which will have been made up to that time.

Based on experience in other countries, I am inclined to predict that something of this sort will happen, because as you acquire more and more experience in the use of good audience research, and find out what it can accomplish, you are likely to conclude that it is not tremendously important whether you pay, for example, 0.2 of one per cent or 0.3 of one per cent of your radio and TV billings. In either case the research cost is negligible in comparison with the importance of ensuring maximum results from expenditures for broadcast advertising.

2 NEW MEMBERS APPOINTED TO BBG

TWO NEW members have been appointed to the Board of Broadcast Governors.

R. Louis Burge of St. Peters, P.E.I., and Leslie M. Marshall of St. John's, Nfld., are the two new members. They replace Robert S. Furlong of St. John's, Nfld., who is now a chief justice, and J. David Stewart of Charlottetown, who was elected to the Prince Edward Island Legislature.

Mr. Burge was born at St. Peters in 1898. He is a successful farmer and produce dealer and for many years has been active in farm and school organizations.

Mr. Burge is a member of the Federation of Agriculture and vice-president of the P.E.I. Marketing Board. He formerly was a member of the legislature from 1947-51 and currently is a member of the Board of Trustees of the Charlottetown Hospital. His wife is the former

Theresa Whitty of Charlottetown. They have seven children.

Mr. Marshall was born in St. John's, Nfld., in 1900. He was educated at Bishop Field College in St. John's and Shrewsbury College in England. He was married in 1930 to Jean H. Spurrell of St. John's.

Prominent in business life of Newfoundland, Mr. Marshall for 22 years was managing director of the Newfoundland Clothing Company and is presently associated with Marshall Agencies Ltd. He also is actively associated with several public service organizations.

S&M Moves Toronto Office

THE TORONTO office of Spitzer & Mills has moved from 50 King St. West to 790 Bay Street. The telephone number remains the same -- EMpire 6-2811.



"Centre of the Prairie Market"

CHANNEL 3

Situated in the centre of the Prairie Market, we take pride in providing the best of both local and metropolitan service to our listeners. While they like to have time and temperature given on station breaks, they also enjoy our top-rated shows and movies.

CANADIAN REPRESENTATIVE

STOVIN-BYLES LIMITED

TORONTO • MONTREAL
WINNIPEG • VANCOUVER

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

CKLB

now

10,000 WATTS

serving Central Ontario with doubled power on 1350 Kilocycles.

CKLB OSHAWA, ONTARIO

Lorrie Potts & Co. - Toronto and Montreal
Scharf Broadcast Sales - Vancouver
Devney Inc. in the United States

For anything musical -- Jingles, Shows, live or recorded -- contact

DON WRIGHT
Productions

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329
Residence: 77 Chestnut Park Rd., WA. 5-1631

Canadian Association of Broadcasters

PRIVATE BROADCASTERS WRITE OWN CODE OF ETHICS

by SAM G. ROSS
Ottawa Correspondent

A CODE OF ETHICS for the broadcasting industry, together with provision for a code committee of five members, has been completed and distribution is being made by the Canadian Association of Broadcasters.

It's a major document that puts program responsibility on management of each station; that recognizes the need of programs on information, education and entertainment, and clearly sets forth that revenue from advertising makes non-government broadcasting possible.

While the new code embraces both radio and television, a statement of operating principles for the television industry is being distributed at the same time.

The all-industry code has a preamble and 11 sections, and it includes teeth for enforcement, including withdrawal of recognition after decision by the Board of Directors.

Opening lines of the preamble are: "The purpose of this Code of Ethics is to document the realization by proprietors and managers of broadcasting stations that, as publishers and an integral part of the press of Canada, their first responsibility is to the radio listeners and television viewers of Canada for

the dissemination of information and news, the supply of entertainment varied to meet the various tastes of listeners, and the necessity for ethical business standards in dealing with advertisers and their agencies."

The preamble also recognizes one other fact: "The electronic form of publication, known as private commercial broadcasting, is a highly competitive business devoted to provision of service to the public in all its branches -- business, political, recreational, informational cultural and educational -- for profit."

CONSIDERS THE AUDIENCE

In detail, the Code requires the broadcasting industry "to so program its various stations that as far as possible all groups of listeners and viewers shall have from these some part of the programing devoted to their special likes and desires."

It recognizes the responsibility of close control and supervision of programing for children without destroying their vigor and vitality and love of adventure. Programs, it says, should reflect respect for parents, adult authority, law and order and honorable behavior.

The Code recognizes participation in community activities, in the field

of education, it proposed stations "do all in their power to make specific educational efforts as useful and entertaining as possible." The stations should co-operate with educational groups in an attempt to augment the educational and cultural influences of schools, institutions of higher learning, the home and other institutions devoted to education and culture.

On the question of news, the Code emphasizes news should be presented accurately and without bias and that each station "shall satisfy itself that the arrangements made for obtaining news ensures this result." The section emphasizes news should not be selected to aid or hinder either side in any controversial public issue, nor colored by the beliefs or opinions of management, the editors or others.

It also recognizes the right to analyze or comment on the news provided the analysis or comment was clearly separated from the straight news report. The section then added:

"Member stations will, insofar as practical, endeavor to provide editorial opinion which shall be clearly labelled as such and kept entirely distinct from regular broadcasts of news or analysis and opinion.

"It is recognized that the full, fair and proper presentation of news, opinion, comment and editorial is the prime and fundamental responsibility of the broadcast publishers."

The need to present all sides of any public issue is recognized in another section. It declares: "Time shall be allotted with due regard to all the other elements of balanced program schedules, and to the degree of public interest in the questions presented." It was also recognized that healthy controversy is essential to the maintenance of democratic institutions.

ADVERTISING AS A SERVICE

Advertising is recognized as a service that commercial sponsors give listeners and viewers in making known the goods and services available in their communities. "It shall be the responsibility of mem-

(Continued on page 9)

WELCOME—

To Visit Us in Our New—
And Our Own—Building
So Conveniently Located
and with City Parking
Opposite Our Door.

**CLAIRE WALLACE
TRAVEL BUREAU LTD.**
126-A CUMBERLAND ST.

Telephone number remains
the same:
WA. 5-4284



in

1960

EVERYONE'S

Talking about
the New Rate

Card from

Kingston's

Favorite

Station!

CKLC

Contact:

Stovin-Byles (Canada)
Forjoe & Co (USA)



POTTS' SPOT

HOT WIRE
EXCLUSIVE TO BROADCASTER READERS

TORONTO, JANUARY 1 (SPECIAL) - 25 YEAR
OLD LARRY WESTON HAS JOINED
LORRIE POTTS' TORONTO SALES STAFF
STOP FORMER LEO BURNETTER HAS
TOPFLIGHT AD AND BROADCAST BG STOP
YOU AGENCY MEN AND WOMEN CAN LOOK FOR
BIG REPEAT BIG THINGS FROM WESTON
STOP

TALENTED WRITER WESTON WILL ALSO DO
STATION PROMO BRINGING MORE NEWS
AGENCYWARD MORE OFTEN STOP WATCH
FOR THIS MAN

REGARDS - LORRIE POTTS

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

LORRIE POTTS & COMPANY

1454-A Yonge Street 1117 St. Catherine St. W.
Toronto Montreal

Television

MAY PRE-LABEL CRIME SHOWS AS ADULT ENTERTAINMENT

THE POSSIBILITY of an advance "Adult Entertainment" billing for television programs featuring crime, sex or violence is being banded about in Canadian broadcasting circles.

