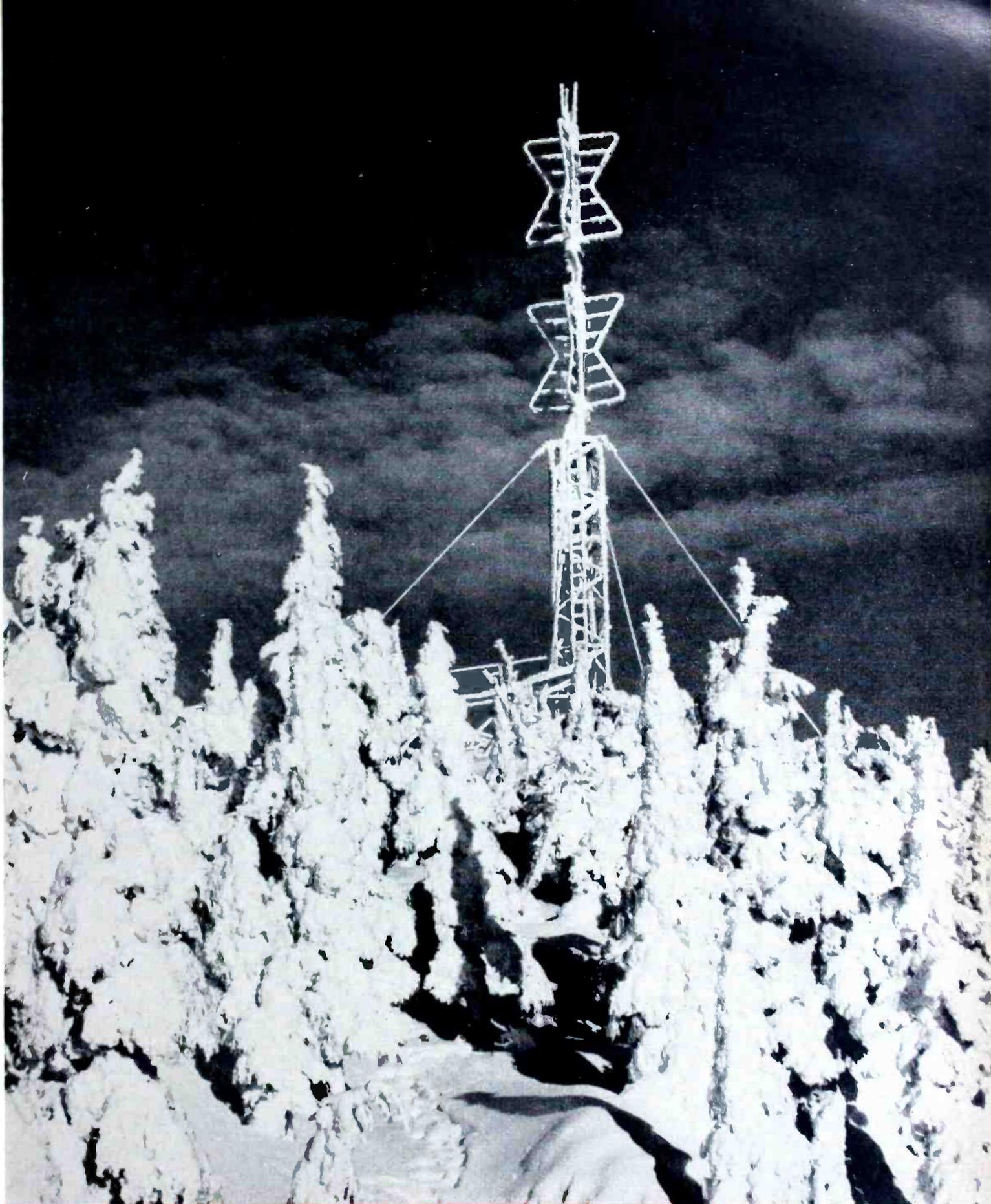


Radio

Television

Advertising



Canadian
BROADCASTER

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

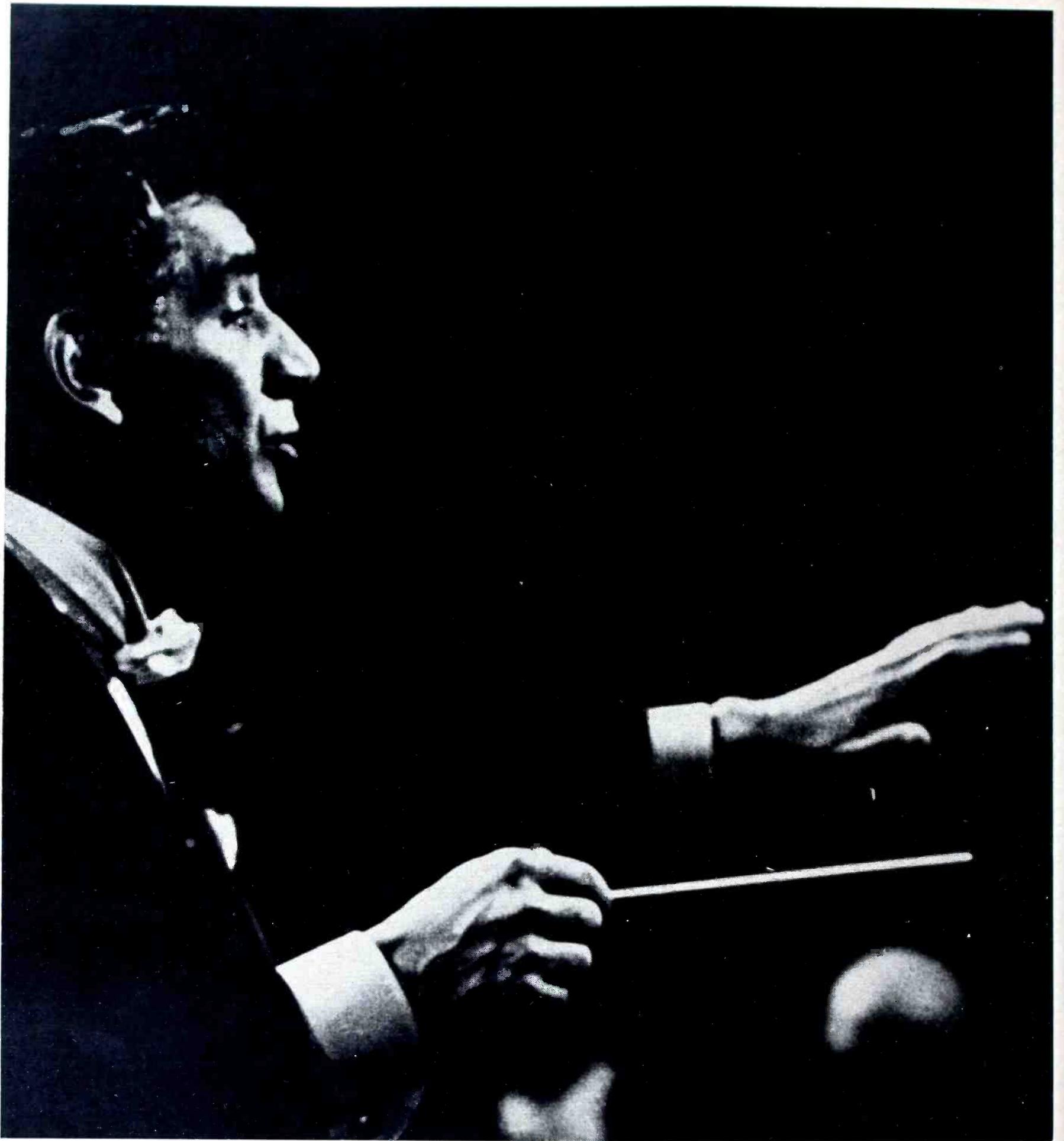
THIS IS CFTK-TV, Copper Mountain, Terrace, B.C. Installation of this and its rebroadcasting station CFTK-TV-1, Mount Hays, Prince Rupert, function under the engineering supervision of Hoyles, Niblock & Associates. The photograph was taken by E. J. Fraser, P.Eng., of that firm of consultants, from a helicopter, the only means of access to either mountain site

Vol. 22, No. 5

TORONTO

March 7th, 1963

- Color TV in 63 6
- Business Equipment on the Air 13
- BC Broadcasters' Convention 15
- NY Newspapers' Strike 17



WEST COAST STORY!

Leonard Bernstein's name draws an enormous audience whether it's a CBS-TV Youth Concert or a Broadway musical. In the same way KVOS-TV consistently draws big ratings in prime or fringe times by featuring the most successful names in show business, including Jackie Gleason, Ed Sullivan, Lucille Ball, Jack Benny, Art Linkletter, and Red Skelton. This year more than ever advertisers are finding that KVOS-TV with its superior programming, low cost per thousand and free merchandising services is the most successful way to build sales in Canada's third richest market. Only on KVOS-TV can your West Coast Story reach all three major B.C. marketing areas—Vancouver, Victoria and the rich Fraser Valley.



VANCOUVER OFFICES
— 1345 Burrard Street, MUtual 1-1212
STOVIN-BYLES LIMITED
— Montreal, Toronto, Winnipeg
STUDIOS & OFFICES
— Bellingham, Washington
SUMNER TELEVISION
— New York
PETERS, GRIFFIN, WOODWARD INC.
— All other U.S. areas

SIGHT & SOUND

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

STANDARD BROADCAST SALES Ltd. has acquired the national sales representation in Toronto and Montreal of five French market radio stations, CKAC Montreal, CKCV Quebec City, CHLN Trois Rivières, CKCH Hull and CJMT Chicoutimi. All five were formerly represented by Markey Brooke Interprovincial.

SBS is now forming a new French Radio Division.

THE SHELL OIL CO. of Canada Ltd. is going national with its Beaver Award-winning television show, *Careers*, which starts an eleven-week series on the CTV network April 7. A French version of the program, produced for Shell at CFTM-TV Montreal with host Jean Lajeunesse, will begin a 13-week series March 24 on CFTM-TV, CFCM-TV Quebec City, CKTM-TV Trois Rivières and CHLT-TV Sherbrooke.

The English language *Careers* is produced at CFTO-TV Toronto for Shell, with host Dave Devall. The program features a special guest answering questions about his profession from a panel of four students. Institutional commercials are integrated into the show, tying in with the career under discussion.

The program was even more successful than expected when it was introduced locally on CFTO-TV in 1961 and if national acceptance is as high it may be expanded next season. Agency is Kenyon & Eckhardt Ltd. Account executive on Shell is Stan Izon.

THE KITCHENS OF SARA LEE, producers of frozen fresh baked goods in the U.S., has appointed Cockfield, Brown & Co. Ltd., Toronto, to handle its advertising in Canada.

The company is entering the Canadian market in a big way this spring and a modern plant is now under construction at Bramalea in the Brampton area northwest of Toronto, due to go into operation in May or June.

The Chicago-based firm has national distribution in the U.S. and employs all media in advertising, including the sponsorship of specials on TV and spot TV. Last year's ad budget in the U.S. was approximately \$3,000,000.

The Canadian budget has not yet been set and media plans are under discussion. Account executive is Ed Harvison.

FISHER BROTHERS INC. of Montreal has named Cockfield, Brown & Co. Ltd., Montreal, to handle advertising for all its products, particularly the introduction of new lines of bottled juices and fruit-flavored drinks. The company markets bottled drinks under the FBI label, fresh fruit, candy and other related items, distributed mainly in Eastern Canada.

Initial advertising campaigns will be in radio in Quebec, with plans to

expand into Ontario in the future. Eric C. Morris is handling the account.

BURNS & CO. LTD. have returned to network radio with a ten-minute *Burns Chuckwagon* five days a week on the full CBC Radio Network (English) to begin a 13-week run April 1. Host of the show is Bill Bessey, with music by the Rhythm Pals. The agency is James Lovick & Co. Ltd., Calgary.

TVB OF CANADA has appointed David Brydson as director of station relations, Jean Pouliot, president of the board of directors announced last week. He will concentrate on retail and local selling, aiding individual stations with local presentations.

Brydson was formerly with the Sumner Corporation in New York, representing Canadian stations, and prior to that was with CHCH-TV, with Stovin-Byles Ltd. for two and a half years, and with the GLOBE AND MAIL for six years. His appointment is effective immediately.

SPONSORED SPECIALS on the CBC-TV network this month include two in one night, March 13. *The Bob Hope Show*, with guest stars Frank Sinatra, Robert Goulet, Edie Adams, Brenda Lee and Les Brown and his Band of Renown, will be sponsored by Timex of Canada Ltd. through Ronalds-Reynolds & Co., and Lever Bros. Ltd. through Foote, Cone & Belding, Toronto.

The Trans-Canada Telephone System, through McKim Advertising Ltd., Montreal, will sponsor the fourth *Telephone Hour* of the season the same night. The show will star Metropolitan Opera singer Leontyne Price.

March 19 *Judy Garland and Her Guests*, *Phil Silvers* and *Robert Goulet* will be sponsored by The Chemstrand Corporation through Doyle, Dane & Bernbach Inc., New York, and the Ford Motor Co. of Canada through Vickers & Benson Ltd.

SALADA FOODS Ltd. has appointed Norton Wyse as advertising manager of Canadian operations, to be responsible for the advertising and merchandising programs for the full range of food products marketed under the

Salada, Shirriff, Horsey and Junket brand names.

