

Canadian
BROADCASTER

NOW IN OUR 22nd YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

NEARLY ONE THOUSAND sales executives attended the Blueprint for Success Sales Seminar, staged by the Toronto Advertising & Sales Club at the Royal York Hotel last week. The picture shows the audience at the luncheon which was addressed by Albert A. Thornbrough, president of Massey-Ferguson Ltd.

Vol. 22, No. 2

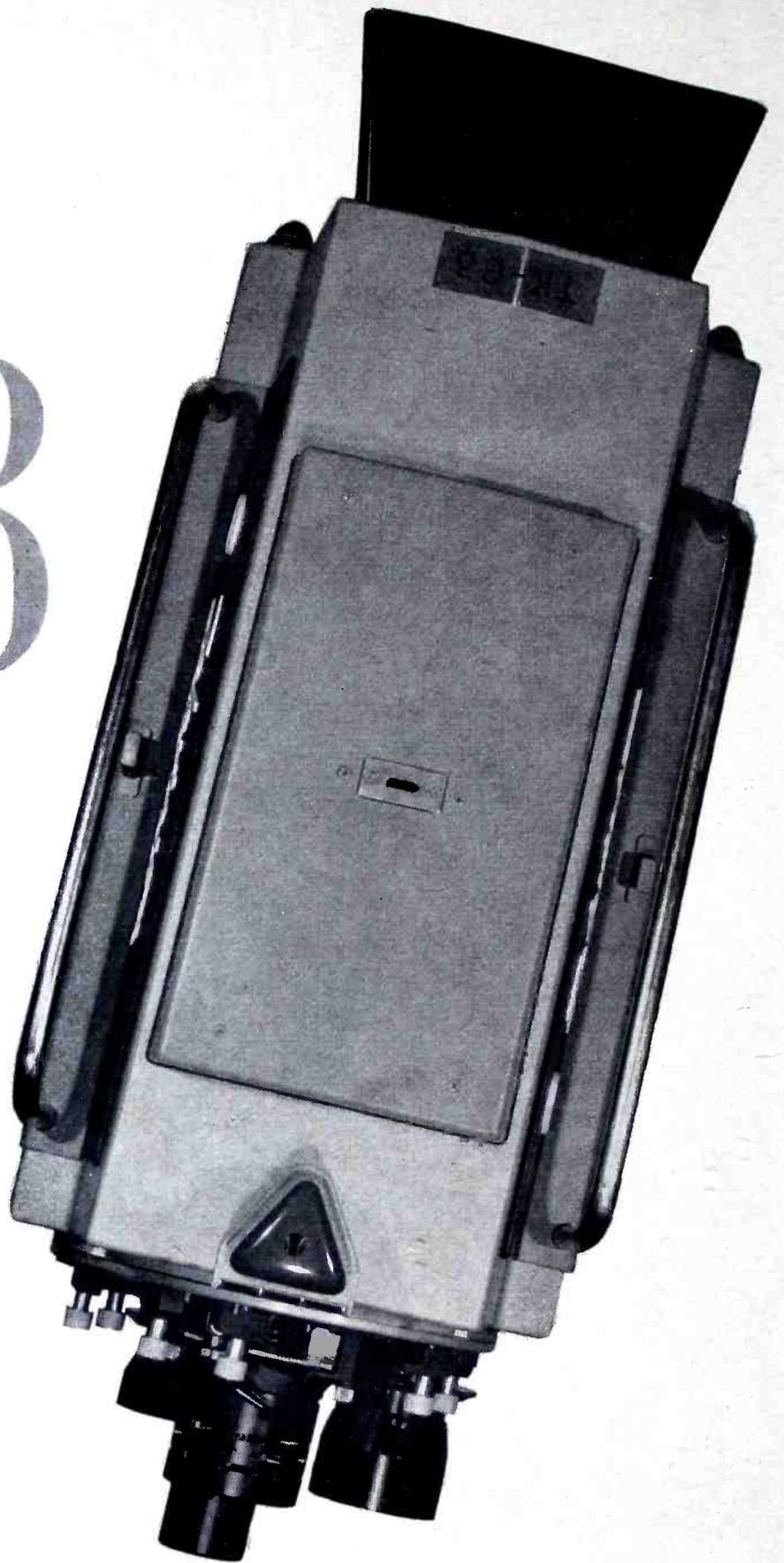
TORONTO

January 17th, 1963

- Radio's New Dimension 6
- Spirit of Christmas Past 10
- Adventure in Education 16

TK-63

a new and
distinctive
silhouette
in Canadian
television
for '63



It took five years of research and two years of field testing but now the many advanced design features and superb all around performance of the TK-63 will rank this "big picture" 4½ inch I.O. camera with the finest achievements of RCA Victor in the field of TV Broadcasting. To find out how you can have top-rated studio production quality, write or wire us for information or contact your nearest RCA Victor field representative.



RCA VICTOR COMPANY, LTD.

Technical Products Division

1001 Lenoir St., Montreal 30, Quebec

T H E M O S T T R U S T E D N A M E I N E L E C T R O N I C S

SIGHT & SOUND

News from Advertising Avenue
About Radio and Television . . .
Accounts, Stations and People

TEMPLETON'S LTD., manufacturers of proprietary medicines, has moved its advertising account from Collyer Advertising Ltd., to H. V. Petersen Advertising Agency Ltd., effective January 14. The account is estimated at \$250,000, the bulk of which is spent in broadcasting.

Through Petersen, Templeton's is taking its first step into full network radio with a five-minute inspirational program, *Count Your Blessings*, Monday through Friday for 39 weeks on the full CBC Radio Network (English).

Mrs. Marjorie Graves, media director of Collyer Advertising moved to Petersen as media director in November. C. Frank Cusak, formerly account executive on the Templeton account with Collyer, joined Petersen January 2 in the same capacity. George Werlick, account executive-copywriter, previously with Collyer, is also now with Petersen.

THE CANADIAN ASSOCIATION of Advertising Agencies is organizing a marketing mission to London, England, this fall for its member agencies, CAAA president J. E. McConnell has announced.

He said Canadian manufacturers will have to seek wider world markets when President Kennedy's trade liberalization legislation comes into active existence, and that greater Canadian export volume will be imperative when full implications of the ECM are felt. Canadian agencies will then have to be well versed in the practical aspects of international marketing and promotion.

Of the mission in September, McConnell said, "By going as a group, representing 95% of Canada's national advertising, we will be able to receive advice and information from people of a level in government and business we could not meet as individuals."

John M. Milne, chairman of the planning committee for the venture, and CAAA general manager Alan L. Bell left the fifth of the month for London, to make advance arrangements.

THE CANADIAN ASSOCIATION of Advertising Agencies has appointed J. K. Thomas to head its new advertising personnel bureau, and expects to announce the address of the new, completely separate, operation in the very near future.

Well-known as an executive placement consultant, Thomas headed his own company, J. K. Thomas Ltd., for a number of years and is president of Personnel Laboratory (Canada) Ltd., which specializes in psychological testing and evaluation. His position with CAAA will be a full-time one.

TELEVISION STATIONS can look forward to some \$500,000 a year from Alberto-Culver of Canada Ltd. very shortly, according to Jack

Soderling, general manager of the toilet goods manufacturing firm.

The Canadian company, formed in September, 1960, looks like emulating the U.S. parent's success story and it expects to double its 1962 sales volume this year. At present 18 products are sold in Canada, with at least four new products to be introduced this year.

The U.S. company plans to spend \$35,000,000 in advertising in 1963, virtually all of it in television. The firm, founded in 1955, has plants in eleven countries and its products are sold in 29 countries.

Through Cockfield, Brown & Co. Ltd., Alberto-Culver is currently heavy in spot TV in Montreal, also on television in London, Winnipeg, Calgary and Edmonton, with the Ottawa-Hull market next in line. Spots are two 30-second commercials for different products, run back-to-back.

Account supervisor at Cockfield, Brown is George Plewman; account executive is W. A. "Doc" Lindsey.

FIRST ADVERTISER on CBC-TV's serialized afternoon drama series, *Scarlet Hill*, is Sterling Drug Manufacturing Ltd. Through Dancer-Fitzgerald-Sample Inc., New York, they have bought partial sponsorship from January 2 till the end of June.

GOODIS, GOLDBERG, SOREN Ltd. has won the Shirriff convenience potato products account of Salada Foods Ltd., formerly with Vickers & Benson Ltd. V & B retain all other Shirriff products, while Ronalds-Reynolds & Co. continues to hold

PAUL L'ANGLAIS INC. APPOINTMENT



C. D. DICKIE

Mr. Paul L'Anglais, President of Paul L'Anglais Inc., Montreal, announces the appointment of Mr. C. D. Dickie, as sales representative in the Toronto office of Paul L'Anglais Inc.

Salada Tea, giving Salada Foods three agencies.

Account supervisor at GGS is Jerry Goodis. Advertising will be heavy in broadcasting, with the emphasis on television.

THE E. B. EDDY CO. of Hull has switched its advertising account to McConnell, Eastman & Co., from McKim Advertising Ltd. Account executive is George Bowman. Present plans call for use of the broadcast media in the fall, mainly television.

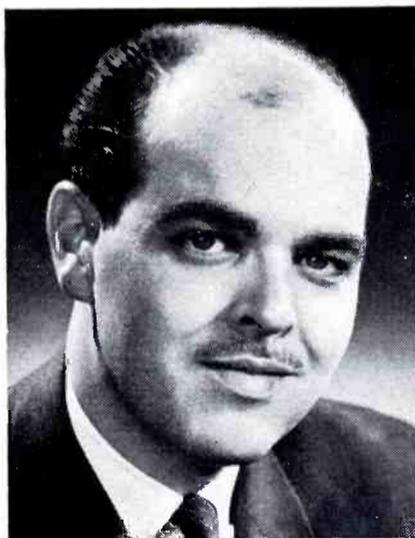
CANADIAN PACIFIC RAILWAY's Royal York Hotel account has moved from McKim Advertising Ltd. to Kenyon & Eckhardt Ltd., who also handle advertising for the CP segment of CP-CN Telecommunications. Account supervisor is E. B. Ferree.

All other Canadian Pacific Hotels remain with McKim. The CPR account is handled in the U.S. by Kenyon & Eckhardt.

THE RADIO SALES BUREAU welcomed CKRS, Radio Saguenay Ltd., Jonquière, Québec, to its membership the first of the year.

A NEW COMPANY, Miss Canada Productions Ltd., has taken over all rights to the Miss Canada Pageant, formerly held by MBP Productions Ltd., Toronto.

CKEY APPOINTMENT



STUART C. BRANDY

Stuart C. Brandy has been appointed General Sales Manager, CKEY Toronto, effective January 1, 1963, it was announced today by Douglas C. Trowell, Vice-President and General Manager, Shoreacres Broadcasting Company Limited.

Mr. Brandy has had twelve years of active radio experience, covering virtually all facets of the broadcasting business. He was most recently Executive Vice-President and General Manager of CJSP, Leamington, and was personally responsible for the station's national sales. Always involved in community affairs, he has also been active in broadcasting and advertising associations.

Principals of Miss Canada Productions include G. Walter Pasko, Patrick T. Lyons, Barry J. M. Home, all formerly associated with MBP Productions, and Harvey R. Daiter, a Toronto attorney active in the financing of showbusiness productions. An advisory board of business and civic leaders is planned to create and direct a Miss Canada Scholarship Foundation, a separate non-profit trust fund.

The 1963 Miss Canada Pageant is planned for May, in Toronto. Details for televising it have not been finalized.

THE CALL LETTERS of CHSA Radio and TV, Lloydminster, Saskatchewan - Alberta, have been changed to CKSA Radio, 10,000 watts at 1150 kcs, and CKSA-TV, 116,000 watts on Channel 2.

NEW MANAGER of the Winnipeg office of Stovin-Byles Ltd. is Charles C. McCartney, formerly radio-TV director of McConnell, Eastman & Co. Ltd., Winnipeg. Temporary office address is 800 Riverwood Avenue.

TRANSCANADA COMMUNICATIONS LTD. APPOINTMENT



HAROLD A. CRITTENDEN

Mr. M. C. Sifton, President of Transcanada Communications Ltd., is pleased to announce the appointment of Harold A. Crittenden as Vice President and Director of the Company.

