



**A DREAM COME TRUE!** The CFTO-TV camera caught Carol Ann Balmer, as CTV Newscaster Peter Jennings proclaimed her "Miss Canada 1964". She is flanked by two runnersup, Mary Hartford, from Vancouver (left) and Lynda Homer of St. Catharines. The ninety-minute "Miss Canada" spectacular was telecast live to the CTV Television Network from the O'Keefe Centre, Toronto, before an audience of over 2500 people. Story on page 4.

*Canadian*  
**BROADCASTER**

NOW IN OUR TWENTY-SECOND YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

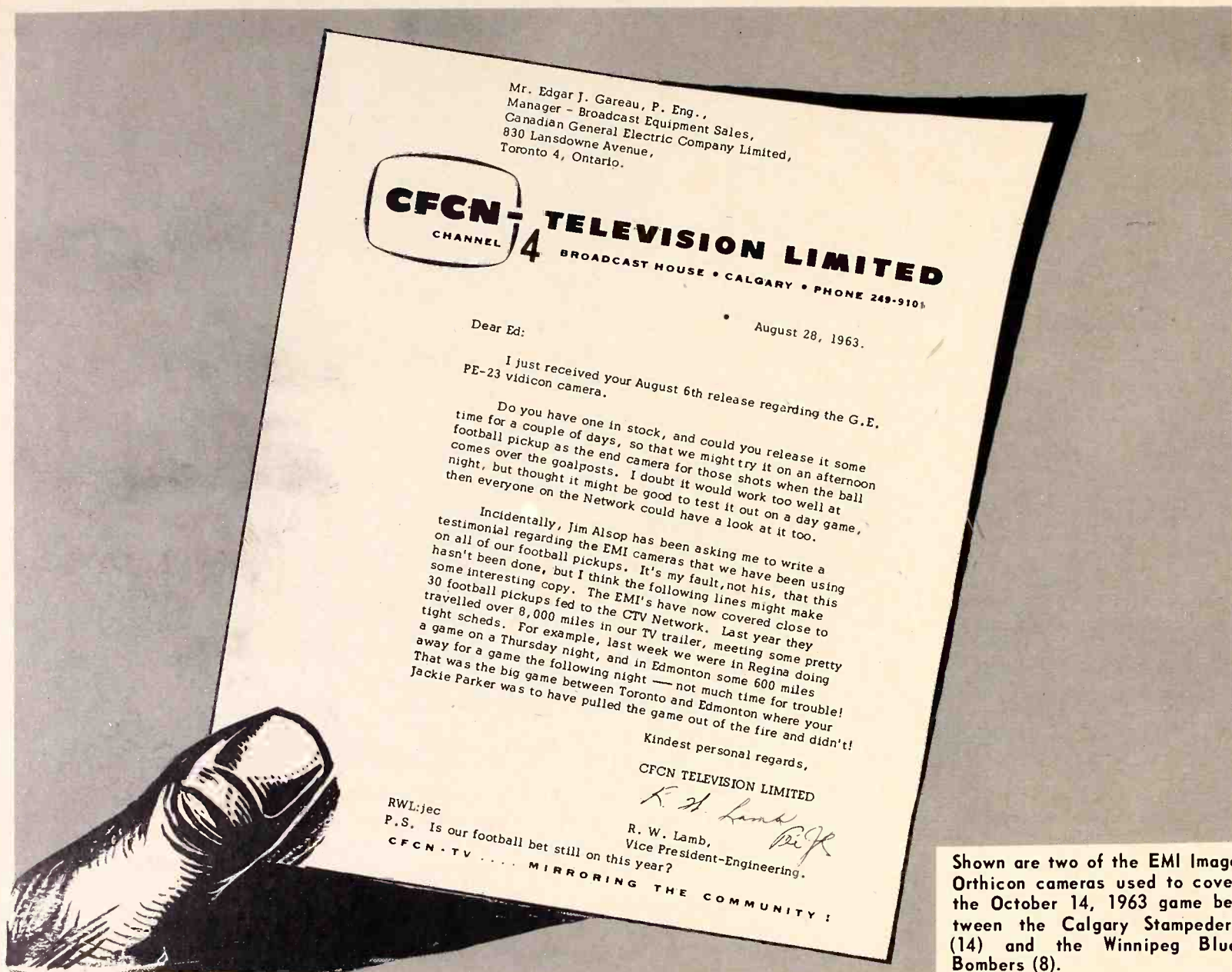
Vol. 22, No. 22

TORONTO

November 21st, 1963

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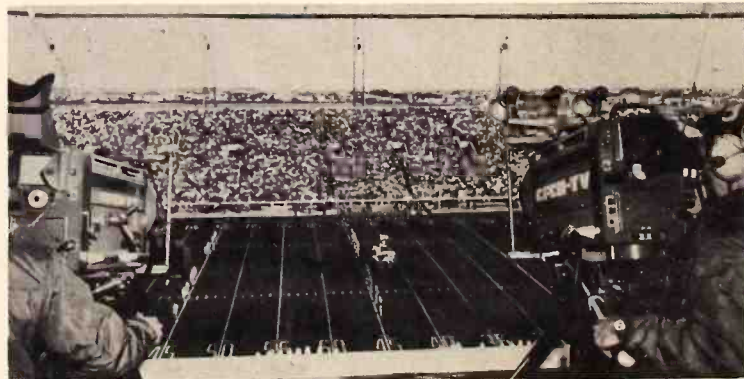
# 8000 miles...30 Football pick-ups... tight schedules...and EMI Cameras...



Shown are two of the EMI Image Orthicon cameras used to cover the October 14, 1963 game between the Calgary Stampeders (14) and the Winnipeg Blue Bombers (8).

## from CGE

And you can do it too, if you're among the many satisfied users of the EMI 203 Camera Channel across Canada. You may not want to travel 600 miles between remotes for football network feeds on consecutive nights--but, if you do, EMI Cameras from Canadian General Electric will give you fault-free performance vital in covering national sports events. CFCN-TV's pickup of Canadian Football League games in Calgary, Edmonton, and Regina, is a happy tale of three cities and Canadian General Electric.



EMI 4 1/2" Camera Type 203 Design Features

5-Position Turret includes access position for easy withdrawal of pick-up tube. Accommodates Zoomar lens without modification. Ease of maintenance and accessibility through extensive use of plug-in printed wiring units. Eliminates need for adjustment over long periods. Remote control of lens apertures by easily detachable servo-mechanism. Option preset filter wheel, electronic image orbiting and hour meter.

### COMPLETE INFORMATION AVAILABLE

For further information on specific products and applications, whether a new camera for studio improvement, a new station or station expansion, be sure to contact your local CGE Broadcast Specialist. Or you can write direct to: Canadian General Electric, 830 Lansdowne Avenue, Toronto 4,



## CANADIAN GENERAL ELECTRIC

# SIGHT & SOUND

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

AT THE ANNUAL MEETING of the Canadian Association of Advertising Agencies, held last month, the following officers were elected: president, K.G. Anderson, president of Walsh Advertising Co. Ltd.; first vice-president, Harry E. Foster, president of Foster Advertising Ltd.; second vice-president, H.D. Roach, president of McKim Advertising Ltd.; secretary-treasurer, Bryan Vaughan, managing director of Vickers & Benson Ltd.

THE O'KEEFE BLENDED Extra Old Stock Ale advertising in Ontario has been awarded to Ogilvy, Benson & Mather (Canada) Ltd. effective January 1. The remainder of the O'Keefe Brewing Co. account remains with Foster Advertising Ltd.

The OBM portion of the account has been estimated at \$600,000 in annual billings. Managing director of the agency, Andrew Kershaw, will be active on the new account, but other personnel have not yet been named.

RECENT APPOINTMENTS at Cockfield, Brown & Co. Ltd. are headed by the naming of John Watson to the newly-created position of vice-president, creative services, to be responsible for supervision of all advertising prepared by the Toronto office. Watson is returning to CB, where he began as a copywriter twelve years ago and progressed to copy group supervisor, from six years with James Lovick Ltd. where he has been vice-president and director of operations.

J. Ross MacRae, who joined Cockfield, Brown in 1945, has been made director of the broadcast services department. His previous title was manager of the Radio-TV department. Fred L.R. Hill, formerly copy director and creative group head, has been named director of the creative department. He joined the agency in 1958.

MOVING FROM CREATIVE to administrative, Haydn Davies has been appointed assistant to the president, J.M. Reeve, at McCann-Erickson (Canada) Ltd. and will handle special projects for the agency. He joined the company in 1955 as copy chief, after several years with Young & Rubicam Ltd., and has been senior vice-president and director of creative services.

New director of creative services is Leo Brouse, formerly with

Cockfield, Brown & Co. Ltd. in that capacity. Prior to nearly five years with CB, Brouse was with MacLaren Advertising Co. Ltd. for six years.

VICK CHEMICAL INC. has named Leo Burnett Co. of Canada Ltd. to handle advertising for a new product now in development, bringing to three the number of agencies with Vick assignments in Canada. The other two are F.H. Hayhurst Co. Ltd. and Morse International.

Two new account executives have joined the staff at Burnett. William R. Ross, on several new divisions of Benson & Hedges (Canada) Ltd., was formerly radio-TV producer with the Baker Advertising Agency Ltd. Dieter Bruhn, on Pillsbury Canada Ltd. and Allstate Insurance, was previously an account executive with McKim Advertising Ltd. Bruhn replaces D.H. Coop, who is transferring to Burnett's office in Chicago.

THERE HAVE BEEN TWO RECENT additions at Pemberton, Freeman, Mathes & Milne Ltd., Toronto . . . one to staff and one to the account list.

New account executive is Robert Auld who, for the past two years, has been responsible for the development of commercial TV production at CFTO-TV Toronto. Prior to that Auld was director of Radio-TV and account executive with Norman, Craig & Kummel (Canada) Ltd. for a year, and account executive with F.H. Hayhurst Co. Ltd. for two years after eight years with MacLaren Advertising Co. Ltd.

Addition to the account list is balance of the Canada Vinegars Ltd. product advertising. The agency now handles Bisto and Al Sauce, and effective January 1 will add Allen's apple juice and fruit drinks, the vinegars, and Paxo products. Denis O'Leary and Auld will share account executive duties on the enlarged account.

The Montreal office of PFM&M has been appointed to handle advertising for three new clients, Griswold Engineering, Hyde Park Clothes Ltd. and Price Brothers Kraft and Paperboard Corp.

THREE NEW VICE-PRESIDENTS have been elected at J. Walter Thompson Co. Ltd.: Peter T. Zarry, who joined the agency in 1960 and is assistant manager of the Toronto office and an account supervisor; J.F. Maughan, account supervisor, who joined the company in 1959; and A.H. Mathieu, manager of the Eng-

lish copy department of the Montreal office.

Robert D. Wallace, a vice-president and account supervisor, has been named manager of the Toronto office of the agency.

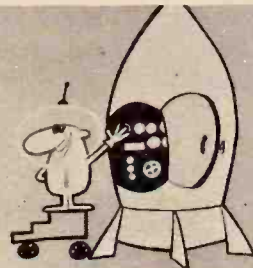
NEW ADVERTISING MANAGER of the Sun Oil Co. Ltd. is William G. Cline, formerly manager of the motor products department in the Toronto sales district.

CTV HAS ANNOUNCED the appointment of Vin Dittmer to the newly-created position of business manager, with headquarters in Toronto. Dittmer was formerly manager of CTV's Montreal sales office.

