CHUM, TORONTO played good Samaritan to the burned out George Moody family just before Christmas when they lost all their belongings as their house went up in smoke. Sparked by CHUM Newsman J. J. Richards, CHUM went all out with an SOS campaign, described in "Station Calls" on page 12 of this issue. Photo is by Neil Newton.

Will a French CJBC really help? 4

The time buy of all time 6

It isn’t the set -- it’s the antenna 16
TWENTIETH CENTURY-FOX CORPORATION LIMITED
TELEVISION DIVISION

Proudly presents for 1964
quality Canadian Productions for Television!

WOMEN'S PROGRAMS
TEENAGE PROGRAMS
CHILDREN'S SERIES
PANEL SHOWS
TRAVEL
SPORTS

All programs classify as 100% Canadian content

AUDITION VIDEO TAPES AND FILM AVAILABLE ON REQUEST.
ALL PROGRAMS AVAILABLE ON A SYNDICATED BASIS IN CANADA.

TWENTIETH CENTURY-FOX CORPORATION LIMITED IS THE EXCLUSIVE CANADIAN TELEVISION DISTRIBUTOR FOR B&B PRODUCTIONS LIMITED, TORONTO, THE PRODUCERS OF QUALITY CANADIAN TELEVISION PROGRAMS.

Telephone or wire TELEVISION DIVISION:
TWENTIETH CENTURY-FOX CORPORATION LIMITED
110 BOND STREET, TORONTO 2, ONTARIO

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VANCOUVER  CALGARY  WINNIPEG  MONTREAL  SAINT JOHN, N.B.

QUALITY CANADIAN PRODUCTIONS FOR TELEVISION!

KIDDO
The Sports Hot Seat
I Wish You Were Here
PUNCH and JOHNNY
HI-TIME
WRESTLING
Sports Beefs & Bouquets
GENERAL FOODS LTD. and Baker Advertising Agency Ltd. have announced a parting of the ways over "policy differences." The client-agency relationship will terminate an association of 42 years during the next six months, with the Maxwell House Coffee and Jell-O desserts portion of Baker's share of the account going to McKim Advertising Ltd. and Sun-Up moving to McConnell, Eastman & Co. Ltd.

One of the world's largest advertisers, General Foods, whose billings are estimated at $6,000,000, the loss to Baker has been calculated at $2,500,000, of which McKim has gained over $2,000,000 and McConnell, Eastman the balance.

In a further shuffle, McKim hands over to McConnell, Eastman the advertising for instant Postum, Jiffy chocolate drink, Baker's chocolate products and Certo pectins. In turn, McConnell, Eastman passes its segment of Post cereals along to Young & Rubicam, GF's third agency, which already holds the balance of the Post cereals.

The account split will see McKim handling Maxwell House, Sanka and Yukon instant and ground coffees, Jell-O desserts and Hostess food products; McConnell, Eastman will have Minute Rice, Kool-Aid, Dream Whip, Gaine's Meal, Sun-Up, Baker's chocolate products and Certo; Young & Rubicam, GF's third agency, which already holds the balance of the Post cereals.

COMPLETING THE REALIGNMENT of agencies handling the Best Foods division of Canada Starch Ltd., McCann-Erickson (Canada) Ltd., has been awarded the Hellmann's line of salad dressings, mayonnaise and sandwich spread. Management service director in R. K. Bythell, and Bruce Currie is account executive. The account, estimated at something over $200,000, has been with Stanfield, Johnson & Hill Ltd. for the past two years.

Other Best Foods products are split between Vickers & Benson, Montreal, and Baker Advertising, which recently took over several lines from Donahue & Coe and will also handle advertising for an as-yet-unnamed condiment product. Total Best Foods billings top $1,000,000.

THE $200,000 REYNOLDS Aluminum Co. of Canada account moves April 1 from Stanfield, Johnson & Hill Ltd., Montreal, to the Montreal office of Ronalds-Reynolds & Co. The account includes Reynolds Wrap and industrial, packaging and building products. Management supervisor will be H. J. Ronalds and account executive will be W. A. Matthew, who recently moved to SJ & H from Foster Advertising Ltd's Montreal office.

ADVERTISING FOR LEVER BROS. Ltd.'s tablet-form detergent, Exact, has been moved from Cockfield, Brown & Co. Ltd. to Batten, Barton, Durstine & Osborn Inc., where Jack Baldwin is the account manager. Exact was regionally introduced in 1962, and is now sold in the four western provinces and in New York City.

No budget has been disclosed.

DEADLINE FOR ENTRIES in the 1964 American TV Commercials Festival is February 1. Competition is open to any commercial telecast for the first time in 1963, submitted by an advertiser, agency, production company or TV station. Entry forms can be obtained from the Festival

APPOINTMENT NOTICE

CFCF RADIO APPOINTMENT

CJJAY - TV WINNIPEG MANITOBA

CHML APPOINTMENT

J. D. WRIGHT

The trend is to balanced programming.

G. N. MACKENZIE LIMITED HAS THE SHOWS

MONTREAL TORONTO WINNIPEG

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

office at 40 East 49th Street, New York 17.

The U.S. Festival and awards luncheon will be held in New York May 15 and the Canadian Festival will take place in Toronto June 4 under the auspices of the Radio and Television Executives Club.

ANNOUNCEMENT

CHML APPOINTMENT

W. E. "Bill" HALL

Tom Dorling, Vice-President and General Manager of Radio Station CHML, announces the appointment of W. E. "Bill" Hall as Station Manager, effective immediately. Mr. Hall has been associated with CHML for the past 11 years, more recently as Production Manager of the Hamilton Station.

ANNOUNCEMENT

AUGMENTATION

SIGHT & SOUND | News from Advertising Avenue About Radio and Television... Accounts, Stations and People

JANUARY 23RD, 1964

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The appointment of Mr. Robert E. Allan as Marketing Supervisor of C-JAY TV, Winnipeg, is announced by General Manager Jack M. Davidson.

The new executive position will provide a complete advertising and marketing service for both National and Local advertisers.

Mr. Allan has served as sales and marketing director of several organizations in the Chicago area for the past twenty years. He is a graduate of Illinois University, majoring in economics, advertising, sales and research. He has written many articles and lectured on personnel selection, merchandising and sales development.

The appointment is effective January 15th, 1964. Mr. Allan will be the senior executive in C-JAY's sales and marketing organization.

R. L. "Pat" McGhee is National Sales Supervisor and Ian Little Local Sales Supervisor.

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CHML APPOINTMENT
CONVERSION OF CBC'S CJBC TO A COMPLETELY FRENCH
language radio station by October 1 of this year has opened up barriers of argument for and against.

CBC made its decision, stated its vice-president in charge of corporate affairs, R. C. Fraser.

CBC implies that the purpose of the Corporation is to further the aims of Canadian Bi-culturalism by taking this step. It is hard to find fault with this aim, but one cannot but ask if it is going to accomplish this purpose by the arbitrary establishment of a mono-lingual (French) radio station in English-language Canada. Can the CBC further the cause of bi-culturalism by depriving a sizable English-language audience of the programs it has learned to enjoy through the years in order to bring French-language programs to Canadians whose mother tongue is French, but who have chosen, without coercion presumably, to establish residence in a part of Canada where the dominant language is English?