Wyse, formerly a branch manager, joined Salada Foods in 1960. Prior to that he was an account executive with Young & Rubicam Ltd. in Toronto for seven years.

GOODIS, GOLDBERG, Soren Ltd. has appointed Oscar Ross as creative director. He has been with the agency four years, most recently as executive art director and is a member of the plans board and executive committee.

THE CANADIAN ASSOCIATION of Broadcasters has announced that the Judging Committee for its Television Station of the Year Award, in memory of the late Ted Campeau, will be Warren Reynolds, president and managing director of Ronalds-Reynolds & Co., who will act as chairman; William H. Erskine, vice-president and managing director of J. Walter Thompson Co. Ltd., Montreal; and R. C. Baker, vice-president of Baker Advertising Agency Ltd.

The Judging Committee for the Radio Station of the Year Award will be announced soon.

PHOENIX TELEPRODUCTIONS Ltd. is the name of the new company formed by CTV Television Network Limited and Screen Gems (Canada) Ltd. to continue production of *The Pierre Berton Hour* and to produce any other Canadian properties the

two organizations agree to develop jointly.

Directors of the new company are Spencer W. Caldwell, Gordon F. Keeble and Michael Hind-Smith, representing the network, and Raymond Junkin and Bruce Ledger representing Screen Gems.

CKDA APPOINTMENT



KEITH MacKENZIE

Mr. David M. Armstrong is pleased to announce the appointment of Keith MacKenzie to the position of Executive Vice-President of CKDA, Victoria. Mr. MacKenzie is now Station Manager, and has been with the firm over ten years.

CHML APPOINTMENT



THOS. E. DARLING

Mr. Kenneth D. Soble, President, Maple Leaf Broadcasting Co. Ltd., announces the appointment of Thos. E. Darling as Vice-President and General Manager of Radio Station CHML. Mr. Darling was formerly General Manager of the Hamilton Station.

CJCA APPOINTMENT



MR. JACK SAYERS

Mr. Rolfe Barnes, Manager of Radio Station CJCA, Edmonton, has announced the appointment of Mr. Jack Sayers as Retail Sales Manager. Mr. Sayers returns to Edmonton after 18 years of experience in the radio sales field in a number of major Canadian markets.

Say you saw it
in
The BROADCASTER

remember you get Results with

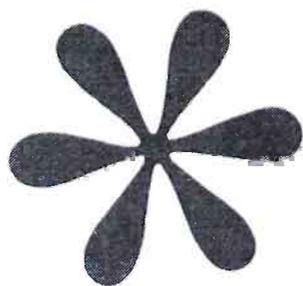
CFRB

 **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"



BETTY KENNEDY

The Betty Kennedy Show is like a fascinating woman's magazine for every day of the week. Intelligent interviews and Betty's own perceptive personal comments cover art, theatre, fashion, education, business, modern living—everything that interests today's interested woman.
3:05 - 4:00 p.m. weekdays.

Represented by
Standard Broadcast Sales Limited
TORONTO, 37 Bloor St. W., Toronto 5
Telephone 924-5721

MONTREAL, 1407 Mountain St., Montreal 25
Telephone 849-2454



UNIONS WANT INT'L FEE FOR EXPORT PROGRAMS

A SPECIAL international fee as a bonus to performers in radio, television and film programs sold in other countries may be up-coming as the result of a three-day conference of performers' unions held in Toronto in January.

The Association of Canadian Television and Radio Artists played host to the conference, which was convened by the American Federation of Television and Radio Artists with British Equity. Delegates attended from the Screen Actors Guild, Irish Actors Equity, and the Australian Actors and Announcers Equity Association. On hand to observe were representatives of the Union Des Artistes de Montreal and the Federation des Auteurs et Des Artistes du Canada.

The conference agreed in principle on the need for an international agreement resolving fees for performers appearing in shows that cross international boundaries via tape, film or satellite communications systems. "The problem now is to set the rate," said Marcel E. Francq, general secretary of ACTRA. Although performers' fees vary from country to country, this international fee would be the same regardless of the production centre.

Aim of the agreement is to equalize the cost of importing programs and producing locally, so that programs which have covered their costs on sales in their own country and can be exported at lower prices will not have an unfair price advantage.

If the cost of importing a show equalled the cost of producing locally, decisions would rest on quality and it was agreed that performers are willing to pit their talents against all comers on equal grounds.

The unions also agreed that major actors should be allowed to move freely among the English-speaking countries. At present this exchange is possible among Commonwealth countries and Ireland but, with the exception of Canada, is difficult between Commonwealth countries and the U.S.

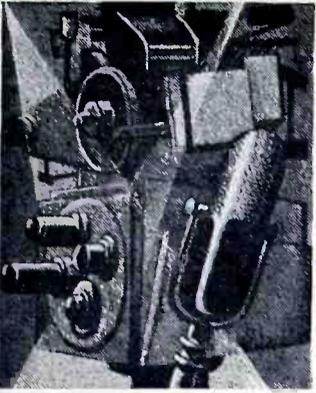
Agreements reached during the conference must be ratified by the participating unions before becoming the primary aim of future contract negotiations.

COMPETITORS SHARE SHOW

FOUR COMPETITIVE accounts in the same centre are reporting excellent results from advertising in the same television show — the accounts, four automobile dealers; the centre, Minnedosa, Manitoba; the show, *Night Desk*, a five-minute local and regional newscast on CKX-TV Brandon at 10.55 p.m. Monday through Friday.

Format calls for each of the four accounts to be given a credit at the opening of the program while they rotate the one-minute commercial and the closing credit mentions the account to hold the one-minute spot on the next night's show.

CKX-TV salesman Bruce Ferguson reports the show is netting all dealers good business, drawing buyers from as far as 100 miles away.



BROADCASTER

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

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R. G. LEWIS & COMPANY, LTD.,
 3rd Floor, 219 Bay St. - Toronto 1
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25¢ a copy
 (Directory Issues, 50 cents)
 \$5.00 a Year
 \$10.00 for Three Years

March 7th, 1963 Vol. 22, No. 5

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 Advertising Dept. **HUGH B. FIDDAMAN**
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DORWIN BAIRD - - - - - Vancouver
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Printed by
 Northern Miner Press Limited

Editorial

RETAILERS NEED SPECIAL TREATMENT

The not too favorable report of what broadcasting has been able to do during the newspaper strike in New York (page 17 this issue) shows that it is still pretty hard to get along without newspapers.

Most sane people agree that the press has its place. But a closer look at Laurette Kitchen's report points up a peculiar circumstance.

Radio and television — especially radio — are stepping into the breach to help meet the emergency, and are making a pretty fair fist of extending and expanding their news and other information services. Where they seem to be failing to make the grade — peculiarly in the light of their success in the news and information field — is as media of advertising.

The report states that "local firms which spend a considerable sum on newspapers are not turning over their full quotas to the broadcasters.

"Some of the large New York stores are completely ignoring the broadcasting media."

Three of the largest department stores in New York "did not consider radio advertising as productive enough" and television was too costly.

Macy's feel that "a sales ad must carry too many detailed items to be effective on the radio."

The A & P supermarket chain is "doing a lot of radio, but . . . business in their city stores has declined during the strike, despite their extended radio campaign."

Perhaps the key to the situation lies in this paragraph:

"National advertisers plugging a single product are increasing their radio and television commitments for the duration of the strike, but the bulk of spot announcements are coming from local restaurants, night clubs, movie houses and theatres, which are the hardest hit by the shut-down.

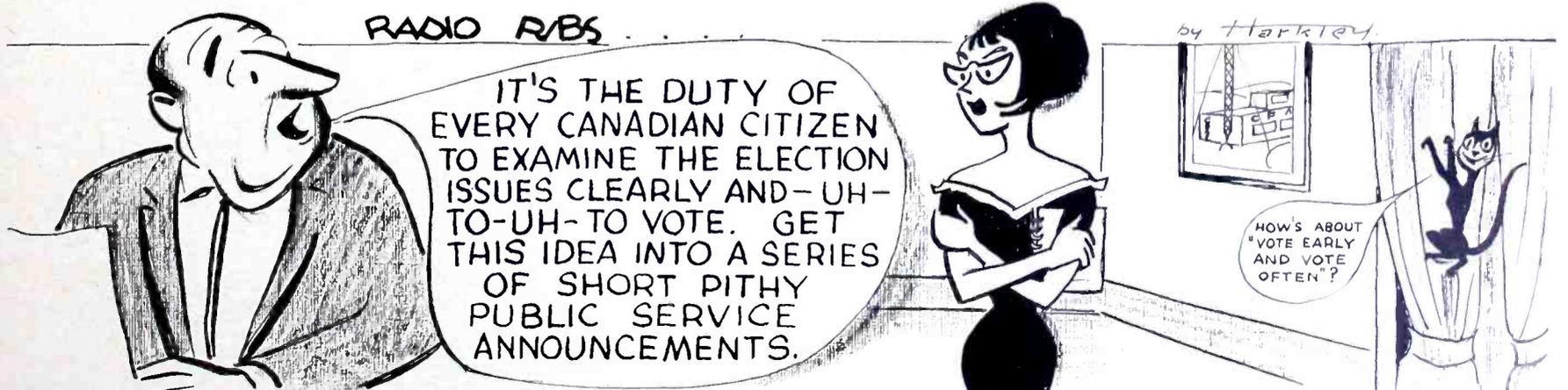
In other words, national advertisers, who have been schooled in broadcast advertising methods through the decades, and restaurants, night clubs, movie houses and theatres — all motivated by some form of showmanship — are definitely deriving benefit from the broadcast media. Department stores and other retailers on the other hand, which have clung to the newspaper medium, through which their fathers and their fathers' fathers have prospered for more than a century, have tried to meet the emergency by applying newspaper advertising techniques to broadcast advertising, and, as might be expected, have failed to connect.

The fact is that, while people reach for a newspaper to look up the day's bargains in the ads, broadcasting has never offered a period devoted entirely and exclusively to shopping news as a service to the public, provided by the merchants.

(One man who has often expressed surprise at this situation, is the chairman of the Board of Broadcast Governors. Dr. Andrew Stewart, with a background in economics, has expressed this view, in so many words, on several occasions.)

Despite many efforts along these lines, dating back to the early '40's, especially south of the border, neither the broadcasters nor the retail merchants have been able to come up with a technique of advertising which would tell the millions of people on the North American continent, who are listening to their radios all the time, what to buy, where to buy it, and how much to pay for it. We know of no one who has tried a program, aired regularly, with no other purpose or pretext than to supply a shoppers' guide.

Definitely the newspaper strike will not go down in broadcasting's annals as a success story for radio or television advertising. On the other hand, those willing to delve beneath the surface may well find, in this qualified failure, an open sesame to a hitherto virgin hardest hit by the shut-down."



Color TV in '63 . . .

by BRIAN HAWKINS

This looks like breakthrough year for color television in the United States, and with U.S. influence playing its usual role in Canada, the impact on Canadian viewers, advertisers and TV stations will be substantial.

Already a million Canadian homes are in an area which can pick up U.S. color broadcasts. The purchase of color sets is accelerating. One-third of the estimated 4,500 color sets in Canada were bought in 1962.

The trend has encouraged RCA Victor Company of Canada to begin production of color sets this year at its Preston, Ont., plant.

In the U.S., such industry leaders as RCA, Admiral, Zenith, Westinghouse and Motorola are either in production or have announced plans to begin this year. Two have stated production goals of 100,000 sets in 1963; a third reports a 140% increase in sales for the first five months, 1962. The U.S. industry estimates some 400,000 color sets were sold in 1962, and confidently expects to double the figure in 1963.

Here are some more bullish signposts in the United States.

- Technical problems in color reception have been largely solved.
- Color performance is as good as that of most black and white sets on the market today.
- Manufacturers have trimmed a good six inches off the bulk of color sets by developing a smaller tube.
- They're predicting mass production of portable color sets as only two years off.
- Retail prices of color sets are coming down. Suggested retail prices in 1962 were less than half what they were eight years ago. By 1967, industry spokesmen predict, price will have ceased to affect decisions about buying a color set.
- One U.S. network — NBC — is now doing 68% of its night-time broadcasting in color.
- Many of the big sponsors in the U.S. are advertising in color. Some of the biggest are putting pressure

on networks for more color programming; there's been special (and costly) research on the impact of color advertising, with more to come.

NEW SALES OPPORTUNITIES

The accelerating interest in color TV is being eagerly stimulated by set manufacturers in the U.S. The U.S. market for black and white sales is almost saturated. At one time, the industry looked hopefully for new sales opportunities in portable TV sets and other results of miniaturization of components. But high manufacturing costs and the stiff competition brought disappointingly low profit margins for manufacturer and retailer.

Color television now offers the brightest opportunity for the market expansion necessary to occupy the huge capacity of the U.S. TV industry.

Canada, so far, is approaching color TV more gingerly. Prior to the Board of Broadcast Governors' ruling on no color here in 1963, CBC's attitude was that to feed U.S. color shows into Canada would cost \$15 million annually, and further improvement of present black and white service had a higher priority. Besides, the CBC pointed out, present U.S. sponsorship of shows is such that the required Canadian content of CBC program material would allow only six hours per week for feeding additional U.S. shows in color into Canada.

The CTV network was also against moving into color-casting; again for the same reasons: cost and Canadian content requirements.

The Canadian Association of Broadcasters, however, feels differently. It wants the Department of Transport and the Board of Broadcast Governors to set standards and

remove restrictions so that member stations will be able to enter color-casting when and if they desire.