Nothing may come of it right away, if ever. It is strictly a suggestion advanced recently in an offhand and unofficial way by the Board of Broadcast Governors.

The general idea is that such an advertising procedure could be used when promoting TV programs that might be considered unsuitable for young viewers or offensive to some tastes.

Presumably some of the TV westerns and private eye shows would fall into this specified "Adult Entertainment" class. The same billing apparently could be applied to some dramatic productions, including those adapted for television from stage classics which spare little realism in language and behavior.

Some members of the BBG feel that this method of classifying program content would at least give families an advance warning, instead of having them sit half-way through a program before deciding that it is objectionable for their children or themselves.

The Board now receives a steady flow of five or six letters a day from the listening and viewing public. A partial answer to some of those letters -- from people who consider

certain programs or program series offensive -- could be an "Adult Entertainment" classification.

Dr. Andrew Stewart, BBG chairman, said in a recent address to an Ottawa women's club that the BBG has replied to some of these letters by saying that while some people may object to certain programs, these programs do not contravene the broadcasting regulations.

VARIED AND COMPREHENSIVE

In one of the Board's replies, he said, this question was posed: "Would there be merit in the proposal that programs that might be unsuitable for all members of the family would be announced in advance as 'Adult Entertainment'?"

Dr. Stewart noted in the same speech that while the Board is required to maintain a high standard of broadcasting, it also is obliged by the 1958 Broadcasting Act to ensure a radio and television service that is "varied and comprehensive".

He added: "Although it is one of the features of TV that it is a medium of family information and entertainment, it would, I think, offend the second principle if all programs had to be judged on the basis of their suitability for children or their acceptability to any particular group of viewers. The medium must offer variety, and for this reason it will remain a subject of controversy."

The "Adult Entertainment" idea is not completely new to television. The same sort of billing has been used occasionally in the United Kingdom, as well as on the CBC's French-language network.

Canadian broadcasters may not be keen on adopting such procedure as a regular thing. One of them said in an interview that broadcasters already have a responsibility in this regard by scheduling these programs for times when children are not normally around to view them.

In addition, there is a financial factor: How many advertisers would be happy when the programs they sponsor are billed in advance as suitable only for restricted viewing?

There is also the argument that this sort of billing by motion picture theatres has on some occasions -- though perhaps not by design -- served only as an added inducement for children to seek admission.

However, the BBG is understood to feel that regardless of this contention -- which the governors recognize as perhaps a good one -- there still may be merit in the proposal.

The Board's thinking -- although it is not giving any official weight to this -- appears to be that at least the parents should be warned that such a program is going to be carried. What the parents should do about this is their business.

FILMLINE PROCESSOR

Model No. R15TC

16 mm Reversal & Neg.-Pos. Processor for TV Stations.

Easily installed and economical to operate. Has a foolproof overdrive system eliminating film breakage, scratches and static marks and has a complete temperature control system.

- Daylight Operating on ALL Emulsions.
- Speeds to 1200 feet per Hour.
- Variable Speed Drive
- All Tanks are Stainless Steel.
- 1200 ft. Daylight Magazine.
- All Metal Construction.
- Double-capacity Spray Wash Tank.
- Forced Warm Air Drybox.
- All parts that come in contact with Solutions are Stainless Steel or Inert Materials.

Call:

CALDWELL A-V EQUIPMENT Co. Ltd.

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

CODE OF ETHICS

(Continued from page 8)

ber stations," says the section, "to work with advertisers and agencies in improving the technique of telling the advertising story so that these shall be in good taste, shall be simple, truthful and believable, and shall not offend what is generally accepted as the prevailing standard of good taste."

The section on religious programs says the broadcaster should endeavor to make available an opportunity for religious messages, and should assist in religious activities.

The concluding section on enforcement provides for a committee of five, three of whom will be appointed by the board of directors and two elected by the annual meeting of the CAB for a period not exceeding five years. Any vacancy may be filled by the directors for the unexpired part of the term and three will be a quorum.

The Code of Ethics Committee may institute its own inquiries or act on the request of others. In either event, it is required to report to the station concerned and then, if the station wishes, it can file a statement in reply.

If any breach is found, then the committee is empowered to revoke use of the Code symbol by the station. No public announcement is

permitted for the next 60 days and, within that time, the station can appeal to the board of directors. The board then will hear from the station and also the committee. The committee must be upheld by a two-thirds vote of the board of directors before the decision is final. The door is kept open, however, for re-entry of the station after its application is again approved by a two-thirds vote of the board of directors.

Protest Excessive Advtg

FARMERS IN Wentworth County, Ontario, have launched a campaign to curtail what they describe as "excessive radio and television advertising".

The annual meeting of the Wentworth Federation of Agriculture at Ancaster last month passed a resolution which will be circulated to every county federation in Ontario.

The resolution is to be presented at the annual meeting of the Ontario Federation of Agriculture next November and, if approved, to the Board of Broadcast Governors and the Federal Cabinet.

While conceding that advertising is part of the Canadian way of life and that radio and television stations depend on it for incomes, the resolution deplores what it claims to be "untruthful and misleading" material.

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

The
Brightest
* C.P.M.
in
South-
Western-
Ontario
* Ask
Radio & Television
Sales Inc.
- Toronto
- Montreal

CUTS & SPLICES

by BOB MILLER

Transvideo Meets BBG

GUY HERBERT, vice-president and managing director of Transvideo Productions Ltd. of Toronto, and Robert Maxwell, executive vice-president of the company, went to Ottawa last month to see Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Carlyle Allison, permanent member of the BBG, to discuss regulations governing Canadian content of television films.

Maxwell said the meeting was an exploratory discussion and that no definite commitments were made.

Dr. Stewart said after the meeting that the film makers discussed problems of production in Canada, especially in connection with *National Velvet*, a planned series based on a story about a young girl and her horse.

The BBG chairman said he assumed that Transvideo would qualify as a Canadian company under Board regulations, but that this was not considered in detail during the discussion.

The two Transvideo officials were seeking clarification from the Board on what constitutes a filmed television production with Canadian content classification. No firm commitments were received, Maxwell said.

The pilot film of *National Velvet* is set to go into production in Hollywood January 10. Transvideo had hoped to shoot the series in Canada, possibly on a farm near Orangeville, north of Toronto.

Regulations approved by the Board last year say that films qualifying for the Canadian content classification must be made in Canada by a company incorporated in Canada and with a majority of Canadians on its board of directors.

The regulations add the stipulation that the company must present to the BBG evidence of Canadian and non-Canadian content and the BBG will decide, after consideration of the elements going into the production, whether it can be approved for Canadian content classification.

Maxwell also said that Transvideo is now planning the production of two other series. They are *The Young Reverend*, dealing with the life of a liberally-minded Protestant clergyman, and *The Mask*, an international intrigue series with four women spies -- a Canadian, an Englishwoman, an American and a French woman.

For 1960, there will be a vote taken on the new name proposed for the association: "Canadian Association of Motion Picture Producers" (CAMPP).

