

Radio

Television

Advertising



"Helping people" created a common bond recently as eight normally fiercely competitive air personalities from four Winnipeg radio stations gathered at one station to record appeals to be used by all stations to aid the Community Chest campaign. (left to right, front) Chuck Skelding, CBW; George Dawes, CKY; (second row) Bob Bradburn, CKRC; Howard Langdale, CJOB; (third row) radio promotion co-ordinators Ken Babb, CKRC, and Al Vogt, Paul, Phelan & Perry Ltd; (back) Jack Wells, CKY; Gary Robertson, CJOB; Don Slade, CKRC; Harvey Dawes, CBW.

See story, page 15.

Canadian BROADCASTER

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

Volume 22, No 24

TORONTO

December 19, 1963

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IT'S THE **BIG** TALK
IN THE **BIG** COUNTRY
IN THE **BIG** NEW SERVICE AREA

In the Heart of Saskatchewan's Wealthiest Wheatland



"Saskatchewan farmers will pocket an estimated record \$630,000,000 net income in 1963 -- an average of \$6,750 per farmer, AN ALL TIME RECORD! This figure is almost twice as high as the ten year average both in total net income and in individual income. Buying power plus in the service area of"

CKCK-TV

CHANNELS
2-6-12
Regina

SIGHT & SOUND

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

SOME \$500,000 IN BILLINGS has moved to Huxley-Irwin-Price Ltd., Hamilton, with the closing of the agency side of Ferres Advertising in that city. Major account involved is General Steel Wares, for whom H-I-P will handle advertising on the McClary-Easy line of appliances and air-conditioners.

Some twenty accounts move to Huxley-Irwin-Price, most of them industrial. Clients likely to use broadcast include General Steel Wares, Associated Medical Services Inc., Keith-Day Ltd. (Tony Day sweaters), and Welland Vale Manufacturing Co. Ltd., makers of hand farm and garden tools.

Three Ferres account executives also move to H-I-P effective January 1: John H. Williams, T. S. Glover, and E. Boyd Heaven.

The McConnell-Eastman & Co. Ltd. Hamilton office has also gained some Ferres accounts, notably the Steel Co. of Canada Ltd., whose account is split between McConnell, Eastman and Vickers & Benson Ltd., Toronto, as of January 1.

BARDAHL LUBRICANTS (CANADA) LTD. has named McCann-Erickson (Canada) Ltd., Montreal, to handle its advertising, which involves only eastern Canada as the franchise holder in the west handles its own advertising. The account was formerly with Schneider, Cardon Ltd., Montreal.

TIP TOP TAILORS LTD. has appointed Cockfield, Brown & Co. Ltd. to handle national institutional advertising and public relations programs for the company, while it will place retail advertising itself. The account was formerly with Stanfield, Johnson & Hill Ltd. Account supervisor is Bob Saunders, account executive is Ed Harvison.

TEXACO CANADA LTD., through Ronalds-Reynolds & Co., Montreal, is sponsoring the 1963-64 season of Metropolitan Opera broadcasts on the CBC Radio Network. The Met broadcasts in Canada date back to before the founding of the CBC and for the past 23 years they have been sponsored by, first, McColl-Frontenac, and then Texaco since its purchase of McColl-Frontenac in the mid-fifties. The 20-week series is heard at 2 pm EST Saturdays.

FIRST VENTURE INTO TELEVISION for the Canadian Life Insurance Officers Association is full sponsor-

ship of the four hour-long bilingual variety programs on the CBC English and French TV networks. Second of the shows is scheduled for Christmas day, 8:30 to 9:30 pm.

The Association had a special survey done following the first show and reports that it is pleased with the audience reaction to the program, which was generally favorable, and with the extent of commercial recall. Mail from member companies has been very complimentary.

SOME REORGANIZATION is under way at James Lovick Ltd., Toronto, to distribute the work-load of Ralph Freeman, who has resigned as vice-president, and associate creative director. He had been with the agency four years, most of that time as director of broadcast services.

Freeman entered the agency field after ten years in broadcasting in the U.S., and prior to joining Lovick was with Ross Roy Advertising for four years as radio-TV director on the Chrysler account, working in Canada and the U.S.

Freeman has not announced his plans for the future. His responsibilities at Lovick will be absorbed by the present staff and no replacement will be appointed.

NEWLY-CREATED TITLE of manager of the radio-TV department at Ronalds-Reynolds & Co., Toronto, has gone to Phil Wiegand, who will be responsible for both commercial production and programming. Wiegand, who has been with the agency two years, will also continue to function as senior broadcast co-ordinator-producer.

Latest in a series of changes in the copy department at Ronalds-Reynolds sees Margaret Thornton move to Foote, Cone & Belding Canada Ltd. after eight years with R-R. Over the last couple of months new faces at the agency have included copywriters Joyce Walker, from Hayhurst to R-R, Fred Hollett, from Hayhurst to R-R, and Bob Duncan from MacManus, John & Adams of Canada Ltd. Departures included associate creative director Charles Murray, now freelancing, and copywriters Evelyn Croucher, also freelancing, and John Matheson, now at MacLaren Advertising Co. Ltd.

AIR-TIME SALES LTD. has appointed Bernard J. LeMaitre as a vice-president and senior station representative. LeMaitre has been national sales manager of the CTV television network for the past year and prior to that held the same position with CFTO-TV Toronto for two

and a half years. Before entering Canadian broadcasting he was regional sales manager for WGR Buffalo.

Michael Mezo, manager of Air-Time Sales' Montreal office, has also been named a vice-president of the company. He has been with A-TS since 1961.

THE TRANS-CANADA ADVERTISING Agency Network has accepted The Duckworth Office Ltd., public relations firm, as a member of the organization. Duckworth will offer pr services to members of the TCAAN and their clients, while the agency members will represent the pr company across Canada.

THE 1964 EXECUTIVE of the Station Representatives Association of Canada, elected at the annual meeting held this month, is headed by president Gordon Ferris, president of Radio-Television Representatives Ltd. First vice-president is Paul Mulvihill, president of Paul Mulvihill & Co. Ltd.; second vice-president is John Malloy, CBC sales director; secretary is Lorrie Potts, president of Lorrie Potts & Co. Ltd., and Gaston Bélanger, manager of the Toronto office of Paul L'Anglais, Inc. was re-elected treasurer.

It has been estimated that the 13 member companies of the SRAC booked almost one hundred million dollars in national advertising in 1963, about three-quarters of it in television.

CKVL APPOINTMENT



E.F. (Ed) KAVANAGH

Mr. Jack Tietolman, president of Station CKVL, announces the appointment of E. F. (Ed) Kavanagh as National Sales Manager. Mr. Kavanagh has had wide experience in the broadcast industry and will be in a position to render valuable assistance to advertising agencies and their clients.

MRC LIMITED, Montreal-based marketing research firm, has appointed two vice-presidents, M. R. Gelfand, who has been with MRC since its inception ten years ago, and R. F. Fleming, who has been with the firm five years.

ANNOUNCEMENT

CFCF-TV APPOINTMENT



The appointment of D.W.G. MARTZ to the position of Manager, CFCF-TV, Montreal, has been announced by S.B. Hayward, Manager, Broadcast Division, Canadian Marconi Company.

ANNOUNCEMENT

CANADIAN MARCONI APPOINTMENT



The appointment of S.B. HAYWARD to the position of Manager, Broadcast Division, Canadian Marconi Company, Montreal, has been announced by W.V. George, General Manager, Canadian Marconi Company. The Broadcast Division encompasses CFCF Radio, AM and FM, CFCX Short Wave, and CFCF-TV.

"MERRY CHRISTMAS"
G. N. MACKENZIE LIMITED HAS  SHOWS

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

CBC-CTV Join U.S. Nets To Cover Crisis

BROADCASTING'S FINEST HOUR—its coverage of the assassination of U.S. President John Fitzgerald Kennedy, from the first report of the assassin's bullets on the afternoon of November 22 till late in the day of the funeral, November 25 — was, literally, many, many hours. The exact number of hours varies widely from local station to local station, from coast to coast, but nationally, the CTV network broadcast some 18 hours of coverage over the four days, the CBC-TV network approximately 32 hours, and the CBC Radio Network also over 30 hours.

It was 1:43 p.m. EST when the first news bulletin was received by the Canadian networks. Gordon Farr of CTV's programming department recalls that the bell on the Broadcast News teletype was ringing frantically, but that in itself wasn't alarming — "the bell rings like that when the wire isn't functioning properly. But there was nothing wrong with the wire . . ."

CBC Radio has that first news bulletin logged at 1:43; CBC-TV seven minutes later at 1:50; CTV had the network activated at 1:55 with a direct feed from CBS in Dallas. CBC Radio joined the NBC radio network at 2:05, and CBC-TV joined CBS-TV at 2:30.

After CBC-TV joined the CBS Television Network as well, CTV

switched to NBC and stayed with NBC coverage throughout the four-day period. CBC-TV picked up feeds from all three U.S. networks, CBS, NBC and ABC, and also BBC; while CBC Radio took NBC and Mutual radio network feeds and carried several CBC-TV programs.

CTV newsman Peter Jennings was at Toronto International Airport on his way to Ottawa for his regular night newscast when he heard of the shooting of the President, and phoned CTV headquarters, "I'm on my way to Dallas." When CTV called the network newsroom in Ottawa to relay the message, they learned that newsman Don Cummings and a crew were preparing to leave for Washington.

All of CBC's available correspondents were pressed into service: James M. Minifie and Knowlton Nash in Washington; Craig Armstrong in New York; Ken Mason, Tom Earle and Norman dePoe in Ottawa; Ron LaPlante and Norman dePoe in London (dePoe was in London when the shooting occurred and returned to his Ottawa post on Sunday); Stanley Burke in Paris; Phil Calder in Bonn; Michael Maclear in Tokyo. Other correspondents reporting to CBC included Edmund Stevens, freelance, in Moscow; Bernard Caplan of *The Montreal Star*, in Paris; Gerald Millar of Associated Press, in Rome; and John McVane, freelance, at the U.N.

SPECIAL CANADIAN PROGRAMS

In addition to carrying comprehensive coverage from the U.S. networks and extending regular newscasts, the Canadian networks mounted their own special public affairs programs.

Both TV networks and CBC Radio carried an address by Prime Minister Lester B. Pearson. CTV followed this immediately with interviews by Baden Langton of the opposition leaders, Messrs. Diefenbaker, Douglas, Thompson, and Caouette. CBC-TV and CBC Radio carried the addresses of the opposition leaders 15 minutes later. The CBC networks later carried a message from the Governor General.

A special CTV program on the fateful Friday night explored the probable effects of the President's death on U.S.-Canada relations. Chaired by CTV newsman Ab Douglas, it featured T. C. Douglas, leader of the NDP, Jean-Luc Pepin, M.P., Tim Creary of Southam Press and Newsman Peter Stursberg.

A CBC-TV public affairs special the same night, also carried on CBC Radio, featured Paul Fox, professor of political science of the University of Toronto; J. B. McGeachy, associate editor of *The Financial Post*; Donald Coxe, Toronto lawyer and authority on U.S. politics; Harold Kaplan, professor of political science at York University and a U.S. citizen living in Canada; and Leslie Dewart of the Department of Philosophy at U of T.

SECOND SHOOTING

Sunday, of course, brought the shooting of Lee Oswald, alleged assassin of the President. CBC-TV picked up feeds from NBC and CBS at 12, CTV went to NBC at 1:00; and both networks carried football games during the afternoon.

At 4:30 CTV replaced the regularly-scheduled *Platform* with a special news program from Langton and Douglas in Ottawa with reports from Jennings in Dallas and Cummings in Washington. At 5:00 CBC-TV presented its regular program *The Sixties*, from New York instead of its usual Ottawa origination, and host Frank McGee spoke with U.S. thought leaders and opinion makers.

