

Advertising

Television

Radio



Canadian
BROADCASTER

Vol. 19, No. 19

TORONTO

October 6th, 1960

ANN PADLO, Eskimo producer for the CBC's Northern Services, is the first person to broadcast in the Eskimo language. The programs originate from the CBC's shortwave service beamed from Sackville, N.B.

● How About Color TV?

PEOPLE LISTEN TO RADIO ... **EVERYWHERE!**

They listen to radio while painting a fence or milking cows; driving to work or making a pie; while watching a football game or raking leaves; having a nightcap or eating a meal.

For the widest audience . . .

and the most specialized audience . . .

It's Radio, Morning, Afternoon and Night.



CANADIAN ASSOCIATION of BROADCASTERS

Comprised of 163 independently-owned radio broadcasting stations

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

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

BCAB Convention

TV INTERFERENCE MAY WRECK RADIO

by DORWIN BAIRD

INTERFERENCE WITH RADIO reception from TV receivers got a full airing at the summer meeting of the BCAB in Kelowna Sept. 15 and 16 — with the association throwing its support behind the suggestion from member George Chandler that CAB start engineering studies aimed at finding a solution to the problem.

In a brief supported by engineering evidence and a tape-recorded example of interference, Chandler said the "level of this interference has reached the point where speedy and effective action is necessary to prevent destruction of the radio industry."

Chandler laid the problem on the doorstep of the TV set manufacturers. They are now cutting costs and only some standards are being rigidly enforced, he said.

The worse the TV receiver, the cheaper it is, and the greater share of the market it will obtain.

"The Canadian Radio Technical Planning Board is so dominated by manufacturers that at the moment it is not a useful vehicle for correcting this situation. The Department of Transport has failed to take any effective action."

It was suggested in Chandler's brief that the radiation from each make and model of TV set be measured and publicized, so that the weight of public opinion could

be brought to bear on both DOT and the manufacturer.

CJOR, Chandler said, has already spent considerable money studying the problem, but the need is for an attack at the CAB level.

Delegates agreed on a revision of BCAB fees, the first major change since the start of the association.

President Jack Sayers indicated the present fee structure has proven unfair in some cases and the need was to adjust with equity in mind.

A report on the progress of entertainment plans for the CAB convention in Vancouver next March was presented. It will be the first such meeting to be held in B.C. Advance registrations already indicate a large attendance.

**MORE COMPETITION
— MORE SELL**

Sayers noted that the economic situation in the province has tightened. "This has affected business generally and broadcast revenues are no exception," he said. "This is one of the reasons that the emphasis of this meeting has been placed on selling, merchandising and promotion."

Sayers noted that while B.C.'s economy is still healthy, the competitive picture has become more intense.

"If we are to hold or increase broadcasting's share of the adver-

tising dollar, we have to operate better than ever before."

The BCAB president paid tribute to the directors of CAB whom he said are "busier than ever." CAB president Murray Brown was in Kelowna, and Sayers termed him a "tremendous worker for the association."

Members of the CAB board from central Canada "do a great job for broadcasters from coast to coast. By geographical circumstance, they are stuck with all of the big committee jobs in CAB and they handle them willingly and ably. It's all done on a voluntary basis and these men deserve our gratitude," Sayers said.

Murray Brown in turn paid tribute to the B.C. directors who "travel the farthest and have an excellent record of attendance. He reported to the meeting that over the past few years, the 'Image' of the CAB has improved considerably.

"We are being looked to more and more as the only official voice of the industry. The BBG, I believe, is happy to deal with one group that can speak for almost all the private stations."

Brown made a plea to the stations to be more co-operative in submitting information needed by CAB from time to time.

"When this information is of a competitive nature, you may rest assured that we at head office do not see it. It is processed professionally. However, when we discuss our affairs with other parties, be it BBG or CAPAC, we simply must have information on which to base our case. Sometimes we find the other party knows more about our members than we do."

AGAINST 48-HOUR SILENCE

The BCAB unanimously reaffirmed its opposition to the "48-hour silence" rule concerning political broadcasting. It was noted that in the B.C. election a few days before the BCAB meeting, a Vancouver paper had published an article seriously attacking one party.

"Whether we believe in that party or not," said Bill Hughes of CKNW, "the fact remains that they had no chance to deny or explain their position. The press was closed to them and the only means of explaining themselves — broadcasting — could do nothing for them because of this unfair regulation."

COMMUNICATION COURSES

The BCAB-UBC courses in communication have now developed to the stage where an integrated two-year course will be offered starting this fall.

Murdo Maclachlan of CHWK, chairman of the project, indicated broadcasters would have to decide whether or not to continue the relationship at the BCAB February meeting in Victoria. The association is now in the third year of a five-year trial period.

The vocational value of the courses was discussed. Not too many people who have taken the courses have ended up with radio jobs so far, but a great many station staff members throughout the province

have found the courses useful in learning more about their work.

Maclachlan recalled the four basic aims of the UBC project: to upgrade standards within the industry, discover new techniques, attract new staff and to increase the prestige of broadcasting in the eyes of the community.

**PLANNED SALES
MANAGEMENT**

Planned sales management was the topic of a full morning discussion presided over by Danny Dever, of the Seattle representative and consultative firm, Feltis, Dove, Dever and Cannon Inc.

"Planned sales management is a dictatorship," Dever said. "If you insist on having your business 60% local, as you should, then you can assume that you have control over that 60%."

"I don't believe in time salesmen or spot peddlars. Our stations use product movement salesmen and their approach is strictly that of using radio in the way in which it will mean the most sales for the client."

No matter what policy of programming a station has, Dever said, if you have proper selling, you will have the listeners and the business. The policy is to isolate the customer, and then go after him.

DATA SHEETS

To do this, Dever, as sales manager of a station in Tacoma, Wash., instituted a "data call" system on retailers. During an interview lasting from half an hour to a full hour, the salesman — using a controlled questionnaire — obtains full information on the client and his business, including amount of advertising budget.

The Data Sheet permits the station to plan its sales approach to this client, with the client's welfare in mind. The station knows what the retailer needs, and plans its sales representations on that information.

Uncontrolled sales calls, Dever said, can be very expensive. He favored a method whereby the salesmen are closely controlled in all their calls, and claimed that the result is close to 100 per cent effective.

The station with which he had been connected became so crowded with commercials that the rates had to be raised as a means of thinning them out. However, Dever said, "commercials on a local station are more important than the so-called services you perform. What's more, the more spots we had, the higher our ratings went, and this was in a very competitive situation."

Almost a full day was spent in closed session with Murray Brown discussing CAB matters and other national developments.

Out of this discussion, the BCAB decided among other things to approach the B.C. government with a view to having regulations governing the advertising of beer and wine tailored along the lines of the new Ontario rules.

Mr. McDermid:
"the August TPR shows **CKY**—
1st again in Winnipeg"*

* The McDonald TPR for August confirms CKY's continuing domination of the Metropolitan Winnipeg Market. Further verification of CKY Radio's listener preference is the Elliott-Haynes Monthly Share of Audience Reports.—By all surveys CKY Radio is first in listening in Winnipeg and the Prairies.

CKY RADIO
WINNIPEG

50,000 WATTS · 580 KC'S
STOVIN-BYLES · FORJOE

50,000 WATTS · 580 KC'S
THE GREATEST COVERAGE OF ANY STATION ON THE NORTH AMERICAN CONTINENT

CHUM...

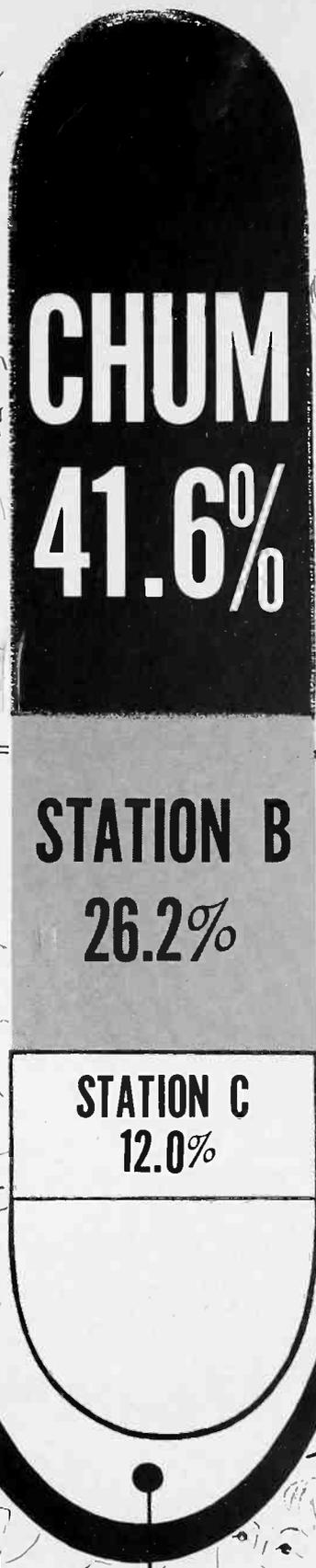
more listeners in Metropolitan Toronto than the next **two** stations combined!*

CHUM...

42% more adult listeners than Station B;
226% more adult listeners than Station C.

*This A. C. Nielsen survey, representative of 467,500 homes in Ontario's central area, includes metropolitan Toronto, and the remainder of Peel, York and Ontario Counties.

Figures based on A. C. Nielsen Broadcast Index, June-July, 1960, 7.00 a.m.-6.00 p.m., Monday through Friday.



CHUM'S SPECTACULAR AUDIENCE INCREASE IS DUE TO TWO IMPORTANT FACTORS:

1. CHUM'S Independent and Dependable news coverage!
2. CHUM's program concept of broad audience appeal which embraces listener participation, music, public service and live talent!

**CHUM - 1050...
RADIO ONE
IN TORONTO!**

REPRESENTATIVES TORONTO & MONTREAL STEPHENS AND TOWNDROW LTD.
U.S.A. DEVNEY-O'CONNELL, INC.

SEPTEMBER 30, 1960

FRENCH BROADCASTERS WOULD SELL QUEBEC TO THE REST OF CANADA

by WILLIAM STEWART

L'ASSOCIATION CANADIENNE de la Radio et de la Télévision de langue française — The French-Canadian Association of Broadcasters — took two important decisions at its seventh annual meeting here Sept. 18-20.

First of all, it decided to draw more attention to the French-language broadcasting industry. In line with this decision, its 1961 meeting will be held outside Quebec for the first time. Its eighth annual meeting will be either in Toronto or near the largest English-speaking city in Canada. The idea is to make the association, its members and their enterprises better known to national advertisers with Toronto headquarters.

The second decision was to broaden representation on the executive of the ACRTF. As president succeeding Jean Nadon of CJMS, Montreal, the ACRTF chose David A. (Bobby) Gourd, young but seasoned broadcasting executive who heads Radio-Nord at Rouyn-Noranda, Que.

Mr. Gourd was president of the French-Canadian Association of Broadcasters for five years. He also has represented the ACRTF on the executive of the CAB with which the French-language group is affiliated. He served three terms as a



Picture Credit — Bergus Salmon
DAVID A. 'BOBBY' GOURD, president of Radio-Nord, Noranda (left) was elected president of the ACRTF at their Ste Marguerite convention last month. He took over the gavel from Jean Nadon, CJMS, Montreal. Vice president for the coming year is Aurèle Pelletier, CHRC, Quebec City.

CAB director and was CAB national vice-president in 1957-58.

MEETING ROOMS WERE FULL

As its vice-president ACRTF chose Aurèle Pelletier of CHRC, Quebec, successful radio veteran. Directors chosen were Henri Audet, CKTR-TV, Trois-Rivières; André Lecompte, CJBR, Rimouski; Paul L'Anglais, CFTM-TV, Montreal; Dumont Lepage CFRG, Gravelbourg, Sask.; and Conrad Lavigne, CFCL and CFCL-TV, Timmins, Ont.

The association conducted a lot of soul-searching during its Ste. Marguerite meeting and its members appeared to feel it would get fresh vigor from its new directing group.

The Ste. Marguerite meeting was one of the best-attended and, while it was a day shorter than usual, a lot of business was packed into it. The meeting rooms were fuller than they have been in other years.

MOST UNDER-RATED MEDIUM

Norman Glenn, president of Sponsor Publications Incorporated, New York told the French-language broadcasters their industry is the most imaginative and creative on the North American continent. But he told the radiomen among them of the experience of U.S. radio following the appearance of TV and warned of the need for putting their best men and ideas to work in the "most under-rated of all advertising media."

MUST CREATE OWN SHOWS

The French-language broadcasters want the rest of Canada and particularly advertisers outside Quebec to find out what the industry can do for them.

For the last year or so the Publicité-Club de Montréal has been publishing reports on market research in Quebec's various geographical regions showing their strong buying power.

Paul L'Anglais, a broadcasting industry veteran and pioneer filmmaker, reviewed at the Ste. Marguerite meeting some of the reasons French-language broadcasters have had to show particular initiative.

Mr. L'Anglais, vice-president of CFTM-TV which will go on the air about the end of January as the first private French-language TV station in Montreal, said the French-language broadcasting industry, not having easy access to production material, went ahead and produced its own material.

While English-Canadian radio and TV were able to use a considerable quantity of U.S. programs, their French-language counterparts as a general rule created their own programs.

Due to its creativity in the

French-language, Montreal had become the second most important television production centre in the world, Mr. L'Anglais said.

He said that French-language TV shows capture a larger proportion of the potential audience than English-language TV shows anywhere. He pointed out that in French-Canada TV screen idols have a following corresponding to the English-language following of Hollywood stars.

TWENTY YEARS A SPONSOR

Ben Dobrinsky, Director of Advertising for Steinberg's Limited, operators of a large group of Canadian supermarkets, said his company had used radio advertising for more than 20 years. He described radio and television as "essential media" for 1,500 Canadian supermarkets which handle about half the business done by a total of some 15,000 grocery outlets.

Mr. Dobrinsky said radio's greatest merchandising asset is "immediacy" or "last word ability." A study in the United States by the RAB showed that radio served 61.6 per cent of supermarket customers.

The advertising executive went on to say that the 61.6 per cent figure he quoted applied to the United States and revealed what he considered to be a glaring weakness in Canadian radio and TV.

"This figure is not a Canadian figure and no station representative approaching Steinberg's has been able to say what the Canadian figure is. There is a lack of basic research as to what radio does or can do for a Canadian merchandiser.

"It is not enough to say that radio has the last word with the home-maker. You have to prove it. Success is always in the past, and in spite of the fact that we ourselves can point to many success stories through the use of radio, the industry itself does not provide us with the accurate market information needed to gauge a constantly fluctuating business environment."