This paper, along with many of the objections of politicians, notably the minister did announce a number of salary increases to top CBC officials including a boost from $20,000 to $40,000 for the CBC president, J. Alphonse Ouimet. No one has suggested that this step, taken at this time, is CBC meting out fair treatment to English-language performers losing their English-language programs in Toronto; use of CJBC as a key station was scrapped when it tables its report. Admitting there was a case to be offered to the Minister as a vote of confidence in the CBC's dedicated president, who is a French Canadian.

Bi-culturalism is very necessary if Canada is to survive as a nation. But is our state broadcasting system competent and qualified to judge how this goal may be attained.

The CBC has studiously shut its ears to the cries of the talent which are protesting at the top of their voices because they see English-language performers losing work to invading French talent. Obviously the opinion of talent is biased in its own favor.

It is also choosing to disregard the objections of politicians, notably those of the Liberal member for the Toronto riding of York-Humber, Larry McCance, spokesman for the minister, who reports to parliament for the CBC, however the minister did announce a number of salary increases to top CBC officials including a boost from $20,000 to $40,000 for the CBC president, J. Alphonse Ouimet. No one has suggested that this step, taken at this time, is CBC meting out fair treatment to English-language performers losing their English-language programs in Toronto; use of CJBC as a key station was scrapped when it tables its report. Admitting there was a case to be offered to the Minister as a vote of confidence in the CBC's dedicated president, who is a French Canadian.

The CBC has chosen not to await public opinion as it will be expressed through the Broadcasting Act, without reference to parliament through the standing committee on broadcasting, the Secretary of State, who has no power to parliament, CBC or the Board of Broadcast Governors which has been established by parliament to regulate both private and government broadcasting.

EACH MAN FOR HIMSELF

The CBC has studiously shut its ears to the cries of the talent unions which are protesting at the top of their voices because they see English-language performers losing work to invading French talent. Obviously the opinion of talent is biased in its own favor.

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RATIONALIZING THE CBC

The panel discussion presented over CJBC, R. C. Fraser, who, as vice-president for corporate affairs, is speaking for the CBC in this matter, rationalized the actions the CBC had already taken with these seven points:

(1) Few people object to French being introduced in Ontario by CBC radio.

(2) There is no technical way to distribute French-language programming in Ontario other than by CJBC.

(3) A committee will discuss how English-speaking broadcasters with CJBC can be employed elsewhere by the CBC.

(4) The CBC used its discretion in interpreting the Broadcasting Act, including the clause that specifies that each language group should be treated as equally as possible.

(5) Making CJBC into a two-language outlet is not feasible; there are no examples of Canadian stations performing successfully under such conditions.

(6) A public hearing into the matter is unlikely because few listeners have objected to the switch.

(7) There is no real justification in carrying on two CBC English-language stations in Toronto; use of CJBC is the only way of depriving them of their English-language programs and others who might be interested in exposing themselves to Canada's second official language in French. The main bone of contention in the arbitrary way in which it took the step, without public consultation, Mr. Fraser's seven points appear as statements of fact, rather than his and his principals' opinions.

The fact that "few people object to French being introduced..." is not enough. What we should like to know is how many are anxious to have it happen.

It cannot be said there is no technique for distributing French-language programming in Ontario other than by CJBC. Has the CBC offered to supply privately-owned English-language stations with taped versions of their programs? Or has the Corporation investigated the feasibility of buying time from their private stations for these programs, thus enabling it to save the expense of operating CJBC...

In citing the Broadcasting Act - "each language group should be treated as equally as possible" - is CBC meting out fair treatment to CJBC by depriving them of their English-language programs in favor of French ones.

As purveyors of information and entertainment over the air, is the CBC competent to formulate policies concerning Canada's vital two-language problem?

Since the CBC's own statement, there is no real justification in carrying on two CBC English-language stations in Toronto, would it not be more logical for the Corporation to sell or otherwise discontinue operation of this station. In other words, could not the Corporation take the step of disposing of CJBC and, instead of continuing to make the Broadcasting Act a stumbling block to the introduction of French-Canadian programs, employ its resources to administer the law in such a way as to make possible the broadcasting of French programs in a variety of areas critical in need of them, the Corporation is making a stupendous effort to find some new purpose for the station rather than suspending operations and saving the tax-payer's money?
Editorial

Getting the most from the Supplier Lines

One of the most notable developments in business since the war has been the disappearance of an attitude of subservience on the part of people with a product or commodity to sell, and one of superiority on the part of those whose occupation it is to do the buying.

Not so long ago, a salesman's general practice was to crawl into the office of a prospective buyer, submit to interminable delays until the great man was ready to see him, and then, after being subjected to whatever abuse the customer felt disposed to hurl in his direction, to take out his pad with trembling hands and write out the order, inundate his benefactor with a flow of obsequious thanks and then back on his genuflecting way from the presence.

Plenty of those who will read this article are old enough to remember that this is not as much of an exaggeration as it might appear at first glance.

Business today is conducted on a plan of mutual co-operation between buyer and seller, because each party to a transaction realizes that the buyer is just as eager to buy, being employed for that purpose, as is the salesman, whose income depends on the volume of his sales.

To boil down the question to a point of simplification, buyers and sellers are equally dependent, the one on the other.

In the broadcasting business there is an equivalent if not identical situation in the relationship between members of the industry and those whose business it is to supply them with the goods and service they need to conduct their businesses, from engineering equipment to research.

These suppliers in this wide range of fields make their livings by being helpful to the industry -- by giving them the products and the services they want.
STOVIN-BYLES APPOINTMENT

STUART MacDONALD

Whose appointment as Vice President of Stovin-Byles Ltd., Western Television Division, Toronto, is announced by W. D. "Bill" Byles, President, effective January 1, 1964.

Stuart MacDonald brings to his new position 23 years of experience in radio broadcasting, magazine, outdoor and television advertising sales.

Say You Saw It in THE BROADCASTER

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

Rothmans pay $250,000 tribute to radio

The "Music Till Dawn" team (left to right, standing) Dave Penn, CFAC Calgary; Ed Ross, vice-president, Stephens & Townsend, Montreal; Don Kinton, CKY Winnipeg; David Broome, advertising manager, Rothmans; Don Wall, CKGM Montreal; Jerry MacDonald, Rothmans’ pr. director; Jim Taylor, general sales manager, Rothmans; Don Ferguson, All-Canada Radio & Television Ltd.; Mel Blackadar, CHNS Halifax; Bill Reid, CHNL Hamilton; Bill Murray, CPPL London; Gary Walsh, CHED Edmonton; Phil Janes, p.r., F. H. Hayhurst Co. Ltd.; Jack Fox, CFAC; Peter Privee, Craven A advertising assistant; Bob Laine, CHUM Toronto; Fred Arenburg, CHNS; George Maclean, account supervisor, Hayhurst; Dave Lacombe, account executive, Hayhurst; Wilma Tonynson, marketing director, Rothmans; Wes Armstrong, CHUM; Curly Dyck, CHED; (front) Don McDermid, CKY; Roch Demers, CJMS Montreal; Mel Cooper, CKNW New Westminster-Vancouver; Ernie Townsend, Stephens & Townsend; Garry Davies, CKNW; Jacques Desmarres, CJMS; Roy Newton, assistant advertising manager, Rothmans; George Gowling, CFRA Ottawa; Brian Leboe, CFRA; George Morris, CKGM.