Jarvis Joins Crawley's

ALAN JARVIS, for the last five years director of the National Gallery in Ottawa and at present editor of *CANADIAN ART*, is now writing scripts and developing programs for Crawley Films.

Educated at New York University and at Oxford, where he was a Rhodes scholar, Jarvis has been executive director of Pilgrim Films of London. He is founder of the Mermaid Theatre and was secretary to Sir Stafford Cripps and active with the Industrial Design Council.

Jarvis will be available for a limited number of sponsored motion pictures and television projects. His first major assignment with Crawley's is a film for Union Carbide.

Kostiner's Check-List

EDWARD KOSTINER, president of Edward Productions Ltd., delivered a lecture recently to the men and women taking the advertising course held by the Ad & Sales Club of Montreal, in conjunction with the University of Montreal.

To emphasize the theme of his lecture -- methods of producing a filmed television commercial and choosing the right type of spot -- Kostiner gave his listeners a twelve-point check-list of things to avoid when making a commercial:

1. Don't use totally irrelevant gimmick openings.
2. Don't overuse optical tricks. The moment you begin to impress the viewer with your optical cleverness, you start to lose sales message effectiveness.
3. Don't use a jingle pointlessly. Use a jingle to emphasize product features or to establish a name.
4. Don't make extravagant claims that cannot be substantiated.
5. Don't go for too perfect results in demonstrations, such as the cake that is unbelievably high.

6. Don't assume that your customer knows all about your product just because you do.

7. Don't use cartoons to simulate live-action. The appeal of cartoons is in the element of fantasy.

8. Don't start a production unless you are completely prepared. This means approvals from everybody including government departments where necessary.

9. Don't jump right into a sales pitch. Allow time for the viewer to orient himself to your commercial.

10. Don't cram your commercial with sales points. This applies particularly to 20-second flashes.

11. Don't write too much audio and don't expect to fill 60 seconds with a continual stream of sound.

12. Don't write too many scenes and don't make them too short. Stick to a minimum of 3 seconds per scene.

Teleflex Has "Multi-Clips"

TELEFLEX FILM Productions is now offering a film-clip package called "Multi-Clips", in which program promotion spots can be spelled out by splicing desired sections together.

The library, sold on an outright basis, consists of 28 different titles such as "Special Feature", "Adventure", "Coming" and days of the week. Clips are one to ten seconds each in length.

Lettering uses zooms and other special effects against a background of fireworks, and a sound-track consisting of a continuous roll of snare drums. An additional sound-track leader and fireworks leader are supplied for run-ins and slide supering.

The nature of both sound track and pictorial background is such that splices produce neither breaks nor jumps in picture or sound, according to Teleflex.

A free sample clip from the "Multi-Clips" library may be obtained by writing to Teleflex Film Productions, 996 East 57th Avenue, Vancouver 15, B.C.

Ever Upward

THE MOTION Picture Association of America estimates that the budgets for advertising and promoting the host of theatrical features scheduled for release during 1960 will exceed \$70,000,000. Approximate cost of the 270 films to be released, according to MPA, will hit \$429,000,000.

Owen Murphy Productions of New York has calculated that American business will use 9,151,700 feet of 16 mm film during 1960. The company further estimates that usage of business films by television will expand the number of people seeing these films to more than 1,100,000,000.

Open This Door
for
INCREASED SALES

in the Metropolitan HALIFAX MARKET!

MR. TIME BUYER — Our open door policy can do wonders for your clients. The November Elliott-Haynes Share of Audience Survey shows that CHNS continues to lead over Station B in every half hour from 9:00 a.m. to 6:00 p.m. (Monday thru Friday).

So get YOUR CLIENTS' SHARE of the Halifax Market — buy CHNS — where your time is WELL spent.

CHNS
YOUR
STEREPHONIC
STATION
10,000 WATTS DAY AND NIGHT

AMPPLC Meets Feb. 4-5

THE TWELFTH annual meeting of the Association of Motion Picture Producers and Laboratories of Canada will be held in the Westbury Hotel in Toronto February 4 and 5.

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be the special guest speaker at the annual dinner on Thursday, February 4.

Highlights of the meeting will include: a panel discussion featuring Graeme Fraser, Crawley Films Ltd., on "Selling Sponsored Films"; Spence Caldwell, S. W. Caldwell Ltd., on "Financing the Teleseries"; and Ralph Foster, Meridian Films Ltd., on "Videotape". A round-table discussion will be held following this, with Art Chetwynd, Chetwynd Films Ltd., as chairman.

Along with the election and inauguration of a new slate of officers and the appointment of new com-

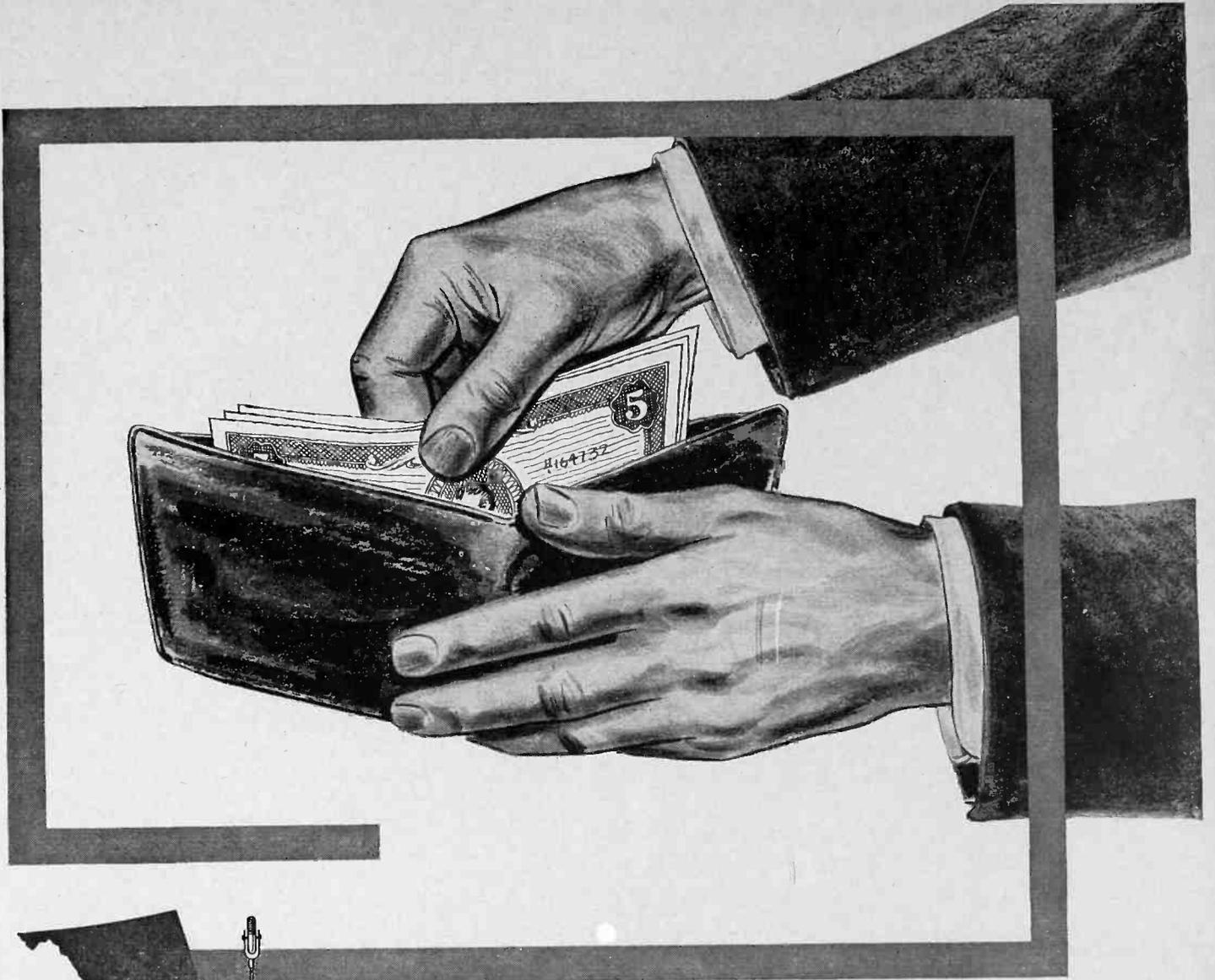
MARY HELEN MCPHILLIPS
Her daily participation in "PANORAMA" adds feminine interest to an already highly rated show. Her commercial handling is appealing, persuasive.