REPORTS FROM CAB

CAB president Murray Brown of London, Ont., addressed the ACRTF meeting as well as Jim Allard, CAB executive vice-president. Tascheriau Fortier, legal adviser to the French-language group, spoke about the reasons the ACRTF had been brought into being.

The French-language broadcasters appointed a publicity committee made up of Phil Lalonde, CKAC, Montreal, Tom Burham, CKRS and CKRS-TV, Jonquière, and Dick Thibodeau, Toronto representative of CHRC, Quebec.

They named as representatives on the CAB board Jean Pouliot, CFCM-TV, Quebec, Mr. Pelletier and Mr. Lavigne. Their CAB terms will start next March.

Because of the importance of their role in promoting and improving use of French, the ACRTF announced it will send a representative to the next annual meeting of L'Association des éducateurs de langue française — the association of French-language educators.

THE Happy SOUND
of
"600"

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

CFQC 500 KC 5000 WATTS
UTQU

THE RADIO HUB OF SASKATCHEWAN

Canada's
TV
COLOR ? **QUESTION**

THE BBG SAYS 'NO'

Before the decision was handed down, the opinions expressed through the following pages were on the press. We believe that the question is still valid.

What do people think of the introduction of color into Canadian television? The private broadcasters? The CBC? The manufacturers?

In the following pages, the Broadcaster's news department has gathered the opinions of authorities representing all these groups.

Opinions vary: "Yes, right now" to "The public isn't ready," "The cost is too high."

But on one point they all agree. — Color is coming — Sooner, or later.



CFCO-TV

READY TO ROLL JAN. 1

The strongest voice advocating color TV for Canada in addition to the set manufacturers (Electronic Industries Association of Canada) is that of Joel W. Aldred, president of CFTO-TV, Toronto.

At a press conference last month Aldred said: "Color will be a tremendous force in TV in two years time."

At the same time, he outlined the station's plans to start immediate color transmissions — pending BBG permission — when the station goes on the air Jan. 1. The following is a transcript of his remarks to the press.

THERE HAS BEEN A LOT of speculation relative to the application of color in our operation.

We are equipping one and possibly two studios for color by the time we go on the air. We have every hope that our license will include provision whereby we can commence televising in color.

In the event we do not broadcast in color on January 1, we will still be making full use of our color facilities for American clients.

We have a \$4.5 million plant. Our mobile van, whose construction was held up by a strike in the U.S., is one of the four or five most modern on the continent. It can be quickly converted to color.

We hope to broadcast two to four hours per day in color.

Expansion plans are underway and would tend to indicate that we

will have a second mobile unit early in the new year. It will likely be color equipped.

ADVERTISERS INTERESTED

Advertisers here have taken this attitude — that Channel 9 will be a strong influence in this market. They are very interested in the fact that we are planning for color now. The supplying of color facilities to any advertiser will be on the same price basis as black and white.

In order to keep up with technological advances that are coming about in the industry, it is essential that we keep pace with them.

One of the many reasons we went to RCA was their pioneering in color.

We assume that, with the advent of color TV in Toronto, the success stories which are becoming apparent in the United States will take a firm grasp here in Toronto.

When WGN, Chicago, changed to primary color, it started off a chain reaction in color sets and has created greater interest in the station and its ratings.

PROGRAM PLANS

Our plan is this: We assume that our afternoon women's show *Vanity Fair*, which will be the responsibility of Jeann Beattie, will be in color.

Newscasts will be in color. We have also purchased a post-1948 library of motion pictures on a pre-release basis. We have picked up at the moment 52 movies in color and they will be transmitted in color.

The attitude that I want to get across is that there has been a lot of conjecture about color and our station, as far as the CBC is concerned.

The CBC's major equipment is obsolescent in character. Their equipment is two, three, even eight years old. We know that they have a color compatability problem. We are quite prepared to offer the use of our color facilities, in morning times, when we are not on the air, if the CBC would like to experiment, at a pure-out-of-pocket cost to us, not only for training their crews but also in the event that they don't want to go to a major overhaul of facilities.

NO PUBLIC DEMAND FOR COLOR

by BOB REINHART
CFPL-TV, London

London, Ontario's CFPL-TV has been capable of color telecasts using color films since 1957. The station has carried out several successful closed-circuit tests within its own building.

IHAVE A GREAT doubt in my mind if there is a public demand for color at this time.

In short, I think that color conversion — as far as the public is concerned — will be a gradual transition.

What may really happen is that once color sets are reasonably priced, people will — as their black and white sets wear out — replace them with color sets.

The equipment we have has been converted for color to overcome the obsolescence factor — or in other words so that when color did come, we wouldn't need to go out and buy new equipment. This only applies to our transmitter and tele-cine equipment.

In fact, the day our transmitter was ordered in 1953 when we were increasing power to 325 kilowatts — there was a color conversion clause in the contract.

It would be possible for us to put on a film color show within hours of a BBG announcement if we wished to do so.

But going into color is an expensive proposition and I don't feel the public is ready for it.

Technically,

IT'S HERE

THESE ARE RANDOM comments on the color question by John Houlding, president, RCA Victor Co. Ltd., interviewed by THE BROADCASTER in Montreal.

- Technically, color TV is here. For the past two or three years no appreciable changes have been necessary to improve the product technically.
- Around 50 hours a week of color programming is available in the United States on all outlets. As this increases there will be more demand for color sets.
- Color programs available to the CBC through NBC and the other networks are coming, but CBC won't take advantage of this.
- Set prices range from \$695 to \$995 and up. They have been manufactured for several years in the US with no material improvement in price. There are no breakthroughs that we know anything about which will suddenly make them cheaper.
- Switching from black and white to color for network and film shows is very simple.

COLOR COMMENTS

WILF WOODHILL, president and general manager, CKSO-TV Sudbury.

"It appears there is no public interest, or more sets would have been purchased."

RALPH SNELGROVE, president, CKVR-TV, Barrie.

"I think the present form in which color TV finds itself is a dead duck. It is my opinion that the present type of set will be replaced by a better development which will make the sets less costly and demand less skill in adjustment."

ROBERT F. LARGE, manager, CFCY-TV, Charlottetown.

"We have mixed feelings regarding the introduction of colored television into Canada, although there is no doubt in the natural course of events it is going to take place."

WILLIAM MCGREGOR, general manager, CKCO-TV, Kitchener.

"It would require an expenditure of probably \$15,000 to put in the bare minimum of equipment which would allow us to carry network color."

JOHN CRAIG, president of CKX-TV, Brandon.

"Quite frankly I think color television would do wonders for the industry and give it a lease on life such as we have not experienced to date."

NORMAN BOTTERILL, general manager, CJLH-TV, Lethbridge.

"The origination of color is expensive. It would be considerable time before sufficient color sets in the area would warrant even film or taped color shows."

SID LANCASTER, manager, CFCRN-TV, Edmonton.

"I do not see much point in pressing for the introduction of color television into Canada at the present time. Color TV has a long, long way to go yet, before it reaches standards equal to those of present day black and white."

JEAN POULIOT, general manager, JFCFM-CKMI-TV, Quebec.

"In a nutshell I would say that we are definitely in favor of the introduction of colored television in Canada as soon as the public can really benefit from it."

W. T. CRUICKSHANK, president, CKNX-TV, Wingham.

"We are very much in favor of the CBC introducing color television in Canada just as soon as possible."

LLOYD WESTMORELAND, assistant manager, CKCK-TV, Regina.

"I am not particularly in favor of color television. I personally feel that the main deterrent to general color is, in the main, the universal acceptability of black and white as a very satisfying form of home entertainment."

CKOS TV
YORKTON SASKATCHEWAN

THE VOICE OF THE WEALTHY PRAIRIES

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

CBC on Color TV

CANADA WAITS FOR THE STATES—CBC

The following is the text of a statement of the President of the Canadian Broadcasting Corporation, J. Alphonse Ouimet for CANADIAN BROADCASTER.

THE CBC HAS BEEN keeping in close touch with all aspects of color TV developments in the United States, in order to be prepared to develop a Canadian service when the proper time arrives. The Corporation's Engineers are keeping abreast of the latest technical developments. The CBC and the communications companies have worked closely together since the inception of the microwave network on preparations for distributing Canadian and US programs to more than 50 affiliated stations of the National Television Service.

In considering the appropriate time for introducing color to its TV networks, the CBC must keep in mind the fact that until very recently the progress in the US has been disappointingly slow. However, the conversion to color by many US TV stations plus increased interest and activity in the receiver manufacturing industry suggests that there are more reasons for optimism than have been apparent for some time. There may not be any fast growth, but it seems likely that there will be a fairly steady development of the industry over the next few years. As receiver sales increase, manufacturing costs will drop and this should give added impetus to sales.

In considering the possibilities of color, the Corporation must keep in mind that the point of significant color acceptance by the US public has not yet arrived, although this was expected some years ago. This is undoubtedly due, in part, to the price of color receivers. Prices in Canada will certainly not be any lower and in addition, it seems

obvious that Canadians today would hesitate before purchasing color receivers for the same reasons that make the American public cautious. These reasons are still somewhat of an enigma to the industry. Whatever the reasons, color cannot develop without viewers.

The introduction of color into Canada on any basis will unavoidably involve the CBC in large expenditures. Those who make the relatively large investment in color receivers will expect the CBC to provide them with color programs. In order to fulfil its obligation as a national service, the CBC must provide not only US programs but Canadian color programs to its coast-to-coast network audiences. This requisite will be further emphasized by the national requirements of Canadian sponsors and receiver manufacturers.

An equally important responsibility for the CBC, if its service is to be truly national, will be the provision of color programming for the

French network which, unlike its English-language counterpart, would not have access to ready-made US color programs.

Although color TV is expensive, Canadians will expect this service from the CBC when color starts here. To provide such a service the Corporation will require additional public funds.

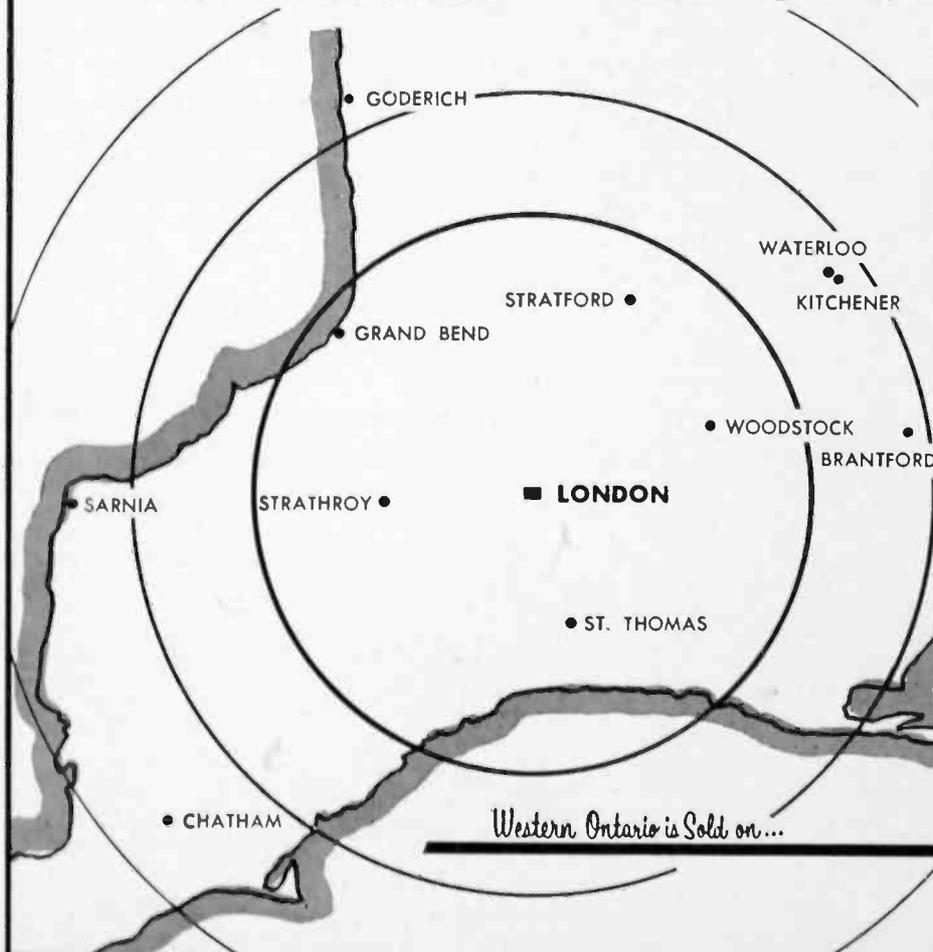
On the present level of financing the CBC does not have the money to go into color. The Corporation has to devote all its resources and

energies to the development of black and white television in order to meet the public demand for an extension of national TV service to all parts of Canada.

The CBC would like to provide a national service in color when all factors make the time appropriate, not only because of increased enjoyment for the Canadian viewer, but for the sake of the general buoyant effect on the electronics industry and the resulting effect on the Canadian economy.



THE LAND OF OPPORTUNITY!



No other single medium can duplicate this extensive and concentrated coverage in the rich, rich urban and rural areas of Western Ontario.

Latest **SYM** figures for the top ten counties:

Population	967,000
TV Households	237,700
Effective buying income	\$1,467,215,000
Total Retail Sales	\$1,006,616,000

The Spring 1960 B.B.M. shows that 132,800 homes tuned once or more to CFPL-TV.

Western Ontario is Sold on...



NO TECHNICAL OBSTACLES SEEN

by MURRAY LOCKE

(Mr. Locke, a graduate in electrical engineering from McGill, has 13 years experience in the broadcast industry. Joining Canadian General Electric in 1947, he worked six years on installation of radio-TV broadcast equipment in centres from coast-to-coast as well as for several years on broadcast sales in Quebec and in national television sales. He has been in charge of advertising and sales promotion for all Canadian General Electric's electronic products, since 1955.)

While there would undoubtedly be considerable technical adjustments involved in the switch to color television production and transmission in Canada, there are no insurmountable technical obstacles to such a program — either at the network, the station, or the home receiver levels.

As far as the network level is concerned, for instance, the national networks are already basically capable of transmitting color television, and very little effort would need to be expended in making this primary adjustment.

Technically speaking, it would also be a relatively simple matter to equip stations themselves for the broadcasting of color television, whether simply for the rebroadcasting of network color, or for the production of locally originated color programs. Most television stations in the United States, for example, are already equipped to handle network color.

