"And our guest star today – an alligator" says Miss Ellen of CFCF-TV Montreal's "Romper Room". A weekly feature of the daily children's show is a visit from D. F. Aerts, curator of the Garden of Wonders Zoo, here with the baby alligator, who has introduced young viewers to a fascinating variety of birds, animals and reptiles.

- Concerning the Code of Advertising 6
- Evolution of Video Tape 10
CJEM, Edmundston, N.B.
"La Voix de la Republique de Madawaska"
Increases power to 5,000 watts

Station Manager Georges LeBel checks his new RCA Victor Type BTA-5T Transmitter, and seems mightily pleased with the results.

Designed to be completely unattended, and with solid state rectifiers throughout, the 5T effectively covers four counties in New Brunswick, five counties in Quebec, and an additional 18,000 homes in the neighbouring State of Maine.

CJEM is the only Canadian Station covering this important market. It is also the only private French language station in the Maritime Provinces.
THE BEST CANADIAN television commercial, chosen from 89 entries in the TV Commercials Festival held in New York late last month, is the situation series for Whitehall Laboratories Ltd.'s Anacin by Young & Rubicam Ltd. Runner up was the resilience of Oil and Gas by D'Arcy, MacLaren and Co. Ltd., for the Oil and Gas Association of Canada Ltd.

Best French-language commercial was for Kellogg's Rice Krispies by Leo Burnett Co. of Canada Ltd. The judges on five regional councils also considered 15 other English-language and three other French-language commercials as worthy of recognition.

Forty-four entries from stations Quebec City to Victoria B.C. were submitted to the Canadian TV Commercials Festival on the local level. Winners, announced at the Festival at the Royal York Hotel in Toronto June 5, were as follows:

**BEST ENGLISH LANGUAGE** - "Little Girl" produced for Canadian Motors, Regina, by CKCK-TV. Runner up was "Little Girl" produced for Regina Motors, by CKCK-TV Regina.

Best French-language commercial was for Kellogg's Rice Krispies by Leo Burnett Co. of Canada Ltd. The judges on five regional councils also considered 15 other English-language and three other French-language commercials as worthy of recognition.

A special award for the most unique locally produced commercial went to CKCK-TV for "One Day Service" produced for Canadian Motors in Regina.

A full report on the Canadian TV Commercials Festival, sponsored by the Radio and Television Executives Club, will appear in the next issue.

**INITIAL MEETING of the Trans-Canada Advertising Agency Network** will be held in Toronto June 27 and 28 to organize small and medium size agencies in an association where they can discuss mutual problems, pool knowledge and experience for common benefit, exchange branch office and "vice-president" information.


**TUCKETT LTD., HAMILTON**, has taken over the manufacture and marketing of several brands from its parent company, Imperial Tobacco Co. of Canada Ltd., Toronto, involving some juggling of ad agencies.

Spitzer, Mills & Bates Ltd., Toronto, while handling the advertising for Viceroy and Kool cigarettes, with Viceroy and Kool Oil Advertising Ltd., Montreal, and Kool moving from MacLaren Advertising Co. Ltd., Montreal. Allan B. Yeates, senior vice-president and management representative, will head the account group.

MacLaren in Toronto adds Winchester and Bell Air cigarettes and Sir Walter Raleigh pipe tobacco to number of Tobacco brands already in the shop. Winchester and Sir Walter Raleigh have been handled by Cockfield, Brown & Co. Ltd., Montreal, and Bell Air has been with McKim, Montreal. Donald Brockett is account supervisor, Kenneth Ganter is account executive.

**THE BANK OF CANADA account**, based largely on Canada Savings Bonds and estimated at between $600,000 and $800,000 annually, has been awarded to MacLaren Advertising Co. Ltd. The account was previously handled by McKim Advertising Ltd., Spitzer, Mills and Bates Ltd. and Huot Advertising Ltd.

**FOOTE, CONE & BELLING CANADA Ltd.** has been appointed to handle advertising for Ormal and new products of the Menley & James Laboratories division of Smith Kline & French. This consolidates all consumer product advertising with FC&B, which holds the SKF account in the U.S. and Mexico.

**ALL GENERAL FOODS LTD.** television programming in Canada will be handled by Young & Rubicam Ltd. beginning with the 1963-64 broadcast season. This co-ordination of television services with V & R will not affect the product responsibilities of General Foods' other agencies, Baker Advertising Agency Ltd., McConnell, Eastman & Co. Ltd., and McKim Advertising.

**THE BAKER Advertising Agency Ltd.** has been appointed to handle advertising for Coffee-mate, a non-dairy tea and coffee creamer being introduced in the Ontario market by the Carnation Company. The agency handles advertising for five other Carnation products.

The new product is being introduced with a heavy TV spot campaign and newspaper ads. Account supervisor is John E. McCleachern and Leonard (Sandy) Akerman is the account executive, assisted by Stan Buda.

**NEW PRESIDENT of J. Walter Thompson Co. Ltd. in Canada** is William H. Erskine, who will divide his time between the Toronto and Montreal offices of the agency. Erskine has been with JWT since 1946 and has been vice-president and manager in Montreal and a director since 1936. He is a director of the CAA, the CARF and BMRA.

Wilfrid Sanders has resigned as vice-president and director of JWT to leave the advertising field.

**VICE-PRESIDENT** and director of The Baker Advertising Agency Ltd., R. C. (Bob) Baker, resigned as of June 1 after over 35 years with the agency.

**NEW RADIO-TV DIRECTOR in the Winnipeg office of McConnell, Eastman & Co. Ltd.** is Ken Hughes, manager of CESM-TV Thompson, Manitoba, for the past two years. He is marking his 25th year in broadcasting after starting with CFAC Calgary in 1938.

Two new account executives are R. M. Black, formerly office manager and account executive with Brown, Mitchell & Wright in Winnipeg, and F. J. Audet, formerly an account executive with McKim's Winnipeg office.

**THE FIRST WOMAN president of the Toronto chapter of the American Marketing Association is Mrs. Eleanor Bow of Brewers' Warehouse Co. Ltd., who was elected by acclamation.

Other officers are: first vice-president, J. M. Philip of McKim Advertising Ltd.; second vice-president, A. G. Fells, Nestle (Canada) Ltd.; secretary, Miss J. Bliss, Maclean-Hunter Publishing Co. Ltd.; treasurer, G. H. Clements, Young & Rubicam Ltd.; all by acclamation.

Directors for 1963-64 are Dr. R. Vosburgh, University of Toronto School of Business; C. C. Summers, Lever Bros. Ltd.; R. J. Stewart, Ford Motor Co. of Canada Ltd.; J. S. Bull, Dare Foods Ltd.; E. M. Hyman, Triangle Conduit & Cable (Canada) Ltd.; J. C. Robertson, Market Facts of Canada Ltd.; Dave Sutherland, Vickers & Benson Ltd.; G. H. Lusty, Batten, Barton, Durstine & Osborn Inc.

**THE ONTARIO Department of Agriculture** has appointed Vaughan M. Douglas to the Guelph offices of the Information Branch, to be in charge of the production of agricultural radio and TV programs. Douglas has been with CKKN Radio and TV, Winnipeg, for the past five years.

**APPOINTMENT**

**PAT ROWSELL**, The appointment of Pat Rowsell as salesman in the Toronto office, radio division, has been announced by A. C. Harrison, general manager, Hardy Radio & Television Ltd. Pat has been a station representative for possible 5½ years and had seven years sales experience prior to that. He is well known in the Toronto agencies and has a good working knowledge of the Hardy markets. His appointment is effective immediately.

**PAUL L'ANGLAIS INC. APPOINTMENTS**

**GUY DAVIAULT**

Paul L'Anglais, President of Paul L'Anglais Inc., is pleased to announce the following appointments:

Guy Daviault, Manager of the Montreal Office, and Gaston Belanger, Manager of the Toronto Office, have been elected as Directors of the Company.

**GASTON BELANGER**
LISTENERS SEARCH JAIL IN CJOR TREASURE HUNT

AN UNUSUAL ITEM on the UPI news wire recently read "hundreds of persons are trying to climb over the fence to get into the British Columbia penitentiary today". The turnaround "prison break" was one of many strange happenings brought on by CJOR Vancouver's Treasure Hunt promotion.

Women were prying up manhole covers, men were climbing ladders to peer along the aisles over store fronts, one man crawled under CJOR's mobile unit, all in search of a $1,000 hidden treasure.

The month-long promotion offered four clues a day from "Captain Hook", Vic Waters, to gradually narrow down the treasure hunt.

At the end of the campaign the treasure had been pinned down to the Sapperton area of New Westminster and CJOR set up remote headquarters at Cap's Cycle Shop there, where the final hints were posted in the window.

Within 20 minutes of the release of these last clues, two young neighbors had discovered the treasure, a voucher for $1,000.

The treasure was stuffed into an old milk can lying in a lane behind the garage, just a few blocks from CJOR's mobile location and just a few blocks from the prison.

Promotion man Bill Colnett reports the treasure hunt climax (timed to a payday weekend) had shoppers going their way with transistor radios to their ears, and tied up traffic and completely blocked streets in the neighborhood.