Another reason why . . .

Western Ontario is sold on
Representatives:
Canada—All-Canada Television
U.S.A.—Weed & Co.

CFPL-TV
CHANNEL 10 LONDON

COMMUNICATIONS PROBLEMS?
NETWORK, MICROWAVE, CLOSED CIRCUIT, FACSIMILE, WIREPHOTO
See **GORDON S. BENNETT**
155 Westminister Avenue
Montreal West, Que. HU. 4-8615



IN THE BIG BOOMING B.C. MARKET...

B.C. RADIO DELIVERS THE CUSTOMERS!

B.C.'s fabulous growth has created a king-size, big-buying market of over 1½ million people.

You cover this rich, responsive market completely when you schedule B.C. radio. Over 584,000* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

British Columbians are radio listeners . . . with money to spend! Small wonder more national advertisers are using more B.C. radio than ever.

*D. B. S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

"WHEREVER YOU GO THERE'S RADIO"

FOR SALE

Top Rated TV Time Periods with Proven Sales Potential*

"Dealer" stocks are limited so contact your nearest rep now and ask to see his line of Top Sales Producing Availabilities.

* Call BAB-TV for your copy of case history brochures one through seven.

CAB Member Stations

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

BROADCAST ADVERTISING BUREAU

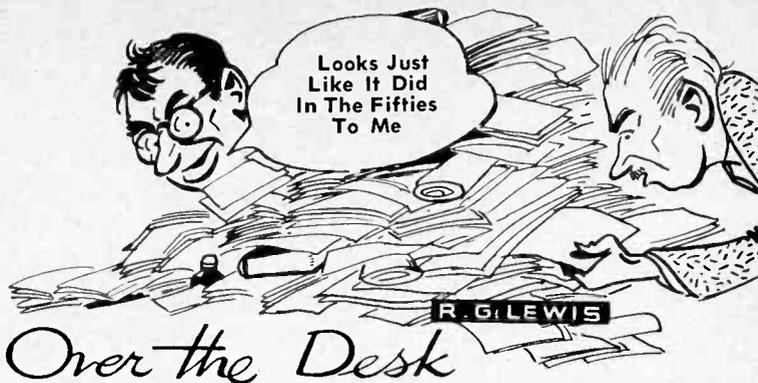
TV Division

Suite 404

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

Toronto 7

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



WHEN PEOPLE started calling up CFRB, Toronto, to find out where they could go and sing carols — it was a week or so before Christmas — they decided, not too enthusiastically, to give the idea a whirl.

Program Director Bill Baker had announcements prepared saying simply: "Come in Wednesday (Dec. 23) at 2.30 p.m. for a Carol Sing with Women's Editor Betty Kennedy and the staff."

To cut a long story short, they came.

So did the staff announcers, and even such featured commentators and performers as Wally Crouter, Jack Dennett, Rex Frost and Gordon Sinclair. (I list them alphabetically, because I am not getting caught up in any rating rat race!)

At 2 p.m., half an hour before the official door opening, CFRB's audience studio was packed to the doors, with a good 250 carollers. Still more bulged out into the reception room. Yet more were regretfully turned away by the station personalities who acted as commissionaires.

The packed house ran the gamut from teen-agers to octogenarians. I have to admit I wasn't there, but Bill Baker, Ken Marsden and Betty Kennedy, who emceed the show, lured me into a control room and played me the tape. I meant to be cynical, like a good critic should, but dammit, it got me. The singing was not that of a heavenly choir. It was just people who *could* sing and *did*.

Wishart Campbell, CFRB's musical director, led the singing. Between carols, Betty interviewed the announcers. Nothing was prepared, with the result that the studio audience and the listeners outside met the familiar voices as people. In the studio, they were applauded enthusiastically, in fact there was an outburst of spontaneous clapping in the middle of one of the carols, when Gordon Sinclair walked in. (They probably thought he was "Old Nick").

Besides interviewing the staffers, Betty talked to about a dozen of the audience.

One woman told her she had come especially for her sister, who was blind. She — the sister — knew every inflection in every voice on the station. Now she wanted a description of what they looked like.

Many of the older ones spoke of the days when they used to line up at the studio for *Treasure Trail* and *Double or Nothing*. (Both these programs have been off the air five or six years.)

In spite of the horrible weather,

people had come in from all over. One said she came from Brampton, a cool 25 miles away!

The announcers and others entered right into the spirit of the thing, and when Betty ran out of questions to ask them, they just turned the tables and quizzed her.

Jack Dennett described his Christmas as "a house full of kids and Christmas presents". The story he would like to report, at Christmas or any other time, is the abandonment of war.

Wally Crouter, CFRB's morning man, told the people he started out looking for a job when he left school, couldn't find one, and so decided to go into radio. Next day he left with his family for Nassau, where he spent Christmas.

Gordon Sinclair knew he was getting a waste basket for Christmas. He said he had been using an old bread-box for years. (I always thought he threw it into his newspaper column.) He told a story of the want and hunger he had seen Christmas 1938, which he spent in Shanghai, China.

Brian McFarlane, sportscaster, plays a little hockey himself of a Sunday afternoon. He wished he could have been a part of the Toronto Maple Leafs' organization, when they staged their terrific leap into the NHL finals last year. Every youngster, he said, should have an athlete idol. His is Syl Apps. Brian said he was spending Christmas with his wife and two-and-a-half-year old Michael, who had already been doing a bit of surreptitious peeking under the tree.

Jack Dawson told of his happiest Christmas 20 years ago, when he had just started with CFRB, fresh from Lethbridge.

