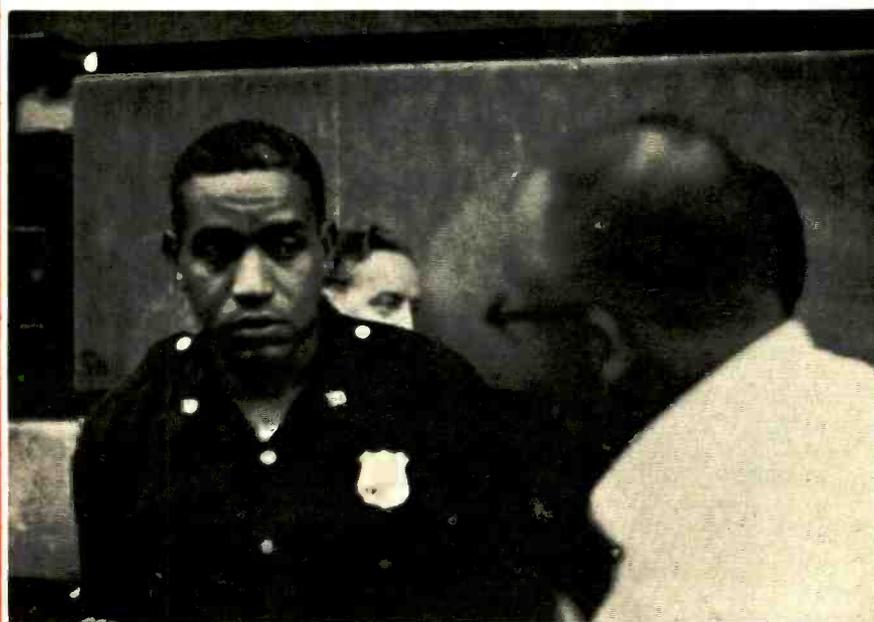


# CANADIAN BROADCASTER

Now in our twenty-third year of reaching people who reach people



CJOH-TV OTTAWA is turning the summer doldrum period into a bonanza by virtually eliminating the usual repeats from their schedules and replacing them with fresh episodes of their regular syndicated features, fresh episodes from new series and sometimes feature films never seen before on the station. The only repeats used are those which come in on the CTV network and the station and network are getting their heads together planning to eliminate most of them next summer. Regular sponsors are charged on a time-only basis and the station is bearing the cost of these films. Also, with the co-operation of the sponsors, there is a "Know Your Show" promotion contest with TV receivers for prizes. Evidence of both sponsor and retailer acceptance is seen in the top picture, showing a number of important participants in the project, left to right: G.P. Roberts, Colgate-Palmolive Ltd.; Dave Fitzpatrick, Pet Milk Canada Ltd.; Mel LeHay, Cityview IGA manager; S.J. Scharf, also Colgate-Palmolive Ltd.

FLANKED BY A FORMIDABLE GROUP of businessmen, the Hon. George H. Hees, (with cigarette) minister of transport and then trade and commerce in the Diefenbaker government told the Radio & Television Executives' Club at their July meeting that if Canada wants to maintain economic independence, Canadians must invest in their own industries.

Pictured, from the left, are: W.H. Allen, president of Whitehall Laboratories Ltd.; W.J. Beaupré, vice-president Dow Brewery Ltd., Montreal; Mr. Hees; P.T. Molson, vice-president Molson Breweries Ltd; J.H. Moore, president John Labatt Ltd.; G. Arnold Hart, president of the Bank of Montreal.

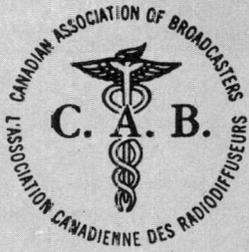
THE NEW "NEWS" CONCEPT of CFCF Radio, Montreal, was never better demonstrated than during the race riots in Harlem. One day the three-hour "A.M." show originated in Harlem, and newscasts and an "eyewitness" series carried reports from news director Bert Cannings, manager Dave Wright and newsman Franklin Armstrong broadcasting amid sounds of sirens, shots, crashing glass and bricks. Coverage combined hard news and human interest, illustrated in the third picture, as Cannings interviewed a negro policeman, torn between loyalties to his people and his job. CFAC Calgary carried CFCF's Harlem feature and 'CF also made material available to over 30 All-Canada repped stations.

WINDFALL, SPONSORED by the Royalite Oil Company and produced at Channel 8 studios in Vancouver, wrapped up the season with the 'Prize Pyramid' show which involved approximately \$50,000 in merchandise. Here, Ray Peters, President of CHAN, CHEK-TV congratulates the winner, Mrs. Jeanie Edstrom of Rat Lake Alberta. Pictured with Mrs. Edstrom are her husband Clarence, Mr. Charles Hay, President of Royalite Oil Company and Mr. Jack Neuss, Manager of Advertising and Sales Promotion for Royalite.

This special hour-long show was taped on June 16th and telecast July 3, 1964 on CHAN/CHEK-TV.



In this issue  
Prairie Profile



**Radio & Television  
PROGRAM EXCHANGE**

**STUART MacKAY**  
*General Chairman*

**GERRY ACTON**  
*Manager*

**RADIO COMMITTEE**

**RALPH CONNOR**  
CKSO, Sudbury

**CLIVE EASTWOOD**  
CFRB, Toronto

**JOHN GORDON**  
CKLW, Windsor

**JACK HILL**  
CKOC, Hamilton

**GEORGE LEECH**  
McKim Advertising Ltd.

**LYMAN POTTS**  
CKFM, Toronto

**ALAN SLAIGHT**  
CHUM, Toronto

**WALLY SLATTER**  
CJOY, Guelph

**REO THOMPSON**  
All-Canada  
Radio & Television Ltd.

**TELEVISION COMMITTEE**

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CFCF-TV, Montreal

**DON JAMIESON**  
CJON-TV, St. John's

**RAY PETERS**  
CHAN/CHEK-TV  
Vancouver/Victoria

**BOB REINHART**  
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**CAM RITCHIE**  
*(TV Chairman)*  
CKLW-TV, Windsor

**KEN SOBLE**  
CHCH-TV, Hamilton

# Now...

• • • a coast-to-coast NETWORK  
of 127 radio and  
55 television stations,  
privately owned and independent,  
has emerged from:

## The CAB PROGRAM EXCHANGE

Pooling of the tremendous program resources of these wide-awake stations has created the greatest repertoire of Canadian Radio and Television programs – music, inspiration, information, humour – that exists anywhere.

Participation by stations in this mammoth project is simplified by the centralization of administration in the CAB's Toronto office under the direction of Gerry Acton, who is devoting his time to acquiring the best shows from each station and effecting their exchange throughout the membership.

Participation gives advertisers the benefit of programs of national network calibre, to be aired on a selective basis, in the markets of their choice, while maintaining the hometown atmosphere which is the prime attraction of these independent stations.

*For Program Catalogues and other information, contact:*

**GERRY ACTON**  
*Manager*

**C.A.B. PROGRAM EXCHANGE**  
Canadian Association of Broadcasters

Suite 347, 12 Richmond Street East, Toronto 1  
*(This address effective August 31st)*

# SIGHT & SOUND

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

NOVEMBER FIFTH HAS been set for the second annual Canadian Radio Commercials Festival, sponsored by the Radio and Television Executives Club in association with the Radio Sales Bureau, to take place at the Park Plaza Hotel in Toronto.

Any radio commercial, broadcast at least once between October 13, 1963 and September 19, 1964, is eligible, and entries must be in by September 19.

The field is broken down into two divisions, English and French; three groups, commercials produced by stations in markets of up to 100,000, commercials produced by stations in markets of over 100,000, and commercials created by ad agencies for Canadian use; and four categories, straight voice, with jingle, all other techniques, and public service.

Entry fee is \$5 for each entry, and further details and entry forms are available from RTEC, 200 St. Clair Avenue West, Suite 406, Toronto 7.

A NATIONAL ADVERTISING campaign for Hershey Chocolate of Canada Ltd. will break next month on television and billboards, following a summer of test marketing. A "warm up" billboard campaign is in evidence now in major markets across Canada, while both English and French-language television commercials are being tested in two markets each in Ontario and Quebec.

Hershey moved into Canada with a \$7,000,000 plant in Smiths Falls last year and this national advertising campaign marks the completion of a build up in production to include nearly all its products. Batten, Barton, Durstine & Osborn Inc. was appointed to the account in April, and Hershey is being handled by both Toronto and New York. Account supervisor in New York is Bill Weigold, account manager in Toronto is John Gorham, who has just joined BBDO from F. H. Hayhurst Co. Ltd., where he was the William Neilson Ltd. account.

THIS SEASON MARKS Canadian Kodak Co. Ltd.'s first entry into the CBC-TV French network schedules, as 38-week co-sponsors of the CBC-produced *Insolences d'une Caméra* (Candid Camera).

Kodak, through Baker Advertising Agency Ltd., will also sponsor one-half of *The Danny Kaye Show* on the CBC-TV English network and one-quarter of the CBC-produced *Some of Those Days* on a limited network, participating from late September till Christmas and from April through June.

"FRESHER AIR TO BREATHE and some greener fields to look at" have prompted a move to suburban Don Mills by Goodis, Goldberg, Soren Ltd., whose president Jerry Goodis believes you can produce better advertising in more pleasant surroundings.

New address is 23 Prince Andrew Place, Don Mills, and the new phone number is 445-1153. The agency's pr division, Courier Public Relations, is also located at the new address.

Announcing the move, GGS noted that it has almost doubled in size over the past twelve months, with billings up from \$3,000,000 to \$5,500,000 and staff increased from 38 to 62 members.

Two new vice-presidents have been appointed by Goodis, Goldberg, Soren Ltd. Brian Greggains, who joined the agency two years ago from the Department of National Health and Welfare, is managing director of Courier PR. Minor Halliday, account supervisor on the Salada Foods Ltd. account, moved to GGS recently from Foster Advertising Ltd., where he was a senior account executive.

Veepee Reuben Blazer has been named director of account servicing for all accounts. He has been with the agency six years and until now has been responsible for account service on a group of major accounts.

Canada's largest retail drug store chain, G. Tamblin Ltd., has appointed GGS to handle a major institutional advertising program after several years without an agency. Corporate advertising will be confined to the Ontario market, where there are more than 100 stores, for at least the first year. Account supervisor is John Edmunds, account executive is Gil Graham.

NEW ACCOUNT SUPERVISOR at McKim Advertising Ltd. is Humphrey Gilbert, who moved over from twelve years with Procter & Gamble Co. of Canada Ltd., where he was group product manager of the soap division. He is in the General Foods Ltd. account group.

Settled into the newly-created post of director of merchandising services at McKim is Ross Holliday, formerly vice-president of National Marketing Ltd. in Montreal.

NEW ADVERTISING AND SALES promotion manager of Dow Brewery

(Ontario) Ltd. is J.B. "Jerry" Henry, who was formerly an account executive with Ronalds-Reynolds & Co. Prior to two years with R-R, he was with H. V. Peterson Advertising Agency Ltd.

IN THE NEWLY-CREATED POST of assistant advertising manager at Molson's Brewery (Ontario) Ltd. is Allan J. MacTaggart. He was formerly with Canada Packers Ltd. for seven years, the past four years in the advertising department.

NEW SALES REPRESENTATIVE with Standard Broadcast Sales Ltd. is Edward Ray Purves, who joins the FM division to represent CKFM Toronto, CJFM Montreal and CJOB-FM Winnipeg. He was previously with the Canadian Community Newspaper Representatives as a national advertising salesman and prior to that was with Spitzer, Mills & Bates Ltd., Harold F. Stanfield, and Carling Breweries Ltd.

NEWCOMER AT HARDY RADIO AND TELEVISION LTD. is R. L. "Dick" Ring, sales representative. He was formerly a production manager with the Russell T. Kelley agency in Hamilton, and previously was promotion and research manager with Television Representatives Ltd.

CKSM SHAWINIGAN FALLS has appointed Radio and Television Sales Inc. its sales representatives, effective mid-month. The station was formerly repped by Hardy Radio and Television Ltd.

SALES REPRESENTATION of CJOR Vancouver has transferred from National Time Sales to the parent rep company, Air-Time Sales Ltd., with the station's adoption of a good-music-limited-commercials policy.

CANADIAN COMPANY, Comprehensive Distributors Ltd., has just open-

ed its third office in the U.S., Teleprint of Los Angeles Inc., at 6043 Hollywood Boulevard. Manager is Maurice Shapiro, whose background includes nine years with NBC in L.A.

Comprehensive in Toronto and Montreal and its Teleprint offices in New York, Chicago and L.A. serves the radio and TV departments of over 50 advertising agencies with post-production services.

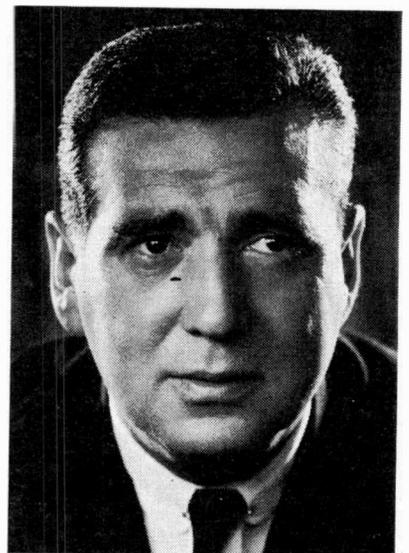
CTV NATIONAL NEWS COMMENTATOR Peter Jennings leaves the Canadian network this month to join the staff of ABC News in New York. His first assignment will be the Democratic National Convention in Atlantic City.

Jennings' air partner on the CTV newscast since the fall of '62, Baden Langton, joined ABC in January this year and has been stationed in Washington.