Animals Star on 'CF Romper Room

MANY VISITORS to the Garden of Wonders Zoo in Montreal's Lafontaine Park must wonder at the name of one of the donkeys, who is called "Do Bee". He was christened by the Zoo's curator, D. R. Aerts, in honor of his young friends of CFCA-TV Montreal's Romper Room and their friends, "Do Bee" and "Don't Bee", the program's little guides to good manners and good health. (Do bee a milk drinker, don't bee a milk leaver.)

The Romper Room organization provides stations with filmed segments on animal friends, but CFCA-TV is fortunate in having its animal friends live. Mr. Aerts' visits begin over two years ago on an occasional basis, but both viewers and guest enjoyed the appearances so much they are now a regular weekly feature.

This segment of the show has "starred" an alligator, a penguin, a raccoon, an ocelot, a boa constrictor, a python, a swan and a parrot, to name just a few. Young fans have seen baby chicks emerge from their shells, seen a poisonous snake being milked of its venom, and they've been promised a circus of 50 trained mice.

"Nowhere else could city children come in such close contact with animals," says the program's Miss Ellen. "The children on the program can actually touch them, but it's just as wonderful for those at home because television is such an intimate medium."

Mr. Aerts also discusses pet care on the show, answers letters from young viewers about their pets, and even takes part in the exercises and games on the program.

For Young Viewers" Wins Peabody Award

A SPECIAL George Foster Peabody award has been made to the book "For the Young Viewer", a study of children's television programming at the local level. Dr. Frederick G. Rainsherry, CBC's national supervisor of school broadcasts, is a co-editor of the book with Ralph Garry, professor of educational psychology at Boston University, and Charles Winnick, consulting research psychologist at Columbia University.

The coveted Peabody Awards are presented to recognize the most distinguished and meritorious public service rendered each year by radio and television. The study on which the book is based was made by the Television Information Office and the National Association of Broadcasters in the U.S. and the award was made to them.

The citation describes the book as 'an interpretive compilation of 425 children's programs created by 223 television stations for 146 American communities. Programs are reported, evaluated, and related to known principles of child development, making this study of practical value to broadcasters, parents, creators of programs and educators."

In addition to providing a wealth of program ideas that can be adapted to local needs, "For the Young Viewer" makes positive recommendations for enriching the content of children's programming, based on sound educational and psychological theory as well as on practical television techniques and experience. The book is published by McGraw-Hill and is $6.95 in Canada.

If we can produce enough properly guided men who needs guided missiles?

CFCN RADIO/TV CALGARY

The opening of its Television Division. Today, All-Canada Television is the recognized leader, representing 22 stations, with offices in 11 major North American Cities.

TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA • DALLAS

Four Privates - Two Nets Are Cited For Safety

FOUR PRIVATE radio stations and the CBC radio and television networks have been awarded the National Safety Council Public Interest Awards for exceptional service to safety in 1962. Nineteen Canadian entries were submitted, in a total of 695 from the fields of broadcasting, newspapers and magazines, advertising and outdoor advertising. Four hundred and twenty-four awards were made.

The awards were established in 1948 to recognize leadership, initiative and originality in promoting accident prevention, and standards were raised to a new high in the judging for the 1962 awards.

Highlights of the winning submissions, selected by the National Safety Council, were:

CHUM's seat belt crusade, which ran two and a half months in cooperation with the Canadian Highway Safety Council and involved some $15,000 worth of free air time plus a contest in which seat belts were given as prizes. Also, the station's Black October campaign with the Metro Toronto Police Department to stamp out drunk driving, and a national promotion on the merits of wearing safety belts. And the CFCF station in Montreal also has a safety public service announcement program on rabbit safety.

CFCF's Joe Martin, Reporter, a five-minute narrative program about traffic problems, dairy road reports by local police and a two-month saturation campaign on seat belt use.

The only retail outlet in Canada to receive an award was the S. S. Kresge Co. Ltd. store in Sudbury, which sponsors CKSO's Peanut Theatre, a daily five-minute children's show which closes with a safety message from a local police officer.

HAPPY BIRTHDAY TO US

On June 1, 1953, All-Canada led the sales representation field with the opening of its Television Division. Today, All-Canada Television is the recognized leader, representing 22 stations, with offices in 11 major North American Cities.
That Was the CBC's Week That Wasn't

Both facets of radio and television, public and private, are in complete agreement that a reappraisal of the broadcasting system is overdue.

The chairman of the Board of Broadcast Governors is holding a succession of meetings with the presidents of the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters in an effort to determine where they agree and where they disagree and what can be done about it.

Secretary of State J. W. Pickersgill, the responsible minister, indicated at the CAB Convention that the government is at least not opposed to the reappraisal idea.

So it seems strange that the officials responsible for programming the erudite CBC Wednesday Night chose this particular time for what came through as an attempt to disparage the efforts of the private broadcasters in a national network broadcast on May 22.

This, at least, was what this extraordinary program appeared to be doing, when it was not indulging in communications with somebody's dead mother by means of a recording she had made previously, or emitting what several listeners we know interpreted as communist propaganda.

Undoubtedly much of the material was intended as a satirical shaft aimed at private broadcasters and their advertisers. But satire is necessarily funny, an adjective which could by no stretch of the imagination be attached to this effort. Instead, it came through to us as an unintelligible jumble of nothing, disagreeably laced with vulgarity, obscenity and complete lack of taste, an obvious but fatuous imitation of the BBC's That Was The Week That Was.

We are in no way opposed to criticism, favor it in fact. Satire is a valuable weapon for the critic in two ways. First, it points up and emphasizes the point being made. Second, its humorous side takes the sting from the criticism without losing the effect.

But this effort was completely humorless—just vulgar nonsense, which must have affronted the small but loyal body of listeners, including this writer, who look forward to the CBC Wednesday Night programs as a regular source of "something for the mind."

The fact that this outrageous insult to the national intelligence on the national network was perpetrated by the national broadcasting body, which is maintained out of the public purse to develop and promote the Canadian identity, makes the whole business absolutely unspeakable.

Under the Broadcasting Act, the Canadian Broadcasting Corporation and the private stations are placed under the regulatory direction of the Board of Broadcast Governors, whom we would urge to listen to the tape of this program in order to determine whether disciplinary action should be taken against the CBC.

The BBG's own regulation, S (1) (c) reads as follows:

"No station or network operator shall broadcast any obscene, indecent or profane language."

We submit that the CBC is guilty of a flagrant contravention of this regulation, and that the Board of Broadcast Governors should damn well take appropriate action.
WHAT PRICE RETAIL ETHICS?

by BEN HOLDSWORTH

SEVERAL WEEKS AGO on April 29, the Association of Canadian Advertisers heard Allan B. Yeates describe the new Canadian Code of Advertising Standards as "a first in the world for Canadian advertising". His remarks were made at the association's 16th annual convention.

Mr. Yeates, appearing as vice-president of the Canadian Advertising Advisory Board, presented the 12-point Code and suggested that it was remarkable "as the result of several years of co-operative achievement by all phases of organized advertising in Canada." Many of the ACA members were heard informally afterward to agree that the code was indeed an achievement — but that the next step would be the hard one.

Said Mr. Yeates: "The next step is for a committee representing the sponsoring organizations, under the chairmanship of Einar Rechnitzer, CAAB president, to work out proposals for the implementation and policing of the code by the industry."

Since it is generally agreed that all phases of advertising must apply reasonably equal emphasis to the policing of the code, broadcasters may have some concern about the attitude of working members of other media, and of other levels in the industry.

This reporter has interviewed a cross section of advertising people as well as working members of the sales sections of industry itself, to get a reaction to "Phase II, Operation Code of Standards."

Interviews were held during the ACA annual meeting and since that time. No attempt has been made to "lead" the questioning.

How do you think the new Canadian Code of Advertising Standards will work out in practice?

• An agency account executive said: "It's no doubt an achievement to get the entire industry to agree on such a code — and no doubt such a code is the first needed step. But I'm afraid the problem of application — of policing — will be a different matter. Where I think it will break down, at least at the beginning, is at the level of retail and local advertising. Agency-prepared copy is thoroughly checked not only for appeal but for accuracy. Advertisers who do not use agencies don't worry about these things; they either write their own copy or let the newspaper or radio station do it — and there's no attempt to check these 12 points at that level."

• A salesman of local display advertising for a metropolitan daily newspaper gave this comment: "That's a lot of wishful thinking. You can't really expect us to police a code like that." (Ed. Note: he had never seen the code before being shown it by this reporter.)

"What would my paper say if I told a valuable retail customer, who runs thousands of lines in newspapers a year, that we didn't like his claims? Wouldn't last long in this business... I have to compete with the other newspapers... and the local radio and TV boys are tough competition, too."

"Sometimes we prepare the copy for our customers; sometimes they like to write it themselves. Any way, we run it the way the customer wants. And if we lost an account because of some high-and-mighty thing like this, I'd have a lot of explaining to do with the front office... those boys are accountants, they don't know about all this."

• The assistant advertising manager of a large national advertiser (consumer goods) stated: "I believe our record in national advertising is largely unblemished. I'm not talking just about my own firm, but of national advertisers, members of ACA, and the like. Most of us have been following such a code, whether instinctively or not, and we have done so not for reasons of purity or piety, but as national brand name advertisers, we have found over the years its good business — and that's why we do it."