Christmas trees were scarce, and Jack knew no one. At the last minute, a fellow announcer said he would see what he could do for him. About midnight, there came a knock on the door, and there stood the announcer. He'd driven up Yonge Street into the country, and persuaded a farmer friend to let him cut one down. Jack said it was the scrawniest looking thing you ever saw, but the most beautiful! It made a happy Christmas out of what looked as though it would be the opposite for Jack, his wife, Grace, and their then 2 year old son, Gerry, who, incidentally is to be married to Joanne White next May. (This last bit was not in the program). Incidentally the "fellow announcer" was Beau Summers, who later took the name of Raymond Summers, who

G. N. MACKENZIE LIMITED HAS SHOWS

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



Photos by Gilbert A. Milne

WISHART CAMPBELL, musical director of CFRB, Toronto, leads the studio audience in a "Carol Sing", which packed the station's audience studio and overflowed into the street. In the right hand picture, CFRB Women's Editor **Betty Kennedy** is seen interviewing some of the members of the audience during the 55 minute program.

was on top of the heap in those days, but seems to have left broadcasting now.

Bill Deegan reported that he had given his wife a new furnace for Christmas. He admitted it might lack in romance but after all it was a practical gift. Bill went on to say that he pinch-hits on the early morning show when Wally Crouter is "In Nassau or on the golf course". He drags himself into the studio at 5.30 a.m., and as soon as he has delivered his first joke, the phone rings and someone says: "Where's Wally?" Bill doesn't like this. He said they need not phone at all, but if they do, couldn't they say: "Hello! Where's Wally?"

Keith Rich's father is a doctor, and he told how his Dad used to "dissect the turkey at Christmas dinner each year. He would explain each muscle one by one," Keith said, "and then he would give us the medical long Latin term for each one. But I didn't learn a thing from him. I still massacre the turkey at my own dinner table."

Alan Small, CFRB's all night man, gets some very interesting phone calls. "No details," he said, "but thank you very much."

Art Collins used to collect records. Now he performs his hobby as CFRB librarian.

Eddie Luther planned spending a quiet Christmas at home, with his family.

Keen and efficient, but petite and oh so fetching, Betty Kennedy was "simply amazed" at how many people battled the weather to sing carols and meet the gang. She hopes for a repeat performance, with more room for more people.

Bill Baker said there had been some thought about using a theatre next year, but feels the studio is better — more informal. Everyone agreed that above all else, it has to be spontaneous.

Outside audience reaction — there were 79 phone calls during the show; more later; and the mail is still coming in.

My own nutshell comment: people have a lot to say about images these days, and this was a double take. About 250 ardent fans got themselves literally an image of the CFRB personalities. CFRB, from the studio

audience reaction and the phone calls and mail from outside, got a pretty good image of the audience.

PUBLIC LIKES TV

FLMO ROPER, whose business is polling public opinion, said in Washington recently that a survey conducted during the first part of December shows the American public maintains a high degree of confidence in television despite exposure of rigging of some quiz shows.

In a report of his findings to the Federal Communications Commission, Roper said: "The public is properly critical of abuses but has not lost confidence in the medium as a whole. Moreover, the people put differing degrees of disapproval on various practices which have been publicized. If public opinion in this instance runs true to form, I have no doubt that, barring other disclosures of other kinds of misconduct, the number of people critical of television will be reduced six months or a year from now."

Roper said that in the survey, 73 per cent of the public felt that advance rehearsals of quiz shows were "somewhat questionable" or "very bad" while only 25 per cent described "free plugs" in these terms. Payola was considered a bad or questionable practice by 45 per cent.

SIMULCAST NETS \$1,850

TO HELP RAISE \$1,500 for the Moose Jaw Rotary Club's "Old Age Pensioners' Christmas Fund", CHAB-Radio and Television aired a two-hour simulcast on December 6.

A battery of eight telephones was set up and manned by Rotary Club members. During the simulcast, which began at 2 p.m., listeners phoned the studios to pledge a total of \$1,525 for the Christmas Fund.

When the final donations were tabulated the next day, \$1,850 had been raised.

PROGRESSIVE ENTERTAINMENT

FOR FIVE nights a week, for six weeks prior to its opening on December 7, CKGM, Montreal entertained national advertisers in its studios.

In order to give the station's staff a better chance to meet the agency

executives personally and show them the station, it was decided to entertain one agency each evening.

This cycle of receptions started early in November, and around thirty social evenings were held.

And speaking of social evenings (to say nothing of mornings and afternoons), now that the holiday festivities are over for another year, please note that I have come down to earth from Cloud 9, and am once again accessible by telephone. So buzz me if you hear anything, won't you?

Dick Lewis

CFCL-TV

Timmins

offers over

30,000

CAPTIVE TELEVISION HOMES

throughout the

Timmins Kirkland Lake and

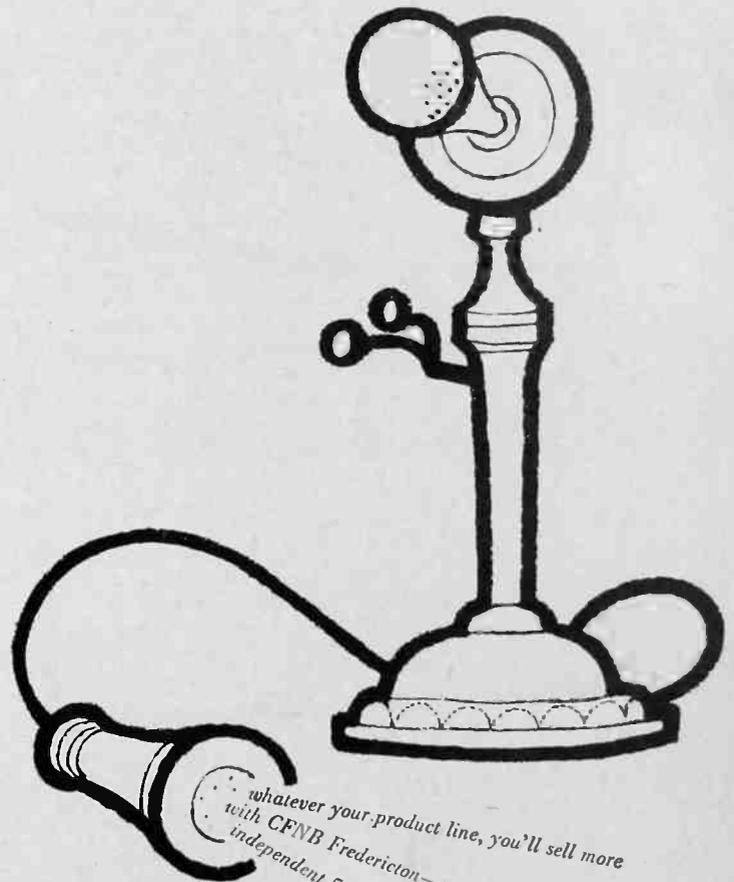
Kapuskasing Markets

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these television stations

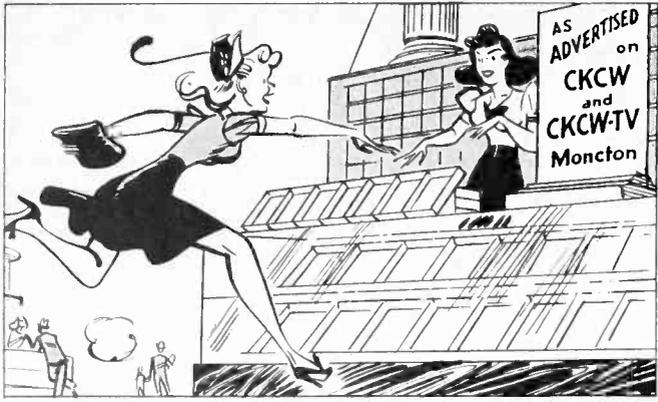
CKVR-TV, Barrie
CKGN-TV, North Bay
CFCL-TV, Timmins



whatever your product line, you'll sell more with CFNB Fredericton—now the first and only independent 50,000 watt station in the Maritimes!

