This ice studio, carved to look like a huge radio, was CJLR Quebec City’s remote headquarters on Carnival Street during the recent ninth annual Quebec Winter Carnival. Broadcasts from the 10' x 25' infra-red heated studio during the two and a half week festival included interviews with a host of celebrities and dignitaries, and attracted great crowds and high praise from Carnival Street organizers. The picture is by Photo Moderne Enr.
I AM CONVINCED that in your Editorial — "Retailers Need Special Treatment," you picked out some of the obvious weaknesses and yet you fell into the trap yourself by stating "Retailers have Cling to the Newspaper Medium, and have tried to meet the emergency by applying Newspaper Techniques to Broadcast Advertising".

Usually, people who Cling to something are those who have missed the boat. When Advertisers try something new or experiment with Radio, they should at least spend a fair portion of the budget normally used in Newspapers. In addition, these same Advertisers and their Agencies, should have realized by now that they cannot use the same copy and technique for Radio. Creativity is essential and this applies as well to Radio Broadcasters.

However, in this case, Radio was under the gun from an abnormal number of Advertisers who all wanted something yesterday and the Station Creative People must have been snowed under. This does not necessarily apply for the Agency Personnel, who should be equipped to handle such a situation and who should, on a regular basis, be presenting to their Clients creative work that could be used in Radio. Proper commercials combined with careful programming, can move individual items and sell services.

After 90 days of the Strike, another source for statistics comes from a Cleveland News Bulletin, which states:

1. The May Company, Cleveland's largest volume department store, had larger sales this past Christmas than the previous year according to P. C. Thomas, account executive at the Howard Marks agency. Warren claims that large stores have not been hurt by the strike.

2. Miss Eve Reisz of the Marc Wyne agency, who represents Halle's, reported that some department store business is down because they have not used all their advertising money previously allocated to newspapers in other media.

3. In spite of the newspaper strike audits now reveal that during the week before Christmas, Cleveland department stores did better than the nation as a whole and in Boston, which had newspapers, retail sales for the month of January were 13% BELOW the retail sales in Cleveland.

4. Mill Krantz, Manager of Cleveland's legitimate theatre, the Hanna, claims, "I'll never put all of my ad budget in newspapers again." Krantz promoted a four week engagement of "How to Succeed in Business Without Really Trying" with 315 radio spots costing him $3,038. The Telephone number used in this campaign was enormous. One day the two operators handled seven lines and took 7,732 calls.

5. The Mid-American Boat Show held every January is sponsored by the Cleveland Press as one of their major promotions of the year. This year without the benefit of the Cleveland Press, Public Hall was packed. 115,000 people attended the Show, the highest attendance in the history of the Mid-American Boat Show. The Show was promoted by not only radio, but television, suburban papers and billboards. Edgar Spael, head of his own ad agency, who handled the Boat Show claimed the largest attendance in Boat Show history was due to radio and television bringing in "out of town business."

6. How are the movies doing in Cleveland? Despite the fact of not having newspapers, downtown movie theatres have racked up tremendous grosses. "Gypsy" in seven days did $50,000 which is termed "terrific". The Palace Theatre with "In Search of the Castaways" did $18,000 in seven days. The Hippodrome with the reserve seat picture "The Longest Day" is in its 16th week doing over $13,000 a week. "Jumbo" did $23,000 in its last seven days. According to Mr. Mink, Palace Theatre Manager, "so you see the newspapers didn't affect our business at all, especially after the strike has lasted a while."

7. Although many businesses are praising radio and television, no businessman would suggest getting along permanently without newspapers.

8. Some clients, according to William Glazer, head of his own agency, have gotten a taste of Radio advertising for the first time. "They like it," he says, "and would do more in the future."

9. Saul Glantz also speaks of an account (Engel-Fetzer) in business some 60 years in which it has always depended primarily on newspaper advertising. Saul tells this story, "When the Strike came along they waited a few weeks hoping it would be quickly settled. When it wasn't they decided to try radio. In this particular instance the results have been most gratifying. As a matter of fact they have been so pleasantly surprised at the results that it is pretty definite that even if the newspaper strike were settled immediately that their plans are to budget part of their budget for permanent radio advertising as well as newspapers." Glantz added that one of the most gratifying features this story has discovered is that radio is bringing them new customers and according to him, they are not spending any more money than they did in the newspapers, in fact, not as much. He claims that for this store figures are ahead of last year all the way.

May I suggest that you take an evening off and do some homework on this situation, so that your next Editorial will be more positive rather than negative for the Radio Industry.

Retailers do need special treatment We expect THE CANADIAN BROADCASTER to help in providing the right atmosphere and surroundings, in order that the specialists can offer the "treatment" that will produce results for Retailer.

—CHARLES C. HOFFMAN, President, Radio Sales Bureau.

A girl must not be too well larded
If she would go forth leotarded.
TO ENCOURAGE sponsorship of Canadian produced programs, CTV's new rate card offers special continuity discounts which will give advertisers an additional 5% discount for full sponsorship or co-sponsorship, of Canadian properties on a 52-week contract.

The rate card, dated April 1, has been simplified by combining time, microphone and presentation charges into one quotation and by reducing time classifications. Other changes are a revised discount structure for full and co-sponsorship and increased service charges for cut-ins.

"Although certain rates are increased moderately," says general sales manager Tom Atkinson, "this is counter-balanced by stronger programming, improved circulation and, in some cases actual rate reduction for sponsors of Canadian programs."

OLIVY, BENSON & MATER (Canada) Ltd., Toronto, has been appointed to handle broadcast advertising in Canada for the American Express Company. At present this consists of a spot radio campaign in major markets which began the first of this month, an extension of that being done for the account in the U.S.

OMB in the U.S. has handled the full American Express account for the past four years. Cockfield, Brown & Co. Ltd. remains the Agency of Record for print advertising in Canada.

WILLIS ADVERTISING Limited has been appointed the first Canadian agency for Lestoil Products Ltd., manufacturers of Lestoil Pine and Sparkling Scene all-purpose cleaners, Lestaire dry starch and Lestore Spray Starch, a new product to Canada. Other new products now under development will be added to this stable.

At present the full ad budget is going into spot TV in eastern Canada, with station promotion. The account is handled in the U.S. by Willis' affiliates, Fuller & Smith & Ross Inc.

THE MILLION DOLLAR Lahat, Pilsner account has been awarded to Ronalds-Reynolds & Co. after keen competition among several large agencies. The account was previously with Stanfield, Johnson & Co. Ltd., and is now handled by Walter Tomlinson & Co. Ltd. and McCann-Erickson (Canada) Ltd.

J. W. T., who presently handles Pond's cosmetics, will add Odo-no-no, while Cutex, L'inglex and "4711" products will go to McCann-Erickson who already have Vaseline branded products and Pertussin products.

ONE OF THE LARGEST non-net-work radio program buys in Canada has been recently retired by Erwin Ruthrauff & Ryan (Canada) Ltd. for Mahler Shoes Ltd., Ontario-wide. Mahler shoes stores in New York are sponsoring Five Minutes with the Romeos twice a week on 31 Ontario stations on an initial 13-week contract which began March 12.

The program, hosted by radio-TV personality Rex Loring, features vocal and instrumental stylings by The Romeos, popular performers on CBC-TV's Juliette show for the past five years and on Columbia Records. The show is written by Cliff Briggins and directed by Sid Wayne for the agency. Production will be handled by Cy Strange at Dominion Broadcast Ltd. and the account executive on Mahler is Ed. W. Karthaus.

SEVERAL CHANGES at McKim Advertising Ltd. Donald B. McCaskill is now executive vice-president, succeeding Carl Dennis Jr., who recently retired. McCaskill has been with the agency since 1956, most recently responsible for overall marketing activities.

E. B. (Mick) Phair has been named Toronto manager, replacing J. Clifford Balson, who resigned to join Canadian Facts Ltd. as vice-president. Phair was previously director of the services group, an account supervisor and assistant to the president. He is a vice-president of the agency.

Murray Hill has been appointed vice-president in charge of research, having been an account executive and research consultant since joining the agency in 1960.

Denis W. Case has been made creative director of the Toronto office, and replaces John S. McKee, who resigned as associate creative director in charge of copy.

NEW CREATIVE DIRECTOR at Baker Advertising Agency is Dyne Englen, who has 16 years creative experience in four U.S. agencies, most recently as associate creative director with MacManus, John & Adams in the U.S.

Among Englen's many successful campaigns was one for Kraft Preserves, named one of the ten best print campaigns of the 50's by the American Creative Directors, and Minneapolis Gas Co. commercials which won two of eight first prizes in the American Film Festival and received awards at Cannes, Los Angeles, San Francisco and New York.

THREE NEW APPOINTMENTS in the Montreal office of Cockfield, Brown & Co. Ltd. have been announced recently. Murray O'Connor, who has been with the agency since 1953, has been made director of creative services.

In the broadcast department, R. W. Harwood has been named director of broadcast services and Raymond Taillefer is now manager, Montreal brokerage department. Harwood joined Cockfield, Brown in 1945, and Taillefer in 1954.