3 PHASES OF PREPARATION

There are three phases of technical preparation Canadian stations would need to make for color television:

PHASE I — would involve modification for network color transmission, the first step in the



Murray D. Locke

transition process. The equipment provided for this would include additional test equipment and color adapting for the transmitter ancillary units (sync generators, etc.). Where the station has video tape recorders, these units, with their own color conversion kits, could be used to play back pre-recorded video tapes.

PHASE II — would provide for color programs originated by local telecine equipment, and in addition to the type of equipment provided for Phase I, would require color scanning, projecting, monitoring and distributing equipment.

PHASE III — would provide for local originated live color pro-

COLOR IN ADVERTISING has traditionally given added impact to the presentation of a product or story.

There is no doubt it will enhance TV viewing, and add to advertising impact if the technical improvements move quickly to greater perfection of broadcasting and reception.

Television is a mass medium today. It was not always so. It took many years and a great deal of money to establish this mass communication in black and white. But it has eventually arrived at the place where it gets serious consideration from all national advertisers, whose market objectives have to have widest possible coverage.

There should be every hope that eventually color advertising in television will be able to reduce present indicated costs and become relatively competitive. However, the problems surrounding the intro-

duction of color television are innumerable and difficult to solve except at great cost to broadcasters and the general public.

Color in the United States has not made headway at any speed sufficient to predict a time when it will become a mass medium.

In Canada, it is safe to say that our progress in this field will lag behind the US. The obvious deterrents to its development spring mainly from economic considerations. The less obvious reasons probably lie in the waning excitement and interest that present television programming has for the general public.

Color alone may revive some of the initial interest in television but color alone will not sustain it.

The future of television must inevitably be dependent on how the medium is used for the greatest possible benefit to the viewer.

graming, and would require color camera chains, monitoring, distributing and additional lighting equipment, etc. In this connection, rapid improvements now taking place in tubes and optical equipment, will in all probability eliminate much of the current necessity for expansion of lighting facilities.

NEW PICTURE TUBE NEEDED

Installation of network and station color facilities would, in fact, be among the least of the purely technical problems that would be encountered in any move to color television in Canada.

More important, because it concerns the entire reason for such a move, is the problem of the home receiver for color TV. Until such time as an improved type of color tube is developed for home color

sets, the price of such sets will in all likelihood remain high enough to deter many purchasers.

What is needed is an economical picture tube, offering simple and stable operation, in a simplified chassis, which is sufficiently economical to maintain. Research on this has been going on for some time, including research and development work being done by our own company. We are confident that an answer will be found, and when it is, it is certain that we and other manufacturers in Canada would actively promote color receivers in the market place.

As a general rule of thumb, it could be said that the technical problems of converting to color television in Canada break down as follows: — network, two per cent; station, eight per cent; and home receivers, 90 per cent.

APPOINTMENTS BY CHCH-TV



S. F. Habberfield



Hugh T. Trueman

S. F. Habberfield has been appointed account executive with the sales division of Hamilton's Channel Eleven with offices in the Park Plaza Hotel, Toronto. He is succeeded as promotion manager by Hugh T. Trueman who will be in charge of all public relations and promotion phases of the station's operation. Mr. Trueman is a former manager of Radio Station CFBC, Saint John and was, for a time, associated with WTVJ, Miami. He returned to Canada in early July of this year to accept the position of public service director with CHCH-TV.

Use Color But Use It Right

ARE COMMERCIALS more effective in color than in black and white?

According to Horace S. Schwerin, president of Schwerin Research Corp: "When it is used properly, color enjoys a tremendous advantage over the same commercials in monochrome."

Late in 1955, Schwerin Research began pretesting RCA Victor appliance commercials in "compatible" color.

The same commercials were audience-tested in both full-color and black-and-white versions in identical control shows.

Out of these tests — which are still continuing — according to Schwerin, came the central finding that:

"Color increased the effectiveness of the commercials over their black-

and-white versions by an average of 100 per cent."

Other findings include:

- Color, while it increases commercial effectiveness, tends to decrease remembrance of sales ideas.

- Natural settings have proved more effective than "showcase" settings.

- Distracting use of color diminishes the effectiveness of the commercial.

- Commercials in the middle range of effectiveness benefit most from the use of color.

- Color helps certain product types more than others.

- Women are more influenced by color than men.

- Color is particularly effective for holidays and other special promotions.

G. N. MACKENZIE LIMITED HAS SHOWS

like The Man That I Married

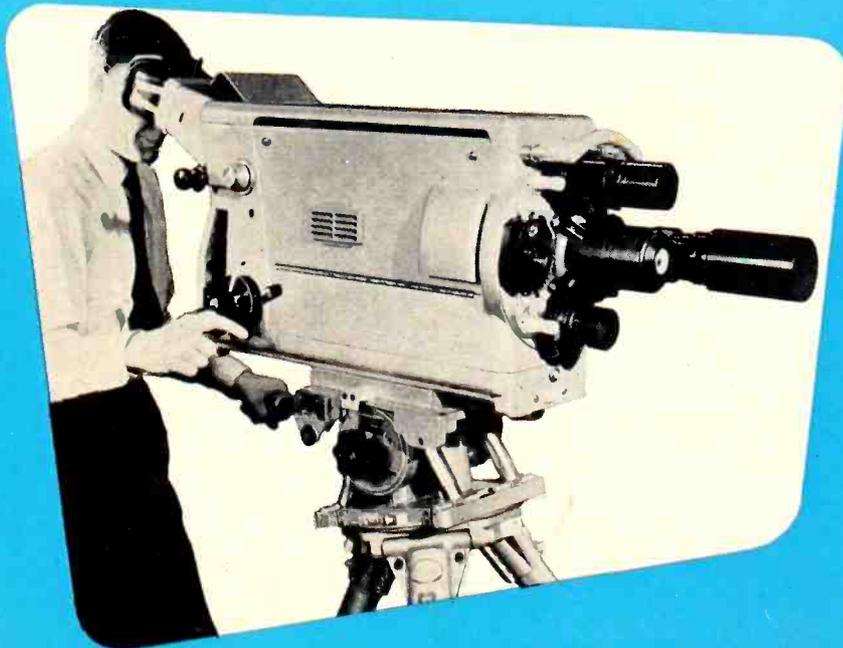
MONTREAL 1411 Crescent St. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

OBTAIN "EXPERIENCE IN DEPTH"

WITH THE MARCONI MARK IV TELEVISION CAMERA

A proven **STAR** performer

Marconi 4½" Image Orthicon Cameras first went into use in 1955. This puts Marconi over five years ahead of its competition in proven reliability.



★ Over 500 Marconi Image Orthicon Cameras have been sold throughout the world.

★ Over 100 Marconi Image Orthicon Cameras have been sold in Canada — 36 are equipped with 4½" I.O. tubes.

★ Associated Company, English Electric, pioneered the 4½" Image Orthicon.

THE MARK IV IMAGE ORTHICON CAMERA FEATURES:

EXTREME STABILITY:

Novel circuit design and careful choice of components give a high degree of stability and reliability.

FIRST CLASS PICTURE QUALITY:

The 4½" Image Orthicon tube gives a picture quality substantially better than any other type or size.

LIGHT AND COMPACT:

By reducing and simplifying its electronics, the camera's weight has been held below 100 lbs. and its size made correspondingly small.



CANADIAN MARCONI COMPANY

Broadcast & TV Station Equipment Department — Commercial Products Division

Sales Offices from Coast to Coast

2442 Trenton Ave.,
RE. 8-9441, Ext. 212,
MONTREAL 16

830 Bayview Ave.,
Tel. HU. 1-5221,
TORONTO

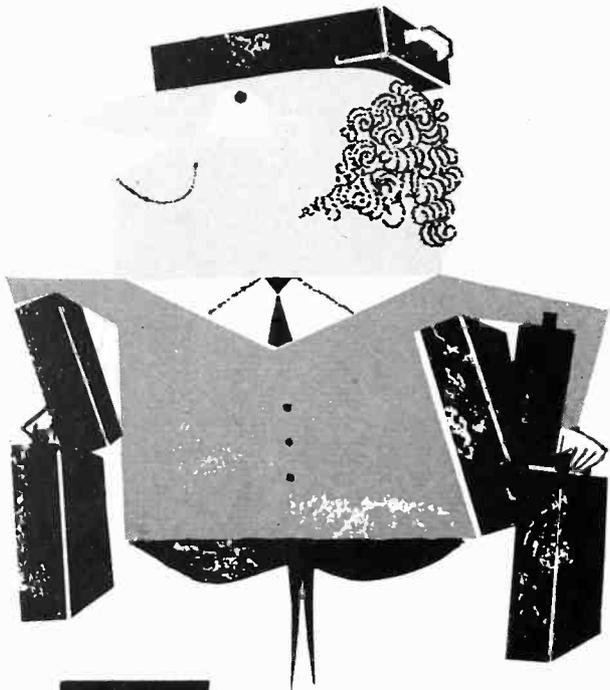
1710 - 3rd Street, N.E.,
Tel. CR. 7-7571,
CALGARY

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

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

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

BUY A WELL REPRESENTED



STATION

Your Hardy man really represents the station you're buying, supplying the detailed, specific information you need. In turn, Hardy stations represent the kind of markets you want, wherever they are.

BOOM TOWN COVERAGE IN QUEBEC

A sense of community responsibility makes CKBL-TV typical of the Hardy group of selling stations. In Matane and the surrounding area, CKBL-TV speaks to a large, lively listening audience. The coverage area embraces the Baie Comeau and Sept Iles region as well, where a prosperous population is enjoying one of the largest economic booms in Canada. Include the Gaspé and the North Shore of the St. Lawrence in your marketing strategy. Call your helpful Hardy man for details.

JOS. A. HARDY & CO. LTD.

Toronto EM. 3-9433

Montreal VI. 2-1101

COLOR COMMERCIALS PACK MORE SELL

by RALPH FREEMAN

Radio and TV Director, James Lovick & Co. Ltd., Toronto

COMMENTING ON THE VALUE of color television as an advertising medium is somewhat like coming out in favor of a well-balanced diet, or the institution of motherhood, because it is already a proven and continuing success.

Both broadcasters and advertising people know that it is a tremendously effective medium for entertainment, education and the promotion of sales. Its future potential can only stagger the imagination.



Ralph Freeman

Like ancients searching for the "philosopher's stone," modern businessmen have long looked for the perfect mass advertising media. Does color television qualify? Frankly, I can't conceive of any that comes closer.

Compatible color TV provides the marketer with practically every factor known to influence the sale of goods: Personal salesmanship . . . oral and visual description of the product . . . demonstration of the product in use and its presentation in an atmosphere favorable to the seller and the product.

It is capable of delivering enormous mass audiences at very low cost per impression and with the proven flexibility that is characteristic of electronic media.

Most important of all, it uses to its fullest extent, the proven selling power of color — heretofore the almost exclusive domain of print media. What more can anyone ask? For eye-opening proof, read the results of the recent second color study just completed for the Crosley Broadcasting Co. by Burke Marketing Research of Cincinnati. Among the conclusions of this study are these findings:

1. A color commercial will sell 69% more prospects than the same commercial in black and white.
2. Color set owners' interest in viewing is twice that of black and white set owners.
3. The over-all persuasiveness of color commercials is two-and-a-half times that of black and white.
4. Commercial points recalled from color commercials are three-times that of black and white.

Commercials tested in this Crosley study featured such varied products as automobiles, foods, and greeting cards.

Black and white television has already strongly influenced the design of packaging and merchandising display material. Color television will be far more influential. In fact, some alert color advertisers have even changed appearance of their delivery vehicles to tie in more closely with color-conscious customers.

Technical progress has been excellent. The only real hitch remaining is the problem of color set circulation.

This can be compared with the old riddle of the chicken and the egg. Some Canadian advertisers may hold back because of the minority of color TV homes.

The public may delay buying sets due to their currently higher cost and the relatively small number of color programs.

But these economic deterrents will inevitably be resolved, and very soon too. Probably in a major breakthrough similar to the one triggered years ago by the development of larger receiving tubes. The emergence in Canada of full-scale programming is literally only months away.

Those of us in advertising, broadcasting, production and television service can use it best by preparing for it now.

How Many Sets In Canada?

Nobody Knows

AS OF THE END of June 1960, the number of color sets in use in the United States, is between 550,000 and 600,000. Sales have jumped up since the end of June.

When contacted by THE BROADCASTER, RCA Victor in Toronto said they didn't have the figures of Canadian color sets in use. RCA public relations supplied the estimated number of sets in use in the United States.

Canadian Admiral Corporation said, "We estimate there are 1,000 to 2,000 color sets in Canada."

Canadian General Electric said, "It's a handful. If there are 20 it would be a surprise. Nobody has any accurate figures. Many of the sets are "placed". They are mostly engineering sets or promotional pieces."

Bureau of Broadcast Measurement said, "We have no information about the number of color sets in Canada."

Electronic Industries Association said, "Only two companies are making color sets. We do not start collecting figures until there are at least three manufacturers of any product."

The CBC said, "We don't have that information on hand."
Canadian Facts said, "We do not have that information."

HOURS OF VIEWING MAY WELL DOUBLE

by **GEORGE LEECH**

*Radio & TV Director
McKim Advertising Ltd., Toronto*

THERE IS NO DOUBT that color TV affords a greater impact.

Some noted critics have even gone so far as to say that a mediocre show viewed in black and white can become a good show in color.

Color gives "life, warmth, depth, nearness, viewing impact" — the critics say. Combining these factors with the element of novelty would explain the extended hours of viewing that have become a pattern in the US. In many Canadian TV households, hours of viewing may well double with the advent of color.

First predictions, then? Color TV may be the answer to renewed interest in that part of the potential audience who have become very selective in their viewing habits.

SHOT IN THE ARM

In markets like Toronto, where near saturation in set sales has been achieved, color could provide a shot in the arm, not only to set manufacturers, but to viewers.

Increased viewing, assuming (and it is a large assumption) sufficient number of color sets are sold in the next few years, could help advertisers to justify, in part, the increased expenditure necessary to cover multiple-station markets.

Of course, and there always is an "of course," higher production costs both for the vehicle and commercial production are levelling factors.

Color is more costly — from 20 per cent upward. And yet, to offset this disadvantage is a strength many

Canadian advertisers are interested in testing — the advantage of showing product and/or package in its actual "real, living color." This advantage becomes a major one when new product introduction is concerned.

NEED INEXPENSIVE SET

Assuming that a color set can be made available at a price near the \$400 mark one could predict that a number of set owners contemplating replacement, might "go color." But only in those markets where US color-casting can be received. The CBC's plans for color TV must be considered only for "the future."