"Now, you take a question of taste, or a question of a touch of humor, for instance, in our ads... we just won't offend anybody. We'll yank a commercial or a magazine message in a hurry if it will offend... and that's not even covered in the code!"

• Another advertising manager (title: assistant to the General Sales Manager) commented: "We are in the consumer hard goods field, and you can find more cutthroat than we have as competition, or have as distributors and retailers. No matter what we think we want to do in being high-minded — and we subscribe to this code all the way in principle, and hope it may work some day for all of us — we still have to stay in business. Our own copy is competitive, and maybe we've just taken the nicest points of excellence in our products, and maybe we don't mention some of the things we can't do as well as a few competitors... but what is advertising for?"

"The real problem is going to be in controlling our retailers' local advertising claims. We don't have any control over the claims for our goods or any other products... and the local media don't seem to care either..."

• The general sales manager of a major national advertising firm (manufacturing both consumer and industrial products) said: "I've come up through the sales end of the business, I say this is going to be hard to manage and control. Look, I've got every sympathy with the code, or at least the idea of the code; but I've no faith in that point 'A' about false and misleading advertising since it's too loose to administer even within my own advertising department and its agency. What, in heaven's name is 'exaggerated'? My competitors say 'more' when I think they should say 'more' or maybe a 'little bit more'. How can you set standards like that? I'm an engineer. I want to see standards that I can measure. And another thing... what am I going to do with an important customer if he does his own advertising? Cut him off, if he doesn't use our copy? He's an independent businessman... and he doesn't subscribe to our code, even if WE do. I think it's up to the..."

(Neel Page Please)

HARDY STATIONS SELL

FRENCH RADIO STATIONS
CHRC — Quebec, CHRC-FM — Jonquiere
CHEF — Granby, CKBL — Matane
Radio Nord Inc. CHRS — St-Jean CFJP, Riviere-Du-Loup
CHRI — Roberval CKJL — St. Jerome CKSM — Shawinigan
CJSO — Sorel CJLM — Joliette CKLD — Theford Mines

ENGLISH RADIO STATIONS
CFJR — Brockville CHFM-FM — Calgary
CJNB — Campbellton, *CFJF — Galt
CKMR — New Waterford, *CKLY — Lindsay
*CKME — Regina, *CKCL — Truro, *CKDH — Amherst

TELEVISION
CHAU-TV — Baie des Chaleurs
CKRT-TV — Riviere-Du-Loup
CFCM-TV — Quebec
CKRN-TV — Rouyn

*Toronto only

HARDY RADIO & TELEVISION

TORONTO, 3-9433  MONTREAL, 2-1101

OUR SPONSORS
ARE BUSY PEOPLE!

CHOV
RADIO-PEMBEROKE

See Paul Multikill
media people to start the ball rolling, don’t you? ... the manager don’t you?” media people advertisers? ... as after about their ed. ... RCMP advertisers couldn’t ... the regulation ever ... this the advertisers' retail outlets, ... for copy ... network? can’t stations ... quite the same thing, ... June 6th, 1963 going to get, ... ... say: ... time, with the advertising ... ... branch offices in Canada and the United States. ... to appear at the time of this year's Association of Canadian Advertisers' and Canadian Association of Broadcasters' conventions, the basic purpose of the booklet, which had an initial run of 7,000 copies, was to acquaint U.S. advertisers and agencies with facts about Canada and Canadian broadcasting. It was also hoped the Fact Book would serve as a "Broadcasting Primer" for the many new young people who are starting in various phases of the advertising business. ... The booklet has been distributed in the States, the U.K. and Canada to universities, trade schools and broadcasting organizations as well as to advertisers and advertising agencies. All-Canada reports that several stations they represent have written to ask for additional copies for their local salesmen to distribute, in order to impress the merchants and others they serve with the stature of Canadian broadcasting.

State Patrol and RCMP Team
For Initial Safety Campaign

SPANNING THE Canada-U.S. border to deal with a problem common to both countries, KARI Blaine, Washington, is airing a program on highway traffic safety with the Washington State Patrol and the Royal Canadian Mounted Police.

The twice-monthly 15-minute discussion program features Sgt. Meredith Rowden of the RCMP and Sgt. Randy Jordan of the Washington State Patrol, heads of their local detachments. The show is organized by the KARI news department.

CJJC Langley, B.C., also broadcasts the program, which is called Your Safety, Our Business, and KARI will make the show available to other stations on a limited basis if sufficient interest is shown. Inquiries should be directed to Don McKinnis, program director, KARI, Box X, Blaine, Washington.

50,000 WATTS

INCREASE your sales in Edmonton CFRN • RADIO 1260 on the dial

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

June 6th, 1963 All-Canada Fact Book IS GUIDE TO CANADIAN BROADCASTING...

A PIECE OF Publicity with a Purpose has emerged from the Toronto office of All-Canada Radio & Television Ltd. in the form of a 44-page "All-Canada Broadcasting Fact Book".

Prepared by the A/C Research and Promotion Department, and printed for them by Northern Miner Press, the Fact Book brightens and simply deals factually with all facets of the industry. It starts off with an abbreviated explanation of the three Royal Commissions, which have delved into industry problems since the Aird Commission sat in 1927 to create the Canadian Radio Broadcasting Commission, from which was developed the state system we know today, the Canadian Broadcasting Corporation.

Next it describes the functions of the Board of Broadcast Governors in a 300-word "digest".

The Radio and Television Regulations get a page as does a description of the operations of the Canadian Association of Broadcasters. Then there are two pages devoted to the Canadian national market.

The various racial origins and industries are treated, again briefly, with emphasis on the development of new sources of energy — oil, natural gas, uranium and the continuing expansion of low-cost hydro-electric power, which has greatly advanced Canada's industrial base.

Agriculture, it is pointed out, employs about one tenth of the total working population of Canada and produces nearly a sixth of all exported commodities.

The pulp and paper industry, the booklet discloses, has grown during the last 50 years to become the country's leading industry, and newspaper production is more than three times that of any other country and accounts for more than 44 per cent of the world's total.

Next it breaks down $17,457 million of retail into various categories and shows a statistical breakdown of population by age groups; and a table showing that 56 per cent of households are single-detached dwellings, 96 per cent have radios, 87 per cent televisions, 97 per cent refrigerators, and so forth.

The next section of the booklet is devoted to market notes on each of the ten provinces. All commercial radio and television stations are listed, with All-Canada represented stations printed in black-face type.

The balance of the booklet consists of short articles concerning "Radio and Television Networks" "FM Broadcasting", "Radio and Television Production", "Radio and Tele Sales" "Broadcast Audience Measurement". A page of short quotes, under the general title "Did You Know?" gives short facts of special value to assessors of the Canadian market.

The final two pages are devoted to "The All-Canada Story" and a list of the addresses of the company's seven branch offices in Canada and the United States.

The booklet has been distributed in the States, the U.K. and Canada to universities, trade schools and broadcasting organizations as well as to advertisers and advertising agencies.

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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 McDermont

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The balance of the booklet consists of short articles concerning "Radio and Television Networks" "FM Broadcasting", "Radio and Television Production", "Radio and Tele Sales" "Broadcast Audience Measurement". A page of short quotes, under the general title "Did You Know?" gives short facts of special value to assessors of the Canadian market.

The final two pages are devoted to "The All-Canada Story" and a list of the addresses of the company's seven branch offices in Canada and the United States.

The booklet has been distributed in the States, the U.K. and Canada to universities, trade schools and broadcasting organizations as well as to advertisers and advertising agencies.

All-Canada reports that several stations they represent have written to ask for additional copies for their local salesmen to distribute, in order to impress the merchants and others they serve with the stature of Canadian broadcasting.
CJFX has the largest increase in circulation in the Spring BBM in Nova Scotia.

Paul Mulvihill & Co. Ltd.
TORONTO — MONTREAL

Representing these quality radio stations:
CJFX, Antigonish
CKBB, Barrie
CFNB, Fredericton
CJCH, Halifax
CKLG, Kingston
CHOV, Pembroke
CKTB, St. Catharines
CHOK, Sarnia
CFCL, Timmins

CJFX TV

OVER THE DESK

ONTARIO EDUCATION minister W. G. Davis has said it is hoped to have province-wide educational television programs in operation in about a year. Officials of the education department are studying what subjects should be taught and the age groups to receive them.

The programs will not attempt to give basic teaching, but will serve to enrich the curriculum.

Nova Scotia, Quebec, Alberta and Manitoba beam regular shows into the classroom, and four of these provinces have joined with CBC to establish a western regional educational series.

For three years the Metro Educational Television Association has beamed shows a year to Metropolitan Toronto. The province has contributed to this experiment.

In setting up a program for the province, the education department has to work out a program schedule with some 20 CBC-affiliated stations, plus private outlets. Establishing a separate Educational TV Network for high school courses is considered too expensive.

Ontario university residents would like to establish a province-wide Educational Television Network which would offer university degrees via televised lectures from top professors.

Their idea is to build a four million dollar network and spend three million dollars a year to operate stations in three university cities and connect them with a microwave line.

The Metropolitan Toronto group wants to increase to more than 60 shows a year, and it also would like to establish a separate Educational TV channel in the Metro area.

