

Radio

Television

Advertising



Photo by Ron Vickers

IT WAS A FORWARD PASS from CTV President Spence Caldwell to CBC President Al Ouimet following the latter's address to the Radio & Television Executives Club in Toronto this month. Last fall these two knocked heads over the Grey Cup broadcasts and it was felt appropriate the traditional entree dish should be wrapped in the shape of a football. Story on page 14.

Canadian
BROADCASTER

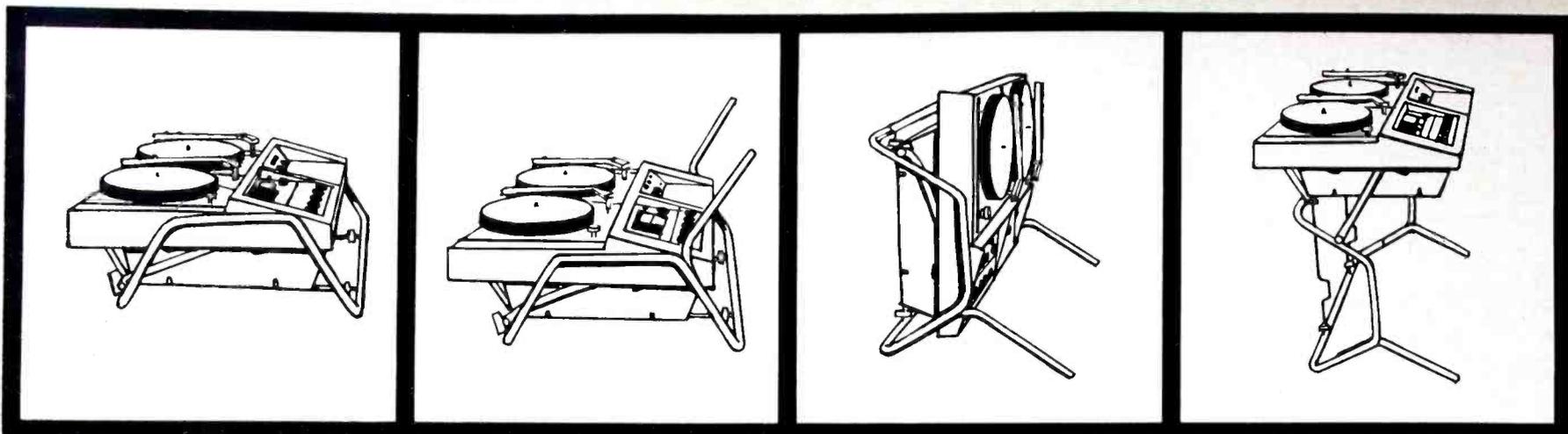
NOW IN OUR 22nd YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

Vol. 22, No. 4

TORONTO

February 21st, 1963

- **BBG Recommendations** 10
- **Travel Advertising** 19
- **Color TV Sets** 20



1 Packs up small, rolls on its own four wheels*

2 First move at the site: legs pivot open and lock

3 Now it stands on its own four feet!

GO! Flip up the console—and you're ready to roll



Handsome new transportable console really puts the show on the road

It's great for revenue building—even greater for station "image" building. Northern's new transportable production centre provides *all* essential studio console facilities in an easily-carried remote unit.

The operating basics include an R5460 transistor console, two 12" turntables, cue amplifier and speaker, key panel and cue select switch. Six inputs, in addition to the two turntable inputs, are provided; each capable of accepting high or low level signals, depending upon the plug-in pad used.

Feature by feature, this trim unit makes engineering sense.

Even more so, it makes good program selling sense. It creates profitable new opportunities to sell remotes from local shopping centres, restaurant and department stores.

Need another remote amplifier? Unplug the "5460"—it's complete! "In between" remotes, use the complete unit in your second studio for recording sessions, emergency back-up and programme overloads.

For the full technical details on the Transportable Production Centre, call in your nearby Northern Electric representative.

*Folding stand optional at extra cost.

Northern Electric
COMPANY LIMITED



SIGHT & SOUND

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

THE CANADIAN Association of Broadcasters has changed the date of its 1963 annual meeting due to the April 8 General Election. The meeting will now begin Wednesday, May 1 and run through Friday, May 3, at the Royal York Hotel in Toronto.

Radio Sales Bureau and Television Bureau of Advertising of Canada meetings will be held Thursday, May 2, at the same place.

THE LARGEST BUY in daytime television in Canada was signed this month with CBC-TV by Clairol Inc. of Canada through Foote, Cone & Belding Canada Ltd. The purchase has been estimated at nearly \$300,000.

Starting February 5, Clairol has one quarter sponsorship of *The Loretta Young Show* two afternoons a week and half sponsorship of the Canadian-produced *Scarlett Hill* twice weekly, on a 52 week basis. The manufacturers of hair coloring products are the first sponsors on *The Loretta Young Show* and follow Sterling Drug Ltd. into *Scarlett Hill*.

"This is a major breakthrough in afternoon sponsorship on our network," says Allan Stone, supervisor of CBC-TV network sales. "It indicates a trend toward afternoon buying in Canada, which has already proven itself in the United States."

THE DOW BREWERY LTD. account, a plum estimated at well over \$2,500,000, has gone to Breithaupt, Milsom & Benson Ltd., to become effective March 15.

The account has been split between Vickers & Benson Ltd. and Canadian Advertising Agency Ltd., Montreal, since 1957 and prior to that was with V & B only.

The account will be the biggest in the agency and will get the personal attention of president Pat Milsom, who will supervise Ontario business, and vice-president Doug Breithaupt, who will supervise Quebec business. Account supervisor for Ontario will be Bill Maas, with his opposite number for Quebec not yet named. The agency is increasing staff and opening a Montreal office.

CBC-TV'S DAILY drama series, *Scarlett Hill*, is now officially a "soap opera" with a partial sponsorship buy by Procter & Gamble Co. of

Canada Ltd. through Compton Advertising Inc., New York. Initially for twelve weeks, the partial sponsorship of one show a week in the five-a-week series begins the first week of March. P & G is the third national advertiser to purchase *Scarlett Hill* since the first of the year.

CTV NATIONAL NEWS "is catching on in a big way" says CTV general sales manager Tom Atkins, announcing two new sponsors and other national advertisers showing interest. American Home Products, through Young & Rubicam Ltd., will sponsor the Tuesday night edition, starting February 26.

Starting April 1, Shulton of Canada Ltd. will present the Monday night *CTV National News*, through Wesley Associates Inc., New York. This is Shulton's debut in network television on a regular basis, though the toilet preparation manufacturers have made seasonal buys in the past.

The *Weekend News* is sponsored by Canada Packers. The contract year is October to October and both new advertisers have signed till October with plans to carry on on a long-term basis.

LEO BURNETT Company of Canada Ltd. has announced three appointments recently. Harold Johnston, marketing supervisor and a member of the plans board, has been made a vice-president of the agency.

E. W. (Ted) Hudson is now a senior account supervisor. He is a vice-president and director and a member of the plans board, and is management representative on the Kellogg Company of Canada Ltd. account.

New account supervisor on the Kellogg account is Robert T. Brown, who has been with Burnett since 1958.

KROEHLER MFG. CO. LTD. of Stratford has named the Leo Burnett Company of Canada Ltd. to handle its account, which bills \$1,000,000, as of July 16. Harold Johnston, newly-appointed vice-president of the agency and marketing supervisor, will act as account supervisor. No media plans have been announced.

The switch to Burnett ends a 49-year relationship between Kroehler

and Henri, Hurst & McDonald, Chicago, whose name changed recently to Roche, Rickerd, Henri, Hurst, Inc. as the result of a merger.

CBC HAS APPOINTED Laurence E. Duffy news supervisor in London, England, to head up an expanded news coverage operation for the United Kingdom and Europe. He was formerly TV news director in Toronto, having joined CBC in 1941 as a news editor in Vancouver.

John Lant, who has been manager of CBLT since 1961, has been named TV news director in Toronto, taking charge of the national television news operation. He joined CBC in 1954 as a TV news editor.

New manager of CBLT, key station of the CBC-TV English-language network, is Leonard J. Starmer, who also continues temporarily in his present capacity as supervisor of TV variety programming. He began with CBC as a studio director in 1953.

THE SOUND Recording Department of S. W. Caldwell Ltd. changed ownership as of the first of this month and is now known as Clare Burt Recording Ltd. The address remains the same, 447 Jarvis Street, Toronto, and the new telephone number is 927-3005.

The new company offers all services previously offered by the Caldwell recording department and it handles, on commission, such properties as the Caldwell syndicated radio programs and Capitol Hi Q Background Music.

President of the company is Clare Burt, well known farm broadcaster and writer, heard weekly on 32 stations with *Looking Into the Farm Markets* for Chrysler of Canada. General manager is Joe Davidson, who was with S. W. Caldwell Ltd. for nearly nine years, the past three of which he handled recording and radio sales.

ERWIN WASEY, Ruthrauff & Ryan (Canada) Ltd. have appointed Jack

Fry as an account executive, handling a number of consumer and industrial accounts. For the past four years Fry was an account executive with Cockfield, Brown & Co. Ltd.

THE ONTARIO Forestry Association recently presented CHUM Toronto with its "Smokey" citation for the Ontario radio station which did most in 1962 to support the campaign for forest fire prevention.

ANYONE INTERESTED in submitting outstanding filmed TV commercials or cinema advertising films to world-wide competition at the 10th Annual International Advertising Film Festival?

Applications for entry forms must be received by March 15 by: The Festival Director, 10th International Advertising Film Festival, 38 Dover Street, London, W.1, England.

Applications for delegate registration forms are available through the same address. Sponsored by the Screen Advertising World Association, the Festival will take place in Cannes from June 17 through 22. Canadian member of SAWA is Adfilms Ltd., 77 York Street, Toronto.

THE MARCH 7 luncheon meeting of the Radio and Television Executives Club of Toronto will be addressed by Dan Bellus, promotion director of Transcontinent Television Corporation, New York, the president of the Broadcast Promotion Association.

CFCW APPOINTMENT



WARREN H. HOLTE

Mr. H. J. Yerxa, President of Radio Station CFCW, is pleased to announce the appointment of Mr. Warren Holte as the Director of the Co. Mr. Holte, with over eight years broadcasting experience, will continue in his position as General Sales Manager of Radio Station CFCW.

OUR
SPONSORS
ARE
BUSY
PEOPLE!

CHOV
RADIO-PEMBROKE

See Paul Mulvihill

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

Split-Level Feature

SOCIAL AND POLITICAL satire is going down with the morning coffee in Montreal these days as CKGM gently but pointedly ribs the passing scene through the daily adventures of a family of four mice.

Fun at Breakfast, sponsored by Nestle's Quik at 8.20 Monday through Friday mornings, stars a French-Canadian mama mouse, an English-Canadian papa mouse, their daughter Sue and leur fils Pierre.

"... For even little mice, you see,
Have national lines like you and me
And when the two will intertwine
The children they produce are fine,
About the best in any line..."

It's a split-level feature, designed to appeal to children (who drink Quik) with the rhymed adventures of the mouse family, and also to appeal to adults (who buy Quik) with the topical comment neatly worked into the verse.

Subjects for satire are varied, from the separatist movement,

"... 'Well, gee whiz, mom,' said little Pierre,
'There's silly people everywhere,
And some are just like certain toys,
They're only made to make a noise'..."

to Montreal's Mayor,

"... 'Well, gee,' said Willie, 'I don't know,
You don't look much like Mayor Drapeau.'
'It's not my fault,' said little Pierre,
'If Mayor Drapeau is short on hair'..."

Thus far the mouse family has led its lively life in Montreal, but there are plans for Pierre to take a cross-Canada trip in the near future.

The writer of the series, for fairly obvious reasons, prefers to remain "a nony mouse" but the production is supervised by Scott Johnson, "Charlie, the morning mayor" of the ayem show, and the cast includes promotion director Marge Anthony, Lorie Dempsey, office manager, Franceen Tucker of the traffic department, secretary Susan Dubois and announcer Bob Gilles.

CKGM reports that reaction has been "great" from both children and adults, and the station hopes to put the first hundred adventures into book form, with pictures, this summer.

Will Air Proceedings

THIS YEAR CJME Regina has been chosen to originate the radio broadcasts of the sessions of the Saskatchewan Provincial Legislative Assembly and to feed an eleven station province-wide network. The sessions have been carried on radio throughout the province since 1946.

CJME's Art Kennard will handle the broadcasts.

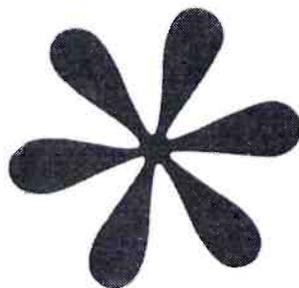
remember you get Results with

CFRB
 **1010**

Personalities like this *
keep the big CFRB family of
mature listeners (& buyers)
entertained and informed...

More people listen to CFRB than any other radio station in Canada

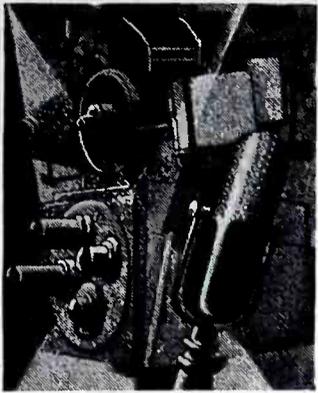
"ONTARIO'S FAMILY STATION"



BOB HESKETH

In the news business for 17 years, Bob Hesketh writes his own hard-hitting newscasts—delivers them in a distinctive voice that commands attention. Bob believes in leavening the gloomy fare of today's world news with generous dashes of humour; plays up the human-interest angle. Hear him at 1 p.m. and 5 p.m., Monday through Friday; Saturdays 11:50 a.m. and 5:50 p.m.

Represented by
Standard Broadcast Sales Limited
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Telephone 924-5721
MONTREAL, 1407 Mountain St., Montreal 25
Telephone 849-2454



BROADCASTER

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash.

Published twice a month by
R. G. LEWIS & COMPANY, LTD.,
 3rd Floor, 219 Bay St. - Toronto 1
 EMpire 3-5075

25¢ a copy
 (Directory Issues, 50 cents)
 \$5.00 a Year
 \$10.00 for Three Years

February 21st, 1963 Vol. 22, No. 4

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Printed by
 Northern Miner Press Limited

Editorial

Government By What People?

This editorial does not concern broadcasting or advertising.

It may be used on the air or reprinted in newspapers, in full or in part, with or without credit.