These color set owners will probably be similar in characteristic to the first substantial wave of buyers in the US. They will be of the above-average-income group.

Eight out of ten will be home owners. At least half will have smaller than average families. There will be only one-third of this group who will have children under 14 years of age.

Obviously, color television owners are in the "luxury-market" class. A strong commercial approach for almost any product made to this group is reaching an audience ready by nature, and able by means, to spend.

Color television can mean increased impact for the Canadian advertiser's message. The question should read — not "what" but "when."

WHAT MEDIUM

Occupies the greatest part of Canadians' leisure time

Provides the largest national audience on more occasions

And consequently Commands the biggest share of national advertising dollars

TELEVISION

CANADA'S NUMBER ONE SALES PRODUCER

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.

E.I.A. Demands Early Action

IN MARCH THIS YEAR the Electronic Industries Association demanded in a brief to the BBG that the board "take early action in recommending introduction of color telecasting in Canada."

The association is made up of 114 member companies.

Late this month, an association spokesman told **THE BROADCASTER** that there was "great impatience" within the group at the BBG's delay in making a decision.

However the association's brief points out, that before the BBG could give approval "two obstacles must be removed . . .

- "The delay by the Department of Transport in approving the National Television Systems Committee color television technical standards approved by the association, June 8, 1956."

(These were submitted to DOT by the Canadian Radio Technical Planning Board, Jan. 1957).

- The restrictive nature of present telecasting licenses issued to stations which treat color telecasting as a separate entity from black-and-white telecasting.

The brief asked the BBG that: "Television stations equipped to transmit color television programs

be authorized to receive such programs as are available on the network and re-transmit them in color, or originate their own color broadcasts, either as live programs, or on tape, or film, without restriction.

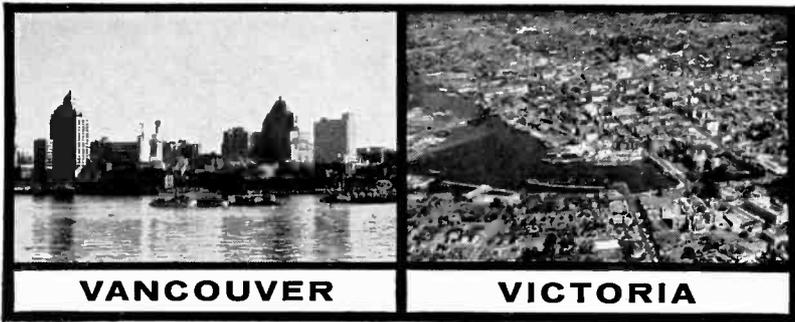
"When the restrictions have been removed from television station licenses, programs in color could be broadcast over the trans-Canada network system immediately by re-transmitting some of the color programs originating in the United States.

"Under present restrictive regulations, Canadian television stations are prohibited from telecasting color.

"In fact, the color signal is removed from the network programs coming in from the U.S. to prevent Canadian stations re-broadcasting these color shows."

According to the association, color transmitting does not cost very much more than black-and-white and some TV stations are already in a position to start color transmissions.

In its brief to the BBG, the association claims "The cost to equip an existing station to re-transmit, in Canada, color programs available on the network, is relatively low — only \$15,000 to \$20,000."



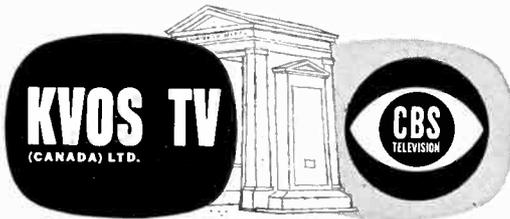
TOP-CALIBRE ENTERTAINMENT KEEPS KVOS TV 1st IN CANADA'S 3rd RICHEST MARKET

As a CBS network affiliate, KVOS TV is the only station serving the Vancouver-Victoria market with the majority of North America's most highly rated shows. Gunsmoke, The Rifleman, G.E. Theatre, Dennis The Menace, Red Skelton, Garry Moore, Jack Benny, Ed Sullivan, I've Got a Secret, Dupont Show of the Month, Art Linkletter, Have Gun Will Travel plus great movies from MGM, Warner Bros., Universal, Columbia, United Artists and Selznick-Hitchcock — the biggest line-up in Western Canada!



JAMES ARNESS—
*Star of top-rated
"Gunsmoke"*

one TV station  *had to be unique*



CHANNEL 12

STUDIOS & OFFICES — Bellingham, Wash.
VANCOUVER OFFICES — 1345 Burrard St. — MU. 1-1212
STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco

Color Is Major Untapped Area

by RAFE ENGLE

Radio and TV Director, J. Walter Thompson Co. Ltd., Toronto

WITH TELEVISION penetration averaging around 90 per cent of urban Canadian homes, we are approaching near maximum television penetration of urban Canada, judging from U.S. experience.

The greatest single expansion of new set sales, therefore, will probably take place in the rural areas where television penetration is currently well below the national average.

Naturally, black and white sets will continue to be sold in urban markets but principally will be accounted for by households replacing old sets.

The one untapped area of major TV expansion in Canada is color.

Although the BBG has not defined the number of hours of color broadcasting it will permit, the announcement is expected shortly.

Virtually all the newly licensed "second stations" are either equipped to transmit color as soon as they go on the air, or could quickly add color facilities, without much delay.

This could also be said, in all probability, of TV stations in the major single channel markets.

Who will the advertiser reach by color TV?

For the next few years, this matter will be almost entirely contingent on the price of color sets.

We know that color sets in Canada currently sell for approximately three times the price of black and white sets. We also know that manufacturers are working to develop color sets that could be more com-

petitively priced with the black and white models.

COLOR SETS EXPENSIVE

Assuming that it will be several years at least before a lower priced color set is marketed in Canada, only the upper, middle, and higher income groups could honestly afford to purchase color TV.

Until color broadcasting replaces black and white as the backbone of the broadcast day, there would be little incentive for the average consumer to make a large investment, on the installment plan, in a luxury item which he might use infrequently.

If it appears that color sets will not take a substantial drop in price for the next few years, and that color TV will therefore find its way almost exclusively into the homes that can afford it, we should ask the question — What impact does regular consumer advertising have on upper income homes?

MANY STUDIES CONDUCTED

Although many studies have been conducted, and considered opinions expressed on the effect of various kinds of consumer advertising on upper income homes, nothing very definitive has been exposed.

The general consensus is that upper income earners are motivated by advertising of commodities to a lesser extent than they are by specialty products: Products that are categorized as out-of-the-ordinary.

A recent article reported that better than 10 per cent of all U.S. television sets sold are equipped with remote controls. The addition of this feature certainly makes it easier to switch channels.

It is also convenient for turning commercials down, or off. To a great degree, the challenge of keeping audiences tuned to the commercials as well as the program will continue to rest in the hands of the creative departments.

We wonder whether the families who might buy color TV sets in the next few years might not also be the families who would be intrigued by the remote control attachments.

Whether an advertiser can, or will, afford to use color television will depend on the dependability of color transmission and reception, the availability of audience to color broadcasting in Canada in the next few years, and the effect that color television will have on programing.

If television advertising in color will be one of the most effective ways of reaching a particular advertiser's market, then he probably won't be able to afford not to use color television.

In the not too distant future, TV will likely be viewed on a small projection-size screen, set in a wall, instead of a 21 or 24 inch screen set in a box.

By this time, of course, color definition on a screen will be much improved. In terms of programing, television will be able to break away from the confines of intimate

close-ups and add realistic crowd scenes and panoramic shots.

All this adds up to one point: Color television in the near and distant future will not be the answer to every advertiser's objective of more effective selling messages.

Although we can be assured of technical refinements, increased set sales, and a more widespread application of color to programing, the selection of this new form of an existing medium will have to be placed in the perspective of its efficiency and effectiveness, as compared with other available media.

CJME Appointments

BOB ZARAN has been named production manager of CJME, Regina and Wally Cameron has been appointed chief announcer. Dennis Owens has moved to CJME from CKRM, Regina as night supervisor and Grant Lamar from CHAB, Moose Jaw to CJME as announcer.

Beattie Martin, sports director of CJME, was married September 3. The lucky girl is Louise Jean Duncan of Saskatoon.

FOOD SALES

in the

CKGN-TV

area

now exceed

\$22,000,000

annually

— Sales Management

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these television stations

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

CJOC APPOINTMENT



Arthur J. Balfour



Gene Ross

A. J. "Art" Balfour, Manager of CJOC in Lethbridge, Alberta, is pleased to announce that Mr. Gene Ross, former Manager of CFCW, Camrose, Alberta, has joined CJOC as Assistant Manager.

Starting in the Radio business twelve years ago, Mr. Ross brings a wealth of Radio understanding to his position, and as Manager of CFCW in Camrose for the past five years, is well known to the Radio fraternity throughout Canada. Mr. Ross is a veteran of World War II having served with the RCAF.



ANSWER-CANADA
A National Merchandising and Research Service
Through the use of telephone facilities, the following service is offered:

LOCAL COMPANY IDENTITY
You can easily get local identity. Simply subscribe to a telephone, with listing and have the line terminated in an Answer-Canada office. A trained secretary will answer in your name, query the caller and forward a record of calls for completion.

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

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



THE NEW LOOK IN CAMERAS — R

This is
the NEW
TK-12
Camera
and
Operator

- *Less than one minute warm-up time*
- *Stabilized circuitry—requires “set-up” only once per fortnight or longer*
- *Only two controls, operated remotely*
- *Specially designed for automation; one operator can have full control of up to six cameras.*

TK-12 (4½") NOW MADE IN CANADA

The revolutionary new RCA type TK-12 4½ in. Image Orthicon camera, first shown to the broadcasting industry at NAB Chicago last spring, was designed to meet the specifications of the operating TV broadcasters of this continent. Finalization of design was only completed after over twelve months trial of the prototype in the leading network stations and in major black-and-white productions from coast to coast.

Now the TK-12 is being manufactured in quantity at the RCA Victor plant in Montreal to give broadcasters all the economic advantages of Canadian manufacture, plus:

- *fast delivery*
- *proximity of service*
- *Canadian workmanship—equal to the world's best*

For further information, contact your nearest Technical Products representative, or write to the Technical Products Division, 1001 Lenoir St., Montreal 30, P.Q.



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

CBC WILL START YUKON NETWORK

THE CANADIAN Broadcasting Corporation announced last month that it plans to set up a regional radio network in the Yukon this winter. Extension of the corporation's Trans-Canada radio network to the Dawson area will bring Canadian radio service to three-quarters of the population of the Territory.

The present network, running north from Edmonton along the Alaska Highway, now stops at Whitehorse. Canadian National Telegraphs are now building new lines in the Yukon. Dawson will receive live programs for the first time.

CBC RADIO gives

MORE

- MORE** flexibility
- MORE** program-promotion
- MORE** live presentations
- MORE** "average-to-high" income listeners

In all SURVEYED* MARKETS OVER 50% of CBC RADIO LISTENERS ARE IN THE "\$5000 PLUS INCOME GROUP" (National Average).

*Time period rating Radio Station Profiles McDONALD RESEARCH LTD.

CBC RADIO SALES

CKGM, Montreal

THEY KEEP THE SHOW ON THE ROAD

AS PART of its public service program, the CKGM Road Show recently presented an hour and a half of variety in co-operation with the Kiwanis Club in the high school auditorium at St. Eustache.

Over 1,000 people attended and during the proceedings everyone was asked to donate a pint of blood to the Red Cross Blood Clinic.

During the afternoon, the station supervised an amateur contest and CKGM mobile units took part in the parade through the streets of the town, drumming up support for the Blood Donors' Clinic. Almost 800 pints of blood were raised.

At the present time the CKGM Road Show has played to 25 different community or charitable organizations, with the total audience exceeding 15,000. They are booked up now until late December and are putting on special performances for all the veterans' hospitals in the Montreal area.

The Road Show is the result of



over 2,000 auditions, carried on throughout the winter and spring. From these auditions, the best talent was selected and this was developed into a complete variety show. The director is Mel Howard, who is a professional performer, having worked on Broadway in *Carmen Jones* and several other productions. Emcee of the show is Danny Smith and set and costume designer is Ray Scott.

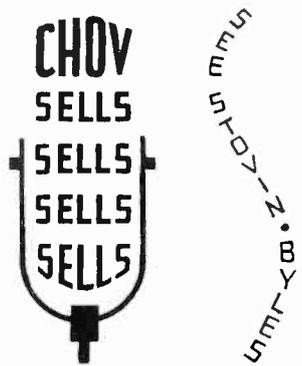
CKGM has a special nine passen-

ger station wagon which is used for transportation and rehearsal space.

The show is provided free to the organization, which then sells tickets and the proceeds are used for whatever charity project is being undertaken at the time.

The station estimates that the total show which is carried out on a yearly basis, will cost about \$30,000.

In the montage are some of the various acts which appear in the show.



