



Canadian
BROADCASTER

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TORONTO

January 21st, 1960

BROADCASTERS FROM ALL OVER Canada packed the ball room of the Fort Garry Hotel, Winnipeg, last week to get the feeling of the first BBG hearings of applicants for second television licenses. Our photograph shows the first session on Wednesday morning, January 13, while a presentation was being made by Robert Misener & Associates (including Lloyd Moffat of CKY). Photo is by David Portigal & Co. See the story on page 8.

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EVERY WORD BECOMES A HEADLINE WORD

With Radio, your message is the **ONLY** thing the listener hears when it is on the air. It has the whole stage to itself. The listener gives you the same attention he would if you were talking to him in person.

Your Radio sales message stands alone in the centre of the stage. It has no competition for sole attention.

Every Radio word is a headline word, helping you turn more people into **YOUR** customers.



Radio Division

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Radio

NEW REP HOUSE WILL PACKAGE MONOPOLY STATIONS

by DICK LEWIS

DUE TO THE complete difference in sales methods needed for monopoly radio stations (stations located in one-station markets) and those in multiple-station markets, a new sales representation company, catering only to these "monopoly" stations, will come into being Feb. 1.

Operative in Toronto only at the outset, Air-Time Sales Ltd. will start off at 2149 Yonge Street, with a list of fifteen community stations, located as far west as Vancouver Island and east to Prince Edward Island.

The idea was propagated by Gordon Ferris, president of Radio Representatives Ltd. and this firm will represent the new group through its offices outside of Toronto. Otherwise, neither Ferris nor Radio Reps will have any connection with the new firm except in an advisory capacity.

The fifteen Canadian stations involved in this switch are: CKBW, Bridgewater, N.S.; CJRW, Summerside, P.E.I.; CKBC, Bathurst, N.B.; CKAR, Huntsville - Parry Sound, Ont.; CKOT, Tillsonburg, Ont.; CHOW, Welland, Ont.; CHWO, Oakville, Ont.; CHIC, Brampton, Ont.; CJCS, Stratford, Ont.; CFOB, Fort Frances Ont.; CKDM, Dauphin, Man. (effective April 1); CKSW, Swift Current, Sask.; CJDC, Dawson Creek, B.C.; CKQC, Quesnel, B.C.; CFCP, Courtenay, B.C.

Air-Time Sales Representatives Ltd. will also represent the following five Caribbean stations in Toronto: Radio Jamaica; Barbados Rediffusion; Radio and Rediffusion, Trinidad; Radio Demarara, British Guiana.

WHO'S WHO?

President and general manager of the new company will be Michael J. Callahan, 39, well-known in agency and advertising circles through his association over the past eleven years with *TIME MAGAZINE*. A graduate of the University of Toronto, Mike served during the last war as a flight lieutenant in the RCAF. He is married and has six children. He is a member of the Advertising & Sales Club of Toronto, the Board of Trade Club, Thornhill



Michael Callahan

Golf Club and other Toronto associations.

The sales manager will be John Tyrrell. John, who is 28, is married and has two children. He started out at 15 as a professional actor. He entered the business field as an assistant manager with Household Finance; operated his own cleaning business; sold insurance for Canada Life; joined Radio Representatives Ltd. early in 1959.



John Tyrrell

For the past year, John has been specializing in selling the monopoly market station on the Radio Reps list. His leaning towards the creative has, he feels, stood him on good stead in this particular field. He is a member of the Junior Board of Trade in Newmarket, Ont.

Research and promotion will be in the hands of Dick Ring, who functions in this branch of the business for Radio and TV Reps, and whose services will be made available to the new company as well. Dick has a total of eight years' experience in advertising, with the old Ruthrauff & Ryan; McConnell Eastman; and Bradley, Venning, Hilton and Atherton. He has been with Radio Reps nearly two years.



Dick Ring

Lynn Sorbie will function as office manager for the new organization. She brings with her experience in radio, having worked at CHOW, Welland as promotion director and part-time announcer.



Lynn Sorbie

After graduating from York Memorial College, Toronto, she took a course in Radio and Television Arts at the Ryerson Insti-

tute of Technology. In her new job, she will be in charge of all detail work, enabling the sales force to spend most of its time in the field.

TWO SELLING CONCEPTS

Air-Time Sales Ltd. did not come into being over night.

For a long time, Ferris and his organization have been aware of the need for an entirely different approach, on the representative level, in the sale of stations in multiple station markets and single stations in the monopoly markets. "So far", Ferris says, "these stations and markets have been lumped together in general sales efforts, with the result that the two different approaches needed have been generally disregarded."

Ferris sums up these differences this way:

"Stations in multiple station markets", he says, "have to be sold competitively on cost of delivered audience, market facts, promotion provided and the station image in the market."

"Monopoly market stations, due to market size, have to be sold by service, market facts and -- in many cases -- by personality appeal plus persistence, for not every advertiser feels the need to cover other than major distributing centres."

He goes on to point out that: "More and more smaller stations are going to be licensed in the near future. While these will have fine fields for their activities, under present circumstances it will not be possible to sell them nationally, as individual units, because their audience and sales totals will not be competitive with those of the larger markets. Offered as provincial groups, however, a combination of a number of stations in one area can be combined into a composite market which will be readily saleable in competition with major market stations."

As an example, he pointed out that a combination of the three Maritime stations in the Air-Time Sales group, CKBW, Bridgewater, N.S.; CJRW, Summerside, P.E.I.; and CKBC,

Bathurst, N.B. offer a total population of 141,000 in their three home counties, as compared with 85,000 in Saint John County and 204,000 in Halifax County.

It was because they recognized the need for this separation of the two types of stations for national selling purposes that back in the early part of '59, Radio Reps Ltd. set up a special division to handle a select group of "monopoly" stations. Some of these stations were combined in an Ontario group, and indications are that the increase in volume for these stations will shortly hit a healthy 80 per cent.

Air-Time Sales Ltd. is completely independent of Radio Representatives in operation and ownership. However, Ferris says his company will operate in close association with the new concern, and all stations represented by Air-Time in Toronto will be handled by Radio Reps in their Montreal, Winnipeg and Vancouver offices.

Warren Holte says . . .

THERE'S NO TRICK to PULLING BIG RESULTS in the ALBERTA FARM MARKET — when you cover 42% of it with CFCW!



CFCW
CAMROSE - STETTLER

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

WARD CORNELL



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

Another reason why . . .

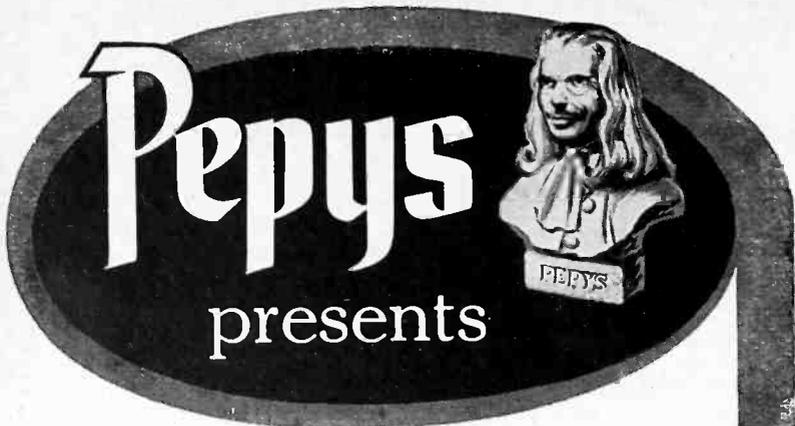
Western Ontario is sold on

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

CFPL-TV
CHANNEL 10 LONDON

THE AWARD WINNING STATIONS

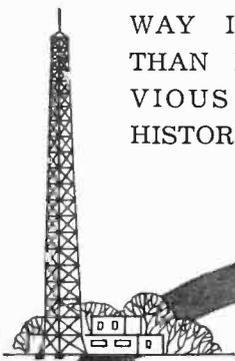
CJON Radio Television
NEWFOUNDLAND



INDUSTRIAL ADVERTISING AGENCY LIMITED
TORONTO • MONTREAL

"What of the '60's?" we asked George M. Smith, founder and head of Industrial Advertising Agency since 1927. Obliging, but warily, he stuck out a brave neck! "Advertising in the '60's," he said, "will do a better job of explaining problems, policies and products. New problems will arise. Advanced research will simplify and solve most of them. Such research will prove more valuable, to more companies, than ever before. Higher media costs will compel wise buying of both space and time. We shall see Daylight Television make big strides."

ADVERTISING WILL MAKE MORE HEADWAY IN THE 1960's THAN IN ANY PREVIOUS DECADE IN HISTORY.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

• RADIO STATIONS •		• TELEVISION STATIONS •	
CJOR Vancouver	CJBC Toronto	KVOS-TV Serving	Vancouver-
CFPR Prince Rupert	CFOS Owen Sound	Victoria	
CKLN Nelson	CJBQ Belleville	CKOS-TV Yorkton	
CKXL Calgary	CKLC Kingston	CJBR-TV Rimouski	
CJNB North Battleford	CHOV Pembroke	CKCW-TV Moncton	
CKOM Saskatoon	CJON St. John's, Nfld.	CJON-TV St. John's, Nfld.	
CJME Regina		CJOX-TV Argentia	
CKY Winnipeg	ZBM Bermuda	ZBM-TV Bermuda	
CJRL Kenora			

Trans-Video Productions

ASK FOR CHANGE IN BBG FILM RULING

by SAM G. ROSS
Ottawa Correspondent

A TWO-POINT simple yardstick for Canadian content is proposed by Trans-Video Productions Ltd., of Toronto in an effort to open the way for major television film production in Canada.

The alternative to the present requirements of the Board of Broadcast Governors was suggested by Robert Maxwell, Executive Vice-President of Trans-Video Productions Ltd., and its Vice-President and managing director, Guy Herbert, after discussions with Dr. Andrew Stewart, Chairman, and Carlyle Allison of the Board of Broadcast Governors. (CB, January 7, 1960).

Both Mr. Maxwell and Mr. Herbert contended a film should be counted fully Canadian if (a) it is produced in Canada and (b) more than 55 percent of the money expended on its production is spent on Canadian talent and materials.

Said Mr. Maxwell:

"While Dr. Stewart and the Board are in complete sympathy and accord with our efforts to bring continuing TV film production to Canada, the regulations, particularly as they define Canadian content, make it virtually impossible to produce a high-budget, internationally saleable TV series in Canada.

"We cannot produce a \$40,000 per episode TV series in Canada for Commonwealth consumption alone. It must have the quality and pro-

duction values that will enable it to compete in the U.S. market with the Hollywood produced product. In order to achieve that quality, it is presently necessary to import key technical personnel and, in some instances, performers. As time goes on, it will become less necessary since it is assumed Canadians will learn the required techniques."

Mr. Maxwell argued that performers and technicians must be brought to Canada to get the film industry into top quality operation. On the other hand, he felt the BBG was taking the opposite view . . . that restriction of imported talent and technicians would help build Canadian content.

"The Canadian TV film industry," said Mr. Maxwell, "has for years been crawling at almost a snail's pace. It will never get on its feet unless it permits trained TV film experts to give it a helping hand, and allows American capital to invest in its future with some hope of gain."

Both Mr. Maxwell and Mr. Herbert contended the employment of Canadian talent and technicians rests solely in the hands of the BBG, and they felt elimination of the present definitions of Canadian content would bring about greater Canadian production in the film industry; and, in a short time, a far greater number of skilled Canadian performers and technicians.

EMI Equipment Will Be Handled By CGE

CANADIAN GENERAL Electric Co. Ltd. and E.M.I. Electronics Ltd., of Hayes, England, have announced that E.M.I. telecast equipment, previously not available in Canada, will now be distributed in this country by CGE.

Speaking of the marketing arrangement, R. M. Robinson, CGE vice-president and general manager of the company's electronic equipment and tube department, said: "Although CGE offers the complete General Electric product line, it has designed and manufactured a wide range of radio and television transmitting equipment, particularly suited to the

requirements of the Canadian market. Production of television studio equipment in Canada has been somewhat limited. E.M.I. have developed a completely new line of television products which we believe will integrate very well with the products available from CGE."

E.M.I. were the original manufacturers of television equipment as we know it today, Mr. Robinson said. The first BBC television broadcasts in 1936 originated through E.M.I. equipped facilities.

Canadian General Electric will stock E.M.I. equipment and parts at its Royce Works plant in Toronto.

Will Telecast From Flying Transmitter

A SCANDINAVIAN COMPANY plans daily commercial television broadcasts from an airborne transmitter covering Denmark, Sweden and Southern Norway.

Fritz Ruzicka, a Danish showman, says a Swedish-Danish corporation will go on the air February 1 in competition with the Scandinavian television networks, which are government owned.

Two Convair transport planes will serve as flying stations at 21,000 feet off Sweden's west coast. Ruzicka says the planes will be stationed in Northern Germany and will operate outside international air lanes.

Air time will be sold to advertisers

for an initial rate of \$190.00 a minute. Plans are for daily broadcasts of two or three hours.

The announcement comes at a time when state radio systems in Denmark, Sweden and Norway are tangling with the question of introducing advertising on their networks.

A few years ago a private radio broadcaster broke the traditional Danish state monopoly on radio broadcasting. He broadcast from a tiny vessel riding international waters in the Oeresund, the strait between Denmark and Sweden.

The Danish state radio tried unsuccessfully to stop this.

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January 21st, 1960

Which Comes First—Audience or Sponsor?

For the candidates for TV licenses in Winnipeg and Vancouver, this is a period of nervous anticipation. For those who will appear at later hearings, it is a period of anxiously viewing events which have occurred, vis à vis those that are to come.

As far as the general public is concerned, it is one step closer to alternative programs. The source of these programs is not nearly as important to them as the fact that they are about to get them.

Radio broadcasting stations, in the areas where the second TV stations are to be established, face a period when the novelty of the new picture is almost certain to divert some of their present audiences, until the newness has worn off. Then, according to past experience, this temporary shrinkage will be restored to them, and more.

Finally, existing TV stations will be forced to face up with a new competition, not only for sponsors and viewers, but for new sources of material with which to entertain the viewers and also attract the sponsors.

Up to this point, television has been so busy establishing itself from within, that it has shut its eyes to the real reaction it has been having upon those who are its actual life blood, the audience.

