Prime Minister "Mike" Pearson says his piece into a CAB mike, as he records a message to his constituents in Algoma East, as one of the private stations' Radio Bureau's "Reports from Parliament Hill". Story on page 2.

- Report From Parliament Hill 2
- 21,000,000 Viewers for $3,000 6
- Garbage Cans Eat Too Much 12
THIS SESSION OF Parliament, for the twentieth successive year, members of all political parties are broadcasting their own individual reports to their own constituents through the home-town radio stations across the country.

Designed to enable members to deliver reports of a completely personal but non-partisan nature, the programs, called "Report from Parliament Hill," are broadcast on the 70 private radio stations across Canada which subscribe to the Radio Bureau. Recording and shipping costs are borne by the Bureau from its subscription revenue, and facilities and air time are supplied by the stations.

M.P.'s who make use of this gratifying service, running the gamut from the prime minister and the leaders of the opposition parties to private members, currently number 163, and this includes fifteen cabinet ministers.

While the House is in session, members tape their reports each week in the Radio Bureau studios at the Canadian Association of Broadcasters head office on Sparks Street in Ottawa. Shipping and other mechanical details are taken care of by the Bureau.

Between sessions the "Reports" are kept alive by means of broadcasts delivered by members of the Press Gallery, which are sent to all subscribing stations. From time to time ambassadors and other members of the Diplomatic Corps avail themselves of the opportunity afforded them by the Radio Bureau to take to the Canadian people.

In addition to this, daily two-minute commentaries on government activities are prepared by an Ottawa journalist, Frances Oakes Baldwin. These are not "voted" but are relayed to stations across the country by Broadcast News, on their regular news wire.

Based on a program originally devised for the Hamilton area by Ken Noble, for broadcast as a local service on his Radio Station CHML, the Canadian Association of Broadcasters started the Radio Bureau with a two-fold objective.

First, the CAB saw a useful purpose in supplying radio listeners in the different markets with localized reports from their own members regarding matters of special concern to themselves, via a weekly "national" parliamentary reports heard on the CBC networks, which seemed to be getting all the credit for this kind of broadcasting.

In addition, this, the fight for recognition of private broadcasting by the government of the day was a specific issue, and it was felt that, by its very usefulness, the Bureau's plan would demonstrate to the authorities the sincere desire of the private industry to pull its weight in terms of service to the country, while itself defraying all the expenses.

ALLARD WAS ORGANIZER

The Bureau came into being in 1944, when the CAB invited the public relations man from CJCA, Edmonton, to come east and head up the new venture in a small office in Ottawa.

Jim Allard accepted the invitation and set to right to work organizing the Bureau, and then when war was over, he went active, about a dozen initial station-subscribers taking over the helm.

While he still assumes responsibility for the management of this activity, along with his duties as executive vice-president of the CAB, Allard now uses the services of a Bureau director to handle the day-to-day operation.

First to take over this job was Gerry Acton, who moved over from CAB Traffic Control to the Bureau in 1955.

Gerry stayed in this spot until October, 1962, when he moved to Toronto to take charge of the CAB's newest brain-child, the Program Exchange.

At this point, his place in the Bureau was taken by another member of the CAB's Ottawa staff, Jerry Walker, who now steers the ship.

KIND WORDS FROM THE P.M.

The Prime Minister and the leaders of the three opposition parties have invited government and private members to record messages of appreciation for "Report from Parliament Hill" to the stations on which their voices are heard and the industry in general.

Here is what they said:

RT. HON. LESTER B. PEARSON, PRIME MINISTER OF CANADA

"This service is, I believe, a valuable contribution to parliamentary democracy. Indeed, if parliamentary democracy is to thrive, as we, as citizens, must not only be involved as franchisees at election time, but we must follow the discussions in Parliament and the decisions of the parliament that we have chosen, for an active and informed public opinion is the strength of a free society."

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"The proper discharge of our responsibilities, therefore, requires that, as citizens, we are in full possession of objective information on political and parliamentary activity, on what our representatives in Parliament are doing, for these are your voices in the form of the nation's business, and you should know how that business, which so vitally effects you, is being conducted."

"This 'Report from Parliament Hill' series is making an outstanding contribution to this end and thus promotes the cause of good government."

"I believe that this co-operative effort has proven successful over the years and that it is a win-win situation for both the privately-owned stations and parliamentarians who take part in it."

RT. HON. JOHN DIEFENBAKER (P.C."

"It is my pleasure to introduce the new series which is being carried, as a public service, by the privately-owned stations throughout our country. The speakers will be the representatives of the various political parties and, in general, members of the House of Commons.

"The national capital, being the seat of government for our country, is the scene, and has been, of the major political events of our time. It is the home of our parliament. People have a right to know what is going on in Parliament. Indeed it is a primary function of parliamentary democracy and the only firm assurance of liberty is that the fullest information should be given at all times to the people as to what is taking place in parliament. Only in that way and with that knowledge..."
WHAT IS BELIEVED to be the largest single TV purchase in Canada by a soap company has been made by the cream soap division of Procter & Gamble, Spitzer, Mills & Bates Ltd., for sponsorship of six CBC-TV network programs for the '63-'64 season.

The 52-week contracts give the company a program every night of the week except Thursday. Details are: Monday, half sponsorship of Don Messer's Jubilee; Tuesday, half sponsorship of Best of Case; Wednesday, half sponsorship of Red River Jamboree; Friday, quarter sponsorship of The Defenders; Saturday, quarter sponsorship of The Saint; Sunday, half sponsorship of Hazel.

On CTV, Colgate Palmolive has acquired the time block sponsored by Harry's Girls on Tuesdays, plus a spot schedule on the network.

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THE APPOINTMENTS of advertising agencies to government accounts following the federal election have almost all been announced, with the following results:

MacLaren Advertising Co. Ltd. has acquired the Department of Labor account, formerly with McKim Advertising Ltd., and the Government Travel Bureau account, split between MacLaren and Collyer Advertising Ltd. This account was formerly shared by Dalton K. Camp & Associates, Burns Advertising Agency Ltd. and Stanfield, Johnson & Hill Ltd.

The Department of National Defense account has been split with Russell T. Kelley Co. Ltd., Hamilton, retaining the Tri-Services division: Breithaupt, Milsom & Benson Ltd., acquiring the Army portion; Crombie Advertising Co. Ltd., Montreal, taking the Navy segment; Walsh Advertising Ltd., winning the Air Force portion for the Prairies and Quebec Advertising Agency Ltd. to handle French-language advertising for the Department.

These accounts were previously held by O'Brinn Advertising Ltd., Vancouver; Huot Publicité Ltee, Montreal; and James Lovick & Co. Ltd.

Paul Phelan & Perry Ltd. have been appointed to the Department of Citizenship & Immigration, formerly with Russell T. Kelley.

The Department of Health and Welfare and the Department of Fisheries accounts have been awarded to Tandy-Richards Advertising Ltd., moving from James Lovick & Co. Ltd.

Ronalds Reynolds & Co retain the Department of Trade and Commerce account.

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SIGHT & SOUND

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

was Rock City Tobacco, placing the Tides and Trails program on CHEK-TV, extending the show to 23 stations. The new rate card was brought out with the acquisition of CHEK-TV by CHAN-TV, offering a combined coverage of Greater Vancouver, Victoria, Vancouver Island and the Fraser Valley.

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NATIONAL SALES MANAGER of CFTO-TV Toronto, Tom Reynolds, moves August fifth to 20th Century Fox Corp., as general manager of the television division. He has been with Channel Nine for three years, joining them as Montreal sales manager, and prior to that was sales manager of CJCB Radio and TV Sydney with headquarters in Toronto, and also with All-Canada Radio & Television Ltd. in Montreal.