The UPPER OTTAWA VALLEY MARKET

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

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like The Man That I Married

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

APPOINTMENTS AT CKPT



Fred G. Sherratt



Ralph Snelgrove



Allan Waters

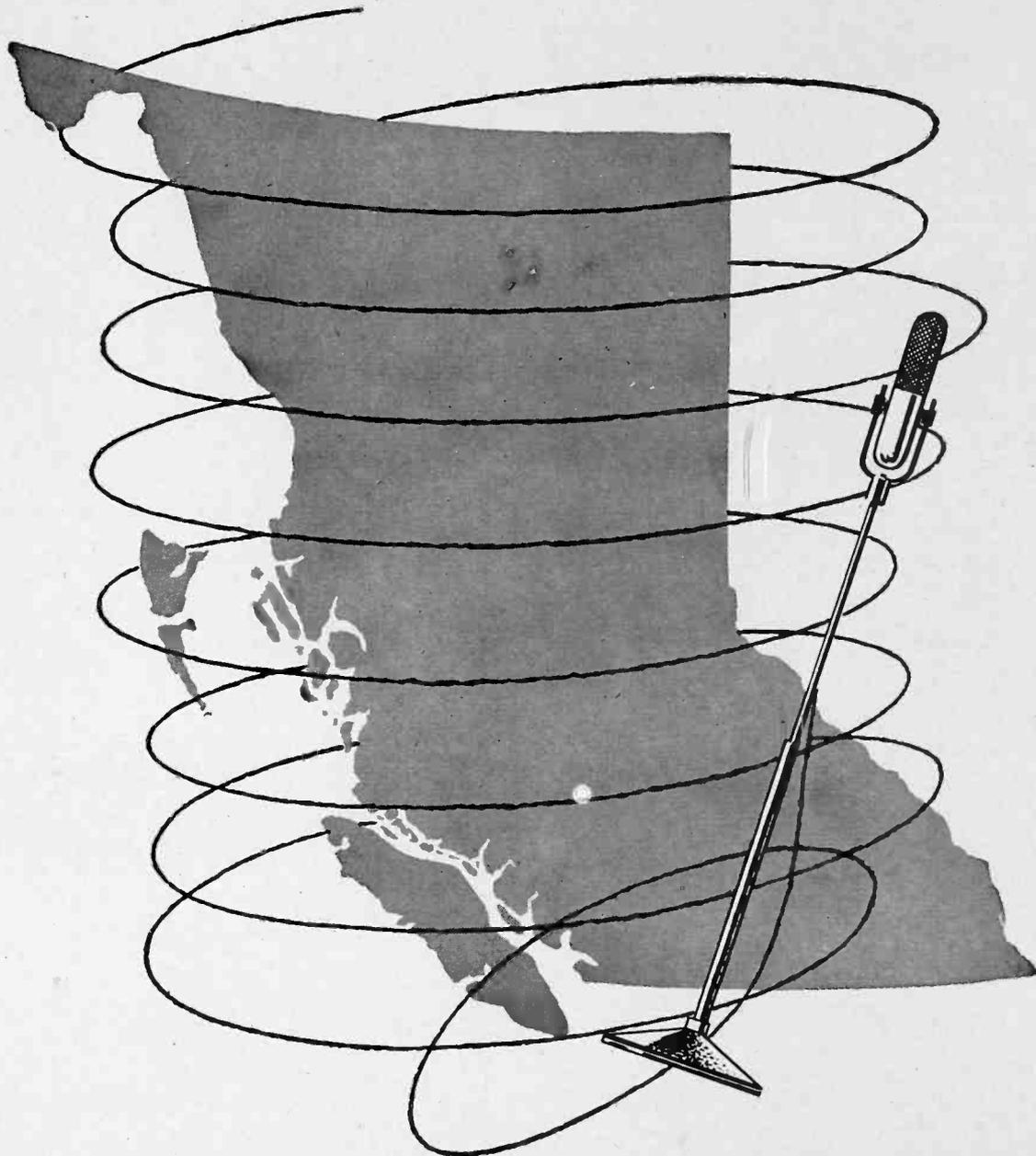


Harold Scott

The Directors of the Peterborough Broadcasting Company Limited are pleased to announce the appointment of Fred G. Sherratt as Station Manager of Radio Station CKPT. Mr. Sherratt's appointment was effective August 22nd and he and his wife will shortly be permanent residents of Peterborough. In addition to Station Manager, Mr. Sherratt is also a Director and shareholder. He is well known in the broadcasting industry, having worked in all phases of radio and television during the past thirteen years. He was one of the founders of Radio Station CFRS, Simcoe, and has served as Manager since its inception.

At the same meeting, the Peterborough Broadcasting Company Limited also announced the appointment of Ralph Snelgrove as President and Director, Allan Waters as Vice-President and Director, and Harold Scott as Director. Mr. Snelgrove is the owner of Radio Station CKBB, Barrie, and Television Station CKVR-TV, Barrie. Mr. Waters is the owner of Radio Station CHUM, Toronto. Mr. Snelgrove and Mr. Waters, through their holding company, Watergrove Investments Limited, are major shareholders in CKPT. Mr. Scott is well known in the Peterborough area. He is presently a Director of the Victoria & Grey Trust Company.

Selling in B.C.?



USE B.C. RADIO FOR RESULTS!

B.C. radio is more effective than ever in helping you to sell Canada's ever-expanding third market. As well as delivering top audiences in major market areas, B.C. Radio is the respected attention-getting medium thousands of consumers rely on throughout the Province. If you're aiming at B.C.'s \$1 2/3 billion market, schedule B.C. radio.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

"WHEREVER YOU GO THERE'S RADIO"



Lovely Miss CKGM and Dave Boxer, CKGM's Mr. Happiness, with the first prize winner of a beautiful Val-Mar swimming pool. Pool was installed in winner's garden seven days after winning the Sanguinet Cadillac-Pontiac promotion which was carried exclusively on CKGM in English Montreal.

If you are not yet on the mailing list for CKGM's monthly news bulletin, drop a note to Don Wall, sales manager, CKGM, and keep up to date on all the activities at 98 in Montreal.

ACTION RADIO



Few stations can boast the attractiveness of CKGM's promotional staff. Here five staffers help start the special CKGM Safety Driving Campaign, one of the numerous public service projects which boost CKGM's soaring ratings.

For a copy of the latest audience composition and total ratings, ask Stephens & Towndrow in Toronto or Don Wall at CKGM in Montreal.

CFRB BUYS CJAD

STANDARD RADIO Limited, the company that owns CFRB, Toronto, last month concluded an agreement with J. Arthur Dupont, president of CJAD, Montreal, for the purchase of all the issued shares of CJAD Limited. CJAD has been on the air since 1945.

The completion of the sale and purchase of the shares of CJAD Limited, must await the approval of the Department of Transport, which is given on the recommendation of the Board of Broadcast Governors.

The transaction will be paid for on a cash basis and will not involve Standard Radio Limited in any new financing. Arthur Dupont has agreed to continue as a director and consultant of CJAD.



W. C. THORNTON CRAN, (left) president of Standard Radio Limited, finalizes an agreement with J. Arthur Dupont, president of CJAD, Montreal, for the purchase of all issued shares of CJAD, Limited.

Japanese Trade Mission Answers Charges

This is a statement issued to THE BROADCASTER by Eijiro Fujise, executive director of the Japan Trade Centre in Toronto, concerning the import of Japanese radio and TV sets into Canada.

"AT THE PRESENT time, Japan is not, to my knowledge, exporting electrically-operated radios and TV sets to Canada and voluntary quotas have been placed on exports of transistor radios by Japan, in the interest of facilitating orderly marketing in Canada."

He explained that export of transistor radios was suspended completely from May to July and then the voluntary quotas were imposed as follows:

(1) "The export volume of transistor radios containing more than three transistors will be controlled on the basis of two regions. The United States and Canada will be designated No. 1 Area and all other regions will be No. 2 Area."

(2) "The period of restriction will run from July 1 to December 31. Export allocations will be made in accordance with the actual export records of the firms concerned during 1958 and 1959 (firms must have sold more than 1,000 units in the case of Area No. 1 and more than 500 units in the case of Area No. 2)."

(3) "In the case of firms which have no specific volume record, they will be given special consideration after their applications have been reviewed on a first-come-first-served basis by the Ministry of In-

ternational Trade and Industry. (MITI)

"In addition, a specific volume will be allocated to radios which (1) have particularly good performance and quality characteristics; (2) where there is the prospect of a permanent market and a sales plan has been established; and (3) where transactions can be carried out in an orderly manner and there is no likelihood of exports causing any confusion in the market."

(4) "Exports which were originally planned for No. 1 Area can be switched to No. 2 Area wholly or partially if permission is granted by MITI."

You Guys Ask Stupid Questions

JACK DAVIDSON, general manager of CJAY-TV, Winnipeg, is having his troubles these days with hundreds of applications for jobs at the recently licensed station.

One application from a young man listed his schooling, name and address. Then the pages for professional qualifications, previous employment, advanced education and physical history were left completely blank. He gave two references, one the manager of a pool room and the second the manager of a bowling alley. It seems to indicate

that his entire time since leaving school has been spent in these emporiums.

Another application was completed in every detail and accompanied by a covering letter. The applicant explained the length of time it had taken him to complete the form and commented: "You guys sure ask some stupid questions." Later in the letter he says, "I do not have an office phone — if I had one I would not be applying for a job."

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

Connoisseur

T U R N T A B L E S

... for broadcasting perfection

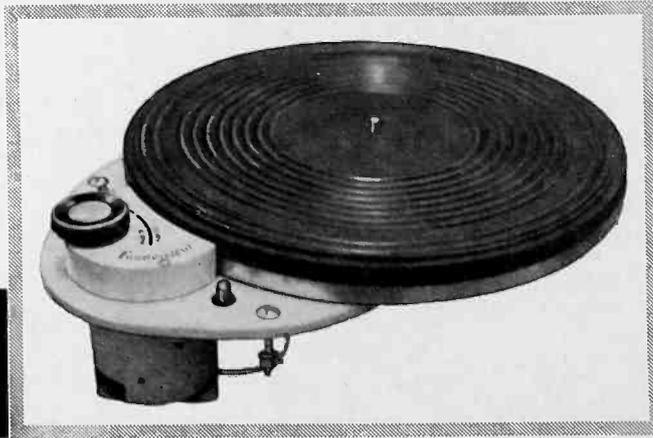
The Completely New Connoisseur 2 Speed Turntable built to exacting standards, smooth in operation and with a minimum of vibration. An outstanding turntable for those demanding the finest in reproduction equipment.

Check these features in this quality product:

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

Get complete information today.

\$59.50



SPECIFICATIONS

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

ASTRAL ELECTRIC
44 DANFORTH RD. SCARBOROUGH, ONT.

GEM SESSION with CHAT TEEVEE

One advantage of rock 'n roll records is that when they're worn out you can't tell the difference.

A gentleman is a man who, when his wife drops something, kicks it over to where she can pick it up more easily.

A large Medicine Hat supermarket that operates on a co-operative membership basis, has increased its membership list by 60% in two years, and credits CHAT TV with most of the cause.

A well-known comedian protests when he is told one of his own stories. A clear case of the tale dogging the wag.

Why don't the experts who claim that swimming is good for the figure take a good long look at a duck?

Twenty-eight dollars buys a full one minute AA spot on CHAT TV; a captive market with 14,000 TV homes.

A woman we know built her dream home around the staircase her daughter would one day walk down as a bride, and then the durn gal eloped!

CHAT TEEVEE

*Medicine Hat's
Best Advertising
Buy!*



TWO CAMBRIDGE undergraduates who have been "summering" on an Ontario farm have returned home to England, and one of them has reported — amusingly I thought — on a fast look at New York, the flight to Seven Isles and the sailing from that point to England.

My correspondent is Dave Curwen, age 22, single, is reading English at Cambridge, and after perusing his letter it is my reflection that he has become quite adept at writing it too.

Dave — or I guess he has reverted to David by now — says, or rather writes, in part:

"Our visit to the Manhattan section of New York was reduced to two days, during which time we managed to cram in the main sights.

"Deciding to pick up our NBC tour tickets on arrival in the city, we discovered that we could go on tour right away, and so did. We found it very interesting; among much else, the ex-largest radio studio in the world, now a TV one with the Jack Paar set in it, the video-tape room, picture control room, sound effects and a closed-circuit television on which we had to announce ourselves, stand out.

"The CBS show in the evening was quite fascinating. Shelley Ber- man was good and his talent spot — a folk-singing trio — the best of the evening. Gypsy Rose Lee was glamorous, even with her clothes on, and presented three accomplished dancers. Liberace gave us the full treatment — his plans to build a super-restaurant looking like a piano, where of course the recipes would be "Mom's" and George would play the music. The end of his talent discovery — a "doll" with a voice like an uncoiled hinge — was probably the only time in the evening when the flashing "Please Applaud" signs were a command rather than a reminder.

16-day holiday —

SEE

Spain & Portugal

for Only \$531

Dpt. Toronto any Friday from October 14 to March 3. Fly SWISSAIR Economy. First class Hotels, meals, tips, transfers, sight-seeing, etc., all included.

For folder:

**CLAIRE WALLACE
TRAVEL BUREAU LTD.**
126-a Cumberland St.,
Toronto, Ont.
WA. 5-4284

OVER THE DESK

"Mr. and Mrs. Mendelsohn were unable to come to the show. Our morning tour of NBC had ended with instructions on how to obtain tickets for the shows. I thought it would be a good opportunity to offer our two spare tickets to someone in the group via the guide. When I said that they were for the *Sam Levenson Show*, there was much amusement as the guide gently suggested that that was another network. However, she took them from me, and afterwards I suspected she might be in some petty racket. But the theatre was far from full, so I guess she hardly got a high price on the black market!"

HOMeward BOUND

"Seven Islands had seemed a dreary shanty town when we first arrived (from England), but our longer second stay gave the feeling that it was an exciting place. Certainly a great deal of money flows through.

"We sailed out at 7.00 a.m. on Friday and it was not long before we were feeling nostalgic for many of the facets of Canada — even the ones we had criticized!

"Listening to a BBC newscast soon after sailing, we did not receive it in spell-bound ecstasy, but rather wanted to put a rocket between the speed of presentation and throw in a couple of commercials for musical entertainment."

STUDENT GIVES SCHOLARSHIP

THE SCHOOL of Television Arts of the Ryerson Institute of Technology is doing yeoman service in training people for the broadcasting field, and many students are helped by individual members of the industry by the donation of scholarships and bursaries to worthy students who need a hand with their expenses.

Andy McDermott of Radio & Television Sales Inc., is chairman of the scholarship committee, and Andy reports that he is receiving good support, but could use more.

One of the scholarship donors is Don Hamilton, general manager of Radio Station CKSL, London. Don recently sent Andy a scholarship cheque, accompanied by a letter which I am quoting in part:

"It gives me great pleasure to be able to send you the enclosed cheque.

"Some ten years ago I was one of those Ryerson students that you mentioned in your letter that needed some financial assistance in order to complete the course. The decade between has brought many changes

to the industry, the school and frankly to myself.

"Whatever success I may personally have attained has been in many instances directly influenced by the many wonderful people who took a personal interest in my welfare while I attended the School of Radio and Television Arts."

ON THE RECORD

WHEN BILL dropped into my apartment to hear my new record, "The Button-Down Mind of Bob Newhart", he wanted to know why we didn't hear programs such as this on our radios.

Having been brain-washed most effectively by the "New Radio", I was quick to explain that "radio's old 'features' have all moved into television." I was pretty proud to be able to come up with a pat answer like that, but Bill promptly threw a monkey wrench into the works.

Bill said: "Nuts!"

I was flabbergasted. "Wh-what do you mean?" I asked.

"I mean just what I said", quoth Bill. "If Bob Newhart and such have all turned their talents to television, how come we just heard him on the record player?"

I decided it was time I went out to the 'frig to get Bill another bottle of beer, and when I came back he was deep in the heart of Texas or somewhere, having dug another disc out of my record cabinet.

Strictly between us, it seems to me that Bill had a good point.

If people will listen to — not look at — Bob Newhart and his ilk on their record players (at five bucks a disc) why would they not be interested in hearing these same artists on their radios for free?