THE NEW EXECUTIVE of the Central Canada Broadcasters' Association, elected at the annual convention this month, is as follows: president, Gordon Keeble, executive vice-president of the CTV network; first vice-president, Frank Murray, manager of CJBQ Belleville; second vice-president, Karl Monk, manager of CHOK Sarnia; secretary-treasurer, Don Martz, commercial manager of CFCF-TV Montreal.

New director of CCBA is Bruce McLeod, vice-president and general manager of CHIC Brampton, with Wes McKnight, manager of CFRB Toronto, and Gene Plouffe, commercial manager of CJIC Sault Ste. Marie.

Past president Bill McGregor, manager of CKCO-TV Kitchener, replaces Ralph Snelgrove of CKVR-TV Barrie as TV representative to the CAB board, and John Moore, president and general manager of CHLO St. Thomas, will serve until 1965 as radio representative to the CAB, replacing R.E. Misener, formerly of CFCF-TV Montreal, who has resigned. Cam Ritchie, president and manager of CKLW-TV Windsor, and Howard Caine, president and manager of CHWO Oakville, were



INSTANT  
COMMERCIALS  
INSTANT  
ANIMATION

STYLE MAGAZINE  
"Opens up  
TV ad field."

re-elected as CCBA representatives to the CAB.

AIR-TIME SALES LTD., Toronto and Montreal, has been appointed national sales representative for CFDR Halifax-Dartmouth. The station was formerly repped by Radio Representatives Ltd.

ANNOUNCEMENT

## CFCF RADIO APPOINTMENT



EDWARD T. HUNT

Mr. S. W. Hayward, Assistant Manager, Broadcast Division, Canadian Marconi Company announces the appointment of Edward T. Hunt as National Sales Manager, CFCF Radio, Montreal.

ANNOUNCEMENT

## PAUL MULVIHILL & CO. LTD.



NORMAN BONNELL

Mr. Paul Mulvihill of Paul Mulvihill & Co. Ltd., announces the appointment of Norman Bonnell as Director and General Manager of the company. Mr. Bonnell has been with the company for the past eight years. He began his career in broadcasting with a radio station in Kingston, Ontario and later in television in the same city.

# CTV Airs "Miss Canada" Pageant From The O'Keefe Centre

"AND ORDER tuxedos for the camera crew."

That's the spirit with which CFTO-TV, in association with CTV, met the 90-minute live telecast of the Miss Canada Pageant finals from the O'Keefe Centre in Toronto to the CTV network. They went all out.

Ninety minute live telecasts are a rare challenge in this video tape and film age of TV, aside from the sports events with their own brand of coverage, and the Miss Canada Pageant was one of the biggest productions of CFTO-TV and CTV's history.

Imported to stage the Pageant itself was Alexander Cantwell, vice-president, television, of Batten, Barton, Durstine & Osborn Inc., New York, who has been executive producer of the telecast of the Miss America Pageant for the past seven years and for the past three years has been executive producer of the Pageant itself, writing, directing and producing it.

Cantwell had nothing but praise for the Canadian production staff and crew following the big show. "All first-rate pros... a pleasure to work with... marvel-

lous," he said. The television coverage was as good as that of the Miss America pageant by the U.S. network, he was sure, he said, "and I have a feeling it may have been better, I'm looking forward to seeing the kine."

### ALL-OUT EFFORT

"CFTO-TV certainly gave us their best," said supervising producer for CTV, Peter Macfarlane, and Miss Canada Pageant executives echoed that.

Producer-director of the TV show, John Spalding, spent a week with Cantwell, who was executive producer of the telecast. CFTO-TV lighting director, Terry Dowding, also directed the lighting for the stage production, and CFTO-TV's audio provided the auditorium sound for the three-night Pageant, though only the last 90 minutes of the final night was telecast.

Host of the Pageant was CTV newscaster Peter Jennings, who made his debut as a singer with the Miss Canada song (lyrics by Cantwell, music by Johnny Burt) to open the telecast, and revealed an unexpected flair for song and dance in a soft shoe routine with Marilyn Reddick in the pre-TV stage show. CTV newscaster Baden Langton,

soon to join ABC, was a commentator, with Miss Reddick.

There were at least four good reasons for CFTO and CTV pulling out all the stops to make it a top-notch production. More than 65,000,000 people watched the Miss America telecast in September, the highest-rated TV program in the U.S. says Cantwell. And CTV would kinda like the Miss Canada Pageant to meet, proportionately, that record. They estimated that 3,000,000

Three other good reasons were the sponsors of the telecast: Pepsi Cola Canada Ltd. through BBDO (Pepsi is also a sponsor of the Miss America telecast); the Polaroid Corporation through MacLaren Advertising Co. Ltd.; and The Kitchens of Sara Lee Inc., through Cockfield, Brown & Co. Ltd.

Polaroid capitalized on the situation by doing its commercials live, two of them from the stage and one from the lobby, with spokesman Alan Millar snapping color Polaroid pictures of the beautiful contestants. These live commercials in the first televised Miss Canada Pageant were considered important enough to warrant the presence of the advertising manager and promotion man from Polaroid's head office in Cambridge, Mass, and the Polaroid account supervisor, account executive and camera specialist from Doyle, Dane, Bernback in New York.

### HAPPY COMPROMISE

Televising a Pageant is like no other TV show," said Cantwell, "You have to have a happy compromise between staging for the theatre audience and the TV audience, keeping in mind that

your performers, the contestants, are amateurs and very nervous ones."

All three nights of the Pageant were similarly staged, so that the already nervous contestants wouldn't have a whole new set of stage directions for the telecast.

There was no full TV rehearsal, because the 22 contestants couldn't be told who the five finalists were who would go through the four stages of competition in the telecast of the finals. For that reason producer-director Spalding had made notes at earlier rehearsals on each of the girls' talent presentations, mentally blocking in the shots he would call if this girl was one of the five finalists.

In lieu of actual TV rehearsal, there were dry runs. All five cameras were hot and Spalding was calling the shots from the mobile unit outside the O'Keefe Centre, during the second night of preliminaries, the rehearsal for the final night, and the pre-telecast portion of the final night.

A monitor in the orchestra pit provided Cantwell with a look-in on the dry run as he produced the stage show the second night, then during the rehearsal for the big final, a line between Cantwell in the theatre and Spalding in the mobile hummed with TV problems and solutions.

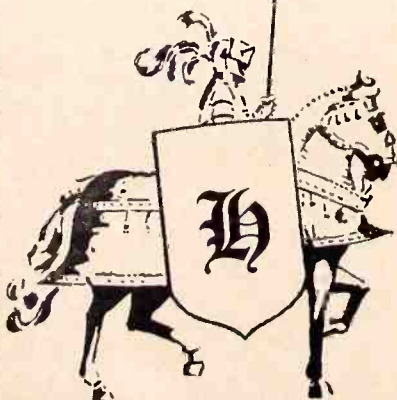
"The aim isn't a perfect TV show, but—near perfect TV coverage of the event," said Cantwell, and according to *Toronto Telegram* TV columnist Jon Ruddy, that mission was accomplished successfully. "The coverage was faultlessly smooth (give Cantwell and a CFTO crew credit for that) but it (the Pageant) took itself too seriously," he wrote.

To top off the Pageant for CFTO-TV, the winner of the crown and title of Miss Canada 1964 was Carol Ann Balmer of Toronto, who was sponsored in the competition by CFTO-TV.

It's not how old you are but how you are old.

**"ACTION STATIONS!"** **CFCN**  
**RADIO-TV**  
**CALGARY**

FACTS about  
FRENCH  
CANADA



Salutations to

**CKRS-Radio, Jonquière**  
**CKBS-Radio, St. Hyacinthe**

on their Success in the  
**First Annual Radio Commercials Festival**



**—:HARDY STATIONS SELL:—**



TORONTO - EM. 3-9433 MONTREAL - VI. 2-1101

**OUR  
SPONSORS  
ARE  
BUSY  
PEOPLE!**

**CHOV**  
RADIO-PEMBROKE

See Paul Mulvihill



# BROADCASTER

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**WALTER R. WATKINS** - - - - - London



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**Canadian Broadcaster**

Lithographed by  
**Bickerton Litho**

## Editorial

# The BBG Has Fulfilled Its Purpose

The thirteenth annual convention of the Central Canada Broadcasters' Association, held in Toronto earlier this month could not be described as an exciting one. The bleeding, if any, was all internal. However, there were items on the agenda which were off the regular routine for these events, and these are worthy of mention.

Instead of furious debates on how to improve broadcasting from a profit standpoint -- a proposed premium rate for the flash before the spot before the spot before the news -- the major point of interest throughout the meeting was the too often neglected subject of program content, notably news, editorializing and the work of the CAB Program Exchange.

The question of profits entered into the discussions, of course, but not so much from the standpoint of how more money could be taken to the bank as from the need to make more money for the performance of the innumerable acts and projects of public service which all private broadcasters regard as a duty they feel constrained to fulfil on a voluntary basis, to earn and maintain their seats in the sun.

Symbolic of this reawakening of interest in the non-revenue producing material which keeps the spots and commercials apart, was the awarding of this paper's Press Table Trophy -- a portable typewriter -- to Jerry Acton, who, as manager of the CAB Program Exchange, is spearheading program development and presentation, by both large and small stations across the country.

Without any question, some credit for this program renaissance must go to the Board of Broadcast Governors who have made the industry aware of the wealth of Canadian talent which has dormantly existed through the years.

In the case of television, there was no hinting period. It was simply ordained that 55 per cent of programs should be Canadian, and this was it.

The BBG accomplished this purpose, not without considerable inconvenience to the TV stations, and in many cases definite hardship.

With radio it was different.

Because the older of the two media was going through a period of transition, brought about by the advent of TV, the BBG felt impelled to await developments and see which way radio was heading.

In the past year, radio has established its new pattern, and is back on the top of the media heap. Now, as a logical progression, with its change of life over, and its economic position secure, it is turning its mind to the question of programs, as was so clearly shown at this convention.

Obviously, radio was influenced by the treatment meted out to television on this score. Common intelligence would lead it to beat the gun if it could. And it could and did.

The fact remains however that radio is organizing its programming in an intelligent manner which cannot but satisfy everyone, and it is doing so *without regulation or legislation, entirely on its own.*



In these dark days when broadcasting, along with many other industries, is handicapped with regulatory controls from a variety of authoritarian eminences, it is refreshing indeed to see the radio people taking these steps entirely on their own, and in a practical manner from the depth of their years of experience. This is in vivid contrast to the need to teach the regulators the business before they could regulate it efficiently.

In addition to this, the end result of this voluntary step will be vastly more satisfactory than the edicts of the professors and lawyers and others, whose unselfish dedication has now finally completed the task of putting the broadcasting industry back on the track.

### RADIO RBS

by Harkley



THERE'S NO QUESTION ABOUT IT, CLAU OLD BOY. REMOVAL OF YOUR BEARD WOULD IMPROVE YOUR CORPORATE IMAGE NO END

BUT MY BEARD IS PART OF ME. ANYHOW WE'VE LOTS OF TIME

BEARDS ARE SO COMMONPLACE. LET'S GET A NEW TWIST-- A CLEAN SHAVEN SANTA!



## THERE'S A MISSING LINK BETWEEN FINANCE AND ADVERTISING

by BEN HOLDSWORTH

WHAT DOES "the market" mean to you?

Some marketing people think in private that the term needs some definition. So, it turns out, do some investment people — financial types, you know!

You see, the term has many meanings. To a stockbroker it means an exchange, where shares of a company or an institution are bought and sold. To a produce distributor it means a warehouse where perishables of both flora and fauna types are bought and sold. To an advertising man (and many manufacturers and advertisers) the market is where the goods are bought and sold... at retail.