"WE FEEL THE SPONSOR DESERVES commendation for its support of this type of adult, informative commentary." CHF1 Toronto saluted Procter & Gamble Co. of Canada Ltd. thus in announcing a series of five-minute commentaries in the field of social sciences by Sydney Katz, associate editor of *Maclean's Magazine*. Crest toothpaste, through Benton & Bowles, New York, will sponsor the three-a-week series for 13 weeks.

ANNOUNCEMENT

## CBS APPOINTMENT



R. B. BAKER

Mr. Robert F. Jamieson, Vice-President, CBS Television Network Sales of Canada Limited, announces the appointment of Reg Baker as General Manager.

Mr. Baker comes to his new position after 17 years in Canadian Advertising.

As General Manager of CBS Television Network Sales of Canada Ltd., Mr. Baker will direct the sale of non-syndicated CBS Television Network programs in Canada.

It takes some women only a little while to get a man

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

# Meets in Halifax Sept 1

APPLICATIONS FOR THREE new AM radio stations, four new FM stations and 12 new television re-broadcasting stations are to be considered by the Board of Broadcast Governors at its public hearings in Halifax starting Sept. 1.

The Board also will hear applications for a new AM radio network in the Atlantic Provinces, power increases for nine radio and TV stations, five applications for changes in control of radio stations, and two transfers in stations ownership.

Foster Advertising Limited also is asking authority to form a network of western radio stations to broadcast all the league and playoff games of the western football conference.

The CBC and Télévision de Québec (Canada) Limitée owner, of CFCM-TV Québec, are asking the Board to revoke the condition that the station operate as part of the CBC's French-Language Network.

Two competing applications for a new AM radio station at 1500 kcs came from St. Catharines, Ont. Both are for day-only service.

One application is from a company to be incorporated, represented by Roy E. Bonisteel, for a station with a power of 2,500 watts. The other is from a company to be incorporated, represented by Robert E. Redmond, for a 1000-watt station.

Inland Broadcasters Limited of British Columbia are seeking three of the four new FM stations. They want stations at Savona, Clearwater and Merritt to pick up programs originating from CFFM-FM in Kamloops.

The fourth application for an FM station comes from Newfoundland Broadcasting Limited for a station at St. John's with a power of 1,600 watts.

The new AM Radio Network is being sought for the purpose of carrying programs originating from a number of universities in the Atlantic Provinces.

Applications for TV rebroadcasting stations:

## QUEBEC

**VAL D'OR** — by Northern Radio — Radio Nord Inc., for a station on channel 8 to retransmit programs from CKRN-TV Rouyn.

**METAGAMI** — by Northern Radio — Radio Nord Inc., for a station on channel 6 to retransmit program from CKRN-TV Rouyn.

**VILLE MARIE** — by Northern Radio — Radio Nord Inc., for a station on channel 6 to retransmit programs from CKRN-TV Rouyn.

**BEAUCE** — by the CBC for a French-language station on channel 6 to retransmit programs from the proposed new TV station at Quebec city.

**RIVIÈRE-DU-LOUP** — by CKRT-TV Ltée., on channel 2 to retransmit programs from CKRT-TV Rivière-du-Loup.

**GRAND VALLEE** — by La Cie de Radio-Diffusion de Matane Ltée., for a station on channel 11 to retransmit programs of CKBL-TV Matane.

## ALBERTA

**WHITECOURT** — by Sunwapta Broadcasting Co. Ltd., for a station on channel 7 to retransmit programs from CFRN-TV Edmonton.

## BRITISH COLUMBIA

**CHILLIWACK** — by Vantel Broadcasting Co. Ltd., for a station on channel 11 to retransmit programs from CHAN-TV Burnaby.

**BLUE RIVER** — by Twin Cities Television Ltd., for a station on channel 3 to retransmit programs from CFCR-TV-6 Mount Timothy.

**BRALORNE** — by Twin Cities Television Ltd., for a station on channel 3 to retransmit programs from CFCR-TV-6 Mount Timothy.

**CANOE MOUNTAIN** — by Twin Cities Television Ltd., for a station on channel 8 to retransmit programs from the proposed new TV station at Blue River, B.C.

**PROMONTORY MOUNTAIN** — by Twin Cities Television Ltd., for a station on channel 5 to retransmit programs from CFCR-TV Kamloops.

Applications for power increases.

## NOVA SCOTIA

**CJFX Antigonish** from 5,000 to 10,000 watts.

**CHHT-TV Liverpool** from 412 watts video to 426 watts and from 248 watts audio to 256.

**CBHT Yarmouth** to 15,900 watts video and 7,900 watts audio.

## QUEBEC

**CKTS Sherbrook** from 1,000 watts day and night to 9,000 watts day and 2,500 watts night.

**CHLT Sherbrooke** from 10,000 watts day to 50,000 watts and from 5,000 watts night to 10,000 watts.

**CKVD Val D'Or** from 1,000 watts day to 10,000 watts and from 250 watts night to 2,500 watts.

**CKBL-TV Mont Climont** to replace a five-watt transmitter with one having a power of 343 watts video and 172 watts audio.

## BRITISH COLUMBIA

**CKPG Prince George** from 250 watts to 10,000 watts.

**CKNL Fort St. John** from 10,000 watts day to 1,000 watts and from 500 watts night to 1,000.

## OWNERSHIP TRANSFERS

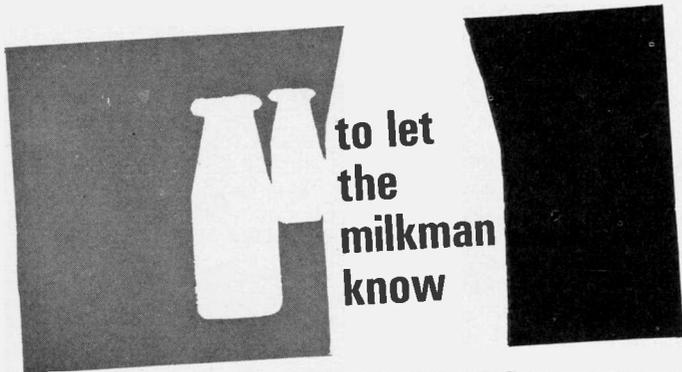
Changes of control are being sought in connection with stations CKEC New Glasgow, N.S., CJCH and CJCH-TV Halifax, CKN Sept Iles, Que., CFMW-FM St. Norbert, Man., and CKYL Peace River, Alta.

Transfers of ownership are being sought by station CFOR, Orilla, Ont., from CFOR Limited to Great Lakes Broadcasting Limited and by CKJL St. Jerome, Que., from Radio Laurentides Inc., to Radio Laurentides (1964) Inc.



**to tell your paper boy**

Le géographe a besoin d'indiquer que la production nationale...  
 L'agence qui nous propose...  
 Le géographe a besoin d'indiquer que la production nationale...  
 L'agence qui nous propose...  
 Le géographe a besoin d'indiquer que la production nationale...  
 L'agence qui nous propose...



**don't forget particularly that**

during the months of July and August if you buy 4 occasions we give you an extra one. you get 5 announcements for the price of 4.

hardly radio & television / montreal / toronto

**25%**  
in free announcements



Télévision de Québec (Canada) Ltée.



# BROADCASTER

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\$10.00 for Three Years

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Bickerton Litho

## Editorial

# Presenting our "Prairie Profile".

The western broadcasters will be holding their bang-up whoop-de-doop chivoree next week, out there back of old Don Gordon's Ranch House, which city folks call Jasper Park Lodge. As it always has been, since Gordy Love and Dick Rice first rode herd in the Calgary stampede, it will be the consarndest (cowboy talk for "golding") noisiest, happiest, swingiest git-together (with Cactus Don Hartford doin' the calling for the third year) since we buried the old CBC Board of Governors.

This rather desperate attempt to capture the high-spirited enthusiasm that typifies the Prairies has a definite purpose.

An examination of the economic articles in this issue will convince even our most sceptical readers of the way western Canada has developed and is continuing to develop in industry, in agriculture, in oil and other natural resources.

It is a fact, rather a significant one we think, that in this industry we *know* and in other industries we *believe*, the steady stream of job seekers from the Prairie provinces descending onto the east has dried up. And the reason for this is not that they prefer to be buried out there on the Lone Prairee. They are not buried at all, but thriving right at home to the point where they can see little advantage to be offered through employment down east.

Among the articles which make up our "Prairie Profile" are factual ones, co-operatively prepared at our request by the three provincial governments.

Naturally these enterprising ministers and publicity people were eager to co-operate in supplying the required information. But what especially impressed us was the business-like and factual writing, devoid of the plethora of unsubstantiated superlatives which so often spoil an otherwise acceptable press release.

From a national advertiser's standpoint, no doubt can exist of the importance of the markets which go to make up the Prairie provinces. We hope the information contained in these articles will help them in their selection of stations, and that as the years go by and this Prairie Profile becomes an annual event, we shall be able to

supply more and more of this sort of information for the mutual benefit of the broadcasters and their sponsors.

Reverting to our opening paragraph, we believe the greatest testimonial to the west is that, while they are rapidly becoming automated and computerized along with the rest of Canada - while they are developing at break-neck speed new industries which are as modern as any in the world - they have clung to the main objective in life, that of being happy, and are fully aware that this can only be achieved by keeping people - just plain ordinary people - predominant over the labyrinth of automatons and computers which must surround them.

Computers are for *people*, not people for computers.

WAB Conventions have always been the "noisiest, happiest git-togethers" and we hope this is what they will always remain.

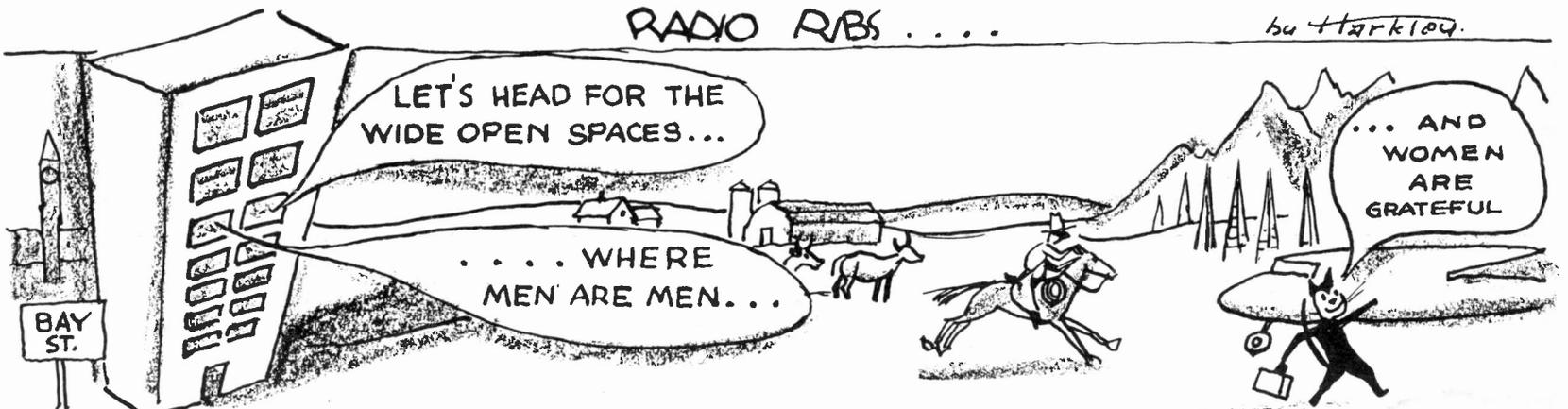
On the other hand, WAB Conventions, through the years, have always been productive of constructive ideas, for the good of the industry. But it goes farther than this, because these ideas, which come to light at all conventions, do not die with the motion for adjournment. When these things are born out there in the Rockies, the prairie broadcasters see to it that something is done about them.

Back to the fundamentals, broadcasting - whether by radio or television - is the simple art, science or skill of man communicating with man.

The day may come when business will consist of one battery of computers peddling its wares to another battery of computers. We earnestly hope we shall not live to see this day, because, speaking for ourselves, we are all for the western way of cooking up useful ideas on a man-to-man basis at the "consarndest, noisiest, happiest, swingiest git-togethers since we buried the old CBC Board of Governors" and putting these ideas to work.

RADIO RBS . . . .

by Harkley.



# Country music outstrips U.S. fans in Canada

THE APPEAL OF COUNTRY MUSIC received an unsolicited testimonial this month by the way of waiters hurriedly setting up extra tables to accommodate an overflow audience for the second annual "Country Music Day" luncheon of the Radio and Television Executives Club of Toronto.

Canadian broadcasters were praised by guest speaker Connie B. Gay for their important role in the development of "this great cultural movement", country music. "Nowhere has the rise in popularity of country music been more evident than here in Canada," he said. "Proportionately, your radio and television exposure far outstrips that of the United States, and your country music fans here are perhaps the most loyal fans in the entire world."

country music, introduced by Bill Bessey, host of CBC Radio and TV's simulcasted country music show, *Cousin Bill*.

Star of the presentation was top country entertainer Carl Smith, who'll be seen this season as host of *Country Music Hall* on ITO stations. Also on the program were Bill Long and his boys, country music favorites on CHCH-TV and CHML Hamilton, and Quality recording artist Diane Leigh.

The breed of entertainers who inspire this loyalty were on hand to give a free home demonstration of "When Harold Moon asked me to talk to you about country music, I said I would . . . but I've changed

my mind," Gay opened his address. "I've decided that what I should talk to you about is *popular* music, because that's exactly what country music is today."

Gay, who started in radio as a country music deejay, is president of the Town & Country Network of five radio stations and one TV station in the U.S. and also produces live country music shows. He was the first president of the Country Music Association, the directors of which were holding a two-day meeting in Toronto and were head table guests.

Gay traced the history of country music, from its roots in the "old countries" and its coming to North America with the early settlers, through railroading songs and the songs of the mountain folk and the Negroes. Each influenced the other, to the growth of country music through live radio and records, he said, till now "the overall popularity of country music is prompting an ever-increasing number of pop artists to seek out country song material for recording, and country artists are appearing at an ever-increasing rate in the pop music charts."