It concerns Canada in general and the April 8 elections in particular, without consideration of racial origin or political party.



Democracy is impossible with a multi-party political system.

The word "democracy" is derived from two Greek words — "demos" meaning "people" and "kratos" meaning "power". Therefore "democracy" means "government by the people".

What people?

Canada's 25th parliament survived for a while and finally fell, entirely by the whim of a political party, which, in terms of seats in the house, represented a shade over eleven per cent of the representation (30 out of 265 seats) or, on the basis of actual votes, polled less than 900,000 out of a total of about 7,750,000 — also a little over eleven per cent.

The Liberal governments of Mackenzie King and Louis St. Laurent remained in power, on a three-party basis, for nearly a quarter of a century, by incorporating the socialistic policies of the CCF (now NDP) into their platforms.

"Splinter parties," such as the NDP and Social Credit, are fully aware that they have not the slightest hope of ever forming a government, but they also know they have a chance of becoming the tail that wags the dog by controlling the actions of the party in

power, when as happened this month, its handful of votes was needed to enable it to survive.

Through the short life of the last parliament, it became evident that Social Credit ideals have something in common with those of the Progressive Conservatives, while the NDP often parallels the Liberals. In other words, if each of these parties had merged its identity with the "old" party to which it comes ideologically closest — not by coalition, which can only be temporary, but by actual partnership — the "splinter group" would have lost its identity and the accompanying prestige it is true, but as a vocal part of the stronger party, would have had an even better chance of influencing policies than as a small voice crying in the wilderness. Furthermore, the impossible position which now exists, where we are facing the storms of state like a ship without a helmsman, could never recur.

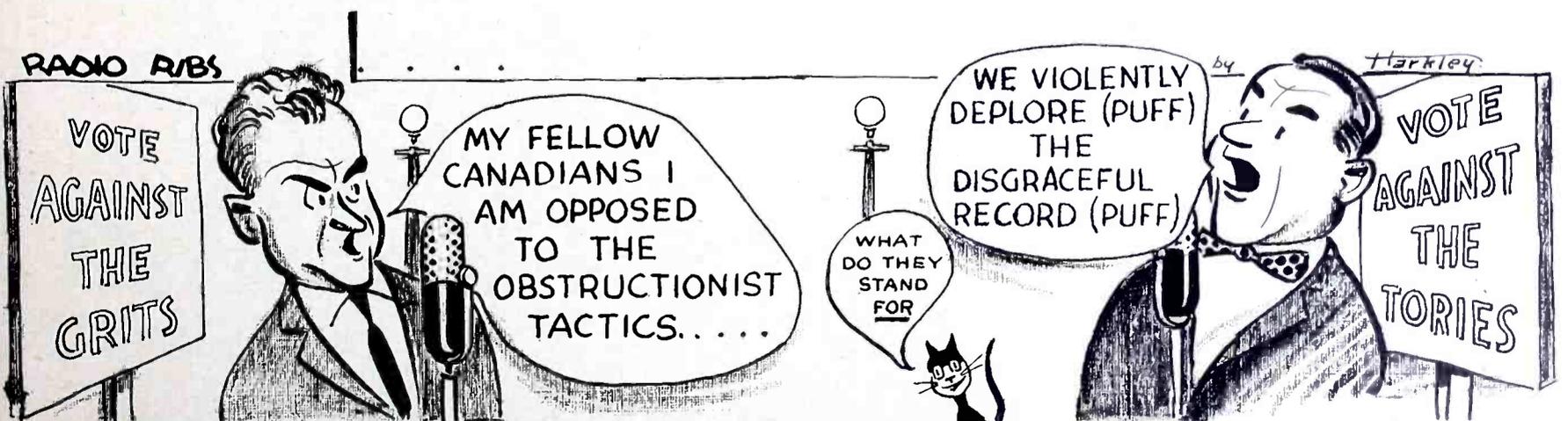


The real issue in the April 8 elections is not nuclear warheads, economic development, unemployment or anti-Americanism. The real issue is the re-establishment of responsible and respectable government.

Seeing it is obvious neither the Social Credit party nor the New Democratic party will be able to form a government, it is up to every responsible citizen to cast his vote for one or other of the "old" parties or get set for a continuation of the deplorable deadlock which has existed on Parliament Hill since last June.

There is one other point and it is this.

Appearances notwithstanding, elections should not have degenerated into popularity contests between party leaders. If our system of democracy is to survive, it will be because of the abilities of the individual members we elect to parliament — *all* of them, *including* the leaders.



U.S. AGENCIES WANT THE FACTS

ALL-CANADA RADIO & Television Ltd. has followed its announcement of the opening of offices in New York and Chicago by completing coverage of most major U.S. cities.

Earlier this month, THE BROADCASTER paid a visit to the New York office which has been established temporarily at the New Weston Hotel on Madison Avenue at 50th Street.

We found Bill Townsend and Lloyd Johnston — respectively television and radio sales directors — established in their new berths and selling Canada, especially All-Canada, like crazy.

All-Canada is noted for the cordiality it displays towards visiting firemen, and Lloyd Johnston lived up to the tradition.

We decided it would be nice to pay a visit to the Mona Lisa. Actually Lloyd wanted to take a picture to be run with the caption "Dick Lewis and the Mona Lisa (right)"! (Note to AC management: It was Saturday afternoon.)

Nobody seemed to know just where the ML was located, so we thought we'd ask Joe. He runs a bar you know on 54th Street, give or take a few points. After a drink or three Joe admitted he wasn't sure but thought maybe they had her stashed away in "one of them new bistros in The Village".

So we tried the bar on the roof of the Time-Life building, with equally unsatisfactory results.

Then Guisepe's and Angelo's. Yes, they have an Angelo's in New York too!

Somehow or other we never did find the ML. Oh well! next visit.

Bob Bickerton, another All-Canada man, has hung out the All-Canada shingle at 333 North Michigan

Avenue, Chicago. Bob will "cover important adjacent cities from this location", says the press release.

On the west coast, John E. (I always thought it was Johnny) Baldwin, All-Canada's Vancouver manager, will cover Seattle, Spokane and Portland on a regular basis from Vancouver. Working closely with Baldwin, Sue Masterson in San Francisco and Clark Barnes in Los Angeles, both associated with the U.S. firm of Pearson National Representatives Ltd., will "render exclusive Canadian representation services to All-Canada stations."

A similar arrangement has been made with the Pearson organization in Dallas, Texas and Atlanta, Georgia, where Allen Hundly and Jon Farmer respectively will be the All-Canada representatives.

All-Canada opened operations in the States last November with two stations under contract. President Stuart MacKay reports that 23 stations are now signed with 20 committed.

NEW YORK VS. MONTREAL

On the search for the Mona Lisa it was possible to draw some interesting information out of Lloyd Johnston, who says that after two months in New York he has considerable difficulty understanding the Canadian point of view.

One of the main differences between selling radio in New York and Montreal (Lloyd's previous habitat) is that they are very similar, I gathered, in that both buy by numbers.

In New York though, Lloyd says, there are more people to sell on each account. For example, one agency buys by regions, with an eastern buyer, a western buyer and so forth.

He says that New York agency men know more about Canada than is generally believed.

U.S. radio has suffered far more than Canadian, and while U.S. buyers are definitely interested in the prospering state of Canadian radio, the U.S. stigma is there — subconsciously.

Canada is a problem to buyers in U.S. along the same lines as French-Canada is a problem to some English-language buyers here. Things they find a little bewildering are the rules and regulations; the bi-lingual question; the vast area vis à vis low population. Lloyd feels they are most successful with "Market Packages" where several stations in the same general area are packaged into one buy. Such packages in the All-Canada stable are Okanagan Radio, Radio Alberta and Maritime Radio.

Another reflection he threw in the pot was that Canadian rates are lower in cost per thousand listeners to the point where it is sometimes necessary to break down the idea that it isn't worth the trouble.

New York agency people are very concerned, Lloyd said, "in getting factual market and measurement information about Canadian radio and television. Sometimes one station's 'facts' vary from those offered by another station in the same market. This tends to make all information suspect," he said.

All-Canada's purpose is to be recognized as authorities on Canada whether one or more of their stations are involved or not.

"In the main, they seem to be generally pleased we are here," he said, "and our immediate aim is to take the burden part of buying Canada off agencies' shoulders."

One thing Lloyd is sure of is that "there is no creeping into New York and being nice guys to get business. New York agencies expect professionalism, accurate information and, above all, speed. Cost per thousand is, and will be for a long time to come, the most important factor."

TV Joins the Arts

TELEVISION HAS JOINED the other twentieth century visual arts at the Museum of Modern Art in New York in "a grand retrospective of the best that has been done in American television", *Television USA: Thirteen Seasons*. This is a series of 54 programs, selected from the thousands produced between 1948 and 1961, being shown in the Museum's film auditorium through to May 2.

Aim of the exhibition is "to focus attention on areas in which the Museum feels television has made significant contributions to the art of our time".

Fifteen dramatic programs are included in the program, with such TV "classics" as *Marty* from NBC's Goodyear Playhouse, *Requiem for a Heavyweight* from CBS's Playhouse 90, and the Play of the Week production of *The Iceman Cometh*.

Among 13 outstanding news and special events programs being screened are *The Coronation of Queen Elizabeth* from NBC, the *Murrow on McCarthy* and *McCarthy on Murrow* shows from CBS's See It Now series, and the 1960 Democratic and Republican National Conventions from, respectively, NBC and CBS.

The fourteen comedy and variety shows chosen include *The Ernie Kovacs Show* from NBC, The Red Skelton Show's *Laughter, the Universal Language* from CBS, and ABC's *Art Carney Meets Peter and the Wolf*.

Tonight with Belafonte from CBS, the two-hour *Ford Fiftieth Anniversary Show* from NBC and CBS, and CBS's two-hour *The Fabulous Fifties* are among the specials included in the schedule.

From the field of arts and sciences, a dozen outstanding programs were selected, such as *A Dancer's World with Martha Graham*, *The Family of Man* from CBS, and *Bernstein on Beethoven's Fifth* from CBS's Omnibus.

Showings are at 3:00 and 5:30 p.m. daily, and there is no additional charge for admission to the film auditorium. Regular admission is \$1 for adults, 25¢ for children. The Museum is at 11 West 53rd Street, New York.

Television USA: Thirteen Seasons is presented with the co-operation and financial support of NBC, CBS and ABC, and with the co-operation of AFTRA, AFM, the Directors Guild of America and the Writers Guild of America.

CKTB ST. CATHARINES

- Complete coverage of Rich Niagara Peninsula
- Huge bonus audience in Toronto, Hamilton, S. Ontario
- 32 years of honest service and proven results

Reps:

Paul Mulvihill & Co. Ltd.
Toronto Montreal

Dial 610

CKTB
ST. CATHARINES

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS the SHOWS

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

WANTED

Two 293' A.M. towers

Box A-678

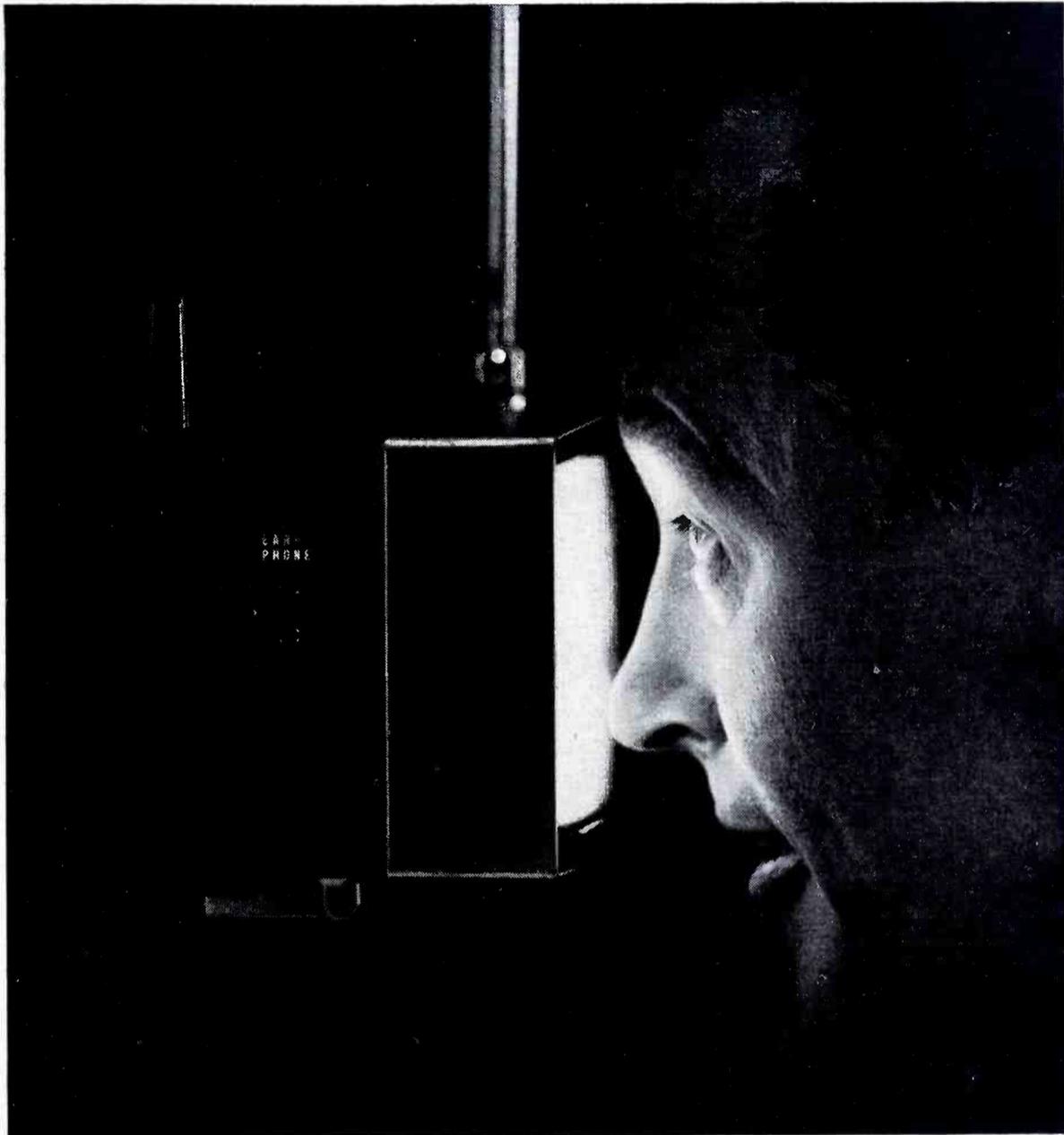
CANADIAN BROADCASTER

219 Bay Street

Toronto 1, Ont.