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THE RADIO SALES BUREAU has added CKEK Cranbrook, B.C., to its roster, bringing membership to a total of 9.

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THE ANNUAL CONVENTION of the U.S. National Association of Broadcasters has been set for April 5 to 8, 1964, to take place at the Conrad Hilton Hotel in Chicago.

SAY YOU SAW IT IN THE BROADCASTER

Where to Stay in NEW YORK CITY

Stay on the fashionable East Side — one block off Fifth and Park Avenues — and also on a stroll from business calls, Rockefeller Center, Radio City Music Hall, shopping and of course the Handel. Every room & suite has TV, radio, individually controlled air-conditioning.

Singles: $5.50-$13
Twins: $9.00-$15
FAMILY RATES
FREE PARKING

Winslow Hotel
Madison Ave. at 55th St.
New York 22
P. Laza 3-6800
MONTREALERS SEE COPS AT WORK IN 'CF SERIES

FROM THE TRADITIONAL ice cream cone for a lost child to the unique police patrol on skis, CFCF-TV Montreal is exploring all facets of the Montreal Police Department in a series of five-minute film features, Police in Action.

Hosted by personable young Constable George Springate, the programs are a regular feature of the Monday edition of Pulse 6-30, the early evening round-up of news, weather and sports.

"These programs not only inform the public of our services, but also help to promote a better understanding between the citizen and the police officer," wrote Montreal Police Chief J. Adrien Robert to program director Sam Pitt.

Each show delivers a safety message, outlines steps to take towards accident-free living, discusses crime prevention measures and precautions, or shows a specific division of the Police Department in action.

In the area of crime prevention, the program has discussed such topics as closing one's home for the summer holidays. Police in Action has covered the operations of the Crime Prevention Squad, the Mounted and Canine Divisions, the Fingerprinting and Photography Bureau, the Missing Persons Bureau and the Ski Squad, policemen who patrol the slopes of Mount Royal in the winter.

The station is also running a series of ten-second IDs on the Police Department, illustrating the services of the police and urging Montrealers to support their law enforcement officials.

CFCF-TV is planning to produce several half-hour documentaries on the police force for fall and winter programming, examining in more detail the work of the different divisions.

"We feel that this education helps the Police Department, in that the public, being aware of what the Police Department is doing, will be more co-operative and thereby allow the Department's operations to be carried out more efficiently and effectively," explains CFCF-TV senior producer Don Forsyth.

STAGING A MURDER SCENE for CFCF-TV's "Police in Action" series, Mr. Pointor of the Montreal Police Department Photo Bureau plays dead for cameraman Jim Grattan, while Sgt. Detective Forcier takes notes and Constable Bolduc duls the telephone for fingerprinting. This episode outlined the role of the Identification Bureau in solving crimes.

Fred Arenburg of CHNS, Halifax says:

"... accurate, concise reports within minutes ..."

"Perhaps no new agency could be more aptly named than 'United Press International'. The service from not only the North American continent, but 'Internationally' around the world, provides our listeners with accurate, concise reports within minutes of their happening. CHNS News and its listeners have a valued asset in the news-gathering field with the services of UPI."

FRED ARENBURG, Station Manager, CHNS Radio, Halifax.

UNIVERSAL PRESS INTERNATIONAL
575 University Street, Montreal, Phone 866-9357
People Are the Essence of Unity

The Federal Government has just announced the appointment of a Royal Commission, consisting of some of the best brains in the country, to investigate Canadians' views on "bi-culturalism." We agree that one of this country's major problems is lack of interest on the part of each region in the others. But we are inclined to wonder what a Royal Commission, even as intelligent a one as this, can hope to achieve.

Surely we are not faced with the establishment of yet another board of governors, charged with the task of regulating our conversation over the breakfast table — English language Canadians may only speak English for 55 per cent of the time and French-speaking ones only 55 per cent French — with special dispensations of course for blessings in Latin.

Unquestionably the promotion of understanding between the two language groups is worth encouraging. But there are also a lot of Ontario people who could gain a greater appreciation of their country, and broaden their outlooks, if they would take time out to pay a visit to Calgary, Winnipeg, Vancouver and Halifax, whose citizens have local characteristics as widely divergent as Toronto and Montreal or Hamilton and Quebec City.

These differences are a form of mental isolation — parochialism is the word — which is inevitable in a country with marked differences, from one region to another, in climate, general occupations, religion, sport, entertainment and everything else.

Basically though, underneath it all, there is one thing all Canadians share, and this is that, without fanfare or flag-wagging, we are all Canadians.

There is no law that says we have to be, and no law could prevent it. We are Canadians, and that is all there is to say about it.

Canada is not the only two-language country.

Belgium is divided between Belgians who speak French and Belgians who speak Flemish. In Switzerland there is no law to compel it, but it is a general practice for French and German speaking families to exchange children during the school terms. The result is that these youngsters not only learn a second language, but, by dint of living with other families and playing with other children, they learn to like each other, and to understand that even if they speak in different languages, they worship the same God, play the same games and eat the same food.

Ability to speak the other language as well as their own results in bi-lingualism being the rule rather than the exception, with everyone from the business magnate to the garbage collector being able to talk French and German.

This situation does not arise because laws are made. It happens because mature Swiss people realize that anyone is richer if he or she can speak two languages rather than one.

While we are inclined to be critical of those who formed this Royal Commission, we in no sense quarrel with its ideals, and if there is any way in which we can help it — perhaps by encouraging the broadcasters to get behind its aims — it will be our privilege.

We earnestly hope the Commission will realize it can do most to create national unity by studying what the country's component regions have in common rather than where they differ. If the Commission can bring English and French Canada closer together in terms of mutual understanding — while helping maintain the characteristics of each — the purpose it will have served will have been a wonderful one indeed. And the broadcasting industry can certainly help.
THIRTEEN time repertory television studio them Street and techniques. With inexpensive removed from London and who work with inexpensive production techniques.

The writers, producers, directors and artists who make Coronation Street live in and around Manchester, in the North of England and few of them had been inside the doors of a television studio five years ago.

The North of England is only 300 miles from London but in Britain that’s a long way. The rivalry is intense. The North was the home of the Industrial Revolution, the repertory theatre movement and a hot-bed of a lot of political and economic talk. But that was a long time ago and not much has happened since.

It’s dirty, dreary, wet and cold. Thirteen million people are crowded into rows and rows of industrial slums in one of the most densely populated regions on earth.

The North produces talent painters, writers, actors and skilful politicians — but they run off to London as fast as they can get there. Even THE MANCHESTER GUARDIAN has opened a branch office in London and re-named itself simply THE GUARDIAN.

Granada got a licence to provide television in the North from Mondays to Fridays. They built a marvellous eight-storey production centre in Manchester with four large beautifully equipped studios. Most of their senior staff were dragged up from the big city to live in the North and pine for the delights of the civilized south.

The company’s directors, who have never persuaded their wives to make this sacrifice, built a penthouse on the roof and bought an airplane to ease their weekly shuttle back and forth from London. The publicity director sits in his office

in London W.1 firing broadsides for the chairman at the BBC’s Director General who’s in London W.14. They argue about who’s doing most in the North.

ENTER THE AMATEURS

Downstairs from the penthouse, a few natives started coming through the doors and learned how to make television. They made Coronation Street.

An amateur playwright stopped off on his way home from work at the Frutic. He was to be the show’s first script editor and then its producer.

A young man was pushed through the doors in a wheelchair. Polo had ended his career as a department store floor walker. He became the story editor.