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

QUICK STORIES from Moncton in the Maritimes



"We're completely sold out — CKCW sure gets RESULTS!"

A "RESULTS" STORY

★ 2½ years ago Cash & Carry Cleaners was a one-room cleaning shop.

★ They tried Television on CKCW-TV — used more of it — stayed with it.

★ Today they have one of the largest plants in Eastern Canada. Mr. Carl Horncastle, its Manager, is thoroughly sold on CKCW-TV for the "quick volume results" it brings.



Mr. Carl Horncastle

MONCTON IS AN IMPORTANT MARKET

CKCW-TV's area has a population of 450,000 — whose Estimated Buying Income is \$350 MILLIONS — where Estimated Retail Sales are \$300 MILLIONS — through 3,773 Retail Outlets.

We DELIVER that important Market to Radio and Television Advertisers — by intelligent, aggressive Sales Promotion. When we do business WITH YOU, we do business FOR you.

WE DON'T SELL TIME - WE SELL RESULTS

STOVIN-BYLES IN CANADA

REPRESENTATIVES

YOUNG CANADIAN IN U.S.A.

CKCW **CKCW-TV**

MONCTON, NEW BRUNSWICK

Consultative Committee

CAB AND BBG MEET ON ETHICS CODE

THE CONSULTATIVE committee on private broadcasting, one of a number of committees which have been set up by the Board of Broadcast Governors, held its initial meeting early this month in Ottawa, to discuss the new TV regulations and the "Code of Ethics" and "Statement of Operating Principles (Television)" recently approved by the Canadian Association of Broadcasters.

The committee, consisting of representatives of the Board of Broadcast Governors and of the Canadian Association of Broadcasters, will meet three or four times a year and may meet at other times if it is found desirable.

The purpose of the committee is to provide a means of communication between the Board and the private broadcasters. It has no power to make decisions on behalf of the Board of Broadcast Governors or the Canadian Association of Broadcasters. According to a BBG press statement, "the experience of the first meeting proves that the committee will be helpful in the exchange of information and views."

During the meeting, some time was devoted to the question of "payola". The BBG members reported that there had been no complaints to the Board of any suspicion of this form of record company payoff to disc jockeys, which appeared to be prevalent in the States. Members of the CAB also had no knowledge of the operation of "payola" in this country.

It was agreed that the practice was less likely in Canada than in the United States because "smaller stations serving smaller audiences than in the big American cities offered smaller gains from the distribution

of records; fewer companies are distributing records in Canada, five or six in place of 600; there is more direct program control by management in Canadian stations, and, perhaps most important of all, the hit parade selections in Canada are largely determined by US popularity which preceded Canadian lists of the 'top-forty' or 'top-ten'. In other words, the circumstances which seem to have induced the practice of 'payola' elsewhere, do not seem to be present in Canada."

CAB officials reported that they had kept an alert eye open for abuses in this country, but had not turned up any in this respect. But it was made clear that the CAB and the BBG would invite any documented information if persons had knowledge even of isolated cases of "payola" in Canada. Meanwhile, the committee felt there was no need to investigate further at this time.

Attending this first meeting were Dr. Andrew Stewart, BBG chairman; Roger DuHamel, BBG vice-chairman; Carlyle Allison, full-time member of the BBG; Dr. Eugene Forsey, member of the executive committee of the BBG; CAB President Malcolm Neill, CFNB, Fredericton; T. J. Allard, executive vice-president of the CAB; Murray Brown, CFPL, London, member of the executive committee of the CAB; Don Jamieson, Station CJON, St. John's, Newfoundland.

Corrections

THE MEDIA personnel of Foster Advertising Ltd., Toronto, were listed incorrectly in our December 10 issue. Foster broadcasting officers are: Radio-TV Director — S. Alex MacKay; Radio-TV Dept. Supervisor — Mary Newton; Media Director — Ralph Draper; Time Buyers — Gwen Rudolphe and Sheila Wright.

The Toronto office of Paul-Phelan Advertising Ltd. was listed in our December 10 issue as being located at 6 Crescentwood Drive. The correct address is 6 Crescent Road.



ANSWER-CANADA

A National Merchandising and Research Service

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

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

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

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

SAY YOU SAW IT
IN
THE BROADCASTER

The greatest
French advertising
medium
in
Quebec

300 000 KV
CHLT-TV CHANNEL 7

SHERBROOKE
We cover
the Montreal market



DE-DESCRIMINATION

Now that US admen are getting all conscience-stricken about TV deception, why don't they do something about re-touched photographs in print advertising?

• • •

AUDREY STUFF

Then there's the gal who was so dumb she thought octopi had something to do with a pie which had been cut into eight pieces.

• • •

PERSONALLY SPEAKING

Isn't it better to be a has-been than a never-went?

• • •

POINT OF PERSPECTIVE

You can really feel sorry for the publicity photographer who could never get a shot at the better side of the famous-star, because she was always sitting on it.

• • •

DEPT. OF ANALOGIES

The man who claims that advertising never brought him any business needs reminding that sunshine doesn't put the hay in the barn either.

• • •

BACK SEAT INTERFERENCE

"Turn off the radio, Daddy. I can't hear the motor".

• • •

QUOTATIONS OF THE YEAR

"Give a woman an inch and she'll park a car in it."
— British Chief Constable
J. S. Gaskaine
(Quoted by UPI)

• • •

RAPID RECOVERY

They knew that the accident victim was coming out of his coma, when he started trying to blow the foam off his medicine glass.

• • •

TRUTH AT ALL COSTS

If any of the laughter inspired by the brilliant humor contained in these jokes was not created by recording or other mechanical device, it was purely coincidental.

these talented people . . .

- R. Alderson, *News Announcer*
- V. Armen, *Announcer*
- T. Ashmore, *Announcer*
- K. Babb, *Music Director*
- L. G. Ball, *Announcer*
- E. Bennett, *C.C.A. Director*
- R. T. Bye, *Programme Manager*
- J. Cochrane, *Announcer*
- J. W. Couper, *Salesman*
- S. A. Dagg, *Continuity Writer*
- D. Daly, *Announcer*
- E. F. Dutton, *News Editor*
- W. H. Edge, *Salesman*
- J. Esaw, *Sports Director*
- J. S. Farrell, *News Announcer*
- G. C. Gardner, *Announcer*
- L. Gibson, *Continuity Writer*
- V. Gillespie, *Receptionist*
- L. Gzebb, *Continuity Editor*
- E. Halpenny, *Continuity Writer*
- J. A. Hammond, *Manager*
- K. Harris, *Receptionist*
- A. W. Hooper, *Chief Engineer*
- J. Jordan, *Operator*
- N. Kaspick, *Book-keeper*
- J. P. Keelan, *Salesman*
- W. K. Kozak, *Operator*
- R. T. Maguire, *Studio Engineer*
- W. Michaluk, *Chief Operator*
- J. G. McRory, *Sales Manager*
- R. W. Oakes, *News Announcer*
- R. J. O'Donovan, *Salesman*
- M. Parker, *Operator*
- K. Parkin, *Secretary*
- J. Perreau, *Stenographer*
- C. V. Powell, *News Announcer*
- G. Robertson, *Operator*
- D. Rogers, *Secretary*
- G. Rost, *Book-keeper*
- R. J. Smith, *Librarian*
- E. Teillet, *Salesman*
- T. Thorsteinson, *Receptionist*
- J. E. Turnbull, *Announcer*
- P. Valentine, *Traffic*
- G. E. Vincent, *Transmitter Operator*
- W. G. Woodfield, *Accountant*

. . . will
make
radio
history
in '60 on

RADIO 630 CKRC
WINNIPEG

SIGHT & SOUND

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



IAN GRANT

CAB Convention

THIS YEAR the Canadian Association of Broadcasters is meeting for its annual convention at the Château Frontenac, Québec City Monday to Wednesday March 21-23, and the agenda can be summed up in two words — "Strictly Business".