PRESSURES FROM NATIONAL ADVERTISERS

Meanwhile, the U.S. national advertisers are throwing their considerable weight behind color television. More and more are doing



BRIAN HAWKINS
Broadcast Production Supervisor,
Cockfield, Brown & Co. Ltd.,
Toronto.

commercials in color — and buying time from the stations and networks that can transmit them in color.

They offer many reasons for this: the increased number of viewers with color sets who will, understandably, concentrate their viewing on color programs; experiment with color *now* when viewers are relatively small in numbers and mistakes are small in total effect; the growing research evidence of color's persuasive ability to sell better than black and white; the prestige and industry leadership color commercials give the advertiser in the eyes of his dealers, sales force, and the industry.

It goes without saying food manufacturers are tremendously aware of color as a definite plus in appetite-appeal — one reason why they are

the sponsor pioneers in color commercials.

Aside from food manufacturers, automotive and tobacco companies are in the forefront of TV color commercials. The thinking behind several U.S. major cigarette-makers entering happily into color is the tremendous impact it gives their commercials in package display and in enhancing the mood which is so important to many cigarette campaigns. For example, color — cool-green color — plays a role in emphasizing the "menthol fresh" theme of Salem cigarette commercials.

In some cases, the advertiser is pushing both the U.S. networks and their agencies into color. Examples: one of the reasons Kodak left the Ed Sullivan Show was because it was *not* in color; Corning Glass is said to have told CBS it may not consider that network again until its color programming increases.

Here's a partial inventory of U.S. advertisers now in color:

- Ford Motor Company
- General Motors
- Chrysler Corporation (five out of the six shows sponsored by the above three advertisers will be color shows on NBC)
- Kraft Foods (who began color-casting of their commercials in 1954)
- Liggett and Myers
- American Tobacco Company (NBC says that 9 out of 13 shows to be sponsored by major tobacco companies this season will be in color)
- Kellogg's
- General Mills
- General Foods
- AC Spark Plugs
- The Bell Telephone System (one-third of Bell's commercial time is devoted to selling colored phones)
- The American Dairy Association
- The Douglas Fir Plywood Association
- Eastman Kodak Company ("What better way to sell color film?")
- Bulova Watch Company
- Hallmark Cards ("Part of our advertising philosophy is to do it the best way.")
- Nabisco
- Pan American Airways

OUR SPONSORS ARE BUSY PEOPLE!

CHOV
RADIO-PEMBROKE

See Paul Mulvihill

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 |

CJBQ
RADIO
BELLEVILLE and
TRENTON, ONTARIO

Another
STOVIN-BYLES
Station

TOP AIR PERSONALITIES THAT WILL SELL FOR YOU

| | |
|-----------------|--------------|
| Jack Devine | Phil Flagler |
| Ted Snider | Lee Jourard |
| Bill McKay | Al Hall |
| Larry MacDonald | |

in the U.S. that is

IMPACT OF COLOR COMMERCIALS

Color sponsors, as a group, tend toward confident statements about the effects of their color commercials. However, they are most secret about research facts and figures.

Researching effectiveness of color commercials is expensive because of lack of enough sets to justify the sampling costs. The Schwerin Research Corporation has done color research for over two years on a dozen different products and services, and roughly 100 individual commercials.

Some of their findings:

1. Color commercials are more effective

With color used properly, advantages to the sponsor can be staggering. When an appliance commercial was tested in color and black and white — all other things being the same — color increased effectiveness of the color commercial over its black and white version by 100%.

2. Color, while it increases commercial effectiveness, tends to decrease remembrance of sales ideas

In an RCA Victor case history of tests of 31 commercials, average effectiveness increased from +5.9 to +11.2 in the *pre* and *post* change. However, there was no commensurate increase in remembrance of sales points. In fact, color tended to diminish the amount which viewers remembered. Average of the 31 commercials went from 100 in black and white to 88 in color. This is in sales points remembered.

3. Commercials in the middle range of effectiveness benefit most from color

Extremely weak or strong black and white commercials benefit little from color.

4. Women are more influenced than men by color

Products studied to date are not varied enough to permit more than a generalization. However, the results for one general-appeal product reveal that while most of its black and white efforts influenced men and women equally, women have been more influenced by the color advertising it had done to date.

SCHWERIN CONCLUSION

Products with the most to gain from color advertising have been the ones to experiment least with it. Products with appetite and taste appeal represent 27% of Schwerin's black and white clients. These manufacturers represent only 5% in color total. The fact that these advertisers have proved somewhat less than eager to experiment and pre-test in color, suggests that they may be unprepared.

CROSLY BROADCASTING COLOR STUDY

A study by Burke Marketing Research of Cincinnati, and considered the most up to date study made of color, its effects on programming and commercials, showed that:

1. A color commercial will sell 69% more prospects than the same commercial in black and white.
2. Color set owners' interest in

Color programming is booming

NBC, ABC and CBS are all in color, with NBC up to 2,000 hours of network color television. In Canada several stations already have color equipment (CFTO, CFPL, CJAY, CHAN). And Central Ontario Television and Niagara Television were both planning to submit color briefs to the recent B.B.G. hearings.

Color TV sales are up and going even higher

RCA, the manufacturing leader in the field, reports sales up 140% for the first five months of 1962. Zenith, Westinghouse, Motorola, Admiral and Sears Roebuck are producing television sets in color. In Canada, the leading TV set manufacturers are gearing up for color production, and are concerned over Canada's delay into color broadcasting.

Dealers are excited about color and are pushing it

The reason is simple — there's more money in it. Even a color set which retails for only \$400 still gives the dealer

viewing is twice that of the black and white owners.

3. Overall persuasiveness of color commercials is two and one-half times that of black and white.
4. Commercial points recalled from color commercials are three times those from black and white (this is opposed to Schwerin).

Studies were undertaken of three national network programs in color: *The Perry Como Show*, *The Dinah Shore Show*, *The Hallmark Hall of Fame*.

Results of the study of the three programs were combined to come up with overall totals for black and white and color viewing. Color came ahead in every category tested. (A total of 639 color viewers and 507 black and white viewers were interviewed in the surveys of the three shows.)

• RATINGS:

24% of black and white against 44% of color sets in homes contacted were tuned in to test programs.

• SETS IN USE:

54% of black and white against

62% of color sets were tuned in during test.

• SHARE OF SETS IN USE:

43% of black and white against 71% of color sets were turned on in homes contacted that were tuned to test programs.

• PERSUASIVENESS:

13% of black and white against 22% of color viewers called said each commercial made them want to buy the product.

a good profit in the U.S. In Canada, the new RCA sets retail from \$750 and up.

Prices for color sets are coming down

Color TV is no longer a plaything of the rich. As prices come down, and black and white sets wear out, color sales will pick up. Also, color is now regarded as a status symbol. A recent "profile" made on the color set owner shows he belongs to no set income or social group.

The good picture

Technical color reception problems have been largely solved. Color sets no longer require frequent visits from the local repairman. One of color's drawbacks — the size of its receivers — will be corrected by some 6 inches next year by a smaller tube. Color portable sets are only two years off in mass production.

Clients and agencies

There is evidence of growing interest in color TV advertising, and some Canadian manufacturers and agencies are spending time and money in anticipation of the coming of color.

• AMOUNT OF VIEWING:

42% of black and white against 60% of color viewers said they saw all of the show.

19% of black and white against 19% of color viewers said they saw half the show.

38% of black and white against 21% of color viewers said they saw less than half the show.

44% of black and white against 59% of color viewers correctly recalled each commercial.

The amount of viewing also showed a major difference: 34% in favor of color-set viewers. While only 42% of the black and white set owners said they watched "all of the show", 60% of the color viewers stayed with it to the end.

COSTS AND COMPLICATIONS OF COMMERCIAL PRODUCTION

With the breakthrough in color television imminent, there will be a new dimension to broadcast advertising and programming. Much of U.S. production information tends to deal with "live" or taped spots for client "color-spectaculars", as well as with color film for transmission over a color system. It is the latter which

will be of greatest interest to us at this stage. Producing color commercials on films begins at about 5% cost increase — but it is more likely to be in the 15% to 25% range, and can increase quite easily up to 50% and more if careful pre-production is not enforced.

A large part of the increased cost of color lies in the effective exploitation of lighting, costumes, scenery and backgrounds at the filming stage; not in the electronics.

EFFECTS ON CANADA'S FILM INDUSTRY

Color television will bring a new element into the Canadian film industry. At present most color films are 16mm. Canadian film labs, specializing in the developing and processing of 35mm color film, will, of necessity, be required to increase their facilities and techniques once color comes to Canadian broadcasting, since most film programs and commercials are shot on 35mm film stock and optically reduced to 16mm for television use.

The present trend away from U.S. production houses was brought about by their high quotes, the devaluation of the Canadian dollar, and the Provincial and Federal taxes imposed on American and foreign production.

This places the early color agency and client in a difficult production area: in order to satisfy production qualities they may have to initiate a trend back to New York and Hollywood for color commercial productions.

HOW FAST IS COLOR MOVING?

Color television in Canada is at present, for all practical purposes, non-existent. However, if Canada follows the path of U.S. broadcasting, this situation could change faster than anticipated.

In the U.S., color sets in homes number approximately one million out of a total of about fifty million sets. This is only 2% at present, but is a statistical figure based on 1960-61 sales. 1962 was the color breakthrough in sales, and 1963 is expected to snowball out of all proportion.

RCA has marked '63 as the year for the "big color promotion"; in fact, one executive predicts that in three years' time color set ownership will account for 50% of all TV sets in the U.S. Ward L. Quaal, president of WGN-TV in Chicago, said recently, "Black and white transmission will be virtually a thing of the past within the next ten years". He predicted that Chicago, which now has an estimated 123,000 color sets, will have 275,000 in the next two years, and 800,000 by 1967.

In the U.S., adding up the progress to date — the upswing in set sales, the growing number of set makers, broadcasters and sponsors already in the field, the broadcasting local base as well as the growing network and national advertising activity — it seems legitimate to predict that color television will reach the media-decision level within the next two or three years!

Who put the **K** in CFQC?

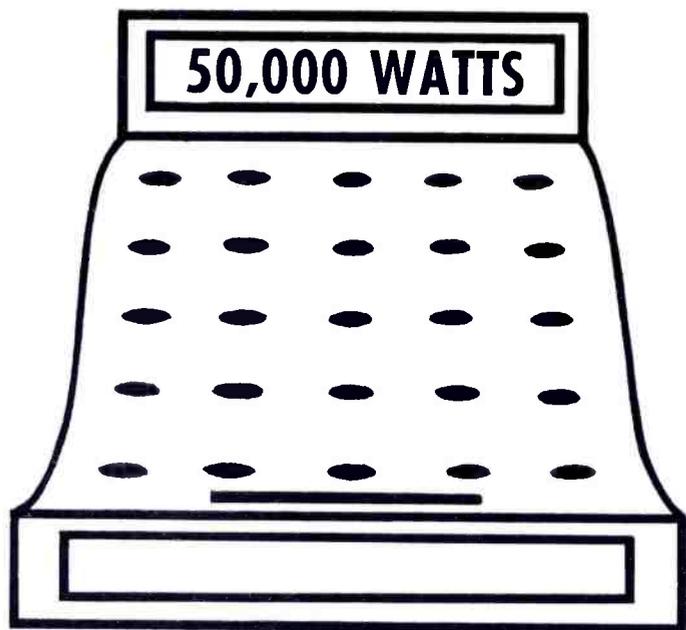
It took half a dozen very big corporations and millions of dollars. But it is transforming the economic life of CFQC's signal area, around Saskatoon.

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.



INCREASE

your sales in Edmonton

CFRN • RADIO

1260 on the dial

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

LIVE AND LOVELY



GOING LIVE STATION breaks one better, CJOH-TV Ottawa has introduced live and lovely station breaks that feature four attractive "on air hostesses", (left to right) Claire Griffin, Shirley Gordon, Pat Bates and Karen Bell.

Aside from the obvious advantage of holding viewers (particularly male ones) from one program to the next with station breaks that pack visual appeal, the live breaks offer flexibility. The timing problems of taped breaks being clipped in mid-word or those seemingly-endless silences following breaks are solved as the girls pad or cut material as the clock demands.

The girls work from a fixed set in a 9' x 10' booth adjoining master control. A fixed vidicon is permanently focused on the announcer's chair, which is fastened in position, and set lighting is turned on by the announcer. Here the hostesses identify the station, give brief news and weather reports, public service announcements, and promote up-coming programs.

CJOH-TV has pronounced the live and lovely station breaks a success and plans to continue offering viewers the added attraction.

CALLING ALL BOWLERS

AUTOMATIC PINSETTERS are the latest merchandising vehicles developed by CKY Winnipeg and 24 posters plugging a prize giveaway and 24 promoting CKY sponsors are catching the eyes of bowlers in two bowling centres in the city. Each time the pinsetters are lowered the signs drop into view.

Every 25th bowler at the two Loomer Bowling Lanes receives a hamper of sponsors' products, and the station also arranges lobby displays for participating sponsors, which include Dr. Ballard's Burger-bits, Chex Cereals, Metrecal, Rinso, Fab, Ajax Cleanser, B.C. Apples, Carnation Milk, Bake-Easy Shortening, Rogers Golden Syrup, Peter Stuyvesant Cigarettes, Hereford Brand Corned Beef and Nabob Coffee and Tea.