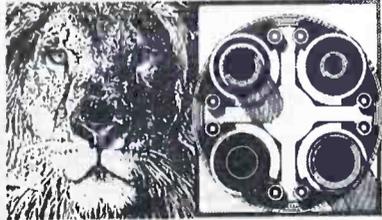
"The Sound of Service in Montreal"



SHORTS SIGHTED

Don't forget to keep an eye on your supply of short subjects. They add spice and interest to any schedule—fill out uneven spots—create fresh formats and new audiences. *Flexibility at low cost.* Take a long look at these interesting short subjects from MGM Television:

MGM



TELEVISION

The Passing Parade
Pete Smith Specialities
Crime Does Not Pay
Our Gang Comedies
MGM Cartoons
Billy Bang Bang Movies

for details and availabilities in
your market *call MGM-TV today*

Contact: William L. Robinson, MGM (Canada) Ltd., 340 Victoria Street, Toronto, Ontario. Empire 3-5703

Radio Listeners Are People

"There is a crying need for new research methods in radio."

THIS WAS the clearly defined theme of an address delivered last week to the Women's Advertising Club of Toronto by Doug Trowell, vice-president and general manager of Toronto's station CKEY.

The radio audience is made up of millions of parts, Trowell said, and these parts are *people*.

"They're individuals and each one is different; each is unpredictable and it is in knowing when, where and how they're listening to radio that radio gets short-changed.

"You can now add anywhere from 25 to nearly 50 per cent more to any present rating figure you see published, for radio," Trowell said.

"And do you know why?"

"It's the fantastic almost utterly unbelievable diffusion of radio listening which has developed.

"This listening is being done to self-powered radios, those little transistorized purse-sized ones, both in- and out-of-home plus other out-of-home listening to plug-ins in stores, offices, warehouses, factories to say nothing of car radio.

"Car radio," he went on, "is a medium which, in itself, has a circulation greater than all the morning daily newspapers in this continent combined."

He said that at CKEY they know they have listeners throughout the offices and plants of this city who participate with them all day long.

"We know," he said, "because they call us all day long to request songs, to double check on news items, to enter our games and contests.

"This is what self-powered radios have done. Because they're small and inconspicuous they're truly personal — as personal as a compact. They have extended the reach of radio. They've given it an everywhere-ness that is truly staggering in its proportion, and every day more new radios are being bought. It's *personal* radio in a most advanced form.

"Every day the radio usage of our population is rising discernably. You know it and I know it, and, in a sense, as listeners, they know it."

RADIO IS PERSONAL

The research people must give immediate consideration to all this, and

they are doing just that, Trowell said.

The Bureau of Broadcast Measurement is looking into it right now and has just acquired the services of a new full-time executive vice-president, Dr. B. K. Byram, "whose background as a statistician, researcher and manager fits him so well for the job of moving BBM ahead."

Trowell, who is vice-president of the Bureau of Broadcast Measure-

menters. (One advantage of this idea is that it would make it impossible to rig ratings by putting on special promotions at survey time.)

"This whole thing," Trowell said, "leads to possibilities which excite the imagination. Amongst these is the need for the *personal* rating of *personal* radio — the measurement of an *individual person's* listening.

"Nothing should stand in the way of the advertising business urging serious and immediate consideration of the problem for only when it has been exhaustively studied can its practicality be estimated and we need to know.

"Radio is personal and it needs personal ratings of individuals, not homes. It needs to know all the nooks and crannies where radio is being used as a companion, informer, entertainer, utility, that is if you, as advertisers, are interested in getting your money's worth and you're certainly interested in that.

"Maybe," he continued, "it will mean such sophisticated and comparatively expensive devices as wrist-watch sized tape recording instruments keyed to inaudible tones broadcast by stations in order to record the wearers' tuning patterns. Maybe it will mean simply developing new survey samples on an individualized *people* basis for the purposes of just a one-day study and report on listening.

"Whatever it is, whatever form it takes, whatever resourcefulness is required to unearth it, it needs doing because it makes radio worth even more and it's worth a whole lot now."

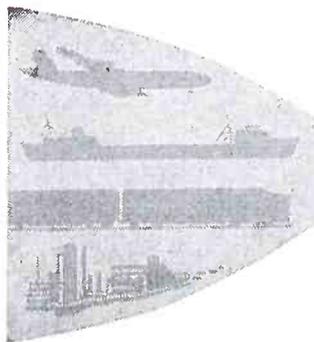


ment, also mentioned Kates Consultant Service (KCS LTD.), "the firm which handles BBM research analysis; has already moved BBM into the computerized area of operation and is currently studying the possibilities of a continuous survey of radio and television usage now feasible with the use of high speed com-

SELL A LEADING MARKET THROUGH A LEADING STATION

What makes a leading radio station?

It is the enthusiasm and the vitality of its experienced personnel — a top flight news operation — and involvement in community affairs. These are a few reasons why so many local and regional advertisers continue to use the "FIRST STATION" —



The Pacesetter in New Brunswick
CHSJ
SAINT JOHN

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

Parliament Hill

Feeds Crisis to U.S. and U.K.

AS THE CRISIS OVER Canada's nuclear arms policy early this month put Parliament Hill in headlines internationally, CJOH-TV Ottawa fed news reports and special features to four networks in three countries.

The station's mobile unit took up a post at the Parliament Buildings, three film cameramen were kept on the move at the scene, CTV newscasters Charles Lynch, Baden Langton, Ab Douglas and Peter Jennings were kept hopping, and their coverage kept Canadian, American and English viewers informed of happenings on the Hill.

With interest high, CTV carried live reports via the CJOH-TV mobile unit and scheduled a special news supplement daily.

A special half-hour report was produced for the Granada Television Network in England, to reach an estimated 12,000,000 viewers, with commentary by Lynch, Langton, Douglas and Jennings.

Langton handled five reports to ABC in the U.S., while Lynch did four regular reports for CBS plus interviews with the Prime Minister, the Opposition Leader, Members of Parliament and man in the street material for CBS's *Eye Witness*.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

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

OVER THE DESK

LUNCH AT THE Waldorf Astoria in New York celebrating CFTM-TV, Montreal's second anniversary heads the list of the What's-been-happening-to-Lewis department this issue.

It was an extremely pleasant affair, with around seventy-five New York agency people and a couple of clients enjoying a relaxed martini and food break in that swish hotel's Louis XVI room, in a truly French atmosphere from the chilled Vichyssoise to the Pouilly Fuissé. There was food too.

Arrangements were in the capable hands of Joe Bloom, president of the New York rep house of Forjoe & Company, who rep the station.

Playing joint hosts were Mr. J. A. DeSève, president of Télémetropole, and, accompanied by their wives, a trio of CFTM-TV officials, Paul L'Anglais, vice-president; André Ouimet, vice-president; Roland Giguère, assistant to the president and station manager. On the rep side was Gaston Bélanger, manager of the Toronto office of Paul L'Anglais Inc. Then there was one other — oh yes, me.

STORK MARKET

CONGRATULATIONS are due to the Tom Daleys, the promotion manager of CFPL-TV, London, Ontario. Their brand new daughter, Megan Ellen, arrived last week and Tom reports all concerned are thriving.

GOOD OF THE INDUSTRY

An item of the man bites dog order comes to light in a letter which has reached The Desk informing it that two Calgary radio stations and two TV stations have got together to finance production of the Gilbert & Sullivan opera, *Yeomen of the Guard*.

The informant in the case was Don Hartford, manager of CFAC-Radio, and collaborating in this venture for Canadian talent were CFCN-Radio and TV and CHCT-TV.

It seems to us that work of this nature too often goes unsung despite the fact that it is a real contribution to Canadian talent development, and when a number of competing stations combine in such efforts, it is a real contribution to the industry without hope of the slightest material gain.

SICK LIST

GEORGES GUERETTE, former manager of CJEM, Edmunston, N.B., whose serious sickness was reported in this column last issue, has been moved to his home in Edmunston from the hospital in Quebec City.

Georges is still critically ill and is lying in a hospital bed in his home which was supplied by the Red Cross.

Letters and cards from old friends are extremely helpful in his present condition. They should be addressed to Georges at 46 Fraser Avenue, Edmunston, N.B.

"OPERATION PENNIES"

THE GENEROSITY of the people of Kingston and Eastern Ontario

continues to amaze officials at Radio Station CKWS.

Thirteen months ago, the station, in co-operation with Foster Parents' Plan Inc. of Montreal, began "Operation Pennies" — a fund raising drive to "adopt" needy children overseas. Within twelve weeks, enough money had been raised to "adopt" nine needy children in such places as Hong Kong, South Vietnam and Italy.

The donations were received from the public at large, as well as from benefit hockey games at which the CKWS Radio-TV No Stars appeared, and an "Operation Pennies" dance for teenagers at QECVI.

Beginning January 1st, this year, the station decided to try to re-"adopt" all nine children, but thought that possibly only half could be re-"adopted". However, the generosity of the residents of the city and area has been so great, "Operation Pennies" has been successful in raising enough money to re-"adopt" all nine in just half the time that it took last year . . . despite the fact that it now costs \$12 more this year for each child (\$192.00).

The \$192 unit for each child provides the youngster with all the essentials of life, as well as school books.

POWER OF THE JINGLE

THE POWER AND PENETRATION of the radio jingle was vividly demonstrated by CHUM sales at the Toronto Ad and Sales Club's Sales Management Conference luncheon at the Royal York Hotel last month.

CHUM, as donor of the "boost prize" (a transistor radio, won by Waldo Holden, president of Standard Broadcast Sales Ltd. and vice-president of CFRB and CJAD, who donated it to the Hospital for Sick Children) was given two minutes' time to boost itself and, instead, boosted radio in general with a unique experiment.

CHUM's local sales manager, Jim Armstrong, introduced five-second snatches of six radio jingles, minus advertiser identification. Luncheon guests were invited to identify the sponsors, with a transistor radio as a prize for the first correct answer drawn.

Of 464 completed ballots, 61% had all six jingles identified correctly. Scoring on individual jingles was as follows:

Dominion Stores	95%
DuMaurier Cigarettes	95%
Peoples Credit Jewellers	86%

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

Mann & Martel (Real Estate)	85%
Wildroot Cream Oil	82%
Robert Simpson Company	79%

SWING TO RADIO IN U.S.

THERE IS A NATIONAL swing to increased interest in radio listening in the U.S., according to special studies made last year for the CBS Radio Network by R. H. Bruskin Associates. Figures released last month showed that people whose interest in radio increased in 1962 far outnumbered those whose interest had diminished.

Two studies, one in July and one in November, polled a total of 5,100 people in the eastern, central, southern and western regions of the U.S. Interviews were conducted with men and women, from 18 to over 55 years old, with incomes ranging from \$4,000 to \$10,000 and over.

Participants were asked, "As you know, people become more or less interested in various things as time goes on. For each of the following items, are you more or less interested than you were a year ago?" Radio listening was included in a list of such interests as bowling, movies, European travel, boat ownership, buying a new car.

Three times as many people showed "more interest" in radio in the July survey than indicated "less interest", and in November two and a half times as many people expressed "more" than "less". Closer analysis revealed that the younger the adult age group, the greater the degree of increased listening interest.

Arthur Hull Hayes, president of CBS Radio, commented, "There is little doubt that emergence of the highly convenient and relatively inexpensive transistor radio is acting as a powerful stimulus to a generally renewed interest in radio, particularly among the young age groups." He mentioned a 1961 Bruskin study which showed that more than 40% of U.S. homes owned one or more self-powered portable radios, and an A. C. Nielsen Company measurement of transistor listening which added an average of 50% to the total of listening to plug-in sets.

NOW IT IS TIME

To say I have come to the foot of the column with just enough room left, and no more to say — Buzz me if you hear anything.

Dick Lewis

A hangover is something that occupies
the head you didn't use last night

CFCN RADIO/TV
CALGARY

CKLC

The number one
mail-pull
station in
KINGSTON

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

CHOV, Pembroke

SELL RICH NORTHERN ONTARIO

Estimates for effective buying income in 1963 place Sudbury in 3rd place for all of Canada. Per household buying income is estimated at over \$7,000.

This buying power is available for your client's products!

RESULTS ARE WHAT
COUNT!

RESULTS ARE WHAT
YOUR CLIENT WILL GET!

See the All-Canada Man.



Sudbury, Ont.

COLOR WILL COME BUT NOT YET

"Color television will come to Canada and be welcomed by all interested parties, including the viewers," said the Board of Broadcast Governors after its January public hearings in Ottawa — but don't put out the welcome mat just yet. "It is the feeling of the Board that no color should be introduced at this time," it concluded, after considering a full day's presentations for and against color TV, "but the BBG will keep an extremely close watch on the situation and act quickly if and when conditions are right."

While the majority of set manufacturers plumped for color now, both CBC and CTV networks cited the great costs involved and the lack of public demand as reasons for delay, and the official CAB stand was that those stations who wanted to take the plunge should be allowed to do so.

It was pointed out that in the U.S. there are only a million or so color sets in use, while there are some 54,000,000 black and white receivers, and that only one of the three American networks does any appreciable amount of color programming. Also, although about

one million Canadian homes could pick up color shows from the U.S., only an estimated 4,500 color sets are in use in Canada today. The price factor, with the cheapest color set about \$750 in Canada, was also raised.

NEW TV STATIONS

The CBC's application for a French-language television station in Quebec City, up in the air for some time now, was recommended for approval, predicated on the use of Channel 11 as the Board is considering requests that Channel 9 be shifted from Quebec to elsewhere in the province.

A CBC application for a French-language TV station in Timmins, Ontario, was also recommended for approval.

Decision was reserved on the CBC's request for a TV station in St. John's, Nfld., after the Corporation introduced a last-minute change in its brief. The original application, made in September, 1962 estimated the first year's revenue at \$400,000. During the hearing last month the Corporation reduced the estimate to \$236,000 in order that the position of the existing station, CJON-TV, would not be "too seriously impaired", and otherwise indicated a policy of "phasing in" as proposed by the Board earlier. The BBG will now consider the amended CBC brief.

Having recommended approval of the CBC's application for the Quebec City French-language station, the Board recommended denial of the application of Jacques La Roche, on behalf of a company to be incorporated.

