



Canadian
BROADCASTER

MISS CANADA 1960, Rosemary Keenan, is interviewed by CFBC, Saint John, Program Director Don Armstrong beside the Catholic Youth Organization swimming pool. Rosemary is giving her time to aid cerebral palsy victims in her home town. The photo is by Joe Michaud.

Vol. 19, No. 7

TORONTO

April 7th, 1960

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NOT JUST RADIO, BUT COMMUNITY RADIO

The Radio that really sells your goods is not an out-of-town salesman who travels across the country, shoving his foot in every door, delivering the same pitch from the Atlantic to the Pacific.

Rather it is a friendly neighbor, who drops in for a cosy chat about the price of coal, a different recipe, the new cars, or what the Joneses are wearing this year.

That's Radio, on the community level, speaking to its neighbors in their own language, through the well-known voice of Bill Smith — old Steve's kid who used to deliver for the corner store and sing in the choir, and is now working as an announcer at Sam Green's radio station.

The service offered to business by Canada's Community Radio Stations is as simple as that.

But there is something more.

One hundred and sixty-one of Canada's privately-owned community Radio stations are bonded together in the Canadian Association of Broadcasters for the general betterment of broadcasting.

While studiously maintaining their individuality and independence, these stations pool their collective strength to give advertisers all the advantages of a nation-wide organization, in terms of co-ordinated effort, with none of the unwieldiness and lack of flexibility of centralized programming.

When you buy time on one, some or all of the 161 CAB Radio stations, you get better merchandising, better programming, better production, better research, better results, because you get a neighborly presentation of your message, besides all the benefits of a national organization devoting its time to these "multiple-pluses" which no individual Radio station could possibly offer.



Radio Division

SUITE 404 - 200 ST. CLAIR AVE. WEST, TORONTO 7, CANADA - TELEPHONE WA. 2-0502

CAB Convention

A CANDID RETORT TO THE WOODS GORDON REPORT

by **DICK LEWIS**

IF IT EVER HAPPENS again, and it probably will, the Canadian Association of Broadcasters is liable to find itself shut out of its usual convention hotels by pickets of room service waiters and dancing girls, protesting the all-work-and-no-play behavior of the delegates to last month's Quebec meeting.

The outward and visible signs were a series of innocuous press releases, because all the meetings were held in camera. But underneath it all was a new atmosphere which most of the members and associate members (to say nothing of this honorary associate member) found heartening and encouraging.

To sum it up in a sentence, the broadcasters have got back into the broadcasting business. It was my nineteenth consecutive CAB Convention and I wish to state that, while it was productive of the least news from a trade paper's standpoint, at the same time it showed evidence of the most action ever, for the good of the industry. Also this evidence was produced, not by the usual succession of experts from south of the border, but by the broadcasters themselves, as they bared their souls for the benefit of their fellow-members and the industry as a whole, in what may well go down in history as the "do-it-yourself convention".

Of prime importance in terms of time, money and general interest, was the "Study of the National Sales and Promotion Activities of the Independent Broadcasting Industry". Prepared by the management consultant firm of Woods Gordon & Co., it was presented by E. B. Chown, assisted by D. M. Ferguson, who worked on the preparation of the study, which was presented to the members in the form of an 89 page brochure. It reported the various channels through which they had pursued their explorations. It came up with the average opinions of the groups questioned, together with definitions of these groups, which were generally accepted except for some criticism of the limits to the number of groups. Finally it offered recommendations, which were clearly labeled as the opinions of the consultants. These were harpooned in several areas, especially by those who were on the receiving end of the barbs.

NOTE TO AD AGENCIES

One example which I might be permitted to quote was the finding of the consultants that trade paper advertising was ineffective in the

view of the advertising agencies. This statement prompted your reporter to put on his honorary-associate-member's hat in a hurry and ask Mr. Chown how it was that the agencies were not impressed with this advertising, in spite of the fact that they were the ones who wrote it. A paraphrase of Mr. Chown's reply to this question was "That's what the men said". (Anyone like a rate card?)

One criticism which did not come out in the open, but which has been lurking at the end of this scribe's typing fingers — both of them — did not concern the report itself, but the idea behind it.

My thought is this. If a manufacturer was concerned about the sale of his product, because it was neither losing nor gaining in sales, what would his first step be? Would he start out by revitalizing his sales department? Or would he first take a long look at his product and see if it needed improving, and only when he had brought up its quality to a higher standard, go to work on the sales side?

This is not a criticism of the Woods Gordon Report. It is rather a commentary on the — love that word — "motivation" behind the idea of having it prepared.

One further point. The Report dealt with the question of the need for industry sales bureaus, operated apart from the CAB, and other devices to sell the medium on an institutional plane. It pointed out in considerable detail the effectiveness of such methods in the United States. But somehow or other, and I am referring especially to radio right now, it also indicated that radio in Canada has been holding its own since the coming of television rather better than has been the case in the United States. So it seemed a little incongruous to me that, under such circumstances, the American plan should be adopted. But then you know me.

MEDIA MUST KEEP PACE

Let's not kid ourselves though. No medium of advertising can stand still. It has to keep pace with rising costs and the growth of the gross national product, and then some — to cover growing salary and other demands. In this regard the Woods Gordon Report was so right. Their diagnosis was remarkable, in that it hit the nail on the head — ker-plunk. As for the prescription, this is something on which practical broadcasters might be better qualified to

speaking than the ablest diagnostician.

CLOSED MEETING

Immediately following the CAB convention, there was another meeting. This was a full meeting of the CAB honorary associate members, which I conducted in my bath tub.

At this meeting, the Woods Gordon Report got a thorough going over, and here are a few of its unanimous decisions.

The first need is for a thorough examination of the product — the programs. There is no golden formula for every station. But there is no station, however successful, which could not introduce improvements, on a continuing basis, in this respect.

The broadcast media's showmanship is paramount, as it should be in a "show" business. But showmanship on the air does not always equal showmanship in the sales department. It is needed in both places.

Stations must learn to communicate the right kind of information to those they employ to sell their time (the reps) and those they expect to buy it (the agencies).

Whatever the means they employ, they must get their story — the story of the medium as well as that of their own operations — across to the people who influence sales as well as those who go through the mechanics of placing the order.

CJCH

The Dominating Voice in

HALIFAX

Leads in 17 half-hour periods from 6 am to 6 pm

Station "X" - 7

Source: McDonald Survey Feb. 1960

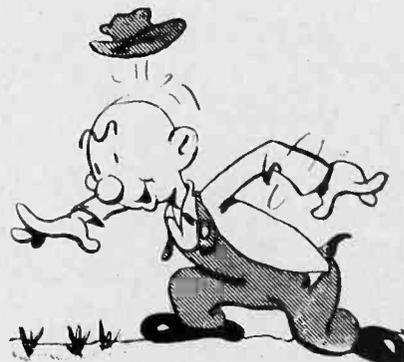
Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these radio stations

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

**"Spring is sprung
The grass is riz
QC is where the listeners is"**

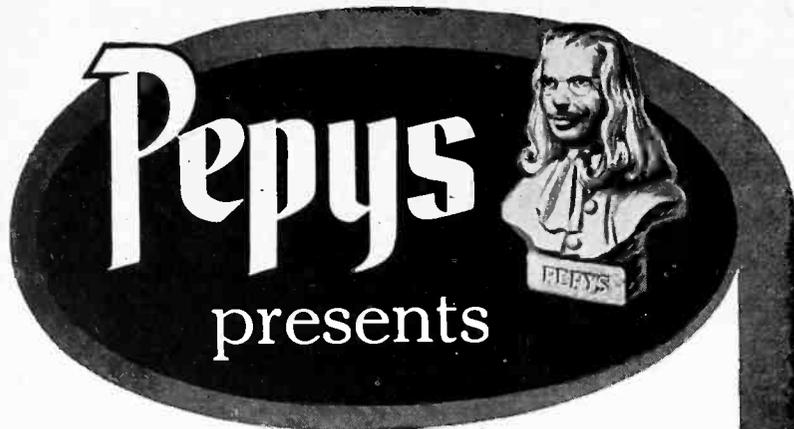


CONTACT OUR REPS
Radio Reps - Canada
Young Canadian Ltd. - USA



THE AWARD WINNING STATIONS

CJON Radio Television
NEWFOUNDLAND



THE FIFTH ANNUAL TELEVISION SEMINAR

R. S. V. P.

RESEARCH • SALES • VIDEO TAPE • PROGRAMING

on

Thursday, April 21st, 1960, at 2 p.m.

in

QUEEN ELIZABETH BUILDING
CANADIAN NATIONAL EXHIBITION GROUNDS

Key Personnel of Advertisers and Advertising Agencies are urged to attend this informative Seminar, which will discuss questions uppermost in the minds of Management as to the effect of current changes in Television, including

How Are We to Meet The 55% Canadian Content in Programming?

How Will The New 2nd Stations Program Opposite Established TV Network Stations?

Video Tape — How Does It Affect TV?

Including:

A sparkling 12-minute demonstration showing the uses and flexibility of Video Tape

MAY WE SUGGEST THAT YOU PLAN NOW TO TAKE FULL ADVANTAGE OF THIS VALUABLE SEMINAR, SPONSORED BY THE TV SECTION OF THE C.A.B.



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

- RADIO STATIONS •
- CJOR Vancouver
- CFPR Prince Rupert
- CKLN Nelson
- CKXL Calgary
- CJNB North Battleford
- CKOM Saskatoon
- CJME Regina
- CKY Winnipeg
- CJRL Kenora
- CHIC Brampton
- CJBC Toronto
- CFO Owen Sound
- CJBQ Belleville
- CKLC Kingston
- CHOV Pembroke
- CJLR Quebec City
- CKCW Moncton
- CJON St. John's, Nfld.
- ZBM Bermuda
- TELEVISION STATIONS •
- KVOS-TV Servino Vancouver-Victoria
- CKOS-TV Yorkton
- CKTM-TV Trois Rivieres
- CJBR-TV Rimouski
- CKCW-TV Moncton
- CJON-TV St. John's, Nfld.
- CJOX-TV Argenticia
- CJCN-TV Central Nfld.
- ZBM-TV Bermuda

Government

STATIONS FACE LICENSE FEE HIKE

RADIO AND television stations in Canada may soon be paying more for their government licenses. The higher fees would be aimed chiefly at radio and TV operations in the major Canadian cities, where broadcasters have reported steadily-rising advertising revenue over the last several years.

At present, license fees are levied by the Department of Transport on a sliding scale based on each station's gross revenue.

The fees range from a minimum of \$100 for stations earning a gross \$25,000 or less a year, to a maximum of \$6,000 for those grossing \$400,000 and over.

On this basis, the average fee is about one per cent of gross revenue. The 1957 report of the Fowler Royal Commission on Broadcasting recommended an increase to around one-and-a-half per cent.

Any general percentage rise in fees

is likely to be accompanied by a revision of the present sliding scale to take into account those stations now earning far more than \$400,000 a year.

The BBG was told at its hearing in Winnipeg and Vancouver in January, and at Montreal last month, that new TV stations in major Canadian cities can expect annual gross revenues rising from \$3,000,000 in their first year of operation to \$5,000,000 plus in their third.

Under the present license set-up, these new stations would pay the same \$6,000 fee already paid by stations earning only about one-tenth that amount. The new schedule of fees would remove this inequity by boosting the levy for the big money-making operations.

BBG Meets In West May 10

THE BOARD OF Broadcast Governors has announced it will hold public hearings for second television stations at Edmonton May 10 and Calgary May 16.

The Edmonton hearings were previously scheduled for May 9.

Five applicants will present their cases for the license to operate a TV station in competition with CFRN-TV in Edmonton.

They are: the CBC; Mayfair Broadcasting Company Ltd., 802 McLeod Building; CHED Ltd., 716 McLeod Building; Edmonton Video Ltd., 901-927 Milner Building; and Northgate Broadcasting Company Ltd., 10166 100th Street.