Transcanada Communications owns and operates CKCK Television, Regina and Radio Stations CKCK Regina, CKRC Winnipeg and CKOC Hamilton. The Company is also associated with a number of allied companies in the radio and television field.

A veteran Canadian broadcaster, Mr. Crittenden joined the CKCK Radio Sales and Production Department in 1938 and was named Manager of the Station in 1942. In 1954 he was appointed Manager of CKCK Television and in 1959 became General Manager of Transcanada Communications Ltd. Mr. Crittenden will continue to reside in Regina.

THE LINE FORMS TO THE RIGHT

CONGRATULATIONS on your coming of age. Lang may your lum reek.

I liked the fable (parable?) about Millicent. (*Editorial January 3, 1963*)

You might like to try out some alternative endings.

(1). It wasn't the world that took a new look; it was little Milly herself. The neighbourhood kids just couldn't resist the smile.

(2). Mother didn't have to start nagging dad;

(a) She had given up on him earlier;

(b) He had given up earlier.

(3). Mother didn't feel a bit put out.

Not having to give her attention to Millicent she turned to other things;

(a) Joined the Women's Institute;

(b) Took up painting.

"So they all lived happily ever after. And this was a very good thing".

ANDREW STEWART,
Chairman, B.B.G.

WHOSE WORLD?

IN YOUR January 3rd issue under "Station Calls" you carried a CJOH-TV item with reference to "It's Your World".

As a sequel, you might be interested to know that this program graduated from its early days some four years ago on Radio (CHOV, CJET, CKOY) to television.

The program is not only aired on CJOH-TV but, having obtained permission to form a two-station network, it is also aired simultaneously over Channel 5 Pembroke. The entire Ottawa Valley audience stretching from the Seaway almost to North Bay is able to follow the student team efforts of High Schools from Ottawa Valley communities.

The program scheduled for Sunday, February 24th, will be produced on videotape by CHOV-TV on the 23rd, sent to Ottawa, and aired on the two-station network the following day. We believe this may be

worthy of a line or two under "Station Calls".

RAMSAY F. GARROW,
Director — Sales and Marketing,
CHOV-TV, Pembroke.

WHOSE CAMERA?

I HAVE NOTED with interest the article "TV's First Automatic Camera" on Page 7 of the December 6th issue of the Canadian Broadcaster.

There are two things that I believe bear comment:

First: The Evershed Company produce the Pan and Tilt Head mechanism only; the camera is a Marconi Mark IV, the stability of which makes the automatic type of operation possible.

Second: The title of the article "TV's First Automatic Camera" is hardly correct. GPL showed a remotely operated TV camera at the NAB some 4 or 5 years ago.

A. W. MARSHALL,
Television Station Equipment Sales,
Canadian Marconi Company.

WHOSE HELICOPTER?

WE HATE TO lengthen this helicopter dispute into a Hatfield-McCoy feud.

At the risk of being dog-matic we wish to restate that CKLG was first in Vancouver with helicopter broadcast. We agree with Bill Hughes in that our letter to you had a typographical error in stating that we began service in August. This should have read April.

Okanagan Helicopters who supplied us with the helicopter have in their records the fact that the first flight started on April 12. Therefore, we were ahead of NW by several days.

LEWIS R. ROSKIN,
General Manager,
CKLG, North Vancouver.

(Note: The Helicopter subject is now closed — Editor).

We know a man who hadn't kissed his wife in five years but just shot the man who did

CFCN RADIO/TV CALGARY

**SELL A
LEADING MARKET
THROUGH A
LEADING STATION**

Radio leadership in a community is a combination of many things. It comes about through experienced radio personnel working for the betterment of the community the station serves. CHSJ Radio is proving time and again that it is Saint John's first station — first with local regional and national advertisers. First in the minds of those who listen to CHSJ on a day to day basis. In 1963 let CHSJ Radio join your selling team.

TV COMES TO TRINIDAD



Trinidad Guardian Photo

THE FIRST TELEVISION STATION in the British Caribbean area, in Trinidad, went on the air recently and this shipment of 700 Canadian Marconi Company sets, being unloaded at Port of Spain, will bring island residents their first glimpse of television.

For the best in balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

MONTREAL TORONTO WINNIPEG VANCOUVER
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott 1131 Richards St.

The Pacesetter in New Brunswick

CHSJ

SAINT JOHN

Representatives: CANADA — All-Canada Radio & TV
U.S.A. — Sumner-Weed

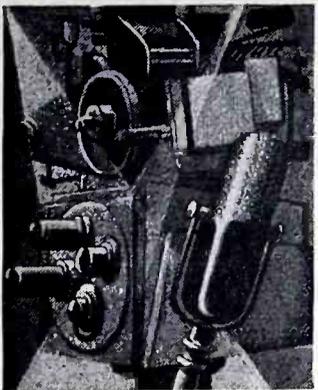
RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280

CJMS

LA VOIX DU CANADA FRANÇAIS À MONTRÉAL *

THE VOICE OF FRENCH CANADA IN GREATER MONTREAL

RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280



Canadian BROADCASTER

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WALTER R. WATKINS - London



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Editorial

The Real Role of the CBC

One of the main hazards in broadcasting is the tendency of broadcasters, both public and private, to program according to a definite pattern.

A station manager looks at the program pattern of his successful competitor to see if he cannot copy it.

An advertiser who is successful with a certain set of conditions on one station will almost inevitably want to duplicate these conditions on other stations in other markets.

All this makes for more and more sameness.

One exception to this is — and could be in even greater degree — the programming undertaken by the CBC, whose real raison d'être is surely the dissemination of worthwhile entertainment and information, but whose superb efforts along these lines are forever becoming more diluted, because of increased commercial activity.

This state of affairs started in 1957, with the Fowler Commission urging the CBC to become more commercially aggressive in order to meet its constantly soaring costs. But it has not worked out that way.

Instead of reducing its costs, last year the CBC lost \$12 million of commercial TV revenue to the second stations and the second network. CBC president, J. Alphonse Ouimet, said it would either have to have more money from parliament or lower the quantity or quality of its programs or both.

The fact is the CBC's stepped up commercial activities have *not* succeeded in improving its financial picture and, in our opinion, won't.

But there is another fact which bears examination.



On page 16 of this issue will be found an article describing CBC's developments in educational radio over its Station CJBC, Toronto.

Here CBC emerges as the useful agency it was always intended to be. By inference, it shows what the CBC could be doing in far

greater degree were it relieved of the responsibility of selling advertising in order to keep itself on the air.

CBC officials connected with this particular enterprise admit that their audience is essentially a minority one, but this does not have to be the case.

The simple remedy would be for the CBC to continue to produce these shows on film and tape, and relay them to the private stations who would then broadcast them to their ready-made audiences.

With such projects as *CBC Wednesday Night*, the school broadcasts and now this proud venture into education, CBC has proved beyond question its capabilities along these lines.

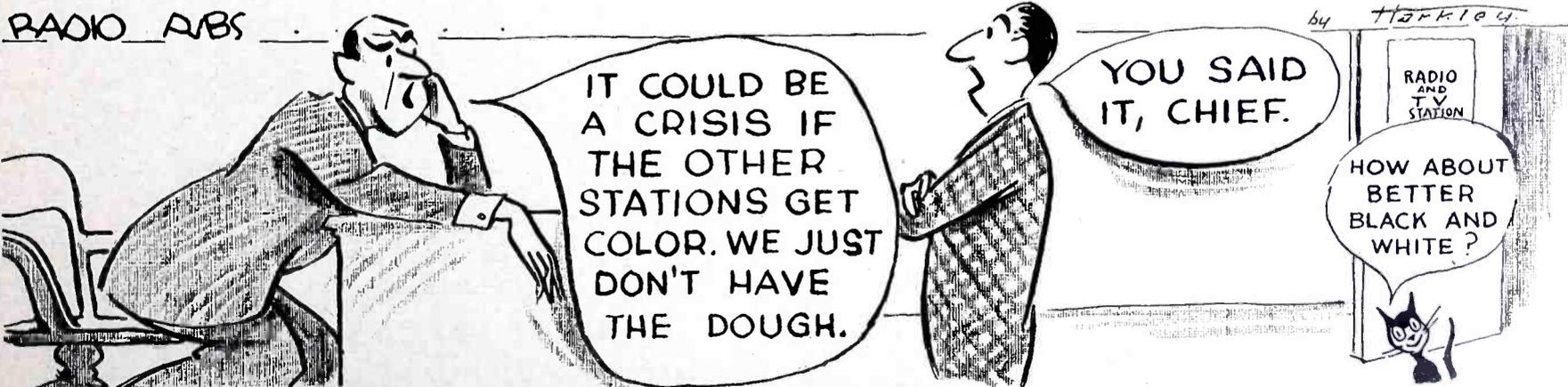
Its audience for these programs is a relatively small one. But the reason for this lack is not only that the programs are not of mass appeal. It is also true that the CBC is not, by its very nature, adept in the art of promoting audience.

Under our plan, it would be incumbent on the private stations to promote these specific programs, but — and this is perhaps of even more importance — these shows would also have the benefit of the mass audiences the privates have studiously been building for years.

We believe that the CBC's efforts should be concentrated on the important programs which they produce so well. Private stations excel in the equally important if less erudite craft of promotion. Therefore let the CBC retire from the field of broadcasting — the actual operation of stations and networks that is. Let it abandon all its commercial endeavors. Then let the private stations — as a condition of licence — carry a prescribed number of CBC productions — say twelve hours a week from an available twenty — to the vast audiences they have been so successful in building.

There is a place in broadcasting for both the CBC and the private stations. We suggest that under our plan each would stay in its place. This we submit, sincerely and respectfully, would be for the good of broadcasting; for the good of Canada.

RADIO ABS



VOICE NEWS IS RADIO'S NEW DIMENSION

by KIT MORGAN

"It looks as if BN VOICE has become an established part of the broadcasting scene," said Charlie Edwards, manager of Broadcast News, as he leafed through a sheaf of contracts the end of the year. Thirty three private stations (32 radio, one television) from coast to coast had renewed for the second full year of BN VOICE service.

"The future of radio newscasts lies in voice reporting," Edwards says, "because radio is voice. Just as pictures and film illustrate newspapers and television news, radio news is illustrated by the voice of the man making the news, or the sound of the news being made.

"It's much more dramatic for the listener to hear John Glenn himself say 'now I'm looking down on Africa' than to hear their local newscaster say 'Glenn reported he could see Africa'. Let the radio audience hear the rumble and roar of a rioting crowd, rather than just tell them there's a riot."

It was this belief in the impact of actuality news, held by a large number of stations, that in 1956 brought about *Tapex*, the forerunner of *BN Voice*. As the name indicates, *Tapex* was a tape exchange, the circulation of material from member stations on circuits set up by BN. Some of the material was excellent, Edwards recalls, but too much of it was mediocre and "we were too limited — you've

in New York, while RPI correspondents gathered Canadian-interest material abroad.

The six month experimental period was pronounced a success and a year ago *BN Voice* went into its first year

the editorial end. But it was a load on their facilities and staff, and it's much more efficient and convenient to have the entire operation centralized."

NEWS BY PUSHBUTTON

Heart of the new operation is a 12 x 12 color-coded pushbutton cross-point selector system by which the operator can select any combination of multi incoming and outgoing lines, for recording and/or retransmission. Any piece of equipment in the control room can be instantly connected to the system by pushing a button and a number of receiving, transmitting and recording functions can be performed independently and simultaneously. Two separate monitor systems allow the operator to check the quality of material as it is being handled.

In addition to handling incoming and outgoing program lines, the board can be used for interconnecting tape recording equipment within the control room itself, so that voice report material can be re-dubbed and edited from tape to tape at the touch of a button.

Provision is also made for local microphone inserts, and a four-channel mixer board is incorporated within the switcher system for production editing.

All old-fashioned line patching has been eliminated, though patch field facilities have been maintained for test and emergency purposes.

The present system consists of the cross-point selector control, mixer control panel, local announce microphone, two reel-type Ampex 351 recorders, one Ampex portable 601 tape recorder, and one RCA type RT-7B cartridge playback and recorder unit. Provision has been made for the addition of further equipment as future traffic demands.