NEW AM RADIO

In a rare move, the BBG recommended for approval two applications for French-language AM radio stations in Ottawa. A CBC application, on which decision had been reserved pending word that funds were available, was approved when the Board was advised such funds are now on hand. The application of Radio Prestige Limitée was also recommended for approval.

The CBC station will broadcast on 1250 kcs with a power of 10,000 watts, and the private station on 1150 kcs with a power of 10,000 watts daytime, 5,000 watts nighttime.

CBC's application for a new AM station in Fredericton, N.B., which had been postponed from the October, 1962 hearings pending advice from the Corporation that funds were available, was also recommended for approval.

Approval was recommended for a licence for a new daytime AM station at Dryden, Ontario, by Lake of the Woods Broadcasting Limited. The station will broadcast programs from CJRL Kenora, with a power of 1,000 watts at 900 kcs.

The application of Lower St. Lawrence Radio Inc. for a new French-language station at Causapsca, Quebec, was recommended for approval. The station will carry programs from CJBR Rimouski, at 1450 kcs with a power of 1,000 watts daytime, 250 watts nighttime.

The Board recommended two AM station applications for denial: that of James Allan Stewart on behalf of a company to be incorporated for an Ottawa station, because of the approval of the Radio Prestige Limitée application; and the application of James Barry Neill on behalf of a company to be incorporated for a new station at Brandon, Manitoba, which the Board was not satisfied would provide a satisfactory service under existing conditions in the market.

NEW FM RADIO

New FM stations in Ottawa, Montreal and Brandon were recommended for approval, while a bid for another Toronto FM outlet was denied.

Radio Prestige Limitée's application for a French-language FM station in Ottawa, to be programmed

separately from its AM station, was granted the Board's approval to operate at 101.7 mcs with an effective radiated power of 39,000 watts. The same company's application for a French-language FM station in Toronto was recommended for denial on grounds that the BBG is not prepared to recommend an additional Toronto FM station not associated with an AM operation.

A new French-language FM station in Montreal was recommended for approval, to broadcast at 93.3 mcs with an effective radiated power of 52,200 watts. The application was made by Raymond Crépeault on behalf of a company to be incorporated.

A licence for a new FM station at Brandon, Manitoba, was also recommended for approval. Western Manitoba Broadcasters Limited will operate the station at 96.1 mcs with an effective radiated power of 29,000 watts.

TV REBROADCASTING STATIONS

Four new TV rebroadcasting stations were recommended for approval: at Kapuskasing, Ontario, to carry French-language programs from "off-the-air" pickup from the proposed CBC television station at Timmins; at Fort Frances, Ontario, to receive programs by "off-the-air" pickup from the CBC's Kenora TV station, CBWAT; at Sheet Harbor, N.S., to receive programs by "off-the-air" pickup from CBC's CBHT Halifax; and at Passmore, B.C., to Mount Sentinel TV Society, to carry programs from "off-the-air" pickup from CHMS-TV Crescent, B.C., with the licence subject to termination should a signal from a Canadian TV station become available in the area.

The Board recommended for denial Channel Seven Television Limited's application for a rebroadcasting station at Brandon to carry CJAY-TV Winnipeg programs. The Board feels this service would prejudice the local service.

Decision was reserved on the CBC's application for a rebroadcasting station at Port Rexton, Nfld., to receive programs from the Corporation's proposed St. John's station on which the Board has delayed a decision.

NEW CBC AFFILIATE

The BBG approved the CBC's application to attach to the licence of CHRL Roberval, Quebec, a condition that the station operate as an affiliate of the CBC French Radio Network, to extend the national service to an area not now receiving it.

LOW POWER RELAY TRANSMITTERS

Five applications from the CBC for low power relay transmitters were recommended for approval, as fol-

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

National Representatives
Canada: Paul L'Anglais Inc.
Toronto and Montreal

CJBQ
RADIO

BELLEVILLE and
TRENTON, ONTARIO

Another
STOVIN-BYLES
Station

ANOTHER QUICK QUINTE FACT!

Belleville's Population Growth
in Last Decade:
FORTY-EIGHT PER CENT!

lows: at RCAF Station, Holberg, B.C.; at Clinton, B.C.; at Manitowadge, Ontario; at Red Lake, Ontario; and at St. Fabien De Panet, Quebec.

CHANGES IN FACILITIES

An application by Quinte Broadcasting Company Limited for an increase in the power of CJBQ-FM Belleville and for authority to broadcast separate FM programs revealed that the BBG is contemplating FM regulations this year. Both applications were recommended for approval, the licence for separate FM programming to be issued for one year.

Separate FM programming was also requested by CHRC Limitée for CHRC-FM Quebec City, and a one-year licence was recommended for approval.

An increase in power from 5,000 to 10,000 watts was recommended for approval for CKRC Winnipeg, a Transcanada Communications Limited station.

Approval was also recommended for an increase from 250 to 1,000 watts for CBC's CFWH Whitehorse, Y.T., and a change of frequency from 1240 kcs to 570 kcs.

A change of frequency and antenna site for CJDC Dawson Creek, B.C. was recommended for approval, the frequency to change from 1350 kcs to 560 kcs.

CFRA Broadcasting Limited's application for a change in the day and nighttime antenna radiation pattern of CFRA Ottawa was recommended for approval.

Approval was recommended for CBC's application to operate the existing shortwave transmitter equipment at Sackville, N.B., on the frequency of 9625 kcs with a power of 50,000 watts.

Transcanada Communications Limited was given the Board's approval for a change in the location of the main studios of CKCK Regina, Saskatchewan, to the northwest corner of Victoria Avenue and Park Street.

The Board recommended denial of an application by Goodwill Broadcasters of Quebec Inc. to temporarily amend the condition of licence which requires CJQC Quebec City to operate exclusively in English. The BBG stated that the licence carried the express condition that service be provided exclusively in English and

no reasons of public interest were presented to show that this condition should be revoked.

Decision was reserved on the application by Gaspé Télévision Limitée to program TV rebroadcasting station CJAQ-TV-1 Mont Blanc, Percé, P.Q. by "off-the-air" pickup from CKAM-TV Upsalquitch Lake, N.B. instead of from CHAU-TV Carleton, Quebec.

The CBC application for a television station in St. John's and its implications prompted the Board to reserve its decision on an application by Newfoundland Broadcasting Company Limited for an increase in power, change of channel and increase in antenna height for CJOX-TV Argentia. For the same reason the Board reserved decision on the same company's application for a power increase for CJCJ-TV Grand Falls, Nfld.

A decision was also reserved on the application by Radio Iberville Limitée for a power increase for CHRS St. Jean, Quebec. The application will be reviewed at the March BBG meeting.

EDUCATIONAL TV

The Board approved a request by the Calgary School Board for authority to contract with CHCT-TV Calgary to broadcast educational programs approved by the school board.

LICENCE RENEWALS

The BBG considered 109 applications for licence renewals and so that such applications would be more evenly distributed in the future the renewal periods were staggered, with the stations selected at random. Seven licences were renewed to March 31, 1964; twelve to March 31, 1966; and 90 to March 31, 1968.

Renewal to March 31, 1964, was recommended for: CKLC-FM Kingston; CFRN-FM Edmonton; CKCR-FM Kitchener; CKPR-FM Fort William; CKLW-FM Windsor; CFCF-FM Montreal; and CKJL St. Jerome.

Recommended for renewal to March 31, 1966 were: CFGM Richmond Hill; CFBR Sudbury; CFJC Kamloops; CKRB Ville St. Georges; CKOC Sarnia; CFBC Saint John; CKVD Val d'Or; CKCL Truro; CFCW Camrose; CKLN Nelson; CJLS Yarmouth; CHUB Nanaimo.

Renewal to March 31, 1968, was recommended for: CFSL Weyburn;

CKCQ Quesnel; CHUC Cobourg; CKDH Amherst; CKEK Cranbrook; CJCH Halifax; CJNR Blind River; CKTR Three Rivers; CKBM Montmagny; CHIC Brampton; CKEC New Glasgow; CFGT St. Joseph d'Alma; CKLC Kingston; CJKL Kirkland Lake; CKRN Rouyn; CFRN Edmonton; CJIC Sault Ste. Marie; CKCV Quebec; CKCR Kitchener; CFOR Orillia; CFRA Ottawa; CKSB Saint Boniface; CFRB Toronto; CJFP Riviere-du-Loup; CHVC Niagara Falls; CKOV Kelowna; CKX Brandon; CKAC Montreal; CFCY Charlottetown; CHAD Amos; CJBQ Belleville; CKPR Fort William; CKLS La Sarre; CKLW Windsor; CHLT Sherbrooke; CHLT-FM Sherbrooke; CJRL Kenora; CJDC Dawson Creek; CKLG North Vancouver; CJSP Leamington; CFCL Timmins; CKOT Tillsonburg; CJRT-FM Toronto; CHNC New Carlisle; CKVM Ville Marie; CKCY Sault Ste. Marie; CFRX Toronto; CBAF Moncton; CBA Sackville;

CBH Halifax; CBUT-TV Vancouver; CBMT-TV Montreal; CBOT-TV Ottawa; CBUF Ocean Falls; CBFG Gaspe; CBUC Salmon Arm; CBUB Osoyoos; CBUA Oliver; CBUD Castelgar; CBUE Hope; CBUK Kitimat; and CHAY, CHLR, CHFO, CHSB, CHRX, CHYS, CKUS, CKBR and CKSR Sackville.

The Board recommended the following licences for renewal to March 31, 1968, with the condition that the stations relate as part of the CBC Networks: CFCR-TV Kamloops; CJOX-TV Argentina; CHAT-TV Medicine Hat; CHBC-TV Kelowna; CHBC-TV-1 Penticton; CHBC-TV-2 Vernon; KCRN-TV Rouyn; CJFB-TV Swift Current; CKBI-TV Prince Albert; CHCA-TV Red Deer; CFCL-TV-1 Kapuskasing; CJES-TV-1 Estcourt; CKSO-TV Sudbury; CFPL-TV London; CHSJ-TV Saint John; CKCK-TV Regina; CJBR-TV Rimouski; CJIC-TV Sault Ste. Marie, and CKLW-TV Windsor.

RADIO HEADS ONTARIO PRESS GALLERY

FIRST-CLASS citizenship for radio in a traditionally newspaper-dominated area has been established with the election of two broadcasters to the executive of the Ontario Press Gallery at Queen's Park.

New president is Arthur Robson, Queen's Park representative for CBC Television News, who took up his post in January, 1959 to become the first active member from broadcasting in any provincial press gallery in Canada. Second vice-president is Godfrey Hudson, director of news and public affairs for CKEY Toronto.

Hudson is the first private broadcaster to be an active member of the Ontario Press Gallery. CKEY's daily coverage of events at Queen's Park dates back to September, 1961.

CFRB has also been accepted into active membership of the Ontario Gallery, the membership being held by Gil Murray.

Associate members are Bill Hutton, CFRB; Bob Evans, CFTO-TV; Bill Drylie, CHUM; Jack Burghardt, CHCH-TV and Ross Marshall, CKKW Kitchener.

WANTED!

50,000

WATTS

~::~~

!!!

CAPTURED

for selling in Edmonton

CFRN • RADIO

1260 on the dial

Radio Representatives Ltd.
Montreal, Toronto, Winnipeg, Vancouver
U.S.A. Young Canadian Ltd.

It's A Fact



Memories of that immortal rascal Robbie Burns still burn brightly in the Galt area — On Saturday afternoon, January 26, 1963, more than 43 local merchants created an SRO situation with their participation in CFTJ's programming tribute to Robbie Burns Day!

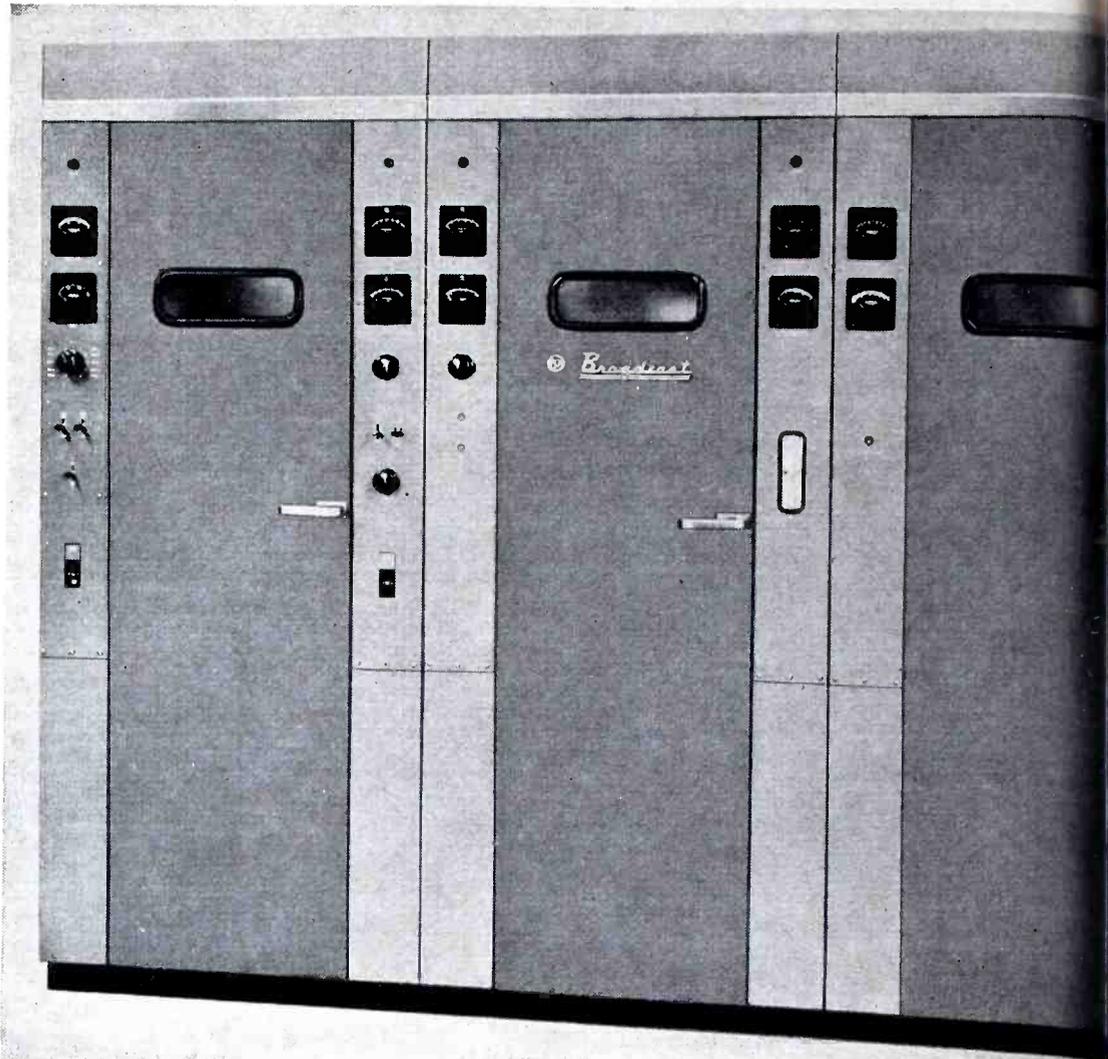
Further evidence that only CFTJ sells Galt-Preston-Hespeler-Ayr, a market of approximately 45,000 people responsible for more than \$45,000,000 in retail sales.