The two applicants for the license to compete with CHCT-TV in Calgary are: CFCN Television Ltd., 712 12th Ave., SE; and Chinook Communications Ltd., 901 8th Ave., SW.

RADIO 9 CJVI ANNOUNCEMENT



DAVE HILL

Mr. William Guild, President and General Manager of CJVI, Victoria, B.C., is pleased to announce the appointment of Dave Hill to the staff of Radio 9, CJVI. Dave Hill's 26 years of experience in radio, we are sure, will prove of value to our clients.

CKOV Learns To Fly

AS A TIE-IN promotion with the Kelowna Municipal airport, which is now undergoing a \$1,000,000 extension and improvement program, Stan Lettner, manager and on-air personality at CKOV, Kelowna, is now learning to fly.

CKOV broadcasts each of Stan's flying sessions. Three 15-minute programs have already been broadcast — take-off, in-the-air instruction, and landing. The station intends to carry the final part of the flying course when Stan makes his first solo.

ALWAYS A JUMP AHEAD

SURVEY-PROVEN NO. 1 IN TORONTO RADIO

Baton Aldred Rogers

BBG Recommends Telegram For Second Toronto TV Station

by IAN GRANT
News Editor

LAST MONTH the Board of Broadcast Governors recommended for approval an application by Baton Aldred Rogers Broadcasting Limited to establish a new television station in Toronto on channel 9.

This applicant was one of nine applying for the license.

In making the announcement the BBG said: Among the many factors to be considered in determining whether the issue of a second television license would be consistent

with the purpose of the Broadcasting Act and in the public interest, and in deciding which applicant might be expected most fully to meet these requirements, the Board stated that they had again given attention to the following thirteen points.

(1) Coverage of the proposed station.

(2) Nature of the facilities to be provided by the applicant.

(3) Composition of the initial Board of Directors of the Company.

(4) Distribution of the voting stock in the company, and the location of effective control.

(5) General plan of financing.

(6) Financial capacity of those involved in the application.

(7) Experience and standing of those involved in the application.

(8) Association of the applicants with other media of communication.

(9) Estimates of expected revenue and of the capacity of the market to support an additional television station; and particularly of the capacity of the market to meet full costs of the service to which the applicant would be committed.

(10) Establishment proposed by the applicant and the experience and capacity of the personnel, particularly the management personnel, to be appointed.

(11) Manner in which the programming policies of the station would

be determined and implemented.

(12) The program commitments of the applicant in relation to the requirements of the Act and the regulations that the service be varied, of a high standard, and basically Canadian in content and character.

(13) Characteristics of the community, the nature of the available broadcasting service, and the capacity of the applicant to meet the varied needs of the proposed service area.

BATON ALDRED ROGERS

Details as to how the Baton Aldred Rogers application stood in relation to some of the points listed above are as follows:

Shareholders of the new company who also make up the entire board of directors are: John W. H. Bassett; Joel W. Aldred; Foster Hewitt; Paul Nathanson; Allan Leslie Beattie; Charles L. Dubin, Q.C.; John W. Graham, Q.C.; Delbert S. Perigoe; Rai Purdy and Edward S. Rogers.

Other shareholders are The Telegram Publishing Company Limited; Aldred Rogers Limited; Sovereign Film Distributors Limited and Heathcort Blvd. Investments Limited.

Offices of the company are: Chairman of the Board of Directors — John W. H. Bassett; President — Joel W. Aldred; Vice-president — Edward S. Rogers; Vice-president — Foster Hewitt; Secretary — Charles L. Dubin, Q.C.; Treasurer — Delbert S. Perigoe.

Financial Structure

The company's initial capital stock issue will total \$3,000,813 — all provided by the applicants. This will consist of:

8,000 Class "A" non-voting preference shares with a par value of \$100 each.

213 Class "B" preference shares with a par value of \$1 each.

1,000 common shares at a par value of \$1 each.

\$2,199,600 in debentures.

The 1,000 common shares are split up as follows.

The Telegram holds 40%

Aldred Rogers holds 34%

Foster Hewitt holds 10%

Sovereign Film Distributors holds 10%

Heathcort Investments holds 6%.

However, to insure control of the company, the Telegram also holds the 213 Class "B" preference shares which hold voting rights but do not allow for a share in profits. This brings their total voting stock up to 51%.

Estimated Capital Cost of proposed Station

Studio building	— \$ 985,000
Studio equipment	— \$1,280,000
Transmitter building	— \$ 25,000
Transmitter equipment	— \$ 520,000

Estimated Operating Costs

Operating costs for the first three

years which included such items as: salaries, interest, live programming and film costs, administration expenses, rent and maintenance costs, were estimated at:

First year	— \$4,503,500
Second year	— \$4,903,000
Third year	— \$5,252,500

These estimates did not include the expected depreciation on equipment which was calculated at \$270,000 for the first year; \$235,000 for the second year and \$200,000 for the third year.

Estimated Gross Revenue

First year	
Station time & facilities	— \$2,106,400
Spot business	— \$1,113,500

Other sources, which included live program recovery from advertisers, film recovery from advertisers, residual sale of programs to others and tele sales — \$1,445,000.

This brings the first year revenue to \$4,664,900.

Second year	
Station time & facilities	— \$2,256,400
Spot business	— \$1,313,500
Other sources	— \$1,665,000
Total	— \$5,234,900

Third year	
Station time & facilities	— \$2,406,400
Spot business	— \$1,463,500
Other sources	— \$1,815,000
Total	— \$5,684,900

Advertising Rates

The new station's rates will be 71% of CBLT charges for spot announcements; 76% on 30 minute programs; 71% on 15 minute shows; 67% on 10 minute programs and 63% on five minute shows.

Programming

Initially, the new station will program 86 hours and 20 minutes per week. This consists of 41 hours and 50 minutes of live studio production, 5 hours of remote pickups and 39 hours and 30 minutes of film transmissions. The total Canadian content of the program schedule will be 61.73%.

In the prime evening viewing hours between 7.30 and 11.00 pm the Canadian content would be 49.98 per cent.

The company plans to spend at least 15 per cent of their total revenue in fees for live talent performing locally.

Facilities

Studio and transmitter buildings will be located on a twenty acre lot on the west side of McGowan's Road and the north side of Highway 401 in Scarborough.

There will be three studios in the building each with three cameras, a theatre studio down town for audience participation, two mobile units, one with three camera chains and the other with two videotape recorders, and adequate film production and projection equipment.

The new station is expected to be on the air early in 1961.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market



**THERE'S ONLY ONE
RADIO ATLANTIC
AND IT'S CFNB
FREDERICTON — THE
ONLY INDEPENDENT
50,000 WATT STATION
IN THE MARITIMES!**

Represented by: Paul Mulvihill & Co. Ltd.,
TORONTO/MONTREAL — Weed & Co., U.S.A.

G. N. MACKENZIE LIMITED HAS  SHOWS

like The "Best of C. P. MacGregor" Shows

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

Marconi and L'Anglais

MONTREAL LICENCEES ARE VETERAN BROADCASTERS

by BERNARD DUFRESNE
Canadian Press Staff Writer

THE INDIVIDUAL driving forces behind Montreal's two new privately-owned television stations are old hands in broadcasting, but their experience runs along different lines.

Stuart Finlayson, 59-year-old president of Canadian Marconi Company, the recommended licensee for the English-language station on channel 12, is an engineer with 40 year's experience with Marconi.

Paul L'Anglais, who is 52, the uniting force among a number of associates who received the nod of the Board of Broadcast Governors to operate the French-language outlet on channel ten.

His sign-off on radio and television "Une Realisation Paul L'Anglais", (produced by Paul L'Anglais) has been a trademark of quality and popularity in French Quebec radio for years.

In his appearance before the BBG a few weeks ago, Mr. Finlayson, a native Montrealer, proudly, but not boastfully, referred to his company's record as owner of the oldest radio station in Canada.

However, both stressed the same point: The proposed television stations would be run by "teams" of well qualified and experienced men in various phases of broadcasting -- engineering, programing, producing, performing and business.

They pledge that their programs would exceed the minimum of 55 per cent Canadian content and said they were negotiating agreements with other private stations to exchange videotape recordings of Canadian programs.

No definite date has been set for the start of operations of the new television outlets. This will depend on progress of construction of a multi-channel television transmitter atop Mount Royal, to be shared by the CBC and private broadcasters.

The general program policy of the L'Anglais group is "to complement, not compete with, the service now provided by the CBC" and to win back a large segment of the Montreal audience that now tunes into American stations in border cities.

Marconi proposed a balanced fare of all types of programs designed to accomplish similar purposes.

Mr. Finlayson, joined the British-controlled Canadian Marconi in 1919 as an apprentice engineer, took four years' leave of absence to get his degree at McGill University in electrical engineering and then advanced through various positions to the presidency in 1951.

Mr. L'Anglais, apart from his various radio and television activities, has produced seven feature-length films, one of them in English, six in French. One of them was a film version of Gratien Gelinas' famed Ti-Coq play that set Canadian records for performances on the stage.

Both are married and each has two daughters. Another point of similarity: both are aldermen. Mr. Finlayson in suburban Hampstead and Mr. L'Anglais in suburban

Dorval Island. Neither applicant proposed to telecast in the morning hours at first. They hoped to put on educational programs specifically for university students later on during the morning hours.

Mr. L'Anglais' group stressed that to exceed a planned schedule of 55 hours a week initially would lower the quality of programing. The French outlet planned to extend its operations to 65 hours a week after six months.

Perhaps the most complete oral presentation of program plans came from the French station's group. It included an average of 3 1/2 hours a day of drama, 90 minutes of variety, 30 minutes of quizz and panel shows.

There would be two hours a week of live drama and possibly stage productions by Le Theatre Du Nouveau Monde and la Comedie Canadienne, two prominent theatrical groups in Montreal.

Marconi's schedule called for 46.6 per cent live studio programing, 43.6 per cent on film, 7.2 per cent by remote facilities and 2.6 per cent on videotape. They would program 91 1/2 hours per week.

PAUL, PHELAN and PERRY LTD. BROADCAST PRODUCER



GORDON FORSYTH

Gordon Forsyth has been appointed Manager of Radio and Television Production of Paul, Phelan and Perry Limited advertising agency, as announced by H. Ernest Paul, president. Mr. Forsyth has had more than twenty years' experience in Canadian radio and television production.

Call Caldwell

for Quick Service on

GEVAERT FILM

Gevapan 30 and 36 Reversal film

Less Cost — Better Results

CALDWELL A-V EQUIPMENT Co. Ltd.

447 JARVIS ST., TORONTO, WA. 2-2103 — VANCOUVER & MONTREAL

CHANNEL SEVEN TELEVISION LTD.

WINNIPEG ANNOUNCEMENT



R. G. Couture



Campbell Haig, Q.C.



L. E. Moffat



R. S. Misener



T. O. Peterson



W. E. Kroeker

At the inaugural meeting of Channel Seven Television Ltd., Winnipeg, Manitoba, the following directors were elected: Ralph S. Misener, Lloyd E. Moffat, T. O. Peterson, Campbell Haig, Q.C., Walter E. Kroeker and Roland G. Couture. President of the new television company is R. S. Misener, Vice-President — L. E. Moffat, Treasurer — T. O. Peterson, Secretary, Campbell Haig, Q.C. Jack M. Davidson was appointed General Manager.



J. M. Davidson

Second in a Series

CLIENTS KNOW PRODUCTS - AGENCIES KNOW ADVERTISING

by ALEC PHARE

(The hypothetical XYZ Advertising Agency has landed an account, Suburban Plate. In the first part of his article, Alec Phare showed how the process of getting a new account off the ground might have been effected. Then came modern methods of product and market research. He takes up his story at this point.)

So we are now ready to start afresh, and properly, with Research.

There are, in general, six kinds of research, by which we can obtain the facts we need. I'll give you the six categories first, and then we'll talk about them one by one, and where to get the information.

(1) PRODUCT RESEARCH — What the product is; how it works; what it is made of.

(2) USER RESEARCH — What present users think of it; how they use it; their reasons for preferring it; their objections to it or its makers.