"AT YOUR SERVICE"

See Page 15



It's A Fact

"ACTION and REACTION are equal and opposite" — Newton's 3rd Law of Motion.

Transposed to radio, programs (ACTION) are aired, listener response (REACTION) comes back to the station through phone calls, post cards and letters.

CHGB, La Pocatiere, Que., thrives on the Law of Motion.

In 1962 CHGB's programming drew an average of 1,788 letters a month from listeners in 18 Quebec counties!

Buy an ACTION station for sales REACTION — buy CHGB, La Pocatiere, Que.

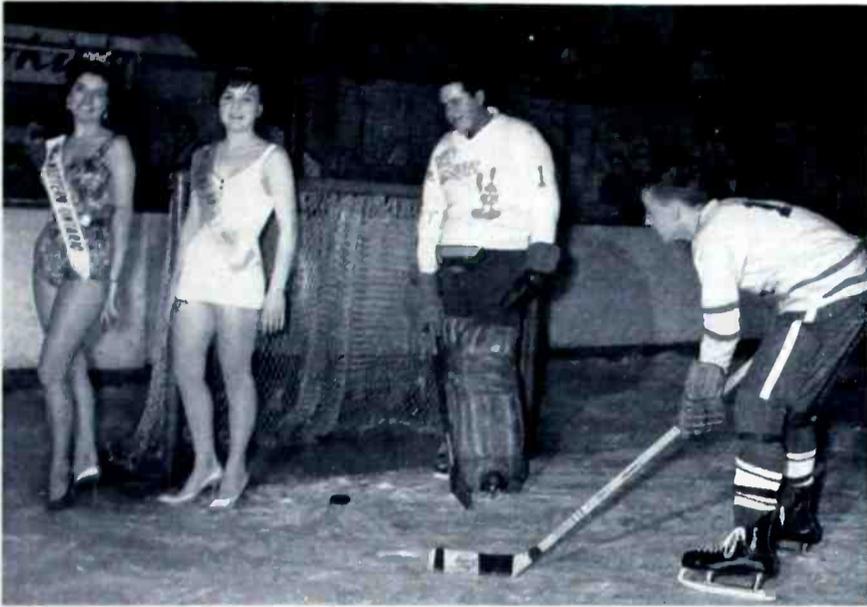
Alex Bedard & Co. Ltd.
"Selling With Integrity"
Toronto — EM. 3-4662

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

STATION CALLS

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

CJSP, LEAMINGTON



WHAT SOME GUYS won't do to win the game!

When the CJSP Radio staff hockey team play a game, no one is ever quite sure just what to expect. But, thanks to some pretty sneaky hi-jinks, they usually end up the winners.

One example of what they get away with is shown in the above picture.

In a recent game between the SP "Good Guys" and the Road Runners,

the opposing team was stopped dead in their tracks when two lovely young ladies, Miss Western Ontario, Sandra Lande of Windsor, (left) and Miss SP Radio, Judi Kuli, stepped onto the ice, clad in bathing suits.

While Goalie Harold Ware of the opposing Road Runners team stood by mystified, "Good Guy" Don Brown scored a goal.

We wonder if either Sandra or Judi ever attended an NHL game.

CKOX, WOODSTOCK

"THE GOOD OLD DAYS" and even some not so good, not so old, were recalled in words and music on CKOX Woodstock recently as the station programmed an *Old Timers' Day*. Not a note of rock and roll or bossa nova was heard from 6 a.m. to sign-off, as deejays played the music of ten, twenty, thirty years ago, every single record by request.

Special features of the day were taped reminiscences by Woodstock and Oxford County citizens who recalled life in the locality in days gone by. Even the news and sports departments entered into the spirit of the day, using items from other years as kickers on every newscast and sportscast.

With more requests for music from the good old days than they could pack into one day's programming, phone calls and letters of appreciation from listeners, CKOX plans to make *Old Timers' Day* an annual feature.

CKCK, REGINA

THE CITY OF REGINA is now claiming to have the largest number of curlers and curling clubs per capita in Canada.

Keeping up with the public likes and dislikes, CKCK Radio and Television played host, for the second consecutive year, at the kick-off

breakfast of the Regina Women's Curling Bonspiel, one of the most colorful 'spiels in the country.

All 432 ladies in the 108 rinks entered in this year's bonspiel showed up for the breakfast, despite the 27 below temperatures and the 6:30 a.m. starting time.

The CKCK Radio and Television promotional staffs combined to greet the stalwart curlers as they arrived for the meal, dishing out eggs, bacon, ham, toast and coffee. They also distributed 150 prizes, as well as keeping the ladies entertained with a continuous stage show during the morning.

The Trianon ballroom was the scene of these festivities, with CKCK Radio's early morning programs being broadcast direct from the stage. Excerpts from the affair were filmed for use during CKCK-TV's daily noon hour curling show.

CKY, WINNIPEG

EACH CKY PERSONALITY was sponsored as the World's Greatest Lover by a local business firm in the station's second annual Greatest Lover contest.

Listeners were given their choice of three different ways to vote. If they wrote to the personality's sponsor they received one vote. If they wrote and included a proof of purchase, they received two votes, as they did if they visited the client's store.

Each sponsor also furnished an attractive prize, and at the conclusion of the contest, one entry was drawn from those deposited at his store to determine the prize winner.

Nearly half of the thousands of votes received were cast for CKY's nighttime personality, Mark Parr.

CKRS, JONQUIERE

WHEN A CKRS Radio and CKRS-TV sponsor visits the Saguenay-Lake St. Jean area, the station really goes all out to make them feel welcome.

Just how far they go to extend their hospitality was shown recently when the Rothman people and their TV star Micheline visited the station.

When they arrived at the airport, they were greeted by a provincial police escort, the CKRS mobile unit, the CKRS limousine, a new car for Micheline, four Rothman's sales-cruisers, photographers and press representatives.

A city police cruiser was waiting for the Rothman party and their visitors whenever they stopped at a city or town. They were escorted to city hall where the Mayor and city councillors held a reception for them and had Micheline sign the Golden Book.

As an extra attraction, the group stopped at stores along the way and dropped in to say hello to the manager and staff. Pictures were taken and Rothman cigarettes were handed out.

To top off the visit, Micheline was crowned honorary chief of the Montagnais Indian Reserve in Roberval, and in Chicoutimi, a banquet was held for members of the caravan, radio, TV and press delegates, plus the seven mayors of the area.

CJME, REGINA

TEACHER'S BOUQUET, a weekly program on CJME Regina, is that station's way of saying thanks to the dedicated men and women who devote their lives to teaching the young-ling how to develop their minds.

Each week, CJME salutes the teaching profession in general, and two individual teachers. Besides the on-air tribute, a floral tribute is sent to their school rooms.

In saluting these individuals, such information as grade taught, number of years teaching and any extra curricular activities are outlined.

CKEY, TORONTO

TO PARTICIPATE IN CKEY's Mystery Car Address contest, listeners were asked to send a postcard or letter to any address in Metro Toronto with the question: "Is this the CKEY Mystery Car Address?" The first letter received at the Mystery Car Address won a 1963 Dodge 4-door station wagon.

Each day, Monday through Friday at 10:30 a.m., on the *Lee Vogel Show*, a new clue was given as to the address. Each clue gave listeners a new street boundary.

At the beginning of the promotion, CKEY was deluged with calls from residences and various business concerns throughout Metro, making inquiries as to why they had received these cards. Calls and entries were forwarded from CHUM, CFRB, CKFH, the Police Department, the TORONTO TELEGRAM, General Foods, Baker Advertising and the Royal Bank.

Dodge dealers throughout the city were flooded with entries, as was the former CKEY location in Don Mills. When the clues narrowed the area down to Don Mills, the Don Mills Post Office was over-run with mail. One eager entrant reportedly mailed 500 cards from the Don Mills Post Office.

Almost six weeks after the promotion started, a card finally arrived at the CKEY Mystery Car Address from Fred L. Human. Mr. Human's winning card was the last of 200 he had mailed and when CKEY contacted him, he was preparing to send out another batch.

When a fat woman shows up in slacks — she certainly does

CFCN RADIO/TV CALGARY

Radio 98
CKGM
 Greater Montreal

"The Sound of Service in Montreal"

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

Party Line

by KIT MORGAN

THE IDEA OF A column such as this has been bandied about by the editor and assistant editor for some time now but Thursday, February 21 clinched it, as the pleasure of BROADCASTER'S company was requested (and graciously granted) at three different "do's." After enjoying three helpings of hospitality, the repertorial style tended to become too light-hearted (light-headed?) for a sober news story, and thus a column is born.

Party Line

"What a mad, mad stunt," thought asst. ed. as she sighted a massive white Pyrenees dog lounging in the corridor of the Lord Simcoe Hotel, near Salon B where the Schick Safety Razor Company was to introduce a new product, "they're going to shave this dog!" However, perhaps because the dog outweighed many of the men present, the announcement was made sans demonstration, though punctuated by a few echoing barks.

Over hot coffee and danish pastries, Frank Sayer, executive vice-president, manufacturing, Eversharp Inc., New York, Charles H. Wilson, vice-president and general manager of Eversharp of Canada Ltd., and Roland W. Meeke, vice-president and assistant general manager of Eversharp of Canada, introduced the new Stainless Steel Double Edge Krona Plus razor blades.

These new blades, which went on sale in Metro Toronto early this month and will be distributed throughout Canada shortly, combine the smooth-shaving qualities of carbon steel with the long-lasting qualities of stainless steel, adding a chemical coating to cut down friction. Testing has shown the new blades last two or three times longer than the regular Krona carbon blades and many men report as many as 20 shaves per blade.

The new double edge blades will be followed into the market by Stainless Krona Plus Injector blades. Sleek Schick Injector Razors were given to the guests (pale blue with flecks of

gold for asst. ed.) with two packages of the new double edge blades to show their two package designs.

Advertising plans for the new blades are not yet finalized at the agency, Walsh Advertising Co. Ltd., but it is expected broadcast will be included.

Party Line

Invitations in foreign languages and pretty girls in the costumes of other lands heralded the arrival in Toronto of ethnic broadcasting's "friendly giant", Casimir Stanczykowski, president and general manager of CFMB Montreal, "Canada's finest, Montreal's best".

At a series of luncheons and five o'clock cocktail receptions in Stovin-Byles Ltd.'s attractive panelled boardroom, Stanczykowski met advertisers and agencies and they, in turn, met "the station with the continental air" through a tape presentation of a day in the life of CFMB. Guests heard many of the 17 languages in which the station broadcasts the highest ethnic content in Canada, 40%, and facts about this market of 380,000 people of foreign origin who have an estimated buying power of \$460,000,000 a year.

Fielding an unusually large number of questions from the floor, Stanczykowski outlined the station's marketing service, its translation service, offered a special 13 week package with commercials in four languages, and illustrated the results the station offers with the story of two spot announcements in Italian which drew 2,800 requests for calendars offered by Dow Brewery.

Party Line

Ed. will no longer be able to fight asst. ed.'s weekly plea for a raise by snarling that "money doesn't grow on trees" because yes, Virginia, there really is a money tree — Stephens & Townsend unveiled it at a small press party in the Prince Edward Island Room of the Royal York Hotel.

Number one purpose of the get-together was to demonstrate "modern full cycle selling by radio, a typical and highly successful S & T radio promotion" (the likes of which attracted 102 national advertisers last year).

Demonstrate they did, with CHML's Paul Hanover hosting the harvesting of the money tree by Gerry Barker of the TORONTO DAILY STAR who was chosen captain by a team of five high-card holders.

Housewives have been known to "pick" as much as \$550 from the money tree, but the trees used in the radio promotions sprout orange and blue \$2 and \$5 leaves as well, while the demo tree at the party grew only nature's (and the Mint's) green — and housewives can earn up to six minutes' harvesting time with proofs of purchase, while Barker and his team of greedy cheerleaders (which included ed. and asst. ed.) were held to a minute. Nevertheless, the valiant captain plucked 75 of those leaves to the "go, go, go" of the other guests — and provided a graphic illustration of the excitement generated by the promotion.

Invitations to other such graphic and lucrative demonstrations should be addressed to 219 Bay Street — we need the winnings!

Party Line

Future communications to asst. ed. can be addressed to "Chubby" Morgan — having been stuffed with lasagna, piccata di vitello and Italian

pastries at the Ad and Sales Club of Toronto's "Salute to Italy" luncheon, she's now off to cash in her door prize of dinner for two at the posh La Scala restaurant, noted for its continental cuisine.

The Canadian Room of the Royal York was filled with some 350 guests escaping from the near-zero temperatures to the "little bit of sunny Italy" promised and delivered by the Club. Exhibits of Italian products and crafts, familiar Italian melodies from the accordion of Denny Berni and pretty girls in Italian dress set the scene; the long headtable was gay with Italian flags and dolls in costume; members and guests enjoyed an Italian menu and applauded the film *Italy's Booming North* from the television series *20th Century*.

Guest speaker was Alderman Joseph Piccininni who talked about Italy's cultural and economic contributions to the world and, in particular, to Canada. The country's main export to Canada, he said, was people; people in the arts, in business and industry and in the labor force. He also discussed the industrial renaissance in Italy today.