Johnny Wayne of the Wayne & Shuster team had a somewhat similar reflection at a cocktail party last spring when they unveiled their Columbia disc, "Wayne and Shuster in Person".

The boys are raking it in as TV comics, but Johnny's thought was: "Dick, making records is just like doing radio shows".

See what I mean?

And this brings up a completely irrelevant point — I'm hungry. So chin-chin for the nonce, and — let me see, what was it now? Oh yes! — you will buzz me if you hear anything, won't you?

Dick Lewis

1000 watts **CFCO Chatham** 630 kcs.

Business is growing in Kent County. With very few exceptions, Kent County leads Canadian markets by a wide margin in rate of business growth.

Kent County Retail Sales: 1954 — \$ 82,363,000
1958 — \$114,556,000

Five year increase, 38.3%!
Ontario increase, 1954-58, 24%.

Source: Sales Management Survey of Buying Power, November, 1959 and May, 1955.

Write, wire or phone Arch Ferrie,
National Commercial Manager, for availabilities.

CHATHAM, Elgin 2-3000

P.O. Box 550

NOW

Subscribers to one or more Nielsen Broadcast Division Services number 59. Among these are the following Nielsen Broadcast Index subscribers —

AGENCIES:

Baker
 Benton & Bowles
 Breithaupt, Milsom
 Leo Burnett
 Comstock
 Foote, Cone & Belding
 MacLaren
 McCann-Erickson
 McConnell, Eastman
 McKim
 Needham, Louis & Brorby
 Robert Otto
 Spitzer, Mills & Bates
 J. Walter Thompson
 Thompson-Petersen
 Young & Rubicam
 Vickers & Benson

ADVERTISERS:

Kellogg
 Lever Brothers
 Nestlé
 Procter & Gamble
 Harold F. Ritchie
 Salada-Shirriff-Horsey

PRODUCING COMPANIES:

ZIV International Telefilms

NIELSEN ACROSS CANADA

Nielsen Broadcast Index Reports now provide a representative measurement covering over 80% of Television homes in Canada.

MARKETING AREAS REPORTED

Vancouver • Edmonton • Calgary • Regina
 Winnipeg • Windsor • London • Hamilton
 Toronto • Kingston • Ottawa • Montreal
 Sherbrooke • Quebec City • Halifax

OTHER MARKETING AREAS

... will be added to the group of areas reported at the request of clients.

RELIABILITY

Reliability of Nielsen Broadcast Index Reports is ensured through the use of the Recordimeter and Audilog, exclusive with the Nielsen measurement system.

This reliability enables stations to program with assurance; and advertisers and their agencies to buy stations, times and programs efficiently and economically.

NIELSEN BROADCAST INDEX

a service of A. C. Nielsen Company of Canada Limited

2436 YONGE STREET, TORONTO 12, ONTARIO HU. 9-1162

CUTS & SPLICES



Bob Miller

FIFTY-TWO post-1948 feature films have been purchased by CFTO-TV, Toronto, from Screen Gems. Made up of color and black and white features produced by Columbia Pictures, the station plans to telecast several of the films in color if and when the Board of Broadcast Governors gives the okay on color transmission in Canada.

An impressive package, the first thirteen films in the series are: *From Here to Eternity*, *On the Waterfront*, *Born Yesterday*, *The Eddie Duchin Story*, *Jolson Sings Again*, *The Egg and I*, *The Long Gray Line*, *Death of a Salesman*, *All the King's Men*, *The Caine Mutiny*, and *The Four Poster*.

TELEFILM OF Canada has purchased the Canadian distribution rights for *Playboy's Penthouse*, best described as a filmed record of a series of parties attended by well-known nightclub entertainers.

Hugh M. Hefner, the publisher of *PLAYBOY* MAGAZINE, is host at each of the parties. Appearing and performing in the hour-long programs are such guests as Sammy Davis, Jr., the Kirby Stone Four, Tony Bennett, Ford & Hines, Jack Leonard, Lenny Bruce, the Jonah Jones Quartet, Ella Fitzgerald and Sarah Vaughn.

First Canadian station to buy the 26-part series was CFPL-TV, London, which began airing them September 27.

DIRECTOR OF MUSIC at Crawley Films Ltd. since 1949, Dr. William A. McCauley has been named conductor responsible for productions staged at the new O'Keefe Centre for the Performing Arts in Toronto.

As resident music director of the Centre, McCauley will be responsible for the selection of all musicians.

Born in Alberta, McCauley, who is 43, has been an associate of the Toronto Conservatory of Music, and director of music at the Ottawa Technical School.

BONDED TV Film Service (Canada) Ltd. has opened offices at 443 Jarvis St., Toronto, to provide commercial print procurement and program distribution service for advertising agencies.

A subsidiary of Novo Industrial Corporation, one of the largest film service organizations in the US, Bonded TV Film Service is headed in Canada by Alan Mills who is vice-president and general manager.

Before joining Bonded, Mills was president of the film service com-

pany of Television Editorial Services, Ltd., Toronto. Previously, he was a film producer in the Toronto office of McCann-Erickson.

CRAWLEY FILMS Ltd. reports in its September newsletter, *CRAWLEY COMMENTARY*, on the expanding Canadian film business:

"Sixty-six private and government producing organizations last year turned out 863 motion pictures plus 5,300 other film items — commercials, slidefilms, trailers, newsclips, etc.

"In the past seven years the number of producers has doubled and the dollar volume of film production and lab work has increased by 323%. Canada's laboratories printed 77,000,000 feet of these films."

Crawley's latest directory of sponsored films lists 333 sources where such films may be acquired free.

THE 89TH semi-annual convention of the Society of Motion Picture and Television Engineers will be held in Toronto next May. Theme of the convention will be "International Achievement in Pictures and Television".

The convention planning committee is chaired by Gerry Graham of the National Film Board. Committee members include: Rodger Ross,

CBC; Roger Beaudry, Pathé-Deluxe; Spence Caldwell, S. W. Caldwell Ltd.; R. S. Rekert, NFB; Ivor Lomas, Crawley Films Ltd.; N. M. Morrison, CBC, Ottawa; and Don Spring, Canadian Kodak.

WESTMINSTER Films Ltd., Toronto, recently completed its first commercial: a one-minute spot for Greb Boots, via Goodis, Goldberg, Dair Ltd.

In operation for about two years now, the company has primarily been a producer of industrial and promotional films and has also shot a feature-length film for Walt Disney.

WALTER SHEAN, formerly advertising production manager for *CANADIAN SPONSOR*, has been named regional sales executive in the Canadian division of *The Romper Room*.

A local, live children's program, *The Romper Room* is seen by some six million mothers and children each week day in the US and Canada.



The AUDIENCE will benefit!

CJOC, Lethbridge, has installed a new CONTINENTAL 10,000 watt AM Transmitter.

CJOC are now introducing their audience to the improved reception that comes with a modern transmitter. That is why they chose the CONTINENTAL 10,000 watt type 316B unit.

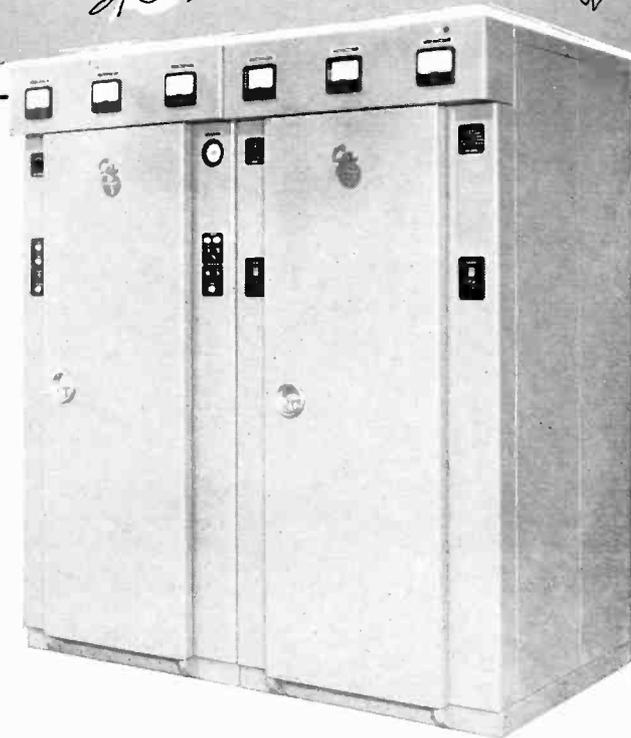
CJOC's audience will notice and enjoy the change in broadcast quality. There will be new clarity and dimension to CJOC's programming—made possible by their new CONTINENTAL transmitter. Station operation will also be simplified, for the CONTINENTAL 316B is designed for unattended operation, easy maintenance and growth potential.

Continental Electronics broadcast transmitters are distributed in Canada by

Northern Electric

COMPANY LIMITED

SERVES YOU BEST



the BIG picture

Spectra

TELE



Canada's biggest market... Montreal... is a vital, vibrant city, literally begging to be discovered and explored by the alert eyes of real living television! Two million people with money to spend... eager to buy... are now ready and willing to give their undivided attention to the channel that provides them with topnotch viewing... the kind of television they want!

445,900 TV HOMES
98% HOMES TV EQUIPPED

Greater TV Acceptance-delivers more Canadian TV stations than the second and third markets (Sign-on to 6 p.m.; 7.30 p.m. to midnight)!

Language factors-Television Circulation grows in metropolitan TV Homes, tune English-language channels

Plus the Big Bonus-The exploding suburban Montreal... adding over 180,000 AD in CFCF-TV coverage area!

Contact your
All-Canada
man now!

STATION CALLS



Ron Martin

CJOH-TV, OTTAWA

DRESSED IN coveralls and a workman's hard helmet, Ernie Bushnell stepped out of a helicopter in Ottawa's suburban City View Sept. 19 and started CJOH-TV on its way to becoming Ottawa's second English-language television station.

license for CJOH-TV which — says Bush — will be an important cog in the second TV network.

Stepping out of the helicopter, he carried his own PA system and the chrome shovel which he handed to Reeve Aubrey Moodie to perform

of Broadcast Governors.

Among those mentioned were his former boss, President Alphonse Ouimet of the CBC, and the men who'll make sure he carries out his commitments — Chairman Dr. Andrew Stewart and Carlyle Allison of the BBG. Also on hand were three of the Bushnell grandchildren, the two young sons of Mr. and Mrs. Blair Erskine and their latest arrival, just two weeks old.

Bushnell also introduced a dozen members of his staff, including Stu Griffiths, general manager, and his own secretary, Georgie Appleby; Bill Morrison and Joe Foster, who have been closely associated with station planning and promotion.

The aides were wearing yellow helmets with CJOH-TV on them, and it was here that Bush made his big fluff. He identified them as the people with the "bright pink helmets", which led to an observer expressing the hope Mr. Bushnell's color identification will improve before color TV.

Two statements were businesslike. One came when he said the office and studio building would have 40,000 square feet, three big studios and cost about \$750,000. The other was right at the end of the ceremony when he shouted to President Thomas Fuller of Fuller Construction Company, a shareholder, to "get on that rig and go to work." In a minute the bulldozer was excavating.

In the picture, Reeve Aubrey Moodie has just turned the first sod for CJOH-TV. Mr. and Mrs. Bushnell are left and right of Reeve Moodie and the two boys in the foreground are grandchildren of the Bushnells.

(By Sam Ross, Ottawa correspondent)



It was a big show. Over 100 guests were on hand when Mr. Bushnell arrived by helicopter to be greeted by six short-clad girls carrying welcome banners, and with two husky pipers setting the marching pace from the helicopter to the scene of the sod-turning.

Bushnell was just introduced as "Mr. Bushnell" because everyone there knew he was E. L. Bushnell, President, Bushnell TV Company Limited, who this year got the

sod-turning. Reeve Moodie welcomed a new industry to his municipality, and Bush promised that the name City View would be mentioned on occasions along with Ottawa and Hull in identifying the home of Channel 13.

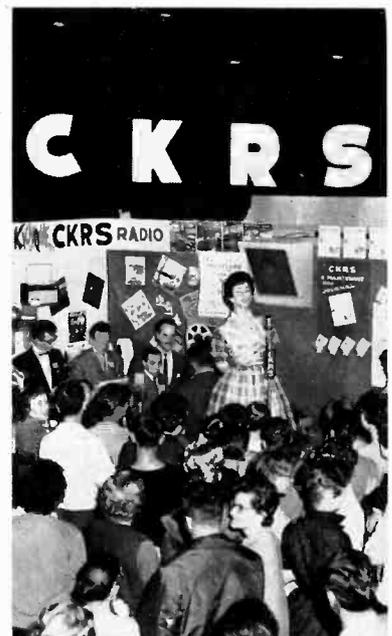
Bushnell thanked everyone for turning out, and in his own little way named about 40 in the audience who had lent a helping hand over the years, or in the more recent days of writing the brief and making the presentation to the Board

around the enjoyment of spending a weekend on a dude ranch and special promotions were developed by the station, after one of their writers went down to the Ranch to get local color and a feeling of what they had to offer.

These localized commercials were then developed and were run as a test campaign. As a result, three other New York resorts have become regular CKGM advertisers.

CKRS, JONQUIERE

THE CROWDS at the Chicoutimi District Fair were attracted by the CKRS, Jonquière booth, last month. During the course of the fair, two hostesses were on hand at



CKGM, MONTREAL

FOR THE third successive year the 1000 Acres Dude Ranch in upstate New York has renewed its advertising campaign over CKGM, Montreal. The campaign was built

all times to give out folders, bulletins and radios, 30 of which were given away in five nights.

Entertainment was provided by "The Pioneers", a quartet from Toronto; Paul Norton, a top piano player; a cadet corps from Shawinigan Falls with 40 musicians; and local songstresses. CKRS also chose this time to launch their new monthly publication TELE-RADIO and their new mobile unit.

CJMS, MONTREAL

THE BLESSING ceremony of the new studios of CJMS, Montreal took place last month, with Monseigneur Emilien Frenette, Bishop of St. Jerome officiating. Representing the Board of Broadcast Governors were Mrs. R. G. Gilbride and Yvan Sabourin. The new address of the station is 1700 Berri St.

Louise de Broin has been appointed head of the PR staff at CJMS. She was former assistant to the Director of French Services at MacLaren Advertising.

PREMIER

Film Handling Equipment

- Splicers
- Projector Tables
- Sound Readers
- Synchronizers
- Rewinds

Contact the Exclusive Canadian Distributors

CALDWELL A-V EQUIPMENT Co. Ltd.

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

CKTB—ST. CATHARINES

Programming to the Whole Family!