Right? All have the same use of a term: a place where something is bought and sold, whether shares, products or ideas and programs.

But, we find many ways in which there is confusion, when each type talks to another!

Let us take the problem of Financial Advertising.

The broker may say: "I want to reach the market for these shares." The advertising man (agency, retail sales rep for radio,

television station or newspaper, whatever), says to himself: "He wants to get to the people who may want to buy shares."

the brokerage and institutional houses (e.g. insurance firms, foundations), and to the active investment people. Upon these does

tutional — or group — investment houses offer something to the public.

These offerings may be expressed as a promotion of services in media advertising. For example, Bache and Company has been a user of radio (and occasionally television) in various North American communities, to build a customer acceptance for its services as a dealer and counsellor in investments.

Other dealers have used various means to promote their services over the years, including the ownership of a radio station in Saskatchewan by a grain broker some years ago.

Direct offerings of stocks and bonds are made through advertising, the outstanding example being savings or other government bonds, at federal and, occasionally, provincial or other level. But legal restrictions have forced the use of such methods to a minimum, both in terms of copy used and media expenditures.

In terms of direct interest, therefore, the financial world and advertising worlds have little to say to each other — or is this true?

The financial category, in terms of news value, is important to the news media, and has a high rating in terms of listener, viewer and reader interest. In terms of advertising revenue, the various media (both broadcast and print) have found this category unrewarding as a direct source of business. There are no large advertisers, except the recurrent government bond issues to the public, and that source is fraught with politics, it seems.

### THE REAL IMPORTANCE OF ADVERTISING TO FINANCE — IS IT RECOGNIZED?

The indirect connections between the two worlds, the overlap of interests, must be found in the following areas, according to observers interviewed in the survey. These are the real points in the community of interest:

- (1) Financial analysts must recognize and assess the true place of advertising and marketing policies when they attempt to measure the worth of a company—or an industry.
- (2) Advertising and marketing decisions made by the company and its agencies, the weight of the media used, the copy approach to product selling, the promotions, the sales methods — these have much to do with a company's value in the shareholder's world.
- (3) The advertising and marketing planners must assess the

**This is the first in a series dealing with the Advertising world and that remote but fascinating world of Finance. The next article will appear in the issue of December 5th. Readers may have comments which should be aired on this controversial item! Succeeding articles will have to do with the Stock Exchange, company case histories, and the real economic bases of Advertising in relation to share values in an expanding economy.**

Even here, at the simplest level, there is confusion.

The broker wants really to talk to his fellow investment specialists, to the analysts in

the price of the stock or bond depend, he believes. He is, we are told by investment analysts, not interested in the public.

To the advertising man, who is sophisticated (Y' know) the target to him, in his innocence or wisdom, is the public at large.

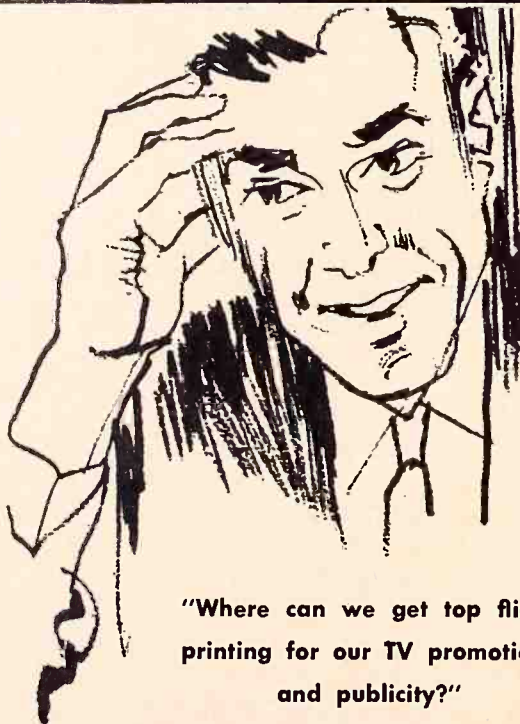
Let's move along.

What is the influence of advertising on a company's position with its shareholders? How does advertising effect the stock analyst's estimation of a company's worth *On The Market*? How does the advertising man look at his plans as they might affect the shareholder? These questions will be considered in this series of articles for one good reason: There is a very wide community of interest shared by the financial world and the world of advertising and marketing today — and the need for fuller understanding will become more apparent than ever in the next few years.

### WHAT IS THE COMMUNITY OF INTEREST?

The direct connection between the two groups is, evidently, recognized as two major areas:

- (1) Financial information, including stock market reports and occasional market analyses, by the news media, especially newspapers, radio and to some extent television;
- (2) Financial advertising, in which the financial services of the banks, insurance companies, bond issuers (e.g. various governments), brokerage houses, trust companies, and insti-



"Where can we get top flight printing for our TV promotions and publicity?"

The first step is to call in Northern Miner Press. They're used to dealing with this problem because they've been doing it for nearly 50 years. Their presses roll night and day. Pick up and delivery any time you want it.

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24-hour emergency service 368-3338

## Advertising influences those analyst guys.

implications of each program, each decision, in terms of shareholders' interest, as well as in terms of consumer and trade.

- (4) Both financial and advertising groups must realize the need for fuller understanding of the other's function and concern. There is a wide gap between the two in many quarters!

To give an example of the problem, as well as to cite the points-of-view on both sides, we cite two interviews in this survey.

"There's so much propaganda these days — you know, advertising and things like that, and promotions of all sorts — that we pay no attention to things like advertising as a measure of the worth of a stock. Sometimes it may reflect on the management. Then we take an interest. But we don't look at advertising, or what program they have on television, in making our analysis..." This was said by the operating head of one of Canada's largest brokerage houses.

"We are interested, of course, if a stock is well known. Maybe the product is in the home, or on sale at the store — so our customers for shares may be familiar with it.... But advertising? I don't know, it's not something we consider as important in a company study..." said the analyst for a mutual fund (one of the largest).

"Above all, we try to make sure that our advertising is solid, reflecting the value of the products and the company that stands behind it.... This has an effect on our shareholders, we believe, and on our stock value," said the president of a large international company in consumer products.

"Anyone who thinks that advertising has no bearing on the value of a company and its equity-shares is a nut", said the president of one of Canada's largest agencies. "Advertising influences those analyst guys, the same as it does consumers, retailers and others.... But they don't have the sense to realize what is happening..."

"How can you expect the financial experts to have a knowledge of, and an appreciation of advertising as it really works, when they're trained to look at the balance sheet... and advertising is a cost item, not an investment item?" said the economist for one of the largest investment houses in the nation.

"Why did you ask the question about advertising to financial people?" asked an agency man. "They wouldn't know... they're way off in left field... we sell the products... and maybe they learn about it two years later..."

The head of one of Canada's largest brokerage houses, R.A. Daly and Co. Ltd., said: "Let's look at some of the more active issues, such as Loblaw's, the

motors and automotive people, the so-called 'glamor' stocks in the electronics — I suppose a clever new approach in advertising might help us to sell some shares. The man with the beard in the Schweppes ads was an ingenious thing, and another example might be the commercials used by Imperial Esso on TV. But the solid foundation of a stock offering is the analysis we make of earnings and management.... Yes, advertising would affect our view of management's capabilities.... Loblaw's promotions make us have a look at the company's worth, you know."

Said H.D. 'Hal' Roach, of McKim Advertising: "Of course, advertising has a profound effect on a shareholder, just as it has, properly planned, on the product consumer, the retailer and the so-called investment analyst, who also watches TV, listens to radio, reads the papers — but doesn't know how he is being influenced..."

Perhaps the most important question raised by the survey was this: Can the financial world and the advertising world learn to understand each other? Possibly we, in Canada, are a bit behind the times.

Charles G. Mortimer, chairman of General Foods Corporation (one of the most important U.S. stocks), said last year to the New York Society of Security Analysts, "This sophisticated audience doesn't need any lengthy dissertation on the need for American business to promote the sale and use of goods and services... you have an interest in helping your clients understand the indispensable role of advertising and promotion in our free-choice society. I see grave danger in the appalling misunderstanding... resulting from criticism of advertising. Advertising is the element which creates our economy of abundance."

Housework is what a woman does that is noticed only when she doesn't do it.

**"ACTION STATIONS!"** **CFCN**  
**RADIO-TV**  
**CALGARY**



Name the richest province in Canada for the next 12 months. That's right. Saskatchewan. Little old Saskatchewan, producer of two-thirds of the nation's wheat...the province that has nosed out Ontario as Canada's richest in terms of per capita income due to the recent staggering sale of wheat to Russia. Westward ho, indeed.

Quote *Time*, Sept. 27th: "As it filters into the economy, the Russian wheat money will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet is CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatoon.

**CFQC**

radio — Saskatoon

## Memo

from Radio-Television Reps Ltd.

to Gordon Carter,  
CFCN, Calgary, Alta.

Thought you were supposed to be "The Voice of the Prairies". What Prairies? With oil, coal, gas and heavy industry, seems to me those Prairies are getting crowded. I hear they love you in your suburb of Lethbridge.

GORDON FERRIS  
Radio-Television Reps Limited.

P. S. Note our new phone number -- 927-3221

## SELL RICH NORTH ONTARIO

A tremendous growth upsurge, plus a population boom, have placed Sudbury in 16th place among Canada's nationally rated markets. Your client's products will sell here — CKSO TV and Radio will deliver those sales.

**RESULTS are what count!**  
Results are what your client will get!

SEE the All Canada Man.



Sudbury, Ont.

## CJFX Antigonish

has the largest  
circulation  
of ANY  
rural Maritime  
station

Spring BBM

Paul Mulvihill  
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality  
radio stations

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

# OVER THE DESK

IT TAKES SOMETHING pretty unusual these days to make a large part of the buying public aware of a new product in a short time. And to do this without tossing the advertising budget to the winds is a difficult job indeed. But Rock City Tobacco and CJCA Radio think they did the job without a huge advertising bill and raised some money for charity to boot, when Rock City introduced its new King Size Sportsman Cigarette in Edmonton.

CJCA came up with the idea of putting one of the station's announcers, Jim Hault, inside a display of the new Sportsman cigarettes in the enclosed mall of the new Meadowlark Shoppers' Park. He was to stay inside the display until all the cigarettes were sold.

At 9:30 on a Monday morning, Jim moved into what became known as his "Sportsman's Shack", a display made up of one million King Size Filter Cigarettes. He broadcast his daily program from the display, ate his meals there, and even slept inside the "Shack" in a sleeping bag.

All during the day and night CJCA logged live cut-ins, so Jim could keep the public aware of his progress. Finally, at 8:07 Saturday night, after 130 hours and 37 minutes inside the display he, was set free.

All the profits went to Edmonton's United Community Fund.

In Edmonton, for the occasion, was Wilmot Tennyson, Canadian

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

Marketing Manager of Rock City Tobacco, who has been travelling to major centres across the West to supervise personally the introduction of the new cigarette. Mr. Tennyson worked with CJCA's General Sales Manager, Ken Goddard, in setting up the Edmonton promotion.

Public response was good, CJCA got exposure in a busy shopping centre and the new Sportsman cigarette gained a foothold in Canada's sixth largest.

Mr. Tennyson liked the idea and its results so much that he told CJCA executives he plans to use it in other centres where the Sportsman cigarettes is being introduced. He says he likes the approach used in Edmonton and thinks this can be an excellent way to get the public informed quickly about his new product. The Rock City executive and CJCA Sales Manager, Goddard, are agreed that radio is an excellent medium for this kind of campaign where flexibility, spontaneity, entertainment and public participation combine to sell the sponsor's product.