When you buy Ontario radio be sure to include CFTJ, Galt, 1110 on the dial.

Alex Bedard & Co. Ltd.
"Selling With Integrity"
Toronto — EM. 3-4662

Ralph J. Judge & Co.
"Tell It To The Judge"
Montreal — VI. 9-2076

- Flash -
 Now being fabricated
 in our Montreal plant for
 mid-1963 delivery. As usual
 economies effected by Canadian
 production are reflected in our
 new lower selling price.



BTA-10U 10 KW broadcast transmitter (with cutback facilities for 5 KW).

RCA VICTOR'S NEWEST PRESTIGE

TYPE

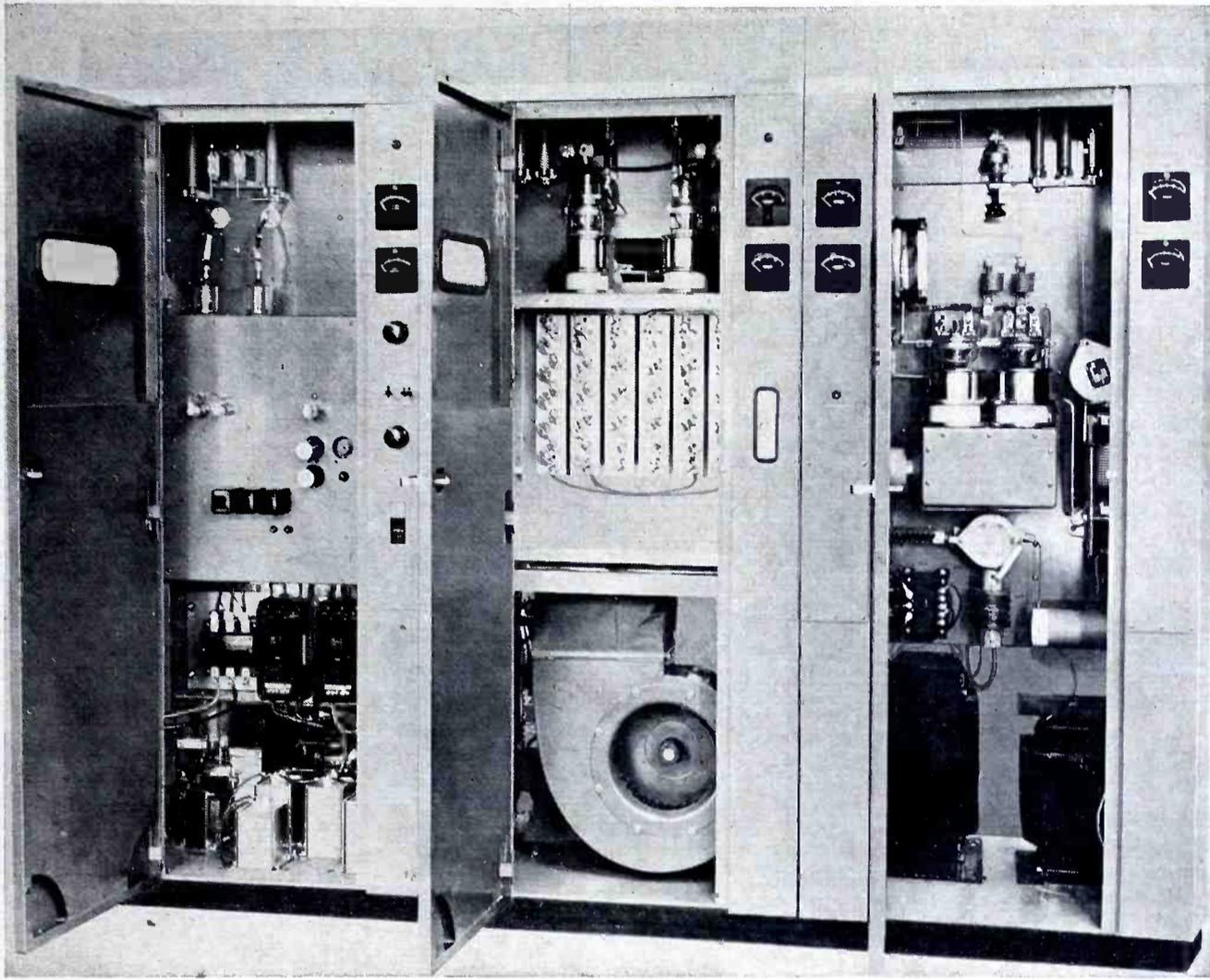
BTA-10U

Ask the stations who own them:

- CKBW** Bridgewater, N.S.
- CJCB** Sydney, N.S.
- CHAT** Medicine Hat, Alta.
- CKLM** Montreal
- CFMB** Montreal, Canada's first multi-lingual station

REDUCED OPERATING COSTS

- Replacement tubes cost 30 percent less
- Extended tube life
- New high-efficiency RF final saves 10% annual power bill
- Operates between -20 deg. C and +45 deg. C temperatures, reducing building heating costs



Front view, doors open, showing driver-control, modulator and high-voltage rectifier, and power amplifier cabinets.

GE AM BROADCAST TRANSMITTER...

REDUCED MAINTENANCE COSTS

- Only two tuning controls
- Semi-permanent solid-state rectifiers
- Adequate cabinet dimensions ensure ample cooling in warmest summer weather with simple air-changing system
- Vertical panel construction provides reach-in accessibility to all components
- No RF feedback requiring frequent adjustment
- Highest quality components reduce equipment outages

REDUCED INSTALLATION COSTS

- Output circuit tolerant of wide variations in antenna system impedance
- Factory-tuned and tested.
- Built-in remote control circuitry
- Broadband neutralization
- Very low harmonic radiation



RCA VICTOR COMPANY, LTD.

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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

OWN OUTLETS EVENTUALLY WOULD HELP CBC

by DICK LEWIS

TWO HUNDRED AND SIXTEEN BROADCASTERS and people close to broadcasting piled into the Empress Room at the Park Plaza Hotel, Toronto, February 7 to hear the president of the CBC, J. Alphonse Ouimet, deliver what was acclaimed as one of the most entertaining speeches to be heard by the Radio and Television Executives Club of Toronto since its inception. The Toronto dailies played up Mr. Ouimet's delightful humour but seemed to us to overlook the crux of the speech.

Between his merry quips at CTV's Spence Caldwell and CFTO-TV's John Bassett, who were sitting alongside him at the head table, Mr. Ouimet reiterated his long-range plan which would eventually free the CBC from any regulation or control by the Board of Broadcast Governors.

To this end, he presented a line of reasoning, which he delivered so logically no one could have doubted his own sincerity and conviction.

Regarding the football fracas, he said:

"I hate to disappoint some well-known pundits, but I must make it clear that the nub of the Grey Cup controversy was not that the CBC was challenging the general regulatory authority of the BBG. The CBC was questioning only the validity of a particular regulation."

Saying he was pleased he could claim an excellent relationship with the members and staff of the BBG, he said "the dispute brought into sharp focus issues and principles that will have to be faced as the national system matures.

"This," he continued, "is not an easy job, because, as I said to the Canadian Club of Ottawa, the Canadian broadcasting system has always been a difficult one to administer, even prior to the 1958 division of responsibilities between the BBG and the CBC; prior also to the advent of the second stations and the second TV network."

OWN OUTLETS FOR CBC

He went on to say that he had suggested it would be simpler if, eventually, the CBC were to have its own outlets, which would be a slow and gradual development over a period of ten to twenty years, "as the nation's economy would permit and as centres now served by private stations affiliated with the CBC grow to a point where a second station is indicated.

"If this principle were accepted," he went on, "it would then be pos-

sible to simplify the system still further.

"CBC could plan ahead, confident that as funds became available, it could proceed with the orderly provision of its own outlets to bring the full national service to the greatest possible number of Canadians in both languages.

"As CBC 'second stations' came into being," he said, "the existing stations now affiliated with the CBC would be freed to join the CTV network or to carry on as independents.

"This would strengthen the national service and, at the same time, make it possible for the CTV network to acquire additional affiliates and the increased coverage which it claims to be essential to its healthy commercial growth. It would be good for viewers

and listeners across the country, and would be one way of providing the choice of programming, the alternative viewing, which Canadians should have.

"If this were done," he said, "the private stations and the CBC could eventually operate entirely independent of one another as do the public and private sectors in Australia and Britain.

"This separation would, in turn, greatly simplify the relations between the two boards — BBG and CBC.

"There would be no need for the BBG to arbitrate in matters of affiliation contracts or to decide on which private station should be affiliated with the national service.

"Furthermore," he continued, "there would be no need for the BBG to hear applications for licences,

inasmuch as the gradual completion of the national service coverage would be determined by long-range plans, established following study by a proper body of enquiry and a report to parliament.

"You will note," he said, "that I stressed *periodic study* by a proper board of enquiry and *long-range plans* established as a result.

"Eventually, as is the case in Australia, the main concern of the BBG would be to regulate, as necessary, and recommend regarding private stations with the CBC continuing to answer directly to parliament on all its activities, *as it does now*, but without the present complex inter-relationship between BBG and CBC. Let me repeat; CBC would continue to answer directly to parliament *as it does now*."

CKCK — Regina

First in Commonwealth to Air Church Service



THE FIRST CHURCH service ever heard on radio within the Commonwealth was broadcast by CKCK Regina from Carmichael United Church in Regina February 11, 1923. On the fortieth anniversary of the event, February 10, 1963, CKCK again set up its equipment in the church to broadcast the service, and also presented the church with a plaque commemorating the occasion.

The historic broadcast hung in the balance at a meeting of the Elders of Carmichael Church forty years

ago. Some thought radio was a toy, not a dignified medium for a service of worship. Others felt it might be a boon to shut-ins. Finally a resolution was passed that the Minister could make the arrangements if the whole matter did not cost the congregation more than \$5.

As it developed, the minister, Reverend J. W. Whillans, conducted the first radio service of worship in the Commonwealth not knowing he was on the air. Arrangements had been made to broadcast the evening service, but when CKCK's Bert Hooper tested the equipment that morning the reception was so good he couldn't resist throwing the switch and airing that service too.

"The listening audience could even hear the coins dropping into the offering plates," the newspaper reported the next day.

At the next meeting of the Church Session, it was recorded that "the

radio service conducted in our church February 11 was a great success, letters having been received from different points in the U.S.A. and from a number of places in Canada stating that the service had been received distinctly and much appreciated."

Reverend Whillans, the minister of the church then, and Reverend J. T. Horricks, the present minister, have both devoted considerable time and effort to substantiating the claim to this "first".

Easter Sunday of 1923 the Fort Rouge Church in Winnipeg had its service broadcast and later placed a bronze tablet in the church stating that the first radio service in Canada had originated there. News of this reached Reverend Whillans, who was then in England, and after considerable correspondence he proved his point and the Winnipeg tablet was changed to read "first in Manitoba".

The first church broadcast in the U.K., according to BBC, took place at St. Martin's in the Fields, London, in January, 1924, almost a year later than the Canadian broadcast. To establish its claim, the facts of the Carmichael Church broadcast on CKCK were printed in the religious publication, *BRITISH WEEKLY*, and no other Commonwealth country disputed the "first".

Reverend Horricks' research has failed to uncover a firm date for the first broadcast by an American station. The first network service of the air was carried by NBC May 23, 1923.

The man behind this first church broadcast in the Commonwealth, Bert Hooper, returned to Regina for the unveiling of the plaque from his present post as chief engineer at CKRC Winnipeg.

Some women know their husband's jokes backwards . . . and tell them that way

CFCN RADIO/TV CALGARY

▶ C-JAY TV WINNIPEG, AGAIN THIS YEAR OFFERS DAY-TIME RATES TO 9 p.m. DURING THE SUMMER!

Dear Advertiser:

Again this year C-JAY TV has issued a summer-time rate card supplement. This summer-time rate card will be in effect for a 13-week period, commencing Sunday, June 16th.

We have followed the same procedure as last year and that is, we have extended our day-time saturation sales package announcement rates to include all run-of-schedule placements, sign-on to 9:00 p.m., Monday through Sunday.

We suggest you check with our representatives to see how you can get winter-time cost efficiency for your summer-time advertising dollar.

Another feature we offer you this year is a 10% discount on 52-week continuous spot campaigns. This will become effective with our regular rate card No. 5 which will be mailed to you by C.A.B. on March 5th. In the meantime, our representatives can tell you about this policy.

Yours sincerely,



JERRY JOHNSON,
General Sales Manager.

SUMMER SATURATION SALES PACKAGE		
SIGN-ON TO 9:00 P.M.		
Monday to Sunday		
Run of Schedule announcements first come first serve basis June 16 to September 14, 1963		
<i>1 minute</i>	<i>1 week</i>	<i>13 weeks</i>
5 per week	\$250.00	\$243.00
10 per week	\$460.00	\$446.00
15 per week	\$660.00	\$640.00
20 per week	\$850.00	\$825.00
<i>20 seconds</i>	<i>1 week</i>	<i>13 weeks</i>
5 per week	\$200.00	\$194.00
10 per week	\$368.00	\$357.00
15 per week	\$528.00	\$512.00
20 per week	\$680.00	\$660.00
<i>8 seconds</i>	<i>1 week</i>	<i>13 weeks</i>
5 per week	\$100.00	\$ 97.00
10 per week	\$184.00	\$178.00
15 per week	\$264.00	\$256.00
20 per week	\$340.00	\$330.00

Service Facilities — Rates on Request. Political Announcements take regular rate as shown on Rate Card No. 4

Announcements in following shows at Summer Rates . . .