This is a quarter million dollar testimonial to the power of night-time radio. Rothmans moved into night-time in April '62 with the first Music Till Dawn show on CKGM Montreal, and wound up in April '63 when the show - by then running on five stations (Broadcaster, July 19, 1962) - was cut because of "marketing conditions at that time." But we said then that we'd be back," says Rothmans ad manager David Broome, "and here we are, bigger and better.

They came back for a bang-up reason. Sales went up in the five markets used in the first Music Till Dawn flight, and that beautiful upward climb across the sales charts slowed when the shows went off the air.

And they came back with a bang.

On December 14 Rothmanselayedhost - flying in the all-night men and gals, pd's or sales managers from "their" eleven stations - at lunch, an afternoon workshop session, cocktails, dinner, a Christmas tree with gifts for the men and their wives, and an NHL hockey game.

RADIO NEWFOUNDLAND

“BEST BUY IN Eastern Canada”

Canada Broadcast
SALESMEN CARRY THE TORCH

Tying in with this, Rothmans is putting an all-night sales force into action, to call on open-all-night outlets between midnight and dawn. Along with their order books, these salesmen will carry transistor radios tuned to Music Till Dawn, so that the customer being pitched for an additional column in his cigarette machine or counter space for a pop-p display will hear the announcer mentioning his (e.g.) service station as being open and on the job.

As a further link between the radio advertising and the salesman, Rothmans is supplying salesmen with banners, window cards and other point of sale displays promoting the show, the station, the deejay and, of course, the brand name.

This is the deejay's dream come true, says John Michael, Music Till Dawn.

Pay boost for Ouimet

SALARY BOOSTS - which observers predict will raise storms of protest in Parliament - have doubled the salary of CBC president J. Alphonse Ouimet to $40,000 per year and increased the annual income of Corporation vice-president W. E. S. Briggs from $16,000 to $25,000.

The raises were approved by cabinet order in council, in line with a general salary revision for senior public service posts, and were the first for both positions since they were created by the 1958 Broadcasting Act. Prior to that the CBC was headed by a $25,000-a-year chairman of the board.

Although there is no statutory connection, it is felt that the increases for Ouimet and Briggs pave the way for a general revision of CBC executive salaries. The next category involves three corporate vice-presidents, three general managers, the financial comptroller and the directors of engineering, whose maximum salary range is $15,000 a year.

During the past session of Parliament, suggestions that Ouimet's salary be doubled were termed "outrageous" by Opposition Leader Diefenbaker.

SALES - Radio - Television Reps Ltd.

Mel Stewson, CKYL, Peace River

John Skelly, CKNL, Fort St. John

Calwen, CKY, Peace River

Available

"Broadcaster 8 years experience all phases Radio-T.V. Production, Announcing, wishes to relocate. Presently employed as P/D. Television Production/Direction preferred. Radio considered." Apply Box 718, Canadian Broadcaster, 217 Bay Street, Room 205, Toronto 1.

"ACTION STATIONS!!"

CENC

RADIO/TV

CALGARY

Memo from Radio-Television Reps Ltd.

to Mike Laverne, CJDC, Dawson Creek
Mel Stevenson, CKNL, Fort St. John
John Skelly, CKYL, Peace River

Peace River Parlay going over exceedingly well. The story of your dynamic area, the need for radio, the service your stations provide and the low cost on a one-card buy are getting lots of attention.

Watch your mail.

GORDON FERRIS
Radio-Television Reps Limited
ATLANTA

What's Atlanta to do with it?

Easy.

Atlanta's one of the 11 All-Canada Radio branches in North America busily selling time... national time on 43 prime Canadian radio stations in all first, most second markets.

A-C stations deliver half of all Canadian households, more than half total national retail sales!

And FYI, here are the 11 branch offices that uphold A-C supremacy in Canadian radio station representation.

MONTREAL 922 Dominion Sq. Bldg. - UN. 1-5556
WINNIPEG 287 Broadway Ave. - WH. 2-6861
CALGARY 1220 17th Ave. S. W. - 244-2455
VANCOUVER 1161 Melville Street - MU. 4-7461
NEW YORK No. 518 10 Rockefeller Plaza - 83 million dollars.

ROY HERBERT THOMSON, 67-year-old Toronto-born international broadcaster and newspaperman, starting with a small newspaper and radio station in Northern Ontario, has lived to see his fondest dream come true.

While he has slowly but surely acquired over a hundred newspapers and innumerable radio and television properties in Canada, the U.K. and all over the world (including Scottish Television and the U.K. Sunday Times,) these pequisities were not the dream I mean.

What Roy Thomson has been working for ever since he took up his residence in Britain is a title, and lo and behold, just as he has always achieved almost everything he set his heart on all his life, his name appeared on this year's British New Year Honors list, and as soon as it has all been ratified, he will take his seat in the House of Lords as Lord Whosis, first Baron of Whassit.

And it couldn't have happened to a nicer guy.

Ever since I first met him back in the thirties - it was the time he outfurnished me for the lunch check in Martin's Cafeteria in Hamilton - I have watched this amazing man, son of a Toronto barber, go out to make a financial success of business, piling up in the process a mountain of moola which has been estimated as high as $83 million dollars.

My second encounter with Roy was early in 1942, shortly after I had launched this paper.

At this time Roy's Northern Broadcasting had its head (and I think only office) in the Victory Building, 80 Richmond Street W., Toronto. It was on the third floor, right next door to the old All-Canada office. Roy had made a deal with Gay Herbert, ACRF Manager, to share his switchboard while the two concerns competed for business.

I bumped into him in the elevator one morning. After a warm greeting, he said: "Dick! I think you are going to put your new paper over."

I was duly pleased and asked him what made him feel this way after only two or three issues. Roy looked at me through the prisms he was already wearing for glasses and said: "Because you write good."

... Roy Thomson, who told an interviewer the other day he didn't know how many people he employed in his various enterprises, but guessed it would be close to 20,000, was never known for the high salaries he paid.

At the same time, no broadcaster (and it is safe to assume no newspaper publisher) can possibly have given as many beginners their first jobs as did Roy.

He would be the first to deny that he did this in any spirit of doing good, and would, I am certain, assure you it was a matter of economic expediency - good business - to get the help he needed as cheaply as possible.