### RADIO ON TOP

RADIO LEADS THE FIELD, of all the household facilities and equipment listed in the daily bulletin of the Dominion Bureau of Statistics dated October 21, 1963, with 96.3% of the households in Canada, or 4,499,000 households out of a total 4,671,000 households.

Radio tops such facilities and appliances as the telephone, refrigerator, range, automobile, furnace, vacuum, washer, dryer, sewing machine and phonograph.

Television, in its eleven years in Canada, has risen to third place (refrigerators take second) with TV sets in 89.8% or 4,195,000 Canadian households.

THIS SEEMS TO use up the limited amount of space at my disposal, but I'll be back December 5 with the old Ho! Ho! bit. So, in the meantime, buzz me if you hear anything, won't you?

*Dick Lewis*

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TAPE RECORDER

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- TV INTERVIEWS
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## RADIO NEWFOUNDLAND

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10,000 watts    10,000 watts    1,000 watts

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



**INSTANT  
COMMERCIALS**  
**INSTANT  
ANIMATION**

TV PROGRAM  
DIRECTOR  
"Tremendous  
for local advertising"



# LARGE AND SMALL STATIONS CAN ONLY PROSPER TOGETHER

THE TOTAL VOLUME of broadcast advertising business is going to increase over the next four or five years, but not equally over all units of the industry.

Don Jamieson, president of the Canadian Association of Broadcasters, was indulging in a spot of forecasting in his address to the Central Canada Broadcasters Association convention last month.

"We cannot be sure whether both radio and television will increase to the same degree," he said, "or whether the increase on Metro stations will be at a faster rate than on the smaller ones."

With the advent of second stations in the larger markets and more stations being established in the smaller ones, many advertisers are feeling it necessary to spread their advertising budgets farther and farther. In fact, he continued, "increases of revenue being generally enjoyed by Metropolitan stations may, quite probably, have come from the smaller stations." He explained this with the example of the advertiser who feels he must now use two stations instead of one in Toronto, and who cuts out smaller markets to cover the cost.

"There continues to be a great interest in radio," he said, "but this follows the traditional pattern of stress being laid on the larger markets, because a relatively small number of markets deliver a larger part of the total, whatever the consumer product may be."

He mentioned one advertiser who claims he can do more business in one Toronto supermarket one Saturday than he can in a whole month in Prince Edward Island.

Jamieson laid down what he described as one basic rule. "This," he said, "is that it is not going to be possible for the larger Metro stations to continue to enjoy these advantages unless they are shared by the whole industry."

On the positive side, Jamieson said we are faced with a mounting gross national product, with a larger population coming all the time. This, he said, would create more listeners and viewers.

He emphasized strongly the need for every station to support the sales efforts of the Canadian Association of Broadcasters, the Radio Sales Bureau and the Television Bureau of Advertising.

The two latter organizations came into being as a result of the specific recommendation of the CAB membership, and today the activities of competing media make them more necessary than ever, he said.

He urged non-member stations to join, pointing out that they need additional fees to do a first class job.

## TARGET — THE AGENCIES

The advertising agencies are over-booking," Jamieson said, "Some stations have lost between 25 and 30 per cent of what appeared to be secure business, because agencies sometimes book beyond their requirements, perhaps to keep out a competitor, and then, when it is too late for the station to replace them, cancel.

"Contracts with the advertising agencies need more teeth," he said.

Stating that progress in the field of ratings was healthy, he said: "This is no time to rest on our laurels, because we still need a good deal more research."

He was not sure whether the tri-partite system (under which the Bureau of Broadcast Measurement is run by a combination of advertisers, advertising agencies and broadcasters) can be made to work.

The speaker spoke about the great difference between "measurement" and "research".

"As things are now," he said, "we have measurement *after* the fact only. (How many people tuned the station in a given period.) There ought to be a well-arranged research program, well-financed, examining what broadcasting can do, along with the whys and wherefores. Maybe this should be assisted by some foundation, or branch of government.

## STATE OF THE INDUSTRY

Jamieson pinpointed a number of weaknesses in the broadcasting structure.

**Population Explosion:** "There are too many stations per capita, especially in the Atlantic Provinces and some parts of Ontario."

**Rate Structures:** "The situation is better today than it was twelve months ago. Danger points — more stations... more demands by advertisers."

**Copyright:** "It's a case of damned if you do and damned if you don't, but right now we are enjoying a breathing spell."

**Color TV:** "Color TV will be a very difficult area for all of us. It is going to come, but goodness knows how soon. In my view, it should spring up all over the place at once."

**Costs:** "Stations with lower volume may make better showing in terms of profits than those with larger revenues. Economy is necessary but it can only go so far. It must *not* affect stations' sound or quality."

"Over the past years", he said, "television has been getting by on the strength of set increase, but we have now reached the potential.

"TV problems are more dramatic, radio's more intense."

## POLITICALLY SPEAKING

Jamieson praised the BBC for being "reasonable in most instances. There is a natural difference between the regulator and the regulated, but the Board has been fair.

"On the other hand," he pointed out, "the Board feels compelled to make demands on radio stations, especially the smaller ones, which are an unnecessary burden.

As an example, he mentioned the logging system, which he feels needs streamlining.

"Two hundred radio stations sending in seven or eight pages of logs every day just doesn't mean anything," he said.

Speaking of the private meetings which have been going on between the chairman of the BBC, the president of the CBC and himself, as president of the CAB, Jamieson said he was "pleased with the manner in which they have been going, although this does not mean the government will automatically give us a green light from A to Z.

"Interim recommendations have already been submitted to the Secretary of State," he said, implying that these would be implemented soon.

These recommendations included:

Expansion of service-alternate service for all — should be through the facilities of the CBC.

A freeze should be applied on the licencing of new facilities for the next nine months.

CBC financing should be by statutory grant over a period of years — not hand to mouth as at

present — if we are to have a CBC at all.

## PARLIAMENT HILL

Jamieson commended to the station men the *Report From Parliament Hill* programs, produced by the Radio Bureau of the CAB. He announced that this project will be expanded into television.

These reports, in which members of parliament communicate by radio directly with their own electorates, at the private broadcasters' expense, provide a kind of service which is different from that provided by the CBC in *The Nation's Business*, he said.

Concerning these programs, the Radio Bureau is experimenting with new techniques to make them more acceptable, he said.

"Rather than 15 minutes of a politician behind a mike, consideration is being given to interviews, or five-minute reports from three different members all on one tape."

He expressed the appreciation of his association to those who were carrying the *Reports* and invited the others to take another look at them.

Words of encouragement to the CTV Television network were interpreted by at least one newspaper columnist, Dennis Braithwaite of *The Toronto Globe & Mail* as an indication that the second network was crumbling from within.

Obviously aware that there have been disagreements between the affiliates, which seems inevitable in such a complex organization, Jamieson said he was convinced that the Canadian public wants a second network, and that it is good for Canada. He commended Spence Caldwell, president of CTV, for "courage beyond the point of sanity", and added: "Let's keep CTV going."

**C** KEY  
To  
BUSINESS

IN THE

**WHOLE NIAGARA PENINSULA**

Reps.

PAUL MULVIHILL & CO. LTD.

Toronto

Montreal

DIAL **610**  
**CKTB**  
ST. CATHARINES

# Newsmen Pool Ideas In Lively Panel

by KIT MORGAN

"Bright ideas in the gathering and presentation of news" was the billing given "News Gazette" on the agenda of the CCBA convention this month, as a five-man team from four broadcasting stations shared ideas which have proved successful in their operations. Chairman of the panel was Bill Hutton, news director of CFRB Toronto and president of the Radio and Television News Directors Association of Canada.

## BULLETIN CONTROL CENTRE CFRB, TORONTO

Bill Hutton, CFRB news director, dealt with the problems of interrupting regular programming with a news bulletin which, at 'RB in the past, involved "running down the hall,

elbowing the announcer aside, arguing with the operator about cutting into the program" and, with the advent of separate FM programming, "running down two halls elbowing two announcers aside, arguing with two operators . . ."

'RB's solution to this problem is the Bulletin Control Centre, an acoustically-treated "closet" equipped with five phone lines plus links to CBC and CBS, with two speakers tuned to AM and FM.

When a newsman decides a bulletin warrants interruption of programming, he steps into the BCC, turns a key to activate the equipment (all transistorized to eliminate any warm-up period), and simply presses a button to take over both AM and FM transmitters.

For a big news break, the newsman will cut in immediately, over talk, interview, even commercials; for less urgent bulletins he will listen to the speakers till both AM and FM are into music. He may deliver a straight bulletin himself, use a phone line for a report from a correspondent, bring in CBS for major U.S. news developments as in the Cuban crisis, or in the case of national emergency, bring in CBC.

Press another button, and normal programming is restored to the air. Hutton reported that the Bulletin Control Centre has proved most efficient and effective.

## WASHINGTON BUREAU CHML, HAMILTON

Don Johnston, news director of CHML Hamilton, "as far as we know, the only private radio station in Canada to have a full-time Washington news bureau", spoke highly of the advantages of having a Canadian observer in the U.S. capital.

The value of actuality and voice reporting of the political scene during the April election campaign prompted 'ML to consider a Washington reporter, Johnston said, particularly in view of the closer Ottawa-Washington ties promised by the new regime in Ottawa. "We knew there would be a lot of good Canadian stories coming out of the United States if a Canadian was there to look for them."

The Canadian there to look for them is Joe Mariash, who has a centrally-located apartment with 24-hour desk and message service, telephone, typewriter and tape recorder. He is a member of the National Press Club in Washington, which has round-the-clock teletype service from the major wire services, and he carries accreditation to the White House News Corps, the State Department, the Pentagon, and the Radio-TV gallery of the Houses of Congress.

Our man in Washington, Johnston, said, "has had some good beats on the Canadian-U.S. nuclear agreements. He's had some of the only stories on the U.S. end of the lobby that is building to pressure for toll increases on the St. Lawrence Seaway, and that's big news in Hamilton. He's met with executives of the Steel Company from Hamilton on their periodic trips to negotiate or investigate big things in Washington, and this is local coverage no syndicated voice service could give us."

Mariash has also covered such stories as the death of the Kennedy baby, from Boston; the integration riots, from Birmingham; and has made a tour of U.S. army bases in Europe on "Operation Big Lift".

The Washington bureau was a six-month experiment, now "here to stay", Johnston said, and while such an operation wouldn't be practical for every station, he expressed surprise that the private TV network doesn't have a Washington correspondent and suggested "individual radio stations in our largest cities are missing a good bet."

## BUSINESS NEWS CHFI, TORONTO

Don Watson, director of news and public affairs of CHFI Toronto, accused the broadcast news media of often neglecting business news "to the point of absurdity" in spite of the importance newspapers attach to it. If you scan your daily newspaper, he suggested, you'll be surprised how much significant news is concerned with economics.

"Broadcasters labor under the delusion that business news only appeals to a small and highly specialized minority group," he said, but really every man or woman who works for a living in a business that seeks to make a profit is interested in news about his industry or an allied industry.

"Business news very often has more intimate, personal impact on the lives of our listeners than any other kind of news," Watson said, and cited the decision of banks to end overdrafts. Because of 'FI's interest in business news they broke this story first, he said, and then filed it with The Canadian Press.

More recently, every listener who searches for lucky soft-drink bottle caps was interested in a Montreal court's decision that Orange Crush was conducting an illegal lottery with lucky bottle caps. "After all, a form of free gambling may be denied them."

Such business stories are of more interest than the news of someone's house burning down, Watson said, and there should be one good business story in any five-minute newscast, two or three in a ten-minute news report.