THE FIRST ANNUAL Hallmark Master Award (1962) for the best jingle produced and recorded in Canada has been awarded to MacLaren Advertising Co. Ltd. for a television commercial created for Standard Brands Ltd.'s Blue Bonnet Margarine.

A framed gold record of the jingle was presented to Larry Trudell, producer of the commercial, by Hallmark Recordings Ltd. president Douglas Sanderson. A special Silver Award for an institutional commercial was made to John Sone, producer of the "Gingham Gow" commercial, by Don Francs for Imperial Oil Ltd., another MacLaren entry.

Judges in the competition were Gino Silvi, director of the Gino Silvi Singers; Frank Duckworth, president of The Duckworth Office; Mary Inkster, creative director of Sydney & Scott Ltd.; and Frank Flint, producer of the TV series Scarlett Hill.

NORONT TIME SALES, a new radio station representatives firm, has been established by Cam Logan, who recently resigned as manager of time buying with Cockfield, Brown & Co. Ltd. after 28 years with the agency.

Logan represents CHNO and CFBR Sudbury, CKCY, 680 Marie and CJNR Blind River, selling the stations as a package, "the Noront Group", or individually Lorrie Potts & Co. Ltd., who formerly repped CHNO and CFBR in Toronto and Montreal, will now represent all four stations in Montreal. CKCY and CJNR were previously repped by Radio and Television Sales Inc.

A new Time Sales office is Room 206, 12 Shuter Street. Toronto. Telephone is 366-4443.

ALEX BEDARD & CO. LTD. will terminate operations as radio station representatives, as of April 1. Bedard is joining the Toronto office of Paul L'Anglais Inc. as radio sales representative.

PAUL L'ANGLAIS INC. has announced the appointment of Alex Bedard as radio sales representative in Toronto, as of April 1. A separate radio division has been created within the organization, and sales reps Al Lord and Dave Dickie will now concentrate solely on television. Gaston Bélanger, manager of the Ottawa office, will head both divisions.

FIRST CANADIAN to be elected a director of the National Association of Broadcasters is Jack Kennedy, director of sales for Standard Broadcast Sales Ltd.'s FM Division. Kennedy, manager of CFBR-FM until recently, has been a director at large for the association for the past two years and was instrumental in establishing Canada as a separate district of the NAFMB.

ON MAY 1 LYMAN POTTS, program manager of CJAD and manager of CJFM Montreal, transferred headquarters to sister station CFBR in Toronto. Purpose of the move is to enable Potts to co-ordinate the operations of Standard Radio's two FM stations, CFBR-FM and CJFM.

AFTER THIRTY YEARS in public broadcasting, Lieutenant Colonel Rene F. Landry, E.D., has resigned as vice-president and assistant to the president of the CBC. Colonel Landry reached retirement age on February 28, but will continue to serve as a part-time consultant for the Corporation. He began his career in broadcasting in February 1933 as bilingual secretary of the Canadian Radio Broadcasting Commission. He became a CBC executive when the Corporation was created in 1936 and successively occupied the posts of director of personnel and administration, director of Quebec region, comptroller of administration and vice-president, assistant to the president.

STOVIN-BYLES APPOINTMENT

Mr. C. J. "Chuck" McCartney

Mr. W. D. "Bill" Byles, President of Stovin-Byles Limited, is pleased to announce the appointment of C. J. "Chuck" McCartney as Manager of their Winnipeg Branch. Mr. McCartney's entire business career, since graduation from the University of Minnesota in 1954, has been in Radio and Television. For the past 2 years he has been with McConnell Eastman in Winnipeg, creating and producing commercials and selecting market selection. Prior to that he had extensive station experience with CJOB, Winnipeg, and as Station Manager, responsible for National Sales, with the Lemme Broadcasting's station in Minneapolis.

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

March 21st, 1963
**IMPORTANCE OF PROMO**

There was a young speaker named Bellus, Who had quite a message to tell us, But no script was brought Of the song that he sang — What the hell was it Bellus did tell us?

DAN BELLUS, Promotion Director of Transcontinent Television Corporation, New York, including WGR, Buffalo, was speaker at the March meeting of the Radio and Television Executives Club of Toronto. His subject was “The Fourth Dimension of Broadcasting.” This, he explained, is the thing that “allows you to know that broadcasting does exist and is worth something.”

In other words, Dan Bellus, president of the Broadcast Promotion Association, spoke on the subject of promotion. This, along with the fact that the speaker had no script with which to help the press covering the meeting give him a better story, inspired this reporter to write the above “poem” on a paper serviette.

Perhaps it was natural that station management sent their promotion people to hear this address in view of the subject. It was good for them to hear it, if only for ego-building.

It was perhaps a little unfortunate that more of their big bosses were not on hand to hear Bellus tell them to up the standard of the promo people.

Bad connotation notwithstanding, promotion “could and should be the most valuable part of any business, especially broadcasting,” he said.

“Your promotion man should be able to tie together the efforts of your station in the sales field. Agencies should be able to look to him for a lot of help.”

“He has to ‘smell’ which programs are going to work. He has to know where the station is going and how it is going to get there.”

“He must know its weak points and strong points,” he said.

His stock question must be, “How can we help you?”

He must be jack and master of all trades.

In order to do all this, the promotion man must have access to the right information.

“Get this information to him to work on before the salesmen ask for it,” he urged, “from sales meetings and program conferences which he should attend.

“It is no good going down to the studio to ask how the program went the morning after it went on the air,” he said.

Your promotion man does have time to do all this if he doesn’t have to spend the best part of his day looking for ball-game and theatre tickets, he suggested.

Because there is no such thing as a “time-stretcher”, and because you can’t shelve a spot you didn’t sell last night until someone else buys it, the promotion man must be far-seeing. He has to have the ability to think, and he should be a self-starter. You don’t have to watch all the time.

And this, in a nutshell, is what Bellus did tell us.
Editorial

Clear Majority Is The Only Issue

On the morning of May 1, when Don Jamieson, president of the Canadian Association of Broadcasters, calls the CAB Convention to order, one thing is certain — the federal election will be over.

Obviously, the winners will be either the Liberals or the Progressive Conservatives — taking them in alphabetical order — but whether this victory will be a decisive one for either, or a repeat performance of the 1962 mockery, is far from sure.

What is certain is that whichever of these two parties comes out on top, it will be unable to offer a government which is any more stable than the one we have just suffered, if it is dependent for its life on the support of either of the “Splinter” parties, whose fondest hope is that their handful of seats, representing only a minute fraction of the electorate, will enable them to call the shots as regards the destiny of Canada.

As far as the broadcasting industry is concerned — if only to bring about the stabilization it needs so badly itself — the vital need is for a government, numerically strong enough to take a point to march on, and then march on it. This is the only way radio and television can continue to serve usefully for Canada, and profitably for itself.

From the standpoints of both privately-owned and state-owned broadcasting, present regulations, and general methods are completely outmoded by progress. No one denies the system needs revision, regardless of how they feel it should come. But it rests with the people, through parliament, to plot the future. How can this be done except with a parliament which is truly representative of the majority of the people?

The present state of stagnation is by no means confined to the broadcasting industry. It is the rule rather than the exception in industry and business of all kinds. So there is a double reason why broadcasters and those concerned with broadcasting should use their considerable influence towards a stable government which can only be secured by an overwhelming vote for one or other of the two “traditional” parties.

For far too long, certain elements of business have made a practice of shrugging off politics as a cross they have to bear — and pay for.

They have taken the attitude that members of parliament are a necessary evil; should be under-paid and pushed around to suit their convenience; should receive little credit for national prosperity but take the rap for anything and everything that goes wrong.

This situation is prevalent enough to have been the direct cause of an upsurge of parties, formed by rebellious people, who find themselves into extremist blocks, usually working with greater sincerity than the other parties. They have no hope of carrying the country, but they do have definite assurance that they will influence the government, and may even be able to wield the balance of power with their few seats.

On the morning of May 1, when Don Jamieson, president of the Canadian Association of Broadcasters, calls the CAB Convention to order, broadcasters and those concerned with broadcasting must come up with a clearly defined pattern for the continued development of broadcasting in Canada, to submit to the new government, whatever its political color may be.

Between now and May 1 though, broadcasters themselves, both for themselves and the public they serve, must leave no stone unturned to make sure Canada will have a government, first secure enough and then willing and able to act on the wishes of the people who elected it.
Religious Programs

ANGICANS SURVEY RADIO-TV

"WHAT'S GOING ON in Religious Broadcasting?" is the title of a survey released recently by the division of broadcasting of the Anglican Church of Canada. Carried out last spring, the survey reflects the religious programming of 125 radio and television stations from coast to coast, a 75% response from the 166 stations polled by mail.

Thirteen pages of tables analyze the 2556 programs broadcast in 796 hours and 57 minutes per week on radio and TV, treating the two broadcast media separately and showing the percentages of commercial and sustaining programs; live, taped, disc and network; produced locally or elsewhere; broadcast by clergy, staff or others; and breaking the figures down by program types, religious denomination, time slot and duration of program.