From this new control room, *BN Voice* makes twelve regular voice transmissions weekly, at 6.30 a.m. Monday through Friday, and at 4.30 p.m. daily, EST. Each transmission runs approximately 30 minutes, with an average of 16 or 17 voice cuts averaging 45 seconds in length.

In between regular transmissions, "hot" news items are made available on a special service at no extra charge. An advisory note goes out



In the new control room of *BN Voice*, engineered for push-button operation by non-technical editorial staff, Dave Rogers (left) records a telephone report while Wally Waterston (right) checks a previously recorded tape.

got to have a world-wide organization," he says. "We folded *Tapex* after two years because it just wasn't good enough."

The interest that had prompted *Tapex* remained, however, and the board of directors of Broadcast News gave the word to explore all possibilities in a search for a top-notch voice reporting set-up. Since the cost factor eliminated a world-wide BN-staffed operation, BN linked up with Radio Press International, which was then serving seven Canadian stations with voice reports.

In June 1961 *BN Voice* was launched on a six-month trial run, to 27 subscribing stations.

BN culled out the strictly U.S.-oriented RPI material, retained its world-wide and U.S. news of importance to Canadians, and gathered and added Canadian news, producing a package of national and international voice reports for transmission to Canadian stations. Canadian news events of interest to RPI subscribers were relayed to RPI's headquarters

of regular service, expanding and improving along the way.

It is "the greatest forward step in radio news since we went to hourly reports in the second world war," said CHML Hamilton's news director Don Johnston, and Hugh Bremner, CFPL London's news director, calls it "the most valuable development in radio presentation of the news since the institution of the sheet teleprinter."

Encouraged by this reaction from subscribers and by the interest and co-operation of stations who are not yet subscribers, *BN Voice* last fall had McCurdy Radio Industries Ltd. design and instal special *BN Voice* headquarters in the Broadcast News newsroom in the Canadian Press building in downtown Toronto.

"Since the service began we had been using CFRB's technical facilities," says Edwards, "and they did a terrific job for us, bringing in RPI and our own reports from across the country, and transmitting *BN Voice* to our subscribers, while we handled

CKBB BARRIE

The number one
station in
Simcoe-Dufferin
counties.

* BBM Fall '62

Paul Mulvihill
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality
radio stations

- CJFX, Antigonish
- CKBB, Barrie
- CFNB, Fredericton
- CJCH, Halifax
- CKLC, Kingston
- CKTB, St. Catharines
- CHOK, Sarnia
- CFCL, Timmins

CJBQ RADIO

BELLEVILLE and
TRENTON, ONTARIO

Another
STOVIN-BYLES
Station

REACH YOUR SALES OBJECTIVES in 1963

With The
COMPELLING VOICE
of the
BAY OF QUINTE

on the BN news wire and at a pre-paid telephone call from a subscribing station the operator chooses the desired cartridge, pushes a button, and the station tapes the special voice report.

STRONGLY CANADIAN

In the 45 weeks from January 1 to November 10, 1962, *BN Voice* transmitted 8,856 cuts, 43.7% of which were Canadian. Actualities made up 33.2% of the total, 2,130 of them Canadian and 809 from RPI.

The Canadian content consisted of 2,129 reports from *BN Voice's* two Ottawa staffers, Charles Morrow and John Houston, 1,419 from subscribing stations, and 71 originated with the Toronto Broadcast News staff, all of whom double on *BN Voice* material.

Two hundred and fifty-two items were contributed by non-subscriber stations. "Stations are most cooperative when we request a voice report," says executive editor Don Covey. "Non-participating stations contribute for the benefit of the industry." The originating station is credited on the schedule which goes out on the news wire for the information of news editors.

While primarily designed for insertion into regular newscasts, *BN Voice* cuts are also used by some stations as a news wrap-up in themselves, *The Voice in the News* or *News Voices Around the World*. Other stations spot individual voice reports throughout programming.

Gord Williamson, news director of CJVI Victoria, told *BN Voice* "we use at least one voice insert in every five-minute newscast and three in a ten-minuter. In addition, our sales staff sold voice inserts to a local firm and they're spotted throughout the day about 15 minutes ahead of a newscast. Not only does this turn out to be something in the way of an exclusive feature for the sponsor, but it also builds up interest in the upcoming newscast."

Some non-*BN Voice* stations operate their own smaller-scale voice report activities by telephone calls to people and places in the news, often guided by news stories on the BN wire. But, as the news director of CHFI Toronto, Don Watson, put it, "subscribers such as CHFI could not possibly duplicate the service without spending at least ten times the money involved."

"We are now without network service," said Fred Lynds, president of CKCW Moncton, "and we find that we are able to stay ahead of the network with the help of *BN Voice*."

With such votes of confidence, and an essential belief in the future of voice reporting — "it is a new dimension in radio news," says Edwards, "which brings the listeners a knowledge and understanding of people in the news through the sound of their voices, the characteristics of their speech, their choice of words, which are far more revealing than a mere picture" — *BN Voice* is now exploring the possibility of extending its service to include French-language voice reports.

Radio & Television Executives' Club

NEW RADIO NEEDS NEW RESEARCH METHODS

COMPARING THE FOG of the Grey Cup game, when most of the players were invisible, to the current fog of radio audience measurement, with most of the listeners invisible, William K. McDaniel told members of the Radio and Television Executives Club last week that more and better research is essential.

McDaniel, vice-president of the NBC Radio Network, and president of the International Radio and Television Society, described the paradoxical situation in which radio's audience is growing astronomically (by 29,000,000 new radios in the U.S. last year) but the increase in listenership is not measurable by present research methods.



"In the old days when every home had just one radio, plugged into the wall, measurement was comparatively easy," he said. "All you had to do was connect the radio to a stationary mechanical measuring device and you had a pretty good indication of your circulation."

Now, he pointed out, approximately three-quarters of the sets sold in the U.S. are self-powered, transistors and car radios. The same situation exists in Canada. "Therefore their audiences cannot be measured by any stationary mechanical or electronic device," he said. "And the audience of such radios is being measured, in the United States, to no one's satisfaction."

McDaniel warned that, with the increasing prevalence of portable television sets, TV will face the same dilemma in the near future. "It is a problem which the entire broadcasting industry must face eventually," he said.

Some 14 months ago, he said, NBC commissioned a special pilot survey, which they believed to be the first such survey by a network. "Results were so startling that we were greatly encouraged. We have been constantly discussing this problem with United States research firms." To overcome this "if-you-can't-see-'em-you-can't-count-'em", he said, there must be good research, soundly conceived, properly executed.

At this juncture McDaniel introduced the comedy team of Mike Nichols and Elaine May on tape, in a

market research skit in which interviewer Nichols discovered that housewife May had no washer, no dryer, no fridge and no stove, but five television sets.

KEEPING PACE WITH SCIENCE

Reviewing the technical achievements of broadcasting, with a salute to CBXT-TV Edmonton's on-air use of the first automatic TV camera in North America, McDaniel said that with the advent of communications satellites, "broadcasting throughout the world is on the threshold of an almost magical future."

"Such technical progress is both a challenge and an opportunity to every man in this room," he said. "More than an opportunity, it is our responsibility to see that these wondrous new communications facilities are used properly."

"I am confident that programming will keep pace with science. Broadcasting has a tremendous future in its ability to educate, to inform, to raise standards of literacy and health throughout the world."

McDaniel spoke of the great trend towards news, public service and informational programming, which he reckoned accounts for approximately 75% of all programming carried by all four of the networks. Saying that no other communications source can match the speed and intimacy

of electronic communications in the dissemination of information and news, he introduced a graphic demonstration in a live broadcast from NBC New York.

Morgan Beatty in New York commented on the menu at the luncheon, and the late arrival of one member, then introduced an up-to-the-minute newscast. This was followed by an impressive tour of greetings from NBC correspondents in Hong Kong, Rome, Berlin, Buenos Aires, Paris and London. From London, Bob McNeil, formerly of CBC, CJCH Halifax and CFRA Ottawa, spoke of missing the local radio and TV on the Canadian scene, unmatched in Europe.

In closing, McDaniel said, "Many changes are in store for the science of electronics. But for the industry of broadcasting I hope that one thing will never change. This is our belief that our freedoms can be preserved only through an informed public. Disseminating such information and teaching the values of democracy is an unchanging, eternal responsibility for all of us."

"Will international radio and television breed world understanding? I think that it will."

CBC provided equipment and technicians to pick up the NBC feed from New York and to transmit McDaniel's address to NBC executives listening in New York.

WHY CFQC?

There might be some misguided person who thinks that the initials QC refer to Queen City. Far from it! CFQC is in Saskatoon, the fastest growing big city in Saskatchewan.

Really, QC means many things, all of them good. To any engineer, QC means Quality Control. That is a constant concern of everybody at CFQC. CFQC's signal has a Quaquaversal Contour — it points in every direction for hundreds of miles around Saskatoon. CFQC's programming staff is the Quintessence of Competence.

There are many more definitions of our Quadri-nomial Colophon, and we invite you to join a Queer Contest, the winner to receive an RCA Victor stereo (or LP) album. Submit as many definitions of CFQC as you wish. We will cherish only entries that set worthy ideals for CFQC. Send your entries to Dennis Fisher, CFQC, Saskatoon.

STATION CALLS

Daily happenings on radio and television stations from coast to coast.

CFCH-TV, NORTH BAY

NOW IN ITS FIFTH season on CFCH-TV, *The Silver Lining Show* is still presenting messages of goodwill to viewers in hospitals, in homes for the aged, and to those bedridden at home.

The show first appeared on CFCH-TV in the fall of 1957, with host Bill Saunders, who still does the show. Bill, who is blind, lost his sight many years ago in an automobile accident. But even with this handicap, he leads a normal and healthy life. He has held a job as night switchboard operator at CFCH Radio-Television Centre since October of 1956.

Seen every Saturday, this half hour show aims to brighten the day for these ailing people by presenting several guests with disabilities as an example to more fortunate viewers.

On one recent program, Bill had as his guests three men who, in one way or another, had lost an arm. The reason for inviting these men was to help out a small boy who had lost his arm a little over a year ago while playing in the woods.

The men told the boy about the problems they faced and the difficulties they encountered in their lives. They showed this youngster, and in fact every youngster in the area, that personal handicaps can be overcome.

CFCF-TV, MONTREAL

CFCF-TV IS TAKING on an international look this week, with many of

OUR
SPONSORS
ARE
BUSY
PEOPLE!

CHOV
RADIO-PEMBROKE

See Stovin-Byles

its local programs being devoted to people and places from many parts of the globe.

On January 12, just before CFCF-TV's "Travel Week" got under way, Jim McKenna and June Mack hosted a sprightly Italian edition of the regular *Like Young Show*. Then, on January 19, they will feature music and dances of the West Indies to close the week.

During the week, Miss Ellen of *Romper Room* featured children from Japan and Denmark, as well as dolls, films, stories, games and songs showing the national habits, traits and customs of people in Mexico, the United Kingdom and Australia.

Each day on *Lunchtime Little Theatre*, Johnny Jellybean has a special snack from different lands.

The Jimmy Tapp Show features Japanese flower arranging, a Smorgasbord Contest, and talks with special guests such as Alistair McLean of the British Travel Service, Sonya Romer of the Irish Linen Guild, Brendan Cassidy of the Irish Tourist Office and Alan Field of the Canadian Travel Service.

Magic Tom gets into the act by welcoming singers and dancers of many national backgrounds to *Surprise Party*. Among the countries represented are the Ukraine, Scotland and Ireland.

Still promoting the travel theme, CFCF-TV has just completed a World's Fair Poster Contest and a Magic Tom Pen Pal Contest. The winner of the latter was flown from her home in Liverpool, England, to Montreal where she and her mother were guests of CFCF-TV and *Surprise Party*. Both she and her Montreal Pen Pal appeared on the program with Magic Tom.

CKRM, REGINA

A BRAND NEW SERVICE has been offered to the motoring public of Saskatchewan. This service, of particular value to travelling sales persons in the area, is a five-minute feature called the *Tilden Road Report*.