Interesting facts and figures were lightened by humor in a speech that was picked up for CFTO-TV news and by Consolidated Broadcasting for their ethnic broadcasts on CKFH Toronto, CKTB St. Catharines, CHIQ Hamilton and CKLB-FM Oshawa, while CBLT-TV Toronto covered the exhibits and Italian air of the proceedings for its *Metro News*.

AGENCY INSTALS TV INTERCOM

CB-TV, CHANNEL 3, Toronto, will go "on the air" early this spring, as Cockfield, Brown & Co. Ltd. introduces a closed circuit television operation within its Toronto office. A television studio, complete with telecine chain, on the fifth floor will feed executive offices on the seventh floor, the main floor conference room, and whatever other areas may be decided upon for inclusion in the circuit.

The agency, which believes it is the first agency in Canada with such a set-up, plans four main functions of the operation:

- to screen finished commercials for clients, just as they'll be seen on TV,
- to present storyboards to clients more effectively, adding audition tracks and voice-over announcers for more realistic presentations,
- to screen pilot films for clients in the proper TV screen perspective,

and

- to make presentations of marketing, media, creative and other recommendations, into which live studio presentations, film and slides can be integrated.

In addition, the system can be used for talent auditions, ideas for client sales meetings, and the viewing of client products and packages.

Equipment for this installation is being supplied by Caldwell AV Equipment Co. Ltd.

BOOKS By Mail

Book Dept.
Canadian Broadcaster
219 Bay St., Toronto

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

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

BBC II WILL NEED 250 NEW TRANSMITTERS

I HAVE PLEASURE in offering you the following notes on "BBC II" — the BBC's second television channel: — known as 'BBC II' — will start in April, 1964. It will be broadcast on 625 lines in the U.H.F. band from the BBC's Crystal Palace transmitter in London, to a potential audience of ten million people in the greater London area.

"BBC II" will start with some 25 hours a week of new programme material, including color programmes scheduled to commence in the fall of 1964. By 1966 the BBC's second channel will be available to viewers throughout the U.K., with more than 30 hours weekly.

British TV manufacturers are already marketing dual-range sets capable of receiving both the existing 405 line, VHF services (BBC and ITA) and the new 625, UHF BBC service. Other sets on the British market embody both 405 and 625 line standards, with provision for a UHF adapter to be fitted later. Viewers will require a new antenna to pick up "BBC II".

Background to this big new British television development is briefly this: BBC in 1936 started the world's first regular television service on 405 lines. After World War II, BBC television started up on the same line standard, while Europe in general adopted a common standard of 625 lines — which gives a much better picture. To-day, all available space in the British VHF bands is occupied, and therefore "BBC II" had to be started in the Ultra High Frequency bands.

To carry "BBC II" to the whole of Britain will mean the construction of 250 new transmitters, plus low power boosters, at a capital cost of £40 million (\$120 million). BBC is altering every one of its 122 live TV cameras and 40 telecine machines so that they can transmit on 625 as well as 405 lines.

BBC's new Television channel will not be a kind of "Third Programme". It will be neither more nor less intellectual than BBC I (the channel, incidentally, that fathered "This was the Week that Was"). It will be complementary, and it will be different. It will contain a bigger percentage of educative and educational programs. It will include fresh kinds of news analysis. It will run programs at varying lengths. e.g., it might carry a three hour play or opera one night, or an evening of sporting events! It will have something for all brows — high, middle and low. It will aim at new kinds of drama, new forms of light entertainment, more music of different kinds, new formats for public affairs.

BBC's Leonard Miall, in charge of planning BBC II, says:

"Television of the future must serve the needs of viewers for relaxation and laughter; for some answers to man's quest for knowledge; needs for pity and for gaiety, and for enrichment through contact

with minds of quality and things of beauty."

*DEREK RUSSELL,
BBC Representative in Canada.*

UNAUTHORIZED USE
SEVERAL BROADCASTERS have reported to me that unauthorized use is being made of the name "Idea Bank". There is only one Idea Bank — the North American Broadcasters Idea Bank, with headquarters in Winnipeg and member stations in 20 states and 5 Canadian provinces.

The new group is calling itself the U.S. Radio Idea Bank, which is creating considerable confusion among stations throughout the United States.

Steps are being taken to correct this misleading situation. In the meantime, it would be most helpful if you would include a line in your publication pointing out this unauthorized usage.

*DAVE LYMAN,
Program Director,
CKY, Winnipeg.*

Obituary

THREE CBC MEN DIE IN CRASH

FILMING A TELEVISION program to be called *The Wilderness*, three CBC Toronto men lost their lives in the wilderness February 25 when their chartered light plane crashed in the Porcupine Hills 75 miles southwest of Calgary. Norman Caton, a producer, Leonard MacDonald, a cameraman, Charles Riegler, an assistant cameraman, and the pilot of the plane William Prentice, were killed.

Mr. Caton, who was 40, came to Canada from England in 1952 and started as a stagehand at CBC. He was made a production assistant in 1953 and a producer in 1954. He produced the films of the Royal Tour in 1957 and of Princess Margaret's visit in 1958. He was married and the father of five children.

Mr. MacDonald, 34, was born in Scotland and moved to Canada in 1946. He was a newsreel photographer with Associated Screen News in Montreal before joining CBC in 1954. He was a senior cameraman. He was married and had one child.

Mr. Riegler, 30, was born in

Romania and came to Canada in 1957 after the Hungarian uprising. He went to CBC as a stagehand in 1958 and was made an assistant cameraman two years ago. He was married and had one child.

They were filming a herd of elk for a *Camera Canada* production when the tragedy occurred. The program was scheduled for May 27 and will be seen on that date as a tribute, in memorial, to the men.

CKTB

is
listened to
by
70%
of
ST. CATHARINES

*BBM — Fall, '62

Paul Mulvihill
& Co. Ltd.

TORONTO — MONTREAL

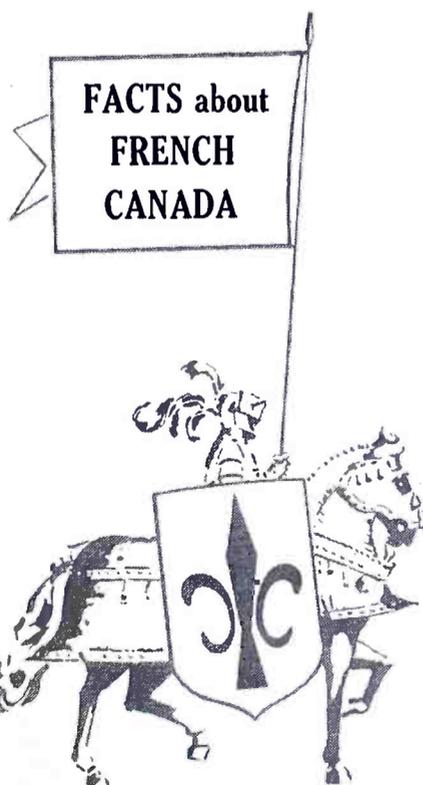
Representing these quality
radio stations

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

RADIO NEWFOUNDLAND

VOCM · **CK**CM · **CH**CM
59 **62** **58**
10,000 watts 10,000 watts 1,000 watts

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



To completely service Chicoutimi and Lac St. Jean Counties, CKRS-TV, Jonquière, now operates satellites at Chicoutimi, (Channel 2) Roberval (Channel 8) and Port Alfred (Channel 9). Influence 265,700 people, spending \$140,477,000.00 annually in Retail Sales with CKRS-TV, Jonquière.

HARDY

RADIO & TELEVISION LTD.

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

TRADES INTERESTING SHOWS FOR TIME AND VIEWERS

"HAVE GILLILAND HARNESS, WILL TRAVEL" could well be the calling card of Pat Hollett of the Bell Telephone Company of Canada's public relations department.

The Gilliland harness is a heavy, awkward contraption which was worn by telephone operators in the 1880s, one of the many props in the bag of tricks Mrs. Hollett totes from TV station to TV station in the Bell's Western Area, which covers most of Ontario.

Mrs. Hollett is young, attractive, charming, and a shrewd horse-trader. She barter with stations, offering them interesting and entertaining program material in return for their time and audience, in which and to which she polishes Bell's image.

Most popular program in the repertoire is a combination historical review, fashion show, and glimpse into the future. It can be whipped through in ten minutes or so, as it was on CFPL-TV London's *Panorama* last November and again just last week on CFTO-TV Toronto's *Free and Easy*, but in its unabridged version takes a half-hour. Meri Craven, hostess of CFCH-TV North Bay's daily afternoon show, and Trudy Manchester, women's editor of CKSO-TV Sudbury, have both traded thirty minutes of their time and audience for this program this year and have pronounced it a bargain.

Props for the program are more or less standard, many of them borrowed from Bell's "Telephone Panorama" museum in Montreal. They include one of the first switchboards, which dates back to the late 1870s; the Gilliland harness telephone set; a vintage crank-operated 'phone; a headset from the 1890s and another from the 1920s. One prop not taken on tour is the cot, or the four-poster rigged on pulleys, that was part of the equipment in the first telephone offices, which were usually in a corner of the local drugstore. The night operator in those days could snatch forty winks between calls — even eighty winks, for there weren't that many calls.

To add authenticity and interest, Mrs. Hollett supplies costumes of the periods touched on in the program. Operators from the local office are garbed in the bustles of the '80s, the flapper shifts of the '20s, with hairpieces completing the picture, adding a fashion show appeal as the operators demonstrate the equipment.

Bringing the telephone story up to date, the program displays the new Princess phone, Bell chimes, the Rapidial attachment and the phone of the future, the Visaphone or picture-phone, through which you'll be able to prove to callers that they interrupted your bath.



THE OLD (crank phone, right, and late 1800's switchboard, next) and the new (Rapidial, Princess phone, Bell chimes and Visaphone on desk) in telephone history are combined with a fashion show with local Bell operators (five young ladies left) in one of several shows offered TV by the Bell Telephone Company. Here CFCH-TV North Bay's women's director Meri Craven (centre) interviews Bell public relations girl Pat Hollett about local telephone operations.

Each of these shows is tailored to the locality. Sudbury viewers, for example, learned that there were 23 subscribers on the first telephone exchange, set up in 1902 at Young's drugstore. The audience in North Bay found there were only 15 subscribers when service began there in 1886. Local anecdotes are researched and still photos of the locality are dug out of Bell's files, which frequently trigger calls from viewers who remember the happenings, people and places the program recalls.

CAREERS FOR WOMEN

Careers for women is the topic of another of Bell's "road company" shows — a subject into which Bell fits rather neatly as it employs more women than any other company in Canada. Mrs. Hollett traces the story of women in business from the days when the only respectable employment was teaching and clerk-

ing in drygoods stores, to the present day when Bell alone has 1,700 women in management positions. Illustrating her history with still photos, she has appeared with "careers" on both the *Meri Craven Show* on CFCH-TV and CKSO-TV's *PM Panorama*.

turned just before the dial conversion took place and showed viewers how to dial local numbers and how to use the direct distance dialing system, employing a large demonstration dial. Illustrating the old and the new, she presented stills of early telephone activities in Wingham (cameraman Ian MacDonald's great-grandfather was one of the first Bell managers) and current photos of crews working on the dial conversion. Mr. Forster also returned to the show to display and explain a model microwave tower, the Vanguard satellite and the Bell solar battery.

"We're very pleased at the interest stations are showing in our material," says Mrs. Hollett, "and the co-operation of the performers, the producers and everyone connected with the shows is just marvellous."

In return, the stations praise Bell and Mrs. Hollett. Tom Ashwell, CFPL-TV producer, for example, wrote to thank her for the "fascinating interview. Our viewers have indicated they enjoyed looking into the past through the eyes of the Bell Telephone's public relations and historical departments."

With the CFTO-TV historical review just completed, Mrs. Hollett is working on a series of three 15-minute shows for CKLW-TV Windsor's *Camera Nine*, the green index, the historical review, and a new format to examine the local telephone industry. The historical review will also travel soon to CJIC-TV Sault Ste. Marie and women's director Grace Pitt has shown interest in careers for women in business as well.

"I'd like to work up some similar program ideas for radio," says Mrs. Hollett, who is also involved at the moment in the production of a half-hour film on the activities of the Telephone Pioneers, a company service club. She hopes this film can be added to her television bag of tricks this fall.

NW BUYS CHEK-TV

RADIO NW LTD., which owns and operates CKNW New Westminster and CJOB Winnipeg, has exercised its purchase option to buy CHEK-TV Victoria. President of Radio NW, Frank Griffiths, said the purchase price was about one million dollars.

The BBG will rule on the purchase March 26 and if government approval is granted promptly the company will take control of the station May 1.

Griffiths said the TV station would be operated by Radio NW Ltd. as a separate division. It would remain a CBC affiliate, "obtaining the best of Canadian programming and the best of independent programming". Two satellite transmitters on Vancouver Island, now owned by community groups, will become part of CHEK-TV in November.

Plans are to expand tape and commercial operations, perhaps expand broadcasting hours, and to re-organize the Vancouver sales office to give better and closer representation to Vancouver sponsors.

SPECIFIC EVENTS

As well as these more or less "package" shows which, with local color, are suitable for any station at any time, the company frequently ties in a program idea with a specific telephone event in a particular city.

When it was planned to introduce green index pages to the Yellow Pages section of the telephone directory in London, Mrs. Hollett came up with a show on directories to offer CFPL-TV. She started with the little cards that were the first listings; then a hand-written list of numbers; the first Ontario telephone directory, which included the whole province (in which operations manager Bob Reinhart found his great-grandfather's listing); an Eskimo - French - English directory, first brought out in 1959; working her way up to the new green index.