More than 600 Ontario schools have been equipped with television sets. TV sets are part of equipment at teachers’ colleges where student teachers are trained in their use as a classroom aid.

WILL TEST RESEARCH

THE PRESIDENT of the National Association of Broadcasters in the U.S., Leroy Collins, told congress the broadcast industry plans its own system for testing and accrediting audience measuring services. Collins told a house commerce sub-committee in Washington that the industry is using a three-way approach to what he termed a system of valid, reliable, effective and economically viable rating services.

The three points are:
(1) Establishment of minimum standards for audience measurement, and accrediting principles based on them.
(2) Organization of a rating audit service with a professional staff.
(3) Continuing research in rating methods.

Collins said the first step in putting the system into effect would be the appointment of a rating council. He will name the members, providing for both radio and television representation. The council will set up the initial standards and invite applications for accreditation.

Collins said the rating audit service will check on the practices of audience measurement services and see that they meet the industry set standards and the claims made by the rating service.

MEETING IN MANITOBA

EIGHT MANITOBA radio stations were represented in Winnipeg at the opening of a two-day convention last month.

Delegates heard reports on the Canadian Association of Broadcasters and the Western Association of Broadcasters and a presentation on behalf of the Radio Sales Bureau as made by Conrad Lavigne of Timmins, Ontario.

Delegates decided to make representation to the Manitoba Telephone System on overtime and line charges and suggested the Bureau of Broadcast Measurement provide announcements to be aired by Radio stations during bureau survey week.

At the meeting were: Mike Tadman, CESM-TV, Thompson, Manitoba; Bill Young, CFDB, Port Frances, Ontario; Roland Couture and Steve Bohemier, CJKR, St. Boniface, Manitoba; Dick Hughes and Jack Follett, CFRO, Portage La Prairie, Manitoba; Elmer Hildebrand and Dennis Barkman, CFAM, Altona, Manitoba, Ev Smallwood, CFAR, Flin Flon, Manitoba; Hugh Dunlop, CKDM, Dauphin, Manitoba; John Craig and Ernie Holland of CJK, Brandon, Manitoba.

CBS — CANADA

The CBS TELEVISION network has formed a wholly-owned subsidi-
Town Meeting in Canada

AIRS THOUSANDTH PROGRAM

THE ONE THOUSANDTH broadcast of CJOR Vancouver's Town Meeting in Canada was celebrated April 25 with congratulatory letters and telegrams from such prominent people as Prime Minister Lester B. Pearson and Dr. Andrew Stewart, chairman of the BBG. "This meeting marked the longest sustained record of any public service program in North America," says CJOR. The first program was November 19, 1943.

Town Meeting in Canada originates from the CJOR Radio Theatre Thursdays at 8 p.m. and is taped for later broadcast on several Canadian and U.S. stations. At one time it was heard over the ABC network and armed services radio at the same time by a combined audience estimated at 100,000,000. Arthur Helps, who devised the show, has been its moderator for all of the one thousand programs, which are run by a group of businessmen known as Town Meeting Ltd., directed by CJOR.

The program has travelled across Canada, taking place in major cities and towns under the auspices of Chambers of Commerce and Boards of Trade, and this month it is off to various centres in B.C. Topics vary from current affairs and educational programs to controversial political and civil affairs.

Officials of the Association of Canadian TV and Radio Artists were among those saluting the program's one thousandth broadcast — non-TRA members appearing on the show have included Opposition Leader John Diefenbaker; Joey Smallwood, Premier of Newfoundland; Tommy Douglas, NDP leader; BBG member Monseigneur Henri Levesque; the Bishop of Hong Kong.

CBC "Closeup"

WILL EYE THE "JINGLES"

"JINGLE JUNGLE" is the title of a television program which should be of interest to the broadcasting and advertising fraternities, to be seen on CBC-TV's Close-Up on June 23 at 10 p.m. EDT.

The documentary studies the effect of musical commercials on the public and shows how jingles have become the rule rather than the exception in radio and TV advertising.

Appearing on the program with host J. Frank Willis will be Maurice Rapkin, the "grand old man" of Canadian jingles, who wrote what may have been the first jingle ever broadcast; Mitch Leigh, a New York musician who operates one of the most successful U.S. jingle production houses, Music Makers Inc.; Robert Swanson, musician and jingle writer in New York; and Barbara Chisholm, a Toronto psychologist.

Other Canadian stations carrying the Town Meeting series are:
CJKA, Edmonton; CJGX, Yorkton; CKEE, Cranbrook; CKYL, Peace River; KVOW, Seattle, Washington; CFAB, Windsor, N.S.; CKEN, Kentville, N.S.; CKAD, Middleton, N.S.

FCC's MINOW RESIGNS

NEWTON N. ("VAST WASTELAND") Minow, chairman of the Federal Communications Commission for the past two years, has resigned. He is succeeded by E. William Henry, a lawyer from Memphis, Tennessee, who was appointed as an FCC commissioner less than a year ago. Minow moves to Encyclopedia Britannica as executive vice-president and general counsel.

They're Tearing the Heart out of SASKATOON!

And it's an operation every bit as drastic as it sounds: a massive site to be opened for growth with the re-location of CNR facilities that now take up 32-acres in downtown Saskatoon. The prospect excites city planners no end and conjures up visions of progressive architecture — dramatic new traffic concepts — green areas — play space — and parking, parking, parking... all in the city's heart. Visionary so far, but cool heads see the project as limitless in possibilities, with one thing sure — a re-vitalized Saskatoon will become Saskatchewan's biggest centre within a very few years. If you live there, it's nice to watch your city growing bigger, more important. And if you do business there, it's pleasant to watch your market expand. Consider the inclusion of CFQC in your marketing plan. It's the best way to reach a market on the move.
"METEORIC WOULD be putting it mildly," says one exponent of television tape, or video tape, in describing the rapid progress in its brief history.

Just last month a Canadian production house produced the world's first animated commercial on video tape.

Yet it's just five years since, in July, 1958, tape came to Canada. Seven Ampex Videotape Recorders were installed at the CBC's delay centre in Calgary, and then their only function was to delay the image. They recorded television shows fed from the east and, after a delay to adjust to the difference in time zones, played back the recorded programs to western stations.

Video tape buffs are quick to point out that in this five-year tape has mastered almost all the production connoisseur can do with its over 60 years of evolution.

From St. John's, Nfld., to Vancouver, B.C., about 35 TV stations are tape equipped, with about 100 machines in all. It's estimated that about 80%, 85%, or more of the buying power in Canada can be reached via video tape, though it may only cover 70% to 82% of the population. It blankets all the major markets with their concentration of buying power.

THE BIG FOUR POWERS

Tape offers the advertiser four big plusses:

- **Quality** — Video tape electronically records an electronic impulse and transmits it back electronically to the electronic medium television, producing both picture and sound so technically perfect, the average television viewer can't tell tape from live production.

- **Control** — The see-it-now-ness of tape enables the production team, via monitors, to keep a finger on the pulse of the commercial as it is produced, controlling every creative and technical element every inch of the tape. The director, the agency producer, the studio representative, all can, figuratively, put their eyes to the camera's view finder.

- **Speed** — Tape is immediate. A commercial shot through live can be played back on the air immediately; simple post-production can be completed in hours; more extensive editing and mixing can be done in a matter of days. With no processing, no lab work, a commercial can go "to tape today, to air tonight!"

- **Cost** — Cost is no longer the prime factor as it was originally, though tape is still much more economical than film for "live" commercials shot straight through, and considerably less expensive for stop motion and animation techniques. In live action and on-location commercials using sophisticated production techniques, however, the cost advantage diminishes in direct ratio to the resultant post-production.

UP. UP AND AWAY

In retrospect, many enthusiasts for video tape got off to a bad beginning as a medium of commercial production. It was sold on a "cheap and speedy" pitch that had unpleasing, though not necessarily valid, connotations of shoddiness and some sweeping claims were made that it was not yet capable of fulfilling.

A few of the advertisers who were first into video tape were disgruntled but — as there's nothing like a disgruntled advertiser to spur things on — perhaps they served early tape better than it served them.

From the limitations of strictly a recording and playback device, the first forward step towards the technical and physical edit. A complicated, time-consuming manoeuvre technically, it diminished only crudely aesthetically because the picture tended to twitch and even to roll, but it made tape a production tool.

Stage three came with the development of a synchronization system called Intersyn by Ampex and Picklock by RCA, which made possible single camera shooting, shooting out of sequence, and combining studio and location shooting, in what is called the A and B roll technique. This involves three tape machines, A with scenes 1, 2, 3, and B with scenes 2, 3, 4, and 6 on a second tape, played back in sync and recorded on a third machine in their proper sequence.

The fourth stage was the introduction of electronic editing, which speeded up, simplified and refined the editing process and opened up the fields of stop motion and animation, doing away with the physical cut.

A further advance in this area is a "frame counter", actually an electronic impulse counter, which is a computer that can be programmed for electronic editing. Ampex has its in production now for delivery late this year, the Editing Time Error Control or Editec. RCA is introducing a similar unit. A "window" can be on one or two frames.

There have been other improvements, notably one which automatically wipes out all geometric playback errors, eliminating such trouble spots as "American blinds". Ampex calls it Amtec. RCA's is T.C. T.

