

Announcing
the **NEW**
SOUND
OF F.M. ON.....



"The Centre Aisle of Your FM Dial"

This is the exciting new phrase in Vancouver radio that identifies the exciting new radio station in Vancouver—CKLG-FM.

100,000 watts!

100,000 watts of full stereo multiplex sound of music and features to interest and excite Vancouver listeners. An exciting new approach to taste! Music blended for moods! Radio for listeners! CKLG-FM is proud to have the opportunity of offering something for everyone—a true reflection of the community's tastes, pastimes, and interest.

You are in for an exciting new venture in sound when you tune to

"The Centre Aisle of Your FM Dial"

Try it soon—it is a refreshingly different approach to radio! CKLG-FM is proud to be the first with the best for Vancouver!



No fanfare, but response excellent

The Lower Mainland has a new sound.

CKLG-FM went on the air a few weeks ago at 99.3 megacycles.

The management wanted a little time to clear up the bugs and establish an interesting program.

No announcement of the opening was made.

But suddenly the station was inundated by stacks of complimentary letters.

"The reaction, considering we started with shake-down broadcasts, was beyond our wildest imagination," said CKLG's station manager Don Hamilton.

PURE SOUND

Like all of Canada's new

FM stations, CKLG-FM will have pure sound — no static or background interference.

Add to this the recently

receiver can pick up the station.

All equipment transmits true sound between 30 and 18,000 cycles per second,

And there are no jarring commercials.

The FM operation is completely separate from the AM station.

Two 15-minute news broadcasts are made every day, one at noon and the other at 6.30 p.m.

Both will emphasize national and international stories and will bring authority and detail to the interested listener.

RAVE REVIEWS

"Now the radio listener can sit down and understand the major developments of the day," said Mr. Hamilton. "This is the news behind the bulletins."

The station is venturing

into a revolutionary type of program — one that has

already received rave reviews from listeners.

New sound for mainland

developed multiplex stereophonic transmission and the enthusiastic reaction can be understood.

Those with stereo FM sets can enjoy a full range of sound, although any FM

well beyond the range of human hearing.

CKLG-FM is presenting balanced programming from noon to midnight ranging from classical music to high-quality popular tunes.

raucus jingles out

Rather than transmitting large blocks of the same type of music, as do other Canadian FM stations, CKLG-FM inter-mixes music.

During one half-hour the station broadcasts one or two classical pieces, a few instrumental numbers and some light vocals.

The station is going to use considerably less than the maximum 10-minute commercial time set by the

Board of Broadcast Governors.

Six commercial slots will run an hour, none of them longer than one minute.

Crashing raucus jingles are out and only messages that are literate and interesting will be used.

Special programs will also be broadcast throughout the week.

CKLG-FM reaches 80 per cent of B.C.'s population with the largest transmitter on the coast — 100,000 watts.



PERT RECEPTIONIST Nora Russell becomes a CKLG announcer herself when necessary — to summon staff members to front counter in response to callers' requests.