It is not only desirable to find out how many people own receivers; what stations they tune; what programs. It is also time to make studious efforts to analyze just why they choose the programs they choose; how they regard the medium in its relationship with their children; what they would like to see that they are not seeing; what they would rather be without that is being more or less forced upon them.

Researchers have been at work with their field crews, their slide rules and their

mechanized contraptions. Results of these measurements are bought up avidly by stations and advertisers, but in the final analysis they are not put to the greatest possible use.

The real purpose of audience research is not to prove that station A's audience is so many points greater than station B's . . . or older or younger or richer or healthier. The real purpose of this kind of research is to afford station A a chance to analyze its strengths and its weaknesses and to replace the latter with larger doses of the former.

More than anything else, broadcasting must create a favorable "image" in the eyes of the public.

.

There are people who say that because of the tremendous cost of television, it can only afford to put on programs of mass appeal.

This system may work out with those who buy air time on the basis of cost per viewer, provided they do not delve into the intensity of the viewing. Unfortunately the danger of this procedure is that the only way to accomplish it is to air programs of mediocre quality not really to please everyone, because this is impossible, but rather so as not to displease anyone.

When advertisers are allowed to choose their own programs, they will inevitably choose programs, not to please the audience, but to sell their goods. But broadcasters are in the position to control their programs by gearing them to the audience -- something for everyone every day -- and in this way will not only endear themselves to the audience, but will be able to offer the advertisers an even greater audience because they did so.

Third Column

ODDS AND ENDS

FOR A LITTLE more than three months now, Radio Station CJMS, Montreal, has been holding on its morning show, *Paris - Montreal - Express*, what could be called a white elephant sale in reverse.

It began when Jean Lajoie, host on *P-M-E*, decided to put to the test his theory that quite a few people hold a great deal of attachment for obsolete articles.

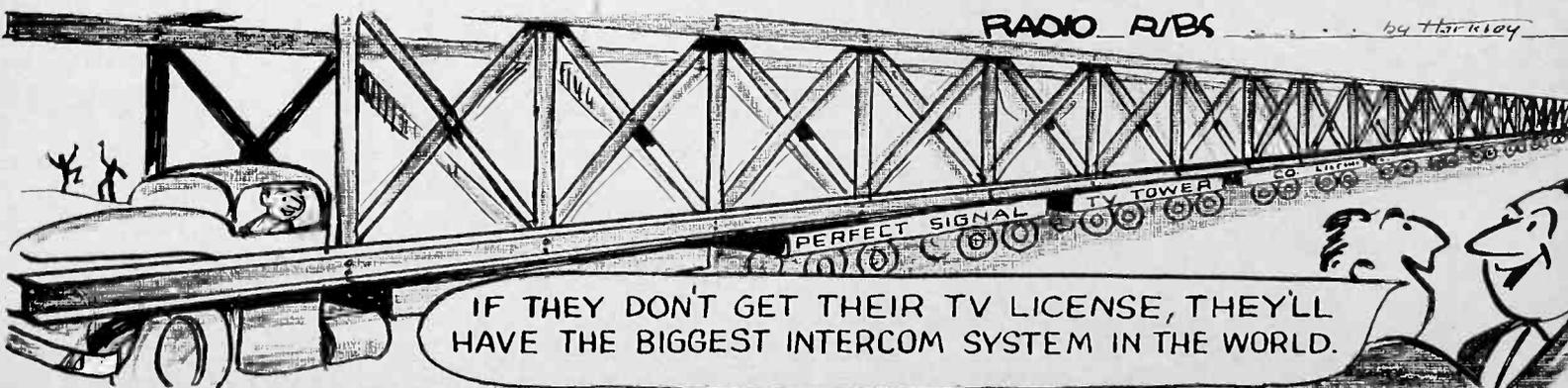
Each morning, Jean now announces that he wants someone to send him such - and - such an article which invariably has been out of circulation for a decade or more.

The first person calling Jean to say that he has the item in question is asked to forward it to the station. In return, CJMS sends that person a cheque for ten dollars.

Some of the peculiar odds and ends that Jean has called for are: a newspaper twenty years old -- to the day; a photograph of Wilf Cude, when he was a member of the now-defunct Montreal Maroons hockey team; an eclipse-o-scope for the solar eclipse which took place in 1932; an old package which at one time contained five cigarettes; a wrapper from a bar of Barsalou soap; and a seven-pound salt bag.

Even stranger than the things Jean asks for is the fact that at least one person a day has called to say that he has the article mentioned that morning.

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



American Marketing Association

FRENCH CANADA IS PROUD OF THE DIFFERENCE

ONE OF THE highlights of the morning session of the Toronto Chapter of the American Marketing Association meeting earlier this month was a two man team who presented delegates with a view of "French Canada in the New Decade".

Roger Charbonneau, associate dean, School of Business Administration, University of Montreal, outlined the history of French Canada.

He explained that by 1760 settlers had built up a nation that was already quite different from France. In the correspondence and memoirs of governors and army officers of the last years of the French regime, one often read about "les Canadiens" as distinguished from "les Français" and about rifts between the two groups.

After four years of war that left the country on the brink of economic collapse, Canada ceased to be a French colony. But the French troops did not leave alone, Charbonneau said. With them went noblemen, officials, professionals, people with money who decided it was better to migrate to France.

There remained only one group which was capable of taking over the leadership -- the Catholic clergy. It is to this group, Charbonneau said, that the people turned for counsel in all matters.

The church, in the absence of

political leaders, pleaded and fought the cause of the people with the British Governors. But, when the American revolution came, and, with it, the invasion of Canada, the Church reminded the people of their duty to the Crown.

Cut off from France, without adequate education facilities such as books, schools and teachers and only the Church for guidance, the French Canadian family became a very closely knit group -- the important living cell that was to be preserved at all costs, Charbonneau said. Large families seemed to represent a strength where the authority of the father was law, but where the mother was always the managing director.

Most French Canadiens during the French regime were poor. At first they had to give all their attention to essential activities: farming, fishing and elementary exploitation of forests and mines. After 1763 they remained poor, and without capital they were, for many years, unable to participate in the growth and development of their country.

However, Charbonneau said, French speaking Canadians have changed with the passing of the years.

A CULTURE OF ITS OWN

"Links have been re-established

with France, but a France that was no more that of the kings we had known. The French revolution, the Napoleonic spirit, the five republics have brought huge differences between a Frenchman and a French speaking Canadian. Cultural ties are probably stronger than ever but French Canada is developing a culture of its own and takes pride in its theatrical and musical composers and artists, its painters and its sculptors.

"It has eagerly accepted and used new modes of expression, radio then television and in both fields, there has been a flourish of entertainment of a high calibre. At the same time, many groups have sprung up in the field of legitimate theatre", Charbonneau said.

He said that French speaking Canadians are still a religious people, not in the same way that their ancestors were but they accept the leadership of the Church in their moral and social life.

French Canadians are still a family people though their rate of birth has fallen. The authority of the father is not unchallenged as it was, but the mother, in the lower classes at least, is still the manager of the family. Divorce is frowned upon for religious reasons but also very much because people think it is a disaster for the family.

Charbonneau then touched briefly on some of the twentieth century developments.

He said that they have suburbia, shopping centres, traffic congestion and the farmer's life has greatly changed.

"Our young men still enter the traditional professions of law and medicine but we also have more and more engineers, chemists, chartered accountants and masters in business administration. Economically we have gathered some strength."

Charbonneau said a fact worth noting is the development of co-operatives.

"The major agricultural co-operative La Co-opérative Fédérée, has done very close to \$100,000,000 worth of business in 1958. Our credit unions, Les Caisses Populaires, are among the oldest in America and have assets of over \$600,000,000. We are deeply interested in developing our natural resources. The world of finance is recruiting more of our students.

"In the last ten years, new insurance and finance companies, mutual funds and semi-public investment trusts have been launched by French Canadians.

"We have opened our doors very wide to foreign enterprises and in common with the rest of Canada, we sometimes fear the results of such a policy if practiced on too large a scale."

PROUD CANADIENS

Charbonneau finished his historical picture of French Canada with:

"We realize that we are part of a great community Canada, our country, and we are proud of it. We know that we are North Americans and that Canada has an international

role to play along with the United States, in common with the powers of Western Europe and members of the Commonwealth.

"But at the same time, we want to have a culture that agrees with that which can be felt but is hard to define: the personality of a people. Culture in a broad sense is based on language and we feel we have no right to give up that which our forefathers have taken great pains to keep alive in a little corner of North America. We are surrounded by people who have their own vigorous culture and way of life, and this probably makes us even more mindful to stay alive as a social and linguistic entity".

A FERTILE MARKET BUT . . .

Picking up where Roger Charbonneau left off, Yves Bourassa, vice-president of McCann-Erickson said:

"The French Canadian market will be all the more fertile for the marketer who takes the trouble to analyze it thoroughly -- objectively -- for the marketer who takes the trouble of studying and finally of knowing the French Canadian potential buyer -- as he really is -- not as the marketer would wish him to be. In other words, it will be all the more fertile for the marketer who is not satisfied that there are similarities, but who recognizes that this French Canadian also does differ from other Canadians -- who knows what the differences are, and, to a certain extent takes advantage of them."

Bourassa said it was fairly easy to point to the similarities. The French Canadian wears the same type of clothing, drives the same types of cars, buys the same television and radio sets, uses the same types of appliances and many other such things. But, he said, the differences are extremely difficult to explain, for in most cases, they are imponderable and intangible.

"The French Canadian, generally speaking, has two great prides. He is extremely proud of his deep roots in this country, of his three centuries plus in Canada. He still calls himself 'le Canadien' while everybody else is 'les Anglais'. As a matter of fact he often resents that 'les Anglais' are not as Canadian as he is.

"What is even more important to the marketer, he is also extremely proud of the fact that he has survived -- that he has not been assimilated. He took full advantage of the rights that were granted him by the Treaty of Paris and, led by his priests, inspired by the stubbornness, the doggedness that is one of the main characteristics of his ancestors, the French farmer or "paysan", he has survived.

HAS KEPT HIS IDENTITY

"Unlike the French settlers of Louisiana who were quickly thrown into the American melting pot, he has kept his identity, his language, his way of life."

Bourassa said these qualities are paralleled by equivalent faults. "He

(Continued on page 18)

we're "powerful"

BIG

no matter how you look at us:

big new pulling power! big new audience!

big new market! big listener sales action!

CFNB FREDERICTON

first and only independent 50,000-watt station in the Maritimes!

American Marketing Association

EDUCATION'S GROWTH WILL CHANGE CONSUMER HABITS

THE PERCENTAGE of Canadians attending high school and university is growing by leaps and bounds, and this will have a tremendous effect on the marketing end of Canadian business.

Dr. David S. R. Leighton, associate professor of the School of Business Administration of the University of Western Ontario, told the Toronto Chapter of the American Marketing Association that by 1970 we should have roughly six or seven out of every ten people coming into the period of family formation — perhaps the main buying period of their lives — with a high school education, and fifteen out of every hundred coming onto the market with a university education.

"What is their significance to us as marketing men? What will this educational explosion do to change living — and consequently buying — habits in Canada? What will this mean in terms of planning products, distribution, packaging, advertising, promotion, and selling?"

Leighton said the educational boom's effects will be felt by business in several ways:

The direct effects will be felt by those firms which supply the educational industry — construction, real estate, furniture, books, stationery, supplies, athletic equipment and the like.

The indirect effects will come about through the injection of increasing numbers of better-educated consumers into the market. A number of studies have shown that people with more formal education tend to have different value systems than those of lower education — they live differently, think differently and buy differently.

"One of the catalysts in this reaction we are breeding in education is the emergence of education as a significant symbol of status in our country," Leighton said. "This has always been true, but the cost of education has put the attainment of status through education out of reach of all but a select few.

Today, the pattern is different. Education in an economic sense is within the reach of nearly everyone in our society. The barriers of social class have been broken down in the crucible of the public school system. It is now almost true that

reasonably good education is widely available to all who really wish to obtain it. And in the next decade we should be able to eliminate the word 'almost' from that statement."

VALUES ARE CHANGING

"The emergence of education as a significant status symbol is but one reflection of some fundamental changes in social values. For example, studies have shown pretty clearly that better-educated people devote a greater proportion of their incomes to such things as insurance, medical equipment and physicians' services; these things appear to assume a higher rank in the value-systems of better-educated consumers. Savings, in the form of insurance, investments and bank accounts also appear to rank higher in the value scale of the educated consumer.

"A second field to which the educated consumer devotes more attention is the home. Proportionately more is spent on the home and on home furnishings the higher the educational level. Considerably more is spent on such things as baby food, baby equipment and items for the children. The educated consumer appears to be more home-centred and child-centred than the consumer with less education.

"Proportionately, the better-educated male does not spend more on his own clothing, but he does spend significantly more on his wife's clothing. He also spends proportionately more on his automobile.

"Education also appears to be correlated with recreation and expenditures of travel, sports, art, music and the like. The book publishing business is another that should be riding this favorable trend.

"Finally, but by no means the least, the educated man spends a much larger proportion of his income on liquor and beer than does the less educated. Not only does he consume more, but his tastes usually run to the more expensive premium brands, the imported wines and liqueurs."

MARKETING MUST CHANGE TOO

Leighton then pointed out some of the changes on marketing management which will be brought about by more wide-spread education.

"There does not seem to be any

slowing down in the trend toward convenience. Certainly, higher education seems strongly correlated with the use of such things as frozen foods and baby foods. There appears to be greater readiness to experiment and to try new methods of storage and preparation the higher up the education ladder we go. So it appears reasonable to expect some pretty dramatic advances in processing and storage during the next ten years.

"Another field which will undoubtedly experience considerable growth is that of the private label. There appears to be a sort of inverse relationship here between loyalty to national brands and educational level — the better educated Canadian seems to go for the private label. Coincident with the trend to private labels should be greater integration, notably by the retailer reaching back to take over more and more processing and manufacturing functions. And there will be integration of another sort, as big retailers get even bigger and, by and large, more efficient — the Stewart Commission to the contrary.

"The trend to bigness in distribution will mean greater competition in many lines. It will mean narrowing margins, greater turnover and vastly larger sales productivity per dollar invested in facilities. Mass merchandising will extend into more and more industries, with much the same impact that the supermarket and the discount house have had in their fields. There will clearly be less stress on service and on personal selling. The net result will unquestionably be lower costs and greater productivity in distribution — but not necessarily lower price spreads."