"Country music is the music of all America," Gay said. Many of the members and guests at the luncheon took samples of the music of all America home with them, thanks to coupons attached to the bottom of random chairs, to be turned in at the door for long playing recordings by top country music stars.

**CBC's**  
**"One More River"**  
 "Magical tension between the seer and the seen"

THE TELEVISION CRITIC of the *London Sunday Times* (U.K.), Maurice Wiggin, recently re-screened programs produced for Intertel by its member broadcasting organizations in Canada, the U.S., U.K. and Australia, and chose CBC's *One More River* as the best of the recent shows. The program, which won the first annual Wilderness Award as the best CBC film produced last year, reflects the angry mood of the Negro in the southern United States, and was produced by Douglas Leiterman.

In an address to the Council of Intertel in London, Wiggin said, "Most of the programs have had some dogged documentary virtue. Several have approached actual entertainment. But only *One More River*, in my view, deployed that quality of instant grip, that magical tension between the seer and the seen, which is the hallmark of true, native, indigenous television journalism, and which so very occasionally lifts journalism perilously near to the condition of art."

"It was technique which made *One More River* great. Mr. Leiterman stripped away and discarded those ancient and wearisome props; the filtering factors, the intermediaries, the 'television personalities' who most arrogantly presume to stand between us, the viewers, and the light of direct experience. He aimed his cameras and his microphones at the people who had something to say. Something horrible it may have been: that's irrelevant. We got them direct and unfiltered, unedited, without benefit of moderator, in all their human ferocity and truth."

"The Canadian Broadcasting Corporation's contribution represents, I really think, the new trend, or the new wave, or whatever we like to call it, which not only should, but must, conquer and revitalize the whole technique of reporting on great affairs for the small screen."

(Television Journalism, its techniques and responsibilities, were examined in an article by *One More River* producer Douglas Leiterman in *Broadcaster* of July 16.)

The trend is to balanced programming  
**G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS**  
 MONTREAL 1434 St. Catherine St. W. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott

Religion is like a stained glass window. You can't appraise it by looking at it from the outside  
**"ACTION STATIONS!"** **CFCN**  
**RADIO-TV CALGARY**

**RADIO**

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

Going forward with New Brunswick  
**RADIO ATLANTIC**  
 FREDERICTON, N.B.

The Strong Voice of Atlantic Canada  
 550 KC  
 50,000 WATTS DAY 50,000 WATTS NIGHT

**Paul Mulvihill & Co., Ltd.**  
 TORONTO MONTREAL



# Stations co-operate in program production

## APTITUDE INDEX

Time buyer — "No-how".



## SENIOR CITIZENS

Praise be to our pioneering competitors, who made all the boobs first and then gave us the benefit of their experience.



## SPORT OF KINGS

We understand the Greenwood Raceway is staging a special benefit for the horses. The steeds will sit in the grand stand, while the public gets between the sulky shafts. The only thing is the horses refuse point blank to bet on the people.



## PAN MAIL

Sir: Along with your twice monthly joke book, why don't you start a trade paper for the broadcasting business?

Helpful Harry



## TREASURE TROVE

When the broadcasting industry wakens some morning to find it has finally won freedom of speech, I wonder if it will know what to say.



## COME THE MILLENNIUM

Once there was an advertiser who took a look at the commercial and then said: "I don't like it at all but I think it will sell my stuff, so I'll buy it."



## AUDREY STUFF

Then there's the gal who was so dumb she thought a hole-in-one is what happens when someone decides to modernise their old fashioned two-holer.



## TE DEUM

Did you ever think of thanking God we don't get all the government we pay for?

Graeme Fraser  
Crawley Commentary



## VACATIONS WITH PAY

Our staff will be offered the choice of taking its '65 holidays as usual, or waving goodbye to the boss when he takes off for three months in Europe.

MOVING INTO THE MAJOR LEAGUE in Canadian TV, the Independent Television Organization has invested almost two million dollars in 25 hours of program production and purchases for the 1964-65 season, and has been incorporated as a non-profit organization.

ITO was formed in the summer of 1960 after licences had first been granted for independent television stations, and has expanded from eight original members to eleven stations reaching over 70 per cent of the TV homes in the country. Newest member is CJON-TV St. John's, which leaves the CBC network and joins CTV this fall.

The objects of ITO are "through the joint efforts of the stations, to elevate the standards of television programs and television broadcasting". To that end, this season ITO is launching into co-production of eleven hours weekly of Canadian programming, in addition to purchasing 14 hours weekly of U.S. TV series. Last year the stations co-operated in buying ten hours of imported shows, but Canadian content was limited to local shows exchanged between individual stations. In its move into the big-time this year, ITO has surpassed CTV (the network duplicates ITO membership) in total hours of programming.

The step-up in co-operative activities has obvious advantages. Co-op purchasing power means better programs at lower costs than stations could negotiate individually. And the pooling of local production budgets into an eleven-fold ITO production budget sees an even greater increase in program quality at an even greater cut in costs.

Though ITO is not a network — not all stations take all ITO programs, and the shows are not scheduled in the same time slot on all stations — as a nearly-network it now offers national advertisers a good selection of programs on a good number of stations at lower-than-network prices.

One of the first national advertisers to buy was Lever Bros. Ltd., through MacLaren Advertising Co. Ltd., which will co-sponsor one of the Canadian productions, *Country Music Hall*, on every ITO station.

"The programs are the properties of the individual member stations, to be sold through their own salesmen and

their reps," said an ITO spokesman. "We are not a sales organization nor a rep house, nor do we plan to be. If a client contacts us, we Telex all stations to reserve the time and then the business is turned over to the station reps."

## ITO PROGRAM FARE

The Independent Television Organization's '64-'65 program fare features six Canadian co-productions:

*Country Music Hall*, a half-hour weekly country music show hosted by Carl Smith and featuring both Canadian talent and U.S. guest artists, co-produced by ITO and S. Banks (in-Television) Ltd.

*After Four*, a half-hour weekly "magazine" program for young adults, expanding a show created last year by CFTO-TV Toronto, which has attracted national advertiser interest.

*The James Beard Show*, a half-hour Monday through Friday daytime program for women featuring internationally-known gourmet, bon vivant, writer and lecturer James Beard with hostess-producer Joan McCormack, co-produced by ITO and Screen Gems (Canada) Ltd.

*Abacadabra*, a half-hour Monday through Friday word game show, created by Roy Ward Dickson and hosted by ex-Torontonian Todd Russell, a national network personality in the U.S., co-produced by ITO and CFTO-TV.

*Four of a Kind*, a half-hour Monday through Friday game show, originally planned for CTV exposure and released by the network to CFCF-TV Montreal for co-production with ITO.

Tentatively, a half-hour Monday through Friday interview program with Charlotte Whitton, Mayor of Ottawa, not yet titled, to be co-produced by ITO and CJOH-TV Ottawa.

*The James Beard Show* is definitely slated to travel, originating from all ITO stations. *Country Music Hall* may well also travel, and broadcasts from other member stations are being considered for others in the line-up.

Imports in the ITO stable include *The Man from U.N.C.L.E.*; *Voyage to the Bottom of the Sea*; *The Avengers*; *The Munsters*; *Mickey*; *Trailmaster*; *Outer Limits*; *Andy Williams*; *The Flintstones*; *Mickey Mouse*; *The Virginian*; *Alfred Hitchcock*; *Burke's Law*; *Lucy*.

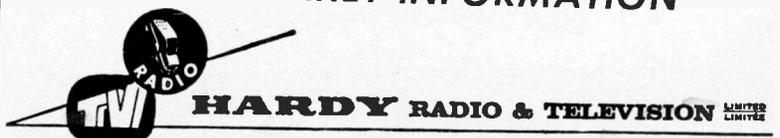
## THE ORGANIZATION MEN

President of the newly-incorporated ITO is Ralph S. Misener, president of CJAY-TV Winnipeg; vice-presidents are Ernest L. Bushnell, president of CJOH-TV Ottawa and The Seaway, and William Jones, a director of CHAN/CHEK-TV Vancouver/Victoria and CJCH-TV Halifax; treasurer is Jack Davidson, general manager of CJAY-TV Winnipeg; secretary secretary is Gordon Carter, executive vice-president of CFCN-TV Calgary; and chairman of the program committee is Murray Chercover, vice-president, programming, CFTO-TV Toronto.

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## Over The Desk

# An appeal to broadcasters

IF A POWER BOOST or modernization program — I don't care which — has left any reader with a 250-watt transmitter cluttering up the attic till the next white elephant sale, it could do a power of good in the parish of San José de Ocoa, which embraces some 70,000 people in the hills of the Dominican Republic.

Father Joseph Curcio, a member of the Scarborough Foreign Mission Fathers, is pastor of the parish and wants desperately to set up his own educational radio station to lift his people into the twentieth century. He plans to teach the A-B-C's and 1-2-3's, but his prime concern is to encourage the native people to do the things they can and teach them to make the best use of what they have — via radio.

These people need to be taught how to prepare the U.S. government surplus food which is trucked into the hills once a week, but is sadly wasted because they are only used to rice and vegetable gravy — they could make cement blocks from materials at hand, to replace their huts of palm leaves, if they only knew how — simple sewing instruction could turn sugar bags into badly-needed clothing — a staggering infant mortality rate could be reduced through classes in baby care — and radio could do the job if someone

will donate a transmitter and the other necessary equipment to Father Joe.

"The people are hungry for education," says Father Vincent McGivney of Toronto, who visited Father Joe recently and is hoping to locate the radio equipment for him. If a transmitter, console, mikes, turntables, records and the other necessities can be found through the generosity of Canadian broadcasters, shipment can be arranged to New York, and from there it will be shipped to the Dominican Republic free and with no customs problems, through Caritas, a New York organization which ships free food, clothing, medical supplies and other materials to the needy, under a United Nations plan.

There are radio receivers waiting — Father McGivney says there are a few transistor radios in every village, and the people would gather round them for the broadcasts. An electronics company in the capital city of Santa Dominico has volunteered to instal the equipment and service it, free. The minister of communications has promised a license. School teachers, trained natives, are ready to go.

And Father McGivney is hoping to hear from broadcasters. His address is St. Mary's Parish, 589 Adelaide Street West, Toronto, telephone 861-1078.

Buzz me if you hear anything won't you?

*Dick Lewis*  
P.S. See you at the WAB, Aug 27-9.

ANNOUNCEMENT

RADIO STATION CFCW



WARREN H. HOLTE

The appointment of Warren Holte as Vice President and Manager of Radio Station CFCW, Camrose is announced by Mr. H.J. Yerxa, President. Mr. Holte will in addition to his new responsibilities, continue to direct the sales operation of the company. Mr. Holte joined CFCW in 1957 as Sales Manager and was appointed a Director of the Company in 1963.

### CBC sells Down Under

THE FIRST SALE of CBC television properties to independent Australian TV stations has been announced by Hugh Salmon, manager of export sales at CBC Toronto. Two private TV stations in Australia — TCN-TV Sydney and GTV-TV Melbourne — have purchased 26 one-hour dramas from CBC-TV's *Playdate* series, produced over the past three years.

During negotiations with Global Television Services Ltd., representing the CBC, the Australian broadcasters indicated that TV drama is currently very popular "down under".

CBC has previously made several major sales to the non-commercial TV network of the Australian Broadcasting Commission.

### CFOX goes Nashville

READY OR NOT, QUEBEC province has its first 24-hour-a-day country music station in CFOX Montreal-Lakeshore. The music policy, since August first, round the clock is "Nashville Sound", which the station defines as "country music for city people".

Following the basic decision to develop a specialized sound, the station considered all talk, good music, rock and roll, but "An all talk station would be extremely hard to maintain in a city with only 600,000 English-speaking residents, and would have no appeal in French," management reasoned. "Good music is much better done on FM than on AM and CFOX does not broadcast in FM. Rock and roll appeals more to youngsters than adults and CFOX

has always had a predominantly adult audience.

"But country music, the Nashville Sound, was perfect for many reasons."

This will make a major change in the Montreal area radio market, CFOX believes.

### Marketing by TV

MARKETING MEN IN MONTREAL have a television series beamed straight at them in CFCF-TV's *Marketing on the Move* series, presented by the station in co-operation with the Thomas More Institute for Adult Education.

The weekly seminars (Sundays, 4 pm) are hosted by Edward C. Bursk, editor of the *Harvard Business Review* and educational director of the International Marketing Institute. Upcoming topics in the series are:

August 23, "The Common Market, Cost vs Opportunity"; August 30, "Is Marketing a Science or an Art?"; September 6, "The Industrial Market is Different, or is it?"; September 13, "Does Marketing Need a New Perspective?". Each program features discussion by a panel of recognized leaders in their fields in the U.S.

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# CUTS & SPLICES

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

THE LONG-SOUGHT AND LONG-awaited word of government support for a feature film industry in Canada was given by Secretary of State Maurice Lamontagne at ceremonies marking the 25th anniversary of the National Film Board, held in Montreal August 5.

"The government will ask Parliament for authority to establish a loan fund for the production of feature films of high quality in Canada," the Minister announced, but stressed that it would be a loan fund, to be repaid, and not a subsidy.

He added that it would take some months — "I hope not many" — before Parliamentary authority was secured, and that his advisors would now set out the methods of administering the loans and the conditions to be met by private producers applying to the fund. Mr. Lamontagne would not hint at the projected size of the fund, other than that it would be "substantial".

"One of the big problems in the way of a Canadian feature film industry has been how to get money at the start. This is the kind of floor we're establishing now," he said.

"The establishment of a feature film industry is highly desirable, and the technical facilities and talent are available in our country to make such a development practicable," the Minister said, and "a country without a feature film industry is without one of the most important means of self-expression."

Commenting in the Commons on the announcement, opposition leader John Diefenbaker said he questions seriously any move by the Federal government to assume the risk of private film production. He asked whether the announcement means the government is going to give the private film industry a bonus to increase its profits, and was the National Film Board to be an agent of the government in an attempt to compete with Hollywood and the British film industry.