All over the country, in every phase of broadcasting, publishing, advertising and similar fields, are people who will look at you with a wry expression when they tell you they got their start at $110 a month (or whatever it was). They will reminisce a little about the arords and rigors of those impecunious days. But then, invariably, they will say they wonder how they would have got a start at all if it hadn't been for Uncle Roy.

Another of Roy Thomson's characteristics is his relationship with his station managers and publishers.

When it comes to the balance sheet, Roy will examine it with a high-powered microscope. But as far the operation of the station or newspaper is concerned, he has never pretended to be a broadcaster or writer, and is perfectly satisfied to leave supervision to the top man he has chosen, who more likely than not was the manager or publisher at the time he bought it.

Through his long business career, Roy has gathered a wide circle of friends - a commensurate number of enemies. Personally I am proud to include myself in the former category.

His treatment of friends and enemies is precisely the same. He invariably says exactly what he thinks.

He admits freely and openly his life objective is to make money. *I want to buy more papers to make more money to buy more papers,* he told the Canadian Radio & Television Executives Club not long ago.

From where I sit, Roy, with his fantastic history of business development, the opportunities he has given others to learn from his genius, his insistence on getting value for his money from the things and the people he buys, can probably be considered the prototype of private enterprise in its truer sense.

At the time of writing nobody knows just what title Roy Thomson is going to assume. It occurs to me that there had been so Roy Thomson through all these years, the very end of Lord Thomson would be Lord Help Us.

Buzz me if you hear anything.

TO REACH ALL CANADA TALK TO ALL CANADA

CJBQ RADIO BELLEVILLE and TRENTON, ONTARIO

Another STOVIN-BYLES Station

HAVE YOU CHECKED TO ACTION STATIONS!... of shoes and ships and sealing-wax — of cabbages and kings

In the final analysis, what a woman looks for in a man is fiscal fitness.
ITravelogues
and strategies

stud Shell's

WW of G

THE NETWORK-HOPPING Wonderful World of Golf sponsored by Shell Oil, moved into its third season on Canadian television last week -- on the CBC-TV network this year, making the score two to one for CBC.

WW of G debuted on the CBC-TV network in 1962. Last year it switched to ATV to make a 22-week package of eleven weeks of WW of G followed by eleven weeks of Careers (Beaver-winning vocational guidance series) because CBC classified Careers as a public affairs program, which its policy dictates must be CBC-produced or purchased, and unsponsored.

This season, with Careers not scheduled to follow in the spring anyway, and a more attractive time slot available on CBC, Wonderful World of Golf returned to the CBC-TV fold.

The eleven-week hour-long series is produced in the U.S. by Sutherland Associates Inc. under the supervision of Kenyon & Eckhardt, agency for Shell's institutional advertising. Filming for the show began in May in the U.S. and wound up in India in September.

The nine shows shot (two of this year's series are outstanding matches from last year) include a match between Stan Leonard, long considered Canada's top pro golfer, and George Knudson, fast-rising young Toronto golfer, played at the Capilano Golf and Country Club in West Vancouver.

Golling champion Gene Sarazen, one of WW of G's commentators, describes this match (scheduled for February 16) as one of the most exciting he has seen in 40 years of golf.

More than 40 TV, film and golf experts worked on the 1964 series. The crew travelled 50,000 miles to cover matches in Canada, Hawaii, Puerto Rico, Colombia, Belgium, Portugal, Switzerland, India and Japan, airlifting 6,600 pounds of equipment from match to match. Six camera crews filmed each hole played simultaneously, while a seventh crew shot commercials and travelogue material. In all, about 460,000 feet of 35mm color film was exposed (the series is shown in color on NBC-TV), about 50,000 feet for each program, of which only about 4,500 feet make the TV screen.

In addition to covering 18 holes of golf, the program analyzes each course and the strategy of the players, and the players conduct a clinic of tips on technique and demonstrate their most effective strokes in slow motion.

Each show opens with a travelogue about the country in which the day's match takes place, and the commercials blend in smoothly with the travelogue atmosphere.

D. R. Prior, Shell Oil Co. of Canada's public relations director says in the U.S., WW of G tops all other regularly-scheduled golf shows, with similar success in Canadian markets where it competes with these shown on U.S. border stations.

First program on the new FM station was a half-hour pre-recorded concert in Stereo featuring members of the faculty of music at Brandon College. CKX-FM is now broadcasting twelve hours a day, from noon to midnight, in full stereo, with a new stereo library of over 12,000 selections. There are just four newscasts each day, at noon, 3 pm, 7 pm and 10 pm, and the commercial policy limits commercials to four per hour.

The FM aim is a completely separate operation within the broadcasting centre which also houses CKX AM and TV, and an estimated $100,000 was invested in FM equipment at the station and the transmitter.

When Westerns Manitoba Broadcasters, headed by president and general manager John B. Craig, bought the station from the Manitoba government in 1948 it had a staff of 14 and a power of 1,000 watts. Now the staff numbers 55; AM has 10,000 watts power; TV has a video power of 100 kilowatts and an audio power of 49.1 kilowatts, with satellites at Foxwarren and Melita; and the new FM station has an effective radiated power of 29,000 watts.

CKX OPEN FM

A THREE-WAY SIMULCAST - AM, FM and TV - marked the debut of CKX-FM Brandon last month as Mayor S. A. Magnacca snipped the ribbon to officially open the new station, the only FM station between Winnipeg and Calgary.

In all, about $100,000 was invested in FM equipment at the station and the transmitter.

When Westerns Manitoba Broadcasters, headed by president and general manager John B. Craig, bought the station from the Manitoba government in 1948 it had a staff of 14 and a power of 1,000 watts. Now the staff numbers 55; AM has 10,000 watts power; TV has a video power of 100 kilowatts and an audio power of 49.1 kilowatts, with satellites at Foxwarren and Melita; and the new FM station has an effective radiated power of 29,000 watts.

This remarkable device can help prevent a 17 billion dollar robbery

Hurry. The robbery is taking place now. And tomorrow. And the day after tomorrow. But you can stop it if you act quickly. Simply follow these instructions: Phone the CBC. Ask them about availabilities on their 8 owned and operated TV stations. They're called the Big Seven Plus One and they're located in the major markets across Canada. Plus one station in Corner Brook Nfld.

Jot down some of the more staggering facts. For instance, that these eight CBC O & O stations blanket 60% of the TV households in Canada. And that one phone is all that's needed to fill you in on availabilities for all of the Big Seven Plus One. (Same goes for information on programming. Ratings. Audience information or market data). One Phone call. A few minutes. That's usually all it takes. A CBC rep will have all the facts on your desk that same afternoon.

Next, approach your clients. Explain to them that if they're not advertising on the Big Seven Plus One, they're robbing themselves of a share of 17 billion dollars. (The net effective buying income of the area covered by these stations). If more proof is asked for, show them their rating data. (It's very impressive). And, for the finishing touch, produce a list showing the cost per M situations offered by the Big Seven Plus One. If they're not advertising on the Big Seven Plus One, they're robbing themselves of a share of 17 billion dollars. (The net effective buying income of the area covered by these stations). If more proof is asked for, show them their rating data. (It's very impressive). And, for the finishing touch, produce a list showing the cost per M situations offered by the Big Seven Plus One. (They're ridiculously low). So low in fact, you might even call them...a steal.
"It's an absolutely professional unit. Has all the built-in features of a station control room."