SINCERE BEST WISHES TO
CKLG-FM 99.3 KC
Vancouver's New Radio Station

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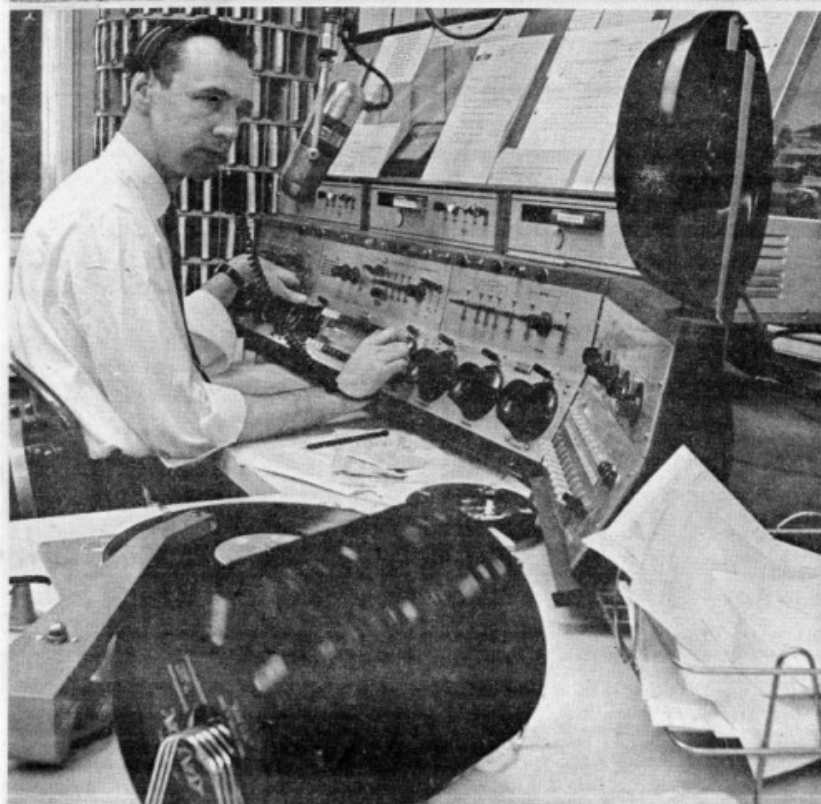
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Touch Me Softly is the album's title, and CKLG staffer Diane Irving handles record with care as she browses through well-stocked library at Lower Mainland's new FM radio station.



A RADIO is such a simple thing to operate — just frequency, volume and sometimes tone. But there's a lot more to it at the other end, as this shot of CKLG announcer-production manager Frank Callaghan shows. With Frank at the controls, you can be assured the sound will be perfect in your living room.

Library heart of station

The heart of every FM station is its record library — and CKLG-FM is no exception.

More than 28,000 selections are available and all are stereo.

Of these, 8,000 are on tape.

"Our library is growing by leaps and bounds," said station manager Don Hamilton, "and many of the latest are distortion-free tapes."

The station searched the world for interesting recordings.

Many of these are new arrangements or numbers never heard in Canada before.

Congratulations
TO
CKLG-FM

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Like your ear, a highly sensitive outdoor FM antenna is standard equipment if you want to hear FM at its best! A Channel Master FM antenna is clearly the finest and most powerful there is!

- Gives smoother "miles ahead" performance in mono and stereo.
- Gets more of your favorite FM stations...noise-free!
- Most efficient and rugged FM antenna at the lowest price. "Gold-coated" protection. Made to stay up by makers of famous Channel Master TV antennas.

Install one now!



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BURNABY

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Websters TV & Appliances

WEST VAN.

Alexander & McLean
Keith Covertley TV



DON HAMILTON, general manager of CKLG-FM... "our audience demands nothing but the best..."

'We like to hear from everyone, at any time'

"We know our audience, and CKLG-FM is most interested in hearing from anyone, at anytime," said the station's general manager.

Don Hamilton leaned forward and jabbed his finger at a file stuffed with letters.

"These are the people we like to hear from."

"They write intelligent letters, filled with ideas and comment, and have no hesitation about criticizing or praising."

"All of these letters represent constructive thought from people who care about the world around them."

THE BEST

"And like them, we care too."

CKLG-FM, Canada's newest quality entertainment outlet, is not after every radio listener.

Mr. Hamilton explained that the station wants to attract, and already is attracting, those people who demand nothing but the best.

"We know, for example, that most of our audience are professional people, in-

terested in good music and dynamic activities.

"This is from a doctor," he said as he picked one of the letters out of the pile.

He said the letter praised CKLG-FM for its programming and suggested some minor changes.

"We have been waiting for

a radio station like this for years—and at last we have one," read the letter.

EXCELLENT START

"You made an excellent start and I know everyone can look forward to even greater things in the future," the letter continued.

Mr. Hamilton said he was amazed by the sudden and overwhelming reaction to the station.