In an editorial published before the announcement was made, clarifying that the government support would be in the form of a loan fund rather than a subsidy, *The Globe and Mail* said: "Subsidization will not create Canadian Bergmans; it is much more likely to uncover a number of second-raters who will be happy to play at art on government funds.

"If we have Bergmans, the opportunities for them to develop and display their talents already exist in the National Film Board and the Canadian Broadcasting Corp. Both of these bodies are supported by Government funds; but in their cases the support has some merit."

Following the official announcement, another *Globe and Mail* editorial praised the private enterprise plans of Enterprise Films and wound up, "The Government should let Canada's feature film industry develop itself, in its own way with its own money. If there is room for it, it needs no help. If there is not room for it, all the tax dollars in Ottawa will be of no help to it."

FORMAL ANNOUNCEMENT of the plans of Enterprise Films Ltd., which was incorporated three months ago, was made in Montreal during the things-a-poppin' period this month in which Secretary of State Lamontagne announced plans for a loan fund to support feature film production, NFB celebrated its 25th anniversary, and the Montreal International Film Festival was held.

The announcement was made by Harry Horner, president and executive producer of Enterprise, who has two Oscars for his set design for *The Hustler* and *The Heiress*, and has also directed films, TV, stage and opera. He was art director on *The Luck of Ginger Coffey* produced by Crawley Films Ltd. in association with Roth-Kershner Productions of Hollywood.

Horner said the company is backed by \$500,000 capital raised from 25 businessmen, who own 50 per cent of the outstanding shares, with the management group holding the other 50 per cent.

The management group includes vice-president and producer Robert Lewis, formerly of Hollywood where he was a producer with Paramount Pictures and prior to that was with the William Morris Agency, packaging TV series; executive vice-president and general business manager John Ross, president of Robert Lawrence Productions in Toronto; secretary-treasurer Colin Brown of the London Life Insurance Co. of London.

Enterprise plans to start shooting the first of six features in Montreal early next year, based on *Gentle Murderer*, a thriller written by U.S. mystery writer Dorothy Salisbury Davis. Other properties owned by the company are *Innocence*, by Montrealer Diane Giguère, and *The Victim* by Saul Bellow. No stars have been named for the first film, but Horner is interested in British actor Tom Courtenay as the lead.

The first features from Enterprise will hardly be all-Canadian, but Horner comments, "to be chauvinistic out of principle is a mistake".

A THREE MILLION DOLLAR DEAL to produce a series of 30 one-hour dramatic TV shows, *On the Seaway*, in Canada next year is "99 and 44/100 per cent sure" says Lew Grade, chairman of Associated TeleVision in the U.K. and "Mr. Showbiz" in England. The 56/100 is the CBC, now considering the project and expected to make a decision within a month.

However, the CBC was "most impressed" and "tremendously interested" by a presentation early this month by the 50-50 partners in the project, Associated Screen Productions and ATV, and the co-producers fully expect to start shooting next March for airing in prime time in the 1965-66 season.

*On the Seaway* has 2,300 miles of the St. Lawrence Seaway as a setting and each episode will be a com-

plete drama, but with two continuing leading characters, a trouble shooter for the Canadian Department of Transport and a U.S. ditto for a group of shipowners.

The series has been in the works for two-and-a-half years, since ASP president and executive producer Maxine Samuels first approached the St. Lawrence Seaway Authority for their sanction and got their enthusiastic support as well.

One year of extensive research followed and the background material was turned over to Academy Award winning screen writer Abraham Polonsky, who developed the format and will act as script supervisor on the series. He wrote the episodic script which, together with 2,000 feet of 35mm black and white film shot to demonstrate the quality-to-be and a handsome bound presentation volume, make up *Seaway's* presentation — there is no pilot film.

Miss Samuels announced plans for *On the Seaway* fresh from the news that Los Angeles' biggest TV station, KTLA, has purchased all 78 episodes of her first TV series, *Forest Rangers*, which will be telecast in color on the station. For *Seaway*, as a tough, outdoor adventure series, black and white has been chosen as the more effective medium.

The quality and sales success of *Forest Rangers* was a deciding factor in ATV's investment of 50 per cent or \$1,500,000 in *On the Seaway*. ATV has Eastern Hemisphere rights to the program and "it has sold to every country in the Eastern Hemisphere that has television," Grade said. He is so enthusiastic about *Seaway*, he said, that he will go out and sell it "personally".

"I believe in Commonwealth production," he said. Under the U.K. quota system, only 14 per cent foreign content is allowed, while Commonwealth productions count as 100% ok. "This is our chance to make the world aware that Canada produces film programs. If we can do a major subject such as *Seaway* for a peak time slot, for the first time people around the world will be aware of Canada. Viewers in Africa will see the 2,300 miles of your *Seaway*."

Grade believes that England will have a second commercial TV channel by 1967 and as "film is an essential and integral part of balanced programming" TV will gobble it up faster than U.K. producers can supply it and "we hope will look to Canada for three or four hours a week".

"WHEN CONCEPT WINS Academy Awards the credit for that award accrues to Canada" promises a 29-page brochure introducing Concept Productions Corp. Canada Ltd., which was incorporated in Ontario on July 17 "and so begins the story of what augurs to be a long and successful schedule of motion picture production for distribution and exhibition throughout the world, carrying the names of Toronto and Canada to every corner of the globe".

Concept was formed two years ago in Hollywood by "a group of Hollywood rebels" — president and executive producer Maurice A. Krowitz, formerly with Warner Bros. in budgeting, cost analysis, advertising and publicity; producer Edward Bockser, who was five years with Warner's, working up from properties to assistant director; secretary-treasurer Arnold Vrono, who was with Western States Theatre Service Organizations for six years in cost analysis and budget control.

Concept's brochure lists 19 properties for features; 16 properties for television, most of them designed as 26-week series; two film distribution companies; two music publishing companies and one brokerage recording and distributing company; and a radio and TV program packaging firm; with biographies of 20 people associated with the company.

Krowitz announced at a press conference that Concept hopes to start shooting in Canada the first of October on a \$500,000 production, *Hunter's Horn*, based on a novel of the same name. Robert Taylor and Eleanor Parker were mentioned as possible stars. Concept executives would give no details as to financing of the company.

Concept's office is at 159 Bay Street, Toronto.

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ST. CATHARINES

# QM sticks to Quality Music

by WALTER DALES

BECAUSE SO MANY conflicting rumors have been circulating about CJQM, Winnipeg, I called Jack Shapira who, with Bill Bellman of CHQM, Vancouver, owns the station, and put this question to him: "What is the score at CJQM?"

"We're not having any tougher time," he said, "than most new businesses entering a market. The rumors began because we came in so strong, and then found out that because of high cost, we had to make some cut backs. That, on top of a normal turnover of staff, started talk that we might be going to sell or go under."

Because rumors had reached a peak when Bert Pearl visited Winnipeg, I asked about that.

Shapira laughed. "Bert's my uncle. Naturally he's interested in the station, and I suppose like anyone else he'd be interested in buying if the price were right. But the station is not for sale, we are not going under. Matter of fact, our local business is very good — better than expected. National business is slow — slower than expected, and I don't think these rumors are helping it."

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Radio Engineer for Okanagan Station to take full charge 10,000 watt transmitter and studio equipment and routine maintenance of TV satellite. Write: Ralph J. Robinson, Manager, CKOK, Penticton, B.C.

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Casimir G. Stanczykowski

**RADIO 1410**



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Shapira was frank in saying that everything wasn't coming up roses for CJQM. "We'd expected to make a bigger impact on the market than we did. It is going to take more time. But we're not changing our quality music approach, and there's no panic. We have substantial people behind us, our local business is good, and all we require now is time to crack national advertising budgets. Don't sell us short."

## TAKES 'PEG BY STORM

WHO WOULD EVER EXPECT to walk down the street in Winnipeg, Manitoba and run into a close personal friend of the Beatles? This actually happened to CKY's Frank Roberts, and it was the start of one of the most talked-about, spontaneous promotions in Winnipeg radio history.

Frank spotted a fellow with Beatle-style hair and clothing on a Winnipeg street and struck up a conversation. It developed that he was Pat Harris from Liverpool, England . . . that he attended school with Ringo Starr . . . and that he was personally acquainted with the Beatles, the Dave Clark 5, and the Rolling Stones, and the other popular British recording groups.

Frank brought Pat to CKY where he met music director, Dennis "Deno" Corrie, an expert on the British music scene. Deno fired questions at him to determine whether or not he was on the level, and it soon became evident that Pat was all he claimed to be.

Pat was then introduced to CKY's Mark Parr Show, and listeners were invited to call in and have Pat answer their questions about the British groups. He did so on the air in a soft-spoken and intelligent manner, and he was an instant hit. The telephones went wild and it was decided to make Pat a regular feature of the show during his stay in Winnipeg.

Then the side-effects began. Gifts for Pat flooded in. Pat was soon receiving more mail than any other CKY announcer. Hundreds of girls jammed the station lobby at the end of each air shift to meet Pat and get his autograph. Winnipeg girls, of their own volition, began circulating petitions to make Pat a permanent CKY personality.

But Pat is only on vacation. The time has come to move on, but due to his overwhelming success in Winnipeg, he will be a radio celebrity across Western Canada. From Winnipeg, he moves on to CHAB in Moose Jaw, and from there to CHED in Edmonton, Alberta.

Pat Harris, a British tourist, is now a western Canadian celebrity.

## ADOPTED TOWN

CKY won a banner headline on the *Tribune's* front page when La Riviere, a Manitoba town, voted to change its name to See-kay-wye and thus become the first in Canada to be named after a broadcasting station.

CKY's Dave Lyman offered La Riviere a chance to promote its tourism (ski resort in winter, beauty spot in summer) if they'd let the station adopt them. Some oldsters in the town, steeped in tradition, objected. (One claimed Seekaywye is an Indian word meaning "He voids urine"; but as Lyman put it, "who doesn't?"). A large majority, however, voted in favor of the scheme.

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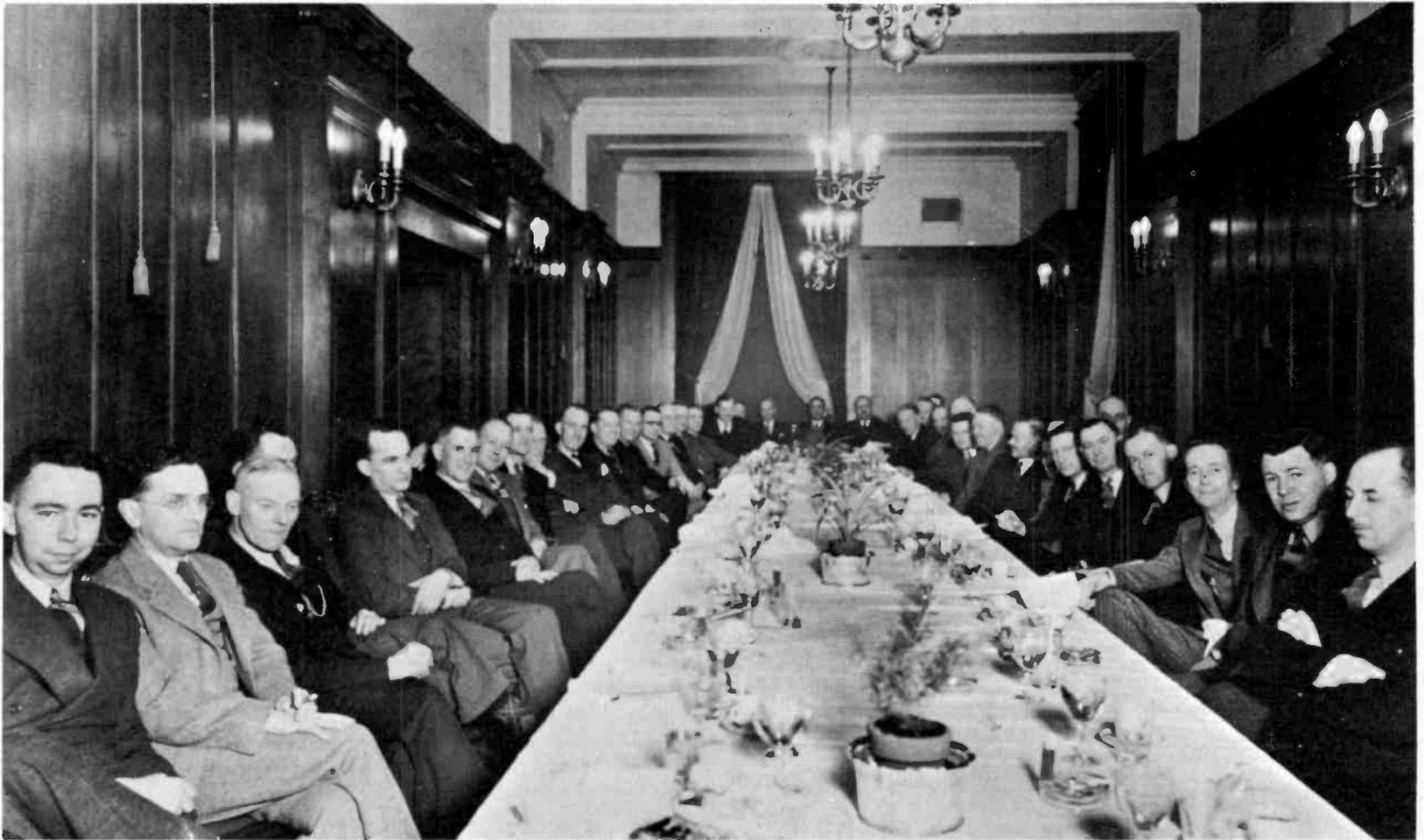
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Canadian Broadcaster,  
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# PRAIRIE PROFILE



FRESH FROM THE ARCHIVES comes this picture of the third annual meeting of the Western Association of Broadcasters, which took place in Winnipeg – we think – February 4-5 1937. Identification of the broadcasters is difficult, so we leave this task to our readers. The photo is by Stovel Co. Ltd.