Artists from the folding repertory theatres and music halls came to work as extras and bit players. They became the stars of Coronation Street.

A part-time window-dresser became the fulltime designer of the show.

A long-legged, pimply-faced youth called Tony Warren turned up looking for work. He’d outgrown a career as a child actor. He was too nervous and highly strung to put on camera, so he tried writing a script for a detective show. The story was tawdry but he had a remarkable skill with dialogue.

He was given a job writing promotion copy and after reading hundreds of other people’s scripts, he drafted two episodes of a North Country serial. The preface read:

A fascinating freemasonry, a Volume of unwritten rules. These are the forces that make life in the working class North of England. To the uninitiated they are unintelligible. "Coronation Street" will examine that way of life and in so doing will entertain.

Then twenty-two year old, Warren had created a mythical street somewhere within four miles of the centre of Manchester. It had eight houses down one side, a pub and grocery store at either end and a raincoat factory on the other side.

His original concept was so strong that nine of the twelve characters...
in the first draft are still "alive" — and the most popular in the series.

Ena Sharples, the sharp-tongued old shrew is a universal figure in England today and is called the country's second best known woman.

260 EPISODES—26 WRITERS

A dry run was scheduled and Warren wrote the first twelve scripts. Obviously more writers would be needed to sustain the program, but he would set the conception and characterization.

In its first two-and-a-half years, 260 episodes have been written by 26 different authors. Fifteen of them had never written for television before. All from the North, they included a bookmaker, an ad agency copywriter, an optometrist and a clerk from the Ministry of Pensions. The door is still wide open to any writer who can prove his adaptability to the show.

There is a stable of six regular writers but they are free to write for other programs. Association with Coronation Street provides a good introduction and they write for other commercial companies and the BBC as well.

Scripts are finished, ready for the directors' use, three weeks before the start of rehearsals. Two episodes are made together as a one hour project and the production fits a five day schedule from the start of rehearsals Monday morning to video taping Friday afternoon. The recordings are continuous with no editing.

There has been virtually no filming for the series but increasing use is being made of mobile video tape inserts. These two or three camera locations are segments that are easy to produce. They are less expensive than film and, because the pictures are made with the same electronic system as the studios, the quality is better than film.

ROTATING DIRECTORS

Three directors work in rotation on the series and each gets two weeks of preparation for each week of production. There have been nine regular directors and for five of them, Coronation Street was their first dramatic program. When they're running, series like these make good training for all production staff.

Geoff Holmes, now at CFTO-TV, Toronto, worked on the original designs for the show and since he left one designer has serviced the production scripts, 5 per cent of new material is built as the regular sets are stored for re-use.

Coronation Street is about a group of people who live in a Manchester backstreet. They celebrate births, deaths and marriages, but mostly get on with the business of living together as neighbors. No one has been shot and there's not a beautiful man or woman in it. They have opinions about the world they live in and their lot in it. They hold a mirror up to contemporary British life and the public finds the reflection stimulating, amusing and entertaining.

Coronation Street was a "slow burn" for its audience and had to struggle for acceptance from people in the business.

The early dry runs found little favor with the company's executives and the project was nearly scrapped. It was felt the show was too dull, too slow moving and the dialect so thick, only people in the North would understand it — and they wouldn't like it.

This was not entertainment. People wanted to be taken out of themselves, to see a romantic picture of life as they would like to live it. The dreary life on that street would surely be a switch off.

U.K. AND N.A. TASTES CONCUR

In the early days of commercial television in England the most popular programs came from Hollywood. Wagon Train was the undisputed champion for two years. British dramatic product found some favor. The broad farce of The Army Game and the high tension hospital drama of ATV's excellent Emergency Ward Ten, were comfortably placed in the weekly ratings. The various play series did well and Sidney Newman's individual brand of regular Sunday night drama did particularly well.

But the biggest audience catchers along with Wagon Train were Cheyenne, 77 Sunset Strip, Highway Patrol and I Love Lucy.

England's mass audience showed no appreciable difference in their taste to those in the United States and Canada.

Nora was there any reason to suppose they would. The film industry had proved the biggest box-office was the same on both sides of the Atlantic.

SCORN FROM THE CRITICS

Against this background, Coronation Street started December 31, 1960. The network was incomplete because Newcastle and Birmingham wouldn't take it.

The early transmissions met scorn from the critics who all found different reasons to dislike it. They all agreed however, that the public would never take it.

The loudest cries came from the Northern critics. They wanted to prove that they were suitable to work for the London papers. They fell over themselves disassociating from this vulgar work.

Program executives around the network were outspoken in their criticism and Granada started to look for a replacement.

It was a difficult time for the people on the show. Doing a flop is much harder than working on a successful program.

But this didn't feel like a flop. The crews liked it. Friends and neighbors made pleasant noises. And most important, conversations were heard over on buses!

EVERYONE'S FANCY

The early ratings showed a rising audience. First in the North, which was predictable, but then in the Southern Television region which is based on Southampton. This is an area of retired ladies and gentlemen of elegant taste and wit.

The figures rose steadily from London to Glasgow and by the first March, Newcastle picked up the show and then Birmingham got on the bandwagon.

Early in May, five months after it started, Coronation Street fixed itself at the top of the chart and has stayed there ever since.

The posh critics took another look when it had been on for a year and discovered the show was a remarkable sociological phenomenon. For a time the smart Sunday papers and the literate weeklies were filled with discussions about this little effort that had caught the fancy of the masses and became the darling of the intellectuals.

When a character in the show took a bath in tile middle of the kitchen floor because there was no indoor sanitation, a member of the Labor party used the incident to attack the government's national housing program.

Some of the best people announced they'd come from streets just like that, or at least their mothers and fathers had.

The News of the World, which normally uses sin, sex and scandal to hold the world's largest circulation, serialized "The Inside Story of Coronation Street" and put on the biggest increase they'd ever had.

The audience kept building and in December, 1962, it had topped eight-and-a-half million homes to play to the largest audience that ever watched a show in Britain.

The North country dialect has become popular for commercials and sells everything from Oxydol to life insurance.

The BBC got the message and set Z-Cars in Liverpool.

Coronation Street has arrived. It wasimitated.

HARRY ELTON, writer of this article, has just returned to his native Toronto from England, where he was executive producer of Coronation Street until the end of last May.

WHAT IN THE EVER-LOVING BLUE-EYED WORLD HAS A FATTYACIDNITROGENDERIVATIVECHEMICAL GOT TO DO WITH GROWTH IN SASKATOON?

Plenty, son. The first fatty acid nitrogen derivative chemical plant in Canada will be completed late in 1963 2½ miles north of Saskatoon. The Armour Industrial Chemical Co. plant is the latest in a series to choose Saskatoon as a site . . . making this a fast-growing chemical complex (and, incidentally, f.a.m.d.e.'s are used in mining, petroleum, road construction, among other things.)

A thriving community, Saskatoon . . . third fastest growing urban centre in Canada. That's why CFQC can produce a pleasant chemical reaction on your behalf. Include it in your plans soon.

CFQC
SASKATOON

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS the SHOWS

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

August 1st, 1963
STATION CALLS

CKSO, SUDBURY

AS SOON AS WORD OF the new three-year contract between the International Nickel Company and its Sudbury employees was announced, CKSO Radio and Television broke with a “Happy Days Are Here Again” promotion, sparking a spending spree in Sudbury that is expected to last for years to come.

On the next late shopping night following the signing of the agreement, CKSO arranged to have Sea Cadets at street corners tagging bustling shoppers with “Happy Days” tags. Store clerks also wore “Happy Days” tags, plus a happy day smile as they helped the shoppers select merchandise long longed for.