"We made no announcement about our starting date."

"People stumbled on us as they dialled their FM radios and many say they

sat right down to tell us how much they enjoyed CKLG-FM."

He said one survey sums up the FM listener perfectly.

"He is aged 30 to 40, in the higher income bracket."

"He is a keen sportsman—golf, skiing, sailing, hiking—plays cards and

bridge like a devotee and is something of a gourmet."

"His hobbies are extensive, ranging from art to inventing, with gardening and carpentry as part of the course."

"He also indulges in such dangerous pastimes as scuba-diving, bird-watching and bee-keeping."

"He travels extensively, both for business and pleasure—and claims to read about two books a month."

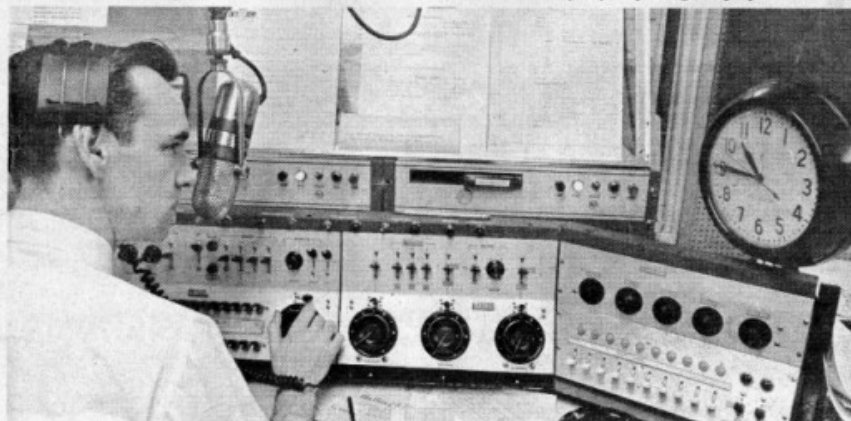
WANTS LETTERS

Mr. Hamilton said he is always happy to receive letters from FM listeners and all of the criticism, no matter how light, is carefully reviewed.

Both he and program director Frank Callaghan study suggestions for any changes or adaptations.

Sometimes chief engineer Peter MacIntosh enters the conversation when listeners want advice on FM receivers or other electronic gear.

"This is one way we can get to know everyone a little better," remarked Mr. Hamilton.



TIME is all-important in a radio station's program schedule, with as little as 10 or 15 seconds of 'dead air' leading to complaints from the audience. With an eye on the clock here is announcer Frank Callaghan.

Hit shows, great sacred music offered

Canada's newest FM station — CKLG-FM — has learned from others' mistakes.

The benefit of this experience is passed on directly to the listener.

Programs on this FM station are planned for intelligent people — and this includes all commercials and news broadcasts.

One special religious program was launched last Sunday.

The Sound of Sunday, directed by Gerry Scott, presents religion as expressed by musicians and includes chorales, symphonies and solos.

Mr. Scott, well-known in Vancouver as a leading authority in religious music, also plans to present outstanding religious speakers during the four-hour afternoon broadcast.

Every possible type of religious music, embracing many of the world's great religions, are used on the program.

The station spent two months collecting music from all over the world for The Sound of Sunday and

is continuing to search out the finest music of this type.

Every night, at eight, the emphasis moves to Broadway from Front Row Centre.

Complete musicals, either in the vocal or instrumental form, will be presented from the hit shows of the "great white way."

Each show will run in its entirety.

The program, said CKLG-FM station manager Don Hamilton, will start in a month.

Two months from now the station presents another revolutionary concept in radio programming.

The Speaker Tonight will introduce popular and authoritative speakers visiting Vancouver.

CKLG-FM plans to record the speeches on the scene.

"Many of these speeches, although provocative and lively, are never heard by the public," said Mr. Hamilton.

Rather than bringing music of one type in a specific time period, the station has blended many different varieties during each hour.