(3) DEALER RESEARCH — What dealers think of the product; its saleability; its price; its profitability; its advertising and promotion; its company's sales policies and personnel.

(4) COMPETITOR RESEARCH — This should cover all the three preceding categories, with respect to competing products and companies.

(5) ADVERTISING RESEARCH — Complete information on all previous advertising activities for both client and competitors.

(6) MEDIA RESEARCH — Kinds of media used and found most effective; specific media used, various media acceptable; their reader/listener/viewer interest; circulation; readership and cost.

Now all this sounds like an awful lot of work and expense -- and so it is. Nevertheless, these six categories are *basic working tools*. You need all the information you can get, though maybe you don't need it all at once. The point is that it is useless to set up objectives already set up for you by your client. He comes to you to find out where and how they can best be carried out.

In the case of our Suburban Plate Silverware, he wants to increase his sales, at a profit. Your reaction to that is that if present sales are not satisfactory, something is wrong somewhere; but you don't know what, or where. It may be anything, but you have to find out. Where are you going to start?

ASK THE CLIENT

I suggest to you that the most obvious source of information, and certainly the best place to begin is the one most often left out entirely. That is the client himself.

I know so well what a temptation it is to close one's brief-case, stand up, put on a wise smile and say: "You'll be hearing from us very shortly, Mr. Client". We try to leave the impression behind that we already have all the answers in our shop and that it is only a matter of getting the ready-made remedy out of our files. That's so stupid, because usually, as soon as we are out on the sidewalk, we wonder what we are going to do next.

Maybe though there's another reason why we hesitate to ask the client for information right off the bat, and that is the attitude of the client himself. Let me give you a personal experience of that of only a few weeks ago.

The prospective client approached us -- we had not solicited his business. After the usual discussion of what we could or could not do for him, and what we would or would not do for nothing, I felt the time had come to close in a little.

We knew the type of business he was in -- you can get that out of the telephone book -- but we knew very little else. We didn't even know

whether he manufactured, assembled or merely distributed the product he sold. We didn't know his complete range of products, *how* he sold or *how much* he sold.

So I said, by way of a feeler for a whole lot of information later on: "What have you been doing in the way of advertising previously? Have you been basically a newspaper account or radio or what?"

And what do you suppose his answer was?

He said, cagily, "Suppose we see what you fellows can come up with first, before I start telling you what to do."

I told him I knew one set of conditions, and one only, under which good advertising was done. That was when client and agency sat across a desk, each prepared to have full and friendly confidence in the other, and discuss the problem together. The client would always know more about his own business and his business policy than the agency ever could. On the other hand, the agency was presumed to know more about advertising and selling than the client did, because that was its business.

I went on to tell him that our research people could find out a lot about him -- and probably would anyway! His Dun and Bradstreet report, his bank, his trade association and the combined reports obtainable from the Dominion Bureau of Statistics in Ottawa would tell us a great deal. Those ubiquitous purveyors of information, the trade magazines in his field, would tell us a great deal more. Personal calls on dealers and possibly a pilot survey among some of the dealers' customers would add still more information. And a few carefully planned chats with his competitors would probably fill us in pretty completely.

(Did you notice that these steps were exactly the ones I just outlined as the six basic kinds of research by which we obtain the facts we need?)

And then I went on to say that even with all this, we should have to do some guessing, and -- since anything he told us would be treated with the same confidence as he received from his lawyer or his chartered accountant -- why not give us the real facts at the outset? Unless we knew exactly what advantages and what obstacles our campaign had to work with, we could not intelligently establish its objectives.

So, the client is a very valuable

source of information. He can give you past sales records, introduce you to key executives who can pass on their viewpoints, let you go through the factory, warehouse and show-rooms and see that your questions are answered about how the product is made. He can brief you on sales territories, dealer set-ups, distribution and competitive activities. It may take you some time to get all the co-operation you want, but it is worth going after.

CLIENTS WON'T TELL

There are other things which you will have to find out elsewhere, because these the client will never tell you, even if he knows them himself. His sales methods, his salesmen, even his sales manager may all be unpopular with the trade for example.

His product may not meet competition, either in pricing, quality or package-appeal.

What is the client's attitude on returned goods, on service on complaints? They may all be holding his sales back, and you want to know about it.

Now let's take a deep breath and see where we've been.

So far, of necessity, we have been talking about the general principles of what goes on before we can even formulate a plan, let alone carry the campaign, let alone carry it to the stage of being a campaign.

These principles are all sound. They are proven and they work. You will employ them -- in greater or less measure -- in every campaign you create. But we have one or two unknown factors to take into consideration before either you or I can say how far we go with them.

The big agency, fully departmentalized and multi-staffed, is set up to service accounts whose size of appropriation makes it economically possible for him to spend a great deal more on research, creative effort and everything else than can a smaller agency on a smaller account. Yet the little man's \$10,000 may mean more to him than the big man's \$1,000,000.

It is the duty of the agency to render the same *quality* of service -- though not the same *extent* of service -- to small client and big client alike. You are simply not being an *honest* advertising man if you don't. But very often -- too often -- the foreseeable gross on the account simply won't let you go through all the processes I have outlined. So what do you do then?

EXPERIENCE AND SENSE

You fall back on what you really know -- on experience, on your common sense which you have acquired by a combination of experience and memory. Most of us in the agency business are unable to lock the day's work in our desks when quitting time comes. We take it home with us in our minds, if not actually in our brief cases. We give the little advertiser more of our *own* time than of the *agency's* time. So we still

(Continued on page 10)

All Surveys Show
that
TELEVISION

offers
the most complete
coverage
and
penetration
of the
**Rich
North Bay
Market**

•
**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

Representing these
television stations

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

1000 watts **CFCO Chatham** 630 kcs.

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

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

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

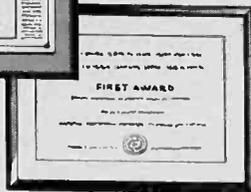
Source: Sales Management Survey of Buying Power, November, 1959 and May, 1955.

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

CHATHAM, Elgin 2-3000

P.O. Box 550

...and now still *another* award for



50,000 WATTS (daytime) TOPS IN GREATER MONTREAL; THE PARIS OF AMERICA

cjgx

MELVILLE STUDIO IS NOW OPERATING

RADIO STATION CJGX, Yorkton is now originating two hours of programming daily from its newly-opened second studio in Melville, 20 air miles from Yorkton.

The Melville studio was officially opened last month by Mayor Ray Bailey. On hand at the ceremonies were Fred Tully, CJGX president, George Gallagher, manager and Ted Harper, Melville manager, as well as members of the provincial and federal houses.

Outlining the reasons for opening

the new studio, Fred Tully said that Melville is growing steadily as a shopping centre for the district. The value of keeping in touch with Melville's active sports organizations, service clubs and businessmen and the hope of expanding volume from the town and area all contributed to the establishing of on-the-spot facilities.

Permanent staff at the new studio are Ted Harper as manager-announcer and Miss Ginger Alcorn as writer-receptionist. The Yorkton and Melville offices are connected by two-way land line for broadcasting and by private teletype for communication.

A promotion leading to the opening was the "Melville Radio Week" sale. Merchants around town featured special prices and "as advertised on CJGX" displays. A \$100 cash prize contest drew 3,847 entries in one week.

Sport

CFCL AIRS AN EVENING OF HOCKEY

THE STAFF OF CFCL and CFCL-TV, Timmins and the police force of Porcupine township recently staged their third annual Benefit Hockey Game with all proceeds going to the Children's Aid Society Building Fund.

The evening's fun began with a game between the two top juvenile teams of the district. Then, with a fanfare of trumpets, the Porcupine police made their entrance riding a miniature train and with a vanguard of four Keystone Cops. The CFCL Knights followed close behind riding in Santa's sleigh. As their honor guard, the Knights had ten girls from the station who formed an archway with hockey sticks through which the team passed.

Each team adopted a ward of the Children's Aid for the evening and these two youngsters faced off at centre ice with Glen Code, the Children's Aid vice-president, dropping the puck to officially start the contest.

An added attraction appeared when CFCL-TV's art director, Michael Duncan, dressed as a chain gang refugee complete with ball and chain, began to chase the representative of John Law (a Keystone Cop) across the ice after every goal the Knights scored. Since both Mike and the Cop

were non-skaters, a large part of their time was spent with skates in the air and other portions of the anatomy on the cold wet surface.

Both the police and the Knights worked an extra line into their roster. From the Knights came the Sales Paunch line, consisting of CFCL's advertising manager Harry Charbonneau and his cohorts -- salesmen Vern Paul and Gus Mallette. In deference to the players of British extraction on these lines, play was called and tea was served.

The final game of the evening was between two girls' teams from CFCL. These two contingents were called the CFCL Cuties and the Beatnik Icediggers. As might be expected, not much attention was paid to the game and it soon began to get out of hand since the referee could not seem to keep his mind on his work.

This year's game was financially successful as well as entertaining. A cheque for \$1,465.93 was turned over to the Children's Aid Society Building Fund. In three years these games have contributed over \$4,000.00 to charity. The Knights have already played one other benefit game in Kapuskasing in aid of the Cancer Society, and so far two more have been scheduled.

PEMBROKE

Is this the Market You're NOT Selling?

"PLUG THE COVERAGE GAP"

CHOV

is the ONLY MEDIUM Covering All The Upper Ottawa Valley

Check ✓ BBM

Call ✓ STOVIN-BYLES

CBS Won't Identify Laughs

AFTER THREE months of telling audiences whether laughter or applause was live or recorded, the Columbia Broadcasting System has announced it will drop the practice.

James H. Ream, CBS vice-president in charge of program practices, said the network believes everyone now knows that audience reaction can be profided artificially.

Alec Phare On Advertising

(Continued from page 8)

give the little client of our best. Let me give you an example.

I have a TV service man who is very good. He comes over cheerfully whenever I need him. Last time I telephoned, he was home baby-sitting, but he bundled up his three children and brought them with him.

He went to work on my set while I entertained his family. He had a beautiful kit of tools all insulated. He should have insulated his youngest child too!

After he had the TV set working again, he asked me if I would advise him about his own advertising.

I said I'd try. What did he have in mind?

He then produced his advertising campaign — a calendar, very gaudy and cheap looking on which the printer had transposed the telephone number, and Wally — that's my TV man — had changed it in ink. He did not think this was so good, so he decided — that was his word — to "hire an advertising agency!"

I now had a new client, who, I suspected, would want to pay his bills by contra-account for TV service.

Now, you can't take a client like that, but you can't offend a good TV repair man who doesn't overcharge you. I did what anyone would have done — searched my memory and experience for something parallel, which would apply to Wally's business.

We quickly roughed up a small display advertisement for the yellow

pages of the telephone directory. Then we designed a small gummed sticker saying: "If your TV set gives you trouble, phone your friend, Wally" — plus the phone number.

We decided every job done was worth two stickers — one to go on the back of the set and the other to go on the front of the customer's telephone book. Most important of all, Wally was to call attention, before leaving, to both of the stickers, so as to leave a "service impression" behind.

Wally thanked me, insisted on knocking a dollar off his bill for my services and went his way.

Don't think that there was no research behind that simple but workable little plan. There was many years of experience with research for other clients to be drawn on.

I once wrote a series of trade paper articles which subsequently became a book on advertising for plumbers. The plumber who comes to fix the pipes has a lot in common with the TV man who comes to fix the set. Both the suggestions had worked for plumbers. I am happy to say they are now working for Wally.

Let us assume though that you have the time and the appropriation to do a much fuller job of research or information gathering. Then let's go back over both product and user research and see what that "fuller job" entails.

(And this is precisely what Mr. Phare will do in the next instalment of this gripping serial.)

To Get RESULTS

buy

**RADIO
10,000
WATTS**

CJGX

**TELEVISION
CHANNEL 5**

BRANDON, MANITOBA

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

CUTS & SPLICES

by BOB MILLER

Spencer Designs RLP Studio

HUGH SPENCER, art director for Robert Lawrence Productions (Canada) Ltd., will spend the next year in New York as consultant and advisor to Robert Lawrence Inc. in the planning and construction of a new \$1,000,000 motion picture and videotape centre in Manhattan.