## THEMATIC NEWS CFPL-TV, LONDON

Ron Laidlaw, news director of CFPL-TV London, illustrated his talk about the station's "Thematic News" concept with photographs to demonstrate his points.

Thematic news, he said, combines the best established TV techniques with the writing style of the news-magazine, the photographic presentation of the picture magazine, the graphic interpretive fashion of the semi-news magazines, plus a few newsreel tricks, headlines from newspapers and the tricks of radio for speed, and utilizes all the production methods available to complement the words and pictures.

One of these production methods is rear screen, and Laidlaw concentrated his remarks on this facet of operation.

'PL has a \$130 rear screen projector, and a \$50 polacoat rear screen 5' x 5', which is surrounded by a set painted to blend with the background when the screen is dark. "By using

# UHER

## 4000 REPORT-S TAPE RECORDER

for the

# PROFESSIONAL



### 8 REASONS WORTH INVESTIGATING!

- All transistor, portable.
- Operates anywhere on 110-250 V (50 or 60 cycles), on its own rechargeable battery, or 6-12-24 DC.
- Trouble-free operation in any position as well as professional speed stability assuring the finest reproduction on studio equipment.
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- Dimensions: 11" x 8" x 3", weight: 7 lbs.
- Frequency response ( $\pm 3$  db); 40 to 20,000 c.p.s. at 7½ i.p.s.
- Exceptional quality at low cost.

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1355

# CJBQ

RADIO

BELLEVILLE and  
TRENTON, ONTARIO

Another  
STOVIN-BYLES  
Station

## INCREASINGLY POPULAR

- 537,860 vacationers enjoyed Provincial Park facilities in 1963 in the Quinte Area - an eleven per cent increase!
- 968 boat owners entered the Trent Canal System at Trenton this summer - a ten per cent increase!

a black background we hope to spotlight not only our announcer but also the visual we have on the screen."

Rear screen presents its difficulties, Laidlaw said. The projector must be exactly square with the screen and cameras must be exactly square on the other side, otherwise light fall-off is serious. Camera height and screen height are important. "Lighting is a nightmare."

CFPL-TV's thematic news emphasizes the theme of the news with headline slides for "politics", "education", "health", any subject that crops up in the news.

The set enables the station to use photographs with a vertical format for rear screen projection, for the first time and the photos Laidlaw showed his audience illustrated how the vertical format is better than the horizontal for many photographs.

#### RADAR WEATHER CHML, HAMILTON

Bill Hall, production manager of CHML Hamilton, is a walking, talking testimonial for Decca radar weather service on radio. The station installed its radar weather equipment in May (*Broadcaster*, July 4), trained the staff to operate it, promoted the service via newspapers, billboards and direct mail, and is extremely pleased with the response to the new service.

The radar picks up any precipitation within 60 miles, often spotting storms as far away as 85 miles, and pinpoints the arrival of the bad weather within 60 seconds, as far as three hours in advance. Golfers, boating enthusiasts, housewives planning to hang out the laundry, have let the station know they depend on the radar weather service, and it has proved especially useful to construction companies planning to pour concrete and fruit farmers planning to spray trees.

There have been problems, Hall said, convincing the staff that the equipment is not too technical and scientific for them to operate, and that it is not a substitute but an adjunct to regular weather forecast services. There have been a few human errors, when the radar screen was not checked often enough to spot precipitation on the way. During the recent drought, there was the problem that all weather reports sounded alike.

The radar weather installation has had its sales implications, too. Two dealers in snow tires have commercials recorded in advance to be scheduled as the first flake of snow shows up on the radarscope. And winter will write the final chapter in the story of 'ML's radar weather story, which thus far is a success story.

## Canadian Talent

# HEADLINE COMICS SPIN DISCS AT CKAC

TWO FAVORITE personalities in French-Canadian radio and television are brightening the mid-morning hours on CKAC Montreal with two new hour-long shows.

Jean-Pierre Masson, often called the Danny Kaye of French Canada, is heard from 10:05 to 11:00 am, spinning French-Canadian records and doing a series of featurettes in a lighter vein. One of these is a playful take-off on horoscopes, another is bantering advice to the lovelorn, and even tips on etiquette are spiced with humor.

Masson is perhaps best known to French Canadians as the miser Seraphin in the CBC French TV network's popular *Les Belles*

*Histoires des pays d'en haut*, and is familiar to CKAC listeners from his five-year run as star of *Casino de la Chanson*.

*The Jean Duceppe Show*, from 9:05 to 10:00 am weekdays, has its lighter moments, but also features a commentary by Duceppe on a topical subject or general interest, an interview with the "man of the hour" and a telephone call to a listener who is asked to give her opinions on a given subject. The

program also includes a round-up of theatrical activities and, of course, recorded music.

Duceppe, too, is at home with CKAC listeners, having done *Du pep avec Duceppe* for a number of years. He has also emceed several other shows on the station. He has played a number of dramatic roles on television and was for several years the president of the French Radio and Television Artists' Union.

The trend is to balanced programming

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

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

"I listen to CJVI because I like it"



So says Mrs. A. E. Zala, of 654 Drake Road, Victoria, B. C. Mrs. Zala is typical of the thousands of young Victorian house-wives between the ages of 20 and 40 who listen to CJVI "because they like it".

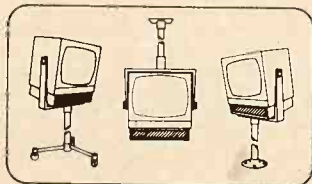
And what better reason is there?

CJVI is the station house-bound young wives listen to, not just for an hour or two, but all day long, because they enjoy the personalities and the music, and because CJVI's programming gives them something to think about.

These young women who control the radio dials also control the purse strings. When you are looking at the lucrative Pacific market, remember CJVI covers Vancouver Island and the Lower Mainland as well.

Use CJVI. You'll like it, too!

### CONRAC MONITORS



AVAILABLE FROM

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**CALDWELL EQUIPMENT**  
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**CJVI VICTORIA  
B.C.**

**FIRST STATION  
IN B.C.'s SECOND MARKET**



VICTORIA  
IS the  
CAPITAL CITY  
of  
B.C.

All's fair  
in the fall\*



Christmas

SET your house in order. Avoid that autumn scramble. Make radio bookings now to reach the entire family in more households . . . in better markets . . . selectively or by A-C spot-net.

YOUR place to start, of course, is at your own elbow. (More radios than 'phones in Canada!) Call on All-Canada now for a run-down of some of the finest buys you'll ever find in any of the media.

\* till winter comes.  
Dial

**ALL-CANADA RADIO**  
Toronto — Montreal  
Winnipeg — Calgary  
Vancouver

**CFPL-TV**

# Exports Hallowe'en To Africa



THE HOSPITALIZED CHILDREN at Dr. Albert Schweitzer's mission in Lambarene, Africa, were initiated in the wonders of a North American Hallowe'en this year when the "Sunbeams" of CFPL-TV London's *Sunshine School* sent them off an "Instant Hallowe'en Kit".

With the enthusiastic co-operation of Ed Abrook, a representative of Dennison's, who make paper costumes, and the supervision of *Sunshine School's* Miss Dorothy, the pre-schoolers packed up over a hundred costumes for ghosts, goblins, clowns and hobos, several jack o'lanterns and other decorations, and a long letter explaining Hallowe'en and its fun and pranks.

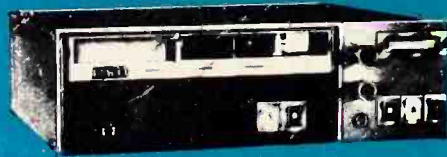
The friendly thoughtfulness of the *Sunshine School* Sunbeams wouldn't come as a surprise to Dr. Schweitzer and his young charges. Some months ago a big project on the program was the making of scrap-books for the children at Lambarene, to show them how Canadian children live. This latest project was prompted by a letter of thanks to Miss Dorothy from Dr. Schweitzer, saying that almost every confined youngster had his own Canadian scrapbook to make him happy.

People who live in stone houses shouldn't throw glass.

**CFCN RADIO/TV CALGARY**

## PRODUCTS WITH A FUTURE

### GATES TRANSISTORIZED CARTRITAPE 11 MONAURAL/STEREO PROFESSIONAL CARTRIDGE TAPE SYSTEM



1, 2 OR 3 CUE TONE

- Exclusive positive insert opening
- Separate record/play heads
- Plug-in modular construction
- Small—5½" high

Buy only the system you need now. Gates "second generation" design, with modular construction and plug-in transistor amplifiers allows immediate, economical expansion. Reliable? Positively!

A six-page brochure tells the whole story, No. A113. So does Gates new Broadcast Equipment Catalog, No. A95.



**CANADIAN MARCONI COMPANY**  
BROADCAST & TV STATION EQUIPMENT SALES  
Head Office: 2442 Trenton Ave., Montreal 16, P.Q.

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL HALIFAX

## TALLEST TOWER

"The world's tallest television tower" is the claim of KEND-TV Fargo and Grand Forks, North Dakota. Scheduled for completion November 15, the tower will be 2,063 feet high, almost 600 feet higher than the Empire State building.

KEND-TV is owned by Polaris Corp., owners of KCND-TV Pembina, North Dakota, which beams into Winnipeg.

## ADVERTISING AGENCIES

Sell the expanding Prince George Television market. You provide the programming, complete with advertising, we telecast free of charge  
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Prince George, B. C.  
Code 604-563-3424



**INSTANT COMMERCIALS**  
**INSTANT ANIMATION**

WEST COAST TV STATION  
"Heck of a good idea."

## GO-AHEAD FOR 'FI-TORONTO -- 1-YEAR FREEZE IN MONTREAL

IN ITS RECOMMENDATIONS following its October hearings, the Board of Broadcast Governors approved CHFI's application for a 10 Kw night-time license in Toronto and recommended for denial an application for a daytime radio station in Montreal for CHYM-1510 Limited, headed by Allan Waters, president of CHUM, Toronto.

In the case of CHFI, the Board gave the following explanation:

"In the development of FM broadcasting, the Board has approved FM stations. In all these cases, the FM station is supported by a full-time AM operation. The Board considers that the performances of CHFI-FM in Toronto justifies the granting to it of the same conditions.

"Under these circumstances, and in view of the fact that no other frequency is presently available for full-time use in Toronto, the Board is prepared to recommend that Rogers Broadcasting Limited be permitted to broadcast on different frequencies day and night. It is unlikely that a similar situation will occur again, and the Board's action in this case should not be considered as a precedent."

The Board's explanation of its recommendation for denial of the CHYM application for Montreal read as follows:

"In 1962, two new AM stations were licenced in Montreal. The Board considers that the licencing of any further stations in Montreal at this time would have a detrimental affect on the broadcasting service now available in that city and is, therefore, not prepared to hear applications for additional AM radio stations to serve Montreal before October 31, 1964.

The Board recommended for approval the following other applications for new AM radio stations:

**Steinbach, Man:** by Southern Manitoba Broadcasting Co. Ltd. 10,000 watts, DA-2, on 1250 Kcs., to broadcast the programs received from the station at Altona, Man. (CFAM).

The Board commented on "a strong community of interest between Altona and the principal area to be served...based on language, religious and cultural ties" and the fact that this area "does not receive a consistently acceptable night-time signal from CFAM, Altona."

**Bagotville, P.Q.:** by the Dept. of National Defence, 50 watts on 1450 Kcs., omni-directional, to pro-

vide a satisfactory English language service to listeners at the RCAF base.