## The WAB Story

# IT COULDN'T BE DONE BUT THEY DID IT

by WILLIAM N. LOVE

*Editor Farm and Ranch Revue*

Unlike Topsy, the broadcasting industry of Canada didn't just grow . . . it was built. And it was built by a generation of pioneer innovators and optimists without the help of . . . in fact in spite of . . . government interference. Too many of the bright young lads in the electronics field today are unaware of the odd combination of technical improvisation, economic wizardry and political infighting that formed the background to the firm establishment of their industry. And most of the broadcast pioneers are no longer active or around to tell them.

Actually, the story of the Western Association of Broadcasters is pretty well the story of broadcasting in Canada. This part of the country never did take a back seat to any other in the development of radio, and the handful of experimenters in Western Canada was right in the forefront when it came to evolving new techniques

Prior to World War I no one had considered radio communication as a practical tool other than in the maritime field for ship to shore and ship to ship communication over vast bodies of water. Yet, what could be more natural than that a few people should similarly apply radio techniques to the equally wide open spaces of Canada's

western prairies?

Undoubtedly the pioneer broadcaster and experimenter of the West was W.W. Grant (today, chief engineer at CKLC, Kingston) who returned from first war service with the Royal Air Force where he had dabbled in primitive radio systems. He continued his experiments, and his first recognized station was located at Morley, on the old stage-coach road between Calgary and Banff.

(Morley is a whistle-stop even today and was originally just the rail head for the Morley Indian Reserve. This is a far cry from the initial establishment of television about forty years later when the government-operated CBC cornered its monopoly in the eight major markets of the country.)

When Grant did move, it was to another small cattle town, High River, Alberta, where in 1921 he began transmitting his first regular broadcasts.

### Glued to the ear-phones

Soon people across the entire West sat glued to their ear phones long into the night trying to catch something from High River.

It was only a year later that a number of stations sprang up across the West, notably one in Edmonton opened by Mr. G.R.A. Rice for the *Edmonton Journal* – now CJCA. And H.G. Love, with the assistance of C.V. Logwood – an associate of the Colonel Armsrong who discovered FM, opened the station atop the *Calgary Herald* building in 1922 that was the forerunner of CFAC.

## ... the refusal of western broadcasters to let public servants walk all over them

Initially, a small fifty-watt picked up in Portland, Oregon was used, but it was replaced by a 500 watt transmitter two months later. Power of transmission was the big deal at that time. Western farmers were prone to select the most powerful signal because increasing the volume to catch a weaker station was thought to wear out the batteries more quickly.

Meantime, Bert Hooper was founding what was to become CKCK, Regina, and the following year A.A. Murphy and a Mr. Strieb were able to get CFQC off the ground in Saskatoon.

It was also during this period that a young druggist at the small prairie settlement of Unity, Saskatchewan, was experimenting extensively with radio and some time later became the western representative of the Canadian Radio Broadcasting Commission. After a lifetime in radio he is now retired spending most of his time in Florida. This was Horace Stovin whose death was announced in the last issue of this paper.

The son of a doctor who operated a country hospital in another prairie village, Cereal, Alberta — George Chandler — was experimenting with this new medium and shortly moved to Vancouver where he originated CJOR in competition with the station that is now CKWX which in turn was developed by "Sparks" Halstead.

There are others who should be mentioned in this thumb-nail sketch of those who pioneered the industry; — "Tiny" Elphicke, Bill Guild, Bert Cairns, Norm Botterill, Gerry Gaetz, Harold Carson . . . to mention a few.

In the early 20's stations were popping up on the Prairies like toad-stools. By 1927 there were 63 private stations in Canada and the West certainly had its share. They made great progress technically and commercially. They had to survive! In the West the radio pioneers had, perhaps, to be more self-reliant than their counterparts in the populous centres of the East, through the discipline of geography if nothing else. They had no help. There were no established networks, transcription companies or specialized programming and selling agencies.

One station — it might have been CJCA, Edmonton — when making a recent move uncovered a rare document from the early days which, by today's standards, would hardly merit the dignity of being called a rate card. It stated that the cost of spot announcements was "two dollars for a short one" and "three dollars for a long one". Nobody had the slightest idea even how to charge for radio.

Incidentally, the first radio-sponsors in Canada were put on the air by W.W. Grant. They were the P. Burns Co., well-known Calgary packers, and Riley & McCormick Ltd., a Calgary firm which was cutting quite a swath in the then thriving business of saddle and harness-making. Both firms are still in business.

### Pioneers all

Everyone in Canadian broadcasting was a pioneer in those days. What seemed to separate the men from the boys — that is, the West from the East — was not the blazing of new technical and economic trails, but the refusal of

western broadcasters to meekly lie down and let public servants walk all over them.

It is generally conceded that the early members of the WAB (the first broadcast association formed in Canada, in 1935) were more aggressive in the early days in the defence of their liberties . . . the liberties which permitted them to create a whole new industry where nothing existed before.

Nevertheless, while they worked in their respective communities, a cloud gathered on the horizon: their counterparts in Britain who had also created a private industry, had fallen on evil days. They had been nationalized and in 1925 gathered into the smothering embrace of state bureaucracy.

Canadian broadcasters, meantime, with no thoughts of regimentation, were thriving in the unrestricted atmosphere of the times. The only government regulation in force had been introduced after the sinking of the "Titanic" when a confusion of signals contributed to the tragedy. To create some order and avoid similar incidents, regulations were introduced for the allocation of wavelengths and the licensing of their use. It was a simple safety or radio traffic matter. There was no suggestion of repression or censorship. And there was certainly no suggestion that the rules were to be escalated to the point where a minority could force-feed their cultural prejudices on a whole nation.

However, government had introduced its thin wedge into that field of private business, and it only took the wrong kind of ambitious pressure-

group to drive it home. Flushed with the triumph in nationalizing British broadcasting, the same dedicated group of socialists migrated to Canada to conquer the new world.

### Came the Commission

They were able to exert enough pressure on the Canadian government that in 1928 it established the famous Aird Commission — the first of a long line of commissions — to study the matter. And their pressures, not surprisingly, on an innocent Sir John Aird who knew nothing about the embryo industry and could visualize even less, resulted in a 1929 Commission recommendation for the nationalization of all Canadian broadcasting. At this point, several broadcasters who had helped establish the industry cleared right out of the business.

It is interesting to note in passing that the would-be regulators of today seem to be just as blind as they were about thirty years ago. It was Sir John Aird, himself, who said as late as 1932, that private operators couldn't make a go of it without help from public servants and the public treasury. To be specific, he stated before a Parliamentary Committee " . . . regarding advertising by radio broadcasting . . . I think it is a myth . . . advertising in my opinion is going to die out".

He was of the belief that sufficient private capital could not be found to further develop Canadian broadcasting.

We have somewhat the same attitude today in the CBC empire being built by Mr. Alphonse Ouimet. In the CBC memorandum of April 30, 1956, before the privately-operated CTV Network had broken the CBC monopoly appeared the statement: "The facts show that a television network operating on a straight commercial basis is simply not a practical possibility in Canada . . . that is a network carrying any appreciable amount of Canadian programming and stretching across the country".

Is it not a strange twist that the private operators are able to do just that and make a profit, while the state-operated system has suffered great losses in tax-monies and audience? But that is another story!

By 1932 the first Broadcasting Act was passed on the basis of the misguided Aird Commission Report which set up the Canadian Radio Broadcasting Commission (the predecessor to the CBC) with full power to nationalize private broadcasters. Little incentive was left

## SIX HARDY RADIO STATIONS IN IMPORTANT WESTERN MARKETS

CFMW-FM Winnepeg Man.

CJME Regina Sask.

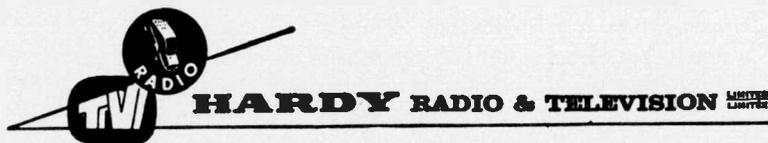
CHFA Edmonton Alta.

CHFM-FM Calgary Alta.

CJAV Port Alberni B.C..

CKAY Duncan B.,C.

*Your Hardy Man has all the Facts*



## ... the spirit that refuses to permit broadcasting to be the whipping boy ...

for investment of energy or capital by private citizens in the broadcasting business. The industry thereupon languished as the remaining private broadcasters were held in check.

But it might have been worse had it not been for the Western broadcasters and their aggressive defence of their liberties. Having received no early help, they didn't welcome any late interference!

When in 1932 the Canadian Broadcasting Commission, under the Chairmanship of Leonard Brockington and the general managership of Dr. Augustin Frigon, devised a set of rules to govern all broadcasting, they were apparently meekly swallowed holus-bolus and without strenuous resistance by timid and less cohesive eastern private broadcasters. But when presented to the WAB at a meeting with the Commission in Regina, the WAB stood up to their regulators and flatly rejected the rules. Represented by Mr. M.M. Porter K.C., now Mr. Justice Porter of the Appellate Division of the Supreme Court of Alberta, their case was so forcefully presented and in such practical terms that the Commission spent the entire night re-writing the

rules and regulations until they were acceptable to themselves and the WAB. Many of these regulations were retained with little revision until the advent of the B.B.G.

### Voice of a new industry

In such manner the WAB grew up from a routine trade organization into the strong and outspoken voice of a new industry built from scratch by men of vision. The Western Association soon gained a certain fame — or notoriety, if you will — for their choice of convention sites. Although they met in the concrete jungles of Winnipeg, Edmonton, Regina and Calgary on occasion, they were more likely to be found at the top summer resorts such as Banff or Jasper, or such lesser known beauty spots as Christina Lake, B.C. or Harrison Hot Springs in the same province.

None of this heady atmosphere seemed to dampen their inspiration or energies to fight the battle for free radio in Canada. Take the matter of broadcasting price mentions.

The regulators for some obscure reason, possibly at the urging of newspapers, had denied broadcasters the simple right to mention

the price of the goods they advertised on the air. This had been a thorn in the side of businessmen for years, but nothing was ever done about it until a few members of the WAB got the lead out of their pants in the mid 40s and prepared a brief. Although initiated in the West, it was presented as a sub-committee of the CAB to give it a national impact, and all the work was done by westerners under the chairmanship of Bert Cairns, then president of the WAB. The document again set out arguments that were so logical that the CBC had no choice but to give price-mention a six-month's trial. Nothing has been heard of it since.

In recent years the WAB has tended to submerge many of its crusades under the greater effort of the National Canadian Association of Broadcasters, which is now dominant in the country. Also, the other regional associations are sharing energies previously devoted entirely to WAB. In 1950 the WAB sponsored an engineering group, as promoted by Doc Souch, which has now taken off on its own as the WABE.

Some of the old drive and enthusiasm seems to have rubbed off on the engineers for the big equip-

ment manufacturers attest freely that they find much more interest and drive for new technical developments in the West than in the East.

Despite this division of energies away from the WAB there should still be enough of the old spirit around the parent body to keep the pot boiling . . . the spirit that refuses to permit broadcasting to be the whipping-boy for the nation's ills; the attitude that makes men step up and open closed doors instead of waiting for someone else to open them from within; the state of mind that points out the folly of meekly submitting to stupid regulations drawn up by non-broadcasters or non-businessmen playing with other people's money.

Is there still enough heart in the new crop of Western broadcasters to pick up the ball and start running? Is some champion forthcoming to challenge the Canadian content regulations? Is the WAB to initiate the revisions in our antiquated political broadcast rules? What individual or body is going to force a sensible change in the composition of the regulatory boards of the broadcast industry?

The challenge is certainly there! Is the WAB still up to it?



## Rising incomes reflect growth on all sides

ALBERTA'S INDUSTRIAL AND ECONOMIC GROWTH and expansion maintained a steady and healthy pace during 1963, although some of the spectacular surges which marked the previous year were absent. The picture for 1964, as projected from figures for the first three months of the year, suggests an increase in growth in almost all areas.

The record of expansion is headed by two divisions which showed very sharp increases over the first quarter of 1963. The sale of cereals to Russia and China is now beginning to show results in the agricultural sections of the province, and is largely responsible for the \$19.3 million value of all flour mill products shipped during the first 4 months. This is an increase of 133.3 per cent over the \$8.2 million shipped during the corresponding period in 1963.

To the end of April, 1963, building permits had been issued in Alberta's ten major population centres to the value of \$47.8 million. This amount was topped by \$12 million in 1964, an increase of 24.8 per cent. Residential, business, industrial and engineering contracts awarded all increased in value, for an overall rise from \$69 million in the first 4 months of 1963 to \$99.6 million in the same period of 1964, or an increase of 44.3 per cent. The surge in residential construction value is credited at least in part to the Winter Works Bonus Plan offered by the Federal Government.

Other areas showed gains which, while not as outstanding as the two already mentioned, remain very respectable.

In the first 4 months of this year, manufacturing was up a healthy 12 per cent over last year.

Labor income, which rose 5.3 per cent in 1963, gained 6.3 per cent during the first 2

months of 1964, as compared with January and February, 1963, or from \$221.9 million to \$235.9 million.

During January, February and March, bank debits totalled \$5,565,350,000 as compared with \$4,966,772,000 last year, an increase of 12.1 per cent.

The rising income was also reflected in life insurance sales which were \$131,090,000 in the first 4 months of 1963, and \$145,822,000 in 1964, up 11.2 per cent.

The value of new motor vehicles purchased, which rose 10.6 per cent in the first 11 months of 1963 over the same period in 1962, showed an increase of 21.7 per cent for the first quarter of 1964, \$49 million as compared to \$40.2 million for the first three months of last year.

Wholesale trade was up 8.9 per cent for the first 4 months, retail trade rose 8.4 per cent during the first quarter.