Spencer was responsible for the design and construction of RLP's new studio in Toronto.

From England, Spencer was on the design staff of the BBC and later joined Granada TV as the company's first head of design.

As well as being art director for RLP, Spencer is a free-lance general design consultant. In the past two years he has done work for Clairtone Sound Corporation, Scan Trade and Eastern Sound Corporation.

Film And TV Glossary

CHETWYND FILMS Ltd., Toronto, is now preparing a comprehensive glossary of motion picture and television terminology which will be available early this summer.

Art Chetwynd, president of the company, says the jargon used in film and television production is often confusing and unknown to the newer members of the industry. Many of the terms and phrases with more remote meanings will be explained in the booklet.

Copies may be reserved by writing the company at 21 Grenville St., Toronto.

Crawley Films Ltd. has just brought out the sixth edition of its "Directory of Sources of Free 16 mm Sponsored Films in Canada."

The 28-page booklet lists 325 sources, giving access to more than 12,000 free films.

Copies may be obtained from Crawley Films Ltd., 19 Fairmont Ave., Ottawa.

Canadian Film Awards

THE TWELFTH ANNUAL Canadian Film Awards will be presented in Toronto June 3. Dr. A. W. Trueman, director of the Canada

Council and former chairman of the National Film Board, will make the presentations at an informal luncheon.

Eligible for awards this year are 115 films submitted by 30 entrants. One of the winning films may be selected as "Film of the Year". The Association of Motion Picture Producers and Laboratories of Canada will again present its plaque to the best amateur film from among seven entries.

Following the presentation of the awards, a selection of award-winning films from Toronto and Stratford will be shown.

A comparison with last year's awards indicates that the number of entries in all categories, except theatrical shorts, television films and amateur films, is greater this year. There are more than two-and-a-half times as many entries in the filmed commercial category as were last year.

Despite the increase in non-theatrical and TV films submitted, no feature films and only two theatrical shorts were entered in the competition. Four films have been entered in the children's category including both entertainment and classroom films.

Judging is now under way in Ottawa, Toronto and Montreal, where 55 adjudicators will screen the films. Each entrant will receive a full report on the judges' evaluation of his film. Judging will be completed by April 15.

The Canadian Film Awards are jointly sponsored by the Canada Foundation, The Canadian Film Institute and the Canadian Association for Adult Education in order to bring public recognition to the best of current Canadian film production.

Snow Made While-U-Wait

FILMING OF THE live action portion of *Nomads of the North*, the newest of Walt Disney's films for the family, finished two hours ahead of schedule recently but with an unanticipated extra cash outlay of about \$1,000.

Nomads is based on the book by

James Oliver Curwood and tells of the adventures of a dog, a bear and a trapper in Northern Alberta during the late nineteenth century.

Cangary Ltd., a Canadian production company, was given the contract to make the picture for Disney and it signed Westminster Films of Toronto to handle filming and direction. Final scenes for the production will be shot this June when the crew returns to Banff for two weeks.

The scenes recently completed called for a mid-winter setting with lots of snow. Because the snow in the area was very powdery, several truck loads were brought in to cover the houses. When a sudden Chinook wind carried off all the snow, it looked as though there was going to be a costly delay.

A number of Cree and Stoney Indians, who were working as extras in the film, offered to perform their ancient Snow Dance for about \$15 per dancer.

Originally, five of the Indians were to do the dance, but on the day of the ceremony about 50 were waiting in line to be paid in advance of performing the ritual.

With the money in their pockets, the dance began and within two hours the ground had a fresh blanket of snow.

Filming went along on schedule for the next few days until the winds again blew away the dry snow. Another Snow Dance was performed and once more enough fell to allow the filming to continue.

ITC National Sales

HERSCHEL HARRIS is now in charge of national sales for ITC of Canada Ltd. He has been with the company since it was formed a year ago.

Prior to ITC, he had worked with CJFB (now CHIC), Brampton, and in production and sales for WLEX-TV, Lexington, Kentucky.

Krantz Heads Screen Gems

STEVE KRANTZ has been appointed general manager of Screen Gems (Canada) Ltd. with headquarters in Toronto. He has been director of program developments for Screen Gems, Inc. in New York since 1956.

In addition to heading the company's sales operations in Canada, Krantz will set up co-production arrangements for both television film and videotaped programs to be distributed world wide by Screen Gems.

PHOTO IMPORTING AGENCIES LIMITED

345 Adelaide St. W., Toronto, Ont.

Agents for the Distribution of Gevaert Products in Canada

Proudly

Announce

the appointment of

CALDWELL A-V EQUIPMENT Co. Ltd.

447 Jarvis St., Toronto, Ont.

as a Distributor

of

GEVAERT

Cine Camera Stocks 16 & 35 mm



- Gevapan 30 Negative
- Gevapan 36 Negative
- Gevapan 30 Reversal
- Gevapan 36 Reversal
- Reversal Duplicating Stock

You don't gamble with GEVAERT



MARY HELEN McPHILLIPS

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

Another reason why . . .

Western Ontario is sold on



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

Northern Electric

SERVES YOU BEST WITH...

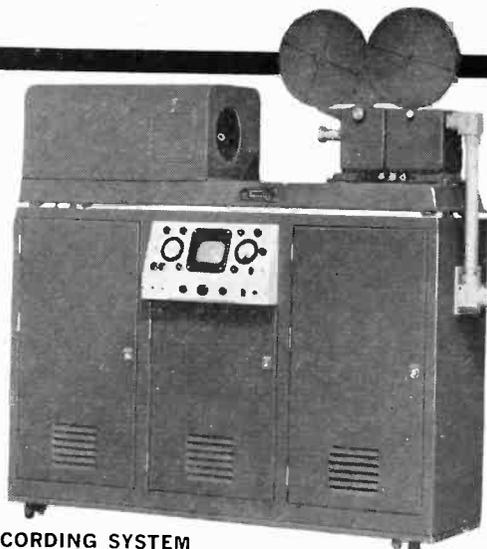
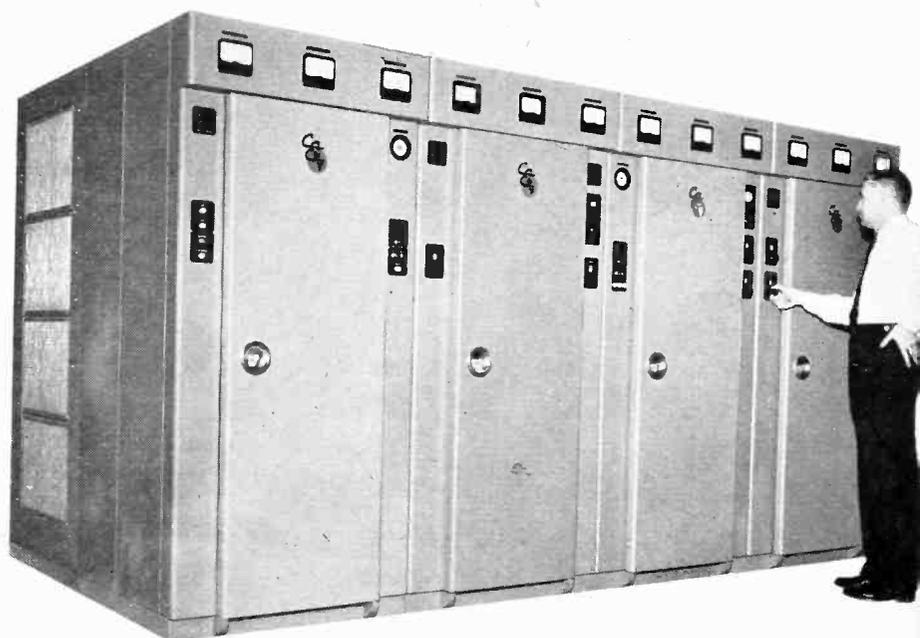
GPL GENERAL PRECISION LABORATORY

NE NORTHERN ELECTRIC



AM TRANSMITTERS

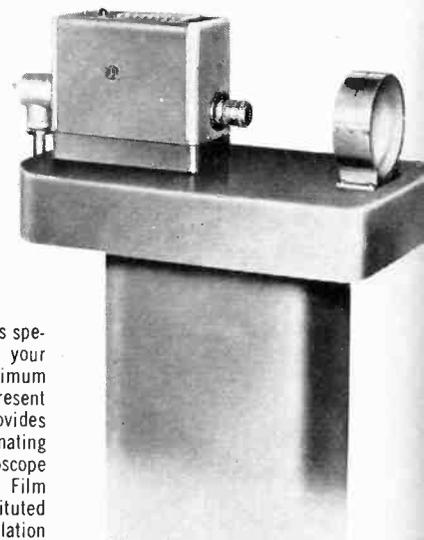
The Type 317B transmitter is a standard AM broadcast transmitter with a power output of 50,000 watts. High level screen modulation of the 5 KW RF driver stage makes possible excellent performance. The 50 KW amplifier is a high efficiency linear stage using the "Weldon Grounded Grid" circuit. The advantages realized in this circuit are many, including high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustment.



VIDEO RECORDING SYSTEM

The GPL Video Recorder is a complete high quality TV recording system which produces standard 24-frame-per-second motion picture film with excellent picture resolution and correct grey scale. The system is designed for 525-line 60-fields-per-second FCC standard TV. The input signal is standard 0.5 to 2 volt white positive composite video. This is equivalent to better than 1000 lines resolution in television terms. A non-linear amplifier having an effective "gamma" of 0.5, is included in the system and may be used at will to provide the correct grey scale rendition.

GPL



VIDICON FILM CHAIN

The GPL Vidicon Film Chain is specifically designed to replace your iconoscope camera with a minimum rearrangement of your present facilities. Optical system provides throw distances approximating those used with the iconoscope camera. Thus the Vidicon Film Camera can be easily substituted for an iconoscope. This installation can be accomplished over night. All your present projectors, master monitors, utility monitors and standard racks can be used.

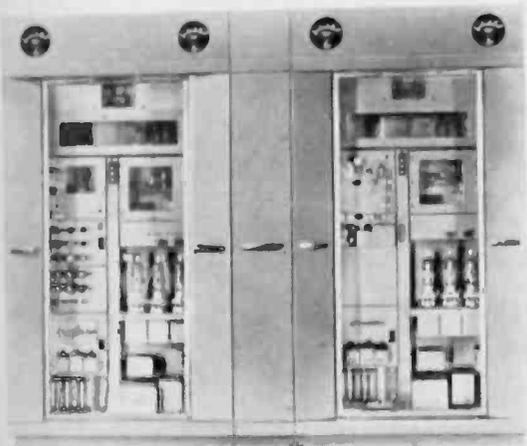
AM-FM-TV BROADCAST EQUIPMENT



CONTINENTAL ELECTRONICS

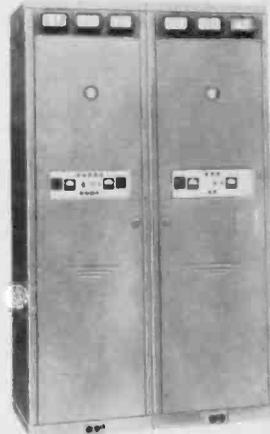


STANDARD ELECTRONICS



500 WATT VHF-TV TRANSMITTER (Low Band and High Band)

The 500 watt transmitter is the basic unit in the Standard Electronics VHF television transmitter product line. The visual portion of the transmitter is designed to deliver a standard AM signal of 500 watts peak power, when a standard composite video signal is fed to the visual transmitter input. Together with the aural portion, the equipment comprises a complete 500 watt television transmitter. The output of which after diplexing, may be fed into a suitable television antenna. This transmitter can be used, without modification, as the driver for a 10 KW, 25 KW or 50 KW transmitter by means of Standard Electronics' "Add-A-Unit" feature.