While CTV returned to normal programming throughout the Sunday evening, CBC-TV continued with both U.S. and CBC-TV programs related to the death of the President and its aftermath, and at 11:30 presented the BBC's special edition of *That Was The Week That Was*.

On Monday, both TV networks and CBC Radio devoted full coverage to the funeral of the late President and the surrounding ceremonies, bringing to a close "broadcasting's finest hour".

No estimates have been made of the cost to Canadian broadcasters of their coverage of the tragedy, in terms of loss of commercial revenue and expenditures on special coverage and programming. The U.S. trade paper, *Broadcasting*, quotes an estimated loss of \$28,700,000 to the U.S. networks.

"ACTION STATIONS!"

CFCN

RADIO/TV

CALGARY

News and Sympathy Oust Commercials

In addition, a number of other stations scheduled special observances, such as periods of silence or special requiem music as a mark of Canada's respect and sympathy.

About 95 per cent of the stations replying to the questionnaire suspended commercials for varying periods from Friday afternoon till Monday night. Most suspended commercials both on Friday and Monday.

One national advertiser, Rothmans/Rock City Ltd., notified stations and reps that the company will accept billings for all its commercials pre-empted by coverage of the tragic weekend events, without make-goods or rebates. The offer was made in appreciation of the excellent coverage provided by broadcasters at the sacrifice of their commercial schedules.

The Rothmans/Rock City offer involves 51 radio and 38 TV stations and could cost the sponsor an estimated \$15,000, but while stations and reps hailed it as a "tremendous gesture", many are scheduling the make-goods and perhaps with more care than had the offer not been made.

CANADA'S PRIVATE BROADCASTING stations from coast to coast moved quickly to provide Canadians with fast, complete and uninterrupted coverage of the assassination of President Kennedy and its aftermath.

Broadcast News surveyed its member stations across Canada as to how they had handled the story. Close to 130 stations replied to the questionnaire.

Programming changes were made by every station reporting, in order to bring developments to listeners without delay, from the time of the shooting Friday until after the burial Monday.

More than three-quarters of the stations reported they joined CBC and CTV networks for varying periods. In addition, a number of stations included coverage from one or more of the American networks.

Most stations created special local programming to fit in with the national and international reaction to the tragedy. Tributes from local officials, documentaries, editorials and discussion periods were arranged by many stations to supplement the general news.



BROADCASTER

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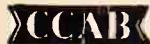
25¢ a copy
(Directory Issues, \$1.00)
\$5.00 a Year
\$10.00 for Three Years

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WALTER R. WATKINS - - - - London



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Editorial

Our Hope for a NEW New Year

In just a few days, the sirens will scream, the guns will boom, the bells will chime, the cup will flow, hands will clasp, voices will sing and we shall know we are embarking on another New Year.

Strange to relate though, this old world will continue to revolve on its own axis and slither into 1964 without missing a single gyration.

And then what?

Is there reason to believe that we shall not, as we have since the calendar began, slip straight back into our affairs, picking up our respective hassels and dog-fights where we laid them down when Santa Claus started his annual ride up Main Street, Canada?

Is it conceivably possible - have we the forlornest hope even - that, with the coming of 1964, we shall take a long, new look at the state of *our* world, *our* nation and *our* industry, and try to determine our sins and find some way of correcting them?

It seems to be a fact that we could not care less about international problems, with all their threats and innuendoes, unless they definitely and directly affect us, personally and individually.

Our concern over the politics and internal ramifications of our own country is really remote from our minds, except when they bear on *our own* incomes, *our own* profits, *our own* taxes, *our own* indulgences and so forth.

The broadcaster's concern lies in the well-being of his own station. No one can quarrel with this. Yet no single broadcasting station stands, or can ever stand, alone.

Its local reputation reflects its own individual performance. This is natural, logical and as it should be. But no broadcasting station is judged *solely* on its own behavior. However aloof it may be from the rest, it depends for existence on the favorable acceptance of *all* radio and *all* television.

Private, and to a great extent public broadcasting in Canada are made possible by ad-

vertisers, who are only interested in buying audience. Therefore, whether in terms of quantity or quality, audience *must* be the target of broadcasters.

But the big advertiser does not, generally speaking, consider the advisability of using Station "X-AM2", "Y-FM" or "Z-TV". What he is really concerned with is whether he should use radio, television or print.

The biggest and best broadcasting station has nothing to sell to an advertiser who has decided to put his whole budget into newspaper, and vice versa.

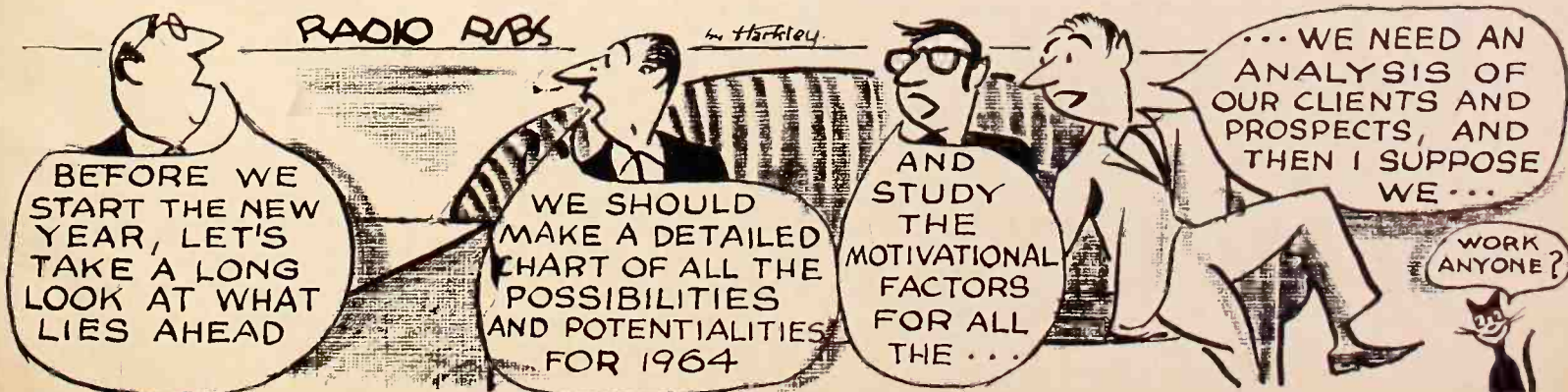
The advertiser's decision probably rests, in the final analysis, with one individual. This man may never see a station representative. Rather he may be led, consciously or otherwise to launch a nation-wide campaign running into hundreds of thousands of dollars, on the strength of the splendid performance of one single station in his home area. So, from an economic standpoint, no single station can possibly stand alone. It has to be part and parcel of one industry.

Advertisers and their agencies have more at stake than the goods their spots sell.

Truth, good taste, interest, information, entertainment - these are just a few of the ingredients whose lack may not be immediately evident at the cash register, but which will eventually reflect, favorably or otherwise, on the advertiser, his agency, and perhaps with the greatest force on the media which carry the advertising.

Competition, properly contrived, is highly desirable. In fact it is the only answer to the eternal threat of socialism.

On the other hand, every advertising medium must sell itself institutionally to the advertisers. And this means it must sell itself primarily to the public, which is the advertiser's final goal, not just by individual stations or publications, but as a reliable, nation-wide medium of communication, from Vancouver Island to Newfoundland.



Advertising Tells the Shareholder Why

by BEN HOLDSWORTH

"IF THE PROPOSALS of the Finance Minister in regard to foreign company shares were actually to become law, my friend, we couldn't possibly comply by selling all of the shares which would have to be sold," said the senior member of one of Canada's investment houses.

"There's a lot of misconception and misinformation about a very important point—how the investor looks at a company, how he is impressed, how he is caused to react. If the new withholding tax goes through, we'll have to take a long look, and a new look, at the way that shares are marketed to Canadians. Traditional buyers, institutional and estate-portfolio managers, the usual 'public' for shares and debentures will have to be expanded to include the *real* public, and this has not been done by most of the securities community, has it?" said the consultant to a Canadian (and international) investment banking house.

These were only a few of the points raised in our survey of expert opinion on the relationship of the investment world with the marketing (or advertising) world.

IDEAS AND CHALLENGES

Let us take a look at some of

the problems raised. Here is an area in which marketing, advertising, and broadcasting men may find some very stimulating new ideas and—may we use the word?—challenges.

Let us examine one example which was given to us by a member of the Investment Dealers Association of Canada.

This may illustrate at least one of the points which has come out in our survey—and it's a good one.

"We recognize that something fundamental is happening in food retailing, and we are constantly looking at all of the firms. We look at those who have a long history on the market (by this I mean the retail market, but also the stock market—the public companies), as well as those who are new and, possibly coming up."

This is the comment of an experienced investment analyst, be it noted. You might have heard the same words from an advertising agency man!

"Let us take the IGA group of distributors," he said. "We are very interested in this movement (hah, hah, it's not a new dance, you know!)"

REPORTER'S NOTE: Humor is not the strong point of these professional analysts, but we must report what he said, mustn't we?

"The case in point is the comparison of the M. Loeb group, which has the Ottawa Valley and Northern Ontario, and the Oshawa Wholesalers which is based in Toronto, and has the South-Central Ontario area by its franchise."

They both became public in an important way less than six or seven years ago, as I recall.

"Both had, to our view, about the same chances of making a profit against the big corporate chains, with perhaps more in favor of M. Loeb.

"Both had interesting prospects of about the same profits, we thought at the time, if any forward-looking investor could be persuaded to buy a few shares... You know, of course, that they were up against the giants like Loblaw's, Dominion Stores and possibly others by comparison. But, some of us felt they were worth a good look," the analyst said.

"Well, the two started out at about the same time to offer shares at about \$8.

"Today, Oshawa is quoted at nearly twice Loeb, on the basis of profits and growth. How do you figure that one? Well, it's been an interesting one to look at—and we have, because it may be a pattern elsewhere such as Quebec IGA and other areas.

"We figure that the operations of the two firms—equivalent in so many respects—must be different, and that the reputation of the Oshawa group may have influenced this difference; especially when you consider that Oshawa has done wonderfully well in the hardest chain grocery market in North America, in our opinion," he noted.

"If I had bet on the two, I would have bet on Loeb—but let me add that Loeb has as much reason to be proud as any company—from \$8 or so to \$20 in less than—I think—six

or seven years. But, in the same time, Oshawa's value has gone to \$38."

P.R. APPROACH

This took us to the man who has handled the public relations, and has had a part in the advertising creation and planning for Oshawa Wholesalers (but not for Loeb). The man is Sam Crystal, president of Public Relations Board of Canada.

"I don't want to be held responsible for any of this, really," said Sam Crystal. "What Oshawa Wholesalers did was to create the reason for the share-value growth by what they did in the business. Look, their efficiency is the answer.

In an industry where a 15-turn-per-year is standard per item, and your client develops a 30-turn-per-year figure, on average, through modernization of equipment, of methods of automation—you must use a public relations approach, an advertising approach that fits..."

It should be noted in the interest of accuracy that Loeb Ltd. was quoted on the Toronto Stock Exchange, at press date, as 20 7/8, near its 1963 high of 21. Oshawa has hit a high this year of 39 1/2, with press-date quotations of 39. Each had come from about 8 in less than six years, according to financial reports.

The record of these two firms, therefore, is of interest as a pure experiment in finance-and-marketing.

Says Mr. Crystal: "People form their impressions of a company over a period of time. These impressions come from all sorts of things, and accumulate. I like to think of it as a series of windows into a company, with advertising as the big one, the picture window, since in so many cases it is the most frequent form of contact.