A FORD STATION WAGON gets the "birdman from Advertel's" unique camera boom for location shooting. The company's mobile unit, custom-built from their own design, rooves the U.S. as well as Canada and has already been booked by NBC for an American 1964 political convention.

"This isn't nearly the problem here that it is in the U.S.," says Peter Elliott, president of Advertel, Lawrence Productions. "Our advertising community is smaller, more centralized, and, per capita, both creative and production people in agencies have a wider grasp of video tape and keep up more with day by day developments in the industry."

Elliott attributes this, and a greater use of tape in Canada than in the U.S., to Canada's smaller ad budgets and therefore a need to explore and use more economical production methods. Also, Canadian techniques are more advanced and sophisticated, making the medium more exciting to learn about and use.

Last year RLP conducted a series of two-hour seminars for individual agencies, a sort of basic course in video tape for creative and production people. This year another round of seminars will delve more deeply into various facets of tape, in response to interest shown by knowledgeable people in more specific information on technical advances.

Roughly 15% of the national commercials produced in the U.S. now are made on tape. It is difficult to estimate the percentage in Canada, though most people agree it is probably higher than the U.S. figure.

Certainly tape is a blessing to the local advertiser on a local-size budget. Almost every tape-equipped station produces local commercials and a little imagination combined with the equipment's abilities can bring about a fresh, new spot with dissolve, supers, and other optical effects to make it more competitive with the national commercials.

THE NATIONAL SCENE

The production of video tape commercials for national advertisers

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS 4 SHOWS

MONTREAL  TORONTO  WINNIPEG

1434 St. Catherine St. W.  433 Jarvis St.  171 McDermott
Organized by Media Watch

in Canada is pretty well split between independent production houses in Toronto, Robert Lawrence Productions, which opened in Canada in 1953 as a film production house and moved into video tape late in 1960, and Advertel Productions Ltd., which opened just two years ago and works only in tape.

A third independent production house, Meridian Films Ltd., last month pooled its equipment with RLP's and all sales and production are now under the RLP aegis. Key Meridian tape executive, John Winter, is now in charge of all production outside the commercial field, programs, new developments, tape-to-film transfer, with RLP.

Comparatively few national commercials are produced by TV stations in major markets. CFTO-TV Toronto recently launched a concerted drive for more national business, offering discounts of from 5% to 20% on summertime production. Last year about 90% of Imperial Oil's commercials were on video tape and the majority of these were produced at CFTO-TV.

CIBC also produces commercials, only for its shows, but has never "sold" its commercial production service and no longer maintains a full-time commercial production department. Commercials featuring the performers on a CBC show and integrated into the show are, of course, most logically produced at CBC (e.g. Flower's Cigarette commercials featuring Juliette in The Juliette Show). Sponsors of one-shot specials often have CBC produce the commercials for use on the one occasion (e.g. Hallmark commercials for The Hall of Fame specials) and occasionally a sponsor requiring an audience to add veracity to a product demonstration commercial will have CBC produce.

Advertel and RLP, while fiercely competitive, have a policy of peaceful co-existence in the best interests of their industry. "To knock them, or their product, would be to knock video tape, and would therefore harm as well as them," said one. Advertel rents one of RLP's mobile units when its own is tied up, and RLP handles Advertel's tape-to-film transfer work.

Each company did a business of about $100,000 last year. Advertel is forecasting an increase of 30%, or even 40% this year. Last year video tape accounted for about 30% of the work handled by RLP and looks like increasing its share to at least 40% this year.

Among its leading clients, in terms of billings, RLP counts Kraft Foods, with six commercials a week, 52 weeks a year, CN-CP Railways, Chrysler, Rambler and GM. General Motors is also ticked off as a leading client by Advertel, along with Ford, Labatt's, Timex. CFTO-TV has also produced commercials for GM.

"The nature and needs of each individual commercial dictate the choice of production house," says Russell Moore of MacLaren Advertising Co. Ltd., supervising producer on GM, Imperial Oil, Wrigley's, Bulova and Heinz Baby Foods. "The decision on tape or film also rests on the nature of the individual commercial and account."

About 80% of video tape business is placed after quotes, but a number of clients call for quotes as a control measure, to check the price being quoted by the company they have already decided will get the business.

If a client is working solely on price, he may switch back and forth between the two independent houses or may go to CFTO-TV, whose prices are often lower because its prime function of producing local and network programs and local commercials covers overhead. Or a client may feel one production house is more efficient for a particular type of commercial, the other better for another type.

Or, "switching production houses from time to time keeps them on their toes," says Phil Wiegand of Ronalds-Reynolds & Co., supervising producer on Timex, Nestle's, Warner-Lambert's DuBarry products and Fashion Quik home permanents, Salada, and Chartered Trust. "Perhaps it's natural to slack up some when you think you have a sure thing, and a little jolt brings back that extra bit of attention."

Moore echoed this sentiment.

The production houses, of course, prefer to serve a client on a continuing basis and this does produce a rapport, a deeper understanding of aims, objectives, problems, preferences.

ODIOUS — AND DIFFICULT

Marlow said comparisons are odious, but he might have added they are inevitable. Advertel is compared with RLP, RLP is compared with Advertel. If CFTO-TV has its way, both will be compared with it. "There are areas in which each is superior," says Russell Moore.

(Continued on Page 12)
"Video Tape is looking for new improvements, new concepts..."

(Continued from Page 11)

In the area of equipment, RLP comes out on top since the pooling of RLP and Meridian equipment has created a very powerful force in the industry.

It has four Ampex Videotape Recorders and a fifth machine on order; nine camera chains, three sound stages, two 21-channel audio systems, Intersync, Antec, electronic editing. Editor on order has two mobile units; number one carrying up to four cameras, number two carrying up to two.

This equipment pool means RLP can double last year's production load comfortably, even triple or nearly quadruple it. Two or three productions can be in the shooting stage simultaneously, and the unit can be split at the same time, post-production editing and mixing can be in progress.

CTFO-TV is challenging RLP's equipment superiority with one of the most modern TV station complexes in North America. It has three RCA machines and another on order, plus one mobile unit which is not too often available for commercial production.

But, "Give me one camera and two tape machines and an electronic editor and I can do anything anyone can do, and do it better," says Advertel president John Lowry, with the confidence that is a company trademark.

Advertel's mobile unit is unique, designed by Advertel and custom-built to be "mobile, not just portable." As long as it can do, it can and do anything anyone can do, and do it better," says Advertel president John Lowry, with the confidence that is a company trademark.

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COKY, OTTAWA—

CKCH, HULL

IN OTTAWA, Canadian Library Week had special attention drawn to it by a "Writing Contest", unique in the history of Library Week celebration.

The contest, conceived and directed by the National Library Officer of Canadian Library Week, William S. Timblin, had the whole-hearted co-operation of radio stations CKOY Ottawa and CKCH Hull. These two stations offered fifty dollar prizes to each of the contest winners, and the winning plays were to be produced on the air — the English play on CKOY and the French play on CKCH — and submitted to the Library Associations of Ottawa and Hull giving a book to each winner.

April 10 the prizes were awarded to the winners on CKOY's evening program "The World Today". The winners were Marianne Désèl, a student at the Sacred Heart Convent, for her half-hour radio drama, "Lesjeunes", and Judi, a student of Rideau High School, for her play "The Sixth Element". The books were presented to the winners by Kathleen Bowlby, president of the Library Association of Ottawa, and William S. Timblin, representing Dr. S. Deziel, Assistant Manager, Stan Stanley, a student of the Hull Library Association, who was unable to be present.

Jack Daly of CKOY presented the fifty dollars to Dick Stanley, while Paul Robyn of CKCH presented the fifty dollars to Miss Désèl. Bill Timblin of both CKOY and Canadian Library Week, was present to introduce the participants in the presentation.

Since this contest caused great enthusiasm all across Canada, the Canadian Library Week Council hopes such a contest, or a similar, will be held on a nation-wide scale next year.

CKJ, DRUMHELLER

MORE THAN 1,250,000 PEOPLE turned out to watch rodeos in Alberta last year, making it the biggest spectator sport in that province.

Taking advantage of this fact, CKJ's Director of Sales has tied up the exclusive rights to coverage of 40 Rodeo Days taking place in 22 different centres in Alberta, including Calgary.

CKJ's Assistant Manager, Stan Sparling, considered to be Alberta's premier rodeo commentator and Wilf Gerlitz, an experienced broadcaster and past winner of the North American Bull Riding Championship, will handle all the broadcasts, including a dozen parades, nine chuckwagon races and five infield events.

Starting May 20 at Pine Lake, the CKJ rodeo car will travel some 5,000 miles to handle not only the broadcasts but all public announcements at the events, finishing up at Strathmore August 12.

Rodeos will be staged at Pine Lake, Stettler, Ramsey, Hanna, Hardisty, Brooks, Brooks, Lake McGregor, Wainwright, Alask, Ponoka, Drumheller, High River, Calgary, Innisfail, Medicine Hat, Lethbridge, Gem, Red Deer, Olds and Strathmore in that order, with the largest being Calgary, July 8 to 13.

The station's plans for sponsorship coverage by advertisers consists of 160 announcements, four daily on each Rodeo Day, plus 100 promotional announcements, two daily for the entire Rodeo season.