Any day now

10,000 WATTS DAY

(5,000 — NIGHT)

Giving an *EVEN BETTER* signal and less interference for our complete coverage of the Niagara Peninsula — Canada's Richest Market.

Representatives:
Paul Mulvihill
Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

CFBC, SAINT JOHN



DURING THE annual Saint John Exhibition, station CFBC went all out to provide "fun and games for the kiddies." The young lady and gentleman in the picture were CFBC's King and Queen for a day. As guests of the station they had all the cotton candy and hot dogs they could eat, plus a whirl on all the rides on the midway. Shown with the kids are announcers Tommy Church (with mike) and Ned McCormick.

Other features provided by CFBC

during the Ex were free admission tickets, free rides for the children, free baby-sitting service, special interviews and a contest entitled "Who's You", in which people's voices were recorded in one of the display buildings every afternoon for an hour. Then the tapes were played back during the day. People who could identify their own voices on the air received a dollar. At the end of the contest a drawing was made and one contestant received a transistor radio.

CFCN-TV, CALGARY

LAST MONTH, CFCN-TV, Calgary, became the first second channel station to go on the air. They began an initial six hours of daily programming over the weekend of September 10. One and a half hours of this will be local originations.

Equipment consists of a 5 kw modular General Electric television transmitter, plus complete studio facilities, including the EMI 4/12" image orthicon camera. The antenna is a high gain, ultra power, slot type.

CGE president J. Herbert Smith was a special guest as the station began its opening program schedule. He congratulated the personnel and said he was proud that his company had been able to assist CFCN in hitting the early September opening target.

He added that it was especially gratifying that virtually all station equipment was of Canadian design and manufacture.

CFCN-TV will serve a potential audience of some 400,000 people in the Calgary and vicinity area.

CKVR-TV, BARRIE

A NEW FEATURE on CKVR-TV's weekly live program *Country Junction*, is the "Community Salute." Half way through each show time is taken to pay tribute to one of the many towns and villages in the station's coverage area.

Country Junction has been a highlight of CKVR's program schedule for almost four years.

CKBB

10,000 watts

covering

Simcoe County

FIFTH

in Automotive Sales

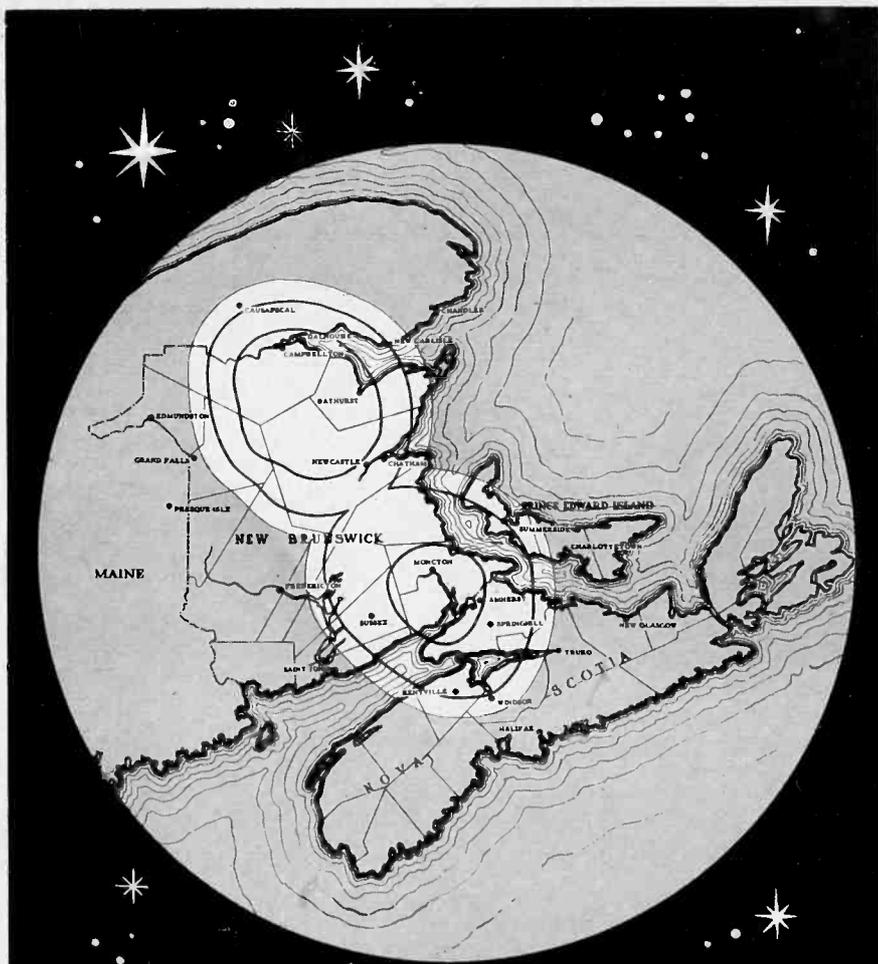
Source — S. M. 1960

Paul Mulvihill & Co. Ltd.

TORONTO = MONTREAL

Representing these radio stations

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



**THE ATLANTIC PROVINCES
1st TV MARKET**

CKCW-TV

CHANNEL 2
MONCTON, N. B.

CKAM-TV

CHANNEL 12
CAMPBELLTON, N. B.

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

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

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

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

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



FOR COVERAGE MAP & FULL DETAILS
Consult our Representatives

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

MOST POWERFUL SATELLITE ON EARTH

Atlantic Convention

NO OTHER MEDIUM CAN REPLACE RADIO

MANY EDUCATIONISTS fail because they do not properly define the purpose of education and broadcasters are often without a clear goal or purpose.

This is the opinion of sociologist, professor Ian Campbell, Mount Allison University, Sackville, N.B., who delivered the keynote address at the two-day annual meeting of the Atlantic Association of Broadcasters late last month in Amherst, N.S.

Professor Campbell compared the basic problems in education and the broadcast industry.

"Broadcasting," he said, "must have more serious goals to transcend such motives as trying to build an audience and making money."

RADIO'S IMPACT

Appointed a year ago by CKCW, Moncton, to conduct research on the

impact of mass media on the community, professor Campbell said he found stations in the Atlantic area can not afford to be "so highly specialized" as those in big markets like Toronto and Montreal.

Researcher Campbell said he found radio's impact was very impressive. He said he had "grossly underestimated the tastes of the listening audience and . . . I'm a better sociologist because of it."

Radio broadcasting was big, he said, so was its challenge. Radio could not afford to slip because "there is no other medium to replace it."

RADIO REGULATIONS

Speaking to the annual dinner, Dr. Andrew Stewart, chairman of the BBG, asked Canadian radio broadcasters to help the board in

its consideration of amendments to radio regulations.

Dr. Stewart said the board was anxious to receive suggestions and recommendations about three phases of broadcasting.

He listed the desire for more satisfactory programing, including station promotion; more diversification in programing and a better dispersal of advertising messages during the broadcasting period.

THE BOARD DOESN'T SHOVE

The BBG head said a 44-station sampling of program logs showed the board that private radio stations — with some exceptions — were performing up to standard. He added:

"The board is not a board that pushes people around or seeks to

enforce unreasonable limitations and restrictions . . . we would welcome your recommendations which might help us develop more satisfactory regulations."

Dr. Stewart asked if there was some way the board could "set some limitation on contest-type of station promotion" which he described as "self-defeating."

He said he was aware present regulations were a contributing factor to the too-frequent introduction of advertising messages. He felt the advertising frequency factor might be considered more in terms of confining commercials to specific periods, leaving some time blocks relatively unbroken, rather than limiting the number which can be aired in each quarter hour.

In a brief reference to a proposed second TV network, Dr. Stewart said the BBG does not have power to force stations into such a network. But he believed it "will be a gain to the stations themselves."

He also felt that there won't be enough new advertising dollars in Canada in the next few years to assure everyone of the same revenue as in the past. Everyone in the broadcasting business can expect stiff competition from a revitalized CBC — not only on the national level, but also on a local level.

Radio Outstrips TV

THE PRESIDENT and manager of radio station CHUM, Toronto, Allan F. Waters, says both newspapers and television are left behind by the speed of radio in news reporting.

He told the convention of the British Columbia Association of Broadcasters in Kelowna last month that the public is looking more and more to radio for news.

He referred to the way radio can "personalize" news through the use of telephone-tape recordings in which the voices of the people in the news can be broadcast.

Waters criticized newspapers for referring to radio stations in general terms as rock 'n roll stations. He said the whole broadcasting industry has been duped by the daily newspapers. From the first day that Elvis Presley sang a so called rock 'n roll tune, Waters said, the newspapers made it a point of associating almost anything with rock 'n roll.

Waters told the broadcasters that public service is a portion of the operation of every Canadian radio station. He said he was convinced that radio does more good public service work than any other industry.

Waters also said owners who actively operate their own stations will be needed more than ever in the future to meet increased competition from the Canadian Broadcasting Corporation and newspapers.

Waters said, "You cannot operate a successful radio station in the 1960's with remote control management."

\$ 4.35	GR
\$ 9.29	GR
\$ 1.55	GR
\$ 6.43	GR
\$ 3.35	HD
\$ 1.15	HD
\$ 7.99	PR
\$ 4.55	PR
\$ 1.00	PR
\$ 2.71	MT
\$ 3.50	MT
\$.99	MT
\$ 1.19	MT
\$ 2.25	GR
\$ 4.66	GR
\$ 1.15	HD
\$ 2.99	HD
\$ 3.49	MT
\$.89	PR
\$ 3.49	MT
\$ 2.66	PR
\$ 4.44	MT
\$ 1.15	HD
\$.69	PR
\$ 8.99	MT
\$ 2.99	GR
\$ 4.15	HD
\$ 2.45	GR
\$ 1.32	MT
\$.89	PR
\$ 3.50	MT
\$ 2.49	PR
\$ 4.14	GR

BUY-WAY TO CALGARY

Advertisers have found the road to sales success in Calgary is via CFAC

Ask the makers of Sweetheart Soap

By any survey,
Calgary's most
listened-to-station!

CFAC



Get Buy-Way
information from
your All Canada man,
(in the U.S. - Weed & Co.).

DIAL 960 Calgary

TV NEEDS COLOR

By H. HORLER

Director, Radio-TV Department
MacLaren Advertising Co. Ltd.
Toronto

The importance of color to television advertisers varies with the product. Obviously if you're selling carpets, or fabrics, paints, wallpaper or clothes — anything in which the color is one of the main selling point — television can't do the whole job for you without color. And when color TV arrives, magazines and photo sections are going to be up against competition far more effective than they've yet faced as far as color-conscious advertisers are concerned.

Color TV will also make brand and package recognition easier and better — especially where certain colors are strongly identified with an advertiser's package, such as the red and white of Brylcreem.

Color can only make a strong advertising medium stronger.

But the way ahead for color television in Canada isn't an easy one. In fact it looks as though it will take several years before color television advertising, except on an experimental scale, becomes a worthwhile proposition here.

Why? First and foremost, because of cost. In the US, color TV sets still cost around \$500.00 and up. This although sales are now running at about 120,000 a year, and the number of color-equipped US homes is estimated at close to 550,000. Canada, with one tenth the population of the US, and a rather lower living standard, cannot hope to manufacture or import sets at a price comparable to the US — unless Japanese color set imports manage to achieve this within the next few years. (Japan has started domestic TV colorcasting. Sets now cost over \$1,000, but Japanese manufacturers expect to bring this down to \$400.00 by mass production by 1964.) Canada, in fact, is dependent on the development of a real mass market for color TV sets in the US and Japan, as far as the prospects for obtaining color sets within the reach of enough Canadians are concerned.

And until there are enough Canadian color TV viewers, it will not be economically feasible for advertisers to plunge into color TV advertising here.

There are other problems besides that of cost. True reproduction of colors is possible only to a limited degree on television. And there are many things that can upset the proper color balance at both the receiving and the transmitting end. What could be worse than to have your luscious tomato soup appear to viewers like canned Mississippi mud, or a petal-pink nail varnish to show up as a gash of violent orange?

The difficulties that lie in the way of color television in Canada may be great. But the opportunities that it will offer to the first few pioneers will be well worth the risk of a few setbacks. Color judiciously used is still a big advantage in newspapers where it is still a comparative rarity. And even a faulty register does not necessarily wipe out the additional impact it has over the rest of the black and white advertising.

INTER-SYNC*

SIGNAL SYNCHRONIZER

GET MORE FROM YOUR AMPEX VTR

perfect answer . . .

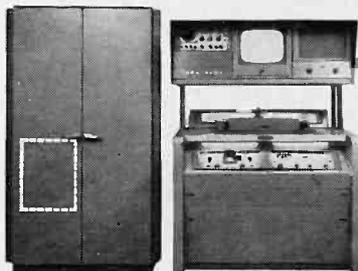
of your production

. . . or any picture

looks the VTR to sta-

tionally synchronizes

signal source — live,



Dotted lines indicate position of Inter-Sync in the electronics rack of the Videotape Television Recorder.

THREE RECORDERS? Comfortable transitions are difficult to anticipate in production. Add them later — at your leisure — with Inter-Sync! Record each production segment on tape; then put one segment on one VTR . . . another segment on second VTR. Lap dissolve for smooth transition and record on No. 3.

But these are just a few ideas . . . drop us a line and we'll supply complete details on all the marvels of Inter-Sync. This important optional feature is only one example of the continuing flow of major new developments you can always expect from Ampex — the Jack-of-one-trade . . . tape recorders.

FOR ENGINEERS ONLY:

This Ampex Model 1020 synchronizer provides both horizontal and vertical locking (line-by-line and frame-by-frame). The speed of the two-way locking process is particularly noteworthy: a total of approximately 3 1/2 seconds, well within the 5-second roll-in time most stations use. Vertical framing is speeded up by first using the sync pulses off the tape control track to reference to outside sync (subsequently switching to the actual vertical sync pulse). The capstan servo system resolves the inside and outside sync by smoothly adjusting the tape speed. Horizontal line-by-line locking is accomplished by precise readjustment of the head drum speed about every 5 degrees of rotation. Since the head drum rotates at 14,400 rpm, this means speed adjustments are made 945,000 times a minute. A unique drum servo system with push-pull action acts through the head drum motor with almost instantaneous results. Send for a 12-page Engineering Department Bulletin for complete details.



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.

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

Atlantic Convention

NO OTHER MEDIUM CAN REPLACE

MANY EDUCATIONISTS fail because they do not properly define the purpose of education and broadcasters are often without a clear goal or purpose.

This is the opinion of sociologist, professor Ian Campbell, Mount Allison University, Sackville, N.B., who delivered the keynote address at the two-day annual meeting of the Atlantic Association of Broadcasters late last month in Amherst, N.S.