In a summary, supervisor of broadcasting Nancy Montizambert comments on the findings:

"Almost 99% of religious broadcasting is on radio . . . It raises the question of whether or not our religious radio programs have kept pace with the change in format and function of radio in the decade.

"There are almost no examples of new kinds of programming, either by the churches in conceiving new purposes and new ways of fulfilling them, or by the stations in using sound broadcasting techniques to the best advantage.

The survey shows almost half of the religious programs on radio are produced by minority churches whose adherents total less than 8% of the population. 76% of these are not locally produced. Mrs. Montizambert says, "By far the largest proportion of them are American programs and a great many purchase time from the station, some of these programs are adequate, some are extremely poor, almost none of them represent the Canadian scene or the religious affiliations of many listeners; but they are a source of revenue which the station often feels cannot be ignored."

SULLIVAN WILL LIVEN TORONTO'S SUNDAY

THE FIRST LIVE broadcast of the Ed Sullivan Show from outside the U.S. will originate from the O'Keefe Centre in Toronto Sunday, April 28. The series, which is the longest-running TV program in the U.S. and the longest-running variety show on Canadian TV, has originated more than two dozen broadcasts in foreign countries in the past, but all have been on film or videotape.

"We have never looked forward to a show so much," says Sullivan. "Throughout the years the Canadians have been wonderful friends to us." Canadians Wayne and Shuster make their 46th appearance on the Sullivan show March 10, and other Canadians who have guested on the program include Paul Anka, Christopher Plummer, Alan Young, Guy Lombardo, Colleen Dewhurst and Arthur Hill. Stars of the April 28 broadcast from Toronto have not been announced.

Sponsors of the Sullivan program in Canada are Tuckett Tobacco Ltd., through MacLaren Advertising Co. Ltd.; Gattuso Corp. Ltd. through Burns Advertising Agency Ltd.; Singer Sewing Machine Co. through Young & Rubicam Ltd.; Canadian Kodak Co. through Baker Advertising Agency Ltd.

DUE BILLS

on hotels, motels and resorts in To- ronto, Windsor, New York, short- and long- stay trips. Exchange. Your cost 15% Order from

GAMBLE COCKER, INC.

155 E. Ontario, Suite 507
Chicago 11, III., Tel. 642-6107

Canadian Broadcast
Advertising policies of Canada's eight chartered banks may be changed drastically within the next year.

Robert E. Oliver, supervisor of public relations and advertising, Bank of Nova Scotia, stated last week "The chief reason for competition for the consumer and business dollar on the part of the chartered banks has been changing. Our advertising and merchandising is definitely under constant review."

Evidently the banks intend to secure more of the business they have been losing to other institutions such as trust companies and finance companies.

"Each year our people and the agency take a small fraction of the electronics media — radio and TV — to see if we could do a more efficient job by their use. After all, we have tried radio for branch openings and other things here in Canada, and we use broadcast in the Caribbean area," Mr. Oliver said.

Part of the problem faced by the chartered banks is based on the changing attitudes of business itself.

More and more businesses are leaving their money on deposit in current accounts for longer periods.

Consumer savings accounts — in which the turnover is far smaller, with the money left with the bank for longer periods — have become more attractive than ever before to the chartered banks.

Latest report from DBS is for end of business, Dec. 31, 1962, when the chartered banks had $15,683,000,000 (up 3.4% from the year before) on deposit — but with a smaller proportion of long-term accounts than ever before.

What are the reasons for the banks' alteration of advertising policy, especially with respect to radio and television?

- Competition for savings accounts and other profitable banking services has increased by leaps and bounds from trust companies, who have stepped up advertising and selling efforts in these areas.
- Sales-financing houses, small-loan companies and even department stores have invaded much of the banks' traditional loan business.
- Government policies and the country's belt-tightening credit position have also to be considered. The banks have stepped up their radio advertising.

One senior banker underlined the importance of savings accounts, both large and small. On the average, according to figures released by the Canadian Credit Union Association and DBS, the turnover ratio in savings accounts in 1962 was just under one-and-a-half times per year, whereas for current accounts the ratio was over three times.

Since the bank depends on money left for longer periods of time, they are continually on the lookout for a higher profit ratio, and to examine the efficiency of traditional methods of operation, including promotion and advertising.

According to the chief economist at one of the largest banks, there can be no question that bank advertising policy will be affected by these developments. No other authoritative official at any of the banks would, however, allow his name to be used, nor direct quotations used; all of those interviewed agreed that the situation is changing.

"I cannot say that a change is coming," said one bank official, "because I think the change is taking place now. If there ever was an agreement by the banks on the future of broadcasting, I've never seen it."

THE DIGNIFIED TACTIC

Traditionally, the banks have eschewed the kind of competitive copy and approach used by many other major advertising groups such as food automotive and drugs. Not only have the banks tended to favor the dignified tactic, but frequently the advertising message has consisted of the "cardboard" signature of the bank's name alone.

With the exception of very occasional new branch opening announcements, radio and television have not been used. This, for many years, has been by unwritten agreement. Broadcast advertising would, they say, be "too competitive."" This policy on the part of the chartered banks has, however, caused some observers to raise a cynical eyebrow. Several of the banks have strongly increased their interest in television. These trust companies have, like their competitors, been aggressive users of hard-sell advertising not only in print media but on broadcast as well. Another anomaly in the banks' position has been the policy to use radio and television in Canada; the Canadian banks with branches in the Caribbean and South America have long been important radio advertisers in those markets. Within the domestic market, nevertheless, the banks have until now presented a solid front in avoiding and disavowing advertising. Though several of them are counted among the largest advertisers in the country, with budgets in the million-dollar class.

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Another aspect of the banks' troubles has been the rapid growth of the credit union and co-operative movement. These groups have, according to bankers, taken advantage of the law in operating as banks (in the lending and savings fields) with a great deal more freedom than have the chartered banks. Whether this is unfair competition, in matters such as interest rates, has already become a matter of concern to many in the financial world. Last year's Royal Commission heard a number of depositions on this subject.

This, say bank officials, is just another reason for the current examination of the banks' advertising and selling position. It is quite possible, they say, that changes may even be put into effect during the present fiscal year.

As usual, however, the reticence of the banker has placed a curtain of secrecy over specific facts. Advertising observers are keeping sharp eyes on the banks to catch any signs of the new, more aggressive policy.
OVER THE DESK

A TORONTO AGENCY broadcast producer and a freelance announcer have joined forces and opened up a talent agency. They are Jerry Lodge, until recently with Leo Burnett and Russ Thompson, announcer-at-large. They have opened up at 125 St. Patrick Street in Central Toronto, as Jerry Lodge Associates Ltd.

Purpose of the new venture is to offer representation to professional talent. At the outset they are concentrating on radio and television, and so far have exclusive contracts with John Rae. Brad Crandall, Pat Murray, Toby Tarnow, Pam Hvvat. Dick Shatto and negotiations are under way with a number of others.

Jerry Lodge, at 34, has a back-log of sixteen years in the agency business with one year out as a stint in the jack-of-all-trades at CKS-F. Cornwall. Newfoundland-born, he has worked with Cockfield, Brown, McKin Advertising (both in Montreal), Ronalds Advertising and Leo Burnett, (both in Toronto). He is married and has two boys, aged one and three.

Russ Thompson, 28, married with one six-year-old boy, broke into the business in 1951 as an announcer at CHIO, Belleville. Subsequently he worked at CKOV. Ottawa and CKEY. Toronto.

While with CKEY he landed the General Motors account, and, on a freelance basis, handled all commercials for the Pontiac-Buick division.

Russ decided to devote his whole time to freelance work in the spring of 1958, and has maintained his connection with GM, for whom he is now doing commercials on The Tommy Ambrose Show, Our Man Higgins, The Dick Powell Theatre and Sing-Along-With-Mitch He is also currently doing all the commercials for CN-CP Telecommunications on the CTV opinion program, Tele-

dpole.

While they are confining their activities to broadcast talent at the outset, they propose investigating other fields where talent is required, such as night clubs, conventions, service clubs and similar organizations. They propose contacting broadcasting stations across the country in search for talent suitable for national exploitation.

UNIVERSITY BROADCASTERS

THE SEVENTH ANNUAL convention of the Western Association of University Broadcasters was held at the University of Alberta, Calgary, from February 14 to 16. The convention was hosted by the University of Alberta, Calgary's Radio and Television Society which received delegates from the University of British Columbia; the University of Alberta; the University of Saskatchewan, the University of Manitoba and Mount Royal College.

The WAUB was set up in 1956 so members would be able to communicate in an effective manner and further co-operation among the various Student Radio Societies in the West.

It has long been the aim of these groups to establish a network which would provide an exchange of campus news and events to the benefit of all concerned. This has been largely accomplished by the establishment of a tape exchange and the circulation of a bi-monthly newsletter among the six members, UBC, UCE, UAC, U of S, U of M and recently Mount Royal College of Calgary.