"If the advertising projects company efficiency, ingenuity and industry leadership—and the entire operation carries these things out—the wise investor cannot help but form a very good, positive impression.

"Look at the total impression built up over the years by General Electric, the way in which their advertising has consistently stressed research, reliability, industry leadership. And, the slogan 'Progress is our most important product' is undoubtedly outstanding," noted Mr. Crystal.

"Our planning for Oshawa Wholesale was simply to take advantage of that company's demonstrable advances in efficiency, in the warehousing and distribution of thousands of products. It was the keystone in in publicity, in everything we did, whether aimed at the consumer or, as a secondary target, those other groups who are also important to the company, including the investing community," said Sam Crystal.

WESTWARD HO!



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

**OUR
SPONSORS
ARE
BUSY
PEOPLE!**

**CHOV
RADIO-PEMBROKE**

See Paul Mulvihill

"...intelligent advertising will eventually have effect on the investing community."

EFFECT ON THE INVESTOR

Does advertising have a definite effect on the investor?

"It must have," said Mr. Crystal. "There are too many examples of it. We must remember, however, that the investor may not be consciously aware of a company's advertising as such. Good advertising, of course, should not draw attention to itself if it is to be most effective. The primary purpose of any advertising is to move product, to sell what the company offers.

"But intelligent advertising should mirror all of the company's best characteristics, it should project a definite impression. That is what influences the consumer—and at the same time all other 'publics', including the trade, suppliers, competitors, employees and the investing community at large.

"More directly, of course, the intelligent advertiser makes sure that the investing community receives the financial picture of the company operation through publicity, annual reports, and other specially tailored material. But there's a limit to that sort of direct program, particularly on the potential investors; these are the people who are most influenced by mass advertising by itself."

Mass advertising? Do these effects of advertising only apply to the company selling consumer products through mass media and mass outlets? What about the company selling specialized products, selling only to a limited market?

"In our experience, intelligent advertising will eventually have its effects on the investing community, even though the products or the markets for them are seemingly quite limited.

"Let's take the examples—and there are many—of those firms which have been built over a period of years from small to large, but under private ownership.

"At some point they have decided to go public, usually because of the need for new capital for expansion. Some of these firms find a very ready acceptance by the investing community, while some do not.

"I maintain that advertising is one of the biggest reasons for the difference. Perhaps the investment analysts put it down to reputation... but isn't that the business of advertising?

"As long as the advertising has consistently, over the years, stressed the company's image as an efficient, forward-looking operation, that impression will spread far beyond its immediate customers. Naturally, if the company has been using the mass media, especially broadcasting, the effects will be spread far and wide—and not just to those who are interested in, and buy, the products. Somewhere along the line, some wise investment man will have noticed that advertising, whether consciously aware of it or not, will have its effects passed on from some other source.

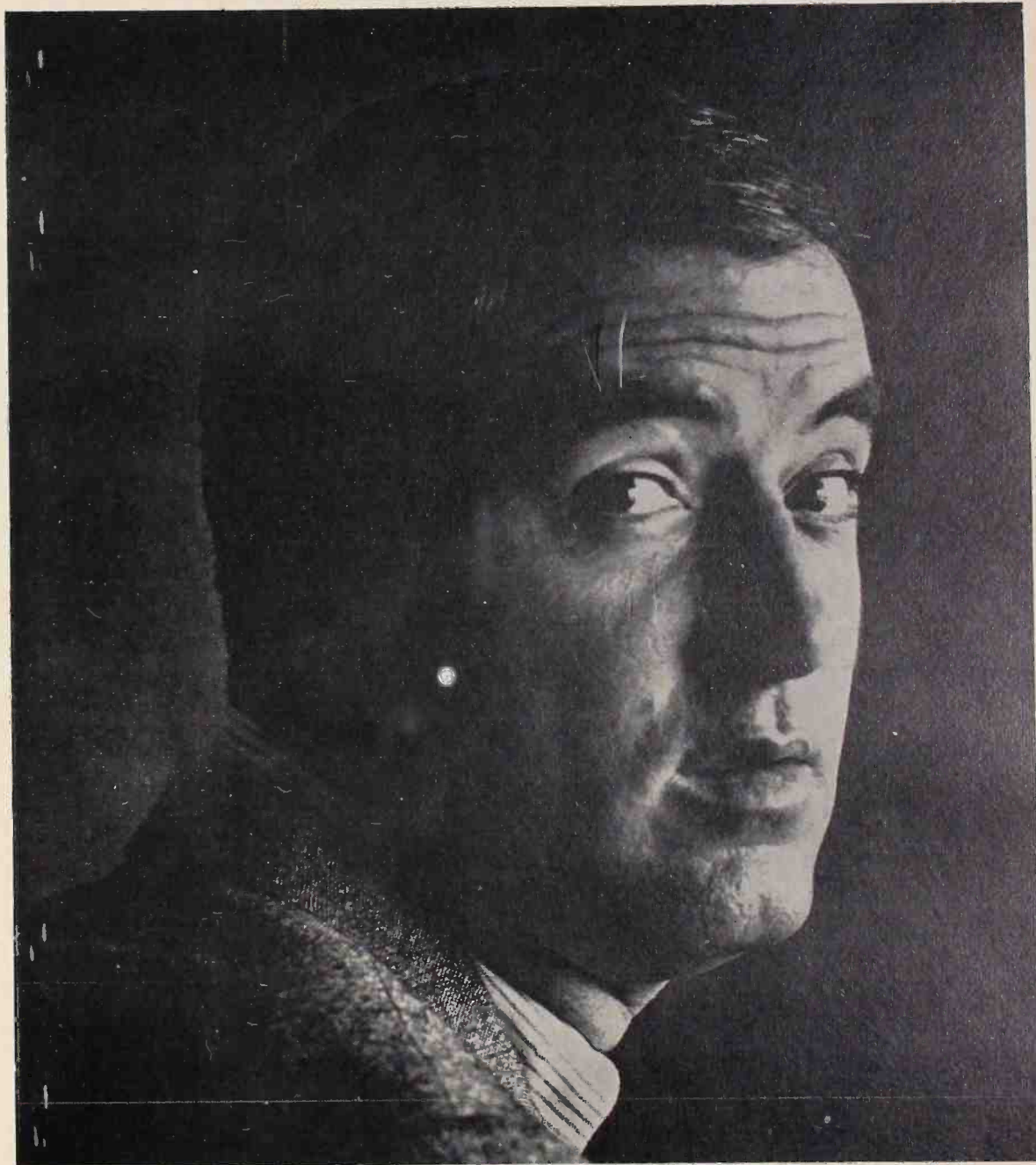
"I've heard only recently of a private firm which has quietly explored the possibility of going public. The reactions from several of the larger underwriting firms was very favorable indeed. Why? It couldn't be the wide-spread use of the product by the investing public or the analysts, because it is a specialty

product with only a limited, but profitable market.

"It has to be advertising and the general reputation produced by that advertising, which over the years has spread a favorable image far beyond the immediate group of consumers," said Mr. Crystal.

Intelligent advertising spreads the company reputation far beyond the immediate consumer group—that's what the man said.

Choice of copy theme, treatment, and media plan—all of these things go together in the approach to product selling. Let's not forget that we are selling the company too!



Are you turning your back on a gold mine?

You may be. If you're not advertising on the *Big 7 Plus One*. That's what we call the 7 CBC owned and operated TV Stations in major markets across the nation plus our station in Corner Brook, Nfld. It's a total of 8 stations that offer you a potential of over 60% of the TV households in Canada.

That figure represents a lot of people with a lot of money to spend. In fact the net effective buying income in the *Big 7 Plus One* markets is over 17 billion dollars. Fantastic, isn't it?!

And CBC-TV gets through to these people. Check our rating data, it's mighty impressive. Or ask some of our satisfied customers.

So don't turn your back on this gold mine. Call CBC-TV. In minutes, we can give you availabilities on any of the *Big 7 Plus One*.

We can fill you in on programming, ratings, audience information and market data as well. Call in the morning and our salesman will have all the information you need on your desk by afternoon. If you don't want to buy anything, give us a call anyway, just to say hello. We'll be glad to hear from you and to discuss your problems.

Toronto . . . 925-3311. Montreal . . . call Long Distance and ask for Zenith 4-2930, (No toll charge). In the U.S.A. . . . call Weed and Company.

CBC NATIONAL SELECTIVE TV SALES—CBUT Channel 2 Vancouver / CBXT Channel 5 Edmonton / CBWT Channel 3 Winnipeg / CBLT Channel 6 Toronto / CBOT Channel 4 Ottawa / CBMT Channel 6 Montreal / CBHT Channel 3 Halifax / CBYT Channel 5 Corner Brook (Nfld.)

STATION CALLS

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

CFOX, POINTE CLAIRE

SATURDAY, NOVEMBER 9 the CFOX newsroom received a number of phone calls concerning a fire raging in one building of an apartment complex in suburban Pointe Claire, one of the larger municipalities in the West Island area of Montreal.

The blaze was discovered around 4:45 in the afternoon, and by five o'clock it was termed a general alarm fire by the Pointe Claire Fire Department; consequently the neighboring Dorval fire-fighters were called to assist. The one apartment building was a complete loss, but the other buildings in the complex were saved, thanks both to the wet weather and the efforts of the firemen.

No one was injured, but twenty-five families were left homeless, without anything but what clothes they were wearing, and only about one fifth of these people had any sort of fire insurance. A relief committee was set up and they asked CFOX to broadcast a call for men's and women's clothing, children's clothing, diapers, kitchen utensils, blankets and other immediate necessities.

The announcement was put on the air at mid-morning on Sunday and broadcast each half hour. By four in the afternoon, the relief people asked CFOX to discontinue the an-

nouncements, as they were being deluged with enough to supply the entire population. Miss Diana Stewart of the Red Cross said she had never seen anything like it.

• • •

CKPR, PORT ARTHUR

SILVER DOLLARS FLOODED the Lakehead area recently, when the management of CKPR Radio and TV paid their staff off in silver dollars.

To prove the impact on the Lakehead of CKPR's bi-monthly payroll to more than 50 people, H. F. Dougall, President and General Manager, arranged with the Toronto-Dominion Bank to supply the necessary \$10,000, in 1963 silver dollars for this day. The staff at CKPR followed through by paying bills, buying groceries, and trading silver coins for paperdollars upon request. Merchants and shoppers were quite surprised at the demands and requests for silver dollars.

Mr. Dougall placed his original requests for the huge silver payroll in the month of June through the Winnipeg officers of the bank. To secure the huge number of coins involved, it took close to three and a half months. A complete follow-up on film and tape of the actual disbursement to the staff gave CKPR invaluable promotion.

Of course, CKPR referred to itself as the silver dollar station and the amount of silver in circulation showed the Lakehead just how much TV and Radio contributed in employment and spending power to the tune of \$20,000, monthly.

Some staff members retained a portion of their cache for a few weeks to be sure that area residents continued to feel the impact of this promotion. The payroll came as a complete surprise to the staff and if anyone thought they looked stunned holding bags of coins to pay bills and buy articles, they should have seen the clerks receiving these coins on a busy Saturday afternoon, the start of a long weekend.

• • •

CFCF-TV, MONTREAL

FOR ONE WEEK during the fall, a young student from the Montreal Oral School for the Deaf was on hand to visit with Miss Ellen and her regular guests on Channel 12's *Romper Room School*.

These children, all between 5 and 6 years of age, are only now learning to lip-read and to adjust to activities with children of normal hearing.

"The Oral School for the Deaf", says Miss Ellen, "thought of these visits as valuable training for the children. It was also an opportunity to introduce our young audience to children who, with proper help, can overcome a handicap such as deafness."