The introduction of the dial system to Wingham was another opportunity for Bell's tailored-to-measure program service. CKNX-TV's women's director Anna MacDonald devoted about 40 minutes of her afternoon show to interviews with the local chief operator, with Mrs. Hollett, who did a brief re-cap of Wingham's telephone history and recalled the days when the switchboard was open only from 8 a.m. to 8 p.m. weekdays and 2 to 4 p.m. Sundays, and with Bell lecturer E. C. Forster. A ten minute film, "Now You Can Dial" was supplied for the program.

As an encore, Mrs. Hollett re-

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

Broadcasting Introduces New Business Machines

by BEN HOLDSWORTH

Broadcast media are proving increasingly valuable to the booming business equipment industry. Two Canadian companies have found that aggressive marketing of business equipment is strongly keyed to aggressive advertising policies, including broadcasting.

• DeJur of Canada Limited, makers of "Stenorette" dictating machines, have used radio advertising consistently, and television at key points each year for the past four years. Every year the use of broadcasting has increased, and plans for 1963-4 call for more of the same, in present and new markets across Canada.

• Xerox of Canada began sponsorship of program television in central Canada this year, with plans for expansion later to other markets, and to other types of participation, in a drive to increase the company's penetration of the duplicating and reproduction machine sector of the business equipment field.

Canada's business equipment industry has grown rapidly, not only in the volume of "traditional" machines such as the typewriter and the adding machine sold to growing companies, but — perhaps more important — in the introduction of new types of machine or process to new customers in business, industry and government.

Exact figures are difficult to establish. For one thing, this may not be a single industry, but a complex of industries. Even the omniscient Yellow Pages recognize only the classifications of the individual types: Accounting and Business Machines, Dictating Machines, etc.

There is no single Business Equipment category. Some industry observers point to the rapid growth of automation in accounting, production control, statistical analysis in recent years as among the most significant trends in modern history.

Along with the invention of ever more "sophisticated" calculators and other accounting and bookkeeping machines has come the electronic data processing "giant brains", the rapid growth of which has been spurred in great part by the new Space Age.

FIGURES ARE SECRET

How large is this entire industry

in Canada? Its growth has been so rapid, say statisticians, that it is almost impossible to tell, and competition being what it is, individual company figures remain closely-guarded secrets.

Some idea of sheer size may be seen in the fact that IBM, one of the giants, spends over \$750,000 in Canada on employee and customer training alone.

Certainly, the major segments of the industry account for at least \$400 million in sales volume — and the total industry perhaps as much as \$600 million.

Advertising expenditures range from less than one per cent of sales to an average high of five per cent, varying by type of product, say industry spokesmen.

In comparison with other durables, the industry is thought to be relatively low. Many firms rely almost entirely on dealer advertising efforts, and co-operative programs are common. Some firms do virtually no advertising, feeling that direct selling can do the job, with perhaps some direct mail to back it up.

Business equipment advertising on broadcasting media is, therefore, not — or at least has not been — significant, for most firms.

Signs of a change in the pattern are appearing. A survey of the past five years indicates some activity by a number of companies, including several of the European manufacturers. These companies have employed radio on a spot basis, mostly in the five largest markets; some TV spot activity has also been reported. Frequently the time has been placed through a local dealer, or has been controlled by a branch office on behalf of a regional dealer group.

Some of the companies in this category have been Bradma, Royal Typewriter, Olympia, and Phillips dictating equipment.

Canadian Kodak has given television support to its Verifax photocopier as part of the Ed Sullivan

sponsorship on network. Principal emphasis for Kodak in television has however remained on the camera and film line for the consumer trade.

MAIN EFFORT — RADIO

One company which has used radio for its main advertising effort is the DeJur of Canada Limited of Toronto. Its "Stenorette" dictating equipment line has been consistently on radio for over four years.

The company's advertising agency, William S. Whitehead of Whitehead, Titherington and Bowyer says, "We have used radio with two main purposes in mind.

"First, at the beginning, we wanted to open up new dealer territories. Radio has done that for us. Our second aim was direct sales, to get the customer into the dealer's.

"All of our commercial messages give not only the dealer name, address and phone number, but the name of an individual salesman. So we know we get response. We even use radio in summer, when everybody's supposed to be away, and we get sales.

"We place our advertising dollars in relaxing times, often tied in with a d.j. or a popular newscaster," Mr. Whitehead continued. "We have been and still are in Toronto, Ottawa, Montreal, London and several other central Canadian cities. We plan to expand constantly to other markets, because there is no question of results from radio.

"We have also tried TV spots in several markets, and may increase our efforts in this medium in the future. Our radio usage, incidentally has included FM, with good results per dollar spent," he said.

RELATIVE NEWCOMER

Xerox of Canada Ltd., Toronto, is a relative newcomer to the advertising scene in Canada. In fact, according to company sources, the firm itself has just started its expansion in this country in the past two years.

This month, Xerox used Canadian TV for the first time, beginning several weeks ago with the sponsorship of a special, *The Tunnel*, the story of the Berlin wall, shown on Toronto, Ottawa, Montreal, and just last week on Hamilton. The next special, produced for the parent U.S. company by NBC, as was *The Tunnel*, will feature a day in the life of an actual intern in a New York hospital — *Emergency Ward*. This will be followed by a special on Ernest Hemingway later in the spring.

"We have just started," said John Rae, assistant to Canadian General Manager C. J. Clark. "Our objective is to appeal to the serious, watchful audience. Not only do we want to build our present line of electric copying equipment, but we also want to lay the foundation of interest in future products in the reproduction and communication fields. Our plans are long range," he stated.

Mr. Rae went on to emphasize that his firm is committed to consistent advertising. "We know the business equipment industry is under-advertised. Our plan is to spend at a much higher rate — advertising related to sales — than the industry.

"We believe television gives us a solid medium for our message. In the U.S. we not only sponsor specials, but use the "Chet Huntley Show" year round. In Canada we plan to be just as active," he stated.

Since the Xerox Corporation in the U.S. has come to be one of the "glamor companies" — on the Ten Most Active Stocks list of the New York exchange consistently — its decision to build its advertising program around television is of interest to the entire industry.

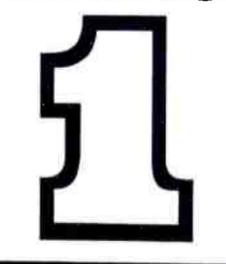
"We're getting lots of comments already," said Mr. Rae. "and we like that. We are progressive in this new process, and we are progressive in advertising, too," he said.

People who think nothing of borrowing money
think even less about paying it back

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RADIO



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OVER THE DESK



VALENTINE'S DAY on CHSJ Saint John was almost too much for station manager Tom Tonner, in background, as the station was programmed all day by "the girls" (left to right) Denise Holder, wrapped up in her job; Grace Craft aiding with untangling; Alda Belding at the telephone; Joan O'Neil at the mike; Phyllis Barber at the tape machine and Carolyn Vanbuskirk with an armful of discs.

*"The program this morning is a pleasure to hear,
The soft dulcet tones are a treat to the ear
And who knows, but maybe the gals may decide
To keep right on announcing and push you aside,
So fellows, beware, is my warning to you
For if you guys can do it, we gals can too!"*

This was the response in rhyme of one listener to CHSJ, Saint John's Valentine's Day switcheroo, when the girls on the staff and the wives and girl friends of the male staff took over the station from 6 a.m. sign-on till sign-off at 1 a.m.

The morning show featured continuity writer Joan O'Neill, with newscasts handled by Sheila Haney, wife of news director Jack Haney. A graduate of the Royal Academy of Dramatic Art in London, England, Sheila opened the 8 a.m. newscast with a nonchalant "and now, dahlings, here is the 8 a.m. edition of the CHSJ news, brought to you by Irving Oil Limited."

From 9 a.m. till noon traffic manager Grace Craft presided over the station's open mike show, *It's Your Opinion*, and netted more calls than regular host Stuart Sherwood had ever drawn. One of these calls contributed the poetic tribute to the gals.

A more tangible tribute was delivered at noon, carnation corsages for the girls from a secret admirer who wanted distaff programming all week, not just all day.

Continuity writer Carolyn Vanbuskirk took over the noon till 2 *Luncheon Date*, and was also sportscaster of the day without flubbing a single Mahovich or Delvecchio.

Teenage listeners gave their seal of approval to Denise Holder, station manager Tom Tonner's secretary, who hosted their *Teenbeat Showtime* from 3 to 5 p.m.

Having made a name for herself with the 8 a.m. news, Sheila Haney returned to the air from 5 to 9 p.m. and her selection of music and her airy presentation of same combined to light up the switchboard for the full four hours.

Carol Till, wife of announcer Fletcher Till, took over to sign-off and again won the praise of CHSJ listeners. Other station staffers who took to the mikes were billing clerk Alda Belding, receptionist Mrs. Bette Arseneau and Mrs. Phyllis Barber, controller of *It's Your Opinion*.

Nothing was spared in the girls' assault on the airwaves. Even Tom Tonner's editorial spot following each major newscast was taken over by his wife Anne, with an editorial

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

pointing out that it's becoming more and more a woman's world.

So it was on Valentine's Day on CHSJ, and the woman's world was filmed by producer-cameraman Art Cody for a lively three or four minutes coverage by CHSS-TV.

SITUATION NORMAL

JIM ALLARD, executive vice-president of the Canadian Association of Broadcasters, is caught up in a two-stranded web, what with the move of the CAB offices to the Blackburn Bldg., 85 Sparks Street, Ottawa, and the new date of the CAB Convention, May 1-3, at the Royal York Hotel, Toronto.

However, they are on top of the whole thing, Jim says, or to quote him verbatim, they are moving from a state of disorganized chaos to one of organized chaos, and, looking over the horizon for a brighter tomorrow (Jim hopes), is a normal state of organized confusion.

In spite of it all, the convention, largely policy matters (agenda promised for next issue) will come off on schedule, as also will the move. The CAB mailing address is still P.O. Box 627, Station B, Ottawa, Ontario.

SOUNDING BOARD OVERFLOW

A LETTER WE MISSED from the two we have printed in the *Sounding Board* department came to light on The Desk right at press time. It is one of those rare epistles, overflowing with kind thoughts for your editor, so am using it here.

It refers to the editorial in our February 21 issue, in which we suggested, in effect, that responsible voters should make their X, come April 8, for either the Progressive Conservatives or the Liberals, or risk having control of the government rest once more in the hands of one or other of the other parties, with only a handful of seats in the house, but holding the balance of power.

The letter is from Joseph A. P. Clark, who, on behalf of his firm of public relations counsel, Tisdall, Clark and Lesly Ltd., is working with the Liberal Campaign Committee. The letter reads:

"Dear Dick: Once again I am in the never-land of a political campaign and have already reached the point where I dimly doubt the sanity of anyone who joins in the war of words.

"Believe me, I needed your editorial 'Government By What People?' It is a jewel of reason and clarity. I am having copies made for our Liberal Campaign Committee."

— Joseph A. P. Clark

Thanks, Joe. I've never been called a jewel before, and am not so sure how to act. Fortunately this brings me to the bottom of the page, so I can sum it all up by chanting the familiar tones—"Buzz me if you hear anything, won't you?"

Dick Lewis

Canadian Broadcaster

The bigger the summer vacation the harder
the fall

**CFCN RADIO/TV
CALGARY**

Roy Chapman Heads West Coast Broadcasters

Ken Hutcheson, retiring president of the British Columbia Association of Broadcasters, told the BC Broadcasters' Convention in Victoria last month the radio and television industry has entered the space age with the largest audience in history. In his annual report, Hutcheson said "more Canadians are listening to more radio and television in more places than ever before."

He told representatives of the BC private stations that broadcasting is a way of life entrenched and accepted in the country.

"Millions upon millions depend upon broadcasting to take them where they otherwise cannot go. Radio was first to reach the moon and the first man in space acted as a broadcaster. Today, elections are won and lost on radio and TV. There is a massive dependence upon its service to wake, shave, dress and feed the nation."

Roy Chapman of CHBC Kelowna was elected president of the association succeeding Mr. Hutcheson, who is managing director of CJAV Port Alberni. William Speers of CKWX, Vancouver, is vice-president.

Ray Peters of CHAN-TV Vancouver was named director for television and Murdo Maclachlan of CHWK Chilliwack director for radio.

During the two-day meeting, more than 54 delegates from 20 stations and interested groups and companies heard reports on progress in the fields of education, automation and related subjects.

At a closed session Friday, T. James Allard, executive vice-president of the Canadian Association of Broadcasters, reported on various activities of that organization as they affect radio and TV stations across Canada.

Delegates also discussed the possibility of obtaining new legislation permitting beer and wine advertising in BC on radio and television. The meeting decided to continue its efforts to obtain, through the provincial government, legislation similar to that in effect in several other provinces.

BC IS PROSPERING

British Columbia can look forward to a buoyant economy and a high level of business activity in 1963, Tom Sturgess, BC Deputy Minister of Trade and Industry, told the convention.

"Business activity in the province during 1962 exceeded all expectations," he said, "and the outlook for 1963 is even brighter."

Mr. Sturgess said it was significant that BC's economy remained strong in 1962 in spite of a stock market slump and a financial crisis in Canada as a whole.