CKLB, OSHAWA

SINCE THE LATE 1800's downtown Oshawa has had unsightly railroad (tracks running along King Street) to the city have been surprised, to say the least, when they were forced to stop to let a train go by.

But those days are over.

Saturday, May 11 was the day the tracks came up.

A giant parade preceded the track lifting ceremonies, featuring bands, floats, clowns and the final run of a train engine. Over 50,000 people lined the street to watch the proceedings.

Two convertibles, carrying the CKLB Lucky Seven deejays dressed as cowboys of the old west swung into the parade. The deejays proceeded to stage an old fashioned train robbery. Masked and flashing their six-shooters, they held up the train and relieved the engineer of several hornpipes, containing poker chips. Many of these chips were stamped KL. The deejays then climbed back into their cars, unmasked and scattered the poker chips into the crowd. Anyone coming up with a chip that was stamped redeemed it at the CKLB-Express.

The train then proceeded to the speakers' platform for the official ceremonies and a six-foot section of track was removed. There'll be no more trains in downtown Oshawa.

FRASER VALLEY RADIO

WHEN FRASER VALLEY RADIO got behind the Chilliwack (B.C.) Play's Guild's latest production, "The French Voice of the Ottawa Valley", audiences turned out in tremendous numbers. They sat on the stairs, in the aisles, stood four deep in the rear of the theatre, tried to buy standing room in the lobby and a great number were turned away.

The Guild, in operation for many years, had the reputation of being a closed group showing the "same old faces" until the men from CHWKR started spark-plugging the operation. Richard Savage, the station's news analyst, took over as director; Tom Rannie, head of the copy department, accepted the presidency; and Jack Dodge, manager of the CFVR independent satellite, showed up as an actor, all of them combining their talents for the first time in "Out Of The Frying Pan", an old Broadway farce.

Murdo MacLachlan, president of CHWKR-CFVR, gave the green light, and the ideas were away and running. Interviews, spots, reminders and plugs of all kinds did the trick. Audiences turned out from points as far away as Vancouver to make the event a victory for the players and the power of radio.

CCFR, CHARLOTTETOWN

ONE OF THE UNIQUE experiences of Mr. & Mrs. Wally Scantebly of Charlottetown, Prince Edward Island, during their four-month trip around the world was hearing Don Messer and His Islanders on a radio station while crossing the Sea of Arabia.

The freighter on which they were passengers was crossing the Arabian Sea when the Islanders were amazed to hear the toe-tapping rhythms of Don Messer on a program called the "Western Express".

Later, when the boat was within 100 miles of New York on the last leg of the trip, an American woman passenger told the Scanteblys. "I can't get anything on the radio except Charlottetown."

CKVR-TV, BARRIE

AND SPEAKING of far reaching signals, CKVR-TV Barrie received a letter from John Callahan of Tampa, Texas. He wrote: "I am very pleased to report reception of CKVR-TV here in Tampa, approximately 1250 miles from Barrie, on Channel 3."

To prove his claim, the Texan viewer listed several announcements seen and heard between 10:30 p.m. and 10:37 p.m. on the night of May 1.

CHUC, COBURG

CHUC COBURG staged a successful Mothers' Day promotion May 12 when 12 mothers took over the entire programming and sound of the station. They handled the news, weather and sportscasts with a professional touch.

The commercials never sounded better. The Sunday Mayor's report was handled by the Mayor's wife.

Reaction to the program in the listening area was excellent, reports CHUC. The mothers have now challenged the fathers to do as well on Fathers' Day.

The entire afternoon, from 12 to 7 p.m. was sponsored by 14 merchants.

The mothers played requests and dedications, plus their own favorite tunes which made for good listening.
Dear Agencies and Clients:

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French Personalities sell French listeners. CKLM has the personalities. You’ll be pleased with their selling efforts for you.

ASK OUR REPS

Paul L’Anglais Inc. – Toronto & Montreal
Stovin-Byles Ltd. – Winnipeg & Vancouver
Forjoe & Company – in the U.S.A.
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And he certainly is the perfect host, the luncheon guests all said, as they met at the lobster-laden buffet for seconds and thirds and seconds and futures, etc., etc.

HOST FRED LYNDS, president of CKCK Radio and TV, Moncton, welcomes be-bibbed guests Arthur Hackett, vice-president of William R. Orr Ltd. and Orr time buyer Mrs. Anne Chalcraft to the annual lobster party. In the background, Stovin-Byles Ltd. vice-president and manager, radio, John Morris, chats with Don MacMillan, vice-president and Radio-TV director of McConnell, Eastman & Co. Ltd.

LIONEL'S MONTH

June 6th, 1963

RIVERSON GRAD

1963

wants to break into either radio or TV news department.
Main assets—three years' practical course at "Rye" and determination to get into the business.

Doug Sheppard

110 Meiland Street

Apt. 304

Toronto, Ont.

Phone WA. 2-3008

’63

From: Kit Morgan

at Your SERVICE

ADVERTISING SPECIALTIES

FEXl: Pencils, Memo Books, Hats, Balloons, Rulers, etc
FOR TRADE SHOWS—CONVENTIONS, DEALER MEETINGS

NEIL S. O'DONNELL LTD.

Free Scripto Pen
if you mention this ad with your enquiry

152 Bayview Ave.

Toronto 17

Tel. 485-0781

RESEARCH

CANADA'S MOST COMPREHENSIVE
MARKET RESEARCH SERVICE

ELLIOTT-HAYES
LIMITED

TORONTO—115 Bloor St. W., M 3-944

MONTREAL—1970 Ste. Helen St., H 3-564

FILM SERVICES

INDUSTRIAL FILM MAINTENANCE

131 Peter St., Toronto, Em. 2-2501

Film Scratch Removal

MONITORING TV

OFF THE AIR

MAGNETIC FILM STRIPPING

RAW STOCK 16 MM

PHOTO-SOUND LABORATORIES

100 ADELAIDE ST. W.

TELEPHONE

TORONTO

364-5335

PERSONNEL

Looking for a Better JOB? We Cover North America!

PERSONNEL PUBLICATIONS

9 Adelaide Street, E., Toronto

Open Saturdays 'til 1 p.m.

THIS SPACE

will deliver your message TWICE A MONTH FOR ONE YEAR

for $5 per insertion.

PRINTING

IMPERIAL PRESS
LIMITED

PRINTERS

We have expanded to serve you better.

New Address

548 King St. W., EM. 4-9261

PRIZES FOR QUIZ SHOWS

SERVING BROADCASTERS FOR OVER 15 YEARS

Contests Associates
PRIZE BROKERS

10 Castleknock Rd., Toronto, H1 8-6601

MISCELLANEOUS

FLOWERS

for every occasion

WINONA FLOWERS LIMITED

413 Blair St. E., Toronto, WA. 1-2303

DAVID BRUCE COWPER

INSURANCE ESTATE PLANNING

NEW YORK LIFE INSURANCE CO.

443 UNIVERSITY AVENUE TORONTO 2.

BUS. EM. 3-5311 RES. HU. 5-2956

BOOKS

By Mail

Book Dept.

Canadian Broadcaster

219 Bay St., Toronto

Telephone Answering Service

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

Toronto 924-4471

Montreal UN. 6-6921

Watch for

CANADIAN BROADCASTER'S DIRECTORY ISSUE OUT JUNE 20

CLIFF McKay

Music

107 Carlton St. Telephone

EM. 3-3525
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EXPERIENCED RADIO BROADCASTER

- 18 years in the industry . . . past ten years as station manager.
- My record is one of the finest in the industry.
- Interested in Management or National Sales Management.

BOX A-690
CANADIAN BROADCASTER
219 Bay St., Toronto 1

JUNE 6TH, 1963

BY KIT MORGAN

ADVERTISING SPECIALTIES

FIRE

Pens, Pencils, Memo Books, Hats, Balloons, Ribbons, etc.

FOR TRADE SHOWS—CONVENTIONS, DEALER MEETINGS

NEIL S. O'DONNELL LTD.
Free Script Pan
if you mention this ad with your enquiry
1652 Bayview Ave.
Toronto 17

Tel. 485-0781

RESEARCH

CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE

Elliott-Hayna LIMITED

TORONTO — 119 Redwood Ave., No. 3, 5-1164
MONTREAL — 205 Kentorino Srte., P.A. 1-5456

FILM SERVICES

INDUSTRIAL FILM MAINTENANCE

Film Scratch Removal

MAGNETIC FILM STRIPING

RAW STOCK 16 MM

PHOTO-SOUND LABORATORIES

100 ADELAIDE ST. W.

TELEPHONE

TORONTO

364-5335

PERSONNEL

Looking Better

We Cover

Job? North America!

PERSONNEL PUBLICATIONS

9 Adelaide Street, E., Toronto
Open Saturdays 'til 1 p.m.

THIS SPACE

will deliver your message

TWINCE A MONTH

FOR ONE YEAR

for $5 per insertion.

PRINTING

IMPERIAL PESS LIMITED

PRINTERS

We have expanded to serve you better.