Heard Monday through Friday at 8:10 a.m., this road report presents authentic information on highways and road conditions through the province.

Ice conditions, snow-blocked roads, snow blow and wind drift are all weather hazards that create, within hours, multiple problems for those travelling the highways, such as late appointments, change of schedules, to say nothing of the safety factor in driving itself. These conditions are all reported on *Tilden's Road Report* so the traveller can hear about them before he leaves his hotel or motel or even while he is starting on his trip.

Incorporated into *Tilden's Road Report* is a public service feature that provides any company a direct contact with its travelling sales personnel.

Emergency messages, change of schedules, or even re-call instructions, are directed to the sales staff that is on the road and between calls, thus providing an immediate contact at his next point of communication.

CKY, WINNIPEG

SHORTLY AFTER CHRISTMAS, CKY Radio ran a Monster Contest, looking for the most horrible Christmas necktie in the CKY area.

Some entries couldn't possibly have been made for human beings; there were bright reds on orange florals, indescribable hand painted jobs and what have you in horrible ties.

The winner, a Winnipeg man, was afraid to even remove his entry from its original Christmas wrappings. He sent in the card and all. The prize for each entry was another horrible tie, plus a grocery hamper for the worst tie of all.

CKNW, NEW WESTMINSTER

CKNW Radio, the manufacturer of Quik chocolate drink and over 300 grocers combined efforts to boost the sale of Quik in the Greater Vancouver area.

Any youngster sending in a Quik label received a free ring toss game. These youngsters competed with each other for the title of ring toss champ. Each weekend during the campaign demonstrations of the game were held in key grocery stores, and if customers purchased Quik, they were given a free game on the spot. The kids could then challenge the 'NW champ, and if they won, they received a free tin of Quik.

CKSL, LONDON

THE FIRST MAYOR Blood Donor Clinic held in London proved to be quite a success. During the 10 hour drive 275 pints of blood were collected, thus easing the problem of providing blood to 30 hospitals in Western Ontario.

CKSL D. J.'s Jac Stephen and John Hart urged Londoners to take part by contributing to this worthy cause.

• • •

The Annual CKSL Salvation Army Toy Drive put over 4,000 new toys into the hands of needy London children at Christmas Time. In conjunction with the Salvation Army, CKSL set up four depots in London stores for the placing of toys by London shoppers.

CFCF-TV, MONTREAL

ON JANUARY 14th at 9 p.m., CFCF-TV presented *Distinguished Company*, a half hour film sequel to *Young Giant*. With host Martine Marteau, viewers were taken on a tour of the completed Canadian Imperial Bank of Commerce Building, getting a glimpse of the people who work there and the jobs they do.

Through the jobs of these people, the camera and the viewer explored a variety of unique, sometimes startling experiences: people walking on water, dresses made from tree fibres, Japan's traditional Kabuki drama, Sweden's "Land of the Midnight Sun", a new invention which may one day clear the ice from Montreal's harbor, a busy stockbroker's office in full operation, and, of course, the impressive interior of the building.

Producer-director of *Distinguished Company* was Lew McLeod, and it was written by John Wyllie. Executive Producer was Sam Pitt.

CHLO, ST. THOMAS

CHLO RADIO LISTENERS on New Year's morn were greeted by soft, gentle "Music In Ice Packs". Then, as the day unfolded, three hours and five minutes of review features were heard, covering local, national and world news, farm, sports, and women's interests, including more than 50 tape inserts from last year's programming.

Throughout the holiday season, some 19 special interest programs were produced, 14 for Christmas Day and five for New Year's Day, and all but three of these programs were fully sponsored.

CKVR-TV, BARRIE

A RECENT GUEST on CKVR-TV's *Teen Time* was Penny Ann Mills of Orillia, Ontario. Penny won out over 4,000 contestants in a Miss Teenager of Canada contest conducted by Columbia Pictures.

In addition to receiving the award, Penny plays a supporting role in a Columbia production soon to be released.



"The Sound of Service in Montreal"

For the best in balanced programming.

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MONTREAL TORONTO WINNIPEG VANCOUVER
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott 1131 Richards St.

CTL IN ALL PROVINCES

FROM COAST TO COAST, Canadian listeners are now enjoying top Canadian musical talent from their local radio stations, as more and more stations support the Canadian Talent Library, a joint venture of CFRB Toronto and CJAD Montreal (full story in *BROADCASTER*, August 16, 1962).

CTL, which was first aired October 1 when CFFM Montreal went on the air, now boasts subscribers in every province, from VOCM St. John's to CJVI Victoria. CFCN Calgary is the latest subscriber, signing last month.

In keeping with its policy of utilizing subscription fees to expand the service, CTL last week recorded selections for its thirteenth and fourteenth transcriptions, to be released the end of the month. One recording will feature old standards by Lucio Agostini and a 26-piece orchestra; the other, Johnny Burt and a 22-piece orchestra playing standards and two of Burt's own compositions. Recording director for the sessions was Roy Smith, well-known Toronto musician and arranger.

Next on the CTL agenda is a recording session in Montreal with Denny Vaughan and the Queen Elizabeth Hotel Orchestra, augmented to 16 pieces, in bright, happy numbers. The short and snappy selections have led to the tentative subtitle, "music to help disc jockeys get people out of bed by . . ." This record is expected to be added to the library next month.

"Very shortly we'll be producing some vocals, as well as instrumentals," says Lyman Potts, "and by the end of this year we will have built the library to at least 30 recordings."

RCA COLOR SETS ROLL



THE FIRST COLOR TELEVISION receivers to be manufactured in Canada are now coming off the new assembly line at RCA Victor Co. Ltd.'s Prescott, Ontario, plant. The first set to be completed was presented to Mrs. Jean Casselman, Progressive Conservative M.P. for the Grenville-Dundas riding, in which the plant is located, by RCA Victor president John D. Houlding (left).

G. L. Mansour (right), vice-president for consumer products, said there is a growing demand for color sets in Canada because of the increasing quantity of color programming in the U.S. and increases in the power of American border stations.

Civil Defence Programs

KEEP VIEWERS IN THE KNOW



RESIDENTS OF NORTH BAY and district, who have as neighbors Canada's Bomarc and Sage developments and a squadron of VooDoo fighter planes, are naturally even more concerned about nuclear warfare than most citizens.

Recently CFCH-TV North Bay presented a series of four 15-minute programs on the Emergency Measures Organization, civil defence, and information on recommended actions and precautions in the event of nuclear attack.

Fallout shelters, other modes of protection from radiation, first aid and other related topics were

thoroughly discussed as the facts were made clear and misconceptions were righted.

The series was sponsored by Johnson Electric Supply Limited, a local electronic parts distributor, which distributes transistor radios throughout the north. Transistor radios, of course, are recommended as a prime necessity in case of nuclear warfare.

CFCH-TV reports that the series was well-received by viewers, who wrote and phoned their appreciation of a comprehensive treatment of a topical subject.

TÉLÉVISION DE QUÉBEC (CANADA) LTÉE.



M. JEAN LENOIR

M. Jean Pouliot, managing director of Télévision de Québec (Canada) Ltée., announces the appointment of M. Jean Lenoir as Director of the Publicity and Promotion Department for CFCM-TV and CKMI-TV.

Mr. Lenoir has a vast knowledge of the advertising field; he was creative director of a well-known Montreal advertising agency and, for 2 years, manager of that agency's office in Quebec.

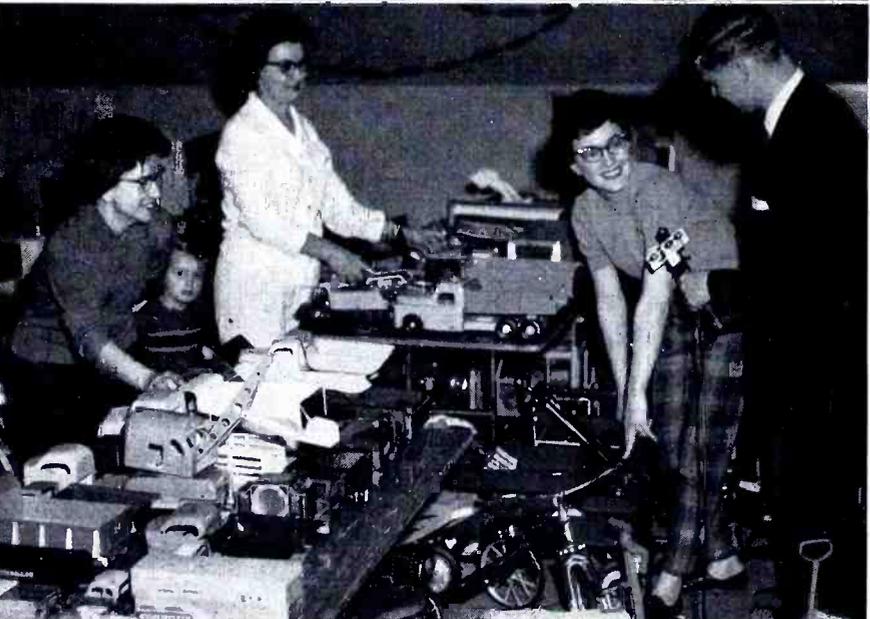
CORRECTION

In our last directory issue (December 6, 1962) Mr. J. Leo Hachey was listed as president of Restigouche Broadcasting Co. Ltd. (CKNB, Campbellton, N.B.) instead of Mr. John Alexander who is actually president. Mr. Hachey is president of Bathurst Broadcasting Co. Ltd., operators of station CKBC, Bathurst, N.B.

What could be more invigorating - more good fun than a Toboggan Party! Crisp fresh air - good fellowship - a gay, abandoned frolic in the snow! This was Bemwell's idea . . . and you can be sure he was *first* down the hill! Down, down they sped - a fleeting caravan of happy people. Most adept at selecting the right media for the right product . . . Bemwell miscalculated in his selection of toboggan runs. Grim as the outcome would appear, the numerals 960 reminded him to "Hurrybackn'book" **CFAC Radio 1, Calgary!**



BROADCASTERS PLAYED SANTA FOR SICK AND NEEDY



THE CHRISTMAS SPIRIT of Canadian broadcasters is typified in the activities shown here.

(Top) Magic Tom, host of CFCF-TV Montreal's popular children's program "Surprise Party", entertains young Pauline Valcourt (left) and Penelope McIntyre at the Tiny Tim Christmas Party at Montreal Children's Hospital.

(Centre) At the Hospital for Sick Children in Toronto, CFTO-TV's "Punch and Johnny" sports show is filmed by director John Spalding (with arms folded) with cameraman Gerhart Alsen, sound technician Terry Cooke and (right) production assistant Mai Gardner.

(Bottom) Morning man Dan Taylor chats with Kinettes in CJOC Lethbridge's main studio, transformed into a toy shop where needy parents can shop for free Christmas toys.

During the Christmas season — while doctors, lawyers and, probably, Indian chiefs, are planning parties, ordering the Christmas turkey, shopping for gifts for family and friends, and perhaps dropping a dollar or two in the kitty of a bell-ringing street-corner Santa as their contribution to those less fortunate at Christmas — broadcasters from coast to coast are devoting their thoughts, the talents of their staffs and the full facilities of their stations to aiding the needy, cheering the sick and in a multitude of ways radiating the spirit of the season.

It must be rough for a youngster to spend Christmas in the hospital, mused Gordie Sinclair, then a CFCF Montreal announcer, 13 years ago, and he suggested to his listeners that their nickels and dimes might finance a party to make it a merrier Christmas for the young patients at Montreal Children's Hospital.

The idea snowballed, as good ones often do, and the next year generous Montrealers donated \$50,000.00 for the party. And so the Tiny Tim Fund was established, to throw the merriest Christmas party imaginable and also to provide free crutches, glasses, visits to the hospital clinic, and even free hospitalization for children whose parents are unable to pay.

It's quite a tradition to live up to, but last year CFCF Radio and CFCF-TV rallied round the Tiny Tim Fund campaign with saturation public service announcements from December 9 to 22. While busily supporting the drive for funds, however, the station didn't forget the thought that prompted the snowballing project.