Professor Campbell compared the basic problems in education and the broadcast industry.

"Broadcasting," he said, "must have more serious goals to transcend such motives as trying to build an audience and making money."

RADIO'S IMPACT

Appointed a year ago by CKCW, Moncton, to conduct research on the

impact of mass media on the community, professor Campbell said he found stations in the Atlantic area can not afford to be "so highly specialized" as those in big markets like Toronto and Montreal.

Researcher Campbell said he found radio's impact was very impressive. He said he had "grossly underestimated the tastes of the listening audience and . . . I'm a better sociologist because of it."

Radio broadcasting was big, he said, so was its challenge. Radio could not afford to slip because "there is no other medium to replace it."

RADIO REGULATIONS

Speaking to the annual dinner, Dr. Andrew Stewart, chairman of the BBG, asked Canadian radio broadcasters to help the board in

its consideration of amendments to radio regulations.

Dr. Stewart said the board was anxious to receive suggestions and recommendations about three phases of broadcasting.

He listed the desire for more satisfactory programing, including station promotion; more diversification in programing and a better dispersal of advertising messages during the broadcasting period.

THE BOARD DOESN'T SHOVE

The BBG head said a 44-station sampling of program logs showed the board that private radio stations — with some exceptions — were performing up to standard. He added:

"The board is not a board that pushes people around or seeks to

SIX SATELLITE STATIONS FORM SEVEN STATION NET

A MICROWAVE network of seven stations from Rimouski to Mt. Carleton N.B., has brought new television programing to the Gaspé Peninsula and the Campbellton area of New Brunswick. The equipment was designed and built by RCA Victor Company Limited.

The system, operated jointly by Canadian Pacific Telegraphs and Canadian National Telegraphs, was initially designed to transmit TV programs from the CBC network through the control centre at Rimouski, but it can easily be expanded to carry telephone and teletype channels as well.

One feature of the system is a dual channel arrangement permitting simultaneous transmission of programs in either direction. This will allow for the reception of CBC programs in Campbellton or the origination there of programs for the rest of the network. Expansion to Moncton is planned and this link will be ready for operation by January 1961.

Of the seven stations, only the control terminal at Rimouski is manned. The remaining relay stations are remote controlled and operate unattended. By means of a warning and control system at each station, almost any fault can be detected and relayed to the control centre.

The route of the microwave system follows the line of the main highway from Rimouski to Campbellton. This allows for easy access and maintenance of the five intermediate stations, which regardless of the weather, are inspected every two weeks.

Defer Language App.

FOR THE THIRD time, the BBG has deferred a license for a foreign language radio station in Montreal.

The application was made in May 1959 by C. Stanczykowski to establish a new AM station of 10,000 watts on 1410 kcs to broadcast in languages other than French and English.

The BBG recommended the license be deferred so the board would study the problem of foreign language broadcasting in Canada. It also announced it would not receive any additional applications for foreign language stations for at least 12 months.



\$ 4.35	GR
\$ 9.29	GR
\$ 1.55	GR
\$ 6.43	GR
\$ 3.35	HD
\$ 1.15	HD
\$ 7.99	PR
\$ 4.55	PR
\$ 1.00	PR
\$ 2.71	MT
\$ 3.50	MT
\$.99	MT
\$ 1.19	MT
\$ 2.25	GR
\$ 4.66	GR
\$ 1.15	HD
\$ 2.99	HD
\$ 3.49	MT
\$.89	PR
\$ 3.49	MT
\$ 2.66	PR
\$ 4.44	MT
\$ 1.15	HD
\$.69	PR
\$ 8.99	MT
\$ 2.99	GR
\$ 4.15	HD
\$ 2.45	GR
\$ 1.32	MT
\$.89	PR
\$ 3.50	MT



to:
Copy Coordinating
Supervisor
CFCF-TV
7200 Hutchison St.
Montreal, P.Q.

even more so. Please send
complete Resume and
Photo To:
Bill Ellison
CJSS-TV,
Cornwall, Ont.

WE WANT THE BEST!

Top commercial writers with production know-how wanted by Number One Radio Station in metropolitan market.

Men preferred but career women gladly considered. Excellent salary, benefits, etc.

Box A519
Canadian Broadcaster
219 Bay Street, Toronto.

AVAILABLE

Mature, capable newsman and/or DJ, currently assistant PD in major Caribbean market, returning to Canadian radio after two year absence, if offer suitable. Eight years experience in all phases of industry. Married with family. Prefer news in metro station or PD slot in secondary market. Replies, AIR MAIL please, to

Jim Kidd,
Rediffusion,
Barbados, West Indies.

INTER-SYNC*

TELEVISION SIGNAL SYNCHRONIZER

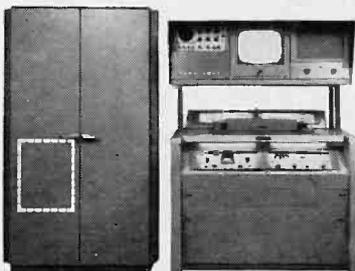
HOW TO GET MORE FROM YOUR AMPEX VTR

Ampex provides the perfect answer . . . **Inter-Sync!** Now a VTR with **Inter-Sync** becomes a smooth part of your production team. Use it in production as you would a camera, a film chain . . . or any picture source. **Inter-Sync** locks the VTR to station sync . . . electronically synchronizes the recorder with *any signal source* — live, film, network or slides. Here's what you can do —

ONE RECORDER? With a furniture store account, for example, pretape a series right in your studio showing the new fall line. Loan company: tape a location shot of "customer" borrowing cash. Real estate: tape a tour through a new, development home. *Then*, during playback with **Inter-Sync**, you can wipe from tape to price slide — or lap dissolve to live announcer. No more dead air! No roll over!

Inter-Sync lets you "host" the late-late movie — and reruns — with sm-o-o-th lap-dissolve transitions between the film and your announcer on tape. No loss of mood — no abrupt changes.

TWO RECORDERS? Mix live or film with tape using key wipes or dissolves, then record on second unit. Use dissolves or special wipes between playback of two tapes. Take it from there . . .



Dotted lines indicate position of **Inter-Sync** in the electronics rack of the Videotape* Television Recorder.

THREE RECORDERS? Comfortable transitions are difficult to anticipate in production. Add them later — at your leisure — with **Inter-Sync!** Record each production segment on tape; then put one segment on one VTR . . . another segment on second VTR. Lap dissolve for smooth transition and record on No. 3.

But these are just a few ideas . . . drop us a line and we'll supply complete details on *all* the marvels of **Inter-Sync**. This important optional feature is only one example of the continuing flow of major new developments you can always expect from *Ampex — the Jack-of-one-trade . . . tape recorders.*

FOR ENGINEERS ONLY:

This Ampex Model 1020 synchronizer provides both horizontal and vertical locking (line-by-line and frame-by-frame). The speed of the two-way locking process is particularly noteworthy: a total of approximately 3½ seconds, well within the 5-second roll-in time most stations use. Vertical framing is speeded up by first using the sync pulses off the tape control track to reference to outside sync (subsequently switching to the actual vertical sync pulse). The capstan servo system resolves the inside and outside sync by smoothly adjusting the tape speed. Horizontal line-by-line locking is accomplished by precise readjustment of the head drum speed about every 5 degrees of rotation. Since the head drum rotates at 14,400 rpm, this means speed adjustments are made 945,000 times a minute. A unique drum servo system with push-pull action acts through the head drum motor with almost instantaneous results. Send for a 12-page Engineering Department Bulletin for complete details.



Ampex tapes are made and played around the world



AMPEX OF CANADA LIMITED, 1458 Kipling Avenue North, Rexdale, Ontario

*TM AMPEX CORP.



JOEL W. ALDRED—President. Outstandingly successful in the broadcast industry, Canadian Joel Aldred brings to his demanding position noteworthy experience in—
New York and Hollywood: Chevy Show, Perry Como Show, Pat Boone Show, Studio 57, CBS and NBC.
Canada: General Motors Presents, Canada Savings Bonds TV Drama Series, CBC-TV; commercial announcer, CBC Radio. Producer, director, narrator of motion pictures, Ontario Department of Travel & Publicity. Owner, director, Fifeshire Motion Pictures Limited. Awarded the Distinguished Flying Cross as squadron leader/pilot, Royal Canadian Air Force, World War II.



TED DELANEY—Manager, Retail Sales.
Career Highlights: Canada: Toronto sales representative, CHCH-TV Hamilton; Sales Manager CKBB Radio and CKVR-TV Barrie; Manager, Ralph Snelgrove Mutual Sales Company.



JEANN BEATTIE—Director of Women's Affairs. Canadian-born, Columbia University School of Journalism.
Career Highlights: U.S.A.: Assistant Director of Public Relations, BBC, New York.
Canada: Reporter and feature writer, St. Catharines Standard. Radio writer, producer and show personality, CKTB, St. Catharines. Agency TV publicist, copywriter and script editor on CBC-TV's General Motors Presents, GE Showtime, Hit Parade, Wayne & Shuster Show, Imperial Esso Hockey. Writer of All-Canada Fiction Award Winner "Blaze of Noon" plus two other highly successful novels.

GORDON KENNEDY—Manager, Public Relations.
Career Highlights: Canada: Administrator of national and provincial public relations programs, Canadian Institute of Chartered Accountants. Public Relations Officer, Turnbull Elevator Co. Ltd. Illustrator and free lance writer with film production and TV experience.



RAI PURDY—Director of Programs. London-born Canadian producer/director.
Career Highlights: U.K.: Director of Programs for Scottish Television Ltd. from inception through three highly successful years prior to joining CFTO-TV. Duties in Scotland included complete organization and training of technical staff.
U.S.A.: Seven years network director/producer, CBS-TV, New York. In charge of final colour tests for CBS network.
Canada: Through multitude of shows bearing his name, was famous as "Mr. Radio" of Canada prior to entering TV. Retired from Canadian Army after World War II with permanent rank of Lieutenant-Colonel. Owner and operator, Rai Purdy Productions, Toronto. Announcer and Head of Drama, CFRB, Toronto.



CHARLES BALDOUR—Station Manager. Canadian-born vocalist, director, artist, producer and graduate of Manhattan College and Juilliard School of Music.
Career Highlights: New York and Hollywood: Organized and managed KFSD-TV San Diego. Production Executive, NBC. Top Hollywood Producer-Director, Unit Manager.



AL A. BRUNER—Sales Manager. Canadian-born, co-founder and manager of CJSP Leamington.
Career Highlights: U.S.A.: featured vocalist on WJR—CBS with Wayne King orchestra and NBC-TV Chicago.
Canada: CBC and independent radio networks.



DOUGLAS M. ROBINSON—Director of Farm Services.

Canadian-born. Degree of Bachelor of Science in Agriculture from Ontario Agricultural College, Guelph.
Career Highlights: Produced motion picture for the Ontario Department of Agriculture. Vice-President and Production Manager, Fifeshire Motion Pictures Limited, Toronto.



DR. B. K. BYRAM—Manager, Research. Studied at the University of London, England, and received his Doctorate from the University of Dublin.
Career Highlights: Canada: CBC, where he was in charge of rating services and audience surveys for commercial purposes; for the past four years, supervised analyses and reports. Department of National Defence. With the Dominion Bureau of Statistics, in charge of the 1951 Census of Distribution.



MURRAY CHERCOVER—Executive Producer. Canadian-born, honour graduate of Academy of Radio Arts, Toronto, and Neighbourhood Playhouse, New York.
Career Highlights: U.S.A.: Associated with professional legitimate theatre at Long Island, Kennebunkport, Maine, and Atlantic City. Executive Director with Equity Library Theatre in New York City. Directed network drama series for Louis G. Cowan organization, New York.
Canada: Returned to assist CBC in establishing telecasting in Canada. Produced and directed such series as G.M. Theatre, On Camera and Ford Playbill in the drama field as well as programs in every other category.



CHRISTIAN H. F. SLAGTER—Director of Film Operations.
Career Highlights: U.K.: Cameraman, British films "Great Expectations," "One of Our Aircraft is Missing," "Odd Man Out." Chief Photographer, Military Intelligence, World War II.
U.S.A.: Cameraman, Metro-Goldwyn-Mayer, Hollywood.
Canada: Director of Photography, Queensway Studios, Toronto. Director of Photography, Fifeshire Motion Pictures Limited. Director of Photography on dramatic series for the Salvation Army, still in production.



DONALD B. WILLIAMSON, P. Eng.—Chief Engineer. Graduate of McGill in Electrical Engineering (Communications).
Career Highlights: Canada: Employed by Canadian Marconi as Field Engineer and Canadian Westinghouse Company, Hamilton as Broadcast Systems Supervisor.
U.S.A.: Was also Broadcast Systems Supervisor for Westinghouse in U.S.A. Designed and supervised installation and construction of six television stations and twenty-five radio stations. Well known in the broadcasting industry as a Consulting Radio Engineer registered with the D.O.T., Ottawa. Owner-President of Radio Station CHUC, Cobourg-Port Hope, Ontario.



agency as Television Creative Director. Diversified background includes the writing of stories and articles for television, stage, motion pictures and magazines. Started at CBC writing continuity, announcing, and narrating a children's radio show.



BURGESS KAJAJANIAN—Comptroller.
Career Highlights: U.S.A.: Spent ten years with the National Broadcasting Company as Senior Show Cost Accountant, five of which were spent in New York, the remainder in Hollywood. Most recently, planned and organized the inauguration of a whole new concept in network show cost accounting with NBC.



RON POULTON—News Director. Canadian-born and educated.
Career Highlights: Canada: Reporter, Moose Jaw Times Herald. Editor, Canadian Army "Maple Leaf." Covered the Italian Front as reporter, World War II. Covered North-Western Front Europe, Berlin with British Forces. Night Desk, Regina Leader Post. Police Reporter and Columnist, Winnipeg Tribune. General Reporter, Toronto Telegram. Won National Newspaper Award for Winnipeg Flood Story. First full-time TV Columnist in Canada with Toronto Telegram.



LEN B. MCCOLL—Manager, Commercial Production. Toronto-born and educated.
Career Highlights: Most recently associated with



JEAN HUNTER—Casting Director.
Career Highlights: Canada: Six years of business management in Calgary and Vancouver. CBC Radio, Vancouver. Promenade Music Centre in Toronto. Chief Librarian, Relief Announcer, Writer-Producer CKFH, Toronto. Business Manager for Denny Vaughan. Assistant Producer, George Taggart Talent Organization.

MEET
CFTO
TV
CHANNEL 9 TORONTO