All day Monday and Tuesday and Wednesday morning will be devoted to business meetings open to members only.

Wednesday, at 4 p.m., the Bureau of Broadcast Measurement is holding its annual meeting, which advertisers and advertising agencies, as well as member stations will be free to attend. The same evening, the CAB is holding its annual reception and dinner, to which friends of the industry will be more than welcome.

Monday night has been set aside for a special dinner for past and

present directors and officers of the CAB and BMI Canada Ltd. The dinner is being arranged by BMI Canada Ltd.

BRITISH OVERSEAS Airways Corporation and Household Finance have both recently purchased newscasts on CKGM, Montreal.

BOAC has bought the ten minute national and international newscast at 6.00 p.m. Monday through Saturday and Household Finance the 7.30 a.m. newscast each day of the week.

DAVID D. MacLEOD and Roger Godbeer have been appointed account executives at the Toronto office of F. H. Hayhurst Co. Ltd.

MacLeod, formerly an account executive on the Canada Dry account at MacLaren Advertising, is the senior account man on the Rembrandt Cigarette account.

Godbeer, who was with the Stanfield, Johnson & Hill agency for 10 years working in traffic, production, radio and television and finally accounts, is working on the Carling Breweries and Mennen accounts.

H. B. MAW, FORMER vice-president of the Grolier Society of Canada Limited, Toronto, has been named president to succeed A. E. McBride, who has become vice-chairman of the Board.

McBride opened the first Canadian office of the Grolier Society Ltd., publishers of Grolier Encyclopedia, The Book of Knowledge, Lands and Peoples and Popular Science, in Winnipeg in 1912. The Society celebrates the fiftieth anniversary of the first publication of the Book of Knowledge this year.

THE BUREAU OF Broadcast Measurement has announced the dates for the 1960 Spring Survey. They are March 14 to 20 inclusive.

In a press release the BBM directors said that the Fall 1959 survey was almost completely free of special promotion activities during the survey period and they feel sure that such conduct will continue both for the benefit of the individual stations and the welfare of the broadcasting industry as a whole.

R. A. (BOB) LESLIE, general manager, National Broadcast Sales, is the new president of the Canadian Radio Representatives Association.

MR.S. EFFIE NICHOLAS has retired as promotion director of CFQC Radio, Saskatoon. Taking her place will be Dennis Fisher assisted by Betty Messenger.

RADIO STATION CKCH, Hull, has moved into bigger and better quarters at 72 Rue Laval, Hull.

THE ADVERTISING and Sales Club of Toronto will sponsor its 14th Annual Sales Management Conference on Tuesday, January 12 at the Royal York Hotel. Theme of the conference will be "Marketing for Survival." During the afternoon and evening sessions, marketing figures from both Canada and the US will discuss how to meet the challenge and be ready for sales success in the 1960's.

Douglas W. Ambridge, president of Abitibi Power and Paper Company, will be the keynote speaker at the luncheon opening the conference. He will discuss "Marketing from the Summit", the problems and challenges of marketing in the 1960's as seen from the Board of Directors point of view.

Speaking at the afternoon session will be: Rex Patton, director of public relations, Sutherland Paper Company, Kalamazoo, Mich., on "Now We Sink or Sell"; L. T. White, vice-president, Cities Service Petroleum Inc., New York, on "Salesmen and Rocketing Sales"; and Richard Loftus, general manager of sales promotion and advertising, H. J. Heinz Company, Leamington, Ont., on "The Marketing Fuse for Successful Sales".

Fred Smith, president of Fred Smith Associates, management consultants and business brokers of Cincinnati, Ohio, has been chosen to address the evening sales rally. His speech will be directed at company salesmen and designed to demonstrate how each can develop his own personal formula for successful sales results in the 1960's.

JACQUES FILTEAU has been appointed program director for Television de Quebec (Canada) Limited.

He will be responsible for all CFCM-TV and CKMI-TV programming.

He was formerly program director for CFCM-TV only.

TV Sales Managers

THE WESTERN TELEVISION Sales Managers will hold their 1960 meeting in the Caravan Hotel in Calgary Thursday and Friday, January 28 and 29.

The agenda is as follows:

THURSDAY

- 9.30 a.m. — Address of welcome.
- 9.45 a.m. — Outline of the agenda by Lloyd Crittenden, CJLH-TV, Lethbridge.
- 10.15 a.m. — "What Your Sponsor Thinks" — a panel discussion moderated by Bob Watson, sales manager, CHCT-TV, Calgary. Panel members include: Peter Harrison, advertising manager, Jenkins Groceteria; Bob Drinnan, advertising manager, Hudson's Bay Co.; Orville Burke, Orville Burke Lumber; A. M. Shoultz, manager, James Lovick and Bert Jacques, A. E. Jacques Co.
- 12.00 noon — Lunch. Hosts are CHAT-TV, Medicine Hat and CJLH-TV, Lethbridge.
- 2.00 p.m. — "Local Sales Seminar" to
- 5.00 p.m. — "National Sales Seminar". These two sessions will run concurrently.
- 6.30 p.m. — Cocktails and dinner. CHCT-TV, Calgary, is the host.

FRIDAY

- 9.30 a.m. — To be announced.
- 10.15 a.m. — "Our Canadian Future in Television" by Herb Stewart.
- 10.45 a.m. — General meeting — Local and national sales discussion of joint problems and points raised at the Thursday seminars.
- 12.00 noon — Lunch. Hosts are Medicine Hat and Lethbridge television.
- 2.00 p.m. — BAB-TV Presentation — Karl Steeves will be giving his summertime television presentation entitled "Two Weeks With Pay".
- 3.00 p.m. — General meeting.
- 4.30 p.m. — Votes of thanks.
- 6.00 p.m. — Cocktails and dinner. Host is All-Canada Radio and Television Ltd.



IN THE PRAIRIES

Where your sales messages will be not only heard, but listened to! For true receptive impact, call—

CBC RADIO

U.S. REPS.
DAREN F. MCGAVREN INC., NEW YORK
CR5

TELEPRO 6000

GIVES NETWORK QUALITY TO YOUR LOCAL STUDIO PRODUCTION!

- TelePro has more light — 6000 lumens — than any other rear-screen projector.
- TelePro offers a sharp, clean image, right to the edges of the screen.
- TelePro changes 85 slides a minute! Ideal for simulated animation effects.
- TelePro can provide dramatic production touches to "dull" shows.