The Tiny Tim Christmas Party at Montreal Children's Hospital was highlighted by visits from the patients' "television friends". Joining Santa Claus were "Magic Tom" Auburn of CFCF-TV's *Surprise Party*, Miss Ellen of *Romper Room*, and Ted Zeigler, the Johnny Jellybean of *Lunchtime Little Theatre* and CTV's *The Johnny Jellybean Show*.

Also on hand was a producer and crew, with cameras, lights, and sound equipment that fascinated the children almost as much as the scheduled entertainment, to videotape the entire party for presentation on a special Christmas Day edition of *Surprise Party*.

Over a hundred children, on crutches, in wheelchairs, in nurses' arms, all ages and nationalities, flocked to the Christmas Party. For those in the wards who couldn't come to the party, the party came to them as Santa, Magic Tom, Miss Ellen and Johnny Jellybean did the rounds with gifts, tricks, jokes, madcap antics for convalescents and quiet conversation with the small patients who weren't feeling well.

When excited young patients were settled down for the night, when the CFCF-TV personalities were home with their families, one question was unanswered — who had enjoyed the Tiny Tim Christmas Party more, the youngsters who were cheered up, or the television friends who cheered them up?

PUNCH AND JOHNNY SHOW

Who indeed, echo Punch Imlach, general manager of the Toronto Maple Leafs, and Johnny Esaw, sports director of CFTO-TV Toronto. The two hosts of the *Punch and Johnny Show*, Fridays from 6 to 6.15 p.m. on CFTO-TV, filmed their Christmas show at the Hospital for Sick Children in Toronto.

With Maple Leaf captain George Armstrong and hockey stars Dick Duff and Dave Keon, the two sports figures and producer John Spalding and crew set up shop in a ward of the hospital and the resultant merriment provided not only film for the *Punch and Johnny Show* but also a 15-minute feature for the Christmas Day *Free and Easy* show.

Fifty miniature hockey sticks, autographed by all the players and donated by the team, went like hotcakes. Dozens and dozens of team photographs were claimed by eager youngsters. Leg casts, arm casts and, only for lack of casts on some patients, scraps of paper, were autographed. Questions about hockey flew.

And word of the visit flew through the hospital. Bedridden patients in other wards clamored to see their hockey heroes and TV favorites — young nurses, after a glimpse of the handsome players, added their voices to the petition — and when filming was finis, the visitors toured the hospital for another hour and a half.

Other visitors to the Hospital for Sick Children during the Christmas season were Stan Francis, host of *Professor's Hideaway* on CFTO-TV, and Trevor Evans, the station's Kiddo the Clown. Bringing toys contributed by the Professor's sponsor, Irwin Specialties Ltd., who distribute toys, the television favorites toured the wards, leaving a wake of giggles and chuckles and happy young patients.

HELP FROM THE JAIL

Happy youngsters were the goal of CJOC Lethbridge's fourth annual used toy drive, too, and along the way to that goal the station also enlivened the days of prisoners at the Lethbridge Provincial Jail.

This yearly public service project begins in early October with a one-week on-air "blitz" by morning man Dan Taylor, who appeals to listeners to donate any and all used playthings. CJOC's switchboard lights up in response and names and addresses are carefully taken down.

Last year over a thousand toys were picked up by Boy Scouts in

trucks donated by two local trucking firms, and delivered to the jail.

The first step is the sorting of the toys, with the most battered set aside to be broken down for spare parts, while prisoners will make parts to repair other toys. When parts must be purchased, local businessmen quote wholesale prices to Warden Dunlop, who digs deep in his own pocket.

Four or five inmates are assigned to the repair detail, replacing missing parts, hammering out dents, carefully putting the toys in working order. As they are repaired, they move along to another group of prisoners who apply a fresh coat of bright paint and polish.

"You wouldn't recognize the toys that come out as the same ones that went in," marvels Bill McCann, promotion director. Told by the prisoners that they enjoy working on the toys, and by the jail psychiatrist that it is good therapy for the men, he believes this pleasure in the work is reflected in the sparkling new appearance of the toys.

Credit for the beauty of the dolls goes to Mrs. Abbott, wife of one of the guards, who this year beautified over 150 used dolls. Single-handed, she washed the dolls, applied new make-up, curled their hair and clothed them, making most of the new outfits herself.

In mid-December CJOC's main studio is transformed into a toy shop, and members of the Kinettes, a local women's service club, take over. Through the Lethbridge Family Bureau, they notify needy families that the toy shop is open to all who can't afford Christmas toys for their children.

In surroundings as attractive as any toy shop, the Kinettes help parents choose from the bright array of renewed and like-new toys, dolls and carriages, cars and trucks, wagons and kiddy-cars, stuffed animals and games. All free.

CJOC, the boy scouts, the trucking firms, the staff and inmates of the jail, the Kinettes, are paid in the happy smiles of youngsters on Christmas morning, and the many letters from parents who say that, but for radio, there'd have been no gifts under the tree.

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Maximum Coverage
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use the
CJCH-TV
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Bayview — CH. 6
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too much fraternizing with the enemy

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(Reaching 51,300 Households, with Retail Sales
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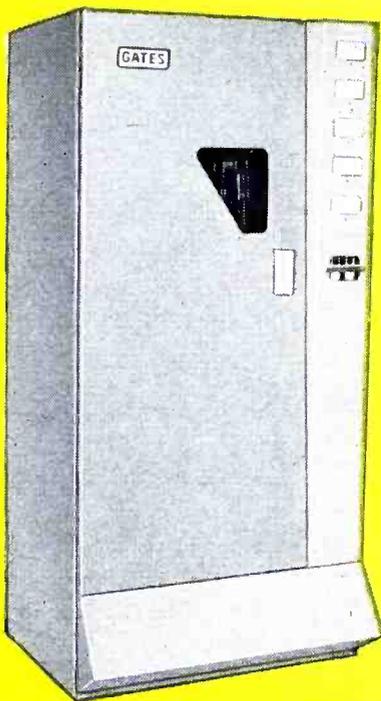
From 250 Watts to 100,000 Watts

GATES AM BROADCAST TRANSMITTERS

Producing the *Sounds of Success* Throughout The World

Transmitters cannot be designed with a "lick and a promise." Good equipment is the result of years and years of concentrated research and experience. The design and development of ten or twenty previous models results in a much better transmitter today.

When you buy Gates equipment — from 250 to 100,000 watts — you know that each transmitter represents an accumulation of 40 years of specialized broadcast engineering experience. This is why Gates is the world's largest manufacturer of AM broadcast equipment, as shown by the examples below.



BC-1T 1 KW AM Transmitter

Used by more 1000 watt AM stations than any model in the history of broadcasting.

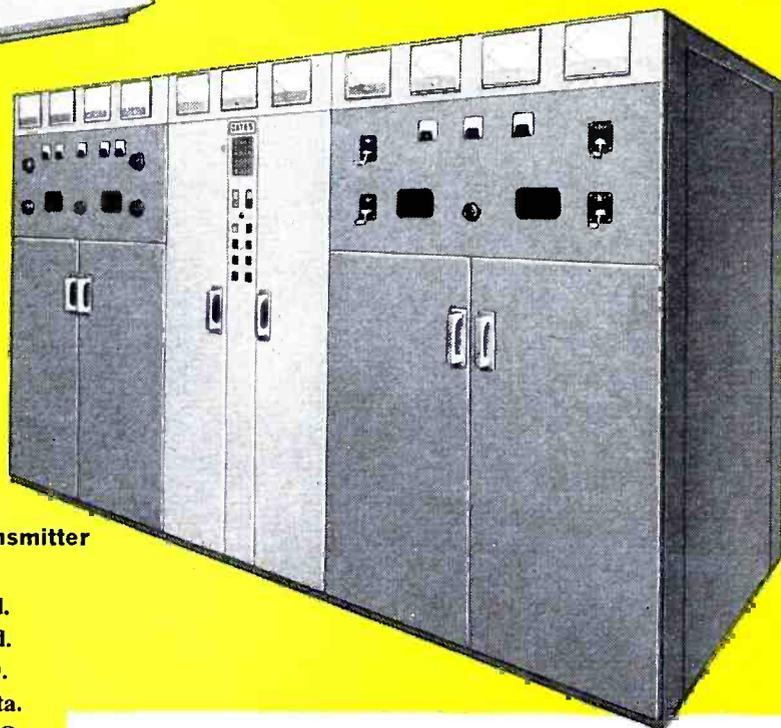
*CJCS Stratford, Ont.
CKAD Wilmet Station, N.S.
CKNL Fort St. John, B.C.
CKLM Montreal, P.Q.



BC-5P-2 5 KW AM Transmitter

The largest selling 5000 watt AM broadcast transmitter manufactured in the world today.

*CHLC Hauterive, P.Q.



BC-50C 50 KW AM Transmitter

Broadcasting's newest and most advanced Fifty. Combined medium and short wave models have reached the No. 1 sales position in only three years.

*CFRA Ottawa, Ont.

*BC-10P, 10KW AM Transmitter

CKRD Red Deer, Alta.
CBT Grand Falls, Nfld.
CKCM Grand Falls, Nfld.
CKVM Ville Marie, P.Q.
CKSA Lloydminster, Alta.
CFOX Pointe Claire, P.Q.



CANADIAN MARCONI COMPANY

BROADCAST & TV STATION EQUIPMENT SALES

Head Office: 2442 Trenton Ave., Montreal 16, P.Q.

HALIFAX MONTREAL OTTAWA TORONTO CALGARY VANCOUVER

*Recent Purchasers of Gates Transmitters

SALES RALLY DRAWS 1,000 EXECUTIVES

TORONTO SALES MANAGERS and their bosses listened to five experts last week, and came away reassured that the human element has not been downgraded in selling.

Over 1,000 sales executives, management personnel and others attended the "Blueprint for Success" one-day rally at the Royal York Hotel, said by Ad & Sales Club manager Fred Hatch to be "the most successful yet in 17 years."

Claimed to be the only one of its kind in Canada for sales and marketing executives exclusively, the rally featured key speakers from Canada and the United States.

Lead-off was luncheon speaker Albert A. Thornbrough, president of Massey-Ferguson Limited. From his background of international sales experience, Mr. Thornbrough gave 800 luncheon guests in the Canadian Room a lesson in planning for sales.

"We cannot underestimate the importance of sales planning in the revival and expansion of my company as a major international firm. If ever a company needed a blueprint for success, it was our company! We established a sales-minded objective five years ago, when we had our problems, believe me, and since then our sales volume has increased nearly \$250 million — a rise of 70 per cent."

He indicated that it was planning by the sales administration of the Company which sparked the upturn in his firm's fortunes. The importance of ideas — and their flow from every direction — is constantly encouraged. "The trick is to build from a common marketing concept . . ."

THE HUMAN FACTOR

Afternoon speakers at the rally included Sidney Edlund, of New York; Jay L. Beecroft, of St. Paul, Minn.; and Dr. C. L. Lapp of St. Louis, Mo., a professor at Washington University.

Each made strong points of the importance of the human factor in selling and in sales management.

Both Dr. Lapp and Mr. Beecroft underlined the individual nature of both salesman and customer — the need for a personal approach to each sales situation. At the same time, Sidney Edlund and the evening rally speaker, Larry Wilson, strongly urged the need for planning-before-exposure in each selling situation.

Broadcasting personalities were in evidence at the rally. The coffee break was sponsored by CFRB, Toronto. Executives from other stations and rep houses were in attendance

at all sessions. Evening attendance for the Larry Wilson sales rally included additional personnel from CHUM, CFRB, several rep houses and others from the industry.

Dr. Lapp and other speakers stressed the importance to sales management of training-on-the-job, of learning in the field, rather than "exposure to books and speakers." In his planning, the sales manager must lay down specific job descriptions, "for each and every man on the staff," said Mr. Beecroft. "Whatever the sales problem or objective," said Mr. Edlund, "your problem is still people."



PARTICIPATING IN the "Blueprint for Success Sales Rally" staged by the Toronto Advertising & Sales Club last week were, left to right, Spence Caldwell, president of CTV; Waldo Holden, president of Standard Broadcast Sales; W. E. Williams, president, Procter & Gamble Co. of Canada Ltd.; Andy McDermott, president Radio & Television Sales Inc.; Jim Armstrong, sales manager, CHUM, Toronto.