An annual convention is held on a rotational basis, (from west to east, the first one being held in B.C. in 1956.

The President of the association is the President of the hosting radio society and further co-operation among the other member societies is co-operative in regard to LCBO suggestions on newspaper and television advertising "but we feel there is still more to be done."

Mr. Grossman told the legislature's Committee on Government Commissions the province has no legal control over advertising, but gives the impression drinking is the road to social and personal success for young people.

He said liquor and beer manufacturers have been generally fully co-operative in regard to LCBO suggestions on newspaper and television advertising "but we feel there is still more to be done."

Mr. Grossman said that the board of the BBG ruling cannot be used to make advertising less objectionable.

And now, just in case the powers that be find something objectionable in this column, I shall wind it off with the customary — buzz me if you hear anything.

SOME HIGHLIGHTS OF THE CONVENTION

1. The establishment of a ham radio network between all the Universities of WAUB to handle news and sports coverage.

2. The recognition of the sports directors and a separate tape exchange to handle sports events and interviews.

3. The possibility of setting up a news wire service in each radio society to report world news to the campus and to help news men gain experience in news writing. A request is to be presented to the Board of Broadcast Governors to review the subject of licencing student radio societies for broadcast transmitters.

FUN NOT ALLOWED

The chief commissioner of the Ontario Liquor Control Board, Allan Grossman, is going to crack down on liquor and beer advertising, that gives the impression drinking is the road to social and personal success for young people.

Mr. Grossman says he will meet with the BBG in an attempt to find some method to make advertising less objectionable.

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2. The recognition of the sports directors and a separate tape exchange to handle sports events and interviews.

3. The possibility of setting up a news wire service in each radio society to report world news to the campus and to help news men gain experience in news writing. A request is to be presented to the Board of Broadcast Governors to review the subject of licencing student radio societies for broadcast transmitters.

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ALEC PHARE STEERS AGENCY OVER 50th ANNIVERSARY

R. C. SMITH and Son Limited, one of the earliest advertising agencies, is celebrating its fiftieth anniversary, for it was on March 13, 1913, that Mr. R. C. Smith opened the doors of his own firm. It was a humble enough venture, for there was only himself and his competent secretary, Miss Mabel Stoakeley, and the young agency modestly called itself Ads-Limited. Two years later his son, Adam Smith, joined them, and it became R. C. Smith and Son Limited.

R. C. Smith himself was a forceful and colorful figure. Born in Scotland, he came to Canada as an infant in arms, and the family settled in Smith's Falls, where his father died when "R.C." was only two.

At the age of 12, he went to work, with only 3 years of formal schooling, because he had been frail until he was 9 years old—not expected to live.

He labored in a foundry, won his way into the office, became a salesman. In his early 20's, he opened a successful book-store. Then in 1888 he joined the TORONTO GLOBE, and for the rest of his life delighted to claim he was "raised on The Globe and oatmeal porridge."

He never altered his distinctive style of dress—gray, cutaway coat, white shirt, flowing black tie and black "ten-gallon" hat. With his white hair and small, immaculately kept beard, he was as striking in appearance as he was distinguished in ability.

In business, he was always a crusader. He had a firm belief in weekly newspapers as an advertising medium, and from the outset his agency championed the weekly. His example influenced many national advertisers in the same direction.

He was a pioneer in color printing, and played no small part in advancing Canadian printing processes.

He introduced sworn statements of circulation in a day when circulation figures were often overestimated, THE GLOBE being the first paper in Canada to adopt this measure.

He played a major role in establishing a national code of advertising ethics, and had much influence on the creation of the Ontario Hydro-Electric Power Commission.

He died in 1950, in his 97th year, and was succeeded by his son, Adam Smith, who died in 1961.

During its 50 years R. C. Smith and Son Limited have served some of the largest national and government accounts in Canada. They coined the slogan "The Champagne of Ginger Ales" for Canada Dry, and created the first "funny cow"—which later became the famous "Elsie"—for The Borden Company Ltd.

Today the agency is headed by G. Alec Phare who joined the firm in 1932 as its radio director.

It is fully recognized by every franchise-granting body and serves some 40 clients. It is fully staffed and knowledgeable on any type of account; and prefers to stay a small to medium sized agency believing that there will always be a place for the agency which is set-up to render personal attention to the client and also to do a good job for some smaller advertisers who do not require the larger type of agency.

Alec Phare, whose own radio program The Old Philosopher was broadcast for 24 years and is still well-remembered, was awarded the A.C.A. Gold Medal in 1948 for his many years of teaching advertising to young people in the business.

"We're a shirt-sleeves agency today," he says. "We work hard for our clients and they stay with us. We still have one client who came with us in our first year of business, 1913; but we also got 2 new ones last month. Methods of advertising are different now from Mr. R. C. Smith's time but we still adhere rigidly to his philosophy, on which he founded the Agency."

"To do the right thing at the right time in the right way; to do some things better than they ever were done before; to eliminate errors; to know both sides of the question; to work for love of the work; to anticipate requirements; to develop resources; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection."

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

SINGLE AIM

for selling in Edmonton

CFRN - RADIO

1260 on the dial

Radio Representatives Ltd.
Montreal, Toronto, Winnipeg, Vancouver
U.S.A. Young Canadian Ltd.
Some two thousand three hundred and ten classes, upwards of two hundred hours of practical experience and incalculable hours of study and work on assignments — all this is being summed up now in letters and interviews, with "I am in the graduating class of the Radio and Television Arts Course of the Ryerson Institute of Technology," as 42 young men and women start their search for careers in broadcasting and allied fields.

Of the 30 young men and 12 girls who are now completing the third and final year of the course, perhaps half a dozen have jobs lined up, another dozen have iron in the fire, and the rest are, for girls — and there's gold in them there hills.

"I want to go to a small television station, where I'll have the chance to do more than one job" — "I'd like to get into sales, either with a station or with station reps" — "I hope to go into a small agency, the business end" — "an agency, the production side" — "announcing" — "studio direction is my main interest now" — "writing" — their plans reflect the diversity of the course and also, of course, the individuality of the students.

RTA at RIT encompasses just about every facet of broadcasting short of scaling the transmitter tower to replace the red warning lights, and also deals, with varying emphasis, with advertising agencies, market research, film production, public relations.

A glance at the study program dispels any 'trade school' aura that may linger in relation to Ryerson's Radio-TV course. Both instructors and students consider the course as the first step on the way to executive management level and the curriculum includes an excellent liberal program of the humanities and social sciences.

In the first year, far from the basic needs of announce, operate, produce, the course includes economic principles, political and economic geography, and world history of the 19th century. The English course covers not only communication of ideas and a review of grammar and composition, but also a survey of English literature from Beowulf to the mid-17th century.

Radio and Television Arts, as "electronic journalism", is combined with Journalism in this first year, covering such common ground as news writing and typewriting (geared to broadcasting with instruction on the layout of radio and television scripts) and also introducing announcing, the use of microphones and tape recorders, and writing for broadcast.

It is unfair to the curriculum to skip over a subject by simply noting "news writing", which could be interpreted as very elementary and limited in scope. In fact, that class covers such basics as weather and obituaries, and then ranges over such topics as an analysis of mass communications, copyright laws, libel and contempt of court, publicity, public relations and advertising. This typifies the depth and breadth of each subject in the course.

**EMPHASIS ON RADIO**

Emphasis in the second year is on radio. "This is Radio Ryerson" is a familiar station break to FM listeners in Toronto and within a 100-mile radius as the second year students on the campus station CJRT-FM at 91.1 mcs at 9,000 watts from 3.30 to 9.10 p.m. Monday through Friday.

The facilities of CJRT might well be the envy of almost every radio station in the country.

Master control features a McCurdy custom "U" unit with three automatic turntables and two Ampex tape recorders.

The "A" area consists of A control, which has an RCA console with two manual turntables and two tape machines; an announce booth; and a large studio equipped with an electric organ and a piano, used for musical and variety shows and for the nightly half-hour live drama.

The "B" area is made up of a control room specially set up for announce-operate and a second large studio, with live'er acoustics, used mainly for talks, interviews and panel shows.

The variety of music programming on CJRT is illustrated by its daily log, which includes such programs as Musical March Past, Music of the Shows, Big Band Beat, All That Jazz, Strictly Local, Keyboards Only, and Concert Hour, each one announced, operated, written and produced by the students, working with a library of some 2,000 lps. The nightly dramas, too, are completely student produced, often from original radio plays written by pupils.

The classrooms are as enviably modern as the broadcasting complex. The "writing and program room" is equipped with angle desks, at which the students can sit facing the front while typing or swivel to face a side blackboard for taking lecture notes. The music room — in which classes explore the history of music from early Christian beginnings to the romantic movement, music's fundamentals, the nature of musical instruments, the nature of the human voice, and more — is equipped with stereo.

Pièce de resistance of the classroom facilities is the "practice room" especially designed by the staff and unique in North America and, they believe, the world. This room contains eight cubicles, each with an abbreviated McCurdy console with two three-speed manual turntables and a mike.