During the week, *Romper Room* viewers also met Mr. Daniel Ling, Principal of the Montreal Oral School for the Deaf. Mr. Ling talked about the school's functions and demonstrated some of the teaching methods used at the school.

CJOH, OTTAWA

CJOH HAS JUST completed a series of weekly knitting lessons as part of the morning program *Lucky 21*. The series featured Mrs. Rhea Larocque as instructor.

The lessons were designed to be useful both to the novice and to the experienced knitter. Mrs. Larocque taught a new and improved way of casting on and casting off. Later on, she went into such important matters as tension, the proper choice of wool and needles, professional finishing and other fine points of the art.

Each lesson in the series was covered by a two-sided illustrated sheet, which was obtained free from CJOH.

A booklet, called "The Story of Wool" which showed what happened to wool from the moment a sheep is sheared, through the various stages of processing and up to the time when the finished wool appears on the store shelf, was also available free from the station.

• • •

CHAB, MOOSE JAW

CHAB HAS COMPLETED another Young Idea promotion.

When the station's mid-morning man, Dick Bourne, began broadcasting from a local car dealer's show window, he vowed he would broadcast continually until he fell asleep, which he did just three days later, and slept for a solid twenty-two hours.

Listeners were asked to guess how long he would continually stay on the air during this broadcast marathon, and the winner received a second car for the family, a 1954 Morris auto, in like-new condition.

CHAB also offered twenty-five dollars to the person sending Dick best wishes from the furthest distance from Moose Jaw. The winner was a young lady from Vancouver.

• • •

CKOX, WOODSTOCK, ONT.

FOR YEARS NOW, *Trading Post* has been a successful, integral part of the mid-morning programming on CKOX radio. But, for the past few months, the station has shown that farmers are interested in a *Trading Post* as well. *The Farm Trader*, a daily ten minute segment of CKOX's *Good Morning Show* at 6:50 a.m., deals exclusively with agricultural items that rural listeners wish to buy, sell or trade.

The mail response shows that people really do listen to early morning radio. This is a free service to listeners and it has proved to be a good vehicle for early morning listeners and advertisers," reports the station.

Stretch pants come in three sizes - small, medium and don't bend over

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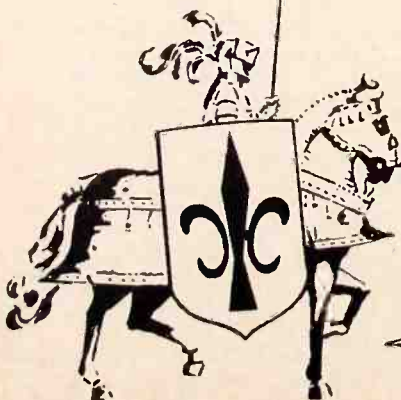
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Summer Programming

Wins Viewers And Sponsors

THIS PAST SUMMER CFQC-TV undertook two hours of live programming from 1:00 pm to 3:00 pm on a Monday through Friday basis and called it "Summer Fare" - a program described by a viewer as a "Razzle Dazzle" for grown-ups,

This positive approach to summer programming paid off in big dividends. Besides being a shot in the arm for the summer schedule, CFQC-TV's commercials continued on a regular basis. As an example, Saskatoon's largest chain drug outlet, Pinder's Drug Store, purchased "Cradle Club" and included it as a "Summer Fare" feature.

"Summer Fare" had a dual purpose. It proved that summertime TV is excellent for both viewers and station personnel. Outstanding response from viewers was evident by studio, mail and telephone participation.

As an experiment, CFQC-TV did not offer expensive prizes to attract viewers. Once a month, an RCA Victor console model TV set was awarded. Other prizes included long play recordings, RCA Victor transistor-clock radios, footballs, food hampers donated by participating sponsors and "Summer Fare" balloons. Audience response was good.

OPPORTUNITY FOR PERSONNEL

From the personnel standpoint, most of the television staff had an opportunity to appear on live TV. Normally unused native talent suddenly became alive. It proved an outlet for many yet sensible ideas and uncovered touches of ingenuity which could never have come to light.

"Summer Fare" was filled with future programming possibilities. To begin each day's program, "Cliff Hangers" were featured such as *Buck Rogers*, *Tim Tyler's Luck* and *Desperadoes of the Old West*. One day, due to a banquet being televised in the studio, "Summer Fare" was late getting on the air. CFQC-TV's switchboard was flooded with calls - people wanting to know if *Buck Rogers* would be telecast. Fortunately, it was.

Another feature was "Your Town." For months before, station photographers and production staff had travelled 3,000 miles through the coverage area, putting interviews on sound-on-film of people and places of interest. Over three miles of sound-on-film were processed for this feature.

Jokes, news from the women's world and entertainment field were featured on "This Day", along with information on minor city sport's leagues; sandlot news and playground activities; skits; bands; sing-a-longs in the studio with prizes for studio and viewing audience took place each day.

One of the regular features was a review of past news film from 1955 to the present. News Editor Les Edwards commented.

Weekly features included "Gardening Tips" with prominent local horticulturists; "Fashion World" with Continuity Editor Lois Parr as hostess; "Car Care" with Audio Man Frank Sabo discussing how the layman can improve and maintain his car's performance; "Roger the Handyman", hosted by CFQC-TV's carpenter Roger Flory; "Astronomy" with Announcer Dave Rodger outlining facts on the solar system and Universe. Other weekly features included "Golf Tips" with Peter Semko, professional from Saskatoon's Holiday Park Golf Club; "Travel and Fishing Reports"; "Panel Discussion" where a University Professor, High School teacher and local businessman discussed current controversial topics.

A "Tom Swifite Contest" produced this winning gem, "My bird is sick, she said ill-eagely".

"Hobby Corner" produced discussions on stamp collecting, taxidermy, arrowhead collecting, old and rare books, archery plus a four-week pottery series.

The Saskatoon Real Estate Board conducted a 4-week series on *When, How and What to buy or sell*. In addition, the Real Estate Board carried advertisements in the local paper promoting this series.

The Sons of the Pioneers, Ray Charles group, *Magician's Convention* and *Pionera* personalities were featured guests.

A banquet held in CFQC-TV's main studio honoring the surviving members of the original Saskatoon settlers, the Barr Colonists, in conjunction with *Pionera* was televised live.

During Fair Week, a live Holstein appeared in studio, much to the surprise of the viewers. This was arranged in conjunction with the National Holstein competition held during the Saskatoon Industrial Exhibition.

"Carpet Bowling" became a tri-weekly feature, a competition of teams made up of Saskatoon's Senior Citizens. Army, Navy and Air Force Veterans took part twice a week in "Dart Competitions".

As station Manager Romanow sees it:

"All these features within 'Summer Fare' produced a wealth of hidden talent and material for future programming. 'Summer Fare' created activity with personnel, viewers and sponsors."

CFQC-TV Management are more convinced than ever before that summertime television-particularly daytime television-can maintain top viewing audience.

"This positive approach to daytime summer programming revitalized this Station's public service 'home town' image and created additional sales potential," the station says, adding;

"It calls for a repeat performance in '64."



HERE, AT RIGHT, are four samples of CFQC's "Summer Fare", from the top, Pro Bowler Joe D'Orazio is interviewed; Carpet Bowling winners; the Ray Charles Group; the Little Leaguers



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Community Antennas

NEW LEGISLATION IS LIKELY

STATE SECRETARY PICKERSGILL has said in the Commons that the government will not allow community antenna television systems to circumvent the intent of Parliament and the Canadian people on broadcasting matters. He said such systems have many things to commend them, but it is quite another matter to permit indirectly what Parliament doesn't permit directly: the importation of American Stations' output.

Mr. Pickersgill said it is a matter of "very grave importance" to which he and Transport Minister McLraith have been giving careful consideration, with a view to making recommendations to the Cabinet. He said there must be some amendment to the Broadcasting Act to control broadcasters in the community antenna field. There "very likely" would have to be legislation but its precise form could not be forecast at this time.

The Minister said the government intends to do everything it can to see that broadcasting in Canada remains essentially Canadian.

He was speaking on a bill sponsored by Douglas Fisher, NDP, Port Arthur, to bring community antenna systems within the jurisdiction of the Broadcasting Act and the Board of Broadcast Governors. The bill was talked out but this did not appear to leave Mr. Fisher downcast after Mr. Pickersgill's assurances.

Mr. Fisher said the community antenna owners perform an important function in some parts of the country, but the situation had reached the point where size of community antenna audience indicated the systems -- there are more than 300 in Canada going into about 240,000 homes -- should be brought under the Act. It

was logical to assume that wired systems would soon be capable of providing a network. If these systems were to compete with the CBC and private stations, they should compete under the same act.

Marcel Lambert, PC, Edmonton West, said some community antenna systems now are "baby stations" operating outside the control of the broadcasting laws, and they must be brought under the supervision of the BBG. He said he thinks the Board already has the power to deal with wired systems and it might be quicker to test the matter in the courts than to wait for government legislation.

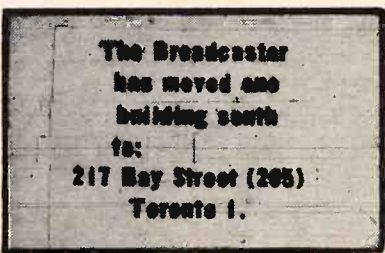
Yves Forest, Liberal, Stanstead, said the Board's jurisdiction should not be extended to cover community antenna systems. Half the present systems were in Quebec and they supplied service from Montreal which was not previously available in Quebec's Eastern Townships. Jurisdiction by the Board might risk interference with the viewer's freedom, he said.

Commenting on the discussion in the Commons, executives of two TV cable companies in London, Ontario, said that bringing their operations under the Broadcasting Act would be unfair and would constitute an "infringement of the rights of the individual."

J. D. McLachlan, manager of London TV Cable Service, and Harry Anderson, president of Community TV Ltd. and Western TV Cable Ltd., both maintained they are not broadcasters; that they do not originate any programs, merely pick up the signals out of the air and distribute them by means of cables.

McLachlan said that if such restrictions were imposed it "could get to the point where the government tells the homeowner where to aim his outside antenna."

London TV Cable Service has about 12,500 subscribers in the city, he said. Community TV has about 7,500 in London and this year will service another 5,000 in Woodstock and Ingersoll under its affiliate, Western TV Cable, said Anderson.



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THE POSTMAN KNOCKS FOR CTV's "SCRAMBLE"

THERE WAS SOME embarrassment at CTV network headquarters last month when it was discovered that a batch of Christmas cards prepared well in advance had been inadvertently mailed out a month too early, spreading CTV's Christmas greetings around in mid-November. But the confusion in the mailroom was understandable, as a half-ton of mail poured in during the month-long run of the network's first contest, Scramble.

Scramble, presented on CTV's two daytime shows, *Here's Looking at You* and *People in Conflict* was designed to stimulate both viewer and sponsor interest in afternoon television. To attract viewers, it offered a daily \$200 cash prize with a bonus of an Admiral portable TV for enclosing proof of purchase, and a grand prize of a 1964 Renault, \$1,000 cash and an Admiral 23" lowboy TV. To attract sponsors in future, it drew 150,000 entries, some 56 per cent of which included proof of purchase although that wasn't a condition of entry.

Contest rules were simple. A random single letter from the name of one of the sponsors' products was superimposed on the screen following each commercial during the two shows, and viewers were told to jot them down.

At the close of *People in Conflict* all the letters were supered briefly to re-cap. Viewers then unscrambled the letters to make the name of one of the advertised products, and sent the name of the product and the date with their name and address to CTV in Toronto. Each entry was eligible for every subsequent daily draw.