In BC all major sectors of the economy except coal mining enjoyed an increase in business.

Capital investment remained at a high level, rising about three per cent in 1962 to more than \$1,200,000,000. "In the last seven years capital investment has never fallen below \$1,000,000,000," he said.

The province's largest industry, forestry, enjoyed a record year in 1962 and now is embarked on a "tremendous expansion" program. Value of production in the industry increased to \$780,000,000 last year, up 14 per cent from the \$685,000,000-level of 1961.

Mr. Sturgess predicted a great future for the BC fruit industry.

"BC Okanagan and lower mainland districts may well become the major grape-producing area of Canada," he said. "Land in Ontario's Niagara Peninsula, long the country's chief grape-producing section, is becoming too valuable for use in grape production."

He urged delegates attending the meeting to do their utmost to give other parts of Canada a "true picture" of the labor situation in the province, emphasizing the point that:

"Much of the criticism voiced about high wage rates and labor strife in BC is unjust."

Mr. Sturgess said the over-all wage scale in BC compares favorably with the rest of Canada. The annual dollar output per worker in BC was \$8,496 compared with a Canadian average of \$8,140.

He also said less time is lost in BC through strikes and lockouts than in Ontario and Quebec.

"During the first nine months of 1962, time lost due to labor trouble in Ontario was 16½ times more than that lost in BC although Ontario's labor force is only four times as great as ours. In Quebec, with three times the labor force, time lost was 17 times greater than in BC."

BUSINESS UNIVERSITY

British Columbia's still-to-be-opened Institute of Technology will play an important part in the industrial and business life of the province, Dr. Henry Cecil Gunning said in an address to the west coast broadcasters.

Dr. Gunning, assistant to the principal of the Institute, said the school, scheduled to open in Burnaby next year, will help fill the demand for skilled technicians and supervisory personnel.

An advisory committee from the BC Association of Broadcasters is working with institute officials in planning courses in broadcast communications.

Don Laws of CJOR Vancouver, reporting on the committee's activities, said the first course in broadcast communications is expected to open September, 1964.

Preparation of a curriculum for the course is almost completed. He said the curriculum is being drawn up to give students a solid academical education and practical laboratory and workshop experience.

"The Institute is designed to fill the present gap between the educational levels attained by university graduates on the one hand and secondary school students on the other," said Mr. Laws.

T. James Allard of Ottawa, executive vice-president of the Canadian

Association of Broadcasters, said outside the meeting there is a real need for the type of personnel to be turned out by the institute.

"I believe technical institutes may well become a kind of business university," said Mr. Allard.

"Certainly in the broadcasting industry this new course will help provide personnel who have better training and wider background knowledge, and consequently they will have more to contribute to the development of the industry," he said.

Owners, managers and executives of private stations throughout the province also heard a report on automation in the Broadcast industry by Rogan Jones of Bellingham, Wash. He is president of International Good Music, Incorporated, and a pioneer radio broadcaster in the United States Pacific Northwest.

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Howie Meeker Tells The Ladies

HOW TO GET GIRLISH FIGURES



CJON's Sport Director and Physical Fitness Expert HOWIE MEEKER has a rather large order on his

hands these days. He has virtually promised an enviable "girlish" figure to tens of thousands of Newfoundland women.

IMPROVED HEALTH

On Feb. 18th, at the request of the ladies, Howie resumed his physical fitness programs on CJON Television, basing his exercises on the 10-BX guide designed especially for the ladies by the RCAF. He says that any women who follow the series faithfully will benefit not only by an improved figure, but improved health as well.

DAILY PROGRAMS

"I'm glad to be back on

the air with this program" commented the former National Hockey League star as he resumed the daily programs (11.05 a.m., on CJON - CJOX-CJCN-TV). "Hundreds of ladies have requested it... so the program must be fairly popular".

HOCKEY COACH

In addition to his duties at CJON Radio and Television... where his sportscasts are a listening must every day for sports fans... Howie coaches several local hockey teams and is a member of the National Physical Fitness Advisory Council.

MARKET NOTES

POPULATION: Newfoundland's estimated population at the beginning of 1963 was 477,000, and it should rise to 489,000 by the end of the year. The January 1st population figure represented a gain of 12,000 or 2.6 per cent over the corresponding date in 1961, when it was 465,000. The half million mark should be reached in December, 1964.

FISHERIES: Newfoundland, which had a record fishery in 1962, is starting off the new year on a record note as well. The province's fish landings in January totalled 13.6 million pounds, compared to 12.9 million pounds in January, 1962. The catch last month was worth \$311,000 to the fishermen.

RETAIL TRADE: A 152-year-old Newfoundland department store — Bowring Brothers Ltd. — has purchased its ninth branch outside St. John's. The new store is located at Seven Islands, Quebec, and is known as the Labrador Stores. With a floor area of forty thousand square feet, it's the largest of the Bowring branch stores.

TOURIST TRADE: An organizing committee has been set up to arrange an "Old Home Week" in St. John's. The aim is to hold the week early in August, 1964, centered around the annual St. John's Regatta. Wide publicity is planned to attract former residents back to the city on at least a week-long holiday.

QUICK FACT: The enrolment at Newfoundland's Memorial University increased seven-fold from 307 in 1950 to 2174 in 1962.



Valentines For Romper Room's Miss Shirley

Hundreds of Newfoundland children demonstrated their fondness for CJON Television's Romper Room teacher, Miss Shirley, on Feb. 14th by just about smothering her in Valentines.

SEVERAL HUNDRED

"I must have received six or seven hundred", breathed a happy Miss Shirley as she sifted through some of them on her television kindergarten program (11.15 a.m., CJON-CJOX-CJCN-TV). "They are really lovely".

SPECIAL CARD

Miss Shirley, whose real name is Mrs. Emanuel Shears and is the mother of one child, personally tackled the giant task of replying to every single Valentine. She sent out to each child a special card containing her picture and signature.

GOOD USE

Miss Shirley then put the Valentines to good use. After decorating her Romper Room set with them on Feb. 14th, she pasted them all in scrap books for distribution to children in city hospitals.

Wiggins Praises St. John's Lovelies

"No city in Canada can claim a greater percentage of lovely women than St. John's Newfoundland".

AN EXPERT

So says CJON's Gerry Wiggins. And Gerry now is getting to be something of an expert on the matter.

THREE CONTESTS

During the space of one week this month Gerry was among the judges in no less than three "beauty queen" contests. In addition, he dined with eleven beauty contestants.

BUSY JUDGE

Gerry judged beauty contests at the Beta Sigma Phi



Sorority dinner on Feb. 14th; the General Hospital Bowling League dinner Feb. 15th; and the Miss Memorial University Contest on

Feb. 19th. On Feb. 17th he had dinner with the eleven contestants in the Miss Memorial competition.

BEAUTY UNSURPASSED

Judging? "It's a difficult thing", says the popular radio and television announcer, who has lived in no less than six provinces of Canada. "But let me tell you this — nowhere in Canada is our local beauty surpassed".

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

JOHNNY-ON-THE-SPOT

"Can I go to the lavatory"? said Johnny. "Johnny," said his teacher, "did I hear you say 'can'". "No," said Johnny, "I said 'lavatory'".

AUDREY STUFF

Then there's the gal who was so dumb, she thought Portage La Prairie was a favorite western soup.

YOU PAYS YUH MONEY

"Lesage Backs Pearson's Bid For Quebec."
Toronto Star, Feb. 23.
"Hint Pearson Alone In Que."
Toronto Telegram, Feb. 23.

PAN MAIL

Sir: Your column is the one high-spot in all the drab reading I am compelled to do in my hectic day. You will understand therefore that I am making the supreme sacrifice when I tell you I am giving up Lewisite for Lent.
—:Uno Hoo.

KEEP CANADA INDIAN

This country wouldn't be in such a mess today if the Indians had adopted more stringent immigration laws.
—:Crawley Commentary.

SINCEREST FLATTERY

There was another good gag in the current Crawley Commentary, but it was one CC swiped from our last issue.

AND WHEN SHE TOLD HIM

Then there's the gal who put a dead horse in the bathtub because she was fed up with having her husband come home each night and ask what's new.

A LOAF OF BREAD,
A JUG OF WINE . . .

TV actor's motto — Better a small role than a long loaf.

GOOD VINTAGE YEAR

"Look," said the agent, selling his extravaganza — "a chorus of over fifty." "Sure," said the client, "and they certainly look it."

N.Y. STRIKE MAKES STATIONS MORE WORK AND LESS PAY

New York's radio and television stations have been given an opportunity to show whether or not the spoken word can replace the printed word, if only on a temporary basis. When New York's nine major daily newspapers were shut-down by a printers' strike last December 8, the Herculean task of satisfying the appetite of a news-hungry population of 8 million fell on the city's broadcasting industry.

A variety of out-of-town newspapers and interim-published tabloids have appeared on the newsstands but it is to the city's AM and FM radio stations and TV outlets that the public turn to find out what is going on locally, nationally and internationally.

It is not an easy task for the 30 odd radio stations and seven television channels of the New York area. It means greater expenditure to increase news coverage in all fields, with substantially lesser financial gains to compensate.

In spite of this, the broadcasting industry is turning in a tremendous job of public service.

Virtually everything that normally would go into print is covered by radio and television cameras. Five-minute newscasts have been extended to 15 minutes, 15-minute newscasts to one hour and special programs featuring sports reports, stock market quotations and even daily readings of the comics have been added.

Everything from foreign news bulletins and analyses to local crime stories, movies, musical events, theatre, sports and even obituaries are heard daily on the air.

Most of the local newspaper reporters, columnists and editors have been hired by radio and television stations to keep the public informed on their respective beats and even actors and actresses come on to plug their latest Broadway shows.

Many of the largest broadcasting outlets of the city have more than doubled their output of news. The local NBC stations, for example, are logging an additional 105 hours and 50 minutes of news in the first seven weeks of the shutdown.

The ABC-FM outlet has pulled out all stops and broadcasts news

continually throughout its program schedule. It has dropped all other programs. CBS television has delayed its late night movie to present a full coverage of the sports and financial news of the day.

All this means, of course, an increase in staff as well as the pre-empting of many scheduled commercial programs, resulting in a financial loss to the stations.

by LAURETTE KITCHEN
New York Correspondent

An editorial commenting on this article will be found on page 5.

Uniquely, the newspapers themselves are turning to radio spots to remind their readers that they will be back on the newsstands when the strike is over.

MORE NEWS — LESS ADS

While the output of news broadcast has sharply increased, the advertising returns have gone up only slightly. Local business firms which spend a considerable sum on newspaper ads are not turning over their full quotas to the broadcasters.

Instead, they have spread their advertising budgets over a large portion of other available means. Some have gone to suburban newspapers not affected by the strike, to the interim tabloids, to national magazines and trade papers, to posters in subways and busses and to handbills and mailers.

As a matter of fact, some of the large New York stores are completely ignoring the broadcasting medium.

A check with three of the largest department stores in New York pro-

duced replies that they did not consider radio advertising as "productive enough" and that television advertising was "too costly."

An advertising executive at Macy's told us that unless a store has only one specific item to plug such as a Christmas toy or a piano sale, he felt the spoken ad did not attract enough attention. A sales ad must carry too many detailed items to be effective on the radio, he said.

One of the largest supermarket chains, the A & P, are doing a lot of radio advertising, but a spokesman for the company said business in their city stores had declined during the strike, despite their expanded radio campaign.

National advertisers plugging a single product are increasing their radio and television commitments for the duration of the strike but the bulk of spot announcements are coming from local restaurants, night clubs, movie houses and theatres, which are the hardest hit by the shutdown.

Some night clubs report as much as a 50 per cent decrease in their business and many Broadway shows shut down prematurely and others failed to open on schedule.

EXPERIENCE COUNTS

I have the experience you need — over 15 years — as News Editor and Program Director. Energetic Family Man, 36, ready to relocate immediately for challenging offer. Box A-669, Canadian Broadcaster 219 Bay St., Toronto 1, Ont.

All in all, no one but the strikers themselves stands to gain much from the newspaper strike.

Certainly not the broadcasters who may be picking up a few extra commercials for the duration, but whose broadcasting schedules are upset, whose news quarters are overcrowded, and whose commercial programs have been cut or cancelled entirely for news coverage.

Will any of the new accounts remain with them? Based on the experience of the last newspaper strike, some years back, national accounts will revert to normal, and temporary advertisers will quit with the papers back.

So, it appears the broadcasters are understandably justified in wishing the strike settled.

As for the members of the Fourth Estate, judging by the moans and groans of the reporters who have had to submit themselves to television make-up or radio time limitations, they too will be glad to return to their typewriters.

Which goes to prove that even in this space age, where electronic journalism is essential and welcome, there is still a place for the printed word.

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219 Bay Street, Toronto 1, Ont.

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Station Manager
for Montreal Metropolitan market

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CANADIAN BROADCASTER
219 Bay Street, Toronto 1, Ont.

CUTS & SPLICES

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

ROBERT LAWRENCE Productions Ltd. has opened a Montreal production office under the personal direction of Claude Barnwell, vice-president of Claude Barnwell Limitée, a firm which specializes in French radio and TV production services.

Top production personnel from Montreal and from RLP's Toronto headquarters will service Montreal ad agencies in the production of French and English TV commercials on both film and videotape. The Barnwell firm handles French services such as copywriting and adaptation for film, radio and TV; language directing; broadcast supervision; auditioning; casting, and general radio and TV counselling.