"We made a check-list, then went to all the manufacturers. Nobody had the completely right unit as a standard item—until Northern came up with this one. It has every single item that we specified."

"Best unit I ever worked with. Must have been designed by a broadcaster. All the controls are exactly where they should be."

"Our unit has to take a real pounding on rough roads. But when we get to a remote, we just connect up the lines, plug it in and we're in business."

"Our first unit (of two) is used in our Satellite Studio trailer. Because of its low heat output we saved the cost of extra blowers that other models would have needed."

"Northern are nuts to advertise this only as a remote unit. It would be a natural as a regular studio control room. A smaller
by some of the best pros in broadcasting

TRANSPORTABLE PRODUCTION CENTRE
DESIGNED, ENGINEERED AND MANUFACTURED IN CANADA BY

Northern Electric
An all-Canadian company with over 17,000 employees
The following Saturday, CFQC-TV presented highlights of the debate in a special two-hour telecast beginning at 10:00 am, when 100 students participated in the debate on disarmament and admission of Communist China to the United Nations.

The program, Teen’s Model U.N. Assembly, was presented as an educational project instructing Northern Saskatchewan high school students in the procedural activities and content of the United Nations.

The telecast was produced by Stan Thomas, with the assistance of Professor Colwyn Williams, College of Law, University of Saskatchewan.

The debate was opened with an address by Saskatoon’s Mayor S. L. Buckwold, and a day-long discussion followed. The closing address was given by President Spinks of the University of Saskatchewan.

The students debated three resolutions: the Cuba problem; admission of Red China and disarmament.

The Moodys had no insurance and no relatives on whom they could call for help, so CHUM Newsman J.J. Richards started an appeal for clothing, food and furniture for the family on the CHUM Heartline program.

CHUM listeners were quick to respond to Heartline. So the nine year old daughter could continue at school Christmas party the next day, a new home was located in the same area; Wallace Transport donated a huge moving van with two men to pick up any items of furniture which had been donated, and CHUM Newsmans Lloyd Luckhart, Shel Turcott and J.J. Richards collected the smaller items in CHUM cruisers.

Furniture, clothing, toys and dozens of household items as well as cash were donated to the Moody family by CHUM listeners.

When it was broadcast that the little girl, who was to attend her school Christmas party the next day, had no dress to wear, one CHUM listener called Heartline, and arranged to take the little girl out shopping and buy her a new party dress.

CHUM paid the first month’s rent for the Moody family to give them a fresh start, and the family was able to get into a new apartment which had been completely furnished in time for Christmas. Gifts were still arriving for the stricken family up until the day before Christmas and on Christmas Eve CHUM Newsman Shel Turcott delivered the final gift, a 14 lb. turkey.

The winning call came from Paul Guevin, a member of the RCAF radar station in Moosonee, Ontario, at the southern top of James Bay, some 1,096 miles from Montreal, who ordered 3,652 stockings.

Other special orders came from Andre Brisson who called from Gagetown, Quebec, some 950 miles away, and Marc Gagnon who phoned from Halifax, some 800 miles from the station.

Close on the heels of these three listeners came orders from Forestville, 450 miles away from Montreal and from Noranda, 425 miles away.

The week-long campaign benefited some 16 charitable organizations on the list of the Laval Kiwanis Club’s regular charities.
DEFINITIONS DEPT.
An opportunist is a man who, finding himself in hot water, decides he needs a bath anyway.
—CFAM Activities Report

STERLING IDEA
Elliott-Haynes Trend comes up with this one, from Glamour in a full page four color advertisement for Oneida silverware, "Young Love" pattern. The headline, in extravagant script, reads: "Try 'Young Love' on your table tonight."

AUDREY STUFF
Then there's the gal who was so dumb, she thought a Gallup Poll was a Romper Room stick-horse.

ONLY IN AMERICA
Joannie Sommers makes her dramatic debut in Burke's Law one week and begins drama lessons the next.

HAPPY TO MEET
She made it a point to meet her husband's secretary because he had told her so little about her.

OVERDOING IT
It was quite all right for the new accountant to be careful to the point of always looking around the streetcar to see if he had left anything, but did he have to keep looking around for anything anyone else had left?

LAST CHANCE
Then there's the one about the guy who found a bottle of scotch in the train, drank it and then turned himself in to the Lost and Found.

TECHNOLOGICAL TIP
We are reliably informed that the best way to 'top a car is to 'ttop on the bweak.

LAST LAUGH
The best thing the reviewer could say about the new show was that it had a happy ending... the viewers all welcomed the closing commercial.

CBC Newsmen Meet

THE WORLD IS THEIR BEAT, but once a year CBC's news correspondents leave the news centres of the globe and gather in Toronto for their annual conference and program-planning sessions, and appear on special year-end reviews on radio and television.

(Left to right, standing) Knowlton Nash and James M. Minifie, Washington; (seated) Stanley Burke, Paris; Michael Maclean, Tokyo; Tom Gould, United Nations; Phil Calder, Bonn; and Norman dePoe, Ottawa. Also attending the sessions were Morley Safer, London, and French network correspondents Romeo Leblanc from London, Dostaler O'Leary from Paris and Jean Grand-Landau from Washington.

One item on the conference agenda was the question of which world centres should be next in line for resident CBC news correspondents — Moscow, Africa, South America, Rome, the Middle East?

WANTED
Radio Station manager wanted... Excellent opportunity for right man.
Please state experience, present position, expected salary...3 references. All replies treated confidentially.
Soo Line Broadcasting Co. Ltd., Box 1330, Weyburn, Sask.

BOOKS
Selling the Homemaker
CONTACT ALL-CANADA RADIO & TELEVISION LTD.

THE CKRS-TV TELEVISION NETWORK REACHES THE ENTIRE POPULATION OF 272,700 PEOPLE EACH WEEK IN THE CHICOUTIMI-JONQUIERE-LAKE ST. JOHN MARKET — November B. B. M.

*CKRS-TV, Jonquiere — Channel 12
CKRS-TV, Chicoutimi — Channel 2
CKRS-TV, Roberval — Channel 8
CKRS-TV, Port Alfred — Channel 9

January 23rd, 1964
TEA FOR TEN

Mrs. Patricia Smith, (R) of Sidney, B.C. recently won $900 in the “Joe’s Notebook” contest held at CJVI. She promptly turned over her winnings to her church to help furnish an apartment in the building, so the congregation can have a full time minister. Eight other members of the church’s W.A. also entered the contest for the same purpose. Mrs. Smith, with her daughter Josephine beside her, pictured here with the members of the auxiliary, were guests of CJVI at tea recently in a downtown hotel. These women are all loyal listeners of CJVI and form a cross section of the station’s listening public.

VICTORIA IS THE CAPITAL CITY OF B.C.