All station breaks on both Radio and TV featured a few bars from the song “Happy Days Are Here Again”, and colorful window banners made their appearance in store windows.

CKY, WINNIPEG

WACKIEST PROMOTION ever scheduled on a station noted for unusual promotions was CKY Winnipeg's Wacky World Tour. The station promised listeners that two winners would visit Norway, Paris, Mexico, Peru, Poland and Naples, all within 24 hours, but that there was a catch to it.

There certainly was. All these exotic, far-away sounding places have counterparts in name, if not in glamor, in the State of Maine, and that is where the two winners went, accompanied by a CKY personality and program director Dave Lyman, whose father is the mayor of Naples, Maine.

Twenty-eight sponsors participated in the promotion and listeners registered their entries in sponsors' stores, guessing how the tour could be made in 24 hours and voting on the station personality they would like to have accompany them.

On the four-day tour winners and station personnel were entertained royally in each “foreign” centre, presented official of the towns with greetings and gifts from Winnipeg's Mayor Juba, and were interviewed by local press, radio and TV.

CHWO, OAKVILLE

AN ELECTRONIC BEEPER pitched to over-the-hill noise of boot motors announces the British American Oil Company marine weather forecasts on CHWO Oakville several times daily, just one of several station services to boating and water sport enthusiasts.

Six thousand handy pocket guides giving broadcast times, information on Ontario port numbers and the latitude and longitude of the station's tower as an aid to navigators, are being distributed in the area by B/A dealers.

The station has a small cruiser on Lake Ontario to report by telephone on water, wind and weather conditions, adding local information to the official marine forecasts.

CHWO is also co-operating with the local Water-Air-Rescue Force to erect a marine weather beacon at the entrance to Oakville Harbor, to alert boaters when a small boat warning is issued for Southern Ontario. The station hopes this beacon will lead to a chain of safety beacons along the coast of the lake.

C-FUN, VANCOUVER

IN CO-OPERATION with the Vancouver School Board, C-FUN Radio is presenting a ten-month series of current events programs titled High School Views on the News of the Week.

Seven Vancouver secondary schools and more than 100 students have taken part in this unique fifteen-minute public service program since High School Views was established last December.

Presented each Saturday evening at 6:30 and repeated Sunday afternoons at 12:30, the program captures the attention of the adult and school-age listening audience through thoughtful-provoking and topical discussions.

In preparation for these programs, teachers at the schools arrange for the students and offer guidance; students then work in teams and write their material on the significance of top news stories; the School Board staff co-ordinates the activities; the C-FUN production manager andmorning announcer Al Jordan host students with news commentator Roy Jacques adding his evaluation of the presentation.

CKBI, PRINCE ALBERT

JULY FOURTH DAWNED bright and warm in Choiceland, a community of 400 about 90 miles east of Prince Albert, and the Sports Day Committee looked forward to a stirring parade through town to launch the day's festivities. Then came the word that the public address system, which was to have provided the martial music for the parade, had broken down.

Who ever heard of a parade without music? Not Choiceland. A quick-thinking member of the committee phoned in a SOS to CKBI Prince Albert and the station saved the day. House radios, car radios and transistor sets along the parade route were set at 900 and turned up full. The station programmed 35 minutes of uninterrupted band music from 10:55 a.m. and the parade was a huge success.

CFLP, LONDON

CFLP RADIO, LONDON, offered Canadians wanting an "all new" Canadian Flag an opportunity to express their opinions on this controversial subject.

A flag outline appeared in The London Free Press, and listeners were asked to complete the drawing and send it in, along with an explanation regarding the significance of their design. First prize in the contest was a day in Ottawa, all expenses paid. Ten additional prizes of $5.00 each were given to runners-up.

First prize winner, Edmund Daly of Seaforth, Ontario, went to Ottawa Monday, July 15, as a guest of CFLP Radio.

He spent Sunday night in London, was given a tour of CFLP Radio and left by plane for Ottawa Monday at 7:30 a.m. He was met by a personal guide in Ottawa who chauffeured him through the day's activities.

The schedule included lunching at the Museum Building with the member of parliament for Huron, L. E. Cardiff; attending the afternoon session of parliament; and following this, a complete sight-seeing tour of the capital, ending with a dinner at a select restaurant and returning home that evening.

CKY, WINNIPEG

A NEW CONTEST ON THE George Duane Show over CKY Radio has captured Winnipeg's imagination. It's the Mad Marriage contest. Listeners are asked to name famous people who, if married, would create unusual name combinations. Examples of the entries received are:

"If Pearl Bailey married Red Buttons, her name would be Pearl Buttons" or "If Giselle MacKenzie married Lefty Frizzell, her name would be Giselle Frizzell." Each day CKY awards five gold pens for the best five entries.

CKY was especially delighted when Miss Manitoba of 1963 was crowned at the Red River Exhibition, held recently in Winnipeg. The winner was none other than Miriam Martin, who, less than two months previously had won the Miss Golden Girl competition sponsored by CKY and the Winnipeg Jaycees.
LIFE BEGINS AT FORTY

THE 'Q'MS — CHQM Vancouver and CJQM Winnipeg, scheduled to go on the air approximately November 15 with a programming policy identical to CHQM's — have established Quality Broadcast Sales, national sales representatives, in Toronto.

Terry Bate, formerly national sales manager of CHQM, is general manager of QBS, currently spending four days in Toronto and one in Montreal each week, with a direct Montreal-Toronto telephone line.

QBS also plans to open a commercial production arm in Toronto within a year, for more convenience in serving Toronto clients who meet with the 'QM policy of creating new commercials tailored to suit their sound to replace national commercials which don't fit the programming (BROADCASTER, January 3, 1963). CHQM was formerly repped by Standard Broadcast Sales but the granting of the licence in Winnipeg, where CJOB is repped by SBS, spurred on the opening of a "QM" rep organization to specialize in the selling of the unique 'QM sound, with limited commercial content and quality programming.

SET SALES SOAR

RADIO AND TELEVISION set sales to dealers continue to show substantial gains over last year, reports the Electronic Industries Association of Canada. Radio sales in May were up 30.2% over May, 1962, with 48,575 sets sold. On a year-to-date basis, sales are up 5.4% over the first five months of last year.

Television set sales showed an increase of 34.1% in May, with 28,465 receivers sold to dealers during the month. Sales the first five months of this year are up 4.6% compared with the same period in 1962, with most of the gain registered in the portable set field.

Who but a paratrooper could climb down a tree
he didn't climb up.

CFCN RADIO/TV CALGARY

TELEVISION DE QUEBEC (CANADA) LTÉE

LOCAL SALES MANAGER REQUIRED

possessing at least three years of experience.
Must be bilingual. Knowledge of advertising and television techniques preferable. Starting salary:
$10,400. per year, plus commission. Only written applications will be considered.

Please write:-
Assistant General Manager,
Television de Québec (Canada) Ltée,
P.O. Box 2026, Québec 2, P.Q.
RCA Victor has become a daily visitor in every Canadian home.

Each red dot in this map of Canada represents one of the 168 TV, FM or AM stations regularly broadcasting with an RCA Victor Transmitter of 100 watts or more. Only long-term acceptance...
The quality of RCA Victor equipment, the service backup provided, and of the never-lagging interest of our staff in the overall welfare of the broadcasting industry, has made this map possible.
"I'D LIKE YOU TO MEET a friend of mine. This is a happy, well-adjusted garbage can. Like most North Americans, he consumes a little too much."

Allen Farrell, promotion director of CHUM Radio, Toronto, used these words first in November, 1960. They were used to arouse the public relations people of the 200 public service organizations which supply Toronto's broadcasting industry with news and charitable programs.