Visitors to Alberta's National Parks continued to take advantage of travel access offered by the Rogers Pass, bringing the total for the first 5 months to 529,480, an increase of 11.5 per cent over last year.

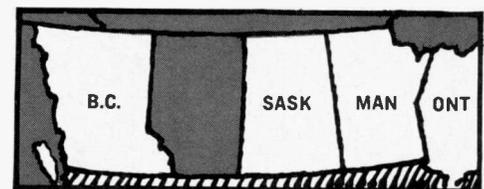
Lumber and forestry products showed an increase in value of 19.9 per cent in January, February, March and April. Production of pulpwood contributed a major share with a sharp rise of 34.8 per cent during the first 3 months.



Not only are we head and shoulders above our competitors (B.B.M. Spring 1964) but our new 400 foot antenna completed July 15th increases our power 40 per cent in the land "Where Green Acres Turn to Gold".

# WE'VE TAKEN OVER ALBERTA !!!

- or should we say Alberta has taken us . . . and it's not only noticeable in the big farm market, but right in the heart of Alberta's largest metropolis. Latest B.B.M. confirms our conviction that Country'n Western is the "sell- ingest sound" around - Alberta We Have it - 24 hours a day!



ALBERTA'S BEST BUY

# CFCW

A REGIONAL RADIO STATION  
Head Office: Camrose, Alberta.

The value of manufacturing shipments for the first quarter was up 9.9 per cent.

### AGRICULTURE

Gross sales of dairy products, which showed an increase of 2.2 per cent in 1963 over 1962, jumped a healthy 10.3 per cent during the first 4 months of 1964 over the same period last year.

Packing plants gross sales, January to April topped the 1963 mark by 5.4 per cent, \$81 million from \$76.9 million. The value of out-of-province exports from packing plants during that period increased by 15.7 per cent. The sale of margarine was one of the few areas in which a decrease was recorded, from a value of \$975,702 in the first 4 months of 1963, to \$773,639 in 1964, a drop of 20.7 per cent. Total income from grain during this period was \$74,188,000 as compared to \$75,345,000 in 1963.

Poultry production rose from \$2,627,000 to \$2,888,000 while the estimated total income from sale of livestock dropped from \$71,996,000 to \$70,468,000. The decrease in livestock income may be partly due to the rebuilding of herds in the United States, reducing the export market south of the border. Another

decrease was in the value of furs, 15.3 per cent less than last year.

### OIL AND GAS

During 1963, over 90 per cent of the \$637 million worth of minerals produced in Alberta came from the production of crude oil and natural gas and related products. That year, the production of crude oil and condensate rose four per cent over 1962, and the first three months of 1964 showed a three per cent increase over the same period of the previous year. Gross sales of refined petroleum products showed an increase of 6.8 per cent in 1963, while the first 4 months sales figure for 1964 was \$48.9 million, 14 per cent better than the \$42.9 million sales in 1963.

Production and value of natural gas continued to increase steadily, with a 22.1 per cent gain in value during the first 3 months of this year. Production rose from 237.9 million cubic feet in 1963 to 272.6 million cubic feet for the same period in 1964. The production of propane gas rose 41.4 per cent, a total of 1,363,762 barrels by the end of March, as compared with 964,679 in 1963, while the value decreased less than 1%.

On the other hand, butane production increased from 670,252 barrels to 976,397 barrels while the value rose even more sharply from \$831,665 to \$1,317,841, up 58.5 per cent.

Sulphur production lived up to expectations in 1963, increasing to 1,227,667 long tons, 27.7 per cent better than 1962, and promises to continue expansion, reaching 374,689 long tons the first 3 months of this year as compared to 293,505 long tons last year. Sales are up 43.7 per cent for the same period, while value has increased from \$2.5 million to \$3.3 million. The inventory of sulphur stock as of March, 1964, is 1,090,015 long tons.

### MINING

During the years 1946 to 1949, 8.5 million tons of coal were mined annually in Alberta. In 1962, the total had dropped to 2 million tons. 1963 showed an increase of 9.7 per cent, and 1964 promises an even greater output, with 987,094 tons produced during the first 4 months, an 11.5 per cent increase over the 885,421 tons in 1963. Demand for cheap strip-mined coal as fuel for thermal power stations, and non-fuel uses being developed are expected to increase

production considerably over the next few years. Lime production increased by 16.4 per cent during the period January to April, while salt production dropped 3.5 per cent and cement increased 2.3 per cent.

### ELECTRICAL POWER

Over 15,311 miles of electrical transmission lines criss-cross Alberta today and are being rapidly extended to distant points of the province, serving industry in many areas. To feed this vast network there are steam, hydro and internal combustion power plants with a total capacity of 1,137,169 K.W., generating 4,186,166 K.W.H. of electricity. Additional hydro power is being developed on the Brazeau River, where another 150,000 K.W. of hydro-generated energy capacity is being installed. Further sites await development on the Bow and Athabasca Rivers.

The new generated electrical power in 1963 increased 9.5 per cent over the previous year and the first 2 months of 1964 showed a gain of 9.2 per cent, 1,290,994,000 K.W.H. as compared with 1,181,713,000 K.W.H. for the same period in 1963.

# WELCOME DELEGATES to the land of SUNWAPTA

May we of the stations of the Sunwapta Broadcasting Company extend a warm Alberta welcome to the delegates and their wives attending the WAB Convention here in Jasper this month. We sincerely hope that you have a most pleasant and rewarding experience at this the highlight of the Broadcasters' year; and further remind you, despite the beautiful scenery of our Rockies, to keep your eye on the ball during convention time.

G. R. A. Rice  
President



SUNWAPTA BROADCASTING COMPANY LIMITED

## New firms locate -- old industries expand

FROM THE DEVELOPMENT of new petroleum resources in the north to fertilizer production expansion in the south, the stirring bustle that marks Alberta's economic activity continues with renewed vigor. New growth, new areas of development, and, always, the location of new industries in the province, plus the expansion of established firms, continue to add lustre to the smooth growth of economic expansion.

During the past few months, considerable interest has been refocussed on petroleum developments, such as that in the Athabasca Tar Sands area. Opened for development by the government, after extended hearings, it has brought about a revitalization of the northern sections. The town of Fort McMurray has applied for, and been granted, provincial "new town" status, permitting extensive low cost borrowing from the provincial government.

Around Lesser Slave Lake, the announcement of a new pool of oil for exploitation has resulted in many oil firms undertaking major developments.

The new railway to Pine Point will throw wide the gates to another avenue of northern expansion, not only in mineral production, but also in vast areas for agricultural and timber development. With interest in mineral ores at the acute stage in the north, the successes of the Alberta Research Council in developing a leaching process of iron ore refining has caught the attention of the industry. Economical and effective, requiring a minimum investment, the new process has proven itself in the pilot stage.

Still in the area to the north of Edmonton, a tract of 1,000 square miles of forest land

has been made available to Canadian Forest Industries for a reforestation type operation to develop a forest products major industry.

Major expansions in chemical fertilizer productions are headed by the announcement of a new \$18,000,000 plant for Calgary, now under construction and slated to begin operations in 1965. In addition, multi-million dollar expansions have been announced for existing plants in Calgary (\$5,000,000), Fort Saskatchewan (\$14,000,000) and Medicine Hat (\$15,000,000).

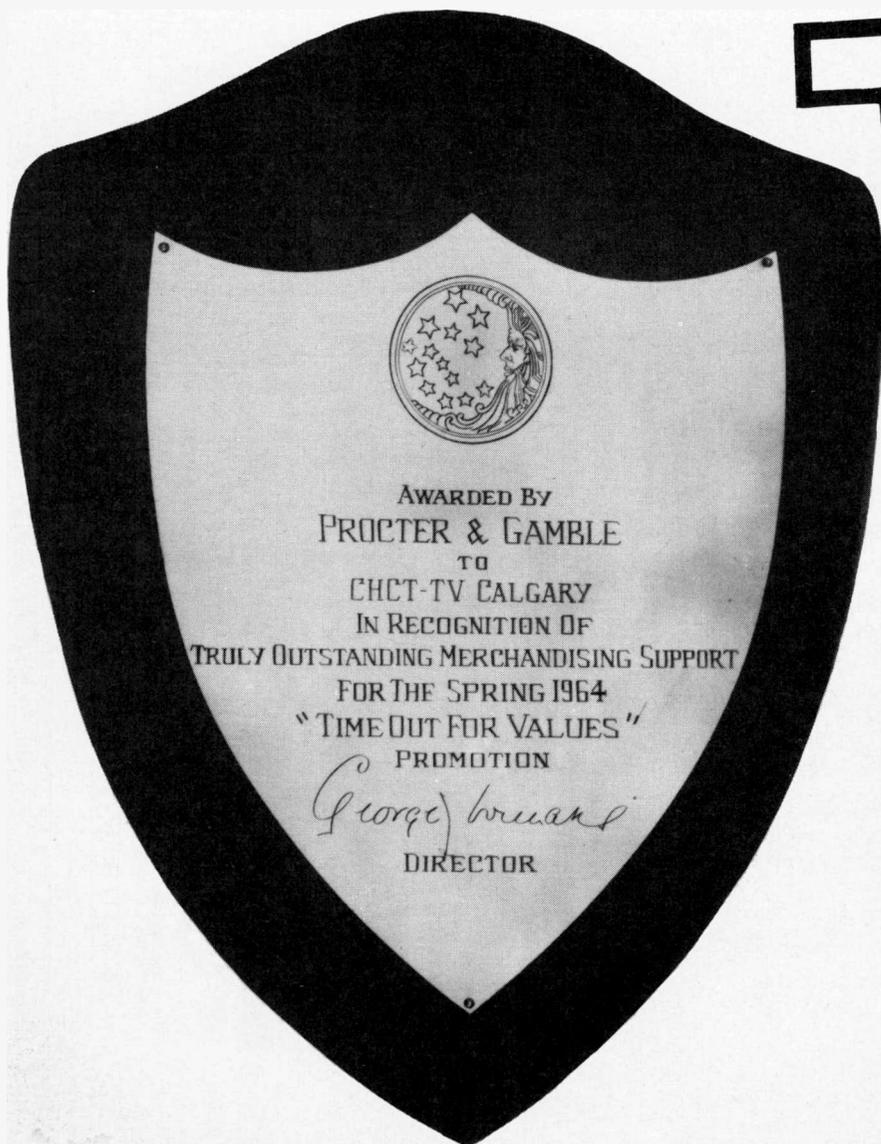
A trade mission to Japan, which began basically as an Edmonton mission, quickly expanded into one that brought the whole province to the attention of the Japanese industrialists. This has borne the fruit of return inquiry and several announcements of intentions to open new assembly plants and new industries in the Edmonton area. Other trade missions by the capital

and other cities, in a variety of countries, have continued to focuss the attention of foreign capital on this province.

Always an index to prosperity, the value of building permits in Alberta's cities shows a steady and comforting rise, with values in the first four months of this year up 24.8 per cent, to a total of \$59.7 million.

Crop prospects are excellent and the forecast sales of grain abroad promise to maintain the high cash income enjoyed by farmers in the province. This in turn will make a major contribution to the marked annual increase in volume of retail sales, up 8.4 per cent, to a new high of \$345.8 million during the first three months of 1964.

Last year, for the first time, shipments of Alberta manufactured goods were valued in excess of one billion dollars. Forecasts now show this volume to be exceeded this year.



**TOPS**  
 IN  
**PROMOTION**  
**CHCT-TV**  
**CHANNEL 2**  
**THE BIG SPREAD**  
**IN CALGARY**

# CFCW rallies young farmers for 4-H broadcasts

"UNIQUE AND PIONEERING leadership in the field of agricultural broadcasting" is the proud boast of CFCW Camrose, and the claim is based on such farm community activities as the annual 4-H Radio Competition and 4-H Radio Week, which involve literally hundreds of members of the clubs for young people living on farms.

Phase one is the competition, and this year 26 4-H clubs entered radio programs produced by their members about 4-H Clubbing and agricultural topics. In phase two, the station plays host to the project chairmen responsible for the nine best entries, plus the winner from the previous year.

For the two and a half months in which the clubs prepare their programs for the competition, CFCW staffers are on call for advice and assistance. Some clubs come to the station to tape their programs, others arrange to have a station



staff member attend a meeting to tape their show, while other entries are taped by the club using a sheet of helpful hints from the station and a member's or school tape recorder.

Every program submitted is

aired during 4-H Radio Week, but prior to that a panel of judges selects the nine best entries and the chairmen who led their clubs to this victory are invited to spend 4-H Radio Week in Camrose, all expenses paid, as CFCW's guests.

Station staff members are hard put to keep up with the winning 4-H Clubbers as they spend a day in Edmonton at the Alberta Game Farm, the Planetarium, and tour the McDonald Hotel; tour various places of agricultural interest in Camrose and district; go bowling and to shows; and top off their week at a special luncheon sponsored by the Chamber of Commerce and attended by the Mayor and other VIPs, at which the CFCW trophies are presented. Highlight of the week for many of the young people is the tour of CFCW and the opportunity to see radio in the making.

The 4-H Radio Competition and 4-H Radio Week were conceived and are organized annually by CFCW's farm director, Dennis Ratcliff, and the activities are endorsed by the Alberta Department of Agriculture and heartily accepted by local District Agriculturists and 4-H Club leaders.



# Prairie people love fun

by WALTER DALES

BERT HOOPER HAS a thousand anecdotes about prairie radio, one or two of them clean.

Bert started in broadcasting July 19, 1922, at CKCK, Regina. Today he's chief engineer at CKRC, in the Free Press Building, Winnipeg. In the interim, he's gathered lots of lore on prairie people and what makes them listen. Some of his anecdotes have valuable points that time buyers and program men will note; but others are just plain funny.

In the late twenties, for example, he'd developed a variety show for the noon hour, as a framework for the then all-important stock market and grain reports.

Farmers used to come in to watch the show, and one day there were about thirty of them strung around the studio.