CJAT APPOINTMENT



MR. ROBERT W. MENEER

Mr. A. S. Mawdsley, President of Kootenay Broadcasting Company Limited at Trail, B.C., announces the appointment of Robert W. Meneer to the position of General Sales Manager at CJAT, Trail, B.C., effective immediately. Mr. Meneer joined CJAT in 1954 and has been Retail Sales Manager since January 1962.

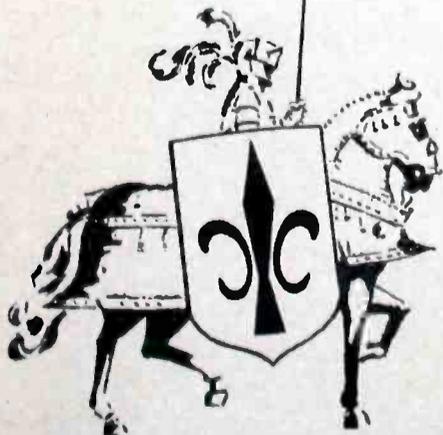
JOINS STOVIN-BYLES



ROGER G. DESLOGES

Mr. W. D. "Bill" Byles, President of Stovin-Byles Ltd., Radio and Television Station Representatives, announces the appointment of Mr. Roger Desloges to their Eastern Television Division, in Toronto. Mr. Desloges has had wide experience in Television, Radio, and allied fields; as Announcer, Program Director and Sales Representative for stations in Ville Marie, North Bay and Cornwall. He also did Public Relations for BMI Canada, and latterly was Eastern Canada Account Executive for Romper Room Inc.

FACTS about
FRENCH
CANADA



Shawinigan-Grand'Mere with a population of 61,900 is a highly industrialized area — aluminum, chemicals, lumber, power. With an average weekly wage of \$90.15, it ranks 2nd in Quebec and 8th in Canada, with a disposable income in excess of \$75 million. The average Shawinigan-Grand'Mere household spends \$4,700 yearly.

HARDY

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Toronto: — Suite 715, 2 Carlton St., EMpire 3-9433
Montreal: — 1500 Stanley St., VICTOR 2-1101,
For French Coverage



MARKET
NOTES

EXPANSION: 1963 promises to be another historic year for Newfoundland. Premier Smallwood says he has strong hopes the year will see a start on two large industrial projects in Labrador, costing a total of approximately \$950-million. He gave no other details except to say that one project would cost \$250-million and the other \$700-million.

RETAIL TRADE: Retail stores in Newfoundland may have established a new business record this Christmas. Mr. Maurice Wilansky, Chairman of the Retail Section of the Newfoundland Board of Trade, says sales this Christmas were "up considerably" over 1961. And 1961 was "a very good year". Mr. Wilansky said the outlook for 1963 was good.

FISHERIES: Fish landings in Newfoundland in the first eleven months of 1962 totalled 532,500,000 pounds, worth \$16.6-million to fishermen. It was a big increase over last year. Landings to November 30th, 1961, totalled 492,400,000 pounds worth \$14.6-million.

CONSTRUCTION: There was a great increase in new housing construction in the St. John's area in 1962. City Engineer Dunc Sharpe says in a year-end report the value of residential construction this year was \$5,357,000, compared to \$3,928,000 in 1961. Largest single item in the list: 334 bungalows.

QUICK FACT: The value of construction in Newfoundland in 1962 was estimated at \$180-million.

See Our
Hard-Working
Representatives

Stovin-Byles in Canada
Weed & Co. in the U.S.

CJON Radio-TV Cover Church Dedication



CJON Radio and TV carried on December 23rd, 1962, as a special public service broadcast, the official opening and dedication of the new St. Mary's Anglican Church in St. John's.

The new church, which seats more than 1,000 people, presents an ultra-

modern style in church architecture and a radical departure from traditional form. As the Rector, the Rev. R. R. Babb, described the building: "It preaches a sermon when no sermon is being preached within it".

CJON-Radio and TV carried the 90-minute opening service in full as a

simultaneous broadcast, so that the whole parish, and the Anglican community throughout Newfoundland, could share in the historic moment. The new church replaces a 103-year-old stone building which is being torn down to make way for the St. John's harbour improvement program.

ROBIN HOOD HIGHLIGHTS XMAS



Newfoundlanders traditionally celebrate Christmas family-style. They like to be home for Christmas and, failing that, gather as much of home about them as possible.

NINE FAMILIES

It was this accent on the family observance that emphasized and underlined "The Don Jamieson Christmas Show" on CJON-CJOX-CJCN-TV. The hour-long show, sponsored by Robin Hood Flour Mills Ltd., featured no less than

nine family groups in a Christmas pageant of songs and carols.

THANK YOU

Mr. Jamieson acted as host for the program. Later, on Christmas Eve, he and his family made their seventh annual appearance on Television, with Mr. Jamieson again taking advantage of the opportunity to thank sponsors and viewers for their support and encouragement through the past year.

100,000 ITEMS

One of the major public service tasks in the CJON Newsroom at year's end is compilation of a comprehensive review of the news of the year in Newfoundland.

FAST-MOVING

The hour-long program is designed as a fast-moving panorama of the events and sounds that made the headlines across the province, along with the voices of the men and women who made the news.

100,000 ITEMS

CJON news editors went back over more than 100,000 news items, ranging up to 500 words, to make sure that listeners had all the material needed to form a conclusion on what the year meant to Newfoundland and how their province fared during the past 12 months.

"1962 In Newfoundland" was broadcast twice on New Year's Day — at 2.00 p.m., and 8.00 p.m. — and was followed a few days later by an hour-long review of the year in Canada and the World.

SANTA IN RETREAT!

Oh! Oh! Oh!

LAST WORD

Entertainment so old no living soul remembers it — that's real avant-garde.

NO OFFENCE

Is it not a reflection on our times that the best-selling cheese is the one with the least flavor?

STRICTLY PEOPLE

Humans have the advantage over computers in that they are easier to maintain and can be produced with inexperienced labor.

—:Kenneth Longman
Young & Rubicam, N.Y.

HAVE YOU HEARD?

Speaking of Meader (as we do on page 19) a wag recently suggested after hearing that the White House frowned on his album, *The First Family*, "JFK could be the first president to assassinate an actor."

—:Screen Gems

OVER THE DESK

A place for everything and everything all over the place — Not my desk, but Barron, TORONTO STAR cartoonist.

DISSERVICES RENDERED

Then there's the station which fired his rep because the service was so good he could find nothing to complain about.

AUDREY STUFF

Then there's the gal who was so dumb she just couldn't wear her fox cape any longer though she had only had it for two years, because the fox had worn it so long before she got it.

BETTER HALF

Then there's the elderly lady on the plane who objected to her seat-companion's cigar. They changed his seat and the lady explained to the stewardess, "You know I've been married to that man for 30 years and I never could get used to his cigars."

OVER THE DESK

... of shoes and ships
and sealing-wax — of
cabbages and kings

OUR ARTICLE LAST ISSUE on the color television receivers being made in Bermuda by Owen Harries Electronics, priced from \$200 up, got wide coverage by radio, television and press across the country. And reports of the article went out on Broadcast News, Canadian Press and United Press International news wires and through them to most stations and papers.

The Radio Corporation of America in New York saw the story and supplied a copy of a statement they gave BROADCASTING-TELECASTING following an announcement of the Harries system, which appeared in the December 14 issue of ELECTRONICS MAGAZINE. The statement read as follows:

"RCA engineers have read the report appearing in the December 14 issue of ELECTRONICS MAGAZINE which described a color television projection system for receivers. While they have not seen the system itself, they believe on the basis of the article's information that this system does not appear to offer any substantial advantages in overcoming the principal limitations of projection television receivers. The problems of light use, contrast resolution and relatively high cost, which have characterized black-and-white and color projection systems, do not appear to have been solved."

This is the official comment on the development by RCA, who, as they put it, have a considerable investment in color television and are constantly looking into all the various color systems.

My correspondent, Mr. B. I. French Junior, who is in charge of the RCA department which concerns itself with publicity and press information in respect to color added his own thoughts to this statement:

"I feel I should point out that the Harries development is one of a number of so-called color developments which have been announced by various concerns in the past more than eight years since RCA has been producing color television receivers. Many of these so-called 'revolutionary' color systems have been announced, but in more than eight years none have seen the light of day. While Mr. Harries' system, on the surface, does sound quite promising, it should be pointed out that it is one thing to develop a promising color TV system and a completely different matter to develop a workable color TV receiver and mass produce same."

I am grateful to Ben French for sending me the statement and also for supplying me with his own views on the matter. I shall make sure that this item reaches Mr. Harries, in Bermuda, and hope he will supply us with further information.

From my own point of view, I am not qualified to stand in judgment of the Harries receiver, neither would I be competent to do so were I given an opportunity to inspect it or see it in operation.

My interest, and I am sure that of my readers, lies in the facts that:

(1) One day the break-through will come and color television will be

placed in the reach of the mass public.

(2) This break-through may be the result of the years and the dollars which are being expended by RCA.

(3) Possibly though it will come through the efforts of an individual engineer, and that engineer could be Mr. Owen Harries.

I feel, and I am sure RCA would agree, that it is impossible, as well as undesirable, to stand in the way of progress, and that any suspicion of such progress should be examined thoroughly and encouraged if it has the faintest possibility of success.

Maybe private enterprise is not so outmoded after all.

STRAIGHT ANSWERS TO THE LEAGUE

AN ORGANIZATION called the Canadian Broadcasting League started quite a display of fireworks when it suggested the privately-owned CTV network should be a public body, operating through privately-owned affiliated stations, with access to some public funds.

The League, a voluntary body which generally endorses the publicly-owned CBC, said if its proposal was carried out, "purely commercial considerations would not wholly dominate the service provided by one half of Canada's television outlets."

Ernest L. Bushnell, president of the privately-owned CJOH-TV, Ottawa, and once acting-general manager of the CBC, said in answer to the statement that his station would not be interested in remaining an affiliate of the CTV Television Network if its operation were to be in any way controlled or influenced by grants or aid from parliament.

Bushnell lashed out against the "assumption of the executive of this mysterious organization, The Canadian Broadcasting League, that purely commercial considerations wholly dominate the service provided by one half of Canada's television outlets." He said this was "about as erroneous as most statements by the League, and particularly its recent insinuation that CTV is partially financed by heavy loans from the American Broadcasting Company."

Following this, the League issued a statement saying it made an error in referring to reports of loans from ABC to CTV.

"In actual fact the loans were made to CFTO-TV, Toronto, a member station of CTV, not to CTV itself," the League said, adding: "The Canadian Broadcasting League regrets any confusion caused by this statement."

The president of the CTV Network, Spencer W. Caldwell, replied with a statement in which he said

that the League's apology "is not a sincere one since their correction states 'in actual fact the loans were made to CFTO-TV, Toronto, a member station of CTV and not to CTV itself.'"

"This," Caldwell said, "is an obvious blatant attempt by the League to continue to mislead the public — this time by innuendo."

"To set the record straight, CTV has no financial association of any kind with any foreign corporation, never has had one and doesn't intend to get one," he said.

"This so-called Broadcasting League would be well-advised to learn more about the basic subject of broadcasting before letting their propaganda mill turn out further falsehoods, or originate any more rumors whose sole purpose is to create an atmosphere favoring the complete socialization of Canadian broadcasting."

CONCERNING COLOR

THE BOARD OF Broadcast Governors now in session in Ottawa with their first public hearings of 1963, have a long agenda before them which will probably carry them to the end of the week.

The long look they are taking at color broadcasting should be of considerable public interest.

Telecasters face considerable additional expense with the installation of color, but border Canadian stations are facing keener and keener competition from U.S. stations' color programs. These are attracting Canadian viewers, who, it is my forecast, will be buying color receivers in growing numbers. There is only one way Canadian stations can meet up with this competition and this is by embarking on color themselves.

Before they can do this, the BBG has to give its consent, which it is my hope will be forthcoming as a result of the present hearings if it has not already done so by the time this appears.