Daily winners were announced via slide and voice-over cut in from CTV headquarters at the close of *Here's Looking at You*.

While the contest is over, *Scramble* lives on at CTV as the entries are analyzed for such figures as the percentage of the estimated audience in each market which entered the contest, the ratio of urban-rural entries, and other valuable sales information. The network also plans to put the *Scramble* story on film as a sales tool.

A CTV mailing piece on *Scramble* shows the breakdown of contest entries as follows: 25 per cent from CFCF-TV Montreal; 23.5 per cent from CFTO-TV Toronto; 10 per cent from CFRN-TV Edmonton; 9.5 per cent from CKCO-TV Kitchener; 8 per cent from CJOH-TV Ottawa and the Seaway; 7 per cent from CJAY-TV Winni peg; 5 per cent from CJCH-TV Halifax; 4 per cent each from CFCN-TV Calgary, CHAN-TV Vancouver - Victoria, and CHAB-CHRE-TV Moose Jaw - Regina.

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BBM SIGNS E-H FOR PHONE RATINGS

THE RECENTLY ANNOUNCED contract between the Bureau of Broadcast Measurement and Elliott-Haynes (*Broadcaster*, December 5) climaxes almost a quarter of a century of Canadian broadcasting research history. Elliott-Haynes set up the first continuing system of Canadian broadcast audience measurement in 1940, with coincidental telephone surveys. Starting next month they will discontinue this service, undertaking instead the field work for the six annual coincidental telephone studies which are being undertaken by BBM in addition to four diary studies.

The result of this arrangement is that the Bureau of Broadcast Measurement becomes the only research organization offering advertisers a combination of diary and telephone reports.

Elliott-Haynes' initial report, published in September 1940, covered radio audience measurements in Toronto and Montreal. In November of the same year, the service was extended to Winnipeg and Vancouver, and a four-city "national" rating was set up for radio network shows.

That initial report showed the *Jack Benny Tell-O Show* with the top rating (39.9), followed by *Charlie McCarthy* for Chase & Sanborn (37.9), *Wrigley's Treasure Trail* (31.1) and *Lux Radio Theatre* (29.8).

Other familiar programs at that time included *Fibber McGee & Molly* for Johnson's Wax, *Big Town* for Rinso, *Imperial Oil Hockey Broadcast*, *Kraft Music Hall* with Bing Crosby, *Album of Familiar Music* for Bayer's Aspirin, *Share the Wealth* for Colgate Palmolive, *The Green Hornet* for Listerine, *The Voice of Firestone*, *Light Up & Listen* for Sweet Caporal Cigarettes, *Amos 'n' Andy* for Campbell Soups, and many others.

The top daytime show at that time, by far ahead of any other, was *Ken Sobel's Amateurs* for Royal Canadian Tobacco. This program, heard Sundays from 12.30 until 1.00 pm., hit a top rating of 28.0 in the first daytime network report in November 1940. In second spot was Colgate-Palmolive's *Happy Gang* with a Monday - through - Friday rating of 15.9.

Then followed a string of the grind-of-the-mill soap operas: *Big Sister*, *Ma Perkins*, *Pepper Young's Family*, *Mary Martin*, *Guiding Light*, *Against the Storm*, *The Man I Married*, *Dr. Susan*, *Martha Webster*, *Right to Happiness*, *Vic and Sade*, *Backstage Wife*, *Road to Life*, *Miss Trent's Children*, *Young Widder Brown*, *Life Can be Beautiful*, *Women in White*, *Helen Trent*, *Kitty Keane* and *Our Gal Sunday*.

One of the reasons they were called "soap operas" was that no less than 17 out of the 21 shows were sponsored by soap companies. The only non-soap sponsors were Campbell Soups, Phillip's Milk of Magnesia, Bayer's Aspirin and American Home Products.

SPEAR-HEADED BBM

Elliott-Haynes had a share in bringing about the early development of BBM.

In the late spring of 1942, Elliott-Haynes was commissioned by the Columbia Broadcasting System to conduct coverage surveys of the two CBS outlets in Canada: CFRB in Toronto and CKAC in Montreal. Mail ballots were used, and one simple question asked: "What radio station or stations, if any, do you listen to - during the daytime and during the evening?"

From this study, CBS was able to determine the geographic coverage of their stations, by levels of primary, secondary and tertiary areas.

Later that same year, Elliott-Haynes Limited, with some assistance from CBS, took the first national ballot survey of Canada, with a view to making available radio station coverage data to supplement existing telephone coincidental surveys.

At about that time, the broadcasting industry (broadcasters, agencies and advertisers) were thinking of setting up a bureau along the lines of the newspapers' Audit Bureau of Circulation.

The three prime movers of the proposed bureau were L.E. Phenner (Canadian Gellucotton Products) representing the national advertisers, Adrian Head (J. Walter Thompson) representing the advertising agencies, and Horace N. Stovin representing the broadcasters.

These three acting as an organizing committee, approached Walter E. Elliott, president of Elliott-Haynes Limited, with the proposition that the coverage data from the first national ballot survey be sold to the proposed Bureau of Broadcast Measurement, and that Elliott-Haynes Limited be retained as a contractor to the Bureau. These arrangements were finalized, and Elliott-Haynes and BBM worked together for several years, later severing this connection by mutual consent when both organizations became competitive one to the other.

Under the new agreement between BBM and Elliott-Haynes, the latter organization will discontinue releasing regular monthly radio and television audience measurement reports. This will eliminate any conflict of interest.

Elliott-Haynes will continue to release special reports on radio-TV advertising expenditures, off-the-air monitoring, and other special audience research studies - all of which are in no way competitive with the research activities of the BBM.

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THE VOICE OF FRENCH CANADA IN GREATER MONTREAL

RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280

NO FUN - EVEN FOR BROADCASTERS

NO CANADIAN television station has yet had to face a major newspaper strike in its community but, perhaps in a Boy Scout spirit of preparedness, the CCBA convention in Toronto this fall included a talk on "What Broadcasting Learned from the Newspaper Strikes" by William Michaels, vice-president of the television division of the Storer Broadcasting Co., from Detroit.

Storer TV stations have weathered two major strikes in Detroit and one in Cleveland, and speaking from these experiences Michaels said his fundamental conclusion is "Don't try to improvise overnight into something

you are not, namely, an electronic newspaper."

The public, he said, seems to become reconciled to the fact that they can't get their newspaper, but they don't want television to compound their dissatisfaction by messing up their TV viewing habits as well.

"Don't make the mistake of believing that number and volume of newscasts during the day and throughout the evening are, in themselves, going to better serve or please the public. Do use time and judgment in deciding what adjustments should be made in the schedule and content of your news

and help fill in the voids created by the strike as best you can, particularly in the area of local news."

Commercially, Michaels warned, "Don't take the shortsighted view and let the lure of the easy, quick buck trap you into either overcrowding or improvising your schedule to accommodate more commercials than you know you should."

Not that TV should take a bland, business-as-usual attitude. "You do have an opportunity to strengthen your ties with the public by helping fill the temporary void with additional news and related features. But if you think that overwhelming the public with volume at the expense of your overall program structure is going to prove to them that they don't need or want newspapers, you're in for a sad disillusionment."

Viewers do respond to judicious supplementation in a way that makes sense to them, the consumers, Michaels said. If a station regularly has a 15-minute newscast at 6 pm, viewers will accept and welcome this program being expanded to whatever total length the day's news warrants, particularly to cover local news. Similarly with the late news.

"But pre-empting prime time entertainment programs, which we did during the last strike in Detroit, and replacing them with 30 minutes of news which we literally broke our backs putting together and producing, received absolutely nothing but protests by the hundreds, many of them unbelievably bitter. Nor did we get any favorable reaction to short news inserts in

prime time, which posed production problems with adjacent programming, during a previous strike.

"The people simply didn't understand why there was such a big rush in putting on the news at 8:30 or 9:00 or 9:30, nor did they accept our contention of additional 'public service'. Why wouldn't it wait until 11 o'clock when they were used to getting their news?"

The nature of daytime programming, with its more flexible schedules, lent itself to modification with a minimum of production problems and the end result was satisfactory for all, but viewers still didn't go for tampering with their favorite dramatic programs to present news, Michaels said.

On the philosophical, rather than operational, side, he had one admonishment, "Don't think that you, or anyone, wins over the long haul as a result of a major newspaper strike, as enticing as the short-term gains may appear to be. The newspaper strike route is a tough way to make a buck.

"There's not much satisfaction or gratification of achievement in taking advantage of someone else's misfortunes. On a truly selfish basis, much of the short term business you inherit will desert you over-night the minute the newspapers get back into publication and you find that, in the meantime, you have jeopardized long term business.

"So whatever you may do, don't look with envy on some of your fellow broadcasters who may have been involved with a newspaper strike situation."

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Canadian Talent

CTL Records Jack Kane Show

THE 36TH TRANSCRIPTION for the Canadian Talent Library is now in production, following a recording session last month, that brought together again 19 musicians from the big band of The Jack Kane Show, the widely-applauded CBC-TV program that ended in 1961 with the untimely death of composer-arranger-conductor Jack Kane.

The re-creation of the Kane band had been a high hope of CTL's Lyman Potts since the formation of the library service and was finally brought about with the co-operation of Mrs. Claire Kane and Bert Niosi, who conducted the orchestra for the recording. Four of Kane's original compositions are included in the selections on the record.

The Canadian Talent Library now has 18 subscriber radio stations across Canada, in addition to CFRB and CJAD, founders of the service,

and the library is also provided free to the Radio and Television Arts Course of the Ryerson Institute.

In the 15 months since CTL was formed, 35 records have been produced, containing 466 selections, of which 63 are by Canadian composers and 59 of those were recorded for the first time by CTL. This represents an investment of almost \$100,000 in Canadian program material to give Canadian musicians country-wide exposure.

Musical fare on CTL discs ranges from the piano and organ music of Lou Snider and Lloyd Edwards to the 29-man Howard Cable orchestra; from ragtime piano by Alex Read to French and English songs by Denyse Ange; from the jazz of the Moe Koffman Quartet to the Hart House Orchestra conducted by Boyd Neel.

Plans are to continue to release two recordings each month.

Apex Cuts CTV's "Something To Sing About"

"SOMETHING TO SING ABOUT", a folk song written by Oscar Brand specially for CTV's anniversary spectacular of the same name this fall, has been released as a 45 rpm single on the Apex label.

The Raftsmen, a Montreal folk singing group which appeared on the CTV special, originally recorded the number as one of twelve songs in a session for the Canadian Talent Library.

CTL, whose recordings are heard only on member radio stations, felt the song had hit potential and deserved commercial release as well, and this opinion was shared by Phil Rose, A & R man of Compo Co. Ltd. and sales manager of the Apex division. The Apex record (76886, flip side "Kelligrew's Soirée") was made from the CTL master and

released in advance of the CTL album.

Written by Winnipeg-born Brand, for the coast-to-coast-in-Canada television show sponsored by the Trans Canada Telephone System, and performed by Canadians Lou Leroux, Marvin Burke and Martin Overland, (the Raftsmen), the folk song is the Canadian answer to the U.S. favorite, "This Land is Your Land", and the chorus goes:

*From the Vancouver Island to
the Alberta Highland,
Cross the Prairies, the Lakes,
to Ontario's towers,
From the sound of Mount Royal's
chimes out in the Maritimes,
Something to sing about - this
land of ours.*

CBC Wins Trophy

THE COWHIDE TROPHY, an annual award presented to a CBC farm broadcaster for the best farm and fisheries broadcast, was won this year by Peter Hamilton of CBC Halifax.