The place was a meeting room in a downtown Toronto hotel. CHUM's Phil Stone and Allen Farrell had determined that the time was ripe for some education of the charities and public service organizations.

The problem?

Said CHUM vice-president Phil Stone: "Every radio station is expected to provide a certain amount of public service time. Most radio stations, we believe, do much more than a bare minimum — and we're no exception. But, so much of the original material that comes in from the various organizations we want to help is just junk for the garbage can — nothing more!"

Since every broadcaster is faced with much the same problem, the CHUM plan is of universal interest. Since the points made in the CHUM "seminar" presentation are directed at the professional PR people as well as the volunteers of the Ladies' Aid Societies, the station's experience in the past two years is significant. (Advertising agencies may also pay attention!)

Key points in the presentation by the station are:
- Radio copy must be for radio — not for newspapers or handbills.
- Know the right people and the right procedures at each station.
- Follow up with a personal "Thank You."

FAR AFIELD

Since the first presentation of the seminar, CHUM's efforts have gone far beyond the station's signal area. On each occasion the message has been the same; some of the seminars have been for "local" groups, some for national organizations.

In each case, the script has been the same, usually presented by the basic cast of Phil Stone and Allen Farrell.

Since the first effort, which was to a group of organizations invited by the station, the seminar has been presented to a number of other meetings — to which CHUM was invited. As recently as one month ago, the CHUM seminar was presented in Winnipeg to the United Appeal officials of Western Canada. On that occasion the Canadian Association of Broadcasters footed the bill.

During the past two years, CHUM's public service seminar has been given to such widely differing interests as Easter Seal, the Salvation Army (for its "officers-in-training for overseas missionary activity"), the Canadian Arthritis Society, several groups from the Canadian Red Cross, and for the national directors of the United Appeal (given in Windsor — well beyond the CHUM signal!). Besides Toronto, Windsor and Winnipeg it has been presented in the Ottawa area.

BOOST FOR RADIO

What has the seminar to say?

The presentation points up the importance of radio:

"There are more than 200 private stations on the air in Canada now ... this year Canadians will buy more than one-and-a-half million radio sets (1 1/2 million new sets!). Canadians are buying more than four times more radio sets than television sets. There are now three radio's in use for every family in Canada ... plus 2,213,500 car radios."

The seminar script goes on to point out that Canadians spend more time with radio than they spend with newspapers and magazines combined. "In fact," says the CHUM presentation, "the average Canadian home listens to radio more than four hours daily!"

STATIONS AND STATISTICS

The station goes on to point out to each seminar that radio stations differ widely in size, and in staff facilities. "We now have a staff of over 70 people at CHUM ... and we work hard. We want to help you, but we have an interest in profit ... in running a good business ... so when we have to waste time, or use up valuable manpower in the production of a public service message that we want to broadcast just because we haven't received material from you that we can use right away ... you can see our problem ..."

The seminar says, in effect: "Radio stations vary a great deal in size and personnel. We have 70, and we are a big-city station. Some may have only a dozen."

"Some stations are frankly music stations; others want talks and interviews. Some feature frequent news breaks; some have personality programs into which interviews can be interjected for public service; they all differ:"

- Some will use only one-minute announcements.
- Some will want a personality for interviews.
- Some will aid local causes; some will face national causes.
- Some have the manpower and facilities and the interest to produce a "special" for certain causes in which they are convinced that this extra effort is worthwhile.
- Some just don't have the time to help you unless your material is ready to be used . . . "

CHUM broadcasts more than 13,000 public service announcements a year, says Phil Stone, and these make up more than 140 hours of donated time in a year.

"This is comprised of 140 hours of public service time — all of announcements of one minute or less," he said.

"We can't accurately state exactly how much time each station contributes to its community's causes. but if they all did the same as we do it would be more than 28,000 hours!" states the CHUM presentation.

"If one station were to do it in one city, broadcasting only in one city in Canada ... it would take three years to put on all these public service messages!" says Mr. Stone.

CJBQ

SAIL INTO BRISK SUMMER SALES IN THE BAY OF QUINTE.

RESULTS ARE ASSURED WITH THE EXCITING SOUNDS OF CJBQ

SELECTIVE TELEVISION IS THE BEST APPROACH TO YOUR SALES PROBLEMS

Why? Because it allows the advertiser to select only those markets he needs. Whether he be one or many, in one province or across Canada, Selective Television works with you market by market.

All-Canada men can help with your marketing problems. You can reach them in 11 major North American cities.

TORONTO - MONTREAL - WINNIPEG - CALGARY - VANCOUVER
925-7261 851-5656 1-6661 3-9641
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES
925-6455 1-7419 2-7664 3-9664
ATLANTA - DALLAS
1-7323 6-6444

Canadian Broadcasting
...stations don't have to donate...

In round numbers, Canada's private stations are giving upwards of $10,000,000 worth of time each year to community campaigns.

**DOS AND DONT'S**

"The key point, however, is that many good causes - whether the local church or an organized charity - do not send in the kind of material which we can use! The easier you make it for us... the better your chance of having your material used on radio... in the smaller stations, there simply is not the manpower to re-do your material... and remember radio wants to help you!

"Very few stations have a full-time public service director on staff... at a great many stations the material should go to the program director... but send the right material... we are not a newspaper... and we can't use the same release you may send to the local papers.

"If you send to the station any material addressed personally, make sure you have the right name... not somebody who retired a few years ago.

"Phone the station yourself... it does nothing but good to find out how the station wants material submitted... when it should be in... and so on. There is nothing that will lose you ground faster than making sure that the public service director or the program director knows that you never listen to his station... or that you know absolutely nothing about it.

"Some public service groups have been known to buy space in newspapers to advertise their campaigns without becoming belligerent if a radio station doesn't give freely and freely of its time...

"Remember: the radio stations don't have to donate air time to your cause or crusade.

"Don't expect stations to agree to interview the chairman or chairlady of your committee... you have to ask yourself: Do I honestly think that this would really interest the majority of the people listening?"

**MORE TO COME**

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**SRO FOR OUTDOOR HOOTENANNY**

MALKIN BOWL IN VANCOUVER'S Stanley Park, home of the Theatre Under the Stars, was the scene of CHQM Vancouver's first Hootenanny Under the Stars recently with a sell-out crowd of 5,300 and 2,000 more turned away. The station conceived the two-hour folk singing festival, carried a two-week spot schedule, made all arrangements - and then the rains came. Skies cleared in late afternoon, the announcement that the show would go on was made on 'QM's news and over 7,000 folkloks responded.

**THE FRENCH VOICE OF THE OTTAWA VALLEY**

**SEPTEMBER 5**

is the next Directory

**AUGUST 22**

is closing date for ads

**MEMO**

Seems only 40 years ago that Babe Ruth had joined the Yankees and Bobby Jones had not won his grand slam. Our best wishes on 40 years of broadcasting service to Saskatoon and district. Amazing how BIG Saskatoon has grown in that time. Let's grow another 40 years together.

**GORDON FERRIS**

Radio and Television Reps Limited

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August 1st, 1963
RCA VICTOR HAS BECOME A DAILY VISITOR IN EVERY CANADIAN HOME

Each red dot in this map of Canada represents one of the 168 TV, FM or AM stations regularly broadcasting with an RCA Victor Transmitter of 100 watts or more. Only long-term acceptance
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**CJBQ**

**RADIO**

BELLEVILLE and TRENTO, ONTARIO

Another STOVIN-BYLES Station

---

**SAIL INTO BRISK SUMMER SALES IN THE BAY OF QUINTE.**

**RESULTS ARE ASSURED WITH THE EXCITING SOUNDS of CJBQ**

---

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Phil Stone, and these make up more than 7,500,000 dollars in value.