FRENCH TV NETWORK

ANOTHER TOPIC WHICH will be of wide interest in French-language Canada is the application of CFTM-TV, Montreal for permission to form a French-language TV network to operate in competition with the CBC's French network.

Under the regulations, the application to the BBG for authority to form a network must come before permission is sought to operate the network, at which time affiliation agreements with member stations must be produced.

CFTM-TV would be the only

shareholder in the proposed network company, which it is proposed to call "La Société de Télévision du Canada Française."

PUBLIC TO BROADCASTING

UNTIL THIS TIME BBG hearings have been given wide coverage by the daily press and news services, but only the wired reports of Broadcast News and United Press International have been accessible to broadcasters. Although, under the act, these hearings are specifically designated as public ones, and although every facility has been afforded the newspapers to cover them, this is the first time the doors have been opened to the broadcasters.

Dr. Andrew Stewart, BBG chairman, announced last week that permission has been granted CHCH-TV, Hamilton and CFTM-TV, Montreal to film the submissions on color television. The BBG has also authorized the CAB to tape-record its entire session off the public address system.

Both the TV film and radio tapes will be made available to any Canadian TV or radio station which wishes to use them.

I hope they will.

And this brings me down to the top of The Desk once again, so buzz me if you hear anything, won't you?

Dick Lewis

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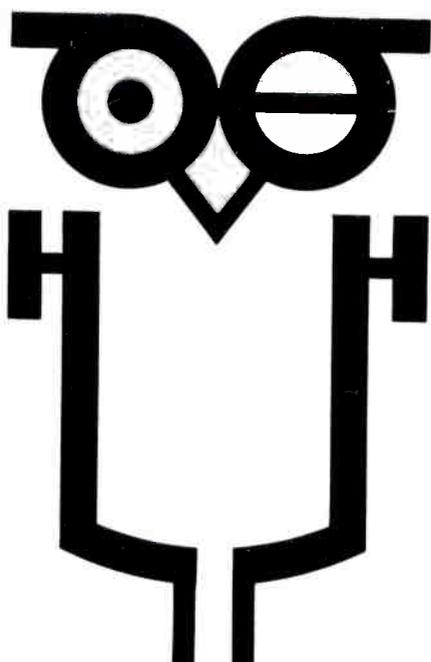
Winter's when gentlemen befur blondes

CFCN RADIO/TV CALGARY

AIMS AT THOSE WITH INTEREST AND CAPACITY TO LEARN

by KIT MORGAN

WITH "ANY AGE CAN BE the learning stage" as a motto and a stylized wise old owl cum microphone as a symbol, CJBC Toronto is now devoting two prime-time evening hours every weeknight, 7 to 9 pm, to adult education programming.



The Learning Stage, produced by Murray Edwards and hosted by Ken

Haslam, was launched October 1, 1962, when CJBC was cut loose from network affiliation with the formation of the new consolidated CBC Radio Network.

"This is a new project in adult education, a major move to use radio for individual development on a mass scale," says program organizer Art Stinson. "It is experimental in that it is an all-out trial to see if a significant minority audience can be attracted."

Obviously he is confident in the success of the venture for, although the program is only budgeted to the end of the fiscal year, he is planning in terms of a two-year development.

The program is designed to appeal to intelligent, interested individuals of almost any age. "Individuals" is the key word here, as Stinson believes that radio has become a personal medium, and the program takes a personal approach, visualizing the individual and communicating directly to him or her.

"The listener must be interested in self-improvement, in mental stimulation, in deeper understanding of himself and his environment," he says. "We visualize primarily the adult who did not go to university, may not even have gone past grade

eight, but who has the interest and capacity, by inclination or experience, to continue learning in an informal way."

The Learning Stage is flexible within a general framework that focuses on literature and sociology on Mondays; science, labor relations and philosophy, plus music, on Tuesdays; ecology and creative processes on Wednesdays; theatre arts and music Thursdays; and political science, ethics and French on Fridays.

Four months before the program went on the air Stinson wrote, through the International Exchange Office, to almost every nation in the world in search of educational English language programs. While basic sources (aside from CBC productions, which account for approximately 50% of the program content) are the BBC and various U.S. outlets, other countries have contributed worthwhile material that is re-worked for the program.

Material not available elsewhere is developed by free-lance writers and producers specially for The Learning Stage and its audience.

A good example is *The Face of Ontario*, in which Miller Stuart weaves together geography, history, archeology, agriculture and geology in exploring land forms within CJBC's contour, encouraging Sunday drivers to explore Ontario themselves.

Dimensions of Freedom, a 12-week series of lectures on aspects of freedom and determination by philosophers at the University of Toronto was another original production for The Learning Stage. "The program talks down to no one," Stinson says proudly, but at the same time, on series such as this, advice and editing for radio is given to lecturers to see that the program does not talk over the listener's head. "We choose our people carefully for an ability to express the most abstract thoughts and theories in layman's language."

The series exploits CBC's backlog of educational material, re-using pro-

grams that were not widely enough heard when originally produced, from the *University of the Air* series; school broadcasts; *CBC Wednesday Night*; the *Project* and *Venture* series; the public affairs and northern affairs departments.

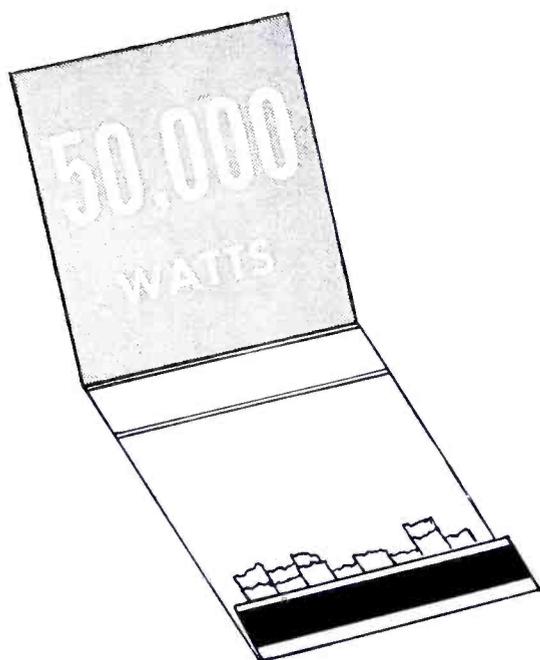
An eight-week series of half-hour lectures on *The Growth of the Novel*, by Paul West of Newfoundland's Memorial University, was repeated from the *University of the Air* series, and embellished by additional production. The lectures were preceded by material from BBC's *Spirit of an Age* with music, homilies and readings from diaries or speeches from the period to be dealt with, and the talks were followed by readings from books mentioned by West.

"This is the beauty of having this full two-hour block of time to work within," says Stinson. "We can give a topic the time it warrants, and surround it with complementary material to present a cohesive whole, whereas in the past such endeavors have had only limited time and have been isolated islands amidst newscasts and popular music."

The National Association of Educational Broadcasters, an organization of some 50 members in which the CBC participates, has proved an excellent source of material. Operating on an exchange basis, NAEB offers a catalogue of program availabilities and sample tapes, from which *The Learning Stage* can choose the best of educational programming at a token fee.

The program also exchanges material with the University of Chicago, reaping such series as *World of the Paperback*, 15-minute programs featuring literary authorities discussing works available in paperback, from Freud's "Psychopathology of Everyday Life" to Henry Miller's "Tropic of Cancer".

A network of New England educational stations, led by WGBH in Boston, has also contributed a wealth of worthwhile programs. One, a series of 20 interviews with famous contemporary creative artists and



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Before another issue of Broadcaster goes to press, we shall have entered our third year of operation — after 10 years' apprenticeship in the rep field.

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Today, Canadian radio stations are accepted as effective selling media by local merchants — quite a victory, indeed.

Many National accounts could benefit by the experience of these merchants on the firing line. They accept the fact that many of their customers listen to outside stations on occasion, but when it comes to moving goods off their shelves it's the LOCAL station that SELLS for the LOCAL merchant.

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"Democracy in America", 14 half-hour programs originally produced by the CBC for the National Educational TV and Radio Centre and aired last year on the Trans-Canada Network and the NBC Radio Network in the U.S., is now a Friday night feature of "The Learning Stage". Produced by Andrew Allan (right), directed by American historian George E. Probst (centre), with original music composed and conducted by Lucio Agostini (left), the programs are introduced on "The Learning Stage" by Lister Sinclair, who wrote the series. These dramatized studies of America in the 1830s, which were six years in preparation and production and had a cast of 87 Canadian performers, won the coveted National School Bell Award in the U.S. and were highly praised in both countries.

scientists, has been particularly well received. *The Learning Stage* has produced a reading list to accompany this series (and several others) so that the listener fascinated by, for example, the interview with Lee Strasberg of the Actors' Studio, can follow up by reading Stanislavski or Strasberg's own books.

"All institutions that endeavor to provide people with enriching and broadening opportunities have found that sequence and continuity is important in learning," says Stinson. "For this reason most of our programs are in series, with a built-in development of thought and theme. So we must make great efforts to encourage regular listening habits, to develop a kind of commitment to continued participation."

AUDIENCE WANTED — APPLY CJBC

To reach prospective listeners, *The Learning Stage* originally wrote and sent promotional material to 858 university presidents, school principals and educational institutions, to some 500 members of the Canadian Association for Adult Education, 300 members of the Canadian Institute of Public Affairs, and to about 700 ministers, women's associations, cultural groups and house organs.

Special promotional material goes

out frequently to universities, schools, libraries, galleries and other centres where potential listeners might gather. In return, *The Learning Stage* gives on-air promotion to activities its audience might find interesting — university extension courses, language classes, art gallery lectures, library exhibitions, theatre programs, YMCA activities — though these might be in direct competition with the program for the time and attention of the listener.

The Learning Stage is also heard in a one-hour version, produced by Jim Kent, on CBC-FM Toronto weekday mornings from 9 to 10. Much of the material cannot be repeated; *Theatre Workshop* for example, is produced with special union dispensation to mix professionals and amateur actors for one performance only. As the FM excerpts did not begin until November, however, there is a backlog of material to program.

REWARDING RESPONSE

Audience reaction to the program has been "very favorable, very rewarding" says Stinson. In its first month, October, it drew 145 letters and 80 phone calls, most of them asking for material. "Set more minds on fire" one writer urged them on — "I know I'm going to be stimulated" a bedridden listener

wrote — "I never expected radio to rise to such a level of sanity" another complimented them — "adventures for the mind" one man commented.

Complaints and criticisms have been encouragingly few. One person felt that an interviewer was disrespectful in calling the late Frank Lloyd Wright by his Christian name; another felt that a woman should have been included in a three-way discussion of abortion on *Meeting of the Minds*.

Stinson found this latter comment a heartening one as it was the only criticism of an exchange on the controversial topic of abortion. "We strive for mature programming, in context and treatment, and it appears that we have won a mature audience," he says.

"Radio is the ideal medium for the communication of ideas," he believes. "Vivid language, colorful verbal illustrations and image-provoking phraseology can overcome the lack of visual stimuli. Radio drama proved a stimulus to the imagination, and learning is curiously close to imagination."

"This need not be a local story," says Stinson, "although *The Learning Stage* is on only one station, it does have national significance. Private radio can perhaps learn from what we're doing, and our progress should be watched with some interest by stations across the country."

"Some of what we have learned and will learn can apply to other stations, who can take the general theory and principles and apply them with variations to suit the local situation."

Obituary

JOHN COLLINGWOOD READE



A VETERAN TORONTO radio commentator, newspaper reporter and public speaker, John Collingwood Reade, died last Sunday at the age of 58 from internal injuries resulting from a fall in his Toronto home on New Year's Day.

He had been freelancing as a news analyst on CFRB since 1936, and has recently made many TV appearances on CHCH, Hamilton and CFTO, Toronto.

During the war, in addition to his 11 o'clock news on CFRB, he worked with THE GLOBE & MAIL.

His work in broadcasting started with CFRB when he covered the abdication of King Edward VIII in 1936 for the Columbia Broadcasting System of which CFRB was then and still is an affiliate. In 1945, he covered the founding of the United Nations in San Francisco for the CAB.