The RLP office, which has 35 mm interlock screening room and 16 mm projection facilities, is at 2100 Drummond Street, Suite 440. Telephone number is 849-4811.

PRODUCER GERRY KEDEY, director Dave Smith and a crew from the Motion Picture Centre Ltd. are visiting the many winter sports centres around Ontario and calling it work. In production is a 16 mm color film for the Information Division of the Ontario Department of Highways, a winter counterpart to MPC's production *Roads to Recreation* which explored summer recreational activities in the province.

The film is tentatively titled *Carnival Country* and sequences have been shot so far at winter carnivals in Barrie and Midland and, last weekend, in Penetang, with others upcoming. Skating, skiing, tobogganing, ice boating, winter sports all over the province are being covered, the main theme being the roads that lead to these winter recreations. Information on accommodation is also included.

Kedey expects to shoot 6,000 feet of film to get the 600 for the 13.25 minute show. Voice effects are being recorded on location and narration and music will be added.

THE CANADIAN CONSUL General in New York held a reception last month for some hundred people representing fifty of the leading sponsors of films in the U.S. to introduce them to Crawley Films Ltd. and its work.

Refreshments and a screening of Crawley's award-winning 28 minute color film *Abitibi*, made for the Abitibi Power and Paper Co. Ltd., were served to the appreciative audience.

Vice-president Graeme Fraser reports that 20% of Crawley's revenue over the past five years has been in U.S. and foreign currency. The company has made over 200 films for U.S. and foreign countries. *RCMP*,

produced by Crawley, is the CBC's most exported series, now sold in 20 countries, and *St. Lawrence North*, produced by Crawley for CBC, has been sold in five countries.

Currently in production to increase that percentage of revenue from the U.S. are six films for McGraw-Hill of New York and three for the International Film Bureau of Chicago, both past Crawley clients.

PIED PIPER FILMS LTD.'s quest for new and unusual material for the "Ports of Call" segments of its new children's TV series, *Mr. Piper*, has sent director-cameraman Ken Poste off on a round-the-world filming assignment.

First stop is Uganda, for an insight into the life of the son of a fisherman there. Next Poste will join a caravan travelling to the ancient Nigerian city of Kano, then to Zanzibar for a visit with clove growers, and on to Kenya and the story of the semi-nomadic Meru tribe. A trip through the Suez Canal from Port Said will follow, as he films the life of a canal pilot's son.

After Egypt and Africa, Poste will go on eastward to Pakistan, India, Burma, Ceylon, Bali, New Zealand, Bora-Bora, Fiji, Tahiti and Hawaii. The six-minute "Ports of Call" segments are filmed in color, as is the complete half-hour show, which will begin next fall on CBC-TV English and French networks, ATV in England, and in New Zealand and Australia.

JUST RETURNED from a three-week trip to England, France, Belgium, Germany and Switzerland, Telefilm of Canada Ltd. general manager Dick Rosenberg reports their acquisition of a new film series for television, *High Adventure*.

The series of 39 half-hour shows will star Robert Arden as a famous mountaineer and skier, with an international cast. As the title indicates, the program is adventure, high atop

mountains, bridges, skyscrapers, and each episode will be shot on location with filming planned for various parts of the world.

High Adventure is a Harry Alan Towers production and as a British series will qualify for 100% Canadian content. Script consultant is Sir Edmund Hilary, K.B.E., and Tom Stobart, O.B.E., who filmed the first successful ascent of Mount Everest, will supervise the action sequences.

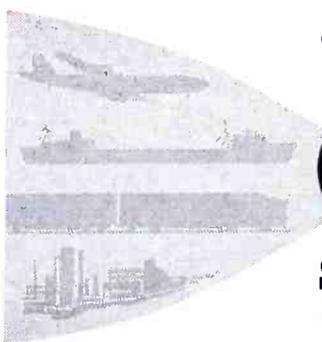
"WE'RE GOING OUT on a very long limb" writes Graeme Fraser in the latest *CRAWLEY COMMENTARY*, as he lists the twenty leading film users in Canadian industry. Basing his list on returns for the "Directory of Sources of Free 16mm Sponsored Films in Canada" and considering both the number of films and number of prints in use, he comes up with: Alcan, Bell Telephone, British Petroleum, British American Oil, Canadian Ingersoll-Rand, Canadian General Electric, Canadian Industries Ltd., Canadian National Railways, Carling's, Du Pont, Ford, General Motors, Imperial Oil, Lever Bros., Molson's, Prudential, Seagram's, Shell, Trans-Canada Airlines and Union Carbide.

Analyzing the Directory further, here are the 15 largest collections of free films: Quebec Service de Ciné-Photographie, 3,500; University of Alberta, 2,500; Manitoba Department of Agriculture, 900; Ontario Agricultural College, 650; Saskatchewan Highway Safety Council, 450; France, 300; B.C. Department of Education, 300; Ontario Fire Marshall, 275; India, 225; Manitoba Federation of Agriculture, 200; Molson's, 150; Dominion Fire Commissioner, 142; Canadian Industries Ltd., 110; Alcan, 100; University of B.C., 100.

NEW WESTERN SALES representative for Telefilm of Canada and Page One Ltd. is Jack Dichter, with offices at 3811 Edmonton Trail, Calgary. Dichter, who has an extensive background in sales and programming, will sell and service Telefilm of Canada properties and also CBS Film productions for Page One Ltd.

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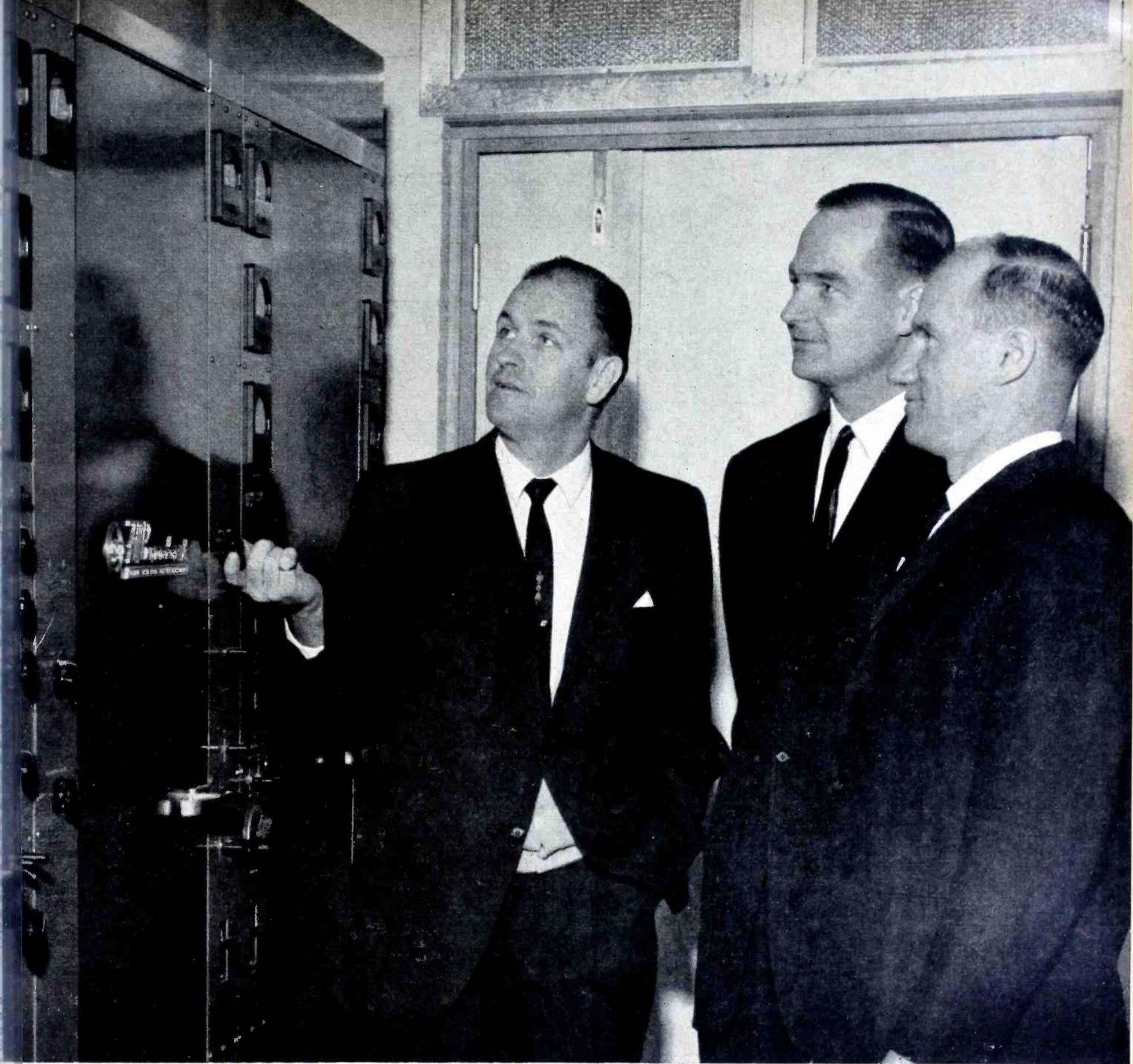
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FINE MUSIC IN STEREO AT 98.3 mc.

Dennis Barkman, General Manager, and John Pauls, Chief Engineer of CFMW-FM, watch intently as Doug Allen adjusts the new 354,000 watt transmitting plant, manufactured by RCA Victor for Manitoba's newest member of the FM broadcasting club. Covering most of the Manitoba market area, CFMW-FM is the twelfth high power FM station delivered by RCA Victor to Canadian broadcasters within the past three years.

(And the fifth FM Station to utilize the modern RCA type BTF-20D Transmitter.)

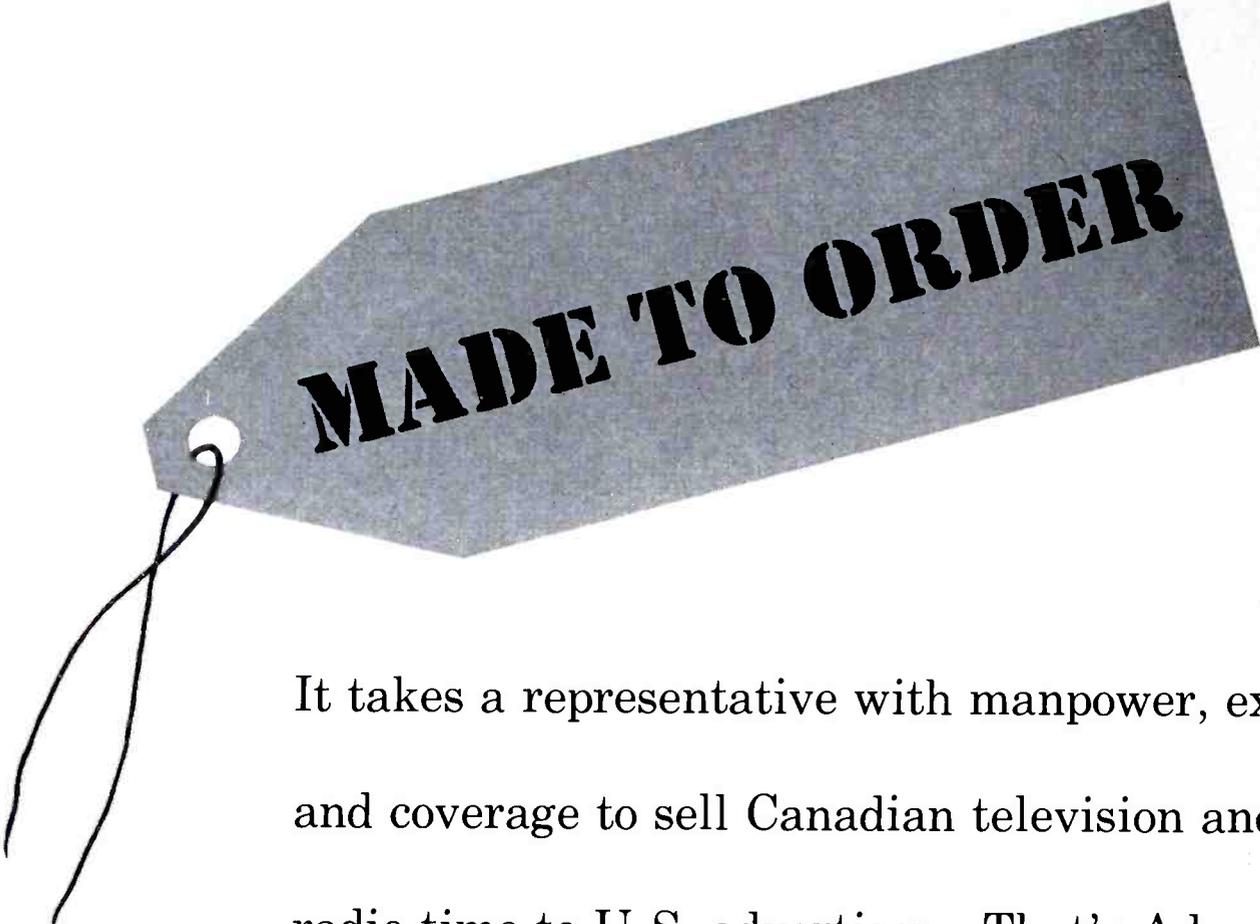


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