FIRST STATION IN B.C.’S SECOND MARKET

VICTORIA"

Bay Street and Madison Avenue must meet

by BEN HOLDSWORTH

THIS SPECIAL SURVEY of the financial community and its relationships with the advertising world has raised a number of questions.

One of the most prominent of these has been the requirement for much more information—a need felt in perhaps equal terms by both the investment analyst and the advertising researcher.

In the previous article in this series, in which a study by Bache & Co. & Investment Analyst and the advertising world has raised a need felt in the social community and its relationships with the advertising world has been the requirement for much more information— a need felt in perhaps equal terms by both the investment analyst and the advertising researcher.

In brief, the argument goes: If a publicly owned company is enlightened in its shareholder relations it is likely to be enlightened in its advertising and marketing administration.

Thus, the advertising agency and all media carrying that company’s advertising—including broadcast—have as much at stake in the encouragement to progressive shareholder relations as has the investment counsel. To put it bluntly, as one investment man did, “A healthy firm financially is a healthy firm in sales, just as much as the reverse; the dollars are the same in the long run.”

From many sources, the series of reports has received repeated pleas for a greater exchange between the financial community and advertising. A broad invitation has been issued for liaison between advertising men, and broadcasting men, and the Investment Dealers Association and the Securities Analysts Association.

TWO WAY COMMUNICATIONS

What could advertising men offer these groups?

Many of those interviewed (on both sides of the fence, so to speak) felt that each group has much to learn from the other—and each has a common objective in sharing both information and experience: The health of the business and industry of the country.

What are these areas? First, and perhaps foremost in the short run is “getting to understand each other.” Our language is often technical on both sides, and we need to understand each other on that plane to begin with,” an one analyst said. “You remember that little song in The King and I about ‘Getting to Know You?’...well that’s the first thing, I believe,” said an advertising agency man. “We must understand by learning not only the other language but the approach and attitude,” he said.

More specifically, a number of those interviewed stressed the need for sharing of information, details, market data. But there are difficulties.

“Take the case of the tobacco industry,” said David Hennigar, researcher for Burns Bros. and Denton Ltd. “A number of analysts and investment houses have tried to assess this industry, both in terms of Imperial Tobacco and of Rothmans. It’s a volatile situation, with a number of investors very concerned about it. It’s the cancer scare, it’s the Rothmans acquisition of Rock City, it’s other factors, too. We wonder why, for example, the industry hasn’t reached the same per capita consumption of some other countries. Maybe we need some information and interpretation of the advertising people,” he said.

“The problems start with market information—I mean the market for consumer sales. We are out-of-date on this industry, simply because we can only use published figures from government sources—the companies in the industry give us very little (as is true of many others). So we use DBS, which is now up to 1960, and preliminary 1962, with partial 1961 as our best source — this is the best?,” he said.

“We can only estimate the promotion and advertising expenses of these companies by deducting from statements of cost and profit, if we get such a statement. We call this an outside expense.” Let me give you the best example we have for this industry right now, the estimate made by W.C. Pittfield & Company of the Imperial Tobacco picture, based entirely on published figures: And guesses, since nobody in our group has any access to other figures, much as we have given our best efforts to it,” he said.

Several of us, he said, have estimated the effect of the Rothmans entry into the Canadian market on the Imperial position. “We only estimated the published sources to go on, since the company sources were very tight-lipped. For example, the advertising expenditures of Imperial as a total group we estimate as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1957</td>
<td>$1,600,000</td>
</tr>
<tr>
<td>1958</td>
<td>$5,900,000</td>
</tr>
<tr>
<td>1959</td>
<td>$7,300,000</td>
</tr>
<tr>
<td>1960</td>
<td>$9,400,000</td>
</tr>
</tbody>
</table>

Rothmans came into market
were these accurate? said Mr.
Henniger. "I don't think it's true in all cases. And his comments in the advertising
field have to go on are the public figures,
from the out-of-date DDS figures that company statements of one kind or another—perhaps plus
rums from various centres.

The profits, volumes, costs and
other factors published by this tight-
ly organized industry are, in some ways,
typical of other industries.

"We consider it a major triumph
that people now can get sales figures for
the tobacco industry, " said an analyst.
"Can you imagine?" We were the last
to know about these things—we
imagined all sorts of outside sources as
getting the sales figures before we did, maybe people such as the ad-
tising agencies— but I don't know."

AVAILABILITY OF FIGURES

For more important to many ana-
lysts interviewed, however, than ad-
vertising expenditures, are sales and
marketing figures themselves. Not just
sales figures, David Henniger pointed out, it is only
recently that company sales figures have been made available. "We re-
garded as a major triumph when a
firm discloses its sales, so we can't
expect advertising figures for a few
years. It is important as it is for us to
have a fair picture of all elements in a
company's growth position... all
too often we are hampered by out-
dated figures in the instance of the
tobacco industry, in working out share-of-market for a given company and
its competitors..." said Mr.
Henniger.

"Brands and their strength in a
market are very important to the
investment analyst," affirmed the
Burns Bros. and Denton researcher.
"In order to assess the future pro-
spects for a firm or an industry for
that matter, we are interested in past
history and present performance quite
naturally," said David Henniger,
"and we look at all aspects of costs,
volumes, prices etc.

"Advertising and marketing plan-
ing, on the other hand, he said, "may be much closer to our interest
than many people imagine, since
that aspect of a company's activity
may be the key to the future. That's
why we would welcome a much closer
knowledge of advertising and pro-
motion than most analysts now
possesses."

This thought was echoed by
other investment men. A fuller
understanding of the advertising
function may be the most important
piece of education wanted by the in-
vestment community. In many cases,
just advertising expenditures as such, but
a grasp of the meaning of such
figures—this is what the advertising
world can do to help the analyst
KNOWLEDGE OF NEW METHODS

There is another side to this
coin, too. A number of investment
men saw the need as not only for a
better grasp of the place of advertis-
ing in judging a company's financial
prospects, but as a means to plan-
ning for a longer-term goal.

"If securities are to be marketed
to the millions, then new ways of
reaching these millions must be
used," said the partner in one of the
country's largest investment houses.
"If we are used to the traditional
methods of offering securities to tradi-
tional buyers—and that is a complex
technical matter, since the traditional
buyers are usually sophisticated in
investment matters."

As David Chandler of Bache &
Company pointed out, "It is the per-
son who has not yet been motivated
in the form of savings that we must
reach."

Advertising men are equally
agreed on the need for closer under-
standing between the financial com-
unity and advertising-marketing
people.

"This may be one of the greatest
challenges for advertising in this
century," said an agency executive,
"but we need on our part to learn a
lot more than we know now about the
whole process of investing in shares.
This is what we can learn from the
analyst groups.

What of the broadcasters?

"We must be brought up to date
on radio and television," said David
Henniger. "For example, we were
called by an announcement from
Rothmans of a plan to spend at least $1 million
in late-night radio has excited interest
in the investment community. "Here
is a company with no immediate pros-
tspects of substantial dividends," says
the Burns Bros. and Denton analyst
of the tobacco industry, "but from
the standpoint of both sales and
earnings, Rothmans appears to offer
average growth potential."