The pianist, Archie Murray, struck the opening chords of *Give a Man a Horse He Can Ride*, and a local tenor, Clarence Bremer, began to sing it.

A young mother, watching, had a baby on her lap, and it was startled by the loud opening notes and began to cry. Unabashed, she simply unveiled one breast and commenced to feed it. Bremer, the tenor, fainted. He had to be carried from the studio and revived.

The story is completely true. Bremer, incidentally, was an insurance salesman and sang merely for publicity among the farmers. This incident added to his fame, and probably made farmers trust him. At any rate, not only did he make a small fortune in insurance, he then went on to become a leading man in several sell-out Broadway shows.

On that same noon-hour farm variety show, a local singer did *I Do Love an Egg With My Tea*. Next day, several crates of eggs were delivered to him from farmers who'd gotten a kick out of the song.

"You can tell time buyers," Bert says, "that prairie folk may go for a buck or a bargain, but not half as quickly as they'll go for a bit of fun, a chance to participate. I know of contests which I'm sure could have doubled the mail pull if they'd made it more of a game, stressed the fun or sporting angle."

One night Hooper told a then current story about the North Dakota Swede who went to the liquor store and asked for Squirrel Whiskey. When told that they had none, but could supply Old Crow, he said, "No t'anks. I don't want to fly, I yust want to yump around a little."

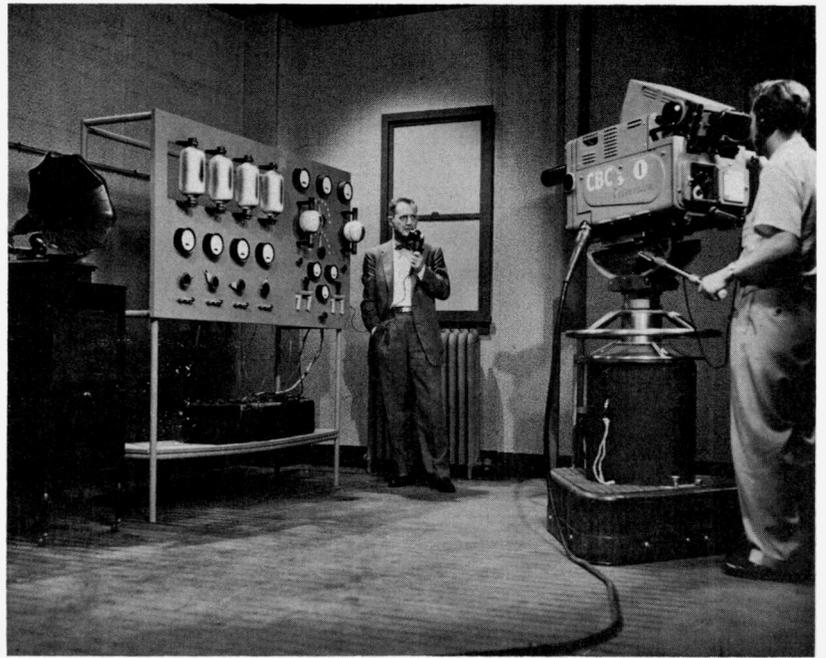
A farmer by the name of King got such a chuckle from the gag that he jumped in his car, drove down into the United States (Saskatchewan was dry then), bought some Squirrel Whiskey. He brought it back to his farm, killed and dressed a turkey, sewing the bottle of Squirrel in it. He then had it delivered to Bert Hooper at four the next day.

Bert's wife got quite a shock when she discovered the bottle. That night, Bert went on the air with a message to farmer King. "We enjoyed the turkey. The stuffing was wonderful."

That same farmer lives in Saskatchewan still, and his neighbors are like him. They love fun, they'll spare no pains to participate. They are tremendously responsive. They are enthusiastic and they appreciate enthusiasm. According to Hooper, it was enthusiasm, not his mellifluous voice, that got Hal Crittenden his first announcing job in Regina, at CKRM.

Hal, who is now managing director of Transcanada Communications Ltd., made his application to Fred Scanlon, then CKRM manager. Fred and Bert listened while Hal ran through his audition. Scanlon turned to Hooper and asked, "What do you think of him." Hooper's response was, "Hire him, he's got enthusiasm."

In short, enthusiasm and personality mean a great deal more to the prairie listener than dulcet tones. Hooper himself is a sort of nasal tenor, so he says, but he had a terrible cold when George Bell (father of the now illustrious newspaper tycoon, Max Bell) hired him. They had met in an Ice Cream Parlor in Vancouver to talk about it. Bell gave Hooper a piece of paper with the phone number of the Parlor on it. "You go up the



WHEN THE MICROWAVE SYSTEM opened across Canada, CBC reproduced the original CKCK Regina transmitter and had Bert Hooper do a special broadcast for the occasion.

street, buy a paper, and phone me here. I want you to read me the New York Stock Report." Hooper, as it happened, had only a couple of nickels. He spent one on the paper, put one in the pay phone, and read the reports. "You'll do," Bell told him, "You've got a good deep voice."

"When he learned later I was a nasal tenor, it was too late to fire me," says Bert. "And besides, the people didn't mind my voice. . .they seemed to know I was bursting to please them."

He pleased one young farm lad so much that the boy manufactured a crystal set, hooked it to his plow, and listened to Bert all day long. At night he'd drive in from the farm, sometimes with manure on his shoes, to see Bert and ask questions about radio, about vacuum tubes, amplifiers and the like. The boy's name was Lloyd Moffat. Just before his death, Bert Hooper and Lloyd Moffat were working on a collection of old-time equipment. Lloyd's son, Randy Moffat, plans to donate the collection to a University, and he and Bert Hooper will continue to add to it.

I asked Bert how radio managed to survive on the prairie through all those bad times. He said that a lot of credit was due to the ability of licence holders to get hold of technical men and fill them with enthusiasm for the business. Men like Stan Clifton, at CFQC, Saskatchewan, who was a first-rate technician as well as an announcer. Bert himself was inspired by Hawkins, then manager of Canadian Marconi in Vancouver. Canadian Marconi supplied the first engineers and operators for many stations, according to Bert, because the Marconi man-

agement foresaw that the growth of the industry would benefit them in the long run, even though many then considered it merely a passing fad. Hooper strings off names of men he believes made prairie radio what it is: Bill Grant, the Siftos, men like Horace Stovin, Vic Nielsen, Gordon Love, Lloyd Moffat, Harold Crittenden, Tiny Elphicke, Harold Carson, Dick Rice, and many many others. Bert keeps in touch with the old-timers. This week he and D.R.P. (Darby) Coates will meet for a session on the old radio days. They love to reminisce. I'll be there with a tape recorder.

Especially they love to recount old fluffs. Like the time Brian Elliott, announcing a network feature called *Silence Echoes in the Twilight Hour*, was confused because in the silent station break before the show someone flushed the can and it echoed through the old Leader Post Building like a giant Niagara. When the mike came on, the confused Elliott bellowed, "Presenting, from Regina, Toilet Echoes in the Twilight Hour."

But does this sort of thing mean the prairie audience is different? Most prairie broadcasters say yes, it does. They feel it was pioneered by men who were not in it for the money so much as for the game itself, the thrill of it, and that Western audiences, though less isolated than they used to be, listen not for professional excellence as much as for personal good-neighborliness and public service. They don't like to be shouted at, they like to be chatted with, and if possible to participate. Radio on the prairies is still a bit more show and fun than a cut-and-dried business operation.

# EVEN THE FARMERS DIVERSIFY

The story of Saskatchewan from the very beginning of its history can be summed up in one word — growth. This has been in great part due to the type of people who settled the province and made their homes in the province. Many were immigrants from other lands who saw this province as a land of promise, a land of beginning again, a land offering another chance at a free and independent life.

These pioneers sought a place to grow. They had no easy task. Horizons were bright in the years just prior to World War I, settlement was progressing rapidly, crops were good and markets were firm. However, there were still danger signals — drought, crop failure, economic depression.

People of the province have always faced hazards of drought. The hazard was more perilous in Saskatchewan because its beginning economy was based on a crop, one crop, wheat — and Saskatchewan people depended on it for their livelihood. This was excellent if the weather was right and the crops good. If drought struck, however, it meant loss of income, loss of jobs, and discouragement.

Also, because of its dependence on one crop and, in the early days, a distance from markets, Saskatchewan was particularly sensitive to any upward or downward movement of world commodity prices and to any change on the world market. When world prices were firm in the agricultural sector, Saskatchewan was prosperous; if prices softened conditions deteriorated.

These "ups and downs", often going from one extreme to the other, brought our early citizens face to face with what seemed insoluble problems. Discouragement set in and affected every sector of the Saskatchewan community. Many people left the province never to return.

## ECONOMIC DIVERSIFICATION

Dependence on one crop has brought a time of troubles. It was found through bitter experience that a narrowly-based economy just could not withstand the pressures of a complex economy. Something more was needed to start the province growing again, to give its people hope, its youth opportunity.

The "more" sought after is economic diversification — diversity is the key to growth. We seek more industries making a variety of products. We now can see ourselves not only as a province where natural resources come from but a province where the native natural resources are not only produced but manufactured into finished products for a growing home consumer market.

Wheat, of course, will always be important to Saskatchewan. However, in 1964, there are a number of other products and

resources for which the province is famous.

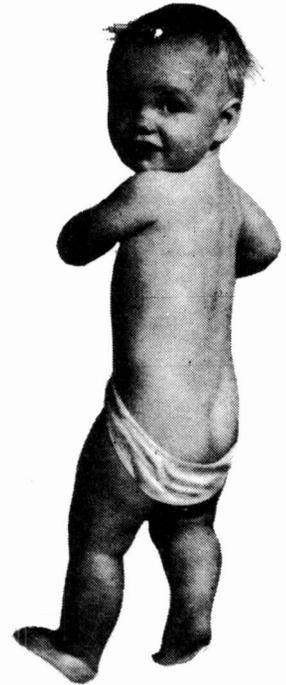
The first of these is potash. Already there is a prediction that by 1970 Saskatchewan potash production will reach nine million tons — 75 per cent of world production. Last year, with only one mine in production, value of potash output was approximately \$25 million. This compares with an output value of \$2 million in 1962. This year, 1964, two additional mines are scheduled to start production, which should bring output figures up to 2.5 million tons per year at an estimated value of \$50 million. This capacity is expected to double by sometime in 1967.

It may come as a surprise to many, but Saskatchewan is now responsible for 27 per cent of Canada's oil production. Latest figures reveal that oil production

(Continued on page 22)

Public Opinion Says-

## NO TOPLESS BATHING SUITS



Common Sense Says-  
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In case you wonder about the attractions of Saskatoon for a man of Wally's calibre, we draw your attention to the sylvan scene at right. Unlimited recreational facilities hereabouts for a man who loves the outdoor life. Ideal for Wally. Perfect for CFQC. And for you and your product.

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in the province has risen to more than 71 million barrels having an estimated value of \$160 million. Output from Saskatchewan wells is now running at an average of 215,000 barrels daily.

Helium is another story of discovery. Tanks of helium have been going to world markets from the Saskatchewan field already in production at Swift Current. Another helium field is located in the Wood Mountain area of our province and further development of this valuable resource is expected.

Manufacturing continues to grow in Saskatchewan. In 1963, value of factory shipments reached \$391.6 million, up by nearly three per cent over 1962. Payroll from manufacturing enterprises has reached approximately \$55 million. The growth of manufacturing points to another modern trend in Saskatchewan development.

Gone are the days when the province's distance from major markets made her people feel almost isolated and her economy confined. Thanks to the modern miracles of communication and high-speed transportation, the province has been brought closer to world markets. Also, a new geographic concept places Saskatchewan at the centre of an in-

creasingly important consumer marketing area — the prairie provinces and the northern United States. These factors, more than any other, have, over the years transformed the province almost completely.

All this is not to say that Saskatchewan can forget about its wheat. Every Saskatchewan person has been proud to hear Saskatchewan called the bread basket of Canada, of the Commonwealth, a major supplier of the food staple, wheat, to the world.

We are proud when we point to 1963 and note the production of the largest wheat crop in the history of the province. The record crop approximated 500 million bushels. Farm net income in 1963 reached \$603 million almost twice as much as the ten year average for the period 1953-62 and exceeded the previous peak achieved in 1952 by approximately \$20 million.

#### FARMERS DIVERSIFY

Diversification is now a strong trend in agriculture itself. More and more farmers are turning from wheat to livestock, and Saskatchewan beef cattle are making an impact outlook for 1964 in agriculture very promising. All-time record wheat exports are

expected and Saskatchewan, as Canada's main wheat producer, expects to benefit the most.

#### RETAIL SALES INCREASE

All diversification developments broadens the economic base of the province and provides greater and more varied opportunities for its people. This is reflected this year in retail sales figures.

In the first quarter of 1964, retail sales shows an increase of of almost 15 per cent over the corresponding period in 1963. Figures for 1963 show retail sales well ahead of 1962. Total sales, passed the billion dollar mark — \$1,043 million — for the first time. Saskatchewan led all provinces in per capita retail spending last year — \$1,118 — as well as in percentage gains over 1962. The province showed an increase of 8.4 per cent compared with an increase of 4.9 per cent for Canada as a whole.

There are other signs of prosperity. Our tourist industry remains one of the fastest growing segments of the provincial economy.

In 1963, Saskatchewan experienced an increase of 18.8 per cent in American vehicle traffic entering the province over the

year previous. Here again, the outlook for 1964 is most optimistic.

#### GOOD WEATHER — RECORD CROPS

Saskatchewan can be thankful to Providence for good weather and good rains that brought us record crops. However, it is quite obvious that if we are to grow as our pioneers hoped we must insist on increasing the pace of diversification to broaden the base of our economy. Only in this way will Saskatchewan be able to face the challenge of slight changes in the economic climate without fear of the ups and downs of yesteryear.