These things are fairly predictable, Leighton said. "Some see the '60's as marking some dramatic new developments in marketing, comparable to the introduction of self-service and the supermarket in the food field. New developments there certainly

will be, but I'm not sure they will be so dramatic, although their impact will be none the less important."

In conclusion, Leighton gave his assumptions to the pattern he predicts:

"My key assumptions are threefold. Obviously, one is that we have no war; all predictions must surely make that assumption today. The other two are perhaps a little less obvious. They are, first, that Canadian businessmen somehow discover the ability to compete economically with the Russians. We should know by 1965 or so whether we have this ability, for by that year Russia is expected to have emerged as a full-fledged world trader. I don't think we as a nation have fully faced up to the implications of this fact.

"The second condition essential to our progress is closer to home. And that is, that our political leaders avoid the sometimes-overwhelming temptation to tinker too much with the very complex and intricate piece of marketing machinery that operates in this country. It is perhaps trite, but none the less necessary, to keep harking back to the fable of the goose that laid the golden egg. That goose, if you'll pardon the expression, is marketing. And may all the eggs we lay in marketing in the '60's continue to be golden."

CHUM WILL START COURSE ON BROADCASTING

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will be returned and for each refund CHUM will donate \$10 to a broadcasting scholarship fund.

At the end of the course, which will be under the direction of Phil Stone, CHUM's public service and live talent director, each student will be interviewed and a file on him or her sent to every radio and television station in Canada.

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American Marketing Association

FRENCH CANADA IS PROUD OF THE DIFFERENCE

ONE OF THE highlights of the morning session of the Toronto Chapter of the American Marketing Association meeting earlier this month was a two man team who presented delegates with a view of "French Canada in the New Decade".

Roger Charbonneau, associate dean, School of Business Administration, University of Montreal, outlined the history of French Canada.

He explained that by 1760 settlers had built up a nation that was already quite different from France. In the correspondence and memoirs of governors and army officers of the last years of the French regime, one often read about "les Canadiens" as distinguished from "les Français" and about rifts between the two groups.

After four years of war that left the country on the brink of economic collapse, Canada ceased to be a French colony. But the French troops did not leave alone, Charbonneau said. With them went noblemen, officials, professionals, people with money who decided it was better to migrate to France.

There remained only one group which was capable of taking over the leadership -- the Catholic clergy. It is to this group, Charbonneau said, that the people turned for counsel in all matters.

The church, in the absence of

political leaders, pleaded and fought the cause of the people with the British Governors. But, when the American revolution came, and, with it, the invasion of Canada, the Church reminded the people of their duty to the Crown.

Cut off from France, without adequate education facilities such as books, schools and teachers and only the Church for guidance, the French Canadian family became a very closely knit group -- the important living cell that was to be preserved at all costs, Charbonneau said. Large families seemed to represent a strength where the authority of the father was law, but where the mother was always the managing director.

Most French Canadiens during the French regime were poor. At first they had to give all their attention to essential activities: farming, fishing and elementary exploitation of forests and mines. After 1763 they remained poor, and without capital they were, for many years, unable to participate in the growth and development of their country.

However, Charbonneau said, French speaking Canadians have changed with the passing of the years.

A CULTURE OF ITS OWN

"Links have been re-established

with France, but a France that was no more that of the kings we had known. The French revolution, the Napoleonic spirit, the five republics have brought huge differences between a Frenchman and a French speaking Canadian. Cultural ties are probably stronger than ever but French Canada is developing a culture of its own and takes pride in its theatrical and musical composers and artists, its painters and its sculptors.

"It has eagerly accepted and used new modes of expression, radio then television and in both fields, there has been a flourish of entertainment of a high calibre. At the same time, many groups have sprung up in the field of legitimate theatre", Charbonneau said.

He said that French speaking Canadians are still a religious people, not in the same way that their ancestors were but they accept the leadership of the Church in their moral and social life.

French Canadians are still a family people though their rate of birth has fallen. The authority of the father is not unchallenged as it was, but the mother, in the lower classes at least, is still the manager of the family. Divorce is frowned upon for religious reasons but also very much because people think it is a disaster for the family.

Charbonneau then touched briefly on some of the twentieth century developments.

He said that they have suburbia, shopping centres, traffic congestion and the farmer's life has greatly changed.

"Our young men still enter the traditional professions of law and medicine but we also have more and more engineers, chemists, chartered accountants and masters in business administration. Economically we have gathered some strength."

Charbonneau said a fact worth noting is the development of co-operatives.

"The major agricultural co-operative La Co-opérative Fédérée, has done very close to \$100,000,000 worth of business in 1958. Our credit unions, Les Caisses Populaires, are among the oldest in America and have assets of over \$600,000,000. We are deeply interested in developing our natural resources. The world of finance is recruiting more of our students.

"In the last ten years, new insurance and finance companies, mutual funds and semi-public investment trusts have been launched by French Canadians.

"We have opened our doors very wide to foreign enterprises and in common with the rest of Canada, we sometimes fear the results of such a policy if practiced on too large a scale."

PROUD CANADIENS

Charbonneau finished his historical picture of French Canada with:

"We realize that we are part of a great community Canada, our country, and we are proud of it. We know that we are North Americans and that Canada has an international

role to play along with the United States, in common with the powers of Western Europe and members of the Commonwealth.

"But at the same time, we want to have a culture that agrees with that which can be felt but is hard to define: the personality of a people. Culture in a broad sense is based on language and we feel we have no right to give up that which our forefathers have taken great pains to keep alive in a little corner of North America. We are surrounded by people who have their own vigorous culture and way of life, and this probably makes us even more mindful to stay alive as a social and linguistic entity".

A FERTILE MARKET BUT . . .

Picking up where Roger Charbonneau left off, Yves Bourassa, vice-president of McCann-Erickson said:

"The French Canadian market will be all the more fertile for the marketer who takes the trouble to analyze it thoroughly -- objectively -- for the marketer who takes the trouble of studying and finally of knowing the French Canadian potential buyer -- as he really is -- not as the marketer would wish him to be. In other words, it will be all the more fertile for the marketer who is not satisfied that there are similarities, but who recognizes that this French Canadian also does differ from other Canadians -- who knows what the differences are, and, to a certain extent takes advantage of them."

Bourassa said it was fairly easy to point to the similarities. The French Canadian wears the same type of clothing, drives the same types of cars, buys the same television and radio sets, uses the same types of appliances and many other such things. But, he said, the differences are extremely difficult to explain, for in most cases, they are imponderable and intangible.

"The French Canadian, generally speaking, has two great prides. He is extremely proud of his deep roots in this country, of his three centuries plus in Canada. He still calls himself 'le Canadien' while everybody else is 'les Anglais'. As a matter of fact he often resents that 'les Anglais' are not as Canadian as he is.

"What is even more important to the marketer, he is also extremely proud of the fact that he has survived -- that he has not been assimilated. He took full advantage of the rights that were granted him by the Treaty of Paris and, led by his priests, inspired by the stubbornness, the doggedness that is one of the main characteristics of his ancestors, the French farmer or "paysan", he has survived.

HAS KEPT HIS IDENTITY

"Unlike the French settlers of Louisiana who were quickly thrown into the American melting pot, he has kept his identity, his language, his way of life."

Bourassa said these qualities are paralleled by equivalent faults. "He

(Continued on page 18)

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big new market! big listener sales action!

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American Marketing Association

EDUCATION'S GROWTH WILL CHANGE CONSUMER HABITS

THE PERCENTAGE of Canadians attending high school and university is growing by leaps and bounds, and this will have a tremendous effect on the marketing end of Canadian business.

Dr. David S. R. Leighton, associate professor of the School of Business Administration of the University of Western Ontario, told the Toronto Chapter of the American Marketing Association that by 1970 we should have roughly six or seven out of every ten people coming into the period of family formation — perhaps the main buying period of their lives — with a high school education, and fifteen out of every hundred coming onto the market with a university education.

"What is their significance to us as marketing men? What will this educational explosion do to change living — and consequently buying — habits in Canada? What will this mean in terms of planning products, distribution, packaging, advertising, promotion, and selling?"

Leighton said the educational boom's effects will be felt by business in several ways:

The direct effects will be felt by those firms which supply the educational industry — construction, real estate, furniture, books, stationery, supplies, athletic equipment and the like.

The indirect effects will come about through the injection of increasing numbers of better-educated consumers into the market. A number of studies have shown that people with more formal education tend to have different value systems than those of lower education — they live differently, think differently and buy differently.

"One of the catalysts in this reaction we are breeding in education is the emergence of education as a significant symbol of status in our country," Leighton said, "This has always been true, but the cost of education has put the attainment of status through education out of reach of all but a select few.

"Today, the pattern is different. Education in an economic sense is within the reach of nearly everyone in our society. The barriers of social class have been broken down in the crucible of the public school system. It is now almost true that

reasonably good education is widely available to all who really wish to obtain it. And in the next decade we should be able to eliminate the word 'almost' from that statement."

VALUES ARE CHANGING

"The emergence of education as a significant status symbol is but one reflection of some fundamental changes in social values. For example, studies have shown pretty clearly that better-educated people devote a greater proportion of their incomes to such things as insurance, medical equipment and physicians' services; these things appear to assume a higher rank in the value-systems of better-educated consumers. Savings, in the form of insurance, investments and bank accounts also appear to rank higher in the value scale of the educated consumer.

"A second field to which the educated consumer devotes more attention is the home. Proportionately more is spent on the home and on home furnishings the higher the educational level. Considerably more is spent on such things as baby food, baby equipment and items for the children. The educated consumer appears to be more home-centred and child-centred than the consumer with less education.

"Proportionately, the better-educated male does not spend more on his own clothing, but he does spend significantly more on his wife's clothing. He also spends proportionately more on his automobile.

"Education also appears to be correlated with recreation and expenditures of travel, sports, art, music and the like. The book publishing business is another that should be riding this favorable trend.

"Finally, but by no means the least, the educated man spends a much larger proportion of his income on liquor and beer than does the less educated. Not only does he consume more, but his tastes usually run to the more expensive premium brands, the imported wines and liqueurs."

MARKETING MUST CHANGE TOO

Leighton then pointed out some of the changes on marketing management which will be brought about by more wide-spread education.

"There does not seem to be any

slowing down in the trend toward convenience. Certainly, higher education seems strongly correlated with the use of such things as frozen foods and baby foods. There appears to be greater readiness to experiment and to try new methods of storage and preparation the higher up the education ladder we go. So it appears reasonable to expect some pretty dramatic advances in processing and storage during the next ten years.

"Another field which will undoubtedly experience considerable growth is that of the private label. There appears to be a sort of inverse relationship here between loyalty to national brands and educational level — the better educated Canadian seems to go for the private label. Coincident with the trend to private labels should be greater integration, notably by the retailer reaching back to take over more and more processing and manufacturing functions. And there will be integration of another sort, as big retailers get even bigger and, by and large, more efficient — the Stewart Commission to the contrary.

"The trend to bigness in distribution will mean greater competition in many lines. It will mean narrowing margins, greater turnover and vastly larger sales productivity per dollar invested in facilities. Mass merchandising will extend into more and more industries, with much the same impact that the supermarket and the discount house have had in their fields. There will clearly be less stress on service and on personal selling. The net result will unquestionably be lower costs and greater productivity in distribution — but not necessarily lower price spreads."

These things are fairly predictable, Leighton said. "Some see the '60's as marking some dramatic new developments in marketing, comparable to the introduction of self-service and the supermarket in the food field. New developments there certainly

will be, but I'm not sure they will be so dramatic, although their impact will be none the less important."

In conclusion, Leighton gave his assumptions to the pattern he predicts:

"My key assumptions are threefold. Obviously, one is that we have no war; all predictions must surely make that assumption today. The other two are perhaps a little less obvious. They are, first, that Canadian businessmen somehow discover the ability to compete economically with the Russians. We should know by 1965 or so whether we have this ability, for by that year Russia is expected to have emerged as a full-fledged world trader. I don't think we as a nation have fully faced up to the implications of this fact.

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Television

BBG HEARS THREE APPLICANTS FOR WINNIPEG LICENSE

An Eye-Witness Report

by DICK LEWIS

TELEVISION NEVER made the headlines before — and probably never will again — as it did in Winnipeg last week at the Board of Broadcast Governors' first hearings of applicants for second television licenses in Canada's six major markets.

There were three groups of candidates — each completely varied in character but each including well-known broadcasters in its roster — and each of them was out to sell itself to the BBG as the most likely to give Manitobans a worth while alternative TV service (alternative to the existing CBC station that is) and win for themselves the prize package of a license.

While the approach of each group was completely different, each was striving, in its own way, and according to its own make-up, to convince the Board that it alone was able to deliver the required service, made up of community programming, the use of Canadian talent and the right kind of films. While each of them beat their own drums with the implication (though never stated) that they and they alone were equipped to do the job, they not only referred to each other as friends, but even acted that way during and after the proceedings.

The hearings opened promptly at

9.30 a.m. on Wednesday, January 13. Broadcasters from all over Canada, and some from as far afield as the United States and Great Britain even, crowded the capacious ball room of the Fort Garry Hotel to the doors (see front page picture) and sat through the day-long proceedings only to return Thursday for a repeat performance.

THESE WERE THE APPLICANTS

First group to appear was Ralph S. Misener & Associates, headed by Ralph Misener, a Winnipeg shipping executive. The associates included such broadcasting names as Lloyd Moffat, president of CKY, Winnipeg; T. O. Peterson, president of Investors' Syndicate of Canada Ltd., who has just relinquished his interest in CFOB, Fort Frances; Roland Couture, managing director of CKSB, St. Boniface; Walter E. Kroeker, president of CFAM, Altona. On the legal side there was Kendall Hayes, Q.C., Winnipeg lawyer, and as engineering consultant, Nick Pappas of N. J. Pappas & Associates, Montreal.

Taking the ball from Misener in the presentation was Jack Davidson, who recently joined CKY as executive vice-president, after many years with Roy Thomson's Northern Broadcasting Company.

Main pitch of the Misener group

was the not-too-big-and-not-too-small but highly active list of shareholders, the right location and the right equipment, and perhaps most of all the wide radio and television experience of Jack Davidson. Considerable stress was laid on the fact that the property the group has under option adjoins the sports stadium and arena.