That broadcasters would be wel-
come indeed in the meetings of the
securities analysts and investment
dealers was made clear in a number of
interviews.

"We just don't have a proper
appreciation of the place of tele-
vision today," said one investment
man.

"Most of us spend too much time
in the examination of facts and fig-
ures we don't have time to watch TV,
and we really have no way of assess-
ing its value," said an investment
dealer.

"Radio seems to be coming
back, I hear," said a chartered ac-
countant, "or so my friends tell me... I'd like to see the facts..."

In this series, we have viewed
some of the problems of the relations
between investment people and ad-
vertising. The most immediate sup-
gestion offered, on both sides, is the
need for much closer liaison between
the two communities. Virtually an open
invitation has been extended by the
financial people to advertising
to do so.

Meetings can be arranged (one
is now in the process). Advertising
speakers can appear before the se-
curities analysts, and perhaps vice
versa. There remains the question of
deeply separating the two groups in
both language and training—and
perhaps some suspicions too.

The most important observation,
nevertheless, was made by one in-
vestment man: "Our aim is the same!"
The three-month campaign, for which CFTO-TV budgeted some $250,000, was planned as an industry-wide, non-partisan endeavour, though it has proved to be that more in scope than in support.

The station's advertising and promotion manager, Kevin Holen, isn't trying on any halos. "Of course the campaign is of direct and immediate benefit to CFTO," he says, "but it was designed to benefit the whole industry as well and for that reason we omitted all station identification.*

ALERTED THE INDUSTRY

Before launching the campaign, Holen contracted every would-be, should-be or might-be interested party within the industry and allied fields, either by letter (over 3000 went out) or phone. ("still I was hoarse") -- CBLT-TV, the CBC's Toronto station, and CHCH-TV Hamilton; well over 1,000 TV sales and service firms; TV set manufacturers; antenna manufacturers; TV components manufacturers and distributors; the electronics industry association; various city departments; Ontario Hydro; Bell Telephone; National Research Council; the organization of apartment house owners; the insurance umbrella writers; newspapers; trade papers; many more.

In each instance, the station defined the area of interest (e.g. the safety aspect to the city's buildings commissioner), suggested how the campaign might meet a particular need (e.g. advice to apartment house owners on the installation and maintenance to give tenants best reception), and suggested the support that would aid the campaign (e.g. set manufacturers might include with each new set a tag saying an antenna check-up would ensure the best reception on the new set).

Reaction was disappointing, Holen admits. TV service firms offered the strongest support, with 50 representatives from leading firms turning out for a seminar at CFTO's studios. At the meeting, RCA Victor's Ontario manager, Bob Norton, gave a talk on the finely-engineered excellence of today's TV transmission, illustrating his points with graphics and charts. Ernie Swan of Ernie Swan Television Co. Ltd. spoke on "antennaplex" systems for apartment house installation, and Cy Collins, president of Toronto TV, discussed domestic installation and reception.

Further support from the service firms has taken the form of banners on their trucks using the ghost that is the symbol of the campaign (basic artwork provided by CFTO) and "hookers" to the newspaper ads placed by the station.

Ontario Hydro has joined the campaign with its own antenna check-up ads, stressing the safety angle by pointing out the hazards of a TV antenna falling onto hydro wires.

Leading department stores have supported the cause in both their TV sales and service departments, taking "hookers" on the print ads for their service departments and placing showcards in their mail order offices in surrounding centres.

Perhaps the biggest disappointment to CFTO-TV was the lack of participation by the other TV stations. To stress the non-partisan nature of the campaign to the last detail, CFTO-TV's proposal to the other stations included the proviso that the TV commercials would not even mention CFTO. The other stations included the proviso that the TV commercials would not even promote or discuss CFTO's campaign. Perhaps the biggest disappointment to CFTO-TV was the lack of participation by the other TV stations. To stress the non-partisan nature of the campaign to the last detail, CFTO-TV's proposal to the other stations included the proviso that the TV commercials would not even mention CFTO. The other stations included the proviso that the TV commercials would not even promote or discuss CFTO's campaign.

G. N. MACKENZIE LIMITED HAS 13 SHOWS

The trend is to balanced programming

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 noosed 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 will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet in CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatchewan.

CFQC
radio — Saskatchewan
radio which reached 20 spots a day at its peak added another $10,000 to the budget. And the long-time "ghosts in your livingroom?" ads each Friday in the Toronto Telegram and Toronto Daily Star cost approximately $15,000, including production.

The theme in each medium was simple, informative: the television industry spends millions on the best of programs and the finest equipment to transmit them, but the quality of home reception depends on home equipment; surveys show faulty antennas are most often the cause of poor reception; an antenna check-up is not necessarily expensive. The underlying message was: don't blame the station, the set manufacturer, or the set repairman, look to your roof.

In addition to paid advertising, Ernie Swan appeared on CFTO-TV's Morning Magazine with tips for householders and apartment dwellers and apartment dwellers on improving their TV reception by such simple means as not using excess wire to link the TV lead-in to the set and not tacking this wire to baseboards. The Toronto Telegram, major share-holder in CFTO-TV, ran an article, "TV Antenna Forgotten Link."

Thus far one trade paper has taken up the cause editorially, with a three-part series scheduled for Building Management, which goes to apartment house owners and managers. The articles will deal with the conditions that cause poor reception, how to improve reception, and maintenance for continuing good reception.

And so the campaign goes. Holen says some 25 leading antenna installation and service firms have reported a tremendous upsurge in check-up calls since the campaign started, and the station has noted a marked decline in the number of calls complaining about reception.

INVITATION TO OTHERS

Toronto may be the largest problem area, with some 500,000 TV homes, many of which are equipped with antennas ten years old and older (it's these oldest antennas, geared to distance reception, which cause the majority of complaints to CFTO-TV, the newest local station in the market). But Holen feels that stations in other markets and the industry as a whole might benefit from similar campaigns in other centres.

"Any station interested in launching a public service antenna check-up campaign will have my full support and co-operation," he said, offering full details on CFTO's campaign operations, further suggestions based on its experience, copies of the radio scripts and newspaper mats free, and even the television film if arrangements could be made for residual payments to the performers.

Available

"Twenty-eight year old News Director... 10 years in broadcasting, seven in television. Extensive experience as newscaster, writer and producer of TV news and documentaries. Desires employment offering advancement in this field. Will supply brochure and references on request. Write to President, CKGM - Montreal, Drummond St., Montreal 25, P.Q."

WANTED

"Large WEST COAST radio station wants professional Program Director. If you like a challenge, have a track record, are a leader, administrator and doer, here is your big chance. Send complete description of your experience to Box A-716, Canadian Broadcaster. Replies confidential."

"As dedicated broadcasters, we feel very strongly about this," says Kevin Holen. "Broadcasters put millions of dollars into the best possible programming, top people, the finest engineering equipment, and then we're only as good as that chunk of metal up on the roof. Yet there's a frightening lack of interest shown in that chunk of metal by the people who should be vitally concerned about it, the broadcasters, the set manufacturers, the sales and service companies and all the allied fields."