WRITE TODAY FOR ILLUSTRATED LITERATURE ON TELEPRO 6000

CALDWELL A-V EQUIPMENT Co. Ltd.

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

G. N. MACKENZIE LIMITED HAS the SHOWS

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

1960

A NEW YEAR

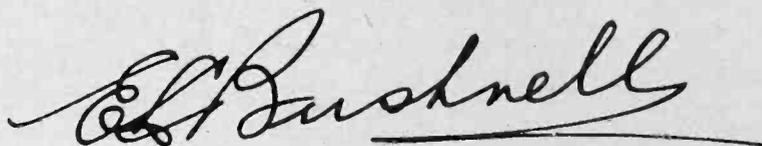
A NEW DECADE

A NEW COMPANY

BUSHNELL BROADCASTING ASSOCIATES, LTD.,

130 Slater St., Ottawa, Ontario

Radio and Television
MANAGEMENT CONSULTANTS



E. L. BUSHNELL

President and General Manager

TELEPHONE
Central 5-8240

CABLE ADDRESS
BUSHBROAD

A Happy New Year to All

BUSHNELL OPENS OTTAWA OFFICE

BUSHNELL BROADCASTING Associates Ltd., headed by Ernest L. Bushnell, who left his post as CBC vice-president December 31, opened offices in Ottawa this month at 130 Slater Street. The new company will provide consulting services for the radio and television industries.

The range of planned services to be offered by BBA covers the requirements of established stations and station managements, license applicants, sponsors, advertising agencies and producers.

Mr. Bushnell said that his organization was not entering areas in which Canadian radio and television is already well served. BBA will

not be concerned with contracts for air time which are handled by station representatives nor with program selling.

Associated with Mr. Bushnell in the new venture is a team of Canadians, senior executives and partners in the N. A. Taylor group of companies. Vice-president of BBA is David Griesdorf, former general manager of Odeon Theatres, who now heads the group's distribution and production of films for television. N. A. Taylor and H. S. Mandell are directors with the latter serving as secretary-treasurer. G. E. Beaumont, QC, of Ottawa, is the fifth director.

The Taylor group of companies operating in the entertainment field includes the 20th Century Theatres; Toronto International Film Studios; NTA Telefilm (Canada) Ltd.; Beaver Film Productions; International Film Distributors and Allied Artists Pictures.

N. A. Taylor Associates is said to be the only Canadian organization active in all three branches of films - production, distribution and exhibition. The theatre circuit is this country's third largest. The theatrical distribution agency handles films of British, US, French, Italian and Canadian producers. Now active in feature production, the group is currently discussing co-production deals with producers outside Canada, placing the emphasis in each case on shooting pictures here, using the Toronto studios.

CHINOOK COMMUNICATIONS LTD.

APPOINTMENT



HERBERT S. STEWART

The appointment of Herbert S. Stewart to the position of Executive Vice-President of Chinook Communications Ltd., was announced today by A. G. Bailey, President.

Stewart has been manager of CHCT-TV, Calgary, since 1954. He has been active in the television broadcasting industry for the past 11 years as consultant in station licence applications, television station manager, and highly respected member of the television industry in Canada.

A graduate of Ohio State University and a charter member of the 'TV Pioneers Association,' Stewart was Chairman of the CAB 'TV Code of Ethics' Committee, which researched and wrote a standard of operating principles and procedures for Canadian TV stations under an industry code, which will come into effect very soon.

Chinook Communications Ltd. will make an application for the second television licence in Calgary, Alberta.**

Grand Falls TV

DON JAMIESON, vice-president and managing director of the Newfoundland Broadcasting Company, announced last month that the company's new television station in Grand Falls will probably go on the air in January.

He said the company this year spent more than \$175,000 on new equipment and plans more than \$350,000 in capital expenditures at Grand Falls.

Radio-Television Announcer, five years experience as D.J. and Newsmen, age 25 and single desires situation preferably in Television.

Box A470
Canadian Broadcaster
219 Bay St., Toronto 1, Ont.

WANTED

for
Metropolitan West Coast
Radio Station
Experienced
ANNOUNCERS
NEWSMEN
SALESMEN

Opportunities in TV also
Good proposition for right men.
Send photo and details to:
Box A469
Canadian Broadcaster
219 Bay St., Toronto 1, Ont.

They Take A Trip



Photo by Graphic Industries Ltd.

CKWX-RADIO, VANCOUVER, and the local IGA Stores sent these forty boys, along with two YMCA supervisors, to Disneyland for a week's holiday last month. The lads were the winners in a contest which called for youngsters in the Vancouver area to collect IGA house brand labels during November, and deposit them at IGA stores throughout the city. Almost 30,000 labels were turned in, with the forty who turned in the greatest number being given the trip to Disneyland.

. . . . They Sit And Sip



Photo by A.B.C. Studios Inc.

AMONG THOSE AT THE CHRISTMAS PARTY held in Montreal's Mount Royal Hotel by Interprovincial Broadcast Sales were (left to right): Paul-Emile Corbeil, Television-Radio Productions Inc.; Gaby Lalonde, Young & Rubicam; Mrs. Maurice Dansereau, CHLN-Radio, Trois Rivières; and Jean Filiatrault, Laurent Jodoin, Mrs. Jeannine Guerin and Marcel Provost, all with the Montreal office of Vickers and Benson.

CBC Combines Industrial And Talent Relations Under McKee

THE INDUSTRIAL and talent relations of the CBC have been consolidated into one department under Clive B. McKee, formerly manager of industrial relations, who has been appointed director of industrial and talent relations.

McKee joined the engineering department of the CBC in December, 1947. He was transferred to the industrial relations group in 1953. Before joining the CBC, he had been with the BBC for six years in the engineering and public relations fields.

A film studio
without film?
"Tape may
soon
supercede it!"



The quotes are not ours, but belong to Julian Roffman, a partner of Meridian Films Limited, Toronto.

The spectacled Mr. Roffman is shown here with Bob Hinze, his chief recording engineer, studying the main reason for his prediction — a VIDEOTAPE* television recorder which has already opened new vistas for Meridian. For example:

"A producer is no longer shackled by the chains of time. You can see your image come to life seconds later — make constructive changes during the white heat of creative thinking. You can spot immediately if you're headed in the right or wrong direction, reducing time and money waste to a minimum while improving quality."

Another joy for Mr. Roffman is new freedom in creation of special effects. "We can now try and assess immediately new effects which normally would take weeks or a month of tremulous waiting on film," he says.

Ralph Foster, the partner who concerns himself with client service, puts it this way:

"Now we can make 'instant commercials,' and show results to the client in five minutes instead of six weeks. If an agency came to us one morning for a commercial, we could have the finished job out on the west coast inside of 24 hours."

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



*TM AMPEX CORP.

AMPEX AMERICAN CORPORATION

1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO

CH. 7-8285

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



Interested people like the women's views of Betty Kennedy

AND INTERESTED PEOPLE BUY!

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

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

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

Our rep's? In Canada . . . It's All-Canada Radio and Television Limited. In the States . . . Young Canadian Limited. Call them up for availabilities, anytime.

CFRB .. 1010—50,000 WATTS

Ontario's Family Station