Here first year students learn to cue records and announce operate, and second year students come to time discs and build shows.

A third function will be to act as an auxiliary control room. The intercom system here is such that an instructor can speak to an individual cubicle or all eight at once, they can talk back, they can feed master control, talk to master, tape from any cubicle, and so on.

The study program this second year, 26 hours of lectures per week, includes radio production, which encompasses everything from control room techniques to how-to's of the creation and development of station policies; radio writing, from commercials to drama, theatre arts, covering acting and directing; phonetics of modern languages, theory and practice in pronouncing French, German, Spanish and Italian; English, surveying English literature from 1660 to 1830, and the history of drama and the theatre from the Greeks to Shakespeare; sociology; and the basic principles of psychology.

**THIRD YEAR IS TV**

The third, and final, year of the Radio and Television Arts course is concentrated on television. In the first term students move from job to job, familiarizing themselves with every facet of TV; in the second term they narrow their practical work to the fields in which they're most interested and to which they're best suited.

They produce dramas, musical and variety shows, talks, interviews and panel shows, and when present expansion is completed will do remotes from the gymnasium, auditorium and pool, on CJRT-TV, Channel 5, their closed circuit operation.

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

**THE TREND IS TO BALANCED PROGRAMMING**

**G. N. MACKENZIE LIMITED**

1434 St. Catherine St. W. 433 Jervis St. 171 McDermott

**MONTREAL** **TORONTO** **WINNIPEG**

---

**CFAC CALGARY**

Contact your ALL-CANADA man with housewives

---

**RADIO 1 WITH HOUSEWIVES**

Canadian Broadcaster
Again, the physical facilities are ideal. There are two vast, air-conditioned studios back to back, fully equipped with the most modern cameras and microphones, with isolated lighting booths with full equipment, plus announce booths and control rooms.

Master TV control includes a $70,000 Ampex videotape recorder, two film chains, a slide projector unit, a movieola, a Balop optical opaque projector, all the latest and finest television equipment.

In the props workshop students design and make their own graphics, their flats and sets and props. The wardrobe department, combined with imagination and alterations, can costume almost any production. The men's and women's make-up rooms, complete with showers, are large, bright, efficient. The film library is at present combined with the record library, which serves both radio and TV.

The third year course includes television production, which covers everything from camera operation to set design, kinescopes to performing, equipment maintenance to direction; TV writing, station management, which encompasses sales surveys, public relations, network operations, BBG and DOT regulations, the CAB code of ethics and much more; advanced music and English; political science; development of western thought; and world history of the twentieth century.

INSTANT TEACHING

Just this week an experiment was conducted at Ryerson that may make a significant contribution to future methods of teaching by television. The extracurricular project has been a year and a half in preparation, from the first inkling of the idea, through the production of the final videotape, to this week's testing. Some 40 RTA students have been involved, working nights and weekends, some of them even coming back from vacation early, and for no other reward than the satisfaction of exploring the potential of their chosen field.

The experiment is in the use of the medium for instruction without an on-camera teacher and the project at Ryerson involved a lesson in how to cut a stencil. Three control groups of 16 students each were taught in the usual classroom fashion by an expert teacher. Then three experimental groups of 16 pupils each were taught via television with a 27-minute videotape demonstration of the process, which the students could follow step by step in actual practice, identifying with the medium itself and doing as the hands on the screen did. There was no TV teacher, no smiling face, no personality, just the medium of television, teaching unaided by the human element.

Teachers and television people who have discussed the project and seen the videotape in advance are watching the experiment with great interest and some skepticism. No one is hoping for an instant answer to educational TV, but it is hoped it will form a basis for further study of the relation between television and the educational process.
Daily happenings on radio and television stations from coast to coast.

THE CHIEF ENGINEER and his assistants worked at the station past midnight. It was a busy night, with a lot of calls coming in. The Federal Ear Force in North Bay was celebrating its birthday with a big party at the station. The Chief Engineer was in charge of the event, which included a special program on the history of the Feather Force in North Bay.

CFTJ, GALT

WHEN LINDA WARD and Neil Carpenter of Galt entered the junior dance team competitions at the World Figure Skating Championships in Italy, they also had an opportunity to tour Europe. However, to take this tour, they needed a chaperone along, which involved an additional expense of $750. Though they were worried about the costs, they decided to go ahead with the tour.

CHUM — TORONTO

CHUM, Toronto: Early March saw CHUM personalities clash with the Toronto Argonauts in a TSSAA game, drawing an all-time attendance of 11,356 fans to the Gardens to witness the battle. In previous years, top attendance was less than 4,000 reports Hugh MacDonald, hockey commentator for the CHUM team.

HOCKEY

CKBB, CKVR-TV, BARRIE: Just wrapping up their 5th season of supporting minor hockey in Barrie, the CKBB Radio and CKVR-TV All-Stars met the Collingwood Challengers during a benefit hockey game recently, resulting in the Collingwood Minor Hockey Fund being boosted by over $500.

The game was a huge success, with a large crowd in attendance. The Collingwood Challengers were the winners, and the money raised went towards the Collingwood Minor Hockey Fund.
MARCH AGENDA INCLUDES TWELVE NEW STATION APPLICATIONS

An agenda of some 45 applications will face the Board of Broadcast Governors at the public hearings beginning March 26 in Ottawa, and includes bids for eight new AM radio stations, three FM stations, one TV station, seven TV rebroadcasting outlets and proposals for changes in ownership affecting nine radio and TV operations.

AM RADIO APPLICATIONS

Applications have been made to establish new AM radio stations in Winnipeg, Windsor, Duncan, B.C.; Campbell River, B.C.; Hawkesbury, Ont.; Dolbeau, Quebec, and Stephenville, Nfld., as follows:

- by Jack Shapiro on behalf of a company to be incorporated, for a 5,000 watt AM station in Winnipeg,
- by Royce Frith on behalf of a company to be incorporated, for a 500 watt AM station in Windsor,
- by William Robert Jeffcott on behalf of a company to be incorporated, for a 1,000 watt AM station in Duncan, B.C., to broadcast part time the programs of CJAY Port Alberni,
- by Nanaimo Broadcasting Corporation Ltd. for a 1,000 watt AM station in Duncan, B.C.,
- by CFCC Radio Limited, for a new 250 watt AM station at Campbell River, B.C., to broadcast part time the programs of CFCC Port Alberni,
- by Donald H. Attfield on behalf of a company to be incorporated, for a 5,000 watt daytime-only bilingual AM station at Hawkesbury, Ont., with studios at Lachute, Quebec, and Hawkesbury,
- by Radio Lac St. Jean Limitée for a new French-language AM station at Dolbeau, Quebec, with 1,000 watts daytime and 250 watts nighttime, to broadcast part time the programs of CFTG Alma,
- by Humber Valley Broadcasting Co. Ltd., at an AM station in Stephenville, Nfld., to be programmed from CFCC Corner Brook.

The Department of National Defence, Air, has applied for a low power 50 watt AM station at Punta Mountain, B.C.

FM RADIO APPLICATIONS

The Board will hear applications for FM stations in Montreal, Winnipeg and Pembroke, Ontario, as follows:

- by Masionneuve Broadcasting Corporation, owners of CKGM Montreal, for an FM station in Montreal,
- by Jack Shapiro on behalf of a company to be incorporated, who are applying for an AM licence in Winnipeg, for an FM station in Winnipeg,
- by CFRA Broadcasting Ltd. for an FM station at Pembroke, Ontario, to broadcast part time by off-the-air pickup from CFMO-FM Ottawa.

- Also regarding FM, Cape Breton Broadcasters Limited are applying for authority to operate CJB-FM Sydney, N.S., with programs separate from those of CJCJ.

TV APPLICATION

The only bid for a new television station is the revival of an application heard earlier, on which a decision was reserved, by TV Transagasienne Inc. for a French-language TV station at Ste. Anne des Monts, Quebec.

TV REBROADCASTING

Television rebroadcasting outlets are also being sought for CFTV stations, one in Ontario and one in Saskatchewan, as follows:

- by Transcanada Communications Limited for a new TV rebroadcasting station at Marquis ( Moose Jaw), Sask., to broadcast by off-the-air pickup from CKCK-TV Regina,
- by the CBC for a new TV rebroadcasting station at Atikokan, Ontario, to broadcast by off-the-air pickup from CBWAT Kenora,
- by the CBC for a new TV rebroadcasting station at Castlegar, B.C., to broadcast by off-the-air pickup from CHRL TV Trail,
- by Charles Edward Osterloh on behalf of an association to be incorporated, for a new low power TV rebroadcasting station at Invermere, B.C., to broadcast by off-the-air pickup from CFCN-TV Calgary,
- by G. Selody on behalf of a society to be incorporated, for a new low power TV rebroadcasting station at Falkland, B.C., to broadcast by off-the-air pickup from CKNM-FM Kelowna,
- by G. Selody on behalf of a society to be incorporated, for a new low power TV rebroadcasting station at Westwell, B.C., to broadcast by off-the-air pickup from the proposed rebroadcasting station at Falkland.