VERSATILE FM TRANSMITTERS

Standard Electronics has a new range of equipment for simplex, FM/FM stereo, and other multiplex operations. Features include built-in "Patchover" system, provision for multiplexing as standard equipment, Serrasoid modulator for inherent stability, and compact accessibility that saves as much as 45% of space.



TRANSISTORIZED PORTABLE AUDIO CONSOLE R5460B

An AC or battery operated, all transistor, single channel console type program mixing unit designed expressly for the amplification, control and monitoring of program material originating at microphone level in remote broadcast operations.



SPEECH INPUT CONSOLE R5430A

An audio console having two main program channels which are capable of simultaneous operation on separate programs without interfering with one another.



NORTHERN ELECTRIC COMPANY LIMITED

QUICK STORIES from Moncton in the Maritimes



"Take me to your Leader — we're told that's CKCW."

A "RESULTS" STORY

To get results in the Moncton area — use Broadcasting — it's the proven way to reach Moncton pocket-books.

One advertiser recently TESTED this. He split his appropriation equally . . . like this:
Newspapers 50%
Broadcasting 50%

Newspapers produced 17% of purchasers, who spent \$9.97 apiece (average).
Broadcasting (Radio and TV) produced 77% of purchasers, who spent \$16.17 apiece (average).

So . . . use CKCW and CKCW-TV . . . to reach MORE CUSTOMERS who spend MORE MONEY.

WE DON'T SELL TIME — WE SELL RESULTS

MONCTON — BUSTLING AND CONFIDENT

Describe a circle with a radius of 125 miles from Moncton's City Hall, and you'll take in about 80% of New Brunswick's population, all but a fraction of Prince Edward Island's, and well over half of Nova Scotia's. That is the Moncton Market — and a growing number of sales, service and distribution branches of National Companies testifies to Moncton's well-located geography — the Heart of the Maritimes.

WE DON'T SELL TIME — WE SELL RESULTS

STOVIN-BYLES IN CANADA

YOUNG CANADIAN IN U.S.A.

CKCW CKCW-TV

MONCTON, NEW BRUNSWICK



Over the Desk

IN SPITE OF the attention which has been focussed on television this year, there is still radio activity, especially at CJOC, Lethbridge.

A chatty letter from Dan Taylor, one-time CFGP-ite, and now promotion director at CJOC, indicates this in several areas.

Plans for the use of CJOC's Mobile Theatre this summer are under way with a letter going out to all Chambers of Commerce and service clubs in Southern Alberta, letting them know that the "Theatre" is available for their use in the promotion of any of the special events planned in their communities.

Rodeos and exhibitions are the usual events attended by the Mobile Theatre, Dan writes. Thirty feet in length and an addition to the CJOC staff of last year, the unit consists of a complete control room at one end, a dressing room at the other and a stage in the middle.

The entire wall on one side of the trailer opens up to provide a canopy for the stage. Two large public address speakers fit on the roof, along with a cat-walk and mike outlets to allow a broadcast from the top of the theatre.

The CJOC mobile cruiser goes along with the trailer, and both are painted in the station's colors, green and white.

Coming from the same source is the news that the second edition of CJOC's "Jim-DAN-Dee" Scrap Book is in the works. This collection of station personalities and gags came into being last year when over 2,000 copies were sold and over \$600 was turned over to the Crippled Children's Fund. The 1960 edition is going on sale in Lethbridge and other local super-markets, with proceeds earmarked for the Dorothy Gooder School for Retarded Children.

TAKE COVER

PROVINCIAL POLICE ordered the studios and offices of CFPL-TV, London, cleared of all people on March 22 after an anonymous caller told the station's night receptionist that a bomb was set to go off at 6.30 p.m.

About 25 staff members and guests were in the building waiting to appear on the air when the call came in at 6.15.

"TV station?" the male caller asked. "You have until 6.30 to find a bomb." He then hung up.

The receptionist immediately informed Lew McLeod, the producer

on duty, and then the provincial police. The police arrived within minutes and ordered the building emptied. The staff filed out in 20 degree weather.

Shortly after the call was received, CFPL-TV made a brief announcement that "due to unforeseen circumstances" they would have to sign off for a period of 10 to 15 minutes. After a thorough search, the station signed on again at 6.45 and resumed regular service.

Questioned later, the receptionist said the caller had a deep, mature voice and that there was no laughing or other noise in the background.

When the main production floor staff was notified of the threat a runner was sent to studio "B" on the ground floor to tell the production crew and announcers there to clear out. The crew smiled, said "OK, thanks," and returned to preparing sets for the next segment of *Panorama*.

A few minutes later, one of the camera men remarked: "I wonder if he was kidding?" He picked up the intercom and called master control.

"Hello, Lew . . . Lew . . . Oh Lew . . . Is anybody there?" When no answer was heard, all seven of the crew were up the stairs and out the door in record time.

KISSES TO BURN

AS A ST. PATRICK'S DAY stunt, CKRC-Radio, Winnipeg, created an Irish-voiced character called Blarney Stone, played by Cliff Gardner, one of the station's on-air personalities.

Cliff went on the air for a week prior to March 17 and invited all the women in the area to send him a kiss — a lip imprint on a letter or postcard.

He promised that the owner of the lips he would prefer to be kissed by would win a giant shamrock made of 63 one-dollar bills to be presented at high noon on St. Patrick's Day.

More than 600 Manitoba women entered the contest by sending in kisses ranging from a pucker to a wide gape smeared on letters and all sorts of fancy cards. The winner was Mrs. J. Wadell of Winnipeg.

And speaking of kisses, I'm off to Puerto Rico for a couple of weeks, so don't buzz me if you hear anything; buzz Ian Grant.

Dick Lewis

G. N. MACKENZIE LIMITED HAS **the** SHOWS

like The "Best of C. P. MacGregor" Shows

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

Radio

Public Service Must Be Worth Broadcasting

PUBLIC SERVICE broadcasting should not be looked upon as a necessary evil to be shoved into dog time, says George Macdonald, operations manager of CJON-Radio, St. John's. Using the lead-in "The following program is brought to you as a public service" as an excuse for running something you wouldn't otherwise air is nothing less than an invitation for listeners to twist the dial.

"At CJON", Macdonald continues, "public service is basic to our whole programming concept, an integral part of every program we have on the air." He feels this broadcasting policy has earned for CJON-Radio and TV unequalled acceptance by listeners and viewers throughout the island province.

"Integrate, personalize and now. These are our key operating words," he says. "For example, the Red Cross Hospital Visiting Committee distributes some 40,000 magazines to patients each year. With supplies at a low level, Red Cross Commissioner Lal Parsons phoned morning man Bob Lewis recently asking for help in raising more magazines. Bob put the conversation on the air and suggested that men going to work check their magazine racks and deliver them to the Red Cross office. Commissioner Parsons later reported that more than 1,000 magazines came in on the day of the broadcast alone."

Macdonald feels this policy of giving individual announcers exclusive responsibility for campaigns and getting them personally involved wherever possible insures maximum impact for an appeal. The competitive aspect among the staff leads to really enthusiastic "sell" on everybody's part.

For the major fund raising campaigns — Christmas Seals, March of Dimes, the Salvation Army and the rest — the station provides the usual heavy spot saturation, but backs this up with the full weight of the medium's news and information functions.

TIE IN THE LISTENER

Macdonald continues that CJON's policy is to make use of not only the regular press releases, but also to dig deeply into the human interest aspects of the campaign and to involve listeners personally with the drive. On-air interviews are not restricted to campaign officials alone, but concentrate every bit as much on the canvassers, on contributors and their reasons for giving, and on those people who will benefit from the campaign's success.

News of community activities, club meetings, social functions, blood donor and Salk vaccine clinics, visits to outposts by the TB Association X-Ray Vessel, birthday greetings, birth and death announcements, detailed road reports, transportation reports covering plane, train and coastal steamer schedules, a bulletin board of the air where listeners buy, sell or barter — these are all regularly scheduled features on CJON and are available to those interested free of charge.

With Newfoundland's transportation and communications networks limited in comparison with mainland facilities, CJON's most appreciated

and most rewarding public service function is the transmission of as many as 400 to 500 personal messages each day.

Macdonald says most of these messages, aimed at friends or relatives in isolated outpost communities, are scheduled for inclusion in the station's major newscasts, but in an emergency they are transmitted as soon as they are received.

"Most people are genuinely interested in their neighbors", he says, "and a single message to a single individual in a small community of 30 or 40 families almost guarantees 30 or 40 sets tuned to your station."

These messages are especially important when the late winter and early spring storms hit the island. Last month heavy snow blocked highways all over the eastern and central parts of the province. Trains were stalled, plane schedules completely disrupted and for 24 hours St. John's itself was virtually paralyzed by the snow.

A VOICE IN THE STORM

During the storm, the station first broadcast complete-as-possible reports on the severity of the snowfall and followed up with continuous announcements regarding school closings, business shutdowns, postponements of social functions. CJON aired bulletins from police and civic officials who advised people to stay put unless a trip was essential. A report from the fire department asked people to be extra careful since fire equipment was helpless to move through the snow-clogged streets.

The fire department got its snow-mobiles into action, and they were used to transport seven expectant mothers and five seriously ill people to hospital. Word of their safe arrival was aired immediately by CJON which was by this time swamped with wires and phone calls from out-of-town points where families were concerned about their relatives caught by the storm en route to or from the city.

Passing on these requests for information to the authorities, the station relayed news as soon as the travellers were located. Five US servicemen, caught between St. John's and Argentia while returning from leave, reported back at camp via CJON.

Shortages of food and fuel in isolated communities were noted by CJON. In one instance, the station arranged for a fuel truck, preceded by a snow plough, to get as close as possible to an area blocked by huge drifts. Listeners in the area were told to take pails, cans and baskets to the truck and collect supplies.

As the immediate emergency passed and snow clearing speeded up, CJON teamed up with the National Employment Office and acted as a clearing house for those who wanted to earn a dollar or two shovelling snow.

Commenting on the station's activities during the storm, Macdonald says: "When it's written down, it appears a lot more hectic than it actually was. With the telephone, telegraph and power people doing a fine job, there was no disruption in service and our announcements were really only an extension of our usual programming. That doesn't lessen our inner glow of satisfaction, however."

"There's no question that public service of this nature pays off in listener response and with that response a station can't help but prosper."

Warren Holte says . . .

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



CFCW
CAMROSE - STETTLER

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



DIAL 920 — WINGHAM

repped by **LORRIE POTTS**

Our most sincere congratulations to

Vantel Broadcasting Co. Ltd., Vancouver,

Channel Seven Television Ltd., Winnipeg,

Canadian Marconi Co. and Paul L'Anglais et ses Associés, Montreal

and (this takes a little extra squaring of the shoulders!)

Baton Aldred Rogers Broadcasting Ltd., Toronto,

on their successful applications for licenses to operate television stations.

We are confident that each will do much toward the full development of television in Canada, and we wish them well.



447 Jarvis St.
Toronto, Ontario
WA. 2-2103

(with whom it is easy to do business — in Toronto, in Montreal, in Winnipeg and in Vancouver!)

CAB Convention

REO THOMPSON HEADS UP INDUSTRY TALENT PROJECT

AT THE CAB Meeting in Quebec City last month Reo Thompson, general manager of All-Canada Radio & Television Ltd., reported to the members on the activities of the Canadian Talent Committee, which

was formed following the convention last year.

The committee's first task was to arrive at a definition of the word talent, he said. It is as follows:

"Persons possessing recognized ability to entertain, inform or enlighten the public -- through sight and/or sound. This talent may be exhibited in the work of the performer, director, writer, set designer or anyone whose creative contributions, individually or in harmony with others, satisfy the definition."

This definition, along with a list of questions concerning Canadian talent, has been sent to member stations. Thompson said an overwhelming number of stations indicated their agreement of the definition.

TERMS OF REFERENCE

From the questions contained in the questionnaire the committee

arrived at six conclusions and recommendations. These were filed with member stations in October of last year. They were:

(1) Provide qualified person or persons on staff who are ever in search of potential talent in the broadcast community. Be ready to extend facilities and training to such persons or groups in an effort to bring about a professional status for all with reasonable aptitude.