New Address

548 King St. W., EM. 4-9261

PRIZES FOR QUIZ SHOWS

SERVING BROADCASTERS

FOR OVER 15 YEARS

Contests Associates

PRIZE BROKERS

10 Castleknock Rd., Toronto, HU. 8-8601

FLOWERS

for every occasion

WINONA FLOWERS LIMITED

413 Bloor St. E., Toronto, W. A. 1-2303

DAVID BRUCE COWPER

INSURANCE ESTATE PLANNING

NEW YORK LIFE INSURANCE CO.

443 UNIVERSITY AVENUE TORONTO 2.

BUS. EM. 3-5311 RES. HU. 5-2956

BOOKS

By Mail

Book Dept.
Canadian Broadcaster
219 Bay St., Toronto

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in Toronto
924-4471 UN. 6-9212

Watch for CANADIAN BROADCASTER'S DIRECTORY ISSUE OUT JUNE 20

CLIFF McKay

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Toronto

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TORONTO—155 Broadway Ave. MD 3-1144
MONTREAL—3750 Bertrand Street. BR 2-1550

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FILM PRODUCTIONS
FOR EVERY OCCASION
WINONA FLOWERS LIMITED
413 Bloor St. E., Toronto, WA. 1-2303

DAVID BRUCE COWPER
INSURANCE ESTATE PLANNING
NEW YORK LIFE INSURANCE CO.
443 University Avenue TORONTO 2.
Bus. EM. 3-5311 Res. HU. 5-2956

BOOKS
By Mail
Book Dept.
Canadian Broadcaster
219 Bay St., Toronto

T A Phone Answering Service
Answers your phone whenever you are away from your office or residence.

Phone for Booklet in
Toronto 924-4471
Montreal UN. 6-6921

Watch for
CANADIAN BROADCASTER'S DIRECTORY ISSUE OUT JUNE 20

CLIFF McKAY
Music
107 Carlton St. Telephone
Toronto EM. 3-3525

PRIZES FOR QUIZ SHOWS
SERVING BROADCASTERS FOR OVER 15 YEARS
Contests Associates
PRIZE BROKERS
10 Castlecknock Rd., Toronto. HU. 8-8601

MISCELLANEOUS

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MARKET NOTES

HIGHWAYS: More contracts have been announced for Trans-Canada Highway construction in Newfoundland. Highway minister Dr. F. W. Rowe has listed thirteen, totaling $6,000,000, adding another 95 miles of paving to the 200 miles already paved along the 600-mile highway across the island. The aim is to have all uncompleted sections of the TCH under contract by September and the highway completed in two or three years.

PULP & PAPER: Plans are being considered to boost production at the Grand Falls newsprint mill from 850 to 1,000 or 1,100 tons a day. T. Ross Moore, President of the Anglo-Newfoundland Development Company, is quoted in a company publication as saying that "installation of an additional paper machine is under consideration" but it won't be done this year. Mr. Moore said Canadian mills are expected to operate at about 74 per cent capacity during 1963.

HYDRO: Premier Smallwood expects that a start will be made next year on developing the 7,000,000 horsepower potential of Newfoundland's Hamilton Falls. He says the project will take ten years to complete and will employ 5,000 men at peak construction.

EDUCATION: Newfoundland's Memorial University has graduated the largest class in history. At the University's spring convocation students were awarded 209 degrees and diplomas. Also in St. John's, the Grace Hospital School of Nursing set a record of 62 in its 1963 graduating class.

QUICK FACT: Premier Smallwood has a silver-plated shovel with which he has turned sod for $88.5 million worth of projects, the latest being a $500,000 hospital in Happy Valley, Labrador.

BIGGEST GAME OF CARDS ENDS

A field of 10,000 card-playing Newfoundlanders was narrowed to 16 for the playoffs in the Second annual Good Luck Auction Tournament.

Top Scores

The nine men and nine women who emerged with the top scores after three months of regular play...

Grand Prize

The grand prize winner, Ivor Rideout of Deer Lake, came out on top in a contest that went right down to the wire. Indeed, it was not until the last hand of the last game that the winner was decided.

Sponsors

Mr. Eric Pittman, a director of the Newfoundland Margarine Company, sponsors of the tournament, described it as "very successful." There is every indication that it will be held again next year.

CJON-TV VIEWERS LEARN HOW TO COOK FISH

Variety

During the thirty minute program she displayed fish cooked in twenty different ways, and mentioned as many more again. To assist her she had a special guest. Mr. Eileen Hickman, a home economist with the Federal Fisheries Department, who spoke about where most housewives are apt to go wrong in cooking fish is "overcooking."

Rich

Miss Baird points out that fish is rich in iodine, a preventative of goiter. She believes it could be a reason for the low incidence of goiter in Newfoundland.

Season Ends

Miss Baird was completing another season on Television with her program At Home With Edna Baird, a program for housewives and homemaker's produced by CJON Television in cooperation with the Extension Service of Memorial University.

See our Rops

STOVIN-BYLES
in Canada
WEED & CO.
in the U.S.A.

UNITED RATIONS

It had been a rough day at the spaghetti joint, but it finally ended and the staff cleaned up and then trooped out for some Chinese food.

CHANGE OF PACE

Instead of "Separatism," how about a little more "Togetherness"?

ONE IN A MILLION

They stopped her as she walked into the department store, gave her a bouquet of roses, a ticket to Paris and back, all because she was their one millionth customer. Then she proceeded on her way to the Complaint Department.

AUDREY STUFF

Then there's the gal who was so dumb that when her boss said he had made a killing in the market, she thought he had shot the manager of the A & P.

CORN FOR SALE

Our salesman, Hugh Fiddam, confided that he met a gal the other day who said he hadn't had a bite in weeks, so Hugh hit him.

NOTHING DOWN

One thing about the "good old days" when grandma hauled up the water for the washing from the well, there were no payments to make on the bucket.

CLASS DISTINCTION

A sleek and shining Cadillac drew up in front of a dilapidated tenement building and a passer-by was heard to remark, "That's what happens when you feed the workers meat."

BACK SEAT COMMENTARY

"Must be getting into town, we're hitting more people."

PROMOTION

Our assistant editor dreamed the other night she was about to be gobbled up by the king of the cannibals, but she didn't mind because she realized that any time now she would be editor-in-chief.
London Letter

New Plan—Net Gov’t. More

BY WALTER WATKINS

FUTURE PATTERN of commercial television decided in the UK emerged a little more clearly when the new Television Bill was given a second reading in Parliament, here.

Reginald Bevons, the Postmaster-General and minister responsible for broadcasting, proposed that from 1964—when current commercial TV contracts expire—one station should make a two-tier payment for their franchise.

First would be an adequate rental for a transmitter which would cover the Independent Television Authority’s costs for operating and maintaining it and second would be a levy on gross advertising revenue.

Latter would work on a sliding scale, with the first £3,750,000 free of the levy in order to give the smaller regional independents a chance to cover operating costs.

Importantly, the Government has decided in the UK that the levy plan a little worked out, agreed and brought into operation in 1964, the current 11% excise duty on TV commercials should be abolished.

It has officially been worked out that the Government stands to gain about £34,000,000 a year from the commercial TV contracts exists under the new levy plan whereas it collected about £24,000,000 a year from the duty on advertisements (which, anyway, met with the severest of criticisms from advertisers because it represented a tax on selling effort instead of contractors’ profits).

Advertisers have greeted the news of the abolition of the TV ad duty with great enthusiasm. But some sections of the industry are urging the Government to consider the levy plan a little watertight so that, even indirectly, the commercial stations can’t pass on it to advertisers.

J. P. O’Conner, Director of the Institute of Practitioners in Advertising says: “We welcome the decision most heartily—but there still seems every reason for the Government to end the 11% tax this year, not next year.”

Another industry leader, Commander D. C. Kinloch, Director of the Incorporated Society of British Advertisers, believes: “Removal of the ad duty will make the plan a more money for the second commercial television service which is so important to healthy competition in this advertising medium.”

Another ramification of the dropping of the TV ad duty is ITA’s shelving of the plan to re-allocate certain areas covered by the smaller contractors.

These little regional stations have been severely hit by the ad duty because advertisers budgeted without them and the 11 1/2% slice of what revenue there was, was large enough to make the difference between winding up in the black or the red.

ITA had planned to relieve the situation in 1964 by re-designing its complicated jigsaw of contractor areas giving the weaker operators a better crack of the whip.

On the second independent outlet, the Postmaster-General said in reading the TV Bill, that although the Government did not intend to authorize a second commercial channel in the near future, it certainly did not dismiss the possibility of doing so later.

He said: “I should like to make it plain that the Government’s present view is not primarily based on technical or financial considerations, or on that matter even on the wishes of the ITA or the program contractors—although I agree these should not be swept aside.

“The Government view derives from our belief that we ought to see how the re-organization of independent television works (not only the levy plan but the granting of more power to the ITA, official body which administers the network) before we authorize a second dose of medicine, or tonic.”

NAME OFFICERS FOR 63-64

THE 1963-64 EXECUTIVE and board of directors of the Advertising and Sales Club of Toronto, elected May 28, is headed by new president Frederick P. Kirby, vice-president, client services, at Foster Advertising Ltd.

First vice-president is E. Munro Ashkenase, general manager of Lehn & Fink Canada Ltd. and second vice-president is Ernest J. Fowler, branch typewriter general manager of I.B.M. Secretary is H. Allister Blackbloom, Ontario sales manager, feed division of Maple Leaf Mills Ltd., and treasurer is Frederick W. Crossley, president and treasurer of Canadian Coleman Co. Ltd.