**Wawa, Ontario:** by Hyland Radio-TV Limited, 1,000 watts daytime and 250 watts night-time on 1240 Kcs, omni-directional; with a part-time studio at Sault Ste. Marie, Ontario.

AM applications recommended for denial besides CHYM, Montreal, were:

**Duncan, B. C.:** by Roy V. Parrett, on behalf of a company to be incorporated, 10,000 watts, DA-2, on 1500 Kcs.

The Board stated it "did not consider the application to be well conceived and is not satisfied that a station as proposed...could operate satisfactorily in the Duncan market area."

**Ste. Anne de la Perade, P. Q.:** by CKTR (1958) Ltée, 1000 watts, on 1420 Kcs, DA-2, with a part time studio at Trois Rivières, P. Q.

The Board felt the proposed new station "would not have provided a significant additional radio service to the area."

### NEW FM RADIO STATIONS

Of the three applications for new FM radio licences, one was recommended for approval, one for denial and in the case of the third, decision was reserved.

**Hamilton, Ontario:** by Maple Leaf Broadcasting Company Limited for 2,900 watts ERP on 95.3 Mcs., omni-directional, EHAAT 16 feet.

The board recommended for approval, stating "the new FM station will provide a satisfactory service including some programming separate from the AM station (CHML, Hamilton) to listeners in the area."

**Duncan, B. C.:** by Roy Parrett on behalf of a company to be incorporated, 1,000 watts ERP on 94.5 Mcs., omni-directional, EHAAT 2057 feet. This application was recommended for denial because it was to carry simultaneously the programs of the proposed AM station which was also recommended for denial.

**Sault Ste. Marie, Ontario:** by Hyland Radio-TV Limited for 3,600 watts ERP on 100.5 Mcs, omni-directional, EHAAT 16 feet. Decision was reserved to permit hearing of an application by Algonquin Radio-TV Company Limited (CKCY) for an FM station at Sault Ste. Marie at a subsequent public hearing.

### TV REBROADCASTING STATIONS

All three applications for TV rebroadcasting stations were recommended for approval.

**Marquis (Moose Jaw) Sask.:** by Transcanada Communications Limited, to pick up programs from station CKCK-TV, Regina and retransmit them on Channel 7, with an ERP of 55.4 Kw (video), 27.7 Kw (audio), EHAAT 768 feet, directional.

The board said this will improve CBC national service in an area formerly served by CHAB, Moose Jaw (now a CTV affiliate). It recommended for approval with the proviso that the proposed radiation pattern be modified "in a manner acceptable to the Minister of Transport to provide that the computed "B" contour...in the Swift Current sector is pulled in so that it does not overlap with the computed "B" contour of station CJFB-TV, Swift Current with the presently authorized parameters."

**Riverhurst, Sask.:** by Swift Current Telecasting Co. Ltd., to pick up programs from CJFB-TV, Swift Current and retransmit them on Channel 10, with an ERP of 390 watts (video), 195 watts (audio), EHAAT 776 feet, directional. The Board felt this would provide an improved service, including the CBC national service, in the proposed coverage area.

**Malakwa, C. C.:** by Malakwa Farmers Institute, to pick up programs from CHBC, Kelowna, B. C. and retransmit them on Channel 5, with a transmitter pedestal power of 5 watts, directional.

### CHANGES IN FACILITIES

Of the five applications for changes of facilities, decision was reserved in one case, and the remaining four were recommended for approval.

**London, Ontario:** for London Broadcasters Ltd. (CKSL) for a change of frequency, an increase in power and a change of antenna site from 5,000 watts on 1290 Kcs., DA-1, to 10,000 watts on 1410 Kcs. DA-2.

In recommending this application for approval, the Board noted it had received advice that Souwesto Broadcasters Ltd. has withdrawn its application for the use of 1410 Kcs. in St. Thomas, and expressed its opinion that the application by CKSL "represents a satisfactory use of the frequency which will provide an improved radio service to the London area."

**Prince Rupert, B. C.:** by the Canadian Broadcasting Corporation for a change of frequency, power increase and change of antenna site for CFPR, from 250 watts on 1240 Kcs, omni-directional, to 10,000 watts on 860 Kcs., DA-1. On the basis of "improved service to listeners," the Board recommended for approval.

**Vancouver, B. C.:** by Vancouver Broadcasting Associates Ltd. for a power increase and change of antenna site of station CHQM-FM, Vancouver, from 18,950 watts ERP on 103.5 Mcs., EHAAT 484 feet to 100,000 watts ERP on 103.5 Mcs., EHAAT 1630 feet. The Board recommended for approval, on the basis of improved service to listeners.

**Montreal, P. Q.:** by Canadian Marconi Company for an increase in power for Station CFCX (shortwave) from 75 watts on 6005 Kcs., to 500 watts on 605 Kcs., The Board recommended this application for approval without comment.

**St. Jean, P. Q.:** by Radio Iberville Limitee, for authority to establish the main studios of Station CHRS, at Jacques-Cartier, P. Q., the

CHRS, at Jacques-Cartier, P. Q., the existing studio in St. Jean, P. Q. to be used as an auxiliary studio.

The Board reserved its decision, pending submission by the applicant of a proof of performance, and stated it would not hear any application from Radio Iberville, Limitee for the use of 1510 Kcs before October 31, 1964. (See CHYM, Montreal application above.)

### OTHER BUSINESS

**Kitchener, Ontario:** The Board recommended for approval transfer of the ownership and control of Radio Station CKKW, Kitchener from Twin City Broadcasting Company Limited to Central Ontario Television Limited, owners and operators of CKCO-TV, Kitchener.

**Edmonton, Alta.:** The Board recommended for approval a request by Sunwapta Broadcasting Co. Ltd. (CFRN-TV, Edmonton) for authority, under Section 6(6) of the Radio (TV) Broadcasting Regulations, to enter into an agreement with the Edmonton Separate School Board for the broadcasting by the station of an oral French program to be supplied by the School Board.

The next public hearings of the Board of Broadcast Governors will take place in Ottawa, December 6, 1963.

# RADIO EDITORIALS ARE PART OF FREE JOURNALISM

Text of an address by DICK CHEVERTON, Past President, RTNDA

IN OUR DEMOCRATIC system, the right and responsibility of journalistic enterprises to editorialize is well established. However, the establishment is becoming subordinated as the complex mechanisms of government control take over.

Therefore, it seems to me, that more important than arguing whether radio and television should editorialize, we should review the precedents which established a "free" journalism in Canada and the U.S.

In the United States, freedom from government intervention is a constitutional guarantee. In Canada, although such freedoms are not written into a constitution, there is a Rule of Law with legal provisions established by statute and enforced by court action. There is also the Doctrine of Common Law and a Bill of Rights which hold that government should interfere with freedom of speech only in cases of commanding necessity.

But today, in the U.S., terms like "fairness, doctrine", "equal time", "Section 315", are realities. Recently, a Congressional committee heard testimony regarding the advisability of allowing broadcast properties editorial rights. Here, this meeting is evidence of governmental attention. If not, there would be no necessity for such a meeting.

From a modest and legitimate beginning, when a government exercised control over allocation of frequencies, the movement has been toward vastly intricate controls over procedures and programs which have and will affect the journalistic product.

Few people foresaw that the philosophy of controls over broadcast properties would ultimately run head-on into the legally established philosophy of freedom of speech and a free journalism. But it has — and the vast confusion in

broadcast journalism is evidence that journalistic enterprise is at a critical crossroads in North America. I submit that governmental control — to the extent that it is being practised today — is a Pandora's box of mischief, and you in Canada can take a lesson from the mistakes of the U.S.

Let me cite you an example. We are currently wrestling with the "fairness doctrine" in the U.S. Fairness is a matter of interpretation. Your indignation over stories in the U.S. press that are accepted as "fair" interpretations in the States are proof of this. The U.S. Constitution does not dictate that journalism must be either "fair" or "unfair". In fact, the "unfairness" of journalism is recognized by counteracting statutes which protect the people against libel, slander and invasion of privacy.

## POWER OF THE VOTER

A point of view — a position — by journalism is a necessity in the democratic process. Mr. Clifford Sifton, speaking here in Toronto, focused on this point when he said:

"As every responsible government must come up for re-election frequently, it is quite properly of the utmost possible concern to the members of parliament and the government that they should enjoy such a favorable reputation among the voters that they will be returned to office, so that every person in public life is constantly under temptation to endeavor to suppress facts which are unfortunate, but to obtain the widest possible circulation for facts which are favorable to themselves. And the government, being in the seats of the mighty, have vast powers which they are constantly tempted to use for their own benefit. They quite humanly and sincerely believe that their continuation in office is for the general public good. Hence, the great enemy of unhampered public information and its distribution by the press, are governments themselves. And this must always be so."

## THE PUBLIC OWNS NO AIR

Some say that controls are necessary because broadcasters use the "public's air". I, personally, view this as nonsense. Electronically speaking, our signals can be transmitted in a vacuum.

Realistically speaking, our signals are meaningless, until the audience permits our existence by completing the circuit at the broadcast receiver.

Your auto uses the "people's air" in its carburetor, but this does not give the government the right to prescribe the color of the car or the design of the upholstery. If we really believe the concept of the people's air, then U.S. broadcast properties piping signals into Canada must be governed by Canadian regulations, for our stations are using your air. Voice of America and USIA stations beaming into communist countries must accept their regulations for they are using communist air. Silly, isn't it?

## NOT POTENCY BUT FEAR

The potency of the broadcast media has been mentioned as a reason for limiting editorializing. People who argue this aren't talking about potency as much as they are voicing a fear of the electorate. Mr. Basil Dean, a feature writer for the Calgary Herald wrote this:

"It is like the English cabinet minister who said not long ago, that the expert in Whitehall really DOES know better than Mrs. Jones what is good for Mrs. Jones' children. This may be efficient administration, but it is not, as I understand it, freedom... One of the easiest ways to destroy freedom is to say, "Oh, yes that may be the democratic way of doing it, but this way is better because it is more efficient; and anyway, we know better than the brute masses."

Even if we assume that government can control broadcasting — which I don't — government should be most conservative in regulating what is now a major communications media. I confess I am using 1958 statistics, but I am certain growth since then proves my point all the more.

75 per cent of all homes in Canada have television.

Television is watched five and a half hours a day, seven days a week, and obviously, some of that time is spent watching informational programs.

There are over three million TV sets in Canada. During news periods, an average of two and a half people watch. That means almost eight million people are now getting information via TV.

Compare that with the four million circulation of the 104 Canadian newspapers, and the enormity of the decision to limit the informational flow to the Canadian people is apparent.

## EDITORIALIZING IS A DUTY

Editorializing is a function of a free journalism. Editorializing is important because the people, preoccupied with their labors, cannot possibly assimilate details about the multitude of complex problems relating to our modern existence. Neither can they be expected to remember these details and then assess them — one against the other — and come to a sensible conclusion without assistance from communications media.

It is the journalist's first responsibility to provide the facts and also the evaluation of the facts. His second responsibility is to suggest a course of action. What the critics of editorializing overlook is the absence of a force to compel the people to accept these recommendations.

It is arrogant to assume that Canadians, with their high literate level and their history of independent action, would succumb like the "brute mass" to editorial suggestions.

There should be no governmental limits on the journalistic output of a broadcast property. Journalism cannot be a little regulated. You cannot chain the back legs of the horse and then maintain that the horse is free because his front legs aren't fettered.

Government has no business in journalism either in the U.S. or in Canada. Our civilization is the envy of the world and it was accomplished by free discourse between peoples.