ONE OF the bright, new air-conditioned studios at CKLG-FM.



CKLG-FM's studio equipment requires delicate tuning to achieve the pure quality of sound which goes with FM stereo.

One example of this delicate balance is the arms on the record turntables.

A knob controls the weight of the head which rests on the record.

When it is set at zero the head almost floats.

The head cannot be too heavy or it creates surface noise and wears out the record.

If it is too light, the needle will skip.

Because of this danger the tables are weighted with 150 pounds of lead.

The weights make it virtually impossible to jar the turntable and skip the needle.

Here, announcer Paul Arthur starts a record while production manager Frank Callaghan looks on.

For Brilliant STEREO FM SOUND visit the ELECTRONIC WORLD

	Reg.	SALE
HARMAN-KARDON 30 watt Stereo Receiver AM-FM MPX. 2 only . . .	\$406.95	\$333.00
Lafayette Magnificent 40 watt Stereo Amplifier and AM-FM MPX Tuner. 3 only	\$349.50	\$266.00
NIVICO Beautiful Table Model Receiver with AM-FM MPX. Complete with 2 Hi-Fi Speakers and choice wood cabinet. 1 only	\$169.50	\$111.00
NYTONE 50 watt Stereo integrated amplifier. Slightly scratched case .	\$249.50	\$129.00
LAFAYETTE FM MPX Tuner Very high sensitivity. 2 only	\$129.50	\$78.00
GARRARD AT 6 Record Changer. Auto. or man. Complete with Cartridge and Diamond Stylus. 10 only	\$79.50	\$48.88
LENCO Swiss precision Record Transcription Table, complete with Cartridge. 2 only . . .	\$99.50	\$68.00
DYNAKIT 70 watt Stereo integrated amplifier with pre-amp kit	\$174.50	\$124.50
JENSEN 12" top quality Woofer	\$18.95	\$12.88
TUNY 15" Co-axial Hi-Fi Speaker. One of the finest. 20-2200 CPS. 4 only	\$99.50	\$65.00
MARSLAND 8" heavy duty Speaker. 6.8 magnet	\$7.95	\$5.88
Beautiful 10" Walnut Speaker enclosure. 6 only	\$24.95	\$14.88
B.O. Stereodyne Magnetic Cartridge with Diamond. 3 only	\$32.95	\$16.88
TAYA Stereo Magnetic Cartridge with Diamond	\$19.50	\$11.88
LAFAYETTE 4 Track "Record and Playback" Stereo Tape Recorder, complete with 2 microphones. Slightly soiled case	\$249.50	\$158.00
TELEFUNKEN Model 96 4 Track Stereo playback Tape Recorder. 1 only	\$289.00	\$189.00
SABA 4 Track Stereo "Record and Playback" Tape Recorder. One of Europe's best.	\$399.50	\$266.00
TANDBERG Model 5 4-Track Stereo Tape Recorder, slightly used. 1 only	\$495.00	\$249.00
PHILIPS 4 Track Mono. 1 only. Demo.	\$219.00	\$138.00
GRUNDIG TK-1 Luxus portable Tape Rec., Music or Speech	\$129.50	\$78.00
SANYO, one of the world's smallest Tape Recorders. Real quality reproduction. Last year's model	\$89.95	\$24.00

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ATTRACTIVE, inside and out, are premises of CKLG — 'Radio 73'. Clean, modern front of studio is shown above. On the left, CKLG secretary Carolyn Stanley greets a customer in the front lobby.

Rapid growth for FM 'sure'

A team of Harvard economists has projected FM growth into the future and predicted it will surpass AM radio in audience in the 1970's.

CKLG-FM station manager, Don Hamilton, thinks it might well be before then. "With the amount of interest we have already experienced, and with more and more people buying FM stereo sets, we will see the FM market boom."

The Harvard study showed an FM audience growth rate of 33 per cent yearly between 1955 and 1961 and 66 per cent yearly between 1958 and 1961.