The next presentation came from Jack Blick, president of CJOB, Winnipeg, which he founded fourteen years ago and has been operating since that time. His application was filed under the name of Perimeter Television Broadcasters Ltd.

In contrast to the highly business-like and statistical line of the previous candidate, Blick chose a more idealistic, perhaps even starry-eyed approach, speaking of choosing the "area of programming where we can most successfully entertain and serve". On the financial side, he spoke of the adequate arrangements that had been made to get the station off the ground, and then, referring to a proposed stock issue, said he felt that "the public should have an opportunity to participate, while financial control should be integrated with management". On the practical side, Blick anticipated a profit from his first year of operation.

Blick told the Board that the company is controlled by its principal members, including himself at the head of it, Donald J. McDonald as vice-president and Graeme Haig, a Winnipeg barrister as secretary.

There was a buzz of expectation as the final applicant Red River Television Association sent its corps of directors, representatives and experts to the stand. Most of the surprise arose from the fact that the association had retained as their program advisor Ernest L. Bushnell, who has just resigned from the vice-presidency of the CBC to establish his own office as a broadcasting consultant in Ottawa.

The Red River delegation was led in by W. A. Johnston, Winnipeg Q.C., to be secretary-treasurer of the company if it wins the license. He acted as main spokesman.

Main stock holder in this syndicate would be Clifford Sifton, publisher of the REGINA LEADER POST and the SASKATOON STAR-PHOENIX, and owner of CKCK Radio and TV, Regina and CKRC Radio, Winnipeg. He disclosed that his interest would be 25 per cent. Other major interests would be held by Joseph Harris, chairman of the board of the Great-West Life Assurance Company, Winnipeg, who would own 21 per cent of the stock and W. Victor Sifton, publisher of the WINNIPEG FREE PRESS with 12½ per cent. Others in the association are as follows: James A. Richardson, vice-president James Richardson & Sons Ltd.; Kathleen M. Richardson; Kenneth E. Powell, president K. A. Powell (Canada) Ltd.; C. Gordon Smith, Smith, Vincent & Co. Ltd.; J. Elmer Woods, president of Monarch Life Assurance Co.; W. A. Johnston Q.C.; John A. MacAulay, Aikins, MacAulay, Moffat, barristers; Stewart A.

Searle, Searle Grain Company; Hubert J. Bird, Bird Construction Co. Ltd.; Philip A. Chester, former general manager Hudson's Bay Co.; Richard S. Malone, WINNIPEG FREE PRESS executive; Robert E. Moody, and Robert E. Moore, both of the firm of Moody, Moore & Partners, architects.

Besides Bushnell, the group included Hal Crittenden, general manager of CKCK, Regina, who would move to Winnipeg and act as general manager of the new TV station until a permanent chief was appointed and trained.

This applicant went into detail regarding programming, to a greater extent than either of the others, although later, during the rebuttal period, Blick also produced a chart demonstrating his program plans.

Emphasis was placed by the Red River group on the fact that they were prepared to make a larger investment than the other two applicants in plant and equipment and that, for this reason, they were in a better position to give the desired service.

BLUE PRINT OF HEARINGS

Pattern of the hearing was first an oral presentation supplementing the written brief. Next, applicants were questioned by the BBG's special counsel, Frank Meighen, Q.C. of Brandon. Further questions were posed by the members of the BBG. Finally, after all three had been heard, each had the opportunity to reappear in rebuttal.

Applicants were questioned by counsel in four main fields: (1) finance; (2) the market; (3) programming; (4) personnel.

Outstanding in the minds of most of those in attendance was the smooth-running speed with which each applicant was heard, under the competent chairmanship of Dr. Andrew Stewart.

BBG members who most frequently questioned applicants were Carlyle Allison; Dr. Emlyn Davies — who also supplied some welcome comedy relief — Dr. Eugene Forsey and E. J. Dunlop.

What will the answer be? The BBG has before it three choices for the Winnipeg license. First there is the well-heeled Red River Group, with unlimited resources and all the publishing experience — broadcasting and newspaper — of the mighty Siftons. Next is the Misener group, including a number of well-seasoned Manitoba broadcasters, with apparently ample finances and a highly experienced general manager already on the spot. Finally there is the Perimeter application, headed by Jack Blick, offering a smaller and perhaps more personalized operation, based on fourteen years of management of a metropolitan community radio station.

(NOTE: Following the Winnipeg hearings, Dick Lewis followed the BBG to Vancouver. His report of this second meeting, together with the Board's recommendations, will appear in our next issue.)



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Winnipeg Hearing

BBG HEARS 13 OTHER APPLICATIONS

WINNIPEG LAST week was the scene of a three-way contest to supply English-language television to a predominantly French speaking area on the east coast.

Facing the Board of Broadcast Governors were the existing stations at Moncton and Saint John, NB and Carleton (New Carlisle) Quebec, all of which seek authority to expand operations into the Bay of Chaleurs area on the Quebec-New Brunswick border.

These applicants were among 13 appearing before the Board at the Winnipeg hearing, in addition to the three bids to operate a second television station in that city.

The Campbellton-Dalhousie area along the south side of the Bay as well as parts of the Quebec Gaspé now receive a mixed French and English television service on Channel five from CHAU-TV, Carleton. It provides 65 per cent French-language programming and the rest in English.

CKCW-TV, Moncton seeks a license to build a channel 12 satellite near Campbellton, that would extend its present English-language service into this area as well as to the Bathurst-Newcastle area some 50 miles along the coast.

CHSJ-TV, Saint John, proposed to set up an independent channel 12 transmitter and studio on the Quebec side of the Bay to reach into Campbellton, Dalhousie and Bathurst with a program schedule intergrated with the parent outlet in Saint John. Later, a satellite of this transmitter would extend coverage into the Newcastle area on another channel.

Leo Hachey, president of the company operating CHAU-TV, Carleton, said both of these operations would jeopardize his station's existing bilingual operation in the area.

He proposed instead, that his station turn its existing service into an all-French operation on channel five, while using the same transmitter site atop Mount St. Joseph at Carleton to provide an all-English service to the same area on channel 12.

Both the Carleton and Saint John applicants said their proposed extension would not provide coverage to the Newcastle area to the south, but also doubted whether the Moncton transmitter would do this as well as CKCW-TV proposed because of a range of hills separating the area from Campbellton.

NEW AM STATIONS

The Board also heard five applica-

tions to establish new radio stations.

Seeking a license to establish a 3,520 watt FM station in Toronto on 104.5 megacycles, was A. W. Ness. He said the station's programing would be devoted largely to religious broadcasting -- church services and sacred music.

Ness said the station would also serve as a recording centre for sacred music in Canada. All such recordings now have to be imported from the United States, he said. In addition the radio station would serve as a training ground for theological students in Toronto.

Seeking the Melfort, Saskatchewan, license for the second time within a year -- the Board turned down a similar application in January 1959 -- was Ed Vickar, president of Melfort Broadcasting Company Ltd. The license would be for a 250 watt AM station on 1240 kcs.

The Board turned down the group's bid to alter its statement of corporate structure, filed with its application last October to the Transport Department. Board Chairman Doctor Stewart said all such changes must be submitted to that department before they can be considered by the BBG.

Backing the application were Mayors S. Caskey of Melfort and G. B. Bailey of Humboldt, Sask., and deputy mayor A. Bousfield of Star City, Saskatchewan. Mayor Caskey said Melfort Town Council has granted the company land for a transmitter site.

Radio programing aimed at a select group of listeners interested in "quality entertainment" was proposed to the BBG by Jack Shapira, seeking an AM license in Winnipeg.

The proposed station would operate with 5,000 watts on 1470 kcs.

The Board heard two applications for AM radio stations without popular music from applicants from Ottawa and Calgary.

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

James Alan Stewart proposed a 10,000 watt station in Ottawa on 1250 kcs.

Other applicants were: CFHR, Hay River, NWT; CHCL, Cold Lake, Alta; CKX, Brandon; and CHOW, Welland.

Radio Station CJGX, Yorkton, was seeking authority to establish a studio at Melville, to be operated part-time in conjunction with the main studio at Yorkton.

**CREATURES
of
HABIT**

A wise man, probably a research man, once said that people are creatures of habit — he was so right too — seasons of the year have little effect on the media habits of Canadian TV Homes.

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

Commons Broadcasting Committee

WILL CONCENTRATE ON BBG, PRIVATE STATIONS

THE COMMONS Broadcasting Committee will be established again at the new session of parliament, it was announced last week in the Speech from the Throne. One of its main concerns will be the regulation and licensing work of the Board of Broadcast Governors.

Last session the Committee centred its inquiries on the CBC, dealing with such controversial matters as allegations of political interference in the publicly-owned corporation and

the high cost of some sponsored TV network programs compared with sponsor's advertising payments.

The Committee said it found no grounds for the political interference charges, but its strong criticism of CBC organization brought changes in the corporation's top echelons.

This year the Committee is expected to spend most of its hearings questioning the BBG and representatives of private radio and television stations.

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CKOK, Penticton

STATION LOSS IS NEGLIGIBLE IN STUDIO FIRE

RADIO STATION CKOK, Penticton was forced off the air for 44 minutes on January 5, when a \$250,000 fire completely gutted the adjacent Central Building.

Started by a faulty acetylene torch in a dentist's office, the fire was fanned by a 25 mile per hour wind as it tore through the two-storey cement block building. Despite the efforts of Penticton's 25-man fire brigade, who poured thousands of gallons of water into the flames, ten offices and a store suffered extensive loss.

Maurice P. Finnerty, president and general manager of CKOK, was watching the fire from the street when it became apparent that there was danger of the west wall falling onto the roof of the McGregor Building, which houses CKOK. He ordered the building evacuated.

A console was loaded onto a truck and taken to the Skaha Lake Transmitter site where George Cameron, station engineer, set up broadcasting facilities as quickly as possible.

About fifty spectators at the fire assisted CKOK personnel in loading the thousands of records, equipment and furniture into waiting trucks.

Announcer Bjorn Bjornson remained in a smoke-filled control room and kept up a running commentary during the fire and the



FIREMEN BATTLE a \$250,000 blaze from the roof of the studios of CKOK-Radio, Penticton. The fire, which broke out January 5, forced CKOK off the air for three-quarters of an hour. Although the damage done to the station was negligible, normal broadcasting operations did not resume for two days.

evacuation operation. He was one of the last to leave the studio after the "Everybody out!" order was given.

The front office, news and continuity staffs were able to move back into the building the same afternoon. Because a new cable had to be

installed by Okanagan Telephone Co., normal broadcasting operations were not resumed until January 7.

Other than the bumps and knocks the equipment and furniture received in the hurried exit, damage was negligible.

NAMED V-P OF PR FIRM

FRANK S. DUCKWORTH has been appointed vice-president of the public relations counsel firm of Tisdall, Clark and Lesly Ltd.

Prior to joining the firm a year ago, Duckworth was supervisor of television publicity for the CBC.

He had been a CBC national news assignment editor and an on-camera interviewer for three years and had also served in an editorial capacity on daily and weekly newspapers in Ontario and Western Canada. For one year he was a newscaster and announcer on CFCN-Radio, Calgary.

Born in Moose Jaw, he attended Assumption University in Windsor, and the Ryerson Institute of Technology of Journalism in Toronto.

NEW AUTOMATIC

STANCIL-HOFFMAN
Model

S-7

MAGNETIC FILM
RECORDING/DUBBING
SYSTEM



WA. 2-2103

A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write or call for particulars.

CALDWELL EQUIPMENT
CO. LTD.
447 JARVIS ST. TORONTO

POTTS' SPOT

MEMO

To: J. J. B.
From: S. W.
Re: SUDBURY

J. J. ---

Re campaign got new facts today on Sudbury and CHNO. To wit: area buying income of over \$270,000,000 yearly -- largest per-household income in Canada (\$7,574) -- Retail sales \$120,000,000 annually, and more chain store expansion in progress.
Opinion: GREAT MARKET.

CHNO, at 900kc, offers prime coverage at low cost per m, and is recommended by G. J. and myself. Sifting of recent response shows: 1213 mail pull in 6 days -- 18 cars sold in 1 day, after short campaign of 5-minute remotes (just what we wanted)! Opinion: GREAT STATION.

P.S. POWER INCREASE TO 10 KW DUE, TOO. LORRIE POTTS HAS THE STORY: WA. 1-8951.

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

LORRIE POTTS & COMPANY

1454-A Yonge Street
Toronto

1117 St. Catherine St. W.
Montreal

Board of Broadcast Governors

MAY REVOKE LICENSES IF REGULATIONS ARE ABUSED

THE BOARD of Broadcast Governors has made it plain that it doesn't believe in regulations for the sake of regulations and is moving to enforce them, says Canadian Press Staff Writer, Don Hanright in a report from Ottawa.

He says a recent series of quiet but not-so-gentle persuasions have been brought to bear on a handful of Canadian radio and television stations which have skirted the BBG regulations.

Chief among these moves is a written ultimatum to Alberta radio and television stations that unless they stop advertising ginger ale manufactured by breweries they will be held in contravention of the broadcasting regulations and stand to lose their licenses for up to three months.

Hanright says the stations, which for years have been making thousands of dollars annually on such advertising, have been told to exercise the cancellation of two weeks' notice that most of them have in their contracts with the breweries. In most cases the Board wants it done by the end of January.

The action came as a surprise to the stations. The rule against advertising any product of a brewery isn't new, but apparently was not rigidly enforced by the old CBC Board of

Governors before the BBG took over from it, as broadcasting's regulatory body in 1958.

AGAINST THE REGULATIONS

A member of the BBG staff said, "The CBC may have had a good and valid reason for not enforcing the regulation, but we can't find one."

"We don't care whether the brewery product stations are advertising is ginger ale or kiddie cars -- it's against the regulations."

The Board now recognizes there may be a way out for the stations, and the breweries. This is simply the incorporation of another company to handle the manufacture and distribution of ginger ale, previously done by the brewery itself.

Meanwhile, these other moves have been made by the BBG:

1. Within the BBG itself, a log-examination staff has been hired to keep a running check on radio and television programming on each station, and a program-research specialist soon will be appointed to advise the Governors when and where the high-standard requirements of the 1958 Broadcasting Act are not being met.

2. The Board has served notice that some of its members intend to visit at least two communities whose residents have complained to the BBG

that a local radio or television station is not even attempting to provide a program service acceptable to its public -- a service that was a tacit condition of its license.