- GUNSMOKE
- GOING MY WAY
- FATHER KNOWS BEST
- NAKED CITY
- CHEYENNE
- MARTIN KANE
- AWARD THEATRE
- FOUR JUST MEN
- AND MANY OTHERS

Ask our representatives about the 52 week continuous announcement 10% discount plan

JAY TV
TELEVISION CENTRE - WINNIPEG



STOVIN BYLES — TORONTO • MONTREAL • VANCOUVER
SUMNER CORP. — U.S.A.

STATION CALLS

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

CFCF-TV, MONTREAL



ON A VISIT to the Laurentians, Irene Clynch from Liverpool, England, receives a warm, if somewhat wet, greeting from a Canadian husky while her pen-pal from Canada, Irene Kavanagh looks on.

WHEN IRENE CLYNCH of Liverpool, England wrote to her pen-pal, Irene Kavanagh of Dorval, Quebec, she never dreamed that her letter would win a trip to Canada for her and her mother. However, when her Canadian pen-pal submitted her letter to CFCF-TV's *Magic Tom Pen-Pal Contest*, its originality, its interesting and informative style did win a trip to Montreal for a week, guests of CFCF-TV.

The contest, which started in October, drew letters from children who had pen-pals in all parts of the world. Each child sent a pen-pal's letter and it was on the merit of these letters that the final judging was made.

January 27, Irene Kavanagh and her family were at Montreal's International Airport to greet her friend from England and her mother.

A whirlwind week followed, including daily television appearances, newspaper interviews, a tour of Montreal, a visit to the 41st floor of Montreal's Place Ville Marie, a day in the Laurentians, evenings in Canadian homes, a view of a large Steinberg supermarket, (Mr. Clynch is a grocer at home in Liverpool) and

many other activities which filled the week for the pair.

While in Montreal, Irene celebrated her 12th birthday. She appeared on *Magic Tom's Surprise Party*, where she had a birthday she will remember for some time to come.

As Irene herself described the week, it was "smashing". Congratulations poured in from many hospitable Canadians who either called or wrote, many of them wanting to invite the Clynch's to their homes.

This contest, in many ways a reversal of the popular conception of "win-a-trip" contests, brought a youngster and her mother to Canada and spread old-fashioned goodwill not only in Liverpool and England, but at home as well.

CJCA, EDMONTON

THE OLD GAME "Knock, Knock, who's there?" can be lots of fun when played with people, but when there is nobody there, it can make a person a little jittery.

Mr. and Mrs. Harry Sydora, their eight children, along with relatives and others who have visited the Sy-

dora home in Edmonton, reported there was a loud knocking on the back door, on the windows, and in the walls of the basement, but on investigating, there was nobody there. Mr. Sydora went so far as to tear down the wall in the basement, but still nothing could be found that accounted for the strange noise.

It was these strange goings-on that attracted the interest of CJCA's all-night announcer, Dale Partridge. Dale decided to do his show from the basement of the Sydora home on a Monday and Tuesday night in January. Since it isn't every night that one hears a broadcast from a haunted house, the program created a good deal of comment and aroused a lot of interest.

On Monday night Dale started his show with an interview with Mr. Sydora, covering the events to date. Instead of the usual music, longer features, such as Orson Welles' *War of the Worlds*, were aired. This enhanced the mood being created by the broadcast, and also gave Dale a chance to investigate the house for himself.

When nothing unusual happened, this only served to point out to the Sydora family that all suggested

sisted until every window in the home was broken.

However, again on Tuesday night, there was absolute silence. No knocking, no creaking, no unusual sound of any kind. Mr. Sydora was relieved. He believed that the house was now free of whatever had been causing the noise before. The equipment was removed, the broadcasts from the haunted house were over. Things were back to normal.

Does anyone know CJCA's rates for exorcising poltergeists?

CHLO, ST. THOMAS

ONTARIO PUBLIC SCHOOL students in senior grades and their parents must now begin to make plans to determine the educational ingredients required for the vocations for which they have aptitudes.

This new approach to education is called the "Robarts Plan", after Ontario's Premier and former Education Minister, the Hon. John Robarts.

To introduce the plan to students and their parents throughout Southwestern Ontario, CHLO Radio Program Director Don Lumley produced a 45 minute broadcast which was aired at 7:30 p.m., February 4. The various aspects of the project were introduced by the principals of St. Thomas' secondary schools and the heads of their vocational guidance departments.

Copies of this CHLO Radio Public Affairs production will be made available to district Home and School Clubs for presentation during their meetings and to other stations which might wish to produce a similar broadcast.

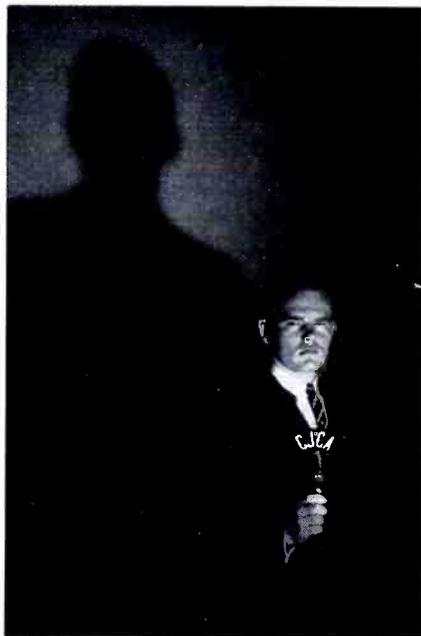
CJOH-TV, OTTAWA

SOMETHING NEW has been added to the school curriculum in Ottawa. Now children are taught by means of television in the classroom.

Every morning, Monday through Friday, CJOH starts the day with a school telecast, specially prepared in co-operation with the Ottawa Public School Board.

Aimed at grades three to seven, the programs feature teachers from the Ottawa schools with lessons in science, social studies, art and French. Teachers in the schools prepare their classes for the telecasts and follow them up with planned work projects. Because there is usually more than one class of each grade in the school, programs are aired three times consecutively so that all children may see them.

This series also provides interested parents with an opportunity to keep up to date on their youngsters' education.



alternatives, such as noisy pipes, the house settling, mice or rats, must be false. If any of these were the cause, why should they stop then?

Before his Tuesday night program, Dale gathered all the information he could on other such incidents in years gone by. On CJCA's *Night Watch* that night he told listeners about the "Daysland Demon", which in 1935 had been the source of loud rapping and great concern in a farm home in that Alberta community, along with stories from England, and another about a house in Chilliwack, B.C. where strange rappings had per-

RADIO NEWFOUNDLAND

VOCM · **CK**CM · **CH**CM
59 82 56
10,000 watts 10,000 watts 1,000 watts

"BEST BUY IN Eastern Canada"
ask the all Canada man

The trend is to balanced programming

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

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

FREMANTLE GOES LIVE - BUYS "ROMPER ROOM" RIGHTS

LIVE CANADIAN PRODUCTION is the latest step in Fremantle of Canada Ltd.'s long-range plans to provide outstanding programs to Canadian television, reports Ralph Ellis, Fremantle president and general manager.



RALPH ELLIS

The company has acquired exclusive Canadian rights to the popular *Romper Room* program for pre-schoolers, and also a stable of other local-live shows.

The seven-year-old organization has thus far been primarily involved in television film distribution, handling series and features from the U.S., U.K., the Commonwealth and France; such shows as *Flying Doctor* from Australia, *A Time to Remember* from England, *Mr. Lucky* from the U.S. and the vintage film classics in the *Silents Please* series.

Through affiliates abroad Fremantle also distributes Canadian-produced TV films in other countries.

Romper Room is the best-known of the properties involved in the agreement signed early this month between Fremantle and Bert Claster, president of Romper Room Inc. and Claster Enterprises Inc.

The TV kindergarten is currently running in 18 Canadian markets and on February 9 celebrated its fourth anniversary on CKCW-TV Moncton, the first station in Canada to produce the program. It has been running for ten years in the U.S. and is also seen in Puerto Rico and Australia.

As well as selling and servicing the program, Fremantle will take over

merchandising activities. At present eight Canadian manufacturers are making Romper Room toys.

Vern Furber, director of Romper Room in Canada, will act as chief of Fremantle's Romper Room Division. George Harper, account executive with CKCO-TV Kitchener before he joined *Romper Room* last year, has

joined Fremantle as a sales executive.

Called *La Jardinière*, the show is now running in Quebec City and Henri Tremblay, eastern sales manager for Fremantle, will head activities in the French-language market.

Pin Busters, a ten-pin bowling show for young people ten to 18, now running on CHCT-TV Calgary and

CFRN-TV Edmonton, is also now a Fremantle property in Canada. Two other bowling shows, *Strikes and Spares*, a prime time hour designed for adult bowlers competing for cash prizes, and *Spare Time*, a daily half-hour for women league bowlers, are new to Canadian TV.

A new quiz show and a panel show are also being introduced to the Canadian market by Fremantle, again for local live production.

It's In the Name is a word game, with viewers at home participating in a scrambled words contest as well as contestants in the studio. *Shadow Stumpers* involves a panel of four service club members, one from each club, vying for cash awards for their organizations.

HIGH IN THE SKY

SOARING HIGH IN THE sky over Greater Vancouver these days is a 12 foot diameter balloon, imported directly from the Land of the Rising Sun.

The balloon, which has nothing to do with Civil Defence, alerts, or overkills, is a special promotion for on-location remote broadcasts at shopping centres.

When 'NW president Frank Griffiths saw the balloons in Japan, he was impressed with their versatility and ordered two. (The second one flies over CKNW's sister station CJOB in Winnipeg.)

A 35 foot sign, bearing the station call letters floats below the balloon.

Originally the balloons were ordered with the sign "Top Dog", CKNW's maiden name. When they came through, however, 'NW had to return them for revisions.

Due either to Oriental humor or a plain goof, the Japanese had printed "Bull Dog" on the signs.

Obituary

DEATH CLAIMS SHIRLEY GINSLER

THE SYMPATHY of his many friends goes out to Selwyn (Solly) Ginsler, Canadian Sales Director of Seven Arts Production, whose wife, Shirley Helen, passed away at Branson Hospital, Willowdale, Ontario, February 9, after a lingering illness. She is survived by her husband and two sons, Ernest and Frederick.

TV's SOS GETS PUPS A BREAK



"CFQC-TV SASKATOON going to the dogs" might well be the caption of this photo, taken during a recent *Sallytime* telecast devoted to the plight of homeless pups. CFQC-TV staffer Mrs. Thelma Hawes (left) cuddles two pups while SPCA inspector Gerald Duda and "mutt" visit with *Sallytime* hostess Sally Merchant, and the secretary of the SPCA, Mrs. R. L. James (right) looks on.

Spurred by a SASKATOON STAR-PHOENIX article headed "Dog Pound Like Refrigerator, Animals Suffering", the television station expanded its daily 3:30 to 4:00 p.m. *Sallytime* show to an hour and invited ten stray pups to guest star.

While SPCA officials described the unhappy living conditions at the

pound, where it was so cold even the dog feed froze, CFQC-TV staffers were busily taking the names and addresses of people offering warm hearths and full dinner plates to the homeless pups. Some 100 calls were taken in 90 minutes.

The ten canine television performers found homes, all the other cats and dogs at the pound were befriended, and the SPCA now has a waiting list of 60 to 70 names, thanks to the newspaper-television campaign. Their crusade for better conditions at the pound has been answered by civic officials, who have improved conditions at the present pound and are planning a new \$25,000 home for four-footed friends.

CFAC

CALGARY

RADIO

1

FOR NEWS

Contact your ALL-CANADA man



Housewives' Program Returns to CJON-TV



Miss Edna Baird (left) and guests.

A special series of programs for Newfoundland housewives and homemakers is being continued on CJON-CJOX-CJCN Television this season in cooperation with the Extension department of Memorial University.

50th PROGRAM

Hostess on the series, AT HOME WITH EDNA

BAIRD, is Miss Edna Baird, a specialist in home economics and Administrative Assistant at the Extension Department. On Feb. 12th. she presented her 50th program since the series started in November, 1961.

SEVENTY GUESTS

Miss Baird has interviewed a total of about seventy guests on the after-

noon program on topics covering all branches of home economics, including food and nutrition, home management, child care, sewing and dress-making, interior decorating, etc.

VERY INTERESTING

She says "I enjoy it. I think it's very interesting." Asked about reaction to the program, Miss Baird said that during her first 24 programs she heard from 60 different communities throughout Newfoundland.

WIDE INTEREST

"After every program I get some response," she said, "indicating a wide interest in the program." All production expenses in connection with the program are borne by CJON and, of course, the broadcast time is also donated by the station.

MARKET NOTES

RETAIL TRADE: Bowring Brothers Ltd. department store on Water Street in St. John's is gradually getting back into business following the more-than-one-million-dollar fire at the store January 30th. Managing Director P. D. Bowring said it was expected to have the grocery section operating again by the end of the week of Feb. 3rd.

Dominion Stores Ltd. and Ayre's Supermarkets in St. John's have confirmed that negotiations are underway aimed at "some form of an alliance" between the two. No other details were given. Ayre's operates five large supermarkets in St. John's.

CO-OP PROJECT: The Newfoundland Government Employees Association is asking its members to purchase shares to raise \$100,000 for the building of a supermarket in St. John's. Shares are being offered at \$5 each. A NGEA statement explained the project by saying that "careful consideration should be given to any and all means whereby the cost of living for civil servants can be reduced."

EMPLOYMENT: An APEC report says Newfoundland enjoyed a better rate of employment expansion than her sister Atlantic provinces in 1962. The report says 6,000 new jobs were created in Newfoundland last year, an increase of 6.5 percent over 1961. This compares to a gain of only 1.2 percent for the other three Atlantic provinces.

PULP & PAPER: Newfoundland's third newsprint mill dream is a step closer to reality. Premier Smallwood says Newfoundland Pulp and Chemical Company has acquired a sulphite mill to be moved to Come-By-Chance on the province's east coast. He says he is confident the sulphite process, which stops short of actual newsprint, will eventually become a full-fledged newsprint operation.

LONELY EARS

Gag columnist with hearing aid in left ear would meet lady same with aid in right ear: object stereo.

• • •

OVER THE DESK

John + Jane = John + Jane
Jane Eager Tired Due

Jane + \$500 = (Jane)² + John
Due Seas

• • •

AUDREY STUFF

Then there's the gal who was so dumb she thought adolescence means you add a lesson here and add a lesson there and by and by you learn something.

• • •

IBID

Let's not overlook her sister who knew that even Mason and Dixon had to draw the line somewhere.

• • •

PRO BONO PUBLICO

Maybe the next party to gain power in Canada will postpone its election to make way for the CAB Convention.