An application, made at the January hearings, on which a decision was reserved, is being revived by Gaspé Télévision Limitée, for authority to program TV rebroadcasting station CKTV at Mont Blanc, Perce, Quebec, by off-the-air pickup from CKAM-FM Upaliquitch Lake, N.B., instead of from CHAU-TV Carleton, Quebec.

OWNERSHIP CHANGES

Applications for changes in ownership involving nine radio and TV stations will be heard, as follows:

- CFCC and CFCC-FM Montreal, from Canadian Marconi Co. to Radio Futura Ltd.
- CHIC Brampton, Ontario, from Columbia Broadcasting Ltd. to Hemisphere Investments Ltd.
- CHEK-TV Victoria, the transfer of 100 common shares in the capital stock of CHEK-TV Limited and subsequent change of ownership from CHEK-TV Limited to Radio NW Limited.
- CJCJ and CJCJ-TV Sydney, N.S., and CJCJFV-1 Inverness, N.S., from Cape Breton Broadcasters Ltd. to Celtic Investments Ltd.
- CHSM-TV-1 Rivière-du-Rouge, Quebec, from Le Syndicat de Télévision de Rivière-du-Rouge à La Télévision de la Baie des Chaleurs Inc.-Baie des Chaleurs Télévision Inc.

Other proposals are a change in control in Midland-Penetang Broadcasting Ltd., licensee of CKMP Midland, Ont., the transfer of 3,000 common shares and 1995 preferred shares in capital stock in Channel Seven Television Ltd., licensee of CJAY-TV Winnipeg, and the transfer of 494 common shares and 162 preferred shares of capital stock in Sun Parlor Broadcasters Limited, licensee of CJSP Leamington.

STILL MORE ON AGENDA

The Board will hear representations regarding a proposed reconsideration of its recommendation to deny CJCJ-TV Winnipeg's application for a TV rebroadcasting station at Brandon. The possibility of reconsidering the decision was brought about by information received by the Board in connection with the establishment of a community antenna TV system in Brandon.

The CBC has submitted applications for 40 watt low power relay transmitters at Stephenville, Nfld., and at Fort St. John, Fort St. James and Salmo, all in B.C.

The Corporation is also seeking authority to increase the power, from 10 to 40 watts, of low power relay transmitters at Blairmore and Jasper in Alberta, and at White River, Schreiber, Fo leuk, Dryden, Atikokan and Gimli in Manitoba. It has also applied to change the frequency of CBIZ Dryden and to change the antenna site of the low power relay transmitter CBQR Queens, B.C.

Several applications for power increases will be heard by the Board. CKOY Limited has applied for an increase in power from 5,000 watts daytime and 1,000 nighttime to 50,000 watts day and night for CKOY Ottawa, also for authority to change the antenna site.

CHIQ Radio Limited is requesting authority to operate CHIQ Brandon on a full time basis, with a change in frequency from 1090 kcs to 970 kcs and power increase from 250 watts daytime to 1,000 watts daytime and 500 watts nighttime.

A slight increase in power and authority to change the transmitter site of CKCR-FM Kitchener is being sought by Kitchener-Waterloo Broadcasting Co. Ltd.

Radiocon Ltd., J. Conrad Lavigne Enterprises Ltd., Transcanada and Conreex Ltd. have applied for authority to increase the power and change the antenna of CFCL-TV-2 Kears, Ont.

A change in frequency, from 1460 kcs to 1050 kcs, and a change in the antenna radiation pattern, for CJNB North Battleford, Sask., is proposed by Northern Broadcasting Company Limited.

Kawarth Broadcasting Company is applying to change the daytime antenna radiation pattern on CHEX Peterborough.

Radio Itherville Limitée is seeking authority to open a new studio of CHRS Previle, Quebec, in St. Jean.

Radio Trois Rivières Inc. is applying for a change in location of the main studios of CHLN Trois Rivières.

Two applications to form networks will be heard by the Board. Radio Station CHVC Limited, Niagara Falls, hopes to form a network with WPKM Dearborn, Michigan, to carry scheduled games of the Detroit Tigers Baseball Team from April 9 to September 30, plus playoffs. The Department of National Defence (RCAF), licensee of CFSE Senneterre, Quebec, wants to form a network with CJJK Kirkland Lake to broadcast certain of CJKL's programs.

![Image of radio station antennas](https://example.com радио antennas)
GET COLOR ON B & W SETS

TELEVISION VIEWERS in five U.S. centres are now seeing color on their black and white sets as Storer Broadcasting Company TV stations experiment with a new color effect. The process is described as producing a chromatic visual effect utilizing black and white broadcasting equipment and giving the impression of color. It is not electronic color transmission as developed for color sets.

"We don't want to give anyone the impression that this is a replacement for living color," says Bill Michaels, vice-president of Storer's TV division. "It isn't, and it is my belief that it will never be so developed."

Thus far the Storer stations are using the process only on some station IDs, but "this process can be adapted right now for commercial use as an attention getter," says Michaels, who doesn't see the process developing much beyond use in slides and limited animation.

The color effect is a patented process developed in Austria and licensed in the U.S. through General Television Corporation of Ferndale, Michigan. It involves the transformation of original artwork to videotape before actual broadcasting and almost unlimited dubs can be made from the original videotape. Processing before the final transposition to videotape must still be handled in Austria.

Most viewers find the color effect startling and react to it instantly, Michaels says, but tests have shown that one person in about 15 doesn't see the color effect at all, even on close scrutiny. No special adjustment to the set is necessary to receive the color effect, though it is sharper and stronger when the light in the room is normal or even slightly above normal and the colors are more vivid when the contrast is turned up and the brightness turned down.

OUR SPONSORS ARE BUSY PEOPLE!

CHOV RADIO-PEMBROKE

See Paul Mulvihill

Alta Cops 3 Liberty Awards

WHETHER DRILLING for oil or developing television showmanship, it appears Alberta has the happy knack of doing things in a big way. Results of the 6th annual Liberty Awards for TV stations announced this week have that province walking off with three of nine awards for 1963.

The Albertan winners are CJLH-TV Lethbridge (6th consecutive win), best local programming; CHCT-TV Calgary (win number five), best station interview show; and CHCA-TV Red Deer, best station music show.

The awards, presented each year by Liberty Magazine, are based on submissions by stations wishing to compete. Winners are chosen by the Liberty editorial staff as stations which, in the opinion of the judges, show the most imaginative use of local facilities to bring the best of entertainment to their viewers.

There was keen competition between an independent and the CBC in Ottawa, where CBO7-TV, the CBC's station, wins an award in the best station sports category, while rival CJ0H-TV takes the award for the best women's show.

A high-powered promotion in cooperation with Sportsman cigarettes and featuring a shot-gun give-away contest, netted CHBC-TV Kelowna, B. C., the award for the best promotion showmanship.

It took Randy Martin of Hamilton's CHCH-TV and his madcap Randy Dundy Show to break a four-year string held by the best station children's show which has been held by CHSJ-TV Saint John, N.B. since 1959.

CKCO-TV wins the best station news award for its exceptional live coverage of a downtown Kitchener fire.

Montreal's CCF7-TV takes the best public service award.

The Liberty Magazine TV talent awards will be announced towards the end of April.

'VL Gets French Radio Classic

A COLLOQUIALISM for "missed" in French Canada is "seraphim", adopted into the language from Seraphin Poudrier, central character in Un Homme et son Péché, a classic on the CBC French Radio Network for 22 consecutive years and now into its seventh season on the CBC French TV Network as Les Belles Histoires des pays d'en haut.

It was a dark day in French-language radio broadcasting when this drama of everyday life in the Laurentians at the turn of the century left the air over a year ago. A Beaver Award winner in 1945, the show was the Aunes 'n Andy of French radio.

The trend is to balanced programming

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

CKTB ST. CATHARINES

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

Dial 610

Canada Day - July 1

The name CKTB - the initials of the Canadian Broadcasting Corporation - are known and loved throughout the province of Ontario. Without question, CKTB is recognized as being the premier station in both St. Catharines and the surrounding area. Why not join the many people who have already tuned in and discovered what CKTB has to offer.
Asst. Ed. went to a dress rehearsal a week or so ago, not of "Pajama Tops" at the Royal Alexandra (Ed. would have copped that one) or "Milk and Honey" at the O'Keefe — it was the try-out of CFHI's presentation to agencies.

The "theatre" was the Westbury Hotel, the curtain went up after lunch, and the star was the station, with supporting roles played by Air-Time Sales Ltd.'s Adrian Egan as narrator and Mike Callaghan juggling the tape recorder, the display cards and the pointer.

Guest performances, on tape, were by CHFI personalities. In the audience were station president Ted Rogers and program director Vaughan Bjerring, p.r. man Bill Freedman of Chris Yaneff Ltd., AT-S's Bob Leslie and the trade press.