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**STATIONS AND STATIONS**

The station goes on to point out that Canadians spend more time with radio than they spend with newspapers and magazines combined.

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MORE TO COME

Plans for the CHUM Seminar in the near future depend in large part on the present plans of the Canadian Association of Broadcasters... who sponsored the trip to Winnipeg. Invitations have come in from both coasts, and from points in between.

The Canadian Association of Broadcasters is looking at the possibility of working with CHUM on the project and is currently querying member stations in other parts of the country.

From Winnipeg, in response to the June presentation by the CHUM group (sponsored by the CAB) for the Community Chest, the following comment has been received by the CAB's executive director, Jim Allard, from George N. Barker, executive director of the Community Chest of greater Winnipeg.

"The directors passed a motion expressing the thanks of the board of the Community Chest and its finance members, for the presentation by Messrs. Stone and Farrell, and for the understanding and thoughtfulness of your association in covering the expenses for these people, to make it possible for the public service presentation on June 20.

The station feels it cannot take on the job of correcting a situation that exists in most communities, all by itself.

"We have to think of ourselves, too," says Phil Stone, "but we want to help and we will. It just means we don't have the resources to go everywhere in Canada just at an invitation, although we're always willing to put on the show in and around Toronto.

"The interesting thing to me is that the material is not only better when it is sent to us, but we're getting more requests for help..." says Allen Farrell, "and this was the purpose of the seminar, wasn't it?"

MALKIN BOWL IN VANCOUVER'S Stanley Park, home of the Theatre Under the Stars, was the scene of CHQM Vancouver's first Hootenanny Under the Stars recently with a sell-out crowd of 5,300 and 2,000 more turned away. The station conceived the two-hour folk singing festival, carried a two-week spot schedule, made all arrangements — and then the rains came. Skies cleared in late afternoon, the announcement that the show would go on was made on QM's news and over 7,000 folkniks responded.

THE FRENCH VOICE OF THE OTTAWA VALLEY

MEMO

from Radio Reps Limited
to Vern Dallin, CFQC, Saskatoon

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GORDON FERRIS
Radio and Television Reps Limited.
IF I WERE A BETTING MAN, which I am, I would be willing to wager that before 1964 is very old. McMaster University, in Hamilton, Ontario, will have its own FM radio station.

The reason I feel this way is the enthusiasm and at the same time orderly approach these students are making towards the achievement of their aim.

It started when, one day last week, a young man dropped in the office and told me about it. The Y. M. in question was Bruce McKay, hailing from Embro (near Stratford), Ontario, an engineering student at "Mac".

Bruce, who said he was putting in the day dropping in on "key people in the industry" (it was late in the afternoon which accounts for him counting me in), did not want anything in particular, except information — any kind available.

He was armed with a news release, which I said I would use to run a note in "The Desk". Now, having read and digested it, I see no course to follow except to run it, practically verbatim. So here it is.

A MOVEMENT to establish a students' radio service at McMaster University, Hamilton resulted in the formation of a Students' Radio Committee toward the end of the 1961-2 academic session.

Encouraged by the success of campus radio both in Canada and the United States (Queen's University at Kingston, Ontario operates both AM and FM services) the committee sparked a detailed study by another committee (of staff members and students) of the station at Cornell University in Ithaca, N.Y.

Acting on behalf of the entire student body, the Students' Council considered a report prepared by a faculty committee during the summer months of 1962, and declined to accept its recommendation that a wired closed-circuit service be established to serve only the campus buildings.

In November 1962, acting on advice that AM bands are saturated with local stations and that FM frequencies are available, the Council asked those working on the Student Radio Committee to carry out additional studies on the possibility of establishing an FM station.

Since that time, studies carried out to determine any reason why an FM operation would not be possible have revealed no major problems.

The next step was a more intense investigation of various aspects of the operation, begun by the student committee under the direction of Drs. E. O. Godamre and C. K. Campbell, of the Department of Electrical Engineering.

The Department of Transport has been contacted and, in the light of the information and sentiments expressed by the DOT, the committee has been encouraged to work quickly, laying the groundwork to put McMaster on the air.

The programming group has made many contacts with potential program sources and the technical section is gathering technical data and beginning design work in an effort to produce an outline of the funds which will be required from the university and the Students' Council.

This fitting demonstration of dedication to the business of broadcasting is a heartening sign, indicating that there is still a chance for a broadcaster to transfer his golf club membership somewhere where the climate is more temperate one of these days. And with this pleasant thought I can only add my au revoir, and best wishes if you hear anything, won't you?

... of shoes and ships and sealing-wax — of cabbages and kings
November headlines and station's sored by entries ranged from ten promotion eight entries, and throughout Schools, Religious University of Broadcasters has its broadcasters' association its McGuire, Sitting, CFMW-FM; Rory left COMMITTEEMEN BEHIND THE WAB AWARD are, standing, from left to right: Norm Lacey, CBC; Andy Martin, CKSB; George Hellman, CFMW-FM; Rory MacLennan, CJOB (chairman); Steve French, CJOB. Sitting, in the same order: Bill Stewart, CJOB (secretary); Roy McGuire, CKRC; Reg Durie, CJOB. Missing from the picture are Jack Stewart, CKY; Roly Couture, CKSB.

THE OLDEST BROADCASTERS' association in Canada has presented its first annual award to the youngest broadcaster and oldest station in the country. The Western Association of Broadcasters has presented its first University Broadcast Award to the University of Manitoba Student Radio Group.

The U of M won the award with a 15-minute radio documentary, Religious Education in Manitoba Schools, broadcast on CJOB Winnipeg last April. It was judged as a well researched and prepared program employing a fast-moving interview technique, which sustained interest throughout the time period.

The Award, a plaque and $100 cash, will be presented at the annual meeting of the WAB at Jasper on September 9.

Student broadcasters from the Universities of Alberta, Saskatchewan and Manitoba submitted a total of eight entries, two dealing with the engineering side of radio and six on programming. The programming entries ranged from ten promotion spots to a full hour program of contemporary organ music.

The award was established to recognize the most significant achievement, programming or technical, by a university student broadcasting association or a member.

Runner-up entries were rewarded by pieces of broadcast equipment donated by six manufacturers and distributors: RCA Victor, McCurdy Industries, Canadian Marconi, Collins Radio, CAM Gard Electronic Distributors and Sparling Sales.

Chairman of the Awards Committee was Rory MacLeam, general manager of CJOB. Judges were Steve French, retail sales manager, and Reg Durie, chief engineer, CJOB; Ken Bubb, assistant program director, and Roy McGuire, engineer, CKRC; Syd Boyling, general manager, CKY; George Hellman, manager, CFMW-FM; Norm Lacey, assistant to the director of the Prairie Provinces, CBC; Jack Stewart, production manager, CKY — all of Winnipeg — and Roland Couture, manager, and Andy Martin, engineer, CKSB, St. Boul face.

BEER ADVERTISING comes before the Board of Broadcast Governors once again August 27, with the announcement that it has been included in the agenda for the open hearings scheduled for that date.

The BBG will discuss with interested people a proposal to set a 30-second maximum on radio and television beer and wine commercials and to alter their form.

The meeting is to be held in Ottawa, and the BBG will hear presentations on a proposed set of regulations governing beer and wine commercials in provinces which approve of such advertising. This follows conversations which have been conducted between the Board and provincial liquor control authorities for some time.