Sales of sets are increasing 15 per cent a year in the U.S.

In Los Angeles, 66 per cent of the homes are equip-

ped with FM stereo receivers.

Dealer research shows, except for transistor models, nobody buys AM sets unless they also have FM.

Mr. Hamilton estimates there are 50,000 sets in the Vancouver region plus countless FM car radios.

A trade magazine reported recently there had been great competition among the various divisions of General Motors to be the first with stereo FM.

The company gave it, not to a higher-priced model like Cadillac or Buick, but to Chevrolet.

"Indications are apparent that people want FM in many areas, not just their living rooms," said Mr. Hamilton.

It's sound-proof!

At one time radio broadcasters had to tip-toe around in sneakers and speak in low whispers.

Today the conspiratorial air is gone, but efficiency and production have improved.

When CKLG moved into their new building on Richards St. two years ago studios were completely sound-proofed.

The new FM addition carried this concept even farther.

Noiseless tape machines or record turntables roll away in silent, glass-fronted rooms.

But just a few steps away is a room full of activity and noise — CKLG-FM's newsroom.

Teletypes clatter in the

background as reporters clack out important news breaks.

These stories are then brought together at noon and 6.30 p.m. for a comprehensive broadcast on CKLG-FM.

11 miles of tape stored

More than 11 miles of tape is stored at CKLG-FM's studios for recording purposes.

Besides the 50 tapes, each of which is 1,200 feet long, the station has 100 cartidges, or "endless tapes," for commercials.

"Music Wherever You Go"

CKLG

FM or AM In Your Car

Either custom or car portable at Vancouver's original car radio specialists. Wide assortments to suit your needs. Quality products only—at competitive prices.

AUTO RADIO SERVICE

920 Davie St.

MU 3-2600 or MU 4-3439

Congratulations to Vancouver's New FM RADIO STATION

CKLG 99.3 on your FM dial



SCHARF BROADCAST SALES (FM) LTD.

FM RADIO STATION REPRESENTATIVE

Sound but no noise in FM

Because FM faithfully picks up every sound within the range of human hearing care must be taken to block out all background noise.

To take a fairly simple example, the switches which operate all studio equipment must be noiseless.

A more difficult problem is the transmission of noise from the motor which operates the turntable.

Specialists in the field call it the "rumble factor."

George McCurdy, a Canadian who designs some of the best FM equipment in the world, searched for a turntable to overcome this problem.

He had thought he found a \$1,500 German-make table but discovered with careful examination, that it too had a rumble.

Forced to manufacture one himself he succeeded in overcoming the troublesome noise.

He then added 75-pound weights to give the table stability so it would not pick up vibrations in the room.



Electronic interest widespread

CKLG-FM has discovered the interest in electronic equipment stretches all the way to the station's control room.

Some students at UBC expressed such an interest in radio work they banded together to form a club.

The station has permitted a few of the more capable ones of working in the control room as part-time employees.

"They are learning about radio procedure and we found all of them are competent and interested," Don Hamilton, general manager of CKLG-FM, said.

Eight of the students work on different shifts running tapes and checking controls.

Dialing runs transmitter

CKLG-FM's transmitting equipment on Fromme Mountain, 1780 feet above sea level, is completely remote controlled.

It can be turned on and off and readings on its instruments taken from the station's Richards St. studios.

Remote control is achieved through a dialing system which transmits tone pulses to the transmitter.



LOOKING into future with confidence is General Manager Don Hamilton of CKLG. "We know what our audience wants, and we know we have the staff and facilities to provide it."

CONGRATULATIONS TO
CKLG-FM 99.3 KC

From The
**NATIONAL INSTITUTE OF
BROADCASTING**

1006 Richards
Phone 685-7514

DON WILSON,
CKLG announcer
and Times columnist,
watches control panel and
contemplates next task
as FM sound of
'Radio 73' goes out
via tape.

Concert hall by earphone

For the stereo enthusiast one refinement is the use of earphones attached to the home receiving set.