Perhaps he will be remembered best for his wartime 11 o'clock newscasts on CFRB, when, in his flawless, unflinching English he gave his outspoken interpretation of the day's news in such a way that people went to bed reassured that somehow victory would come in the end.

He is survived by his wife, Elizabeth, and three children by a former marriage, Clive in Montreal and two daughters, Mrs. T. J. Wilkins and Mrs. John Hooper, of Ottawa.

CFTO-TV APPOINTMENT



E. J. DELANEY

Mr. W. O. Crampton, General Manager, Baton Broadcasting Limited, is pleased to announce the appointment of Mr. E. J. Delaney, as General Sales Manager, CFTO-TV Channel 9 Toronto. Mr. Delaney has been associated with CFTO-TV since its inception in 1961, first as Regional Sales Manager and since early 1962, as Commercial Manager. His broadcasting background dates back to 1950. In this new executive appointment, Mr. Delaney will be responsible for all domestic and international sales.

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CUTS & SPLICES

News from the film front —
Television — Industrial —
Features — Syndications

EXPLOITING THE advantages of its own medium, the Canadian Section of the Society of Motion Picture and Television Engineers is holding an open house, cross-country meeting via closed circuit TV on Wednesday, February 13.

This is a big "first" in the world-wide organization, and CTV is contributing its facilities to the Society for the hour-long meeting.

SMPTE is issuing a blanket invitation to any and all in the motion picture and television industry to "drop in" on the meeting at the nearest CTV station, in Montreal, Ottawa, Toronto, Winnipeg, Moose Jaw, Calgary and Vancouver. It hopes that this "live" link with people involved in films and TV outside the major centres of Toronto and Montreal will encourage new members. Membership now stands at around 350.

The program will originate in the studios of CFTO-TV Toronto. Reid H. Ray, president of the Society and guest of honor, will open the meeting and the 1963 executive of the Canadian Section will be introduced to the members.

The use and application of videotape in television will be dealt with in a lecture, with demonstration material, by Jack Lingeman of Jack Lingeman Productions. Ron Laidlaw, news director of CFPL-TV London, will give a paper on motion picture production techniques. Other program items of interest are still being planned.

The telecast meeting will be seen by members and guests at CFCF-TV Montreal, CJOH-TV Ottawa and CFTO-TV Toronto from 9 to 10 p.m. EST, at CJAY-TV Winnipeg from 8 to 9 p.m. CST, at CHAB-TV Moose Jaw and CFCN-TV Calgary from 7 to 8 p.m. MST and at CHAN-TV Vancouver from 6 to 7 p.m., PST.

Local meetings are being planned around the national closed circuit TV meeting, so that members and guests are advised to check with the local SMPTE chairman as to the starting time of the meeting.

SPEAKING ON "THE utilization and results of audio-visual media",



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which he translated to "how to get the most from your films", Graeme Fraser, vice-president of Crawley Films Ltd., last week addressed the audio-visual group of the Women's Advertising Club of Toronto's educational program.

In his informal talk Fraser cited several examples of the wide audiences reached by sponsored films at an extremely low cost-per-impression, figures which would be valuable to any producer of sponsored films in trying to sell the medium.

Based on information given to him by the sponsors of the films, Fraser told the following success stories:

Abitibi, a 28-minute color film made for the Abitibi Power and Paper Company, has been seen by approximately one million people in eight months. The cost, at that distribution, is 8¢ per person.

Craftsmen of Canada, a 27-minute production for the British American Oil Company, has been seen by 2,094,000 people, working out to 2½¢ per person.

The Ontario Hospital Services Commission reckons that its film, *A Simple Detail*, is seen by 64 people per day in non-theatrical showings, and it has had 25 free telecasts in two years, to a combined audience of 1,800,000 in Ontario. Cost is now down to 2¢ per person.

The Money Minters, produced for the International Nickel Co. and distributed as a theatrical short, has been seen by some three million people in Canada, the U.S. and the U.K., at 1.4¢ per head.

A 14-minute Salada Tea film, available in four versions (commercial and educational, French and English), has passed the two million mark in audience, at 1.7¢ per person.

Lowest cost-per-person example cited by Fraser was a film on Manitoba, *Big Country, Big Fish*, which has been shown 240 times on U.S. TV, with an average of 40,000 viewers each time, and seen by 600,000 people at group showings, through Modern Talking Picture Service. The cost (based in each case on production and print costs) is now down to one-sixth of a cent per impression.

Of Soil and Life, produced for Massey-Ferguson Ltd., has set a grand total of 721 free TV showings in the U.S., to an audience of more than 26 million.

Next meeting of the WACT audio-visual group will be a workshop led by Arthur Chetwynd, president of Chetwynd Films Ltd., on February 7.

A CREW OF FOUR from Moreland-Latchford Productions Ltd. set off

at the end of the month on a cross-country filming tour that will take them some 7,000 miles in three weeks. First stop is Vancouver, then Edmonton, Calgary, Winnipeg, Toronto, Montreal, Quebec City, Halifax, and back to Toronto.

The assignment is a series of nine short black-and-white films for International Business Machines Co. Ltd., to be shown at an up-coming convention. Combining entertainment and information, the films will tour both the scenic beauties and the IBM installations in each city. Toronto rates two films — because of more scenic beauty or more IBM installations?

Operating on a very tight schedule, director Hugh Moreland will send each day's shooting off to editor Joan Clarke by air, and the edited version will move along to writer Svend Blangsted for final scripting.

Director of photography on the series is Stanley Lipinski.

THE PROBLEM OF using low-quality kinescopes of videotape commercials and programs in markets where stations have no vtr equipment has been solved by a new device which produces a twin 16mm film simultaneously with the videotape, Bill Robinson, Canadian manager of MGM-TV, reports.

George K. Gould, president and general manager of MGM Telestudios, New York, leading videotape producers, announced that MGM Telestudios has acquired exclusive rights to the device. It has adapted and integrated it into its one-camera AB roll method of videotape production and can now furnish clients with 16mm film prints of their tape productions.

The entire system has been named "Gemini", the twins, and the prints are called "Gemprints".

The basic device was invented, patented and is owned by a Pittsburgh corporation whose president, Warren R. Smith, is resigning to join MGM Telestudios as director of technical development.

Immediate application of the Gemini system is in the commercial field, where playback of tape commercials has presented a problem in markets not equipped with videotape recorders. While clients have wanted the high-fidelity quality of videotape for network and major-market telecasts, they have been unhappy about reverting to poorer quality in kinescopes for smaller non-tape markets.

The new Gemini system will give the client videotape for network and major-market use, and high-quality 16mm motion picture film for markets without vtr equipment.

An additional application of Gemini is anticipated in the syndicated program field, to make possible the sale of original tape programming on a station-by-station basis without the loss of quality inherent in the use of kinescope prints.

Gemini consists of the new, higher resolution RCA TK-60 TV camera, beside which is mounted a 16mm motion picture camera, both using a common lens. The TV cameraman uses the TK-60's viewfinder and operates the system just as he would if he were shooting a live picture only.

THE 93rd CONVENTION of the Society of Motion Picture and Television Engineers is scheduled for April 22 to 25, 1963, at the Traymore Hotel in Atlantic City, New Jersey.

An important feature of the convention will be displays of new film and laboratory equipment, showing: motion picture and television devices; film laboratory test, control and processing tools; instruments for time lapse and high and ultra-high frequency photography; means of making and using 8mm small format motion pictures; apparatus used in special motion picture and television technology, data recording and data reduction; color and black-and-white television cameras and television tape and film recording equipment.

A FOUR PART DOCUMENTARY series on Arctic exploration produced by the National Film Board starts January 23 on CBC-TV's *Explorations*.

Arctic Circle was filmed just shortly before the death last August of famed explorer Vilhjalmur Stefansson, and in it Stefansson and Captain Henry Larson of Lunenburg reminisce about their adventures in the far north and discuss their explorations with their old friend Dr. Trevor Lloyd, chairman of geography at McGill University.

In the first two programs Stefansson talks about his Arctic journeys between 1906 and 1918. The third program deals with Henry Larson's history-making navigations of the Northwest Passage in both directions in the tiny St. Roch in the early 40's. The fourth program is devoted to reminiscences of the past and predictions about the future of the vast Arctic region.

Lloyd, who feels Canadians know too little about the contributions of Manitoba-born Stefansson, perhaps because he spent most of his life in the U.S., said in CANADA MONTH, "When Stefanssons filmed commentaries on his Arctic travels of half a century ago are shown on television they should at last bring to this son of Manitoba pioneers the attention and gratitude he has so long deserved."

The four half-hour shows were directed by David Bairstow. Editing and archival film research was done by John Kemeny.

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TAKE-OFF AND TAKE-OFF OF TAKE-OFF ARE SURE HITS

JUMPING ON THE bandwagon of the fantastically successful spoof of President Kennedy, Vaughn Meader's *The First Family*, two Canadian record companies have "disc"overed the comedy talents of four young Canadian broadcasters.

Astral Records jumped first, releasing *The President's Canada Conference*, a 45 rpm record written by CHUM's promotion director Allen Farrell and starring comedian Garry (of Larry and Garry) Ferrier.

Capitol Records of Canada Ltd. jumped hardest, bringing out a long playing record, *My Fellow Canadians*, conceived, written, produced and performed by radio-TV-stage impersonator Rich Little and funny man Les Lye, both of CFRA Ottawa.

Should anyone have somehow — by not listening to radio, not going near record bars — missed the disc that started it all, *The First Family* is a needle-sharp satirical jab at the Kennedys, with John F. imitated by night-club monologist Meader, who shot from little-known clubs to Carnegie Hall on the strength of this one record.

The lp, in five weeks, topped *My Fair Lady's* five-year sales figure (3,450,000 copies) to become, according to Cadence Records, the world's largest and fastest selling record ever (3,600,000 copies at this writing). Compo of Montreal, manufacturers and distributors for Cadence in Canada, say it has sold 100,000 copies here.

CHUM's take-off of Meader's take-off, with Garry Ferrier playing the part of the president with "great vigah", was originally taped just for the amusement of the station's listeners. However, lines like Kennedy's reaction to fluoridation in Toronto, "I think that Toronto's decision to become part of Florida is an excellent idea", won such popularity with listeners that Astral snapped up the routine and pressed it for national distribution.

Rich Little, whose title as Canada's top impersonator seems uncontested, had been mulling over a "My Fellow Canadians"-type record before the rash of discs spoofing Kennedy and Khrushchev (there have been at least four follow-ups in the U.S.) convinced him, cohort Les Lye and Capitol that it would sell.

Where all the other records concentrate on one personality, Kennedy,

Broadcaster, young, aggressive, excellent background. College, Radio-TV school trained. Seeks position in Sales or Advertising.

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CANADIAN BROADCASTER,
219 Bay Street, Toronto 1, Ontario

Little tackles (and brings down) several Canadian figures — Prime Minister Diefenbaker mainly, but also Lester Pearson, Louis St. Laurent, Charlotte Whitton, John Fisher, and even drama critic Nathan Cohen — and to add to its national flavor, coast-to-coast name-dropping is sprinkled through the skits.

The press conference scene, big in the original and the whole of the Astral-CHUM 45, was a must for the Little-Lye needle, too, and the Prime Minister is asked about foreign policy. "I will say what I have always said," he rambles on, "we should cancel it and buy all our insurance at home."

The Meader album gets a plug in *My Fellow Canadians*, as an interviewer asks Mr. Diefenbaker what he thinks of the *First Family* disc. He replies that he found it riotous. He laughed and chuckled and roared and only one thing bothered him — who is the fellow Meader was trying to imitate?

"This has got great potential," says Capitol of Canada vice-president Harold S. Smith, who feels its 100% Canadian content will make it more popular than the U.S.-oriented ones. "We think it's going to be very, very big."

How big, it is too early to tell, with *My Fellow Canadians* just now hitting the air and the record stores.

The President's Canada Conference, in spite of poor timing (it was released just before Christmas, when carols, not comedy, were getting the plays) has sold some 11,000 copies, Astral estimates, and re-orders are coming in now.

Astral reports that it is going over particularly well in Vancouver, Winnipeg (where, CHUM believes, it was CKY's *Pick Hit of the Week*) and Montreal, with several other centres giving it a good play.

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