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. Try a small ad in the Help of the Highest Calibre to the Advertising — Marketing and Sales Fields.

WANTED

"Large WEST COAST radio station wants professional Program Director. If you like a challenge, have a track record, are a leader, administrator and doer, here is your big chance. Send complete description of your experience to Box A-716, Canadian Broadcaster. Replies confidential."

Available in Canada through FREMANTLE OF CANADA LIMITED

17 Dundonald Street Toronto.
Phone 924-9635

The Romper Room

Now On

CFTO-TV Ch.9 Toronto

Available in Canada through FREMANTLE OF CANADA LIMITED
HAPPY 25TH ANNIVERSARY to Crawley Films Ltd.

In a folder titled "25 Letters to Salute 25 Years" Crawley has collected some highlights from their mailbag, including letters from Prime Minister Lester Pearson ("a quarter century of distinguished accomplishment in the making of motion pictures"); Leader of the Opposition Diefenbaker and other party leaders; the National Film Board; the Canadian Film Institute; the Motion Picture Industry Council of Canada; the International Federation of Film Producers Associations; the Canada Council; the CBC and the CTV Television Network; the Board of Broadcast Governors; the Canadian Association of Broadcasters; the Association of Canadian Advertisers; Mayor Charlotte Whitton of Crawley's hometown, Ottawa ("truly Canadian films of enriching excellence").

Crawley's silver jubilee year will see the company's first feature film, Ville Jolie, go into distribution and into competition with the world's best at the Cannes Film Festival. And shooting starts next month in Montreal on The Luck of Ginger Coffey.

Switching from client to Crawley, communication and design consultant Henry E. Strub is now the exclusive communication and design consultant to handle Canadian-produced programs in both local and international markets. "Most distributors have been reluctant to handle Canadian productions due to heavy overhead," Ellis says. "They've only been interested in handling full series of, say, 26 half-hours. But my new company will handle even single show provided they have quality and audience appeal."

The company will also distribute foreign-produced programs in Canada. On the agenda as well is development of live and taped radio and TV programs.

Headquarters is in the new Film House at 22 Front Street West, Toronto.

Ellis was formerly president of Freemantle of Canada Ltd., involved in film program distribution, development of the live syndicated Romper Room, and developed Blackouts, an audience participation contest sponsored by Loblaw Groceryon CFTO-TV. He is also publisher of the first "Directory of Broadcast Executives."

THE NEW EMPHASIS on television at Twentieth Century Fox since Darryl Zanuck took over the reins continues, and the Canadian TV division, headed by TV-oriented salesman Tom Reynolds, formerly national sales manager of CFTO-TV, is moving into distribution of made-in-Canada television shows.

First step is syndication of properties of B.B. Ltd., whose-owned United Artists Television Inc. has spent a full-fledged Canadian operation -- United Artists Television of Canada -- under general manager Nat Donato, who moved over after nearly six years with Screen Gems (Canada) Ltd. where he was director of national sales.

The company will handle all UA and ZIV television programs, formerly distributed through Z.I.T. Programs (Canada) Ltd., and also United Artists features released for television. A new package of 22 features, United Artists Showcase Two, has just been released and includes such films as Cannes Film Festival winner, Black Orpheus; Moby Dick, starring Gregory Peck, Orson Welles, Leo Genn and Richard Basehart; Marlon Brando and Anna Magnani in The Fugitive Kind; The Pearl, with Pedro Armendariz; and Separate Tables, with Burt Lancaster, Deborah Kerr and David Niven.

United Artists Television is preparing six pilot films for the 1964-65 season: a half-hour comedy series, Pioneer, Go Home, starring Tom Ewell; John Stryker, an hour-long adventure series starring Richard Egan; Kidkee Hates Fitch, a half-hour comedy series based on going-on-in-the-fire-department by Bob Rickles and Canadian actor Lou Jacoby; Mark Dolphin, a one-hour adventure series with Robert Horton; Gilligan's Island, a half-hour comedy with Bob Denver and Alan Hale; and Calbaan, starring Jackie Cooper and Barbara Stanwyck in a one-hour series about a County Agent.

United Artists Television Inc. has spent a full-fledged Canadian operation -- United Artists Television of Canada -- under general manager Nat Donato, who moved over after nearly six years with Screen Gems (Canada) Ltd. where he was director of national sales.

THE FILM LABORATORY division of S.W. Caldwell Ltd. has been purchased by Clarence Burt and renamed Medallion Film Laboratory Ltd. The lab continues to operate with the same staff, under general manager Ross Smith, with Murray Marshall promoted to sales and service representative.

Burt's introduction to the film business was some twenty years ago with NFB on the rural circuit in Ontario, but since then he has concentrated on freelance writing and broadcasting in the agricultural field. Last year he took over the radio recording division of Caldwell, now called Burt Recording Ltd.

ADMINISTRATIVE DIRECTION of Freemantle of Canada Ltd. has been taken over by Paul Talbot, chairman of the company, since the resignation of Ralph Ellis as president. Talbot is president of Freemantle International Inc., New York, which distributes TV film programs and develops live production throughout the world.

Film sales will continue to be handled by Peter Buckley in Toronto and Henri Tremblay in Montreal for French Canada, and Vern Furber will continue to direct operations for the syndicated live Romper Room, the television kindergarten seen in eight countries.
Economical low powered installation for origination or satellite operation
Housed in single standard audio rack — extremely compact and lightweight
Designed for unattended operation
Air cooled tubes used throughout.
7203/4CX250B's used in final amplifier.
All tubes used are easily obtainable, inexpensive and dependable.

- Designed for color
- Independent circuits for visual and aural sections of transmitter
- Built-in intercarrier frequency control
- All operating controls accessible from front of unit
- Silicon rectifiers
- Peak visual power indicator
- Line-by-line back porch keyed clamp
CJOB wins Broadcasters Promotion Association “On-The-Air” Award for “Special Events” spot. TV star “Tennessee” Ernie Ford (right) makes presentation to Bob Somerville, Young Canadian Ltd., acting on behalf of CJOB, in San Francisco, November 19, 1963.

CJOB wins Canadian “Dramatic” commercial award at Radio Commercials Festival in Toronto, November 14, 1963. Festival Chairman W. W. Vanderburgh of Coca-Cola Ltd., presents award to Arnold Stinson (left), Standard Broadcast Sales vice-president, acting on behalf of CJOB.

To many in the advertising industry, it came as no surprise that Radio Station CJOB Winnipeg recently received creative honours in both Canada and the United States.

However, the “awards” in which CJOB is most interested are the sales successes it continues to ring up in Greater Winnipeg for sponsors and their agencies. It is to these hourly “honours” that the energies of General Manager Rory MacLennan, Assistant Manager Dick Moody and the CJOB staff are concentrated.

Next time you want sales action in Greater Winnipeg run your campaign on CJOB. Call your STANDARD BROADCAST SALES representative for details.