The panel of judges -- a farmer, a broadcaster and a representative of a farm organization -- chose Hamilton's commentary on the effect of the Russian wheat sale on the Maritimes farmer as the best of the four-minute tapes submitted by farm broadcasters from across the country.

The winner of the trophy, made of genuine cowhide, was appointed a farm commentator in 1960 and in addition to his radio work is host of the Maritimes edition of CBC-TV's *Country Calendar*.

International

GENE HALLMAN HEADS TV GROUP

A CANADIAN HAS been named chairman of the Council of the International Television Federation, which was founded in 1960 to further international understanding through television. Eugene S. Hallman, vice-president, programming, of the CBC, was appointed to the post during a meeting of the Intertel last month in England.

At the six-day sessions, the Council reviewed current productions, agreed on the third series of programs, and formed a planning group to hold regular meetings to ensure co-ordination of research and program developments for the production of the third series.

Intertel is made up of the CBC, Associated Rediffusion in England, the Australian Broadcasting Commission, and the National Educational Television and Radio Centre and the Westinghouse Broadcasting Company in the U.S. Its programs reach a worldwide audience of between 40 and 50 million viewers.

Current productions in the *Nations in Transition* series include

a program on Algeria produced by the CBC, one on Malaysia produced by the Australian Broadcasting Commission, and a study of Kenya done by the U.S. members. *A King's Revolution*, an Associated Rediffusion production on Iran, was screened during the meeting.

CBC network program director Douglas Nixon also attended the Intertel meeting.

Safety Awards

THE DEADLINE FOR ENTRIES for the U.S. National Safety Council's annual Public Interest Awards has been set as February 1, 1964. Submissions for the non-competitive awards must be accompanied by an official entry blank, available from the Council at 425 North Michigan Avenue, Chicago, Illinois.

Last year four private radio stations -- CHUM and CKFH Toronto, CKSO Sudbury and CFAC Calgary -- and the CBC radio and TV networks were cited for their exceptional service to safety.

C KEY
TO
BUSINESS

IN THE

WHOLE NIAGARA PENINSULA

Reps.

PAUL MULVIHILL & CO. LTD.

Toronto

Montreal

DIAL **610**
CKTB
ST. CATHARINES

Memo

from Radio-Television Repts Ltd.

to John Craig
CKX-FM, Brandon, Man.

Your new FM station, which went on air December 16, is providing Western Manitoba with its first stereo hi-fidelity broadcasting

Listener reaction is most exciting and we are looking forward to a continued growth.

GORDON FERRIS
Radio-Television Repts Ltd.

SELL RICH NORTHERN ONTARIO

Estimates for effective buying income in 1963 place Sudbury in 3rd place for all of Canada. Per household buying income is estimated at over \$7,000.

This buying power is available for your client's products!

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

Religion

Anglicans' Checkpoint Gains Wide Acceptance

THE CHANGING FACE of religious broadcasting gets another face-lift with the recent release of *Checkpoint*, a series of 52 quarter-hour radio programs produced by the Anglican Church of Canada.

Twenty-three stations have taken the series without an audition and have scheduled it outside the Sunday daytime "religious ghetto", and further commitments are coming in now from 30 stations that requested audition tapes.

The program takes its title from a series of 24 capsule comments on

such topics as discrimination, infidelity, loneliness, and hell, which were previously released on an lp and aired by some 85 stations.

With these, the Church's producer-director Ken Duke has mixed a dozen narratives on such subjects as a Canadian Indian's first look at life outside the reservation, a mission ship and her skipper, and medical centres in India; plus a series of interviews with delegates to the Anglican Congress held in Toronto this summer, ranging from the Bishop of the Episcopal Church for the

Diocese of Arkansas talking about integration in Little Rock, to a Bishop in Jordan, Lebanon and Syria discussing the refugees' problems of health and employment, tourism and the role of the Christian.

Fourth ingredient in the series is music, up tempo, swinging sounds of Woody Herman and the Fourth Herd, the Barbara Carroll trio, the Bobby Hackett quartet, Jonah Jones, the folk songs of Peter, Paul and Mary.

Duke, who also wrote much of the material and is the announcer on the programs, has mixed these components in varying degrees, with some shows coming out mainly music, others mainly talk, widely diversified over the series. "*Checkpoint* is designed for an audience which is not church-oriented, or even church-conscious," he says.

"MERRY CHRISTMAS"

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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



LOYALTY PAYS

A REGULAR LISTENER TO CJVI FOR 22 YEARS WINS \$900.

Mrs. Patricia Smith, 507 Downey Road, Sidney, B. C., one of the thousands of active young mothers who listen to CJVI regularly, was the winner of the \$900. first prize in the "Joe's Notebook" Contest held recently at CJVI. Lundy Sanderson, CJVI's Special Events Director, presented the cheque to Mrs. Smith, while the four Smith children, Daniel, Matthew, Becky and Josephine looked on with interest.

Mrs. Smith's motive in entering the contest was an unselfish one. She has turned her winnings over to her church, to help furnish an apartment in the building, so the congregation can have a full time minister. Eight other young members of the church Women's Auxilliary has also entered the contest for this purpose.

Mrs. Smith has been a regular listener of CJVI's for 22 years, ever since her arrival here in 1941. She enjoys all the music and programs presented by the station, but her favorite, (not unnaturally!) is "Joe's Note-book".

CJVI VICTORIA
B.C.

FIRST STATION
IN B.C.'s SECOND MARKET



VICTORIA
IS the
CAPITAL CITY
of
B.C.

Cover Story

FOUR 'PEG STATIONS CO-OPERATE

SWITCHING FROM FIERCE competition to friendly co-operation, eight air personalities from four Winnipeg radio stations joined forces recently to produce a series of ten 60-second appeals for the Community Chest campaign. Four announcers, one from each station, were featured in each spot, identifying themselves and their station, and all four stations aired the complete set of public service announcements.

"The impact was beyond expectation, especially for the loyal listening audience that each station has," said D. R. MacFarlane of the Community Chest. "People who always left their radio tuned to CJOB, for example, were startled to hear 'hi, this is Don Slade from CKRC'. This effect carried through for each station and resulted in many, many congratulatory telephone calls to the Chest and the radio stations."

The announcements were scripted by continuity writers Joyce Erhardt of CJOB, Lynn Gibson of

CKRC and Barbara Nicholson of CKY, from material gathered during pre-campaign visits to various Red Feather agencies. The spots were recorded at CKRC's studios one evening and were on the air on all four stations the next morning.

The French language station, CKSB St. Boniface, translated the copy in the spots and recorded their own versions in French. The new Winnipeg station, CJQM, was not on the air till the campaign was in full swing and therefore didn't participate this year.

A committee of Winnipeg admen took charge of publicity for the Community Chest drive. Ian Morton, manager of McKim Advertising Ltd.'s 'Peg office, was chairman and organizer of outdoor and bus card promotion. Newspaper publicity was handled by Jim Gibson, manager of the local Cockfield, Brown & Co. Ltd. office. TV stations were organized by Glen Moore, account executive with McConnell, Eastman & Co. Ltd.

Obituaries

Industry Loses 3 In Jet Crash

CANADA'S WORST AIR disaster and the second worst in the world, the November 29 crash of Trans-Canada Airlines flight 831 from Montreal to Toronto which took 118 lives, claimed three victims from broadcasting circles: Don Hudson, 45, a top CBC-TV producer; John Langdon, 34, assistant director of TV operations, CBC; and Michael J. Davison, 34, managing director of the Canadian office of Schwerin Systems Ltd.

Don Hudson's death occurred while complimentary letters and favorable reviews were still crossing his desk about *A Show of Two Cities*, the first of a series of four bilingual specials he was producing for the combined English and French TV networks. For the past seven years he had been the producer of the *Wayne and Shuster* shows on CBC-TV.

Prior to joining the Corporation, Mr. Hudson was a theatre manager with the Odeon chain and a theatrical producer with the George Taggart organization. He was the stage director of the Army Show during his service with the Canadian Army. He is survived by his wife and 16 year old daughter.

John Langdon joined the CBC as a senior clerk in 1955 and rose rapidly to the position of assistant director of TV operations. "He was one of our ablest administrators," said Keith Morrow, director of the English network. Mr. Langdon was born in London, England, and moved to Canada in 1954. He is survived by his wife and a young son and daughter.

Michael Davison had been in Canada just two and a half years, but was well-known and respected by advertisers, advertising agency, research and television people. He was born in Ireland, a graduate of Trinity College, Dublin, and joined Schwerin in London in 1958. He was with the research firm in New

York prior to moving to Toronto in 1961. Mr. Davison is survived by his wife and two young children, a boy and a girl.

PETER ANDREW McGURK

AN AMERICAN, widely-known by most Canadian broadcasters, Peter A. McGurk, head of the Canadian Division of Weed & Company, broadcasting station representatives, died unexpectedly in hospital in New York Monday, December 9.

Pete was immediately concerned in his work with a large number of Canadian broadcasting stations — both radio and television — for which his company acted as United States sales representatives.

Pete was a native of Cold Spring, New York. He was a graduate of New York University. His wife, Mary, who survives him, was the former Mary Weed.

The funeral was held December 12, at the Church of the Immaculate Conception in New York.

MIDDLETON M. ELLIOTT

MIDDLETON M. ELLIOTT, 66, a sales executive of Caldwell AV Equipment Company Limited, died Wednesday, December 4, at Wellesley Hospital, Toronto.

Better known as "Pete" Elliott, he had been in the wireless business since the end of the 1914-1918 war

He later joined the Marconi Company as sales manager in Montreal, and in 1950 established Motorola Company of Canada Ltd. in Toronto, as its general manager

He leaves his wife, the former Grace Chapin, a son Peter, of Toronto, a daughter, Mrs. W. C. McCallum of Toronto and a sister, Mrs. F. B. Eagles of Toronto.

THE PEOPLE

at

CAVED

Bud DeBow Broadcast Equipment
Chris Bach Rental & Service
Eric VanBorrendam Technical Products
Ed. Tempest Education Electronics
John Gaisford Office Manager
Gail Brown
Ed. Galea
Bruce Emonson

wish you a

Merry Christmas

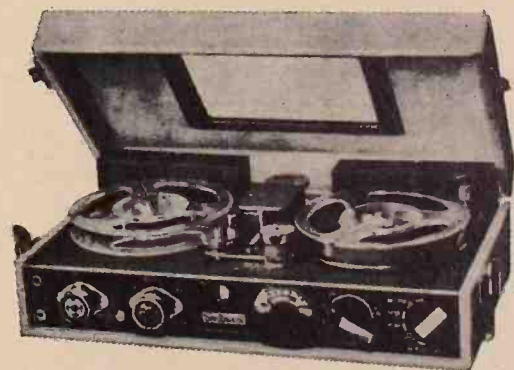
and a

Prosperous New Year

STELLAVOX

WORLD'S SMALLEST STUDIO QUALITY
TAPE RECORDER

Less than 6 lbs.



As convenient to use as a miniature camera.