The 1963-64 executive and board of directors of the Advertising and Sales Executives Club of Montreal, elected at the 53rd annual general meeting, is headed by new president A. E. Bowker, account supervisor, Vickers & Benson Ltd.

Executive vice-president is G. L. Van Koughnett, Seagram Overseas Corp. Vice-presidents are S. S. Brot, Ronalds-Reynolds & Co.; M. A. McCaul, Gummed Papers Ltd.; and J. E. Stanbury of Stanbury, Gill, Payan & Shanks Ltd. T. W. Bliss, Northern Electric Co. Ltd. is treasurer.


"Emmy" Anyone?

Barely used during brief sojourn as roving reporter, one E.M.I. ¼" portable tape recorder, Radio Electrovoice mike and cable. All new value — $500. Offers? Gordon Burwash, National Film Board, Montreal.

WRITERS

Opening for Continuity Editor. Person we are looking for is probably between 21 and 40. Two years’ experience writing commercial copy and looking for a promotion. Male or female. Send full details to CKCO, Box 699, Quesnel, British Columbia.
NEWS FROM THE FILM FRONT

Television — Industrial — Features — Syndications

The First New York Film Festival, really two festivals in one, will be held from September 10 to 19, by and at the Lincoln Center for the Performing Arts and the Museum of Modern Art, in collaboration with the British Film Institute.

The program in Philharmonic Hall at the Lincoln Center will consist of 20 wholly new feature length films, plus the year’s best short subjects, chosen from prize-winners in other festivals. Each bill will be shown only once. The program is substantially the same as that of the seventh London Film Festival, which takes place the last two weeks of October.

Running concurrently, the Museum of Modern Art will present ten programs of distinguished films from the past decade which have never been shown in New York. Each film will be screened twice daily in the auditorium of the Museum, at 11 West 53rd Street.

There are no judges and juries, no prizes, no stars, the Festival organizer says. The program is designed to be a testimony to “the stature of the motion picture among the performing arts”.

The Seventh Annual San Francisco International Film Festival will be held from October 30 to November 12. Entry forms are available from the Festival office at 172 Golden Gate Avenue, San Francisco 2, and must be returned by August 1. Entry is by invitation based on these forms and the entry fee is $25. Films must have been produced between July 1, 1962 and July 1, 1963 and must be submitted in 16 mm release prints with optical sound track.

UNESCO has announced a competition for the Kalinga Film Prize (the equivalent of £2,200, some $6,000) for films on an outstanding achievement in education, science or culture resulting from international co-operation. The films must be factual records or reconstructions of actual achievements, not fictional, and must have been produced between January 1, 1963, and June 30, 1964. The award will be made in the course of the 13th General Conference of Unesco.

The award was first given in 1962, to a Polish film, In the Bay of the White Bears, an 85-minute documentary on a scientific mission during the International Geophysical Year.

Entries must be made through the Canadian National Commission for Unesco, 14 Wellington, Ottawa 4, which has further information on the competition.

The Ontario Hospital Association is sponsoring its sponsored film, Stood By for Life, produced by Crawley Films Ltd. The Association has bought time on 16 Ontario television stations for the 24-minute film, using two 90-second commercials for Blue Cross, a division of the Association, at the opening and closing of the program. The film will be shown again this fall on the same basis.

Shooting was done in the Chedoke General and Children’s Hospital in Hamilton with professional actors and actresses only in the leading roles.

Martin Andrews plays the central character, an advertising executive in an auto accident. His doctor is played by Larry Zahab and Dinah Christie and Lucy Warner play a nurse and nursing assistant.

Shooting three sides to the story of a hospital, the patient’s, the dedicated staff, and the side of the Board of Governors, the film stresses the need for community support of hospitals. It is the first professionally produced film for the Association, which had Crawley produce three promotional films over a year ago that are still being used by TV stations.

Color prints of the film are available to hospitals for showings at annual meetings and fund raising meetings and it is also to be shown to community groups. In addition to the sponsored showings the Association hopes for further coverage through free time showings.

“We have had a favorable reaction from our viewers,” says Douglas Gale, program director of CHCH-TV Hamilton. “It was tastefully done, combining information with entertainment value, and had added interest to our audience because it was filmed in a local hospital.” The film is available through the Ontario Hospital Association, Flemington Park, Don Mills, Ontario.

The Society of Motion Picture and Television Engineers, the Society of Photographic Scientists and Engineers, and the Society of Photographic Instrumentation Engineers, are working on a constitution for a proposed consolidation of the three societies. If the constitution and plans for a merger are approved by the boards, it will be submitted to a referendum of individual members.

New General Sales manager of Dola Films Ltd. is Joe Morgan, who was Toronto sales supervisor with Fremanite of Canada Ltd. for the past five years.

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The National Committee on Films for Safety in the U.S. has awarded a certificate of merit to the Ontario Department of Transport for its Right From the Start, produced by Chetwynd Films Ltd. The 24-minute color film promotes driver instruction courses in high schools. It was the Department’s first venture into film and won the award in competition with 86 U.S. and Canadian entries submitted to the National Safety Council.

Three Blue Ribbon awards went to National Film Board productions at the fifth annual American Film Festival held in New York last month. Winner in the category for citizenship, government and international relations films was NFB’s The Curt in Your Life, a 20 minute exploration of “motor mania unlimited” by an automobile designer, a traffic planner, an architect and city planner, a junkman and a cartoonist.

Two NFB filmstrips placed first in their categories. In the nature and wildlife class was The Story of Atlantic Salmon, a color filmstrip showing the life cycle of the salmon and conservation methods. The geography and anthropology prize went to The Western Plains Manufacturing, which deals with manufacturing activities in the prairie provinces.

A highlight of the 60th anniversary luncheons and dinners held this month by the Canadian Picture Pioneers in six centres across the country will be a National Film Board short produced to coincide with the Diamond Jubilee of the Silver Screen.

The 20-minute film about the Canadian motion picture industry, Anniversary, is narrated by Canadian-born movie star Walter Pidgeon and includes excerpts from movies starring Mary Pickford. The film was produced by Nicholas Bala, written by William Weintraub, and consultant was Bye Bossin, editor of Canadian Film Weekly and official historian of the Pioneers. The short will be released to theatres across Canada this month.

The Photoscript service introduced to Toronto two and a half years ago by Industrial Film Maintenance has now been expanded to Montreal with complete facilities for producing both French market TV commercials, in either French or English, for competitive advertisers.

Photoscript provides the client with a photo recording of competitive commercials, shot directly from the TV screen with time lapse photography, plus a audio transcript.

The Montreal operation will also monitor test markets in that area. Enquiries should be directed to the Toronto office of Industrial Film Maintenance at 135 Peter Street.
Who can deliver a fully transistorized low-cost VTR® to your station?

Low cost television tape recording is now a reality. It is possible because of the VR-1100, Ampex's newest Videotape® Recorder. The VR-1100 is an all solid-state recorder that costs about half as much as some other broadcast recorders. It occupies less than half the floor space of previous VTRs and is ideally suited for use in mobile vans and small studios. It weighs half as much as other VTRs and requires considerably less power. This low power requirement, combined with a new convection cooling system, eliminates the need for special air-conditioning or blowers in the van or studio. The VR-1100 has two speeds—7% and 15 ips. At 7%, three hours of programming can be recorded on a single reel. The VR-1100 is a 4-head recorder compatible with other 4-head recorders. It comes equipped with the Vertical Lock Accessory which allows use of the Ampex Electronic Editor—permitting complete single-camera production. Operation is simple. There are fewer controls. Maintenance costs are very low. Reliability and performance characteristics are high. For additional information on these fully transistorized low-cost VR-1100s, please write the only company providing recorders, tapes, and core memory devices for every application: Ampex of Canada Ltd., 1458 Kipling Avenue North, Rexdale, Ontario. Telephone Cherry 7 8285. Worldwide sales and service.
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There are no judges and juries, no prizes, no starlets, the Festival organizers state. The programs are to be a testimony to "the stature of the motion picture among the performing arts".

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UNESCO HAS announced a competition for the Kalins Film Prize (the equivalent of $10,000 or some $6,000) for films on an outstanding achievement in education, science or culture resulting from international cooperation. The films must be factual records or reconstructions of actual achievements, not fictional, and must have been produced between January 1, 1963, and June 30, 1964. The award will be made in 1964 at the 13th General Conference of Unesco.

The award was first given in 1962, to a Polish film, In the Bay of the White Bears, an 85-minute documentary on a scientific mission during the International Geophysical Year.

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Six VR-1100 Videotape® have already been sold in Canada.
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- Commencing with the next (June 20) issue, our Directory Issues will appear quarterly.
- Directories are received by subscribers as part of their regular issues.

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It takes a representative with manpower, experience and coverage to sell Canadian television and radio time to U.S. advertisers. That's Adam Young Inc. for tv and Young Canadian Ltd. for radio.

Manpower/22 salesmen from coast to coast.

Experience/all together over 100 years in Canadian time selling. Coverage/not only in New York.

Adam Young/Young Canadian pursue the extra millions of dollars bought and sold in eight other key advertising centers. That's manpower, experience and coverage.

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