• • •

SAFETY SIGN

"Give our children a Brake".

• • •

MIRACLE MEDIUM

One of the great advantages of radio advertising is that the copy-writer doesn't have to learn to spell.

• • •

PAN MAIL

Sir: Having read your column for a number of years, I am firmly convinced you must write it on a tripe-writer.

Elmer Squidge

• • •

CANDID COMMENT

Then there's the drama critic who when the actor told him he thought nothing of delivering Hamlet's Soliloquy without a script, remarked tersely, "I don't think much of it either."

High School Debate

High school students in St. John's again are getting opportunity to go before the television cameras and express their views on a variety of interesting topics.

FOURTH SEASON

HIGH SCHOOL DEBATES is in its fourth season on CJON Television, and is presented in cooperation with the Methodist College Literary Institute, a nearly century-old debating society.

MCLI MODERATOR

A member of the MCLI Burf Ploughman is chairman and moderator for the program, presented each Saturday from 3.00-3.30 on CJON-CJOX-CJCN-TV. Students from city high schools participate on topics picked from a hat.

NO WINNERS

No winners are declared. Viewers are left to make up their own minds as to which side presented the best argument. In the process, the youngsters get invaluable experience in the art of public speaking.

Auction Tournament is Back



Newfoundland's Second Annual Auction Tournament has been launched through CJON Radio by the Newfoundland Margarine Company, makers of GOOD LUCK MARGARINE.

BIGGEST GAME

Last year, this Tournament developed into what was termed "the biggest game of cards" ever played in the province. Probably as many as 90,000 people took part, in the province's first province-wide card party.

DAILY WINNERS

All over Newfoundland people are now casting jacks to choose partners again, in six-deal games, submitting their scores to Newfoundland Margarine for daily announcements on CJON Radio of daily winners.

FINAL GAME

Later on there will be regional playoffs to determine the three men and three women who gather in St. John's for the final game for the grand prize.

GRAND PRIZE

The grand prize is a 1963 four-door Comet Sedan, plus an engraved silver trophy. The runner-up gets \$500, plus a silver trophy and each of the finalists gets \$50 in cash.

FEB. - MAY

In addition, there are daily prizes of \$5 and weekly awards of \$25 until the final playoffs early in May. The tournament started February 1st.

See Our
HARD-WORKING REPS
Stovin-Byles in Canada
Weed & Co. in the U.S.

RADIO'S SHARE GROWS FROM SMALL START

Wouldn't you rather be in Florida?

Canadians in key cities have been exposed to this message during one of the most rigorous winters in recent years, via radio spots, many next-to-weather, or as part of news sponsorship.

The Florida Development Commission, a state department, has placed this broadcast coverage through the Louis Benito Agency in Tampa, Fla. It has been, in the view of many advertising men, one of the most successful travel promotions in recent years.

Although some use was made of outdoor and small-space print, the bulk of the expenditure has been in broadcast media. Says the agency, "The Canadian market for Florida travel is a big one — and our people wanted to keep up the rate of increase in spite of the exchange difference this year. So the state decided to take advantage of the immediacy of broadcast, especially the weather reports, to back up the work being done by the resorts and carriers."

Copy for the Florida messages has been simple — just a reminder to shivering Canadians that "the temperature in Miami is now 83 degrees" and then the clincher.

Toronto and Montreal travel agencies and motor leagues report one of the biggest years for winter vacations in Florida; the final figures will not be available for some months, but it looks like the promotion is working.

What about other travel advertisers?

Rumors of increased travel industry promotion through broadcast have been reported widely in recent weeks. One trade publication forecast a major increase "this year" in this category.

BUDGETS ARE LOW

THE BROADCASTER referred this question to advertisers, agencies, travel agencies and media men. Facts are hard to come by, since statistics on advertising expenditures by industry and by specific advertisers in the travel field are unorganized. Following, however, are the best estimates available:

- Travel advertisers in the national-account bracket spent approximately \$200,000 during 1962 in radio, the bulk in Toronto and Montreal
- The figure for TV (local stations, no network) was about \$75,000, scattered over five cities
- Ten years ago, travel advertising on broadcast was virtually non-existent
- Leading travel advertisers on broadcast were TCA, CPA, the two Canadian railroads, BOAC, and an assortment of other carriers,

during 1962. During 1963, industry sources estimate, there will be increased expenditures by some of the foreign government travel bureaus and airlines, (including the aforementioned Florida state promotion) plus some planned resort-area promotions

- Broadcast media are being favored increasingly by the smaller budget advertisers, especially the carriers, including Scandinavian Airlines, KLM, Irish International Airlines and several steamship groups.

Optimistic as these statements may be, the fact remains that the efforts being displayed by most travel advertisers remain relatively unimpressive in relation to other advertising categories.

Best estimates for 1962 show total national-advertiser spending in radio, for example, as \$23,500,000 (in 1961, DBS estimates just over \$21 millions). Thus, travel advertisers account for one per cent.

In relation to the total travel market, foreign advertisers, including U.S. groups, placed only token amounts in broadcast, if the following figures be put in perspective, according to one senior agency man:

- Canadians spent \$454.7 millions in the U.S. in 1961 (DBS), including both business and pleasure travel, with an estimated 4% increase in 1962, despite exchange.
- In 1961, following the pattern of post-war years, a quarter of a million Canadians travelled abroad (outside North America) leaving \$151 millions in other countries; the estimate for 1962 is for a six per cent increase in numbers, but only three per cent increase in dollars, owing to exchange and to the upswing in "group" travel, at reduced per person cost.

RELIANCE ON OVERFLOW

Two public relations representatives of foreign airlines agreed that carriers should be "doing much more on radio and TV in this country," but said, "Our budgets are made up at headquarters where commercial broadcasting is not available."

One carrier representative said that he "relied on U.S. overflow advertising, anyway." The agency man concerned with one of the larger European travel accounts claimed, "We can't overlook the plus of color plates given us by the parent company which cut down on our production costs — so we use print media."

Complaints of "insufficient budget" were echoed by a number of other agency men representing foreign travel groups: "Print media, of course, come first, especially newspapers who co-operate with us in publicity."

What about the Canadian advertisers?

Both domestic air lines use broadcast, in increasing amounts and "with good results," one TCA representative said. Canadian Pacific Airlines uses broadcast, including FM, on a consistent basis in major centres, "and will continue to do so, with substantial returns," according to its agency.

The railroads have used saturation spot campaigns to promote combination offers, and these are larger than in former years, broadcasters report.

Domestic government travel groups, both federal and provincial, have tended to spend their money "outside". A representative of the Ontario provincial travel department stated, "We use broadcast occasionally, but outside the province," and this notwithstanding the drive on the import-export front in the province.

Several of the Western provinces use broadcast in their own territories to promote internal tourism, according to media men, but this is "relatively small so far."

The Canadian Government Travel Bureau has some "domestic plans under consideration, possibly including broadcast," in the words of one Ottawa source close to the bureau. So far, however, there has been great interest on the part of the federal group in securing free use of travel films and travel releases by the broadcast media.

Is the old bogey of "contra-account" a hindrance in the growth of travel advertising in broadcast. The answer seems to be clear enough: for some advertisers and stations, workable arrangements present no difficulty; some combinations, however simply don't add up.

There was, for example, the recent contra-account deal made between a Toronto hotel and a broadcaster in a small Alberta town. Nobody wants to admit who started this one . . . it fell apart in short order.

SPONSORS BY GROUPS

Individual resort operators in this country have not been users of broadcasting, with a few rare exceptions. The reason most often advanced has been cost. Groups or associations of resorts, however, have been sponsors from time to time.

In Quebec, for example, resort groups in both the Laurentians and Eastern Townships have used radio and television for seasonal promotions. These efforts, in which individual resorts got a share of mention upon prior agreement, have not assumed major size, neither have they been consistent. Reasons advanced include the "need for a strong leader in the group", "the insecurity of the resort business, which depends so heavily on weather," and "insufficient capital".

In other parts of Canada, resort associations have yet to become important advertisers in broadcast media. Rumors persist, nevertheless, that northern Ontario groups may attempt to organize seasonal promotions either this year or next.

The use of broadcast by the travel industry in general is increasing. Expenditures are, however, still modest in relation to the size of the industry, and in relation to travel spending in other media. Relatively few advertisers make up the list of active sponsors, and these come from the carrier category with few exceptions.

The list of travel advertisers not using broadcast in Canada is a long one, including resort areas, government travel commissions, some carriers (particularly surface), and to a large degree the travel agents themselves. Most observers, however, feel that major increases may be expected in these categories as the success of present promotions, such as the Florida effort this winter, become generally recognized.

HOW DO YOU RATE . . . WITH THE 400?

Products in 31 food categories are included in this CFGP study.

400 Grande Prairie housewives are surveyed twice a year on their brand preferences by CFGP.

A survey of YOUR product is available from All-Canada in Canada and U.S.A. or direct from the station.

CFGP
GRANDE PRAIRIE
VOICE OF THE INLAND EMPIRE

Hopes Color Set Will Benefit Industry

THANK YOU for sending me a copy of your January 17 article on RCA's comments on our color television.

The RCA engineers have given

an opinion without asking us for a demonstration; but we could show them that the problems which they feel we have not solved are, in fact, some of the very problems which

we have solved. For example, our projection color is inherently much brighter than equivalent direct-viewed color receivers can possibly be. For equal picture brightness our projection color display uses much less power than direct-viewed color displays such as the RCA aperture mask receiver. These facts, combined with our other new features, result in projection color which is only about 75% of the bulk, 75% of the weight, and about 50% or less of the retail price of direct-viewed color.

colossus like RCA the financial and prestige risks were enormous. The RCA aperture mask receiver is an immensely complicated device; yet it was made to work by RCA engineers. The magnitude of this engineering achievement is perhaps not widely enough understood. One famous television engineer testified on oath before a U.S. Congressional Committee that it could not be done. Today, their direct-viewed aperture mask receiver is the only one sold; but it can only be manufactured profitably at a very high price (average retail price \$600). The industry has awaited a new and simplified principle with which to reach the mass market.

Today unit sales of black and white conventional receivers are falling: profit margins are disappearing. Costly RCA aperture mask color cannot reach the mass market. To date only about a million color receivers have been sold in eight years. At present, luxury-priced aperture mask receivers carry an adequate profit margin, but unit prices and profit margins must soon go the way of black and white.

The basic reason for this lowering of unit prices, and disappearance of profit margins, is that the picture quality of the highest priced of the present day receivers (both color and monochrome) is no better than the picture quality of the lowest priced receiver. The same hardware is used in both. The purchaser (who is no fool) has learnt that he gets no better picture in an ebony cabinet for \$600 than he gets in a metal box for \$160.

As I have said before (ELECTRONICS, November 30, p. 24), I believe that this gloomy prospect can be changed by marketing our new range of sunflower color receivers. The retail price range will be from a low mass-market \$200 up to a luxury \$900. For the first time in the history of the television industry, a higher-priced receiver will give a significantly brighter and better picture. The color picture of the \$200 economy receiver will be good; but there is no doubt of the improved brilliance and greater pleasure to be obtained from the more expensive receivers which will use more and larger projection tubes. The improvement will be obvious if the receivers are demonstrated side by side in a dealer's showroom. Genuine picture improvement in return for more dollars will mean that the higher-priced color receiver will have a status value like a Cadillac automobile. The profitable middle and high-priced markets will no longer tend to disappear.

It is my hope and expectation that industry-wide use of our new sunflower color will benefit all in the television industry by increasing sales and stabilizing profit margins.

J. OWEN HARRIES,

President,

Harries Electronics Corporation Ltd.
Bermuda

Who put the **K** in CFQC?

It took half a dozen very big corporations and millions of dollars. But it is transforming the economic life of CFQC's signal area, around Saskatoon.

Of course, wheat is our first money-maker, and we made more billions of dollars from agriculture in 1962 than ever before. Wheat, though . . . even Winnipeg claims wheat.

And oil production was greater in 1962 in our area than ever before. Of course, those guys in Calgary talk as though they had all the oil.

But now magic K! K's the chemical symbol for potassium, major element in POTASH. POTASH, used on eastern farms as fertilizer and in eastern industries. And it all comes from CFQC's signal area. Company towns, multi-million dollar developments, the whole bit. Production is just starting and may continue profitably for centuries.

We are happy to have new people, rich people in our audience. So are the advertisers on CFQC.



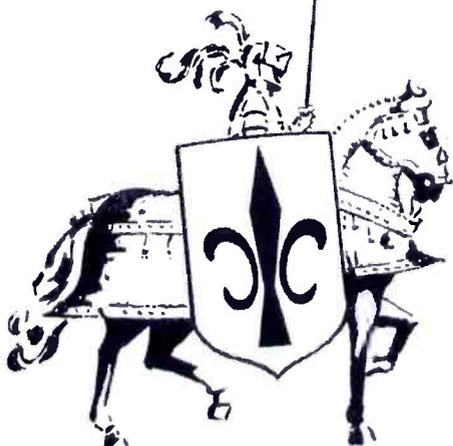
RCA engineers say that, in the past, all projection systems have been costly, dim and had low contrast and resolution. I agree. But these defects of the old projection displays were due

to an inappropriate choice of engineering quantities, and because certain devices (such as our new "sunflower" distortion corrector) had not been invented.

It is true, as Mr. French of RCA says, that a number of unsuccessful color television ideas have been published in the last eight years, but this is surely irrelevant to the fact that the long awaited break-through to low price and better performance has at last been made.

Eight years ago, RCA brought color television out of the laboratory and on to the high-price market. Opposition and apathy opposed them. Perhaps only those who, like myself, have pioneered in television since the late 1920s, can fully appreciate the RCA management's courage and achievement in at last winning industry-wide acceptance of color in the U.S.A. Even for a

FACTS about
FRENCH
CANADA



The northwestern Quebec market is above average — Rouyn, market 67% above national average. Noranda, income 15% above national average. Val d'Or, market 130% above national average. These facts contribute to a 1961 population of 170,000, a buying income of \$168,902,000.00 and retail sales of \$122,574,000.00 making northwestern Quebec the province's 4th market.

HARDY

RADIO & TELEVISION LTD.

Toronto: — Suite 715, 2 Carlton St., EMpire 3-9433

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For French Coverage

BBC's Second TV Network Due April '64

by Walter R. Watkins

BBC TELEVISION expects to have a second network operating by April, 1964. Starting in the London area with transmissions amounting to approximately 25 hours a week, it is anticipated the new service will reach 60% of the population here by 1966 and the remainder some 18 months later. The cost: \$120,000,000.