Immediately following the performance the show went on the road, the four-a-day circuit of leading agencies. The production took the form of a report on the growth of CHFI from its beginnings in 1937, but primarily since it introduced the FM sound to AM listeners last fall.

Then the station promised advertisers limited commercials, quality programming and acceptance by a large, singular and unique, audience — this presentation, via tape, photos and charts, demonstrates that they have delivered the goods.

"Programs", attractive booklets giving the highlights of the presentation, were distributed by Bob Thomson, general manager of RBM Associates, newly affiliated with AT-S to handle promotion and presentations for their stations.

The station roused curiosity by saying in the next few days they'd announce a new feature by one of Canada's best-known personalities, and then refusing to say who or what. The who, no less than Pierre Berton, and the what, a five-minute commentary with the sky the limit on subject matter, to follow the 8 a.m. newscast weekdays, were revealed later in the week.

First of the Berton commentaries (on the election campaign, what else?) was previewed at a CHFI Press Conference at the Royal York last week, as the press chatted happily with CHFI personalities and throned the bar and the canape and hors d'oeuvres tables, relaxed in the knowledge that their host wasn't expecting them even to pose as work ing. "If president Ted Rogers had commented that too often parties were thrown only when the throw-er wanted a press, but this one was just to say hello, and thanks, and have fun. And everyone did.

Mind you, he did toss off a few remarks on future plans, like expand-
Young people participating in the annual province-wide girls' and boys' public speaking contests in Newfoundland are being given opportunity again this year to display their talents before a television audience.

**LIVE COVERAGE**

CJON Television arranged with the sponsoring St. John's Rotary Club to do live coverage on the girls' public speaking finals on March 7th and the boys' public speaking finals on April 4th, from weekly luncheon meetings of Rotary and the recent Bob Lewis Memorial Awards.

**TV FEEDS NEWS TO ALL Nfld.**

Newfoundlanders have gotten into the habit of expecting television to keep them abreast of all the news of the day. CJON Television can boast that it never disappoints them.

**NEWS CAVALCADE**
The heart of the news coverage on CJON-CJX-CJCN-TV is NEWS CAVALCADE, now in its eighth season. NEWS CAVALCADE rounds up the top local news of the day, and is followed just over an hour later by a CBC Network newscast which features headlines from around the world.

**FIRST SHOW**
NEWS CAVALCADE holds the distinction of being the first live show presented on television in Newfoundland and is a winner of the Liberty Magazine "best newscast" award.

**FAMOUS PRODUCTS**
Now hosted by one of the top newscasters in the country, BOB LEWIS, the program is sponsored by two products famous throughout the province... Good Luck Margarine and Rothmans Cigarettes.

**WEATHER OUTLOOK**
Immediately following the news, Bob presents a detailed report on the weather outlook for all Newfoundland, through the courtesy of another top sponsor... Hickman Motors Ltd.

**HOCKEY CONTEST**
CJON Sports Director HOWIE MEKER, former Nanaimo Hockey League star and Toronto Maple Leafs coach, has come up with an idea giving added zest to the Saturday night televised NHL hockey games.

**CRYSTAL BALL**
In his daily sportscasts on CJON Radio and Television, Howie invites listeners to forecast the outcome of the games, pitting their "crystal ball" power against his own. Letters drawn in the contest are eligible for:
$5.00 for being drawn
$5.00 for predicting the winning team
$15.00 for proving Howie wrong
$25.00 for predicting the exact score

Howie is having a lot of fun. So far he has been wrong about one-third of the time.

**MARKET NOTES**

**MINING**: A 63-million dollar pelleting plant under construction at Labrador City, Labrador, is to go into operation in April. Turning iron ore concentrates into pellets about three-eighths of an inch in diameter, Dr. A. E. Moss, manager of the Iron Ore Company of Canada project, says one thousand men are now working on the building, on a site where 34,000 tons of iron ore are being mined daily 24 hours.

**INDUSTRY**: In London, England, March 3rd, the Sunday Times published a 16-page colour supplement describing industrial developments in Newfoundland. The supplement is prefaced by a message from Premier Smallwood inviting British financiers and industrialists to participate in developing the resources of the province especially mineral riches of Labrador.

**TRANSPORTATION**: Eastern Provincial Airways, a Newfoundland Airlines, has taken delivery of the first of two Handley Page Dart Heralds it has ordered for use in Newfoundland. The fifty passenger, twin-engined turbo prop aircraft is to go into service about April 1st. EPA now operates a fleet of 30 aircraft and employs nearly two hundred people.

**TOURISTS**: The CNR's Newfoundland Hotel in St. John's, where so many visitors to the city stay, is getting a renovation job, including installation of 140 television sets in bedrooms and public rooms. Most of the hotel rooms are being redecorated and refurbished. The hotel management says a record number of visitors were welcomed in 1962 and among other things it noted a 41 per cent increase in the number of people going on organized tours of the city.

**UNSolICITED TESTIMONIAL**
Before she could stutter she wasn't that kind of a girl, she was.

**CORRECTION PLEASE**
In Maclean's Magazine (Feb. 9) Ralph Allen calls this paper the "unofficial voice of private radio and TV," which we are not — of anything. In fact, we think we are the last bastion of free enterprise. If Mr. Allen would like to quote us we would mention that bastion is spelled "b-a-a-t-t-I-O-N".

**BLAME BENNETT CERF**
We are reliably informed that the reason U.S. bank cashiers invariably hit out for Canada when they abscond is because it is the only place they have Toronto.

**AUDREY STUFF**
Then there's the girl who was so dumb she knew the new operator could not be a barefaced liar, because he wore a beard.

**EMPLOYMENT WANTED**
Inexperienced announcer wants job on a station willing to pay more than normal salary, because you have to work much harder when you don't know the job.

**ACTION TO WORDS**
When the manager told him he believed most sincerely in free speech, he immediately put in a call on the office phone to his girl friend in San Francisco.

**MODERN CONVENIENCES**
There's a hotel in a remote prairie town where they have hot and cold running water — hot in summer, cold in winter.
CHARITIES AND STATIONS GAIN FROM COMMUNITY CLUB AWARDS

LABELS, BOX TOPS, wrappers, cash register tapes, sales slips and proof of purchase certificates by the hundreds, by the thousands, are flooding CJCH-TV Halifax — the first Canadian television station to conduct a Community Club Awards campaign.

Launched January 14 to run 17 weeks till May 11, the campaign has some 35,000 Halifax-Dartmouth women's club members and their friends and neighbors collecting proofs of purchase from 24 advertisers and bundling them off to the station in competition for cash awards to their clubs.

Next to hop on the CCA bandwagon will be WPTZ-TV Plattsburg, N.Y., which is beaming the campaign at Montreal clubwomen "to promote publicize and further establish the station in the Montreal market in conjunction with WPTZ's new tower and increased power," says George Barron Beegge, vice-president of Rolins Telecasting Inc. This promotion will get under way next month, the first fully bilingual CCA campaign.

Already lined up for fall are CJAY-TV Winnipeg and CJON St. John's, Nfld. Geoff Lewis, Canadian general manager of Community Club Awards, says: "Since the re-introduction of CCA in Canada last fall, broadcasters from coast to coast have shown tremendous interest in the promotion. It appears to be just a matter of time till CCA campaigns will be running in most of the major markets."

WIDE PARTICIPATION

Twenty-four advertisers are participating in the Halifax promotion and "the more the merrier," says Lewis, "but only one client in each category, one bakery, one dairy, etc., on." Each advertiser pays a premium rate and, ideally, the premium covers the expenses of the promotion. Biggest expense is prize money for weekly and grand final awards, the amounts of which vary with the station and the market. In Halifax the prize money totals $5,000.

A healthy number of national and regional advertisers are participating in the CJCH-TV campaign, including Nestle's Quik, E. D. Smith, Beehive Golden Corn Syrup, Dr. Ballard's Pet Foods, Glidden Paints. Moir's Chocolates, Cordon Blue, Merit's Tea and Coffee, Snowbird brand frozen seafoods, Hamilton's Biscuits, Misko Bleach and Sobey's Supermarkets.

"Interest on the part of national clients is excellent," says Lewis. A large percentage of the clients now running on CJCH-TV have indicated interest in subsequent campaigns in Halifax as well as participations in other markets.

In addition to a regular spot campaign, with each commercial tagged with a CCA reminder to collect proofs of purchase, advertisers get one or two page advertisements in The Buyer's Guide, a booklet distributed by the thousands to club members and their friends to outline rules, regulations and rewards and to showcase participating sponsors.

Fringe benefits to advertisers vary with the station. Some, like CJCH-TV, arrange displays of advertisers' products at the kick-off meeting which may attract 300 or 400 women; others promote the campaign on the air mentioning participating sponsors, and feature weekly club winners.

"It's a triple-threat promotion," says Lewis. "Stations like it, it's good for sales and it's a public service-type promotion; advertisers like it, with thousands of women collecting their proofs of purchase; clubwomen love it, and the station and the sponsors, for the opportunity to make money for their clubs."