(2) Courteous and honest advice to all those who have the momentary desire -- but not the talent to pursue a performer's or broadcaster's career.

(3) Recognition, encouragement training, publicity and continuing support for all who possess reasonable aptitude and talent.

(4) On-the-air or staff employment for those who have reached a reasonable degree of knowledge and ability in their chosen field.

(5) Generous advertising and publicity for all non-commercial performers, amateur or professional, for their in-person or on-the-air activities.

(6) A constant interest in improving and broadening the experience and exposure of all performers who have reached reasonable professional standards.

Thompson said he felt that the committee's definition of the word talent should be adopted by the membership and then presented to the Board of Broadcast Governors for their general approval.

Having done this, immediate steps should be taken to insure active training and support for Canadian talent. The industry should teach broadcasting techniques to potential staff and performers, he said.

In the beginning he felt that Ryerson's new facilities would be the ideal location for a course. These

**NO
ONE
EVER
REGRETS
BUYING
QUALITY***



*... a slogan, we hasten to add, which is not original with us, but to which we wholeheartedly subscribe.

It's another way of saying that you generally get what you pay for... whether you're buying fly rods or television commercials. The list of blue chip companies who know this, and who keep awarding us their production as a result is a long one.

It makes good sense, then, to let us discuss your next commercials with you. We're certain we can demonstrate the truth of our claims.

**Peterson
Productions**
LIMITED

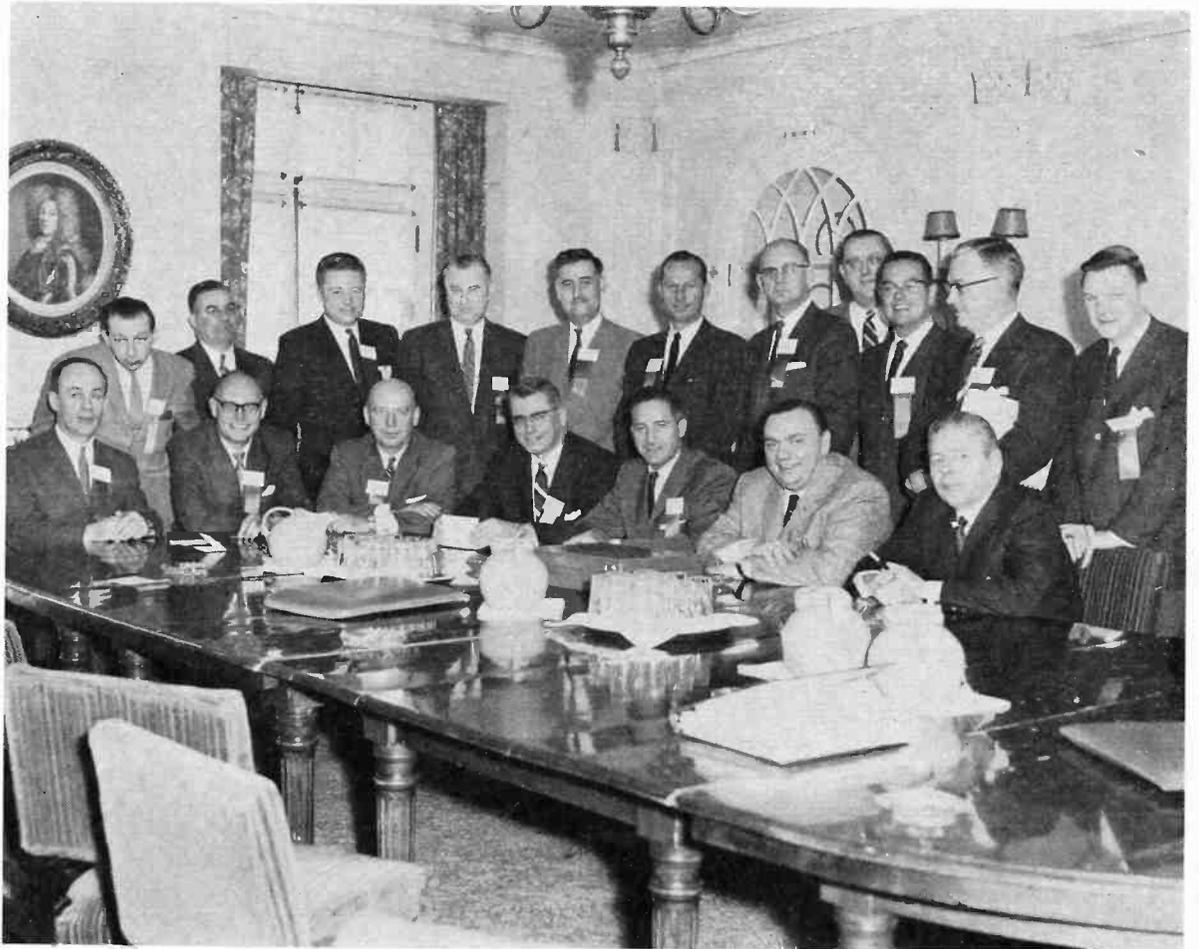
MOTION PICTURE PRODUCERS

•
TELEVISION COMMERCIALS

•
DOCUMENTARIES

•
121 St. Patrick St., Toronto
EM. 2-3287

THEY STEER THE SHIP FOR 1960



THE BOARD OF DIRECTORS of the Canadian Association of Broadcasters for 1960-61 take time out to pose for the cameraman at the annual meeting in Quebec City last month. Standing, left to right, they are: David A. Gourd, CKRN, Rouyn; Roland Couture, CKSB, St. Boniface; Jack O. Blick, CJOB, Winnipeg; Robert F. Large, CFCY, Charlottetown; Terry French, CKLC, Kingston; G. Blair Nelson, CFQC-TV, Saskatoon; Jim Love, CFCN, Calgary; Howard Caine, CHWO, Oakville; Allan F. Waters, CHUM, Toronto; Jack Lewis, CKEN, Kentville and Ken Hutcheson, CJAV, Port Alberni. Seated, left to right, are: Tom Burham, CKRS-TV, Jonquière; D. Malcolm Neill, CFNB, Fredericton, immediate past president; Ralph T. Snelgrove, CKBB-CKVR-TV, Barrie, vice-president radio; Murray T. Brown, CFPL, London, president; Roy G. Chapman, CHBC-TV, Kelowna, vice-president television; Don Jamieson, CJON-TV, St. John's and Taschereau Fortier, Québec, P.Q. Missing from the picture are E. A. Rawlinson, CKBI, Prince Albert and Jack L. Sayers, C-FUN, Vancouver.

facilities would be ready by the summer of 1961. The industry would have to supply the instruction, materials and personnel besides making provisions for maintenance.

Thompson suggested that the course be run over a four week period beginning with a comprehensive picture of the background of broadcasting and winding up with a re-statement of aims and responsibilities with written and practical examinations for all students.

Each lecture and instructional session could be put on tape and talks could be mimeographed in quantity so that each student would build an automatic text book as the course progressed. In addition this material could be sent to any member station -- enabling the station to conduct a first class course locally, with minimum effort and personnel.

TIME IS THE ESSENCE

"I believe such a course is needed

as soon as possible," he said, adding: "Over and above its immediate advantages, I believe it will provide that first step towards a recognition of broadcasting by the universities and colleges. This course could be the opening wedge in the creation of a recognized broadcasting course of study with full academic credits, as is the case with journalism and all other professions."

The members of the Canadian Talent Committee are: Reo Thompson, All-Canada Radio & Television; Ray Peters, CHCH-TV, Hamilton; Alan Savage, Cockfield, Brown & Co. Ltd.; Molly Ferguson formerly All-Canada Broadcast Services; Al Hammond, CKRC, Winnipeg; Bob Tait, All-Canada Radio & Television; Jack Fenety, CFNB, Fredericton; Russ Ramsay, CJIC-TV, Sault Ste. Marie; Murdo MacLachlan, CHWK, Chilliwack; Johnny Ansell, CKWX, Vancouver and Ward Cornell, CFPL, London.

PRESENT MEMORIAL AWARDS



LYNN FOURNIER, a third year Ryerson student, accepts the Harry Sedgwick Memorial Award from Reo Thompson, general manager of All-Canada Radio & Television Limited, during the CAB annual meeting in Quebec City last month. The award, donated by Ken Soble of CHCH-TV and CHML, Hamilton, is given each year to the top radio and electronics student. In the bottom picture David A. "Bobby" Gourd, CKRN, Rouyn, wears a happy smile as he receives the John J. Gillin, Jr. Memorial Award from J. T. Richard, MP for Ottawa East at the CAB annual dinner. Radio-Nord was judged the winner for doing "a very good job in a remote area which covers a large territory."

PLAN TO ATTEND

**TV Seminar
Queen Elizabeth Building**

April 21st

**ONE
PERFORMANCE
ONLY**

R. S. V. P.

CAB Member Stations

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

BROADCAST ADVERTISING BUREAU

TV Division

Suite 404

200 St. Clair Ave. West

Toronto 7

Phone WA. 2-3684

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

Hectic Weekend

IT COULDN'T BE DONE BUT THEY DID IT

by IAN GRANT
News Editor



The Salada-Shirriff-Horsey corporate image which was used as a billboard throughout the game.

"THERE IS A flexibility to television that people tend to ignore". This was the opinion of Don Tobin, advertising director of Salada-Shirriff-Horsey, after the company's last minute sponsorship of the Canada-Russia hockey game at the Squaw Valley Olympic Games.

Everything would have been quite

simple, except that they needed two one-minute commercials and they only had about forty hours to make them.

The whole thing started when the Columbia Broadcasting System said they would allow the CBC to use their emergency line from Squaw Valley to bring in the game. That was late Thursday night, February 26, which Torontonians will remember, was the time of the 13 inch snowstorm.

The CBC then arranged with KPIX-TV, San Francisco, a CBS affiliate, to supply a mobile unit with three cameras and a crew of 12. From this end on the first available plane went Fred Sgambati, sports commentator, Wilf Hayden, a CBC producer and Dan Connolly a production assistant. That was Friday.

Just in passing, Hayden said the KPIX-TV crew were real professionals, co-operative and efficient and easy to direct. "I have never worked with a better crew", he said.

Meanwhile, back at the CBC, the network sales department, under the direction of Bill Cook, got on the blower trying to sell the game. Cook said there were plenty of would-be takers, but they could not get the commercial copy ready on time.

At 4.30 Friday afternoon Leo Burnett expressed interest.

THE FUN BEGAN

From that point on until about 1.30 am Saturday morning there was a three way telephone conversation between Peter Van Steeden and R. T. Brown at Leo Burnett; Art Beeby, vice-president in charge of sales and advertising and Don Tobin at Salada-Shirriff-Horsey and the CBC.

They finally agreed that S-S-H would carry the game in English and French on 51 stations.

On Saturday morning Jim McRae, radio and television director, R. T. Brown, account supervisor and Dave Smith, S-S-H account executive, at Burnett's met S-S-H officials. These included: Art Beeby; Don Tobin; Don Philp, vice-president in charge of public relations; Goldie Stinson, sales manager and Ed MacKeen, assistant to Beeby.

They decided to use seven one minute commercials along with se-



A still from the sixty-second filmed Instant Mashed Potato commercial.

veral billboards displaying the company image.

The one minute commercials would be made up of three S-S-H Instant Mashed Potatoes; two Lushus Dessert and two S-S-H Tea commercials.

That's when the fun began. They had all of these except the two tea commercials. All they had was twenty-second tea commercials, they needed sixties.



A still from the sixty-second filmed Lushus Dessert commercial.

This presented two major problems.

First, whether to produce the sixty second tea commercial they needed live or on tape. To be on the safe side McRae alerted Comprehensive Film Distributors; Williams & Hill and Meridian Films all of Toronto to stand-by. He also warned Bernard Goulet Productions in Montreal to be prepared to work on the French language commercials.