3. The BBG has expressed a dislike for the violence-crammed CBC television program, *Staccato*, a weekly network show about a jazz pianist turned private detective.

4. It has investigated letter-writers' complaints that news broadcasts of at least one station -- not identified -- contained what Dr. Andrew Stewart, BBG chairman, described as a preponderance of "offensive or objectionable material".

That investigation led to the discovery of several newscasts dwelling on a combination of stories about crime, violence and sex. It was later put down by the radio station to an unfortunate string of such news events, with a promise to balance its newscasts better in the future.

NO SUSPENSIONS YET

So far, there have been no license suspensions made by the Board.

Dr. Stewart said: "While we haven't taken any action so far, this does not mean that we would not do so."

He stressed that fewer than ten per cent of stations have shown any inclination -- and then rather by the

type of their operation than by design -- to break the regulations. And most of these cases have been what Dr. Stewart describes as marginal.

He said: "If there are stations which seem to be making a practice of breaking the regulations, the Board would have to take action."

"The Board certainly would not want to find itself in the position that, either in particular cases of flagrant disregard of the regulations or in a general decline of broadcasting ethics, it has observed these things without taking any action."

"We would feel we would be falsifying our responsibility."

One matter of concern to the Governors -- though it is not a matter of regulations -- is an indication in letters that at least two stations, not identified, do not have a good rapport with their community.

Usually this is expressed by the letter-writers "in terms of unsatisfactory programing," the Board chairman said.

As a result, the BBG has written these stations to let them know the Board is concerned about the stations "not establishing good relations with their listening or viewing audience", and the BBG members are planning a visit to the stations and the communities to see and hear for themselves.

THINGS HAVE CHANGED IN SASKATCHEWAN!

CKBI now has the lowest cost per thousand. For details, see your ALL-CANADA man.

CKBI

10,000 WATTS
-900 KCS.

PRINCE ALBERT,
SASKATCHEWAN



CUTS & SPLICES

by BOB MILLER

Films Sold To British TV

ASSOCIATED Rediffusion in Britain has purchased 55 post-war theatrical film features from Romulus Films Ltd. in a secret deal. The \$1,400,000 deal was kept secret until the final stages because of "FIDO" -- the Film Industry Defence Organization.

"FIDO" was formed early last year by Britain's theatrical film producers for the purpose of preventing the sale of films to television in that country. The organization gets its working capital from a levy placed on theatre seats. The funds are used to buy up the rights to old films as soon as they are on the market.

British movie bosses are convinced that one of the potent reasons for poor business in the theatres is the feature movie on television. Even the old films draw tremendous audiences and the Associated Rediffusion-Romulus deal involves some of the most expensive productions ever to reach television screens in Britain.

Made between 1948 and 1954, films sold to AR include such hits as *The African Queen*, which won Humphrey Bogart an Oscar; *Richard the Third*, starring Sir Laurence Olivier, *Moulin Rouge* with Jose Ferrer; and *A Kid for Two Farthings*, featuring Diana Dors.

Ellis Pinkney, general secretary of

Britain's Exhibitors' Association, said the deal could be a "mortal blow" now that a television company has managed to break through the industry's ban on the sale of old films.

Associated Rediffusion telecasts weekday programs on Britain's commercial television network.

Pearson Now ITC's Gen. Man.

JOHN E. PEARSON has been named general manager of ITC of Canada Ltd. He was formerly sales manager for the company. In making the announcement, Abe Mandell, director of foreign sales for ITC in New York, said Pearson's promotion is in line with ITC's expansion program in Canada.

The company's Canadian office is in Toronto, with sales in Quebec being handled by Quebec Television Booking Service, Montreal. Latest sale out of Montreal is the booking of a further 26 episodes of *Fury* on the CBC's French language network.

By March, ITC will have their own salesman in Quebec, who will work out of the offices of Quebec TV Booking, but will be on the payroll of ITC.

Before joining ITC in March 1958, Pearson was sales representative for Sterling Films Ltd. in Toronto. Prior to that he was with CKCW-TV, Moncton, in sales and production. From 1946 until 1953, he was a member and partner in the London Stock Exchange. In 1945 and 1946, he also served with the British Ministry of Information as film commentator and lecturer on foreign affairs.

Kowcenuk Leaves Rank

FRANK KOWCENUK, sales manager for the TV division of Rank Film Distributors of Canada Ltd., is leaving Rank to join Sovereign Film Distributors Ltd., effective Feb. 1. In his new position with Sovereign, he will specialize in television sales and station relations.

Kowcenuk started in the film business in 1946 with Empire-Universal Films Ltd. He joined Rank's theatrical film division in 1949, and became a salesman in the 16 mm field in 1953. He later became branch manager of the 16 mm division, including television properties. For the past two years he has been concentrating on television sales.

Views On A BBG Ruling

OPPOSITE VIEWS have been expressed by two film company executives -- one Canadian, the other American -- on the Board of Broadcast Governors' ruling that in 1961, 55 per cent of Canadian television programming must be Canadian in content.

Graeme Fraser, vice-president of Crawley Films Ltd., called the ruling "the first real break for about 60 film producers, large and small, across Canada."

Alex Harrison, general sales manager of 20th Century Fox in the US, said the regulation means Canadians are going to see a lot of "lousy television programs." He said there is not enough talent in Canada capable of producing enough material required by a television operation.

Speaking before the Montreal Rotary Club last week, Fraser said that television has been a boon to the film industry. He said the Canadian film industry is too small to compete successfully with foreign producers in theatre entertainment, but is doing well in production of movies for television, industry and education.

More Films From Meridian

ANOTHER STEP toward the production of three feature films was taken this month when Meridian Studios Ltd. signed Ben Barzman, well-known screen writer, to prepare the screenplay for *Execution*, a movie version of the best selling novel by Canadian author Colin McDougall.

From Toronto, Barzman has written for films both in Hollywood and England. Among the films he has written for are *The Boy with Green Hair* and *He Who Must Die*.

As with Meridian's first theatrical feature, *The Bloody Brood*, Julian Roffman, the company's executive producer, will direct and produce *Execution* with Yvonne Taylor as associate producer.

Ralph Foster, Roffman's partner in the company, said the film will be a big budget production costing \$1,000,000 and, he added, "this is a conservative estimate."

Meridian Studios has also begun work on two other film features, one of which is the Sinclair Ross novel, *The Well*. A writer, not identified, was signed this month to do the screenplay.

Crawley Makes Union Film

CRAWLEY FILMS LTD. recently completed the first film ever made about a Canadian trade union. Called *It's People That Count*, the 29-minute, 16 mm film was premiered last month at the Queen Elizabeth Hotel in Montreal.

It's People That Count, made at a cost of \$55,000, was produced in both French and English for the Canadian Brotherhood of Railway, Transport and General Workers. Filming was done on location in Montreal, Toronto, Vancouver, Saskatchewan and Newfoundland. The documentary was written and narrated by Lister Sinclair and directed by Edmund Reid.

Among those at the film's premiere were James Cowan, president of the Canadian Film Institute; Claude Jodoin, president of the Canadian Labor Congress; Donald Gordon, president of Canadian National Rail-

ways; F. R. Crawley, president of Crawley Films Ltd.; and Charles Topshee, executive director of the Canadian Film Institute.

Disney Films In Canada

A NEW WALT DISNEY theatrical motion picture will be filmed in Canada under the direction of Toronto film producer Don Haldane.

The film will be *Nomads of the North*, based on the book by James Oliver Curwood. Walt Disney units have been filming wild animal portions of the movie in the Canadian Rockies for the past two years.

Haldane will begin filming live action, using Canadian actors and Canadian technicians, around the end of February. This portion of the film will be shot north of Calgary and in the Rockies.

A producer-director for Westminster Films, Haldane has more than seventy films under his belt, half of which he directed for the National Film Board. At the 1956 Canadian Film Awards, *Saskatchewan Traveller*, which he directed for the National Film Board, was selected as the best television film. He also recently directed seven episodes of *RCMP*, the Crawley Films-CBC-BBC television series.

RLP Making Sales Film

ROBERT LAWRENCE Productions are now making a 20-minute color film in English and French for a large Canadian corporation associated with the automobile trade. The film will be part of a secret campaign aimed at salesmen and dealers.

Written by Joe Hatcook and directed by Bob Rose, the picture is basically a training film, but uses a dramatic theme to present its ideas. The film will be available for viewing by salesmen and dealers only.

During January, Robert Lawrence Productions shot 60 finished minutes of educational training films and commercials. Among the clients RLP made commercials for this month are Ford of Canada, Sterling Drug Company and Lever Bros.

W & H Film Presentation

WILLIAMS & HILL Ltd., Toronto film producers, recently completed with MacLaren Advertising Agency a presentation for the Javex Company Ltd., which was shown at the Javex Annual Sales Convention.

Russell Moore of MacLaren's wrote the original script. Dick King supervised the sound recording. The 25-minute presentation, the first made by Williams & Hill, was made on Pictafilm, the patented film making process invented and developed by W & H vice-presidents, Richard Hill and Heinze Drege.

The presentation, which incorporates film strips, animation and synchronized sound, was made initially to Javex head office personnel and regional district sales managers and supervisors. The show will now be presented at district sales meetings across the country.



"Centre of the Prairie Market"
CHANNEL 3

We have new
and extended
program hours now —
and our
network shows include
every big-time program
from Benny to Welk.
Too, we now feature
Feature Length
Late Movies and
Afternoon Matinee Shows
five days a week.

CANADIAN REPRESENTATIVE

STOVIN-BYLES
LIMITED

TORONTO • MONTREAL
WINNIPEG • VANCOUVER

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

G. N. MACKENZIE LIMITED HAS THE SHOWS

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

Telemeter

Pay-TV Starts Next Month in Toronto Suburb

TELEMETER, Famous Players' pay-television system, is slated to begin operating in the Western Toronto suburb of Etobicoke about mid-February. To start with about 1,500 subscribers will be able to receive the programs and more will be added as the installation crew of twelve catches up on orders.

Studios and operations headquarters for Telemeter in Etobicoke are located at 3010 Bloor St. West. Facilities there include an 18' x 25' studio for live local originations; another studio housing a 35 mm color camera which can handle cinemascop features, a 35 mm black and white camera and a 16 mm color and black and white camera; an Ampex Videotape recorder for taping community service shows; business and production offices; and make-up and dressing rooms.

There is also a room beside the camera studio which houses computing machines to compile information such as how many subscribers watched what programs and a continuous-tape recorder which informs viewers what features and programs are available on Telemeter that night.

EASILY INSTALLED

Installing the Telemeter box in a home requires very little work. The box, which measures 14" x 5½" x 7", sits on top of the television set. A wire from the unit is hooked onto the

antenna attachment on the TV set, which can be of any make. Another wire connects the Telemeter box to the Bell Telephone lines which bring the programs into the home.

The Telemeter system is composed of three separate channels, designated A, B and C. The unit is attached to the TV set so that subscribers will see pay-television on channel 5. (CB, June 25, 1959).

Channels A and B will be for feature films. One film a week will be telecast on each of these channels. Films will be shown twice each night so that a person tuning in after the film has started will be able to see what he missed the second time the film is shown. There will be no extra charge as the one price lets you watch either A channel or B channel all evening. In fact, viewers may switch from Telemeter to one of the free channels and back again without additional cost, as long as the A-B-C channel selector knob is not changed.

Channel C in the Telemeter system will be for free programs originating from the Telemeter studios and for live remote or videotaped features. The free programs offered by Telemeter will include discussions with local ministers and reeves, Red Cross instruction telecasts and community affairs shows. Viewers will pay to see such live or videotaped programs as boxing matches and legitimate theatre.

DEMONSTRATIONS HAVE BEGUN

Demonstrations of the Telemeter system began last week. Residents of Etobicoke can drop into the studios and view sample shows on demonstration sets. The people are shown color features as well as black and white films. They are told how the system works and what type of programs will be shown.

The Telemeter pay-television system works on the principle that people will pay to see programs before they see them much more readily than after they see them. For instance, if and when Floyd Patterson fights Ingemar Johansson and it is carried on Telemeter, the "barker" will tell subscribers that the price to see the fight is \$2.00 and this amount must be deposited before the program can be seen. The only extra charge subscribers have to pay is the \$5.00 installation charge for attaching the unit to the TV set.

When Telemeter is expanded into other sections of Toronto, additional local studios will be built. There will be no central studio for Telemeter where all programs, live and film, originate. In this way, Telemeter hopes to stress the idea of *community television*, i.e.: the live local programs seen in Etobicoke would not be the same as those seen in Scarborough, if that Toronto suburb is ever equipped with Telemeter.

The Growing Market

Timber cut for 1959 is up 27% over 1958.

An increase of over 200 million board feet

CKPG

PRINCE GEORGE, B.C.

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

Buying radio in the

PRAIRIE PROVINCES?

CBX
Alberta

CBXA
Alberta

CBK
Saskatchewan

CBW
Winnipeg

Get blanket coverage with **CBC Radio!**

You reach virtually everybody in the three prairie provinces with the four CBC stations! You cover the farmer, the businessman, the manufacturer and the oil rigger—with quality programming, all at a realistic cost!

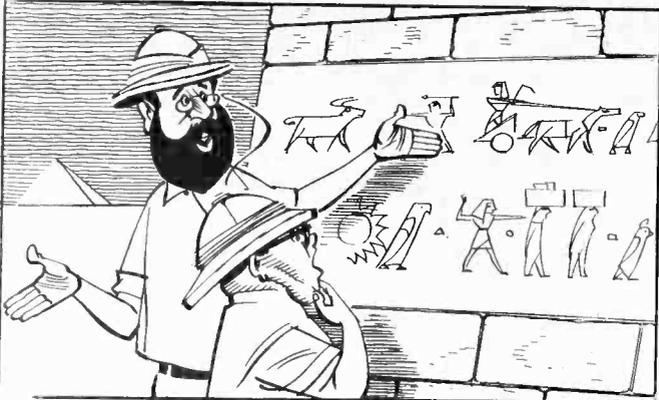
Get the whole story—call now!

CBC RADIO SALES

For results tomorrow... buy CBC Radio today!



QUICK STORIES from Moncton in the Maritimes



"That's remarkable! It says 'CFCW gets RESULTS!'"