BBC-II, as the second network is to be called, will run on the 625-line definition as opposed to 405 lines currently used on BBC-I.

(Editor's Note: Information as to how they propose handling this situation will be forthcoming from the BBC in time for the next issue.)

Programming of the two networks is to be planned centrally and BBC intends to run them on a complementary basis, not a competitive one. Color transmissions are expected soon after the second channel is operational.

Not since the days more than a quarter of a century ago when BBC pioneered the world's first television service has there been so much excitement around the network.

At the moment, BBC is undergoing a major re-tooling process in preparation for its new channel. For instance, several moves have taken place aimed at breaking down the corporation's "vast organization" into more autonomous groups.

On the programming side, Stuart Hood still holds the final responsibility for BBC's output. But executives Donald Baverstock and Michael Peacock have been appointed program heads of BBC-I and BBC-II respectively. Canadian Sydney Newman has been brought in from the commercial network to take over the whole of BBC drama (on both channels) while Tom Sloan does likewise for BBC's light entertainment programs.

Along with Peter Dimmock, the Corporation's outside broadcasts chief, Grace Wyndham Goldie, head of the network's talks and current affairs, Joanna Spicer, assistant program planning controller and Leonard Miall, executive secretary, the aforementioned programming heads form a nine-man "inner cabinet" which is geared to make quick programming decisions.

Under the heads of output groups — drama, current affairs, light entertainment and outside broadcasts — are executive producers in charge of specific sections of a group. For example, under the OB chief Peter Dimmock comes a head of sports; head of "event" productions and a head of OB features and science.

It is felt that breaking down the "vast organization" will auger well for the individual producer; not only will he now have more independence, but will have direct access to a top executive.

Queried on the sort of program likely to inhabit BBC-II, program controller Stuart Hood states: "They will have to have a touch of splendour. It is going to be a major job to launch BBC-II because it involves viewers buying a new receiver (capable of receiving 625-line transmissions). Therefore, the programs have got to be something special, attractive enough for a viewer to want to keep up with the Joneses who have a set. We plan to have at least one major production on BBC-II every night of the week."

Directly in line with these "winds of change" that are blowing through BBC, are the plans of Sydney Newman who joined BBC from ABC early in January. Newman, known in Britain as TV's "Mr. Drama", intends to mount at least six plays of "stature" throughout the year in BBC-I. Besides this, he intends to experiment with plays of two and perhaps three hours in length in an effort to break away from the "standard" length of 60 and 90 minutes.

This plan for drama of any length applies even more in BBC-II where

it is felt there will be room to slot not only lengthy plays but very short ones, too.

Color TV? According to Kenneth Adam, the network's Director of Television, BBC is still undecided as to where the future lies in this field. He says: "We are not sure yet what the transmission standards of color are going to be, because a French system (SECAM) has come along to challenge the American system (NTSC).

"We have to choose — if we possibly can — the same system which is eventually adopted by the rest of Europe. Unfortunately, not everybody in Europe is as keen as we are to get cracking with color; I believe we cannot overestimate the sort of excitement which color television will provide."

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CUTS & SPLICES

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

THE CLOSED circuit TV meeting of the SMPTE last week, which originated at CFTO-TV in Toronto and was seen in the studios of CTV stations from Montreal to Vancouver, has been hailed as a tremendous success by the executive and members of the Canadian section.

Spanning 2,700 miles, to reach audiences in seven stations in six provinces, the meeting was attended by some 700 people, about double the Canadian membership in the Society.

SMPTE hopes to recruit new members from the large number of interested guests and it was made clear that membership is not restricted to engineers and that technicians in the motion picture and television fields are welcomed by the Society.

The meeting was chaired by past-chairman Lou T. Wise, who opened proceedings with the introduction of the Canadian Government. Roger Beaudry, vice-president and general manager of Pathe-DeLuxe of Canada Ltd., and chairman of the Canadian section, Michael Barlow of CFCF-TV Montreal.

President of the Society, Reid H. Ray, came to Toronto from St. Paul, Minnesota, to address the Canadian section and reviewed the Society's growth from its original 10 members

in 1916 to its 6,200 members in 61 countries today.

"Film for Production and News in TV" was the title of the first paper on the program, given by Ron Laidlaw, news director of CFPL-TV London. Using film clips, he demonstrated the techniques used in his department to increase speed and efficiency, and illustrated production techniques that can add action and realism to still pictures when necessary.

Mid-way in the meeting Beaudry and Barlow discussed the activities, the aims, purposes and benefits of the SMPTE.

A second paper, on "The Advanced Use and Application of Videotape in Television" was delivered by Jack Lingeman of Jack Lingeman Productions. Using videotape clips to illustrate the four techniques used in producing commercials on tape, he demonstrated the versatility now possible using videotape and discussed latest developments.

The meeting closed with brief remarks by the Society president and the Society's thanks to CTV for the donation of its closed circuit facilities and for the co-operation of the management and engineering staff in its stations, to CFTO-TV and producer David Cooke, and to the CBC for videotaping and simultaneously kine-scoping the meeting.

Members and guests were served refreshments and toured the stations in several centres, while some local meetings included papers or films in the period before or after the closed circuit TV meeting.

IN THE EARLY production stages at Riverbank Productions Ltd. is a new children's TV series called *The*

Whatsit that Lost its Whereabouts, which stars a small animal who doesn't know what kind of animal he is and, to add to his confusion, gets lost.

The British Broadcasting Corporation, which is programming Riverbank's *Tales of the Riverbank*, has asked the company to do *The Whatsit* and president Dave Ellison has been talent-scouting for a young English lad to co-star in the series. The boy's scenes may be shot in England, or he may be brought to Canada for filming.

Another series, in which ATV has shown great interest, is also in the planning stage.

• • •

WITH SOME 260 shopping days left till Christmas, Moreland-Latchford Productions Ltd. are already at work on the TB Christmas Seals public service announcements, which will be filmed early in April.

The announcements this year will feature the lightning sketches of cartoonist George Feyer, using his mobile technique as seen in Screen Gems' *Pick A Letter* series.

Handling the assignment for the fourth year, Moreland-Latchford will produce three one-minute and two 20-second announcements, plus one one-minute in French, for distribution to every English-language TV station in Canada and some 450 theatres. They will be shot in 35mm and reduced to 16mm for television, in black and white.

• • •

FIRST U.S. SALE of Group 4 Productions-Leland Publishing Ltd.'s local-live television bingo show *Domino* has been announced — to WFIL-TV Philadelphia. The show, to run under a new title in the States, starts on the Philadelphia outlet March 18, with other American markets showing great interest.

The home audience participation program is currently running daily on CFTO-TV Toronto, CJCH-TV Halifax, CFTM-TV Montreal, CJOH-TV Ottawa and CFPL-TV London, locally-produced from format, scripts, and production aids prepared by Group 4-Leland. Focal point is the bingo game, paced by an elaborate electronic computer system, with informational and entertaining housewife-oriented feature material.

• • •

WILLIAMS, DREGE AND HILL Ltd., who make television commercials, have just completed a 20 minute film, showing how television com-

mercials are made. The film, for William Neilson Ltd. through F. H. Hayhurst Co. Ltd., is designed for showing to jobbers across Canada.

Shooting followed the creation of TV commercials from Hayhurst's offices to Neilson's offices to the studios of WD & H.

Opening on the crowds a TV commercial is created to stop, it shows the writing of the copy, the preparation of a storyboard, the shooting of a rough stop-motion film by an agency man, the composing of the music and writing of lyrics.

The jobbers will see the client-agency conference on choosing a show and choosing the talent for the commercial. The film shows the production of stop motion, live action and puppet commercials. A brief message from Andy Williams, star of *The Andy Williams Show*, which Neilson sponsors, is integrated into the film, and the film closes with the completed commercial as it is seen in the show.

To complete an illustration of several techniques used in TV commercials, closing shot is a cartoon animation of a Jersey Milk chocolate bar cow.

• • •

THREE CRAWLEY FILMS LTD. productions have just been released: *Seal Hunt*, *Rx for Maryanne*, and *The Quiet Betrayal*.

Seal Hunt, a 22 minute color sound film, was produced for Calvert Distilleries Limited and shows a party of Eskimos and sportsmen hunting seal. Filmed at Whale Cove, 250 miles north of Churchill on Hudson's Bay, it is a record of a way of life unknown to most of those who will see it.

The film is available through Calvert representatives, Modern Talking Picture Service Inc. at 140 Merton Street, Toronto, or Kepron's Ltd., 1151 Sanford Street, Winnipeg. It is cleared for television showings.

The Canadian Pharmaceutical Manufacturers Association film, *Rx for Maryanne*, is already proving popular with television stations, Modern Talking Picture Service reports. The 13 minute color film tells the story of the research, production and distribution of modern pharmaceuticals in Canada.

Paintings from the Parke-Davis collection are used to illustrate the history of the medicinal use of drugs. The film is available through the Canadian Pharmaceutical Manufacturers Association, 90 Sparks Street, Ottawa, in either English or French.

The Quiet Betrayal was produced by Crawley for the Canadian Tuberculosis Society and is available through the Society at 343 O'Connor Street, Ottawa. The film emphasizes the fact that TB has not been curbed to the degree that some people think, and that it could be virtually wiped out within a decade with full public support.

J. Frank Willis narrates the case history of "Jim Matthews" in the dramatization of TB's effect on his life and that of his family.

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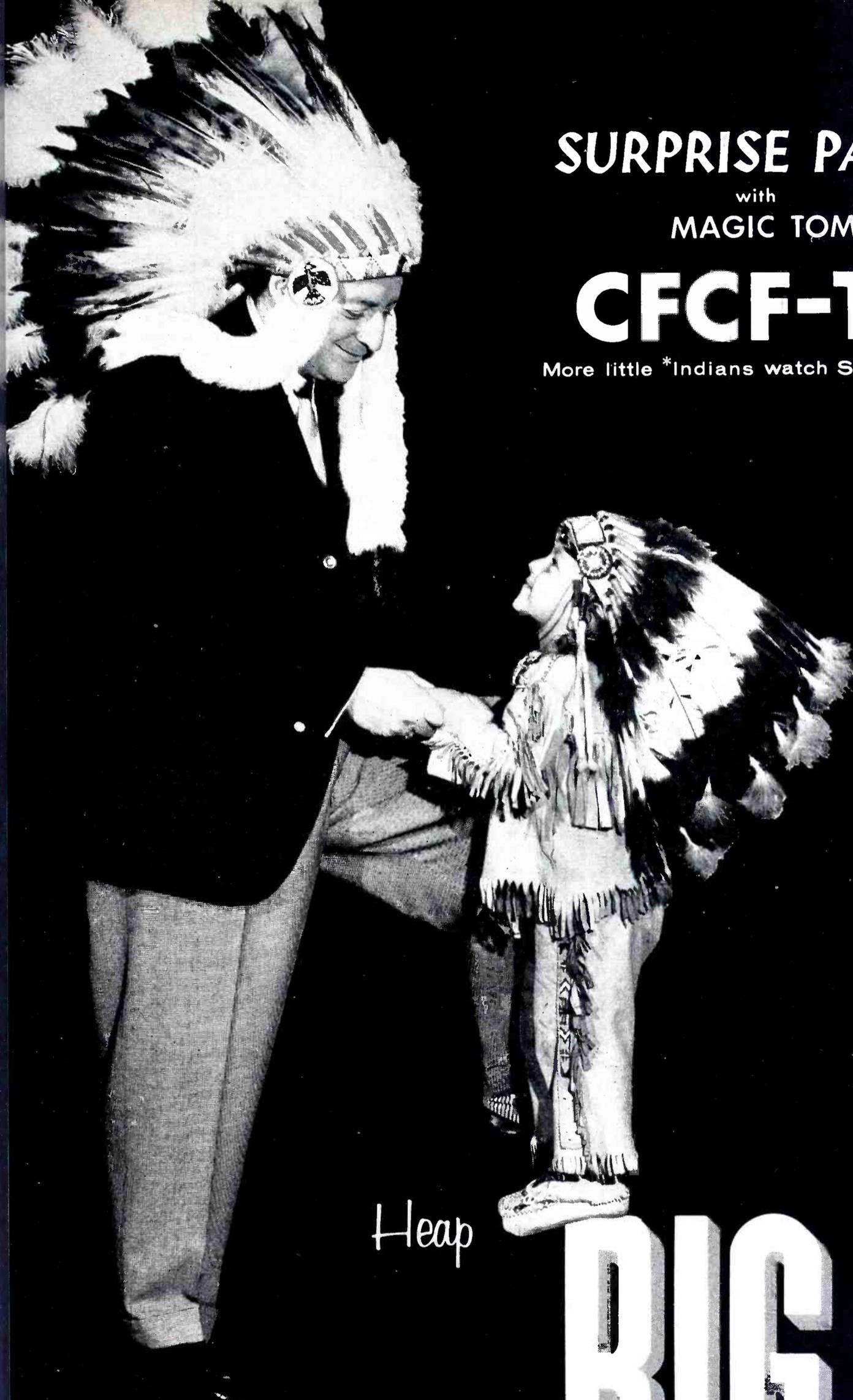
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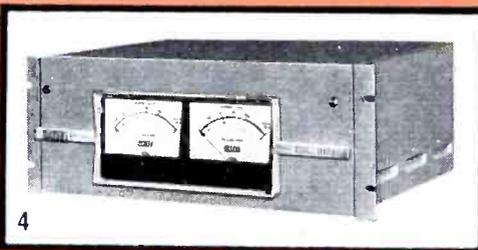
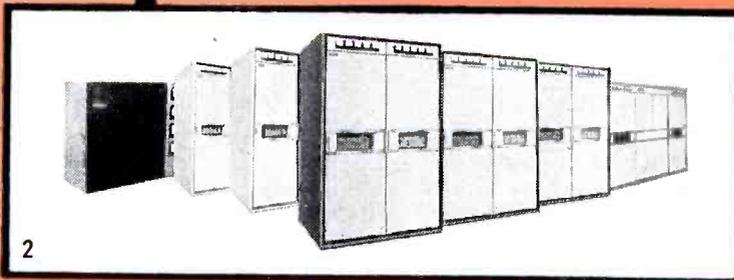
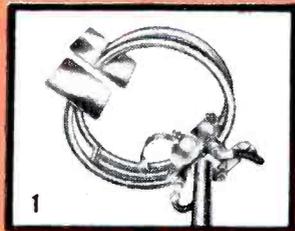
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