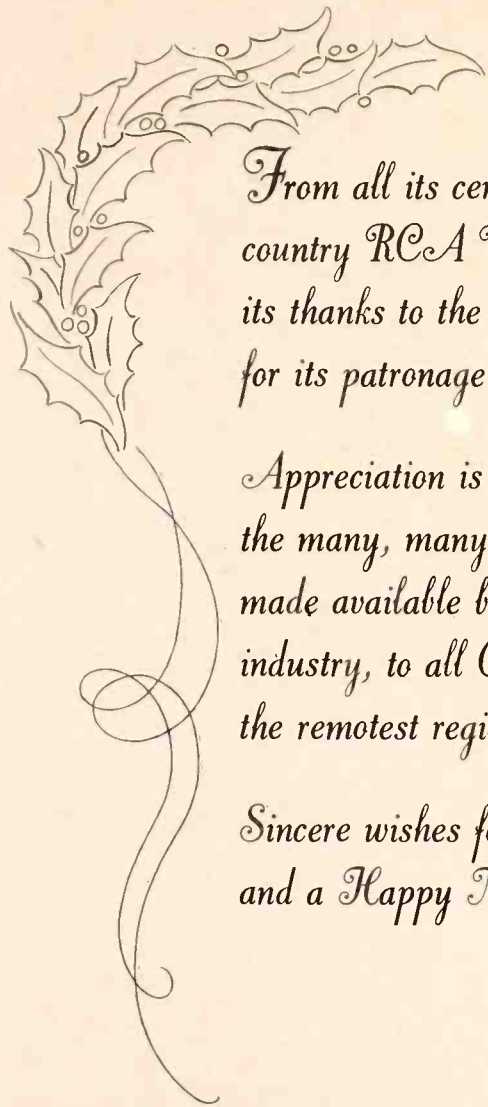
- RADIO AND SPECIAL EVENTS
- TV INTERVIEWS
- NEWS REELS

Write for prices and information

PAYETTE RADIO LIMITED

730 ST-JAMES W.

MONTREAL 3



From all its centres of operation across the country RCA Victor wishes to convey its thanks to the Canadian broadcasting industry for its patronage during 1963.

Appreciation is also hereby expressed for the many, many enjoyable hours of entertainment made available by this great and enterprising industry, to all Canadians even those who live in the remotest regions of our continent.

Sincere wishes for a very Merry Christmas and a Happy New Year!



Technical Products

RCA Victor Company, Ltd.

1001 Lenoir Street, Montreal 30, Canada



Name 5 to BBG

CJBC Toronto

GOES FRENCH BY STAGES

NO CORN HERE

"We understand this drought's been so bad that some of the cows have been giving powdered milk."

—: Frank McBride
CHLO, St. Thomas

• • •

USE THIS BETWEEN DRINKS

One night a family of little snakes crept from their pit and hissed in the pit of some big snakes. So the big snakes turned the tables and hissed in the pit of the little snakes. The little snakes went to their mother and said: "Momz! The big snakes have been hissing in our pit." To which Mom replied: "Don't worry, kids. I knew those big snakes when they didn't have a pit to hiss in."

• • •

AUDREY STUFF

Then there's the gal who was so dumb that when someone asked her who her mother was before she was married, she replied: "I didn't have a mother before she was married."

• • •

ARS GRATIA ARTIS

When the waiter asked him if he wanted his eggs turned over, he said: "Yes, to the Smithsonian Institute."

• • •

MIAOW DEPT.

The featured soprano on the *Telemusical* program had what the critics called a "singular" voice, which gave rise to her girl friend's comment that it was a good thing it wasn't plural.

• • •

PRACTICAL TRIBUTE

Recognition came at last to the station's piano player, when his wide audience clubbed together to send him a gift... a piano tuner.

• • •

ROAD TO FAME

All hail the artist who finally found fame and fortune as a cubist, when his model happened to develop the hiccups.

• • •

LUCKY BREAK

People whose ancestors came over on the *Mayflower* have reason to be thankful that the immigration laws weren't as strict then as they are now.

• • •

AND THE SAME TO YOU

To those who receive this edition of *The Broadcaster* in time, we wish you a Happy Christmas. Otherwise, how's about buying a subscription.

PRIME MINISTER PEARSON has announced appointment of five new part-time members of the Board of Broadcast Governors, for five year terms effective December 6.

They are:

Professor William J. Woodfine, 33, economist, of Antigonish, N.S.

Dr. T.J. Watson, 62, clergyman, Fredericton, N.B.

Jean Paul Lefèbvre, 37, Montreal, labor official.

Fred G. Holmes, 59, Windsor, Ont., businessman.

Mrs. Lorraine Sweatman, 40, Wina nipeg housewife.

Also announced was the reappointment of Joseph F. Brown, 59, Vancouver florist, for a further five years.

The Board has three full-time members, appointed for seven year terms, and 12 part-time members appointed for five year terms.

Four part-time members ended their five-year terms on the Board November 10. They were Dr. Emlyn Davies, Toronto clergyman; Ivan Sabourin, St. Jean, Que., lawyer; Dr. Colin Mackay, President of the University of New Brunswick; and Roy D. Duchemin, editor, Cape Breton Post, Sydney, N.S.

Dr. Mabel Connell, Prince Albert, Sask., dentist, whose five-year term would also have expired November 10, died this summer.

Other part-time members still serving are Leslie Marshall, St. John's, Nfld., businessman; R. Lewis Burge, St. Peter's Bay, P.E.I., businessman; John B. Lewis, Montreal insurance executive; Claude B. Gagnon, Quebec city lawyer; John M. Coyne, Ottawa lawyer; Joseph A. Grittani, Toronto businessman.

Chairman of the Board is Dr. Andrew Stewart. Vice-chairman is Carlyle Allison and the other permanent member is Bernard Goulet.

Among the new members, Dr. Woodfine is head of the Economics Department of St. Francis Xavier University. A native of Montreal, he is a graduate of St. Francis Xavier and McGill Universities and of Massachusetts Institute of Technology.

Dr. Watson, a native of Scotland, is student counsellor at the University of New Brunswick. He has served for the last few years as chaplain of the New Brunswick legislature and is a past moderator of the Atlantic Provinces Synod.

Mr. Lefèbvre is public relations Director for the Confederation of National Trade Unions, Quebec's central labor organization, and director of its newspaper *Le Travail* (The Worker). He also is a member of the Montreal Catholic School Board.

Mr. Holmes, born in Granton, Ont., has business interests in commercial real estate and property management. A pharmacy graduate of the University of Toronto, he has been a member for nine years of the senate of Assumption University, now the University of Windsor.

Mrs. Sweatman, wife of Winnipeg lawyer Alan Sweatman, is active in community affairs in the Manitoba capital.

AN ESTIMATED 163,000 French-speaking people, of whom some 67,000 claim French as their mother tongue - described by CBC president Alphonse Ouimet as the largest English - or French-speaking minority in the country not receiving CBC radio service in their own language - will lose their minority status and gain a radio station beginning January 1.

CJBC Toronto, the key station of the Dominion network until the two CBC radio networks were consolidated into one in October 1962, will carry 29½ hours weekly of CBC French network programming as of January 1 - from 7:00 to 10:30 p.m. weeknights and from 7:00 p.m. till 1:00 a.m. sign-off on weekends. On October 1, 1964, French-language service will be extended to include daytime programming as well.

"Our first thought in extending French - language broadcasting on CJBC is to provide adequate radio service for the large French-speaking population in southern Ontario," Ouimet said following the decision of the CBC directors. "But we hope the additional exposure of French speakers, writers and performers to students, and indeed to everyone interested in ideas and art other than his own, will also extend and deepen the sense of national unity among listeners whose first language is other than French."

The 50,000 watt station has been carrying a few French programs since April 1962, and at present broadcasts two hours in French from 9:00 to 11:00 p.m. Monday through Friday and a half-hour on Saturdays and Sundays. To make way for the expanded French schedule, the much-lauded adult education series, *The Learning Stage*, will be moved from 7:00 to 9:00 p.m. weeknights to 10:30 p.m. till 12:30 a.m., starting January 1.

HOPE FOR 30,000 HOMES

The CBC's research department says that at present about 8,000 homes per week are tuned to CJBC's French programs and estimates that the increased French programming will attract some 30,000 homes in an average week.

The move to French-language

MANAGEMENT POTENTIAL

Mature, well-rounded, formally trained broadcaster seeks challenging position at Management level.

University graduate majoring in English.

Diversified Supervisory Business Experience.

8½ years in Radio and T.V. General Production, Direction of News and Program Supervision.

Fully competent in accounting and Sales.

Family-man will relocate anywhere in Western provinces.

For complete resumé write to

Box A-713

Canadian Broadcaster

service will not involve any increase in the staff of CJBC, and English-language employees will be absorbed in other departments.

A study is being conducted to see if some of CJBC's English-language programs might be included in the non-net schedule of CBL Toronto, key station of the radio network.

CRITICS ARE PRO AND CON

Radio columnists and critics on Toronto newspapers have greeted the news of CJBC's changeover with protests and with staunch support, seldom voiced before the announcement, of the present programming. They suggest that the need for French-language service be met with a new station and not the sacrifice of CJBC.

"CJ" - the only CBC station not affiliated with a network and the second station in the only market where CBC has two stations broadcasting in the same language - has built a relatively small but loyal and vocal audience with such personalities as morning man Bruce Smith, feature newscaster Walter Bowles, sportscaster Ed Fitkin, Elwood Glover, Al Maitland and Don Sims. Their fans now appear to be lobbying as fiercely to preserve CJBC as did the French-speaking factions to gain it.

WANTED

Experienced broadcaster to assist and become part of group interested in applying for an AM station in Ontario. Some capital - but secondary to qualifications. Apply

Box A-712

Canadian Broadcaster

MOVE UP WITH CKGM

Our continuous expansion into all phases of broadcasting results in a constant need to search for creative Canadian radio talent that wants to move up - so why not move up with CKGM - Montreal, by putting your name confidentially on file now, for top-paying future openings... professional air work, professional creative writing, professional production, professional newscasting, professional news writing. Tell us your story in confidence now. Write Don Wall, Vice President, CKGM - Montreal, CKGM Building, 1455 Drummond St., Montreal 25. P.Q.

CUTS & SPLICES

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

A DRIVE HAS BEEN LAUNCHED for contributions to the Wilderness Award, the annual television film award set up as a tribute to the three CBC-TV men — producer Norman Caton and cameramen Len Macdonald and Charles Riegler — who were killed in a plane crash last February while they were filming an episode titled *Wilderness* for the *Camera Canada* series.

The first award will be presented next year to a film produced in 1963 for a CBC-TV local, regional or national program, in either English or French, made either by CBC staff or by an independent film producer or company commissioned by the Corporation.

Because the award is open to any and every film-maker whose work has appeared on a CBC-TV station or network in the past year, and also because it will recognize and encourage achievement in the field of television film, the administrators of the award are hopeful that individuals and companies in the various areas of the film industry will give the project their financial support. Members of AMPPLC, CSC and SMPTE are being canvassed.

The goal to establish the award is \$5,000. Almost half that sum was contributed last year during the first

few weeks after the tragic death of the *Wilderness* crew. Now, to boost the fund the rest of the way to its goal, donations can be sent to: Wilderness Award, CBC, Box 500, Terminal A, Toronto, or telephone George Desmond at WALnut 5-3311, local 4489.

THERE'S A NEW CANADIAN film company on Broadway — Broadway, the main street in Tillsonburg, Ontario. Company is AKO Films headed by A. Kenneth Orton, who was production and program manager of station CKOT, Tillsonburg, until he moved into full-time film production this fall.

First commission for the firm was by the Boy Scouts of Canada to cover the 11th World Boy Scout Jamboree in Greece this summer, and that film will be released this month. Recently completed was coverage for the Department of Trade and Commerce of the visit of Japanese tobacco buyers to southwestern Ontario, for use on the Japanese television network.

Currently in production is a series of documentaries on the way of life of Belgian people in Canada.. for showing on the Belgian TV network.

Associated with Orton is Bill Tonner, also ex-radio, who handles scripting and promotion for the new company.

AN AFFILIATION BETWEEN MKB Productions Ltd., the film production house, and Studio 43, a commercial art and still photography studio, has produced Film Media Associates, a new firm to sell the joint endeavors of the two affiliates.