The proposed regulations continue the current requirement that commercials must not be designed to promote the general use of beer or wine.

PACKED AGENDA FOR AAB

Time Out for Fun and Games

RAFE ENGLE, media director and program advisor for the J. Walter Thompson Co. Ltd., Toronto, will set the theme for the AAB convention at the Newfoundland Hotel, St. John's August 4-6, with his keynote address, "Too Many Media for Too Few Ears".

Along with traditional Newfoundland hospitality, delegates will hear speakers on the first day, including: Don Jameson, CAB president; Carlyle Allison, vice-chairman of the BBG, and the new executive vice-president of TVB, Ed Lawless.

Lunch will be hosted by the mayor of St. John's and the city council. Towards sunset, CJOB will be staging its customary screech party.


Marven Nathanson, of CJCH-TV, Sydney and AAB president, will entertain at a buffet lunch.

Tuesday afternoon, Dr. Bill Byram will report on his BLM. Then the convention moves into closed session for the annual business meeting including the election of officers.

The final evening, Newfoundland's Premier Joe E. Smallwood will entertain at a reception, followed by the annual dinner, which will be chaired by Jamie MacLeod, CKBW, Bridgewater. During the dinner, there will be a presentation of the "Press Table Trophy" for the most news-worthy contribution to the convention.

BBG IS BACK ON THE BOTTLE

FOR SALE
One General Electric Limiting Amplifier Model BA 7 A 3 Factory Overhauled. With one Complete Spare Set of Tubes, $850.00.

Chief Engineer, CJOX, Fort William, Ontario.

DIAL 546-9960 FOR INSTANT NEWS

"INSTANT NEWS" is the latest innovation at CKWS Kingston, a 24-hour telephone news and weather service directed by the station's news director, Floyd Paterman, and sponsored by Hertz Rent-A-Car.

By dialing 546-9960 (906 is the station's spot on the dial) the public can catch up with the latest news broadcast and weather forecast recorded by station announcers and brought up-to-date every hour or oftener. Calls are, of course, recorded to dial CKWS for full details.

When the new service was introduced June 25 calls flooded in and continued right through the night. Even yachtmen with ship-to-shore phones can dial CKWS's "Instant News Line."

FRENCH CANADIAN SECRETARY
French and English speaking with Agency or Station experience in Radio and TV. New York Representatives of Canadian Stations. Mall history to BOX A-698 Canadian Broadcasting 219 Bay Street Toronto 1, Ontario

Charles Personnel Limited Specialists in supplying Help of the Highest Calibre to the Advertising • Marketing and Sales Fields HU. 7-1576 120 Eglinton East, Toronto 12

If you'd like to go where, "The Fish is terrible", The hunting, quite superb, With skiing, golf and cricket — old chap, A rousing, jolly and interesting thing. Certainly the sunny south is not the place for you.

Responsible Radio requires a mature, experienced Staff Announcer, for permanent residency — in the same category a New-caster with a nose (not blue) for News. Send resume and audition tape immediately, please, to Nova Scotia.

W. F. Harvey Program Manager, CKL, Truro, N.S.
MARKET NOTES

CONSTRUCTION
There's a housing boom in St. John's. The city is preparing 2,500 building lots with the first stage of about 130 lots scheduled for completion this year. The St. John's Housing Corporation is making another 300 lots and 172 apartments available during the summer, in addition, hundreds of private homes are being built.

RETAIL TRADE
Dominion Stores Limited, which acquired five supermarkets in St. John's through association with Ayre's early this year, held its first directors meeting in the Newland building. The G. G. McCormack, President of the Company, said that Dominion stores proposes to establish supermarkets across Newfoundland, including Labrador. The company now is represented in all ten provinces of Canada, with a total of 363 stores.

HYDRO DEVELOPMENT: Newfoundland Light and Power Company is opening a new 8,000 horsepower, $2,100,000 plant at Sandy Brook, eight miles from Grand Falls, in October or November, to supplement the 17,000 horsepower now available from nearby Rayling Brook. V. A. Ainsworth, President of the Company, says the Sandy Brook plant will enable the Company to meet increased demands for electricity in the rapidly-expanding central areas of Newfoundland, served by CJCJ-CTV.

TOURIST TRADE: There's a great upsurge of travel in Newfoundland during the summer months. Eastern Provincial Airports reported that its traffic in May was up 27% over the same month last year. The CNR has assigned three other ships to assist the ferry W. L. CARSON on the route from North Sydney to Port Aux Basques. Hotels and motels are booked solid for the rest of the summer.

QUICK FACT: Newfoundland in June had 18,147 people 70 years of age and over, 28 more than in May.

U.S. SHIP'S COMBO PRESENTS TV CONCERT

Viewers to CJON-CJOX-CJCN-TV in Newfoundland thrilled recently to an impromptu concert by a musical group from a visiting American warship.

TV PROGRAM
The group displayed such talent and skilled performance that they were invited to present a half-hour program on CJON Television. Afterwards, dozens of viewers phoned among her crew members to request a repeat telecast.

NEW PUBLIC SERVICE ON CJON RADIO

Nearly eight hundred eastern coast Newfoundland fishermen, Mr. Flynn passed along a request. Would it be possible to broadcast the marine forecast for south and north Labrador at 9:45 p.m. each day?

GREAT SERVICE
"It would be a great service for us," he said. The service started on July 15th, and next year it will be extended for the full period of the Labrador fishery.

CJOR RADIO
Bill Flynn of Brigus wrote from Comfort Bight, Labrador, "We listen to CJON Radio all the time when we are not working at fish!"

MARINE FORECAST
On behalf of his fellow fishermen, Mr. Flynn passed along a request. Would it be possible to broadcast the marine forecast for south and north Labrador at 9:45 p.m. each day?

NOW YOU'RE TALKING
CJON Radio's new public service feature "Now You're Talking" is becoming a sounding board for public opinion in Newfoundland on major issues of the day.

LISTENERS' VIEWS
"Now You're Talking" is featured daily on CJON listeners' views on the news. Radio at 1:35 p.m., following a guide on what is a major newsflash.

See our Hard Working Reps
STOVIN-BYLES
in Canada
WEED & CO.
in the U.S.A.
HIGHLIGHT OF A MONTH-LONG western vacation for C. W. "Scott" Hannah, radio-TV producer with F. H. Hayhurst Co. Ltd., was the presentation of two Canadian Pacific Airlines tickets to Mexico, grand prize in CFAC Calgary's Caption Contest. Here station manager Don Hartford, in Stampede Week regalia, presents the tickets to Hannah while Mrs. Hannah, daughter Barbara and son Brian, watch.

Agency personnel were invited to write new captions for the cartoon ads run by CFAC in trade publications last year. Tip to contest entrants — Hannah created four-word captions with the words beginning with the letters C, T, A, C. He plans to take the Mexican holiday sometime when Toronto is snowbound.

Await 3-Man Committee

THE MIN. J. W. Pickersgill, Secretary of State, said last week in the House that no decision will be made on whether or not a Royal Commission on Broadcasting will be established until the report of the three-man committee is had. The committee consists of Mr. Pickersgill, Mr. Brian, and Mr. Andrea.

Mr. Pickersgill said the contents of the report of these three men, who have been meeting since he asked them to do so last April, would influence the terms of reference set for any Royal Commission. He said he expects to receive the report some time in September.

The minister, who reports to parliament on broadcasting, has asked for a report on the extent of agreement and disagreement in Canadian broadcasting.

The three-man committee has had several informal meetings, with more to come. No information about their discussions and deliberations has been disclosed.
THE CANADIAN TOURIST Association is holding its second annual competition for 16 and 35 mm films on travel or recreation in Canada, and the deadline for entry forms is August 31, with films to be submitted by September 7.