R.G. LEWIS
Over the Desk

TUESDAY AFTERNOON of last week, I climbed aboard Canadian Pacific Air Lines' Flight 1, bound for the Winnipeg hearings of the Board of Broadcast Governors. Strapped firmly into my seat in true Shelly Bermanesque style, I found myself a captive audience for an old friend of mine, Vic George. The process turned out to be a pleasant one.

Besides being an old friend, Vic George, still in his early fifties, is perhaps the oldest, in point of service, of the original Canadian broadcasters, and he believes he may be the only one who has made the jump from broadcasting into industry at senior level.

To be specific, Vic has just recently been appointed general manager of the Canadian Marconi Company.

He started in broadcasting in the town of his birth, Ottawa, in 1924. In 1925, he was transferred to Moncton, N.B. where the CNR had set up the second of its ultimately three stations, one each at Ottawa, Moncton and Vancouver.

In 1929 he was transferred to CNR headquarters in Montreal, as assistant to the director of radio, an up and coming broadcaster named E. A. (Austin) Weir.

Soon after this, the CNR abandoned its radio effort and George became manager of the Marconi station, CFCF, Montreal.

In this berth, George pioneered the first and only mutual network in Canada. This permitted stations from London, Ont. to Sydney, N.S. to exchange programs nightly.

This network died in the arms of the forerunner of the CBC, the old Canadian Radio Broadcasting Commission.

In 1935, George established Whitehall Broadcasting Ltd. in Montreal and became its president and managing director. Here he pioneered the first two-way trans-continental and trans-oceanic broadcasts — the high quality transcribed program, using pre-emphasis for the first time, and called *Light Up And Listen*.

When they decided to create the *Army Show* in 1941, George was asked to organize and command it.

This group of 135 soldiers and CWAC's, including such personalities as Wayne and Shuster, Denny Vaughan, Peter Mews and Roger Doucet, set out on a year-long tour of Canada, covering the cities and training centres. Its activities included a weekly broadcast and the full course of army basic training at the same time.

Then it went overseas and Vic became Officer in Charge Entertainment, Canadian Army Overseas, and another familiar name — Rai Purdy — took command of the *Army Show*. When that was over, Vic George, now a lieutenant colonel (and still

on the Reserve) sought new fields. George returned to Canadian Marconi in 1948, and, after a couple of years spent creating a "new image" at CFCF, he took on the additional job of manager of public relations for Canadian Marconi.

In 1954, he was moved to London where he spent three years as UK representative for the company.

On his return to Montreal in 1957, George was appointed a divisional assistant manager, then assistant to the president, assistant general manager and, recently, general manager.

All of which goes to prove -- it must go to prove something -- oh yes, that there are ruts -- and ruts.

FIVE MEN WITH AN IDEA

A GROUP OF FIVE YOUNG Winnipeg businessmen — averaging 33 years of age — were the final applicants heard by the BBG in Winnipeg last week. Their quest was for a 5,000 watt AM station in the Western metropolis designed to dispense a diet of "good taste programs".

The group is headed up by Jack Shapira, 33, single with a backlog of private radio and CBC radio and television performing and producing to his credit. He is also secretary-treasurer of the Winnipeg local of the American Federation of Musicians. The presentation to the BBG was made by Harold Buchwald, Winnipeg barrister, who will function as secretary of the company if they get the nod. He was supported before the board by Shapira.

The basic philosophy behind the proposed station is that good taste can be made to pay off — not in millions but in decent incomes.

Shapira told the Board that they plan to devote nine per cent of their gross revenue to live talent. With this thought in mind they have talked to the Manitoba Theatre Centre, and officials of such organizations as the Winnipeg Symphony. They plan nightly book reviews and entertainment critiques, drawing their commentators from the newspapers and the university. They have other plans for programs emanating from schools and other organizations.

The whole project is based on the preferences as to music and entertainment of the five men involved. As successful businessmen in their early thirties they feel they represent a sizable group of people who laugh at the same jokes, read the same books and probably smoke Viceroy's.

Now its time to leave Winnipeg for Vancouver and the BBG's next sittings, so ta-ta-for-now, and buzz me if you hear anything, won't you?

Dick Lewis

A RESULTS STORY

Mr. W. E. Lockhart



- Sumner Company Ltd. is a big and busy Hardware Store — selling on a narrow margin — spending their Advertising Dollars wisely. Says Mr. W. E. Lockhart, their Retail Sales Manager, of CKCW-TV:
- "We have over 36,000 items to be sold, and after careful testing, have found Television to be the most effective medium."

WE DON'T SELL TIME—WE SELL RESULTS

MONCTON IS A GOOD MARKET

Moncton is the chief distribution point of the 4 Atlantic Provinces. 800 Salesmen for national manufacturers reside in Moncton and service the Maritimes from there.

When Sponsors entrust their dollars to CKCW or CKCW-TV, we see to it that they get full value for their money. In other words, "LIONELIZING GETS RESULTS".

WE DON'T SELL TIME—WE SELL RESULTS

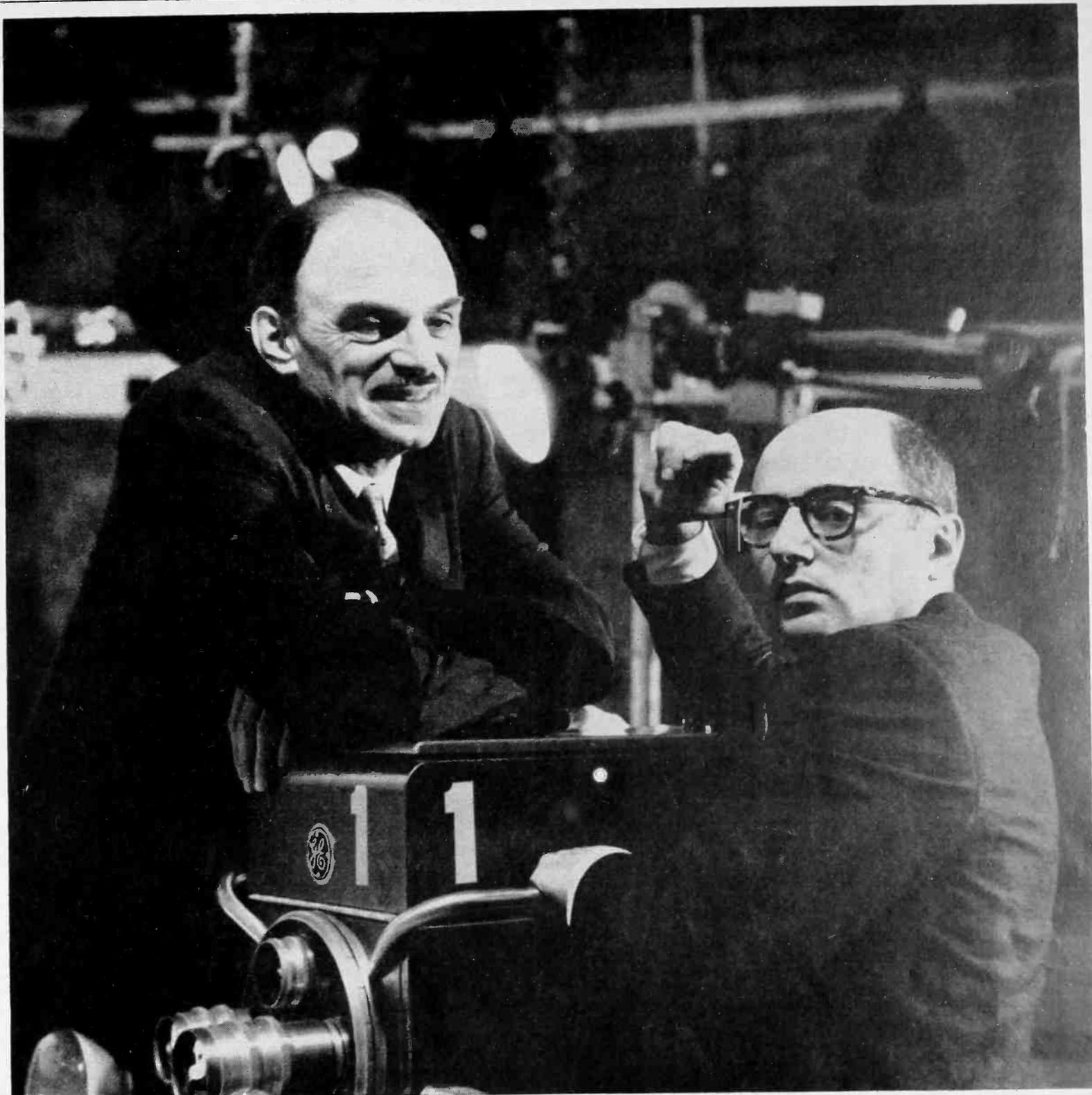
STOVIN BYLES IN CANADA

REPRESENTATIVES

YOUNG CANADIAN IN U.S.A.

CKCW **CKCW-TV**

MONCTON, NEW BRUNSWICK



Partners Ralph Foster and Julian Roffman own Meridian Studios in Toronto, Canada's first and only commercial videotape facility. Their equipment — all of it — was supplied as a complete package by Canadian General Electric. "It saves money and service problems," explains Foster, "to put all your eggs in one very good basket."

Television

TPA FIGHTS PRODUCER'S DISMISSAL

FERNAND QUIRON, president of the Television Producers' Association, said recently that the CBC has refused, without justification, to renew the contract of one of its Montreal producers.

The Association, which includes all producers in the CBC's French-language television studios in Montreal, will decide what action to take over the dropping of producer Nicolas Doclin after an arbitration report on last year's bitter dispute between the corporation and the producers is published.

Quiron said the CBC gave two reasons for its refusal to renew Doclin's contract when it expired December 31. It said the quality of his work had dropped and that his relations with technical employees were not good.

Quiron added that the Association prepared a detailed report refuting the charges which was submitted to CBC officials to no avail.

Doclin had been in charge of the

half-hour weekly show *Point d'Interrogation* (Question Mark), a panel quiz show.

Four other producers have been dropped by the CBC since a ten-week strike called by the producers ended last March. Three have found jobs elsewhere and one was given another position in the corporation.

Quiron said that in disputes over such matters as Doclin's dismissal, the Association cannot appeal to an impartial arbiter. The Association must wait until the arbitration report -- being prepared by H. D. Woods, head of the industrial relations department at McGill University is published.

Woods was appointed arbiter after the strike ended. The strike was called by the producers to back up their demand that they be allowed to make their association an affiliate of the Canadian and Catholic Confederation of Labor.

Quiron said the report is expected January 24.

BMI Charged With Payola

THE US FEDERAL Communications Commission has directed the American Society of Composers, Authors and Publishers to supply any evidence it may have on payola in the music broadcasting field.

FCC Counsel Ashbrook Bryant demanded the information when ASCAP President Stanley Adams testified at a hearing that private payments for plugging selected songs had become rampant in radio and television.

The hearing developed a clash between ASCAP officials and Broadcast Music Incorporated, the leading competitors in the music-licensing field.

Adams charged BMI, owned by broadcasting interests, with paying out subsidies to music publishing firms, performers, recording companies and disc jockies to promote BMI's musical numbers.

The FCC heard this charge from the American Guild of Authors and Composers earlier this month.

ASCAP joined the Authors' Guild in asking the FCC to require the owners of broadcasting stations to divest themselves of their interests in BMI.

CKGN-TV, North Bay

STATION RECRUITS BLOOD DONORS

IN ANSWER to a recent appeal by the North Bay Red Cross Society, to help them replenish and increase their blood bank supply, to meet the demand during the holiday season, CKGN-TV started a saturation of one minute spot flash announcement appeals to the residents of North Bay and district, along with a live blood donation on camera, the Saturday evening before the clinic.

During the live demonstration, CKGN-TV Comptroller, Al Fogle, a previous donor of some 38 pints of

Thursday. During this six day interval CKGN-TV continued its flash and spot announcements as a public service.

The station says the Red Cross were extremely pleased with the results.

Commenting on the live demonstration and the accompanying promotion, T. M. Palmer, chairman of the Blood Donor Committee, described the clinic as the biggest ever held in the North Bay area.

He said that the normal response



A VOLUNTEER NURSE sterilizes the arm of CKGN-TV Comptroller, Al Fogle, on the station's live blood donation demonstration, prior to an appeal for blood by the North Bay Red Cross Society.

blood, contributed another pint under the same conditions that would be experienced at the regular blood clinics.

A volunteer doctor and three nurses were in attendance to give the haemoglobin test, to check the healthiness of the donor's blood, as well as to sterilize the needle area, to tape the needle into place and to set the tourniquet.

Before, during and after the donation, explanations were given as to the procedure being followed and why it was being followed, by the attending doctor and the veteran blood donor, Al Fogle.

The entire transfusion was telecast during prime time on the Saturday evening before the blood clinic, which was held the following

to the regular clinic was contributions amounting to 20 to 23 pints of blood. As a direct result of CKGN-TV's live telecast North Bay's blood bank received 93 donations.

The following week a second clinic was held and the station continued the spot and flash announcements on behalf of the Red Cross. The following Thursday, 54 people donated a pint of blood each.

The local Red Cross Society through Chairman Palmer and Publicity Chairman, Ron Hildreth, expressed their gratitude for CKGN-TV's support in this community project.

They said they hoped that other television stations across the country would contribute similarly to local blood drives.

FCC AUTHORIZES NON-COMMERCIAL FM SERVICE

THE FEDERAL Communications Commission has authorized the Pacifica Foundation of California to establish an FM radio service in New York City free of advertising content.

Louis and William P. Schweitzer will donate WBAI-Radio, New York, to the foundation, which is a non-profit educational institution now operating non-commercial educational FM stations KPFB, Berkeley, Calif., and KPFBK, Los Angeles.

These stations are devoted to broadcasts of music, news and discussions of public issues. They are

supported by foundation funds, voluntary gifts from listeners and the sale of a monthly program guide.

The same sort of service will be offered in New York. The company is applying for a similar operation in Washington.

The Schweitzers acquired WBAI two years ago for \$34,000. In addition to making a gift of the outlet to the foundation, Louis Schweitzer is donating \$25,000 to the New York operation, and the J. M. Kaplan Fund Inc. has pledged another \$25,000 to the FM station.



IN

BRITISH COLUMBIA

Where CBC Radio has the adult in mind. Sell the listener who can and will buy with . . .

CBC RADIO

U.S. REPS.

DAREN F. McGAVREN INC., NEW YORK

CR9

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

Good Music Is On The Upswing

by BOB STRANG

IS GOOD music commercially successful? Is there a trend toward good music acceptance?