Secondly, since S-S-H products are food, the approval of the National Department of Health & Welfare would be needed for new copy.

BRAINS AT WORK

Back at the office McRae and his team hit on an idea. They would take still slides from the twenty second commercials for visual copy and audio material from a radio commercial — both of which had already been cleared by NDHW.

Comprehensive Film Distributors and Williams & Hill did the production work on about fifty of these stills. From these, the best were selected and combined with the best available radio copy.

The end result was a commercial with the first 40 seconds made up of stills with voice over and the remaining 20 seconds made up of film showing the stills in motion. Two commercials, one with seven slides and one with six slides, were completed and cleared with the CBC with only a few hours to spare before game time.

The same procedure was followed in producing the French-language commercials. Jean Sakay, Burnett's broadcast co-ordinator, got on a plane late Saturday night and flew to Montreal where she was met by Goulet. The two of them sat up all night translating the radio copy into French. It was then cleared with CBC Montreal.

All together 67 people were alerted during the two day period; however only 51 actually participated.

To give an idea of how the commercials shaped up, four of the slides along with the radio copy are shown. Also shown are still slides from an Instant Mashed Potatoes commercial, a Lushus Dessert commercial and a slide showing the company's corporate image.

Oh yes, there is one more thing. Canada won 8-5.



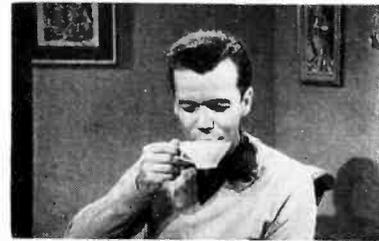
There's nothing so heartwarming as sitting down and having a cup of tea.



And the tea to drink is Salada. Salada Tea is a bright brew that glows in your cup.



You'll like the way it tastes with your very first sip . . .



. . . and you'll find new things to like about it with every extra cup you drink.

ANSWER-CANADA

ANSWER-CANADA

A National Merchandising and Research Service

Through the use of telephone facilities, the following service is offered:

RADIO AND TV SURVEYS

Wish to check the listening audience of radio or TV programs — on a national basis or in select centres? Answer-Canada can conduct such a survey quickly and efficiently and forward results to you for immediate study. Another Answer-Canada service.

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

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

If you haven't received my

JINGLE PROMO DISC

please give me a ring at

WA. 5-1631

DON WRIGHT
Productions

G. N. MACKENZIE LIMITED HAS *the* SHOWS

like The "Best of C. P. MacGregor" Shows

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



MISTAKEN IDENTITY

Station Rep Bill Byles has been known to forget he is no longer in the agency business, and, the other day, was caught kissing the wrong foot.

• • •

CC TO DR. FORSEY

I know whom you are, said Eric, for he had been to night school.

• • •

SECOND BEST

My parents couldn't afford to put me through Burlesque, so they sent me to University.
— Johnny Wayne

• • •

ACCENTUATE THE NEGATIVE

CFRB's Bill Baker's concern over our statement that the comments on his amateur show were pro and con is unfounded. Didn't he expect any pros?

• • •

AUDREY STUFF

Then there's the gal who was so dumb she thought a pessimist was someone who went after a second TV license and worried himself to death wondering what the hell he'd do if he got it.

• • •

ON OLD TV SETS

TV set for sale. Had only one owner . . . a little old lady who watched only Lawrence Welk.
— Caskie Stinnett
in "Out of the Red"

• • •

THE ODDS WERE EVEN

Then there's the interested by-stander who bet on the BBG results every which-way and came out even. "Boy I'm glad", he said. "I really needed the money."

• • •

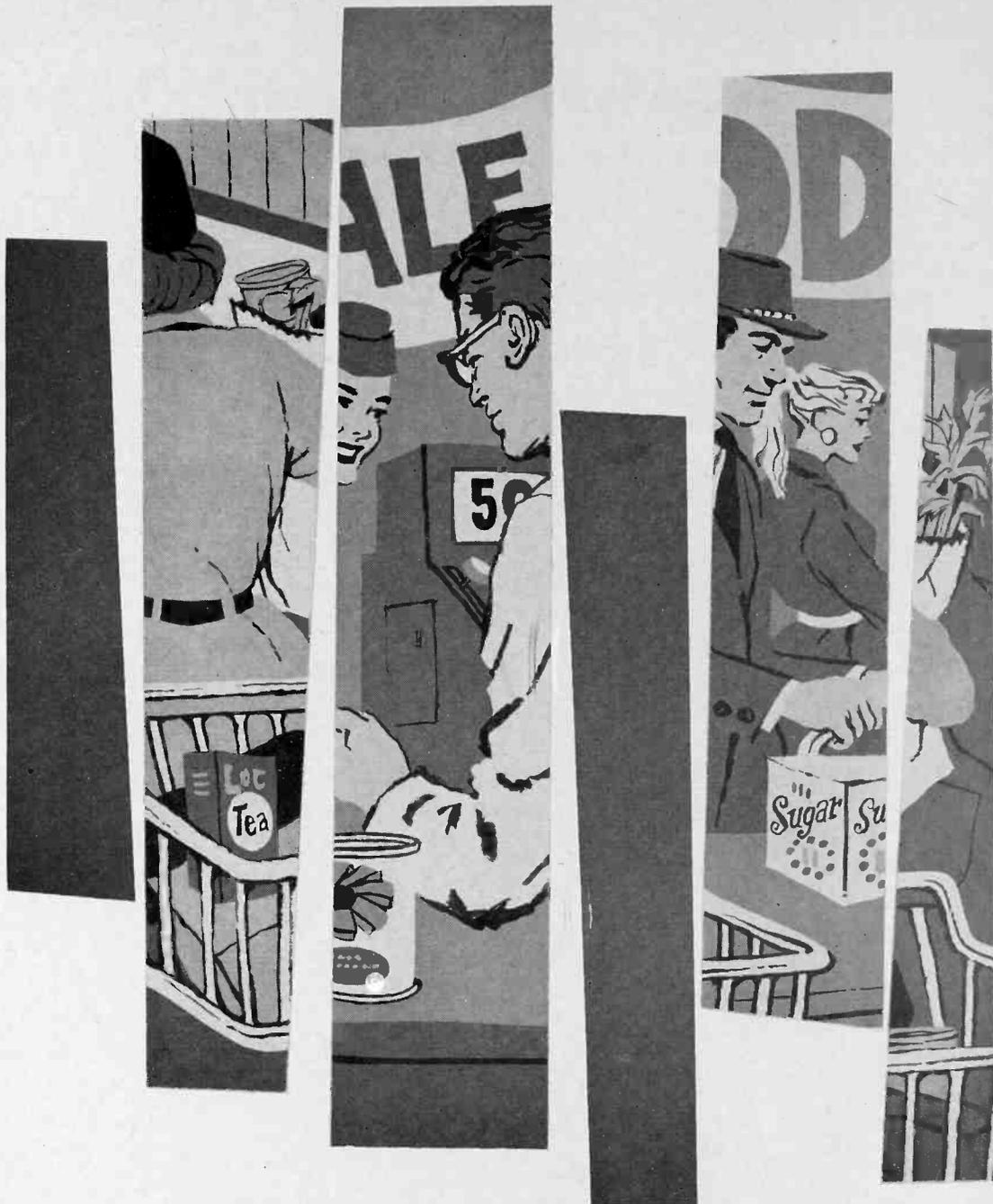
ART FOR ART'S SAKE

One reason why the CBC is going so hard after the second Edmonton TV license could be that this is the only way it can get some of its artier efforts onto the air.

• • •

WANT AD

Large quantity of market surveys, potential revenue tables, equipment estimates, program ideas and VIP's available for directorships—value about two million dollars. What offers?



responsability

**YOU WON'T FIND
IT IN "WEBSTER"
WE HAVE IT AT...**

**RADIO
CKRC**

REPS: ALL-CANADA, WEEDECO.
WINNIPEG

SIGHT & SOUND

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



IAN GRANT

Agencies

ADVERTISING FOR Canadian Food Products Ltd. is now handled by MacLaren Advertising Co. Ltd. Included in the move from E. W. Reynolds Ltd. are Women's Bakeries, Hunt's Bakeries, Honey Dew Coffee Shops, Muirhead's, and Child's Restaurants.

LEVER BROS. LTD. has announced that agency management of all its English-language television programs — network and selective — will be consolidated with MacLaren Advertising Co. Ltd., commencing with the fall, 1960, TV season. In the past, Lever TV programs have been bought and supervised through several agencies as well as MacLaren's.

R. B. Collett, Lever Bros.' director of advertising, said "the increasing complexity of program buying, especially with the arrival of second stations in many new markets, has brought us to the conclusion that our interests would be served most effectively by concentrating our English television program operations

with one agency. The decision in no way reflects on our other agencies, nor does it affect agency assignments of any of our brands."

J. J. GIBBONS Ltd. is now handling the advertising for Circle Bar Knitting Co. Ltd., manufacturers of ladies' and men's hosiery. Media, creative and packaging plans are now being formulated.

Part of Circle Bar's budget for summer and fall campaigns is being considered for the use of process color in consumer advertising and duo tones and three colors for trade.

The account will be serviced by E. M. Dixon.

WARNER-LAMBERT CANADA Ltd. has appointed Breithaupt, Milsom Ltd. to handle the advertising for Listerine and Standard Laboratories Ltd., including Super Anahist. The appointment is effective May 1.

Also effective May 1, McKim Advertising Ltd., will handle the advertising for Bromo Selzer.

THE TORONTO office of Breithaupt, Milsom Ltd. is now located at the Breithaupt, Milsom Building, 120 Eglinton Ave. East, Toronto 12. Their new telephone number is HUDson 3-3531.

MACLAREN ADVERTISING Co. Ltd. has been named to handle the Canadian advertising and public relations for Knoll International, world-wide interior design consultants.

People

W. A. MACDONALD has been appointed director of public relations for the CBC. He has been special assistant to the director of CBC's Prairie Region since joining the corporation in 1958.

He went to the CBC from his position as chief of information services with the department of public

works in Ottawa. In May, 1958, he was named "public relations man of the year" by the Canadian Public Relations Society for his work as press liaison officer during the 1957 visit to Canada of Queen Elizabeth and Prince Philip and also for his public relations program in connection with the blasting of Ripple Rock, a project that attracted world-wide attention.

MacDonald is well known as an authoritative writer on fishing and outdoor life and, for three years, conducted an "outdoor" program on CBOT, Ottawa. His new office will be in Ottawa.

GABRIEL LASALLE, Montreal journalist and public relations man, died in Montreal Hospital March 13 at the age of 40.

He was formerly news editor at CKAC-Radio in that city. He had also worked for the Canadian Press and the French-language daily newspaper LE CANADA, which is now out of circulation.

At the time of his death he was operating his own public relations firm.

RAFE ENGLE has been appointed media director of the Toronto office of J. Walter Thompson Co. Ltd. Phyllis Sivell and William Wheatstone remain supervisors of media planning on individual accounts under Engle.

A graduate of the University of Alberta, Engle has been manager of the media-programming department of Procter & Gamble Company of Canada Ltd. He has had wide experience in both Canadian media planning and administration.

GEORGE CHARTRAND has resigned his position as director of national sales for Northern Radio Inc. He was in his twelfth year with the company.

Chartrand started with Northern Radio in 1949 as salesman-sports-caster. He became station manager of CKVD, Val d'Or in 1950 and held

that position for five years when he took over as director of national sales. He was also acting manager of CKRN-TV when it went on the air Christmas Eve, 1957.

W. D. "DAVE" SHIRRIFF HAS been appointed director of new products development at Salada-Shirriff-Horseley Ltd. He was formerly a division general manager with the company.

In his new capacity, with headquarters at the company's head office in Toronto, he will continue to supervise the S-S-H research and development centre at Little Falls, New York.

E. A. VILLAMERE has been appointed manager of the media department of the Toronto office of Ronalds Advertising Agency Ltd.

He was formerly with the media and research departments of MacLaren Advertising Ltd., Toronto.