Or, as Mr. Sifton said:

"Democracy in its broadest term is government by consent of the people. Consent is only possible where the matter consented to, is understood. So consent is based on full information on the part of the people. Accordingly, it is basic that in a democracy, the people must have and exercise their right to be fully informed."

Our governments must preserve the rights of freedom of speech and freedom to publish. Our governments must not design a managed journalism with the mistaken idea that people need or will benefit by insulation.

Insulation, if achieved, will be by benevolently rational actions, rather than those that are outrageously dictatorial. Because of this, resistance by the journalist will be difficult. But resist he must, He should have one primary canon:

"Government should get out of journalism in the U.S. and Canada... and it should stay out!"

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**"...A QUALIFIED RIGHT AND A QUALIFIED RESPONSIBILITY."**

*Text of an Address by CARLYLE ALLISON Vice-Chairman of the BBG*

THE SUBJECT WE HAVE been given is "Broadcast Editorializing - Right or Responsibility?" I would say that it is a qualified right and a qualified responsibility.

It is a qualified right in that there is no regulation against broadcast editorializing on individual radio or TV stations. In fact, there is no regulation at all on editorializing. The Board of Broadcast Governors has a White Paper on Political and Controversial Broadcasting Policies (dated December 18, 1961, and effective January 1, 1962). This White Paper sets out: "Network operators are not permitted to broadcast editorials as such. This prohibition does not apply to commentaries or background telecasts."

Another document, "Notes for Guidance of Broadcasters in News and Allied Fields," also contains this advice: "The broadcasting of editorials should not be resorted to by a station where all media of communication in a town or city come under the same ownership or direction, that is, where the only newspaper, radio and/or TV station are under virtually the same controllers or opinion-makers."

Now let me read you two more paragraphs on editorials from the same "Notes for Guidance in News and Allied Fields":

"Editorializing is opinion broadcasting on behalf of the station and should be labelled as the station speaking, regardless of who reads the editorial.

The broadcast editorial is an opinion for which the station management and/or ownership takes full responsibility. It is this aspect which differentiates the editorial from the commentary. The same right to reply should be observed as cited under "Commentaries".

"No broadcaster should undertake the editorial function unless he has a competent person on staff, or under contract, who is trained in the art of editorial writing. It is seldom that the news writer can be proficient in both fields without extensive training or off-air practice."

From all of the above you will see why I regard broadcast editorializing as a qualified right.

It is a responsibility to the public where a broadcaster has the revenue to support this kind of broadcasting, and the expert or experts to undertake it.

Broadcast editorials should not be written by rip-and-read news jockeys who have neither the grey matter nor the judgment to fortify them in the task.

No editorial should be broadcast - remember it is the station speaking - unless the views set forth in it are concurred in and supported by the licensee who bears the responsibility.

After the airing of the editorial opinion there follows a right to reply on the part of persons or organizations who hold contrary views.

One of the best speeches I have read on broadcast editorializing was delivered recently by Dr. Frank Stanton, President of the Columbia Broadcasting System.

Let me read you a few sentences from it:

"I think that the Commission (F.C.C.) was doing no more than recognizing a right that has its roots in the first amendment and in any common sense view of the vital need of a self-governing people to encourage everyone to have his say...

"The real enemies that the right to editorialize faces in its present stage are internal. They are twin dangers of disuse and abuse...

"The surest way to kill any right is not to exercise it. A right must be used with some regularity and with some force and vitality - or it will atrophy -

"We do not require any of the stations to editorialize, but we must strongly encourage them to do so. Because we think there are still some very ticklish problems involved in it, the CBS-owned

Stations do not yet endorse or oppose candidates for political office.

"In a recent NAB canvass, with replies still incomplete, it was revealed that, with 52 per cent, or 2,514, of the radio and television stations replying, 1,476, or little more than one out of four of all stations, were editorializing...

"The most priceless asset any broadcasting station can have is character, and we cannot have character by being faceless men, unresolved to arrive at an opinion and unwilling to express it...

"More dangerous even than disuse, the worst enemy broadcast editorializing has now is abuse... Nothing is so suicidal and shortsighted as the conviction of a very few broadcasters that, because they hold a licence to use the airwaves, their views alone should be entitled to a hearing on their frequencies...

"We have no monopoly on the truth and our gifts of prophecy are fallible...

"The successful editorialist is a catalyst - not an 'opinion-moulder'.

"It is the free interplay of opinion that we are trying to encourage and strengthen not the

prevalance of any one view or any one set of views. Democracy thrives on variety, not uniformity...

"The radio broadcaster has it within his power to be one of the most respected and the most useful members of his community. He also has it within his power to become a cipher by abandoning or a public nuisance by misusing one of his highest responsibilities."

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Responsibility - the charge for which one is responsible.

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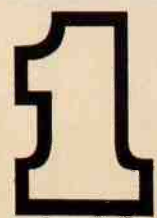
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# Route 66 MOVES IN ON TORONTO



Route 66 dominate the scene (and the parking space) at Toronto's Inn on the Park when the TV series filmed an episode in the city recently. Its truck drivers, shown with transportation manager Al Schultz third from right), are among the highest paid in their field as they draw \$350-\$400 weekly behind the wheels of (left to right) the auto transport, the camera truck, the props and lighting truck, and (upper right) the dressing room van. Corvette driven by the stars in the show is in middle ground.

A DETOUR OFF U.S. HIGHWAY 66 brought the cast and crew of *Route 66* to Toronto last month to film an episode titled *It's A Long Way to St. Louie*. The show, a Screen Gems production, is seen on the full CBS network in the U.S. and on nine Canadian stations.

*Route 66* is into its fourth season, the only major U.S. filmed TV series to film entirely on location with its own crew and equipment. At the rate of over 50,000 miles a year, the big trucks have rolled through at least 40 of the American states and the trip to Toronto was the show's first venture outside the U.S.

In advance of the *Route 66* cavalcade, location manager John Benson arrived in Toronto to arrange accommodation for some 85 members of the cast, production staff and crew at the posh new Inn on the Park, and set up locations there and at the CNE stadium, the new *Toronto Telegram* building, Massey Hall, the Warwick Hotel on lower Jarvis Street ("this is too real" commented one production man), a police station, the Franz Josef Room of the Walker House Hotel.

Casting director Bob Maharis, also in Toronto in advance, attracted over 100 local actors and actresses to auditions. Twenty-year old Susan Ringwood, just graduated from the National Theatre School, was chosen for a leading role as one of five girl musicians abandoned by their manager and rescued by the *Route 66* stars. Actress and announcer Laddie Dennis and Leo Phillips were also cast in major roles and smaller parts went to Jill Northway, Bob Harbison, John Paris and other local actors.

The *Route 66* company rolled in for its eight-day stay in a fleet of trucks, a bus and several cars.

photo by Denis Mickler

One 35' semi is fitted out as dressing rooms for the stars, complete with air conditioning, washrooms with hot and cold running water, make-up and wardrobe. A second 35' semi carries all props, lighting equipment and other production paraphernalia. A smaller truck carries camera equipment and pulls a generator to provide electricity for location lighting. A third 35' semi is an auto-transport, to carry the two Corvettes used in the show and three other cars used by the staff. The two stars, Marty Milner and Glenn Corbett, each have their personal Corvettes though they didn't have them on the Toronto trip.

This is a family show in more than the usual television sense. Because the staff and crew are on the road at least 30 weeks a year, many have their families with them and the company includes three pre-schoolers and ten children who have their own teacher travelling with them.

The series has a per-show budget of around \$150,000, and completes a show in from seven to eleven days, with each day's shooting flown to Hollywood for editing, dubbing, music scoring and other production. *It's A Long Way from St. Louie* was written by Stirling Silliphant, produced by Leo Davis, directed by Alvin Ganzer, with Sam Manners as executive in charge of production. Herbert B. Leonard is executive producer of the series.

The episode shot in Toronto is tentatively scheduled for the third week in December and will be seen then on CHCH-TV Hamilton, CJAY-TV Winnipeg, CHAN-TV Vancouver, CFCN-TV Calgary, CHEK-TV Victoria and CHAB-TV Moose Jaw, and later on CFRN-TV Edmonton, CKVR-TV Barrie, CKOS-TV Yorkton, and CFTK-TV Terraces.

Next stop on *Route 66* was Savannah, Georgia.

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# CUTS & SPLICES

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

THE MOST "COMMERCIAL" film entered in competition for the 1964 Canadian Film Awards will be presented with a trophy donated by the Motion Picture Industry Council of Canada. The new award was approved by the MPICC at its annual meeting in Toronto recently.

"Commercial" will be understood to mean the film with the most theatrical appeal, and executive committee of the Council is now setting the basis on which the judging for the award will be made.

■ ■ ■

THE ANNUAL CANADIAN Tourist Association awards for the best motion pictures on travel and recreation in Canada were presented at the CTA convention in Montreal early this month.

The Maple Leaf award for the best 16mm film went to *Nova Scotia By-Ways*, produced by the Nova Scotia Information Service for the Nova Scotia Travel Bureau.

The Canuck award for the best 35mm film was given to *Trans-Canada Journey*, produced by the National Film Board of Trans-Canada Air Lines.

A certificate of merit in the 16 mm class went to *Calgary, the Living West*, produced by Master Film Studios, Calgary, for the Calgary Tourist and Convention Association.

A total of 19 entries, 16 in 16 mm and three in 35mm, were screened in the competition, which is conducted annually to stimulate the production of more and better Canadian travel film.

■ ■ ■

WITH 95 FILMS from 35 countries in competition, the National Film Board carried off two of the eleven prizes awarded at the 13th International Tourist and Folklore Film week in Brussels recently.

*Morning On the Lievre*, produced by David Bariston, was awarded the French Tourist Board Prize, and *Quebec-USA, Ou L'Invasion Pacifique* won the press award.

Top award in the Bilbao International Documentary Film Festival, held last month, went to *NFB's Pour La Suite Du Monde*.

■ ■ ■

ONE OF THE Canadian entries in the Film as Art section of the San Francisco International Film Festival was *Again and Again*, directed produced and edited by Diederik

d'Ailly of Toronto. The 14-minute black and white experimental film is based on love poems written by James Beggs, who appears in the film with actress Maggie Smith.

While each of the nine or ten poems is a separate entity, they are woven into a plot which is almost a succession of moods. The film was shot on Toronto Island, using a special filter to give a poetic, almost hazy effect. Cameraman was freelance Julius Rascheff, who was the cameraman on *The Olive Trees of Justice*, directed by James Blue, a Cannes Festival award winner last year.

D'Ailly, who is presently a production assistant in the CBC TV news department, is a graduate of the Institut des Hautes Etudes Cinematographiques in Paris, where Rascheff was also a student. He worked in film production in France and Holland before coming to Canada.

The San Francisco Festival was *Again and Again's* first public showing. D'Ailly is negotiating now for a sale to CBC-TV, and has plans for further films.

■ ■ ■

RPL AND VPI -- Robert Lawrence Productions (Canada) Ltd. and Video Pictures Inc. in the U.S. -- have announced a reciprocal agreement between the two companies, a working arrangement whereby the two organizations will exchange creative viewpoints and philosophies, specific market information and experience, and, on occasion, facilities and personnel.

RPL will represent VPI on American work done in Canada and VPI will represent RPL on Canadian work done in the U.S. This gives RPL representation in New York and Los Angeles, a link with the U.S. which the Canadian company has been without since the first of the year when Robert Lawrence Productions in the U.S. was closed and Lawrence moved into feature film production.

VPI, with a staff of 100, produces films for TV and industry and lays claim to having won more awards than any other commercial film company in the world.