The answer is *yes* according to representatives of Massey Hall, the Eaton Auditorium, Columbia Records and a look at the attendance figures for music festivals throughout the continent.

"More people are buying classical music," says Frank Jones, advertising manager of Columbia Records of Canada. "We have thirty-seven per cent of our complete catalogue devoted to classical music specifically. This doesn't mean show music or good jazz or standard repertoire things -- just classical music -- the old and new symphonic works and warhorses and people are buying it."

Mr. Roy Creelman, manager of Toronto's Massey Hall reports: "Attendance is definitely on the increase. Though I can't speak for this present year as yet, because our '59-'60 season is just under way, I can say that the last two seasons have shown noticeable increases. One specific example is the Yehudi Menuhin concert this season. We booked this same artist in three or four years ago and he played to approximately nineteen hundred people. This year he drew close to three thousand and we had to put chairs on the stage to accommodate the overflow. The folk music artists are enjoying an increased popularity

and it's showing at the box office. These aren't teenagers either. They are a young adult group and people in their middle ages."

In the matter of statistics, Massey Hall drew a total of 282,000 for 1956-1957. For 1958-59 they are up to 291,000.

The cities of Toronto, Montreal and Vancouver all held music festivals or a concert series. Montreal and Vancouver both had paid attendance series. Both were successful. This was Vancouver's first excursion into the field, but the sponsors were happy with the results. Montreal once again showed an increase in attendance.

The city of Toronto held a series of free concerts. The public is often tempted to believe that if something is given to them it can't be worthwhile. The attendance at the concerts belies this. Toronto's series showed a dramatic increase.

The "why" in this happy situation is well concealed. It can be answered in part by Mr. Creelman's statement: "The influx of ethnic groups with a more cultured background accounts for some of our increase in attendance." He followed this with another consideration: "The TSO children's concerts, every Friday, are developing a percentage of new audience. These concerts have been going on now for twelve years and we find, at the box office or in conversation, people stating; 'I remem-

ber coming to Massey Hall when I was in public school!'"

Mr. John Adaskin, who established a reputation with the CBC as producer of *Opportunity Knocks* and *Singing Stars of Tomorrow*, has a different opinion about why people are buying good music and attending concerts. "The present trend in radio, as represented by the "Hit Parade" stations and "Top Forty" types are filling the people with so much garbage that they are pushing them on to good music. People are retreating from the pap that they receive from the broadcasters."

That "Good Music" is enjoying a commercial success is borne out by the television's programing of Leonard Bernstein. Another example of the drawing power of these shows was the furore created by the withdrawal of *Voice of Firestone*. The *Bell Telephone Hour* is still another example of commercial acceptance.

Commercial Radio For U.K.?

BARON TEYNHAM, a business-man peer, argued in the House of Lords last month that since Britain already has a television network financed by advertising, the same should be allowed for radio. He claimed Britain's radio needs could not be adequately satisfied by the government sponsored British Broadcasting Corporation.

CKGN-TV's

Early Morning Show

"The Clockwatchers"

Delivers 50%

of the

TV Homes

in the

North Bay Market

at only \$1.50 per m.

BBM March '59

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these television stations

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



9:05 to 12 noon
Monday through Friday



selling for
you on

CK-62

ck's

'Fred on the Phone'

CKCK RADIO · REGINA · Representatives; All Canada Radio & TV Ltd.

French Canada Is Proud of the Difference

(Continued from page 6)

is fundamentally loyal; he is also stubborn -- he is solidly attached to his land; he is parochial -- he is imaginative; he is also not too prone to follow strict logical reasoning, but more apt to be moved by an appeal to his emotions, to his imagination; he is strictly an individualist, he does not take too kindly to the imperative

-- also he is not easily disciplined; he is more or less conscious of being in a minority, of having been conquered at one time -- and he has a terrific and aggressive inferiority complex.

"In one word, in spite of outward signs that seem to indicate that he is different only in that he speaks another language, Jean Baptiste has remained essentially French in spirit", Bourassa said.

"When the census taker comes along every ten years, our Jean Baptiste may brag a little and pretend to be bilingual, but of course, the census taker is not charged with testing that bilingualism. And we all know that there are innumerable degrees in bilingualism.

"What is vitally important is the fact that even those who, I may say like myself, speak the Queen's English with hardly a trace of French accent, and who speak English throughout their work day, become completely French again when they get home -- where the family listens to French radio, looks at French television, reads French newspapers and magazines, and often gets together evenings with friends where French only is spoken.

MORE THAN A LANGUAGE

"Because of all this, that same French Canadian, to whom I refer as Jean Baptiste, insists more and more that he part with his hard earned money, only when he is sold in French, really in French, not only in French words. And while mistakes

in advertising are often blatant and easily spotted, there are also errors that are a lot more serious either in sales organization or in sales tactics; in packaging and in merchandising as well as in advertising."

Bourassa said it is common practice and routine work in most big corporations to conduct frequently all kinds of tests: product tests, tests or research to select brand names; copy tests and package tests. But he asked, how often are such tests conducted in French Canada?

"I submit", Bourassa said, "that the marketer -- with his research and analyses conducted almost exclusively in English because it is the only language spoken by his planners -- should not take for granted that the marketing plan he has prepared for Canada nationally will apply to, or be made to do, for French Canada.

"On the contrary, the marketer who will reap good harvests in French Canada is the one who will, when a thorough check shows it necessary, prepare a new marketing plan for French Canada, with the proper and thorough study of its trends; and more important still, a proper and thorough analysis of his potential customer with his likes and dislikes, his unique personality.

"Only then will he be in a position to establish realistically his sales objectives, his marketing strategy and the proper creative approach, not only in his advertising but in all his sales efforts."

Bourassa said he would offer one recommendation. "Don't believe that a six-month trip to Europe, or a year of study in Switzerland, or even some frequent visits to the Mount Royal or to the Ritz Carlton Hotels, or even a two week holiday on the Isle of Orleans, can make Bill Smith an expert on French Canada.

"To really understand Jean Baptiste with his complex mentality; made of distant Latin ascendances; of French basic characteristics; of an aggressive inferiority complex; of an undying pride and of a certain parochial attitude -- one has to be of this French Canada to feel for the French Canadian in his guts, not to try to get to him via statistical figures and dictionaries."

Ampex Sets Up Parts Depot

AMPEX AMERICAN Corporation has set up an emergency parts depot at its Canadian head office in Rexdale, Ont. Its purpose is to supply replacement parts for its professional products machines direct to radio station users when needed.

E. H. Kinnear, manager of dealer relations, announced that a \$20,000 stock of parts will be constantly maintained. In a letter to all Canadian radio stations, Kinnear asked that local dealers be contacted first. If the dealer was out of stock, or time did not permit ordering through normal channels, stations should then make use of the emergency depot.



ANSWER-CANADA
A National Merchandising and Research Service.

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

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

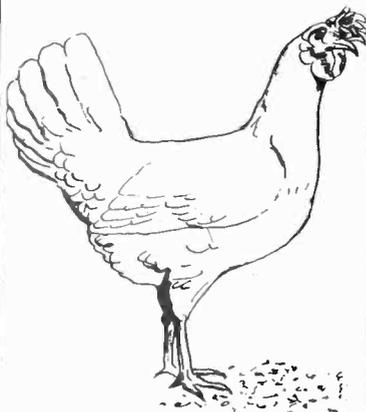
For full details consult the white pages of your telephone book, ask information or write . . .

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

G. N. MACKENZIE LIMITED HAS 

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

THE PRICE OF A GOOD TELEVISION COMMERCIAL IS CHICKEN FEED . . .



. . . IF you measure it as it should be measured -- in terms of the sales it can help to generate. For a GOOD television commercial is the most impact-full form of advertising there is. A point to remember: to be sure the television commercials you make are good ones, it pays to seek out the most experienced and versatile producer. On these vital counts . . . experience and versatility . . . we take a back seat to no one. We'd be happy to show you what we can do . . . this very day.

Peterson Productions LIMITED

MOTION PICTURE PRODUCERS

121 St. Patrick Street
Toronto

TELEVISION COMMERCIALS

DOCUMENTARIES

EM. 2-3287



PAN MAIL

Sir: I heard you speak the other day and what I want to know is -- are you English or did you once work for the CBC Talks Department?

HELP WANTED

Station wants announcer. The man we are looking for is an unstable character given to jumping his job just before his management feels obliged to give him a raise.

HIGHER EDUCATION

Gordon Ferris describes Air-Time Sales, the new rep firm for smaller market stations, as "unique", thinking no doubt of the Latin derivation, unus -- one, and equus -- a horse. (Story on page 3).

TRAFFIC SOLUTION

Wasn't it the late Will Rogers who suggested that one way to stop traffic jams would be only to allow on the street those cars which had been fully paid for?

SERIOUSLY NOW

There is reason for a certain degree of amazement that newspapers, which have spent so many years reviling the broadcast medium, are now turning hand springs to get into the business themselves.

BETTER BEWARE

Deliver me from the TV star who isn't over-bearing and conceited because it probably means she has so much to be modest about.

ONE FOR THE ROAD

As one tranquilizer said to another tranquilizer, "I felt so nervous today, I had to take a Perry Como."

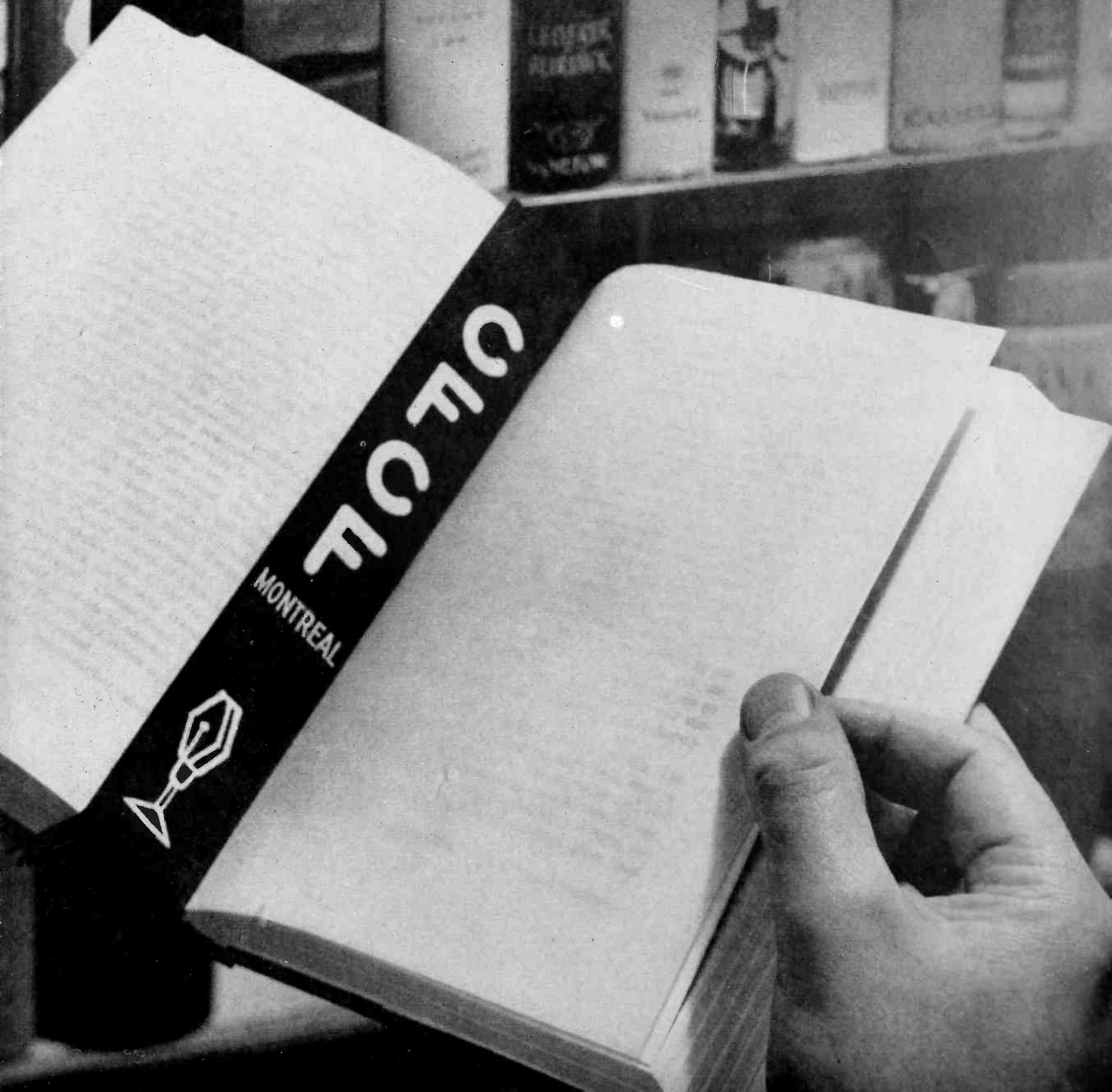
HIDDEN TALENT

She was a notorious figure, forever parading past the CBC. Then one day she stopped an actress and asked her about getting into the profession. "Whose?" asked the actress.

AUDREY STUFF

Then there's the gal who was so dumb that, when her boss came steaming into the office from the golf course, screaming to everyone that he had just broken ninety, started saving up to buy him a new set of clubs for Christmas.

Today's Best Seller in Montreal!



SIGHT & SOUND

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



IAN GRANT

People

FREDERICK SHAW, president of Calgary Television Limited, last week announced the appointment of A. M. "Bert" Cairns as vice-president and general manager of CHCT-TV, Calgary.

Prior to this appointment he was manager of radio station CFAC, Calgary.

Born in Edmonton, Cairns' first broadcasting experience was in 1929 on the University of Alberta station CKUA. For five years he was with All-Canada Radio and McKim Advertising in Toronto, returning to Calgary in 1942 where he was appointed manager of radio station CFAC.

Long active in amateur theatre, Cairns was governor of the Dominion Drama Festival and general chairman of the last Alberta Regional Drama Festival.

Cairns is currently honorary member and honorary chairman of the publicity committee of the Canadian Red Cross Society. He is a past president of the Western Association of Broadcasters and former director of the Canadian Association of Broad-

casters and was the charter president of the Advertising and Sales Bureau, Calgary Chamber of Commerce.