The earphones, which retail for about \$30, achieve a distinct separation of sound which will heighten the concert hall effect produced by stereo CKLG-FM.

Vince Bonners
congratulates

CKLG-FM
on the opening of their New
FM Studios and FM Towers

"We Did The
Clearing"

Vince Bonners
Bulldozing Ltd.

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TV 8-0047

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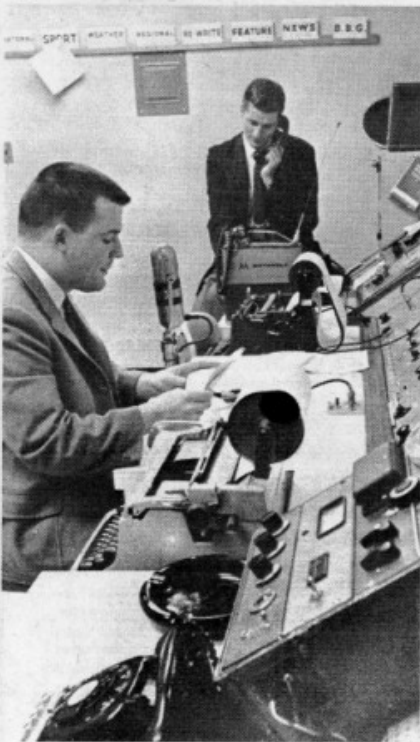


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SALES MANAGER Alan Anaka of CKLG-FM talks things over with a prospective advertiser.



NEWS DIRECTOR Craig Edwards studies latest bulletins while announcer Frank Malone takes telephone call.

Interference, static gone

FM stands for frequency modulation, a type of radio transmission which eliminates static and interference.

Both FM and AM radio work by sending out signal impulses with a certain frequency and amplitude (strength).

(AM signals transmit sounds by varying in strength.

Their frequency remains constant.

Hence static, which is an accidental radio wave varying in amplitude, is picked up by an AM receiver.

FM signals are transmitted on very high frequencies and because of this can be

varied in frequency instead of strength.

FM receivers only pick up signals of the strength transmitted and do not receive extra noise (static).

Because of their high frequency, FM signals can transmit sound frequencies up to 18,000 per second instead of the usual 10,000 cycles per second on AM radio.

With greater frequency range a truer reproduction of music and voice can be transmitted.

With the addition of stereo to this combination, FM radio, like CKLG-FM, gives "concert hall" sound.

Good as receiver

Stereo FM brings the greatest listening pleasure possible to everyone — but it's only as good as the radio receiver.

The public is invited to hear just what this newest method of radio transmission can do at the Chelsea Shop, 2127 Granville St. tonight, tomorrow, Friday and Saturday.

The show, using transmissions from Vancouver's dynamic CKLG-FM, will

illustrate some of the better receiving sets for best listening

Robin Hurrell, a keen student of the latest in electronic equipment, will be on hand to show some of the equipment available.

With the increase in FM stations, more people have expressed interest in buying a good receiver incorporated in a recording and television set-up.

PANASONIC

The Sound Heard 'Round The World

777 FM/AM FM-STEREO TABLE RADIO
BRILLIANTLY DESIGNED, MAGNIFICENT PERFORMER



(AS USED BY CKLG-FM)



FEATURES AND SPECIFICATIONS:

- 11 tubes plus 9 diodes
- Frequency range: FM 88-108 MC, AM 525-1605 KC
- AFC control for drift-free FM reception
- Built-in ferrite rod antenna provides noise-free AM reception
- Built-in FM antenna for local FM reception
- Sensitivity: FM 10uV 30dB Quieting for 50mW output AM 300uV/m for 50mW output
- Power output: 1.5 watts each channel
- Speakers: Two 6.5" PM dynamic speakers
- Dimensions: 35 1/2" x 7 3/4" x 6 3/4"
- Weight: 14 lbs. 5 oz.



Available at LEADING RADIO DEALERS EVERYWHERE