■ ■ ■

FOR THE BENEFIT of those who don't read French, an appointment ad in French in the November 7 issue of *Broadcaster* announced that Jean Boisvert has been appointed the Quebec representative of Desilu Sales (Canada) Ltd., with offices at

922 Dominion Square Building in Montreal.

Boisvert has worked in film and TV production in Quebec and New York City since 1946, directing and producing feature films, TV drama and TV and radio commercials, with Quebec Productions Corp., Renaissance Films, the National Film Board, McKim Advertising Ltd., Niagara Films and Titania Film Corporation. He was the first TV producer-director to join CBC Montreal. Desilu properties are available in both English and French.

Garth Olmstead, formerly western Canada representative of Desilu, is now assistant manager of the company, with offices in Toronto. Before joining Desilu in January, '62, Olmstead was in the sales department of CKWX Vancouver for over six years and with CJCA Edmonton for over five years.

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THANK YOU TO Hye Bossin for the 1963-64 edition of the Canadian Film Weekly Yearbook, a valuable reference work and directory on the film industry in Canada. Its wealth of information covers theatres, exhibition, distribution, production, television, equipment, awards, unions, censorship, and masses of general information.

Copies of the 165-page yearbook are available, at \$3.00 from Film Publications of Canada Ltd., 175 Bloor Street East, Toronto 5.



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## Obituaries

### GILES A. McMAHON

GILES A. McMAHON, manager of Canadian Sales for CKLW-Radio and TV, Windsor, Ontario, died November 12, in Victoria Hospital, London. He was recovering from an operation after several months sickness.

Mr. McMahon joined CKLW, Windsor 18 years ago, advancing progressively from announcer to writer to public relations and public service director.

He leaves his wife, Florence, and one son and a daughter, Michael and Ruth.

Mr. McMahon who joined CKLW, Radio and TV, Windsor, Ontario, died November 12, in Victoria Hospital, London. He was recovering

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### KEITH SANDY

#### Was Top Dee-Jay

ONE OF CANADA'S BEST-KNOWN and best-liked radio personalities, Keith Sandy, died in hospital in Toronto November 5 after a brief illness. A veteran in broadcasting though he was only 38, he was the host of CKEY Toronto's popular *Make Believe Ballroom* for some 15 years. He joined the station in 1944, when he was 19, coming from CKWS Kingston, where he began his career in radio.

Sandy left CKEY in 1959 when a new music policy ended his mid-morning and late-afternoon programs of big band music, and since then he had been freelancing in New York and Hollywood as well as in Toronto.

Sandy, who was a flying officer in the Royal Canadian Air Force Reserve, 411 squadron, is survived by his wife, Joan; eight-year old son, Keith Jr.; his mother, Mrs. Katherine Coon; and brother, Philip.

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Young man, ambitious, single, with a good knowledge of Radio & Television Broadcasting. Will work in any capacity. Contact M.B. Schoenfeld, 5757 Glenarden Ave., Montreal 29, Quebec.

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### PAN MAIL

Sir: Keep up your column. You're my answer to my teenage children. They're so young, they've never heard your jokes before.

—S. R. S.

### CONVENTION CHATTER

I gotta go to this meeting. They may tell us we're right.

—Len Evans

### SAFETY STUFF

If one cocktail makes you feel like another man, remember that other guy is on the wagon.

### AUDREY STUFF

Then there's the gal who was so dumb, she thought they built the Toronto airport at Malton, because they wanted to be sure it was near where the planes landed.

### IBID

And then there's her sister, who couldn't see why her boy friend was worried because his business was run down, because all he had to do was wind it up.

### LAST RESORT

It's all right to live by your wits as a last resort, because half a living is better than no living at all.

### BEATING THE GUN

The station manager wasn't too mad when his chief announcer ran off with his wife, because he was going to fire him anyhow.

### PRACTICAL PROMOTION

They didn't want to fire the veteran employee just because he had gone deaf, so they transferred him to the Complaints Department.

### WELFARE STATE

The boss' secretary had been off work with a sprained ankle and after four months he started investigating only to find that compensation had had set in.

## CCBA Convention

# THRIVING B.B.M. WILL EXPAND SCOPE IF INDUSTRY WILL PAY THE SHOT

IN ITS 20th year now, "BBM has never been in such a healthy and buoyant state," Dr. B.K. Byram, executive vice-president of the Bureau of Broadcast Measurement, reported to the annual CCBA convention this month.

Membership has reached an all-time high of 382 members, the deficit of a year ago has been wiped out and a surplus of funds has been built up, research plans are forging ahead, and BBM has won the general acceptance and complete confidence of all sectors of the industry, Dr. Byram said.

Proof of the importance and value placed on BBM, he said, is that stations strive for high ratings by running prize and premium promotions just before and during survey week, and that the provision of non-member data is abused by interested parties in selling and buying time on non-member stations.

The forthcoming fall BBM survey reports will appear in a new and improved format, Byram told the convention. Instead of separate volumes for area reports and station reports, in the future there will be four separate regional reports (Atlantic, Quebec, Ontario and Western regions) and each of these will combine area reports and station reports in one book.

Stations on regional borders will automatically get the reports on both regions, and requests from stations for reports on other regions will be filled at no charge while the supply lasts.

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### EVALUATION STUDIES CONTINUE

Research studies connected with the evaluation for the Tripartite Committee will be carried out both during and following the fall survey, Byram said. These projects include: the enlargement of the present BBM log to incorporate additional data on household characteristics, for comparison with DBS data; a test to estimate the statistical variance by splitting samples in certain test areas; a study of the effect of non-response, which will measure the tuning pattern of both respondents and non-respondents; measurement and comparison of the relative efficiency of collecting data by BBM log or telephone interview; a test to see if there is any difference in the collection of data by a single log per household, as in the present BBM surveys, and by individual logs for each member of the household and separate logs for radio and TV.

The results of this evaluation, which will largely dictate the future methodology of BBM and the introduction of various improvements, will not be available till February or March, Byram said.

### LIAISON WITH U.S.

Another new development he reported was the establishment of a liaison with two U.S. groups.

The National Association of Broadcasters research group, set up as a result of the Harris Committee Investigations, will make their findings available to BBM, and the criteria and standards which they set for the rating companies will be of particular interest.

Also, the radio research committee set up by the Radio Advertising Bureau in the U.S. will supply BBM with the findings of its planned methodological studies for the measurement of radio audiences, particularly out-of-home and car radio listening.

Byram also announced that BBM circulation figures would be used in reports on Canadian TV stations to be published annually in a Canadian section of the U.S. *Television Factbook*, "the reference bible for TV station information used by most agencies in the States".

In spite of all this progress, BBM faces many and diverse problems, Byram said.

The present two surveys a year system is not sufficient for the larger markets, particularly for television.

"Is a continuous survey method within the realm of practicality?" he asked.

"Can the industry afford such a highly expensive survey technique?"

These could remove the highs and lows of individual weeks and give the average performance for longer durations but, on the other hand, some stations require the ratings of individual weeks and individual special shows.

Data on audience composition is another demand, Byram said. Qualitative data on the proportion of adults, teenagers and children listening or viewing is required, and program and station profiles are needed. The production of such data would almost double current survey costs.

Also, many members, both buyers and sellers, need a comprehensive service in one package to offer surveys using other than the mail ballot method of data collection. "Can such a comprehensive service be provided by BBM? Can the industry bear the costs of rolling several kinds of surveys into one general service which is industry-supported and non-profit?"

All of these problems are under active and aggressive attack, Byram assured the convention, and the solutions to some of them are just around the corner.



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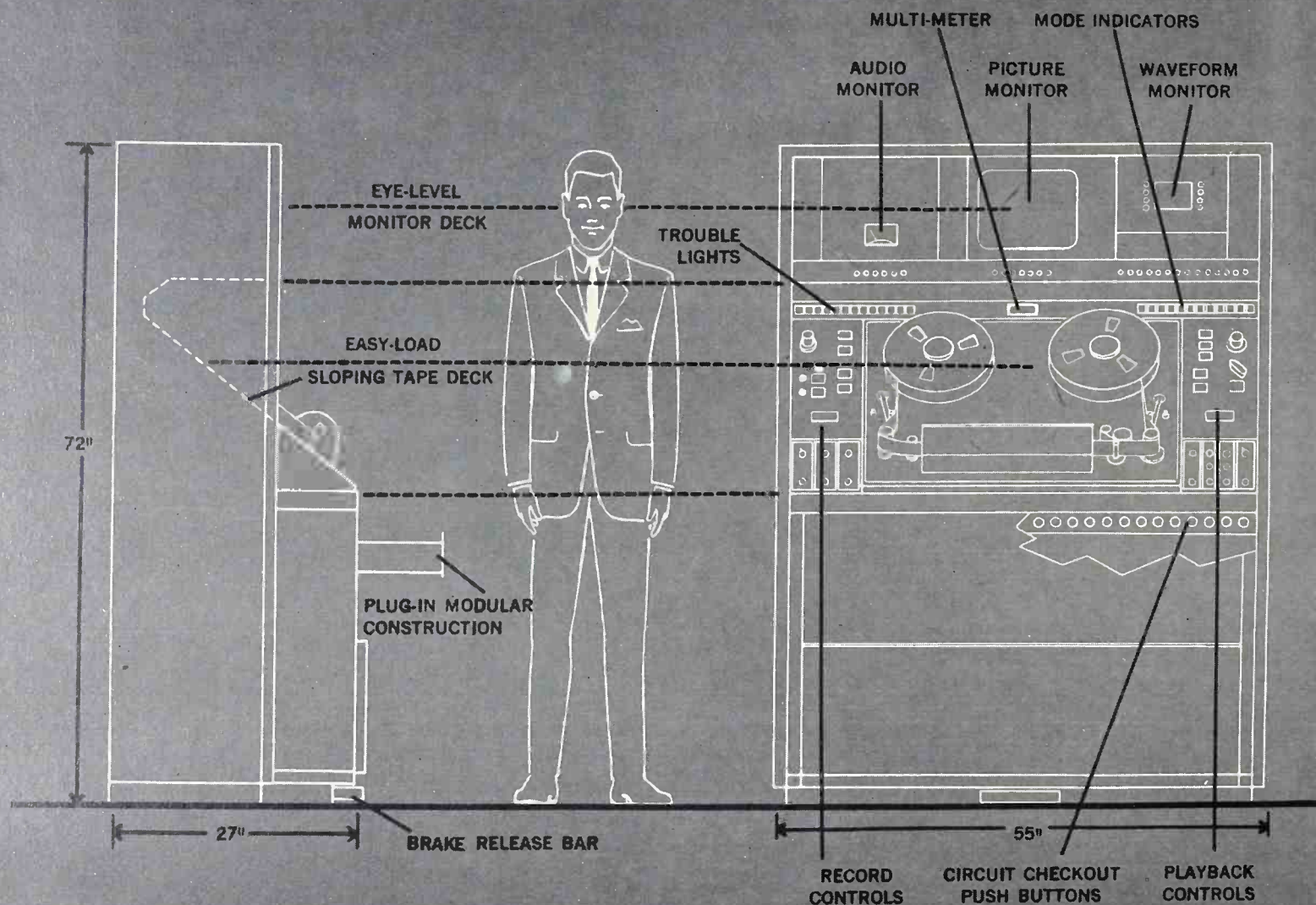
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- Transistorized, stabilized circuits for ultra-reliability
- Compact new console cuts weight and floor space by 50 percent
- Built-in Pixlock permits supers, lap dissolves and other special effects

- Long-life air-bearing headwheel assembly
- Economical operation — 50% less power
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- Illuminated warning and mode indicators to determine operational status



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