Don Hartford, who has been sales manager of CFAC, Calgary, for the past nine years, takes charge of the station with the title of acting manager.

He started with the station in 1944 as an announcer, moved into promotion in 1946 and went into sales two years later, becoming sales manager in 1951.

MONTY ALTENBERND and Yves Bourassa have been appointed as vice-presidents at McCann-Erickson (Canada) Ltd.

Altenbernd, who for the last 17 years has directed D'Arcy Advertising's Canadian office, becomes executive vice-president account services and will supervise work for all McCann-Erickson's Canadian clients.

Bourassa moves over from Walsh Advertising where he was vice-president and a partner. At McCann he will direct French services out of Montreal for agency clients, including those in Vancouver and Toronto.

BILL STOECKEL has been moved up from sales representative to sales manager of the new retail sales department at CFRB, Toronto.

Two new staff members are Jill Loring, formerly with CFCF, Montreal and CHML, Hamilton, who becomes continuity editor and Ed Welch, formerly with CJRH, Richmond Hill and CHUM, Toronto, who will work in sales with Stoeckel.

RENALD TEASDALE has been appointed director of radio for the Quebec division of the CBC.

He succeeds Benoit Lafleur who

Announcer-Reporter

Radio - TV - Newspaper experience. Age 27, married, one child. Urgently needs position as Radio News Director or TV Newsmen.

Box A472
Canadian Broadcaster
219 Bay St., Toronto, Ont.

was confirmed as the CBC's representative in Paris.

Teasdale, whose work includes both French and English language networks in Quebec, was formerly the supervisor of production for CBF in Montreal.

CHARLES MURRAY has been appointed associate creative director of Baker Advertising Agency Ltd. He will share creative responsibilities with Miss Alma Venables.

After several years of creative marketing experience in England, South Africa and the United States, he joined MacLaren Advertising where he served as an account executive. More recently he served as creative copy supervisor charged with major accounts in the retail food, financial, beverage and national food fields.

ED McCREA HAS joined the Toronto office of G. N. Mackenzie in the capacity of producer-salesman.

He has had sixteen years' experience in Western Canadian radio, first at Yorkton then Saskatoon, and later all three of the Winnipeg stations. His last ten years were spent with CKY, Winnipeg.

At Mackenzie's he will assist in the development, presentation and sales of Canadian packaged programs as well as the continuation of leasing of American syndicated material on the local level.

W. H. RICHARDSON and K. W. Burke have been appointed vice-presidents of J. J. Gibbons Limited.

For the last five years Richardson was a senior account executive with F. H. Hayhurst Co. Ltd. Prior to that he spent three years as advertising manager of a large Canadian company and seven years as a newspaper editor.

Burke joined Gibbons in 1949 as a copywriter. After two years he became account assistant and in 1953 was appointed account executive. In this capacity, he has served many of the agency's major accounts and is currently responsible for all marketing and merchandising plans.

ANDY McDERMOTT, general manager of Radio & Television Sales Inc., Toronto, managed to get

on a national television program earlier this month, because 25 years ago he was a newspaper reporter.

Andy got a call to be a mystery guest on Lever Brothers' *Front Page Challenge* over the CBC network, January 5, when the story harked back to the depression days of 1935 and the Regina Riot, wherein a policeman was killed in a battle with part of an army of 3,000 unemployed enroute from Western Canada to Ottawa.

Andy was then a reporter for the late Regina Daily Star and managed to get himself beaten up in the fighting that raged through the central part of Regina for several hours.

CONGRATULATIONS ARE in order to John Moore, president and general manager of CHLO, St. Thomas, whose wife presented him with a baby girl just before Christmas.

LARRY HENDERSON, one-time leading CBC television news personality who quit in a battle over contract, is the new star on CHFI-FM, Toronto, as reader of the 6.30 pm news, Mondays through Fridays.

DICK CUTLER of Toronto has been appointed as Canadian representative for Romper Room Inc., producers of the television kindergarten program *Romper Room*.

He has spent seven years as a salesman with CKBB Radio and CKVR-TV, Barrie.

D. A. McLEAN has been appointed research director at the Toronto office of Ronalds Advertising Agency Limited.

He has an extensive background in the field of market research. Latterly Toronto manager of International Surveys Ltd., he has also had experience with other agency and marketing companies.

BERT HALL, former manager of the Montreal office of All-Canada Radio & Television Limited, who last week underwent a serious stomach operation, is recovering in the Ross Memorial Pavilion, Royal Victoria Hospital, Montreal.

C-JOY Guelph...

Now accepting applications from . . .

- Deejays
- News Writer-Announcers
- Promotion men
- Production men
- Operators

Contact immediately.

C-JOY

Soon ten thousand watts

WE NEED THE BEST IN —

- Combination newscasters — news editors.
- Sports play-by-play men.
- Disc Jockeys.
- Program Directors.
- Salesmen, etc.

Send dope on yourself (no tapes yet) plus exactly what you now do (so that we can spy on you), to:

Radio Station CFOX,
203 Hymus Blvd.,
Pointe Claire, Que.

FEMALE COMMERCIAL ANNOUNCER

and

COMMENTATOR REQUIRED

Duties include: women's news commentaries and commercials. Submit background including experience and recent photo.

CKSO TELEVISION

Sudbury, Ontario

Canada's First Privately Owned Television Station

Stations

HERE ARE a few items from CHCH-TV, Hamilton.

Romper Room is scheduled to start February 1 at 9.00 am. The program has been bought by the IGA Food Markets. The teacher on the kindergarten show is Mrs. Lois Jamieson of Dundas, Ontario, who is currently in the US training for the show CHCH has come up with an off-shoot of the Ken Soble Amateur Hour -- Tiny Talent Time. The show which started January 17 features children up to 12 years of age. It is seen each Sunday at 2.00 pm.

On the business side of things, Procter and Gamble has picked up more than half of the participations in Movie Matinee, five days a week, 12.45 to 2.15 pm and a quarter of Family Theatre, daily, 5 to 8 pm One-A-Day Vitamins has purchased three afternoon spots for 52 weeks General Foods recently started a campaign for their new Instant Potato, with most of spots running in the afternoon S. C. Johnson is also using a lot of afternoon television.

AS A PRE-POWER increase advertising move Radio Station CJMS has signed with Claude Neon Advertising in Montreal for an order for 72 outdoor posters. Most of these posters will be located in greater Montreal and the remainder are used to cover such places as Joliette, St.-Hyacinthe, Drummondville, Granby and Valleyfield.

THE FRENCH language version of the kindergarten program, Romper Room, which seems to be gaining in popularity all over the country, started on CFCM-TV, Quebec City, January 18.

The program, called La Jardiniere, will be seen from 3.30 to 4.00 pm

MacLaren Advertising Appointment



Roland Saucier

Roland Saucier has been appointed Manager of Radio and Television Services for the Montreal Office of MacLaren Advertising Co. Limited. Mr. Saucier, who has been with the agency for seventeen years, was previously a senior radio and television production supervisor in Montreal.

daily, Monday through Friday, except Wednesday when it will run from 3.15 to 3.45 pm.

Miscellaneous

THE CANADIAN Association of Broadcasters announces that it has engaged the services of Woods, Gordon & Company of Toronto to study and report upon the value and efficiency of existing and potential methods used in the national selling of radio and television time and make recommendations concerning these.

It is hoped that the report will be available to CAB members at their annual meeting in Quebec City, March 21.

GENERAL MILLS Inc. is planning to produce their first video tape commercials. They will be transferred from video tape to high definition film for release to stations.

Production will be at Meridian Studios under the supervision of E. W. Reynolds Ltd.

Obituary

THE SYMPATHY of the industry goes out to William Speers, manager of CKWX - Radio, Vancouver, whose father passed away in Regina in the early hours of Monday, January 18.

E-M-I

MODEL L2B

BATTERY OPERATED PORTABLE MAGNETIC TAPE RECORDER

WRITE TODAY:

Weights only 14½ lbs. complete with batteries. Perfect for "on the spot" news reporting, sports commentating, interviews, speeches, etc. Broadcast Quality.

CALDWELL EQUIPMENT CO. LTD. 447 JARVIS ST. TORONTO



FCC

Former Members Want New Controls

FORMER MEMBERS of the US Federal Communications Commission charged last month that the FCC has allowed networks to set their own operational rules.

The criticism is contained in a paper which was released in New York by the Centre for the Study of Democratic Institutions, located at Santa Barbara, California. The Centre is maintained by the Fund for the Republic, Incorporated.

Former FCC Chairman Lawrence

Fly contended that for decades the networks have done exactly as they wanted to, except in rare instances. He said they have ruled the stations as they saw fit.

He called for new controls to give the FCC what he called coercive power over networks, with the aim of placing greater responsibility in the hands of local stations.

Clifford Durr of Montgomery, Alabama, an attorney and former FCC member, said a local station cannot survive without a network affiliation and that this automatically gives the network tremendous power over the station. He also criticized FCC checking of operations of stations, contending any relation between performance and promises contained in license applications was -- as he put it -- coincidental.

Benedict Cottone, a Washington counsel and former FCC general counsel, said the FCC has never assumed it has a responsibility to revoke or fail to renew the license of a station that failed to live up to programing responsibilities.

Present Commissioner Rosel Hyde defended the agency. He said it is suffering from misunderstanding and lack of information about what it can do and what it does. He said also budget cuts have taken away funds needed by the FCC to hold public hearings.

WANTED

Disc recorder, new or used, in first class condition. Prefer complete unit, including amplifier, head, vacuum pump, etc. Please give full details, including price, to:

Studio Supervisor
CFCF-RADIO
Dominion Sq. Bldg.
Montreal, P.Q.

WANTED BY RADIO JAMAICA

*Here's a chance to go to the
West Indies!*

Radio Jamaica requires a man well experienced in announcing, producing and programme presentation to come to Jamaica as a programme organizer. He will be required to do microphone work and assist in production. Salary at the rate of Four Thousand Dollars (\$4,000) a year and some opportunity to earn talent fees in addition, passage paid to Jamaica and passage paid back to Canada on completion of service. Only single men will be considered.

Applications should be accompanied by full details of past experience including age, nationality, educational background and present employment. Any applicants who appear to be suitable for appointment will be interviewed in Canada.

Apply immediately by airmail to:

Managing Director,
RADIO JAMAICA LIMITED,
P.O. Box 23, Kingston 5,
Jamaica, W.I.

Radio

Off-Shore Station For Sweden

GORDON McLENDON of Dallas, Texas, is discussing plans for putting a floating station in operation in the international waters of the Gulf of Bothnia off the coast of Sweden. McLendon owns and operates US radio stations in Dallas, Houston and San Antonio in Texas, as well as Oakland, California, Louisville, Kentucky and Shreveport, Louisiana.

At the moment, commercial radio and television operators are banned in Sweden, with the government maintaining strict control over broadcasting. Scandinavian newspapers have attached the word "pirate" to stations operating without the authority of the country to which programs are beamed.

McLendon said his plans call for buying a ship for the station and broadcasting in Swedish on a medium wave band. Planned equipment, he said, includes 10,000 watt transmitters beaming broadcasts to the Swedish

mainland over antennae 70 feet high.

He said he plans to hire about 30 Swedish citizens and that he hopes programs will consist mainly of news, music, dramatics and agricultural information items.

McLendon added: "I hope to be able to co-operate with the Swedish Radio and to show them my good will toward them. I am even prepared to offer them free advertising time on my programs."

Plans for the station are not yet completed, he said. "We need a studio to record the programs, and we need it for about eight to ten hours a day. Since nobody will hire one out for so long, it looks like we might have to buy or build one."

Apart from the Swedish state-controlled radio, his main competition would be Radio Mercury, a ship-to-shore commercial station that has been operating in waters between Denmark and Sweden for about eighteen months.

BBC Radio May Introduce Commercials

THE BRITISH BROADCASTING Corporation, which lost its advertising-free monopoly of British television in 1955, is reportedly preparing for the threat of commercial radio.

Already, preliminary shots have been fired by opponents of the BBC's radio monopoly who say that since Britain has commercial TV, there is no good reason why it shouldn't have sponsored programing on radio. The crisis will come when the BBC's charter expires in 1962.

A BBC spokesman would neither confirm nor deny current news reports that plans are being made to introduce commercials. However, in

anticipation of the fight ahead the corporation has told the Post Office -- responsible for broadcasting in Britain -- that it would like more frequencies to develop local radio coverage.

An executive of one of the commercial TV program companies in Britain has forecast the establishment all over Britain of commercial radio stations with a reception radius of from 15 to 20 miles.

The question has reached Parliament, where a group of Conservative members has been pressing the government to break the BBC's monopoly on radio.

CJGX Aids Search For Lost Children

APPEALS BY CJGX-Radio, Yorkton, recently helped turn out searchers to look for two missing children and raised clothing and furniture for a family whose house had burned down.

When two young boys, three and

four years old, were found to be missing from their Yorkton homes, CJGX appealed to listeners to help the RCMP locate them. More than two thousand volunteer searchers, some from towns thirty miles away, were directed by car radios and the whole community was kept aware of the search situation at all times by the station's mobile broadcast facilities. The boys were finally discovered sleeping safely in a neighbor's attic, where they had crept to escape the freezing weather.

A few days later, a small house owned by an Indian family at Reserve, 100 miles north of Yorkton, burned to the ground destroying all the family's possessions. Two of the six children were sent to the hospital with serious burns. The father was away visiting his ailing wife in another hospital and was unaware of the fire until the following day. By that time CJGX had appealed for, gathered and sent many articles of furniture, bedding and clothing to the family. All the articles that were given to the family were collected by a delivery firm and driven 100 miles to Reserve by a local trucking company.

Experienced

ANNOUNCER

for radio station in beautiful Ontario resort city. Good ad lib, pleasant personality, to handle night show. Fine opportunity for right man. Apply giving full particulars to:

Box A471
Canadian Broadcaster
219 Bay St., Toronto 1, Ont.

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



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

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

For example:

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

Another joy for Mr. Roffman is new freedom in creation of special effects. "We

can now try and assess immediately new effects which normally would take weeks or a month of tremulous waiting on film," he says.

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

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

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



*TM AMPEX CORP.

AMPEX AMERICAN CORPORATION

1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO

CH. 7-8285

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



Interested people like the women's views of Betty Kennedy

AND INTERESTED PEOPLE BUY!

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

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

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

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

CFRB ..1010—50,000 WATTS

Ontario's Family Station