The liaison between the two companies is mutually beneficial. Studio 43 can now offer its clients anything visual, still or moving. And MKB now has first call on the big downtown studios of Studio 43, a 50' x 60' stage with off-street auto entrance, and a 20' x 30' insert stage complete with functional kitchen facilities. Studio 43 can avail itself of the film experience of MKB in storyboarding for its clients; MKB can channel its overflow storyboard work to Studio 43. When and where necessary the two companies will pool creative, technical and production services.

MKB has already produced several commercials in the Studio 43 studios and is finding it ideal. One of these assignments was a series of six commercials for Face-Elle tissues through F. H. Hayhurst & Co. Ltd., consisting of both English and French versions which feature live action, animation and stop motion — all produced under the one figurative, if not literal, roof. The pool was eight weeks in production and the results will be seen on TV soon.

Agency and production house staff are still chuckling over a scene which took place during the shooting.

Little five-year old girl was to look up, say "mummie" and have her nose wiped with soft, strong, absorbent Face-Elle. After about 14 takes in which MKB director Zale Magder had said "action" and the little girl had come right in on cue with her "mummie", it was decided to try just one more take. The cameras rolled, but the little girl didn't speak. Magder leaned over and prompted her with "mummie". "Action" she snapped back, reversing their roles and breaking up the set.

AS THE ADDING MACHINES at Molson's Breweries Ltd. tally an estimated audience of 300,000 for the film of the 1962 Grey Cup Game through their own library (in Ontario alone 25 prints were kept on the move). Chetwynd Films Ltd. is putting the finishing touches to *Grey Cup Festival '63*.

The half-hour color film will premiere in New York January 6 to some 1,000 American football coaches attending their annual conference, and the Canadian preem will be in mid-January in Hamilton, home of the winning Tiger Cats. Then prints will be distributed to each of the Canadian Football League clubs, a couple will be sent with Molson's compliments to Canadian forces in Europe and the Middle East, and library prints will start their rounds for another year.

Chetwynd Films covered the football classic for the sixth consecutive year this year, airlifting a crew of six with cameras, sound equipment and 20,000 feet of film to Vancouver. For president Art Chetwynd it was the 14th game in 15 years — he, with Dave Price, held the first official film rights in 1952, prior to that had shot the game for the two clubs concerned, and even manned a camera

when Briston Films of Montreal produced the film coverage for a couple of years.

In the final stages of production now at Chetwynd is an Ontario Department of Trade and Publicity film with the working title *Ontario Hunting and Wildlife*. Shooting for the 20-minute color and sound film (with a 14-minute TV version) took the Chetwynd crew to James Bay for a goose hunt, to Parry Sound to stalk deer, to Kenora for moose, Pelee Island for pheasant and Bobcaygeon for duck.

THE CANADIAN FILM INSTITUTE'S Bulletin reports that there are copies available of the papers presented at the Unesco Seminar and Festival of Films on Art held in Ottawa last May. These include "Characteristics and Production of Films on Art and Television Programs on Art" by John Read of the BBC, "The Film on Art in the Study of Art" by Henri Lemaitre, "Notes on Some Aspects of the Development of Canadian Collections of Films on Art" by Dorothy Macpherson of NFB, and, in the French script only, "Ten Years of Films on Art on Radio-Television Française" by Jean-Marie Drot of RTF.

VOLUMES FOUR AND FIVE of Seven Arts Productions Ltd.'s feature film packages for television were released recently and are being sold market by market, with CHCH-TV Hamilton, CFCF-TV Montreal, CJOH-TV Ottawa, CFCN-TV Calgary and CKNX-TV Wingham already on the dotted line.

Volume four is made up of forty 20th Century Fox features, including *The Man in the Gray Flannel Suit* with Jennifer Jones and Gregory Peck, *Don't Bother to Knock*, with Marilyn Monroe and Richard Widmark, and *Stopover Tokyo*. Volume five contains 53 features, mainly from Warner Bros., and includes *Sayonara*, starring Marlon Brando, *Auntie Mame* starring Rosalind Russell, *A Face in the Crowd*, with Andy Griffith, Laurence Olivier and Marilyn Monroe in *The Prince and The Showgirl*, and *The Bad Seed*.

THE FALL 1963 edition of the TV-Film Filebook has just appeared. It covers the Canadian TV-film industry from A to U if not to Z, from advertising agencies to unions. The 78-page directory has full details on motion picture producers, labs, post production services, equipment, distributors, television stations, the works.

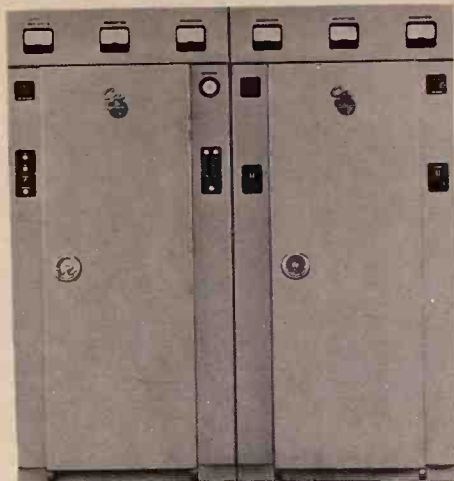
Copies of the Filebook, which is published twice a year, are available from TV-Film Filebook, 2533 Gerrard Street East, Scarborough, Ontario.

CJCH — TV
HALIFAX
Your
Number One
Station
in the
Maritimes'
Number One
Market
Paul Mulvihill
& Co. Ltd.
TORONTO - MONTREAL
Representing these quality
television stations
CKVR-TV, Barrie
CJCH-TV, Halifax
CHOV-TV, Pembroke
CFCL-TV, Timmins

Income tax is the fine you pay
for reckless thriving

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

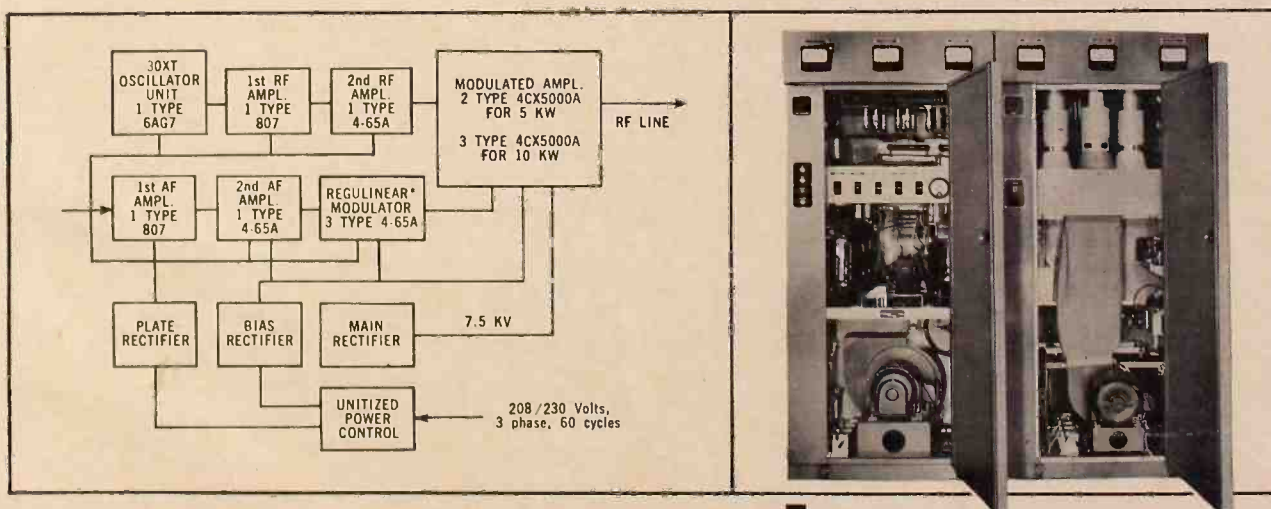
Continental's 5/10 kw AM Transmitter uses the "REGULINEAR*" cathode-follower screen modulation circuit.



Using modern tetrodes and small low-powered modulation tubes, it is simpler than plate modulation and has no iron core components.

It permits overall feedback from transmitter output to audio input which results in very low noise and harmonic distortion. It eliminates the necessity of neutralization. By virtue of its constant power consumption regardless of percent of modulation, it minimizes power line regulation problems and carrier shift is less than 1%. It withstands overmodulation of continuous tone at any audio frequency for long periods without damage. End result? The Sound of Quality.

*U.S. Pat. No. 2,918,631



MANUFACTURED BY
Continental Electronics
SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.

DISTRIBUTED IN CANADA BY
Northern Electric
COMPANY LIMITED

Volumes

1 2 3 4 & 5

Seven Arts "Films of the 50's—money makers of the 60's" for TV

VOLUMES 1, 2, 3, 4, and 5 of Seven Arts library of "Films of the 50's" are now available for television programming. These three Volumes are in the tradition of Seven Arts quality feature films that are now in well over 150 markets in the U. S. and are enjoying tremendous popularity in Canada's major and minor markets.

VOLUME 1 consists of thirty-four fine feature films such as Alfred Hitchcock's "Dial M for Murder", "The Flame and the Arrow" starring Burt Lancaster and Virginia Mayo, "A Star Is Born" starring Judy Garland, "Rebel Without A Cause" starring James Dean.

VOLUME 2 contains forty-one feature films — among them such famous box office attractions as "Young At Heart" with Doris Day and Frank Sinatra, "Captain Horatio Hornblower" starring Gregory Peck and Virginia Mayo, Alfred Hitchcock's thriller, "I Confess".

VOLUME 3 lists forty-one features including "Mr. Roberts" starring Henry Fonda, "April in Paris" starring Doris Day, "Big Jim McLain" starring John Wayne.

VOLUME 4 forty great "Films of the 50's" among them: "The Man in the Gray Flannel Suit" starring Gregory Peck, "Kiss Them For Me" with Cary Grant, "Bigger Than Life" featuring James Mason.

VOLUME 5 has fifty-three feature films all of them crowd pleasers such as "The Prince and the Showgirl" with Marilyn Monroe, "Auntie Mame" starring Rosalind Russell, and "Sayonara" with Marlon Brando.

In addition to the post 1950 feature films, Seven Arts is also distributing for television:

THE EMMETT KELLY SHOW—A new series of 39 half hour children's programs, starring Emmett Kelly, the international clown, performing 117 different routines (3 per program) with various circus animals and unusual props in addition to hosting the cartoons in each program.

WARNER BROS. FEATURES—13 selected groups—58 outstanding attractions in each group

plus an additional group of twelve pictures. A total of 766 titles. These include some of the finest motion pictures ever made — academy award-winning pictures. Included are such all-time greats as "Treasure Of Sierra Madre", "Casablanca", "Mildred Pierce", "Jezebel", "Louis Pasteur", "Life Of Emile Zola", "Maltese Falcon" and "Charge of the Light Brigade".

76 ASSOCIATED BRITISH-PATHE PRODUCTIONS—BBC Canadian Content numbers assigned top popularity personalities.

48 BOWERY BOYS—Tremendously popular family fun features — brand new for TV.

118 ROBT. LIPPERT PRODUCTIONS—Wide variety family type features—includes some features with Canadian Content—Action—Western—Adventure—Drama—Suspense—up to 1955 releases.

13 BOSTON SYMPHONY CONCERTS—One hour subjects of the world renowned orchestra, featuring famous guest conductors and soloists. This series is now playing Canadian stations and enjoying great popularity and high ratings.

234 POPEYE CARTOONS—Rated the very best TV cartoons. Available in English and French.

337 WARNER BROS. CARTOONS—Bugs Bunny, Porky Pig and all the other famous characters. Available in English and French.

100 OUT OF THE INKWELL CARTOONS—New subjects produced by Max Fleischer, the creator of Popeye. Available in English and French.



**SEVEN ARTS
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LIMITED**

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