Travel promotion films, travelogues, and films on sports and leisure time activities are eligible for entry if they were produced or released between August 1, 1962, and July 31, 1963. They may be entered by either the producer or the sponsor.

There are two awards, the Maple Leaf Award for the best 16 mm film and the Canuck Award for the best 35 mm production, with certificates of merit for the runner-up in each class. Last year the 16 mm prize-winner was Lauretians in White, produced by Omega Productions of Montreal for the Province of Quebec Film Bureau. Best 35 mm film was Algonquin Holiday, produced by 20th Century Fox Corporation for the Ontario Department of Travel and Publicity.

For further information and entry forms, contact the Canadian Tourist Association, 37 King Street East, Toronto 1.

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AN ANIMATED FEATURE film is being produced at Crawley Films Ltd., Videocraft Inc., for whom Crawley did the animated TV series The Wizard of Oz. The new project will be 80 min animated as the first assignment, but still not full animation.

The hour and a half color feature is titled Return to Oz and an hour-long version of it will make a television special.

Reports, not confirmed by Crawley, say the TV Return to Oz has been sold to NBC for broadcast early in 1964. The script was written in New York but the sound track is a Canadian production, recorded at RCA Victor’s Toronto studio by Larry Mann, Carl Banis, Peggy Loder and Alife Scopp.

On other assignments, Crawley will have crews filming in six of the ten provinces within the next few weeks.

A NEW PACKAGE of 25 first-run feature movies for television has just been released by Warner Bros. television division, under the Warner Bros. One. Nineteen of the 25 films were released in ’59 and ’60, 17 are in color, and none of them has been presented on network television.

Introducing the package, vice-president of Warner Bros. television division, Joseph Katzer, said: “We were guided by talks with many producers, to make the best films available to TV stations in every market, for we believe that the more a station wants a package, the more likely it will be a success.”

Therefore, he said, all future releases from Warner Bros. will be small and streamlined packages.

“Because of this new philosophy, which we believe sets the trend for the future, stations will have to adjust themselves to the fact that, while the total cost of future packages will be comparatively lower than what they have been paying for their big-volume purchases, the cost per picture will be considerably higher.

“They will have to evaluate future purchases in terms of a low-total-dollar investment in top-flight features to protect their tremendous expenditures in large backlogs of pictures.”

The “Warner Bros. One” package includes such films as Look Back in Anger starring Richard Burton and Claire Bloom; The Sundowners with Deborah Kerr, Robert Mitchum and Peter Ustinov; The Dark at the Top of the Stairs starring Robert Preston and Dorothy McGuire; and Audrey Hepburn in The Nun’s Story.

TOP SECRET PROJECT at Crystal Film recently was a 20-minute black and white documentary for the Racin Photo-Copy Corp. Ltd. Premiere was at the company’s special shareholders’ meeting July 12 and the film made the front page of the Globe and Mail the following day because in the darkness of its showing the company spirited away the prototype of its controversial new electric dryer copier.

The film tells the Racin story, announces the acquisition of new companies and introduces their new products, which include a wheelchair that goes up and down stairs. Having won the applause of the shareholders, the film now goes on the road as a sales tool.

Directed by Doug Patton, the film was shot and edited by Kurt Weber, assisted by Norman Lenz. 2700 feet of film were shot at the Racin offices, the two new companies, and out and around Toronto. 700 feet were used in the documentary and the balance may be used for shorts on the separate operations covered in the overall story.

PLANS FOR THE 94th convention of the Society of Motion Picture and Television Engineers, to be held at the Somerset Hotel in Boston from October 13 to 18, are fast being wrapped up.

Thus far two technical papers by Canadians have been included in the program. Professor Myron Schaeffer of the University of Toronto will deliver a paper on “Synthesis and Manipulation of Natural Sounds in Electronic Music for Films” and Dr. Brian Holmes of Toronto General Hospital assistant professor of Radiology at U. of T. and Roy Liggins of X-Ray and Radium Ltd. will present a paper on “A Television X-Ray Image Amplifier”.

For FILM MUSIC that really puts life in your picture and JINGLES that sell and sell!

contact

DON WRIGHT
Productions
77 Chestnut Park Rd., WA. 5-1631

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

Roderic Ross of the CBC is associate program chairman for papers from abroad.

GRAPHIC FILMS. Crawley Films’ London office has devised a handy “ready reckoner” to provide approximate print prices at the twirl of two cardboard discs.

The gadget comes up with instant estimates on five types of lab product: a single A & B roll of 1 3/4 in., i.e. internegative, color master, black and white dupe negative, sound tracks; color, positive, sound, single roll; color negative, single roll; color reversal, sound, A & B roll; black and white positive, sound, single roll.

Estimates are based on the number of formats used, the single A & B copy through groupings to 51 and more, and include reel, can and print protective treatment.

For a ready reckoner, write to Bill Ostell, Graphic Films, Box 3040, Ottawa 3.

FLORMAN & BABB (Canada) Ltd. offshore of Florman & Babb Inc. in the United States, is a new motion picture and television equipment rental and maintenance service that began last month at 1263 Dorchester Street West in Montreal. Manager is Kenneth Jones, formerly representative of the Montreal branch of Alex L. Clark Ltd. and secretary-treasurer of the Montreal section of the SMPTE.

The company’s rental department includes all Mitchell cameras, all Arricon cameras, crab dolls, mike booms, various recorders, Moviola and Acmade editing machines and a complete line of lighting equipment. The company also has complete maintenance shop facilities.

SEVEN ARTS PRODUCTIONS was given the half-page article treatment by the Toronto Telegram last month, which stated that the company has the rights to Hugh MacLennan’s book, “The Watch That Ends the Night”, and is thinking of filming it in Canada. The article reported that vice-president and secretary Ted Wright says a budget of $1,500,000 to $2,000,000 has been set for The Careful Man, which will be filmed in Montreal and Toronto.

Seven Arts now claims “the largest TV film distribution in the world”, the article said, distribution in the U.S., Canada, and 70 foreign countries.

NEW WESTERN representative of Fremantle of Canada Ltd. is Gyle Woods, who has been with CJGY Yorkton and CJAY-TV Winnipeg for the past five years and is well known to broadcasters. From headquarters in Calgary, Woods will handle all Fremantle product in both film and local-live such as Romper Room.

Canadian Broadcaster
CFTO-TV goes Ampex for full production facilities

"With 'All-Under-One-Roof' production facilities and equipment rated as the finest on the continent, CFTO-TV can produce programs and commercials tailored exactly to any product and budget," says W. O. "Bill" Crampton, general manager of Baton Broadcasting Ltd.

An important factor behind this proud claim is the recent installation of an Ampex VR1002 Videotape Recorder, complete with Amtec, Intersync and the amazingly versatile Electronic Editor. The exclusive Electronic Editor enables CFTO-TV to add a new program segment onto the end of a previously recorded segment without missing synchronization, or fear of breakup and roll over. They can even erase an old segment from the middle of programming material — a commercial, for example — and insert a new segment in its place.

The combination of VR1002 and Electronic Editor gives CFTO-TV a broad range of technical capabilities second to none in the world.

For more reasons why only Ampex can give you complete production versatility, write, wire or phone Ampex of Canada Ltd., 1458 Kipling Avenue North, Rexdale, Ontario. Telephone CHerry 7-8285.

NOW 100 Ampex VTR's in Canada

Visit the Canadian Electronics Conference Sept. 30 - Oct. 2, Toronto. See Ampex at stand 152.
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.

**ADAM YOUNG INC.**

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