Stations

THE T. EATON Company has purchased a saturation sales campaign on CKGM-Radio, Montreal, promoting their special sale catalogue. This campaign is carried on a Monday through Friday basis.

STARTING APRIL 5, KVOS-TV will run a daily TV column in the VANCOUVER SUN and VANCOUVER PROVINCE.

Gordon Reid, president of the Bellingham, Wash. station, announced that negotiations have been completed with Jim Gilmore, former TV critic of the SUN, to write the column.

Gilmore has been given complete freedom and will not be restricted in any way by the station, Reid said. Gilmore left the Vancouver paper six months ago to join the public relations division of James Lovick & Co. Ltd. in that city.

RADIO STATION CJCJ, Woodstock, NB, is now represented in Winnipeg by A. J. Messner & Co. and in Vancouver by Scharf Broadcast Sales Ltd.

THE CBC HAS submitted bids for exclusive Canadian rights to telecast Big Four and Western Inter-Provincial Football Union games during the 1960 season.

A. K. Morrow, CBC director of English networks, said that by submitting bids now, "the CBC is hoping to make an early start in arranging the best possible football coverage for Canadian sports fans."

The bids were sent to J. G. Gau-

CKOS-TV
YORKTON
SASKATCHEWAN

THE VOICE OF THE WEALTHY PRAIRIES

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

R. S. V. P.

You are cordially invited to attend
the 5th Television Seminar on
Thursday, April 21, 1960 —
to be held in the
Queen Elizabeth Building
C.N.E. Grounds, Toronto
at 2 p.m.

CFPL-TV
CHANNEL 10 LONDON

daur of Hamilton, chairman of the Big four football radio and TV committee, and to H. McMahon of Edmonton, chairman of the WIFU radio and TV committee.

THE CANADIAN ARMY has launched its recruiting drive with a ten-week advertising campaign on KVOS-TV. The twice-a-week spot program began April 1 and is aimed at the Vancouver-Victoria market.

Four other clients have stepped up their advertising on KVOS, which operates out of Bellingham, Washington. Oxydol has started a four-month saturation spot campaign pushing its new package; Blue Ribbon Tea & Coffee has bought eight weeks of daily spots; Shopeasy Stores are running 15 spots a week for five weeks to promote Rooster Coffee; and Canadian Admiral Corp. has purchased two months of daily teaser spots for its new 19-inch "square-screen" TV set.

Miscellaneous

G. N. MACKENZIE'S syndicated radio program, *The Jim Ameche Show* has been purchased by IGA Stores which are running the two-hour show five days a week over six Maritime stations. Agency for IGA is Clair Chambers & Associates, Halifax.

The campaign began March 14 and will run for forty-two weeks over CJCH, Halifax; CKBW, Bridgewater; CJFX, Antigonish; CKCL, Truro; CJLS, Yarmouth; and CKEN, Kentville.

SALADA-SHIRRIFF-HORSEY Ltd. has begun production and marketing of Salada Tea in Caribbean countries.

The tea is blended and packaged in Kingston, Jamaica, at Shirriff's (Jamaica) Ltd., a subsidiary company. The Kingston plant will also continue production of Lushus Jelly Desserts.

The tea is packed in small packages — one- and two-ounce — as well as the half-pound and pound sizes. The reason for the smaller packages is that the shopping habits of consumers in some of the Caribbean countries include buying foods in small quantities. In some places, bread is sold by the slice.

THE DIRECTORS of the Association of Canadian Advertisers are now studying the outline of a public relations program for the Canadian advertising industry.

Prepared by Public & Industrial Relations Ltd., the report consists of an assessment of attitudes toward advertising, recommendations for certain internal action by the industry, and a 36-point program of public relations activity.

If approved by the ACA's public relations and policy planning committee and the board of directors, the report will be presented to the ACA annual meeting, May 2.

EFFECTIVE immediately National Selective Sales in Toronto will represent CBYT, Corner Brook, Nfld. and CBAFT, Moncton.

CBC Budget

LAST WEEK the CBC presented an operating budget to the Commons with total expenditures of \$90,598,000 for the fiscal year 1960-61.

The forecast calls for a parliamentary grant of \$62,085,000 to give the publicly-owned corporation a balanced operating budget at March 31, 1961.

Tabled at the same time in the Commons was the CBC capital budget for 1960-61. It calls for expenditure of \$7,647,000 -- all of it to be met from the federal treasury.

Estimated income for the CBC is set at \$40,118,000. This figure would be whittled down to \$28,513,000 after

payments of agency commissions and to US networks totaling \$6,102,000 and payments to private stations of \$5,503,000.

Biggest item on the expenditure side is salaries -- \$38,481,000. Fees for artists, speakers and musicians, for copyrights, performing rights and manuscripts and plays comes next at \$19,669,000.

Other expenditures: Film purchase & rental - \$6,376,000; network transmission - \$7,490,000; radio operating expenses - \$149,000; expenses for extended television coverage - \$220,000; building rental and maintenance - \$3,449,000; unemployment insurance and pension contributions - \$1,996,000; other departmental expenses - \$14,712,000.

This total of \$92,542,000 would be lowered to \$90,598,000 by \$1,944,000 recovered from capital grant and other departments.

In the capital budget, the largest expenditure is planned for replacements and additions to plant for television -- a total of \$5,200,000.

Next largest item is \$1,810,000 -- including \$607,000 for consolidation of plant at Montreal and Toronto, and \$1,203,000 for improvements and additions to other properties.

Replacements and additions to radio plant total \$637,000, including \$142,000 earmarked for northern radio coverage.

For a real **ADVENTURE** in travel, join Claire Wallace May 6th, departing Toronto for

- CHINA**
(Peking, Shanghai, Nanking, Canton)
- JAPAN**
- HONG KONG**
- HAWAII**

5 Weeks
Only \$2,390

For full information call

**CLAIRE WALLACE
TRAVEL BUREAU LTD.**

126-A Cumberland St., Toronto
WA. 5-4284

**BEST
BUY**

in the
Prairies

Where your advertising can't be complete without CBC's "Big Four"—stations CBW, CBK, CBX and CBXA.

CBC RADIO

U.S. Reps.—
DAREN F. McGAVREN INC.,
NEW YORK.

CR3

CKTB St. Catharines

AM & FM

The Niagara District Station

NOW

5000 Watts
610 on the Dial

Completely Blanketing the
Richest Market in Ontario.

Appreciated in More Homes
than ever before.

Representatives
Paul Mulvihill
Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

More Listeners

in

KINGSTON

than all other

stations combined!

(January Elliott-Haynes)

Contact:

Stovin-Byles (Canada)
Forjoe & Co. (U.S.A.)

Radio

CBC STARTS BILINGUAL FM NETWORK

THE CBC'S NEW bilingual FM network began operation officially on Monday night, April 4. The network links three existing CBC stations — CBC-FM in Toronto, CBM-FM in Montreal and CBO-FM in Ottawa.

The program schedule emphasises the use of live and recorded music, both popular and classical, but the network will also carry news, talks and commentaries in depth and dramatic works in both English and French.

The first week's schedule covered a wide range of music from Berlioz' "Symphonie Fantastique" to Scandinavian jazz. Special program packages from Britain and France will be a regular feature on the network.

On April 9, the network will carry a three-hour program, *London Calling Canada*; on April 10 it will broadcast a special three-hour pack-

age from Radiodiffusion-Television Française entitled *Du Pays de France*.

Live programing will include a performance by the CBC Symphony Orchestra, Music Hall Canadien, instrumental and vocal recitals and chamber music.

Programs will not be bound to traditional half-hour or hour periods. Arrangements have been made to carry two- and three-hour programs, including long symphonic works which might not otherwise be heard in their entirety on radio.

For the first eighteen months of its operation, the network will be largely experimental in nature. The FM network broadcasts during the evening hours from 7 pm to midnight, Monday through Friday, and from noon to midnight on Saturday and Sunday.

DJ Aids Separated Family

THROUGH HIS daily *Party Line* program, Allen Davidson of CJIB Vernon, recently, helped a local listener, a Mrs. Lorraine Haskovich, locate her father Lawrence Jackson, from whom she had been separated for many years.

Mrs. Haskovich called the station and told Davidson that she had been separated from her father when she was a baby and had gone to Quesnel, B.C. with her mother and three brothers. After spending most of her childhood in foster homes she returned to Vernon ten years later.

Ten minutes after their simultaneous phone-radio talk, another call was received from a man who said he knew Mr. Jackson well and had served with him in World War II. He said Mr. Jackson was now living in Williams Lake, B.C.

Mrs. Haskovich had made many attempts to find her father, but until her enquiry on *Party Line*, she had been unsuccessful.

NEWSMAN

Re-write, voice. Top mature presentation presently airing 15 morning casts. Sober, dependable, 15 years' experience with same chain. Tape, etc. on request, West Coast preferred. No Bush league please.

Box A485
Canadian Broadcaster,
219 Bay St., Toronto, Ont.

HAVE INITIATIVE — WILL TRAVEL

Journalist, English, but striving for 55% Canadian content, seeks radio/TV job. Single, aged 25, eight years reporter/photographer.

Fred Case, Royal Hotel,
St. Thomas, Ontario.

Excellent opportunity for experienced television or radio time salesman for progressive Ontario TV Station. Full benefits. Better than average income guaranteed. The man we require knows where he is going. Send resume of experience, marital status, etc. to

Box A486
Canadian Broadcaster
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All replies in confidence.

NEWSWRITER WANTED

CFPL-TV News has immediate opening for competent newsman. Must have Radio, TV or Newspaper experience. This is a writing-reporting position, no air work — demands fast, accurate writing and reporting ability. Salary dependent on experience. Shift work required on a 37½ hour week. Apply:—

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Easter Parade

THEY'LL SEE YOU AT THE TIMMY SHOW



Photo by Herb Nott

TIMMY'S EASTER Parade of Stars will originate from Toronto's Maple Leaf Gardens Sunday, April 10. This year, the collection in the Gardens will be undertaken by girls from Toronto advertising agencies. Among those who will be on hand are (l to r): Jackie MacKay, Vickers & Benson; Lu Culloden, Vickers & Benson; Shirley Mitchell, MacLaren Advertising; Audrey Wilson, MacLaren Advertising; and Betty Mitchell, Needham, Louis & Brorby.

Radio

Stations Will Conduct Talent Search

A SERIES OF province-wide network broadcasts to discover and encourage talented music students will be sponsored again this year by twelve private Saskatchewan radio stations.

Stations taking part are: CFQC, CKOM, CFNS, Saskatoon; CKCK, CJME, Regina; CJNB, North Battleford; CKBI, Prince Albert; CKSA, Lloydminster; CKSW, Swift Current; CHAB, Moose Jaw; CFRG, Gravelbourg; and CJGX, Yorkton.

One program will originate in each of the nine cities with a \$50 prize for the winner of each show. The nine winners will then take part in an hour-long final program for scholar-

ships of \$500, \$300 and \$200. The winners of the finals will appear the following week on a winners' show from either Saskatoon or Regina.

The eleven-part series begins April 8 and will be aired each Friday over a province-wide network of private radio stations. To be eligible for the contest, performers must be seriously studying music and between the ages of 13 and 21. Gordon Hancock of Regina, secretary-manager of the Saskatchewan Association of Music Festivals, will be chairman of the panel of judges.

White Cane Week

AS A JOINT promotion with the Peterborough Louis Braille Society during White Cane Week, CHEX-Radio aired several special features to draw attention to the achievements of blind people in the community.

Announcer Jim McGrath turned over part of his *Dinner Date* program to Earle Schwartz, who went through all the motions of a disc jockey during his stint on the air.

The station also interviewed a young housewife, who makes a home for her husband and child, although she has been blind since she was 19.

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JIM DETLOR, General Manager

AMPEX OF CANADA LIMITED

***Naturally We're
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We heartily congratulate the Baton Group, controlled by The Toronto Telegram, who have been recommended for the second Toronto TV license and wish them and their station the greatest success.

CFRB ..1010—50,000 WATTS

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