More than 1,200 Community Club Awards campaigns have been carried out to date in the U.S. Canada, Puerto Rico and Australia, and Lewis is out to keep that figure climbing.

March 21st, 1963
News from the film front

Television — Industrial
Features — Syndications

THE WIDE AUDIENCE appeal of prestige films showcased in prime evening time has been acclaimed by Walter D. Scott, executive vice-president of NBC-TV, announcing long-term, multi-million dollar agreements with Metro-Goldwyn-Mayer and 20th Century-Fox for 60 major feature films for the ’63-’64 season on NBC-TV.

Following the success of its Saturday Night at the Movies, the network introduced Monday Night at the Movies on February 4 and was rewarded with an “unprecedented shift in the audience” six million more homes tuned in for an increase of 130% in audience share.

The majority of the films in the purchase are 1955 to 1960 releases, 30 from 20th Century-Fox and 30 from MGM, the first MGM films ever released to U.S. network television. They feature almost every top Hollywood star of the past decade.

ALL THOSE INTERESTED in reversal film for television use, and particularly those who aren’t completely satisfied with their results with it, are being searched out and pulled by Ron Laidlaw, news director of CFPL-TV London.

In a memo which has gone out to TV station managers, news directors, producers and film labs across the country, Laidlaw explains that he’s trying to find all those not fully satisfied with reversal film to embark on a study of improved techniques in processing and use.

“We’d like to improve our processing and thereby our picture and sound quality,” he says. “We’d like to reduce contrast and maximum density, get more speed from so-called ‘fast’ films and discover what inherent frequent but occasional low grade results. In short, we find film to be an increasingly expensive product and we want to get the very best out of it.”

At this juncture the project is Laidlaw’s pet, supported in principle by many other SMPTE members and causes news directors. But, acting on the reaction to his questionnaires, he foresees approaching organizations, suppliers and manufacturers for help in solving the problems, and perhaps even organizing a symposium.

The questionnaire on reversal film includes these questions — and if the results are of interest to you, send in your comments now.

1. Would you like to run your machine faster? Can you get all film types dried at high speeds? Do you ever get streaking, spots, snow, salt and pepper, or static? What processing formulae are you using? SMPTE?

2. What are your suggestions for getting and disseminating more information on reversal processing? Would you attend a symposium on processing if experts from the U.S. and Canada could be procured? How many would attend from your lab? Would you prefer one, two, or more days’ side from your city, where would you like it held?

3. Would you favor approaching film companies, suppliers, etc. for major costs? speakers only? demonstrations? If a symposium was held, would you favor a trade show in connection with it? If a symposium could be arranged, when should it be held: soonest? next fall? next year?

4. Would you fill out a questionnaire on your methods? Are you satisfied with available printed literature? If you can’t attend a symposium, would you want a printed synopsis of the proceedings? Would you pay for such a service?

5. Do you think the whole idea is ridiculous? If not, what are your ideas?

6. TWO NATIONAL FILM BOARD productions have been nominated for the British Film Academy awards for 1962, which will be presented in May.

Up for the Short Film Award is Lonely Boy, the candid study of singer Paul Anka, directed by Wolf Koenig and Roman Kroiter, which has taken awards at Cannes, Tours and Vancouver. It is competing with films from France and Holland.

Nominated for both the Specialized Films Award and the Student Film Award is NFB’s “Four-Lane Conics. This is an eleven-minute experimental mathematics film, of great educational value to specialists in advanced mathematics, and also appealing to the general public through unique color and animation devices. The production was by Sidney Goldsmith and Frank Spiller, direction by Rene Jodoin and Bernard Longpre.

NEW FILM PRODUCTION comes to specialize in documentaries for television and industrial films to be another nbc-tv, announcing has been Ohio State Award winning four-part radio documentary, The God That Failed. As a refreshing change, he says, it is not a repeats, but to produce the great Canadian feature film.

Offices are at 62 Richmond West, telephone 364-3088.

THE FULL SCHEDULE of events at the Society of Motion Picture and Television Engineers’ 93rd convention and exhibition exhibit has been announced, with the convention to take place at The Traymore in Atlantic City, N.J., April 22 to 26, inclusive.

Registration will take place April 22. The morning session will be Laboratory Practice; “78 mm and 16 mm Film” is the afternoon topic; “Fundamental Concepts are Still with Us’’ is the title of the evening session.

April 23 the morning session is “Motion Pictures and Television in Outer Space”; in the afternoon, “Instrumentation and High-Speed Photography” and that same topic will continue in the evening session.

April 24 there will be “Equipment Papers and Demonstrations” in the morning; “Television Circuit Equipment” in the afternoon, or, optionally, a tour of the National Aviation Facilities Experimental Centre. The cocktail party, banquet and dance will take place that evening.

April 26 the morning session is “Color TV, Monochrome TV and Automation”; in the afternoon, “Motion Pictures for Television and Videotape” “Motion pictures and Television in Education, part I” in the evening.

Some 34 films are represented in the exhibition, from Animation Workshop Corporation to Zootcor Incorporated.

The Association of Cinema Laboratories will hold a number of meet-
LONDON LETTER by Walter R. Watkins

THE BRITISH GOVERNMENT is currently considering applications
from various companies who want to
participate in the proposed Pay-TV
experiment which parliament has
authorized.

On the much-vexed question of
who should be allowed to take
part in this initial experiment, the Min-
ister said: "It is possible to argue
that all sorts of people should be
excluded from Pay-TV — relay
interests, commercial television or
film producers etc. — but I think it
would be a mistake. I am certain
that Pay-TV must outgrow some-
thing that is already there, and just
as commercial television drew its
strength from films, cinema, theatre
and press interests, so I believe it
would be right not to exclude any
given form of interest from Pay-TV."

Among the companies applying for
a Pay-TV franchise are four major
contenders — British Relay Wire-
less, a wired TV operation which is
in cavities with Associated Tele-
vision; Choiceview, a company formed
jointly by Rediffusion, a relay firm
and the powerful Rank Organization,
a leading British producer; British
Teleometer Home Viewing (British
limb of the American company, prin-
cipally owned by Paramount Pic-
tures); British Home Entertainment,
an "idealistic" group comprising such
board members as Sir Laurence
Olivier, Dame Margot Fonteyn, Gen-
eral Sir William Slim and Lord
Harewood, cousin of the Queen, and,
finally, Pay-TV, Ltd. which involves
Marconi Wireless and a show business
board.

Successful applicants for one of
the experimental franchises will, says
the government, be expected to form
a consortium. But it is known that
there is a certain amount of friction
between these companies in view of
their conflicting ideas on what pro-
gramming should be used.

Show business sources would like
to see Pay-TV competing with the
existing networks with feature films,
sport meetings, variety shows, etc.
while others believe Pay-TV should
cater to minorities.

One company, Choiceview, has
successfully reached a compromise in
this situation and has declared its
programming policy.

Says Choiceview: "To avoid a
monopoly situation in any form —
whether in program supply of dis-
tribution — we will welcome program
material for the experiment from all
sources on the basis of a share of
gross takings. Similarly, the policy of
the company is to make its own
programs available, where it has the
necessary rights, to other Pay-TV
companies taking part in the experi-
ment."

COUNTRY-WIDE
Experienced
RADIO STATION
MANAGER

does not have
Top recommendations.
Box A-680,
CANADIAN BROADCASTER,
219 Bay St.,
Toronto 1, Ont.

WANTED
Good morning man for variety music station in Ontario — 6 day
week — must be experienced — send tape, resumé, and salary
requirements to:
Box A-679
CANADIAN BROADCASTER
219 Bay Street, Toronto 1, Ont.

A CHIEF ENGINEER SAYS:
"The wide range of patterns available at extremely
low cost makes this unit invaluable to our operation."
— PAUL TURCHON,
CKCO-TV, Kitchener

CAVEOD presents . . .
A NEW APPROACH IN
TEST PATTERNS
and their illumination
with the new TELEPAT unit

• Scientifically accurate measurement of re-
solving power, geometric distortion and trans-
fer characteristics of Vidicon and Image
Orthicon cameras.
• Assures uniform lighting over the entire 8 x 10
slide at the correct intensity and color tem-
perature regardless of camera location.
• Test slides are mounted on optically true
glass and sealed to preserve their accuracy.
• Conclusive evaluations at much lower cost
than with usual electronic measuring equip-
ment.

CUSTOM SLIDES ALSO AVAILABLE

Caldwell A-V EQUIPMENT CO.
447 Jarvis Street Toronto, Ontario
WAlnut 2-2103

EXCLUSIVE CANADIAN DISTRIBUTOR
Dealers and Branches Coast to Coast

March 21st, 1963
Now SERVING 1/3 of SASKATCHEWAN'S TOTAL POPULATION

CHAB MOOSE JAW AT MAXIMUM POWER

CHRE GINA CANADA'S HIGHEST POWERED RE-BROADCASTING STATION

From SASKATCHEWAN'S HIGHEST TOWER

REPS: CANADA...STOVIN-BYLES...U.S.A...YOUNG CANADIAN LTD.