Growth has been the theme song of Saskatchewan from the first; diversification is the key to that growth and this administration will do everything possible to keep the process of diversification going at a faster pace.

Therefore, we look with hope to the promising developments in potash and petroleum; we will encourage increased manufacturing activity to take advantage of the opportunities resulting from resource development. In this way it is our hope to increase the pace of economic diversification and maintain and increase the province's rate of growth in every sector.

# BOOM!

THE MINING GIANTS ARE MOVING IN . . . AND CJGX IS SITTING ON TOP OF 60% OF SASKATCHEWAN'S HUNDRED BILLION DOLLAR POTASH PILE. WE ALREADY SERVE THE RICHEST MIXED FARMING AREA IN CANADA . . . WITH ANOTHER BUMPER HARVEST ASSURED. NEED WE SAY MORE . . . THE LINE FORMS TO THE RIGHT!



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# TV turns back the clock



TO TIE-IN with the tenth anniversary edition of Saskatoon's unique Pion-Era, CFQC-TV went all-out with live coverage of all phases of the event. During the week, 'QC viewers watched a total of 13½ hours while cameras covered the exhibits of pioneer life on the prairies.

The QC-TV camera crews visited the giant steamers, the antique cars, horse-drawn rigs of every description, threshing demonstrations, full-costumed Indians doing the rain dance, a rough-and-ready rodeo, and even observed the popular and tasty Pionera Bread being baked in giant outdoor clay ovens.

During Pion-Era, all exhibits come to life as the clock is turned back to the vivid and colorful past, and right from the daily opening whistle-blast from several dozen steam engines, to the old-fashioned wind-up shindig, Saskatoon's great Pion-Era show provided, not only excellent television material, but many pleasantly nostalgic moments to the thousands of visitors to the Hub City.

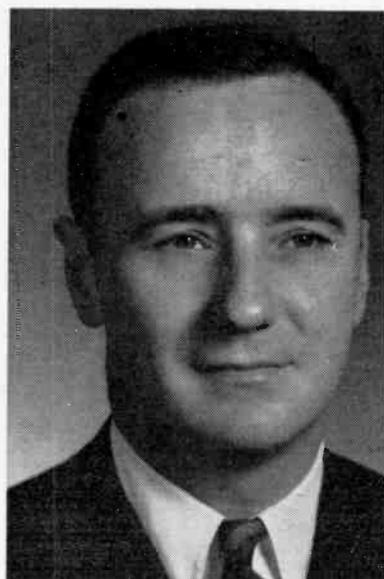
In the picture, titled alternatively "Driving the last Spike" or "Mike's Last Stand", Station Manager Spike Romanow puts in his last stint as cameraman, prior to leaving 'QC-TV for a university professorship.

## ANNOUNCEMENT

### STOVIN-BYLES APPOINTMENT



FORBES E. CALDER



DON M. MCAUGHTRIE

Two appointments within the Toronto Television Division are announced by W. D. Byles, President, Stovin-Byles Ltd.

Forbes Calder becomes Assistant Sales Manager, Western Television Stations Division. Mr. Calder brings to this position a background of 8 years with the Stovin-Byles organization, in both radio and television sales, in Montreal and Toronto.

Don McLaughtrie, Assistant Sales Manager, Eastern Television Stations Division, has been with Stovin-Byles since 1962. Prior to his association with Stovin-Byles, Mr. McLaughtrie was Sales Manager for the Lionel Television Network.

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an important part  
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# High incomes spark consumer demands

Nearly all sectors of the Manitoba provincial economy achieved new levels of growth and development in 1963. The trend continued during 1964, with the prospect of new records being established. The basic underlying factors were the strength of the national economy and, in particular, the emphasis on international trade. These factors produced a high level of personal income, and a confidence in the future, which stimulated the demand for consumer goods of all types. The provincial economy was further strengthened by several major construction projects, the chief, being the Whiteshell Nuclear Research establishment which will be comparable to Chalk River, the \$63 million Greater Winnipeg Floodway, and the completion of the \$140 million Grand Rapids hydro electric project.

The value of factory shipments in 1963 rose to a record level of \$893 million. As a result of the studies of the Committee on Manitoba's Economic Future, considerable emphasis has been given to exports and to import-replacement.

Early in April, 1964, the Hon. Gurney Evans, Minister of Industry and Commerce, announced that 10 —

12 specialty sales missions of specific industries would be sponsored during 1964 by the Manitoba Export Corporation. The objective of these sales missions is the mid west market of the United States. In announcing the program, the Hon. Gurney Evans noted that "future job opportunities in Manitoba depend in large part, on the extent to which Manitoba industries increase their share of world trade".

During 1963 some 61 Manitoba firms, new to the export market, have interested themselves in this field.

Gross provincial income set a new record at \$2.2 billion — up 4.7 per cent from 1962. Aggregate personal income rose 6 per cent to reach \$1.7 billion. During 1963 an average of 96 per cent of the labor force was employed.

The high levels of income and employment were reflected in retail sales which reached \$890 million. The increase in retail trade amounted to a gain of 3.8 per cent over the record level of 1962.

The value of mineral production in 1963 set a new record of \$171 million, an increase of \$12 million over 1962. During the early part of 1964 Mr. Henry S. Wingate, Chairman of the Board of the International Nickel Company of Canada Limited, announced the discovery of an important new ore body, just west of Thompson. The new development is to be called the Birchtree mine; a production shaft is being sunk.

Agriculture, while prevented by weather from enjoying another record crop, still kept above the 10 year average. The aggregate 1963 production of \$340 million was exceeded by only two years — 1960 and 1962 — in the past decade. The cash income of Manitoba farmers reached a record of \$290 million during 1963. The sale of wheat to the U.S.S.R. resulted in the commitment of the 1962 carry-over; the 1963 crop was very largely accommodated.

Capital and repair expenditures in 1963 were estimated at \$688.6 million, up some 15.4 per cent from 1962. The outlook for 1964 is for a slight increase in capital expenditures. Industrial construction is significant. The plans of Inland Cement for a \$9 million cement plant are proceeding. The inter-relationship of industrial production and agriculture was reflected by the completion of a million dollar farm implement plant, the beginning of a feed concentrate plant, and the continuation of construction of two



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Vancouver: RADIO-TV REPRESENTATIVES

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...never more than MINUTES TO MUSIC!

## ... the value of building permits exceeded \$100 million

packing plants, jointly costing \$6 million, and of other food and beverage manufacturing concerns valued at \$10 million.

### Construction in Manitoba

In 1963, for the first time in the history of Metro Winnipeg, the value of building permits issued exceeded \$100 million. The figure, \$100,233,433, was \$6 million more than was recorded in the previous record year of 1959 and \$19 million more than 1962.

The category showing the most impressive gain was apartments and hotels for which the total was \$17.6 million, constituting an increase of \$10 million over the previous year. The value of dwelling permits in the metro area increased by \$5 million bringing the total close to \$30 million.

Construction in Metro Winnipeg for the first quarter of 1964 was up \$6.4 million or 44 per cent over the same period last year. This was mainly due to a \$5,998,000 expansion of sewage treatment facilities.

Some of the larger industrial and commercial projects include — Manitoba Bedding Co. \$250,000; Stephens Paints — \$175,000; Mall Hotel addition — \$531,000; Lin-

coln Motor Hotel — \$450,000; Toronto-Dominion Bank — \$300,000.

Important manufacturing expansions completed in 1963 were Canadian Bristol Aerojets \$2,000,000 rocket propellant manufacturing plant; Labatt's Manitoba Brewery built a new \$2½ million bottling plant; Pepsi-Cola a new \$1½ million plant; Hydraulic Engineering a new \$1 million plant to manufacture its line of agricultural equipment; the Greater Winnipeg Gas Company a \$1,400,000 peak shavings plant.

Three major manufacturing plants that are still not completed are Burns and Company \$4,000,000 slaughtering and packaging plant, Martin Paper Products \$2,000,000 plant and office and Pool Packers' in Brandon a \$1,400,000 meat packing plant.

Miscellaneous construction completed in 1963 were :

- The Winnipeg International Airport at a cost of \$16 — \$17 million.
- The Manitoba Institute of Technology at \$4,313,000.

Other projects still underway are:-

- St. Paul's College — \$1,000,000.
- University of Manitoba Arts College — \$3,000,000.
- Red River Floodway total — \$63,000,000. (contracts let to date equal \$10 million)
- Grand Rapids Power Plant total — \$110,000,000 (70% completed)
- Winnipeg City Hall — \$7,000,000
- Atomic Research Stations — \$200,000,000 (over 15 years).

### Retail Trade

Retail Sales in Manitoba were \$890 million in 1963. This represented an increase of 3.8 per cent over the preceding year.

During 1963, hardware stores and grocery and combination stores established the highest percentage increases over the previous year. In these two groups, the percentage increases of 6.7 per cent and 5.6 per cent respectively, were slightly

higher than the average increase for the nation as a whole. Due to the mild winter, retail sales of fuel dealers were 13.9 per cent lower than the preceeding year.

During the first quarter of 1964, retail sales in Manitoba showed a substantial increase, amounting to 9.4 per cent, over those of the first quarter of 1963. This compares with the national average increase of 8.2 per cent. The largest gains were made by stores dealing with relatively expensive commodities, reflecting the general prosperity of the province and the optimistic outlook of the people.

Sales by lumber and building material stores rose 22.3 per cent, reflecting the success of the winter construction program. Sales by hardware stores rose by 13.2 per cent, jewelry stores by 11.2 per cent, department stores by 9.6 per cent and motor vehicle dealers by 9.1 per cent.

The trend is to balanced programming

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Community Chest

## C-JAY TV CHANNEL SEVEN WINNIPEG MANITOBA

# Share cost of power project with Ottawa

THE GOVERNMENTS of Canada and Manitoba have signed an agreement authorizing a comprehensive engineering and economic analysis of the Nelson River power potential. It provides for the two governments to share the cost of the \$3 million, two-year, "stage three" investigation, and for negotiating a further \$1 million study if required.

The first two preliminary stages already have been undertaken at a shared cost of \$1.3 million and pointed up the feasibility of proceeding with investigations in considerable depth. Stage three calls for detailed studies and surveys of the physical and economic potential of developing Nelson power and its transmission to markets outside the province. The third stage is to be completed and the reports in the hands of the Nelson River Programming Board by March 31, 1966.

The "interim conclusions" reached during the preliminary studies were:

1. Total power potential of the Nelson may reach 5,200,000 kilowatts (an increase of 1.2 million

kilowatts over previous estimates. The magnitude of the 5,200,000 kilowatt potential is impressive when compared with the 1 million kilowatts now totally produced by the province's existing generating plants.)

2. As much as 2,000,000 kilowatts are excess to Manitoba's requirements and would be available for export over a considerable period.

3. Potential markets exist in Ontario and the United States with "reasonable prospects" that Nelson power could be supplied to these markets at competitive prices.

4. Based on preliminary work done to date and on assumptions made by engineers who conducted the preliminary studies, there are indications that, with large scale developments, firm energy costs per kilowatt-hour approximating 2 mills at site, 3 to 3.5 mills at Winnipeg, 4½ mills at Toronto and 4¼ mills at Minneapolis might be achieved. (The Winnipeg rate compares with the present 5 to 5½ mills cost at the southern Manitoba "common bus" —

that is, on the main transmission network interconnecting the generating sources and terminal stations.)

Under the agreement Manitoba will proceed with joint planning studies and related discussions with power utilities outside the Province of Manitoba to ascertain possible markets for large blocks of electric power.

The national importance of the project was stressed by the Hon. Arthur Laing federal minister of northern affairs and national resources, when he said:

"I was very pleased indeed to be able to sign on behalf of Canada the agreement authorizing further investigations of the Nelson River power potential. This agreement represents a partnership between Canada and Manitoba in the field of resource development.

"The potential benefits of the Nelson River power development

are as important to Canada as a whole as they are to Manitoba. It is our hope that Stage 3 studies upon which we are now embarking will confirm and enlarge the tentative findings of the earlier stages of this study."

Manitoba Premier Duff Roblin said that if the studies prove up costs and other aspects of feasibility and if a decision were made to go ahead with developing this mighty river, power could conceivably be available for delivery within the period 1969 to 1971.

Such a project, he said, would have "a considerable impact on Manitoba and indeed on Canada. It would have the effect of prolonging by a number of years our enviable position in the power cost field; it would put Manitoba in a favorable situation in attracting high energy-consuming industries; it would give more scope for Canadian energy and skills."

## Continental Can picks 'Peg

IN KEEPING WITH ITS POLICY of providing sources of container and packaging supplies close to major areas of need, Continental Can Company of Canada Limited has started construction of a metal container plant in the Winnipeg area. The investment in the new facility is expected to exceed one million dollars.

E.E. Fry, the Company's executive vice-president, said this newest of Continental's 24 operating locations will produce containers for the meat packing and food processing industries of Manitoba. "Manitoba is a growing province", stated Mr. Fry, "and we are going to grow with it."

Hon. Gurney Evans, minister of industry and commerce, said the availability of cans in the area from a local source, can provide better

service for Manitoba processing industries, and should stimulate the meat processing and vegetable canning industry in the province. "It shows that a substantial firm like Continental Can considers the future for food processing in Manitoba to bright, and its decision to locate here will make it that much easier for us to attract additional canneries to the province."

Continental's other Winnipeg plant is a unit of their paper division, manufacturing folding cartons and flexible packaging. The metal division has maintained sales and service offices in Winnipeg for the past twenty years.

The Manitoba plant will further expand Continental's coast to coast manufacturing and servicing operations which extend across Canada from the maritimes to the Pacific coast.

## Parks project for young Manitoba

A \$3 MILLION FOUR-YEAR PROGRAM to provide Manitoba with three new major parks will be undertaken by the Manitoba government as part of its centennial contribution. Major extensions and development of a number of existing recreation sites will boost the parks program to \$5 million.

Hon. Sterling Lyon, Q.C., minister of mines and natural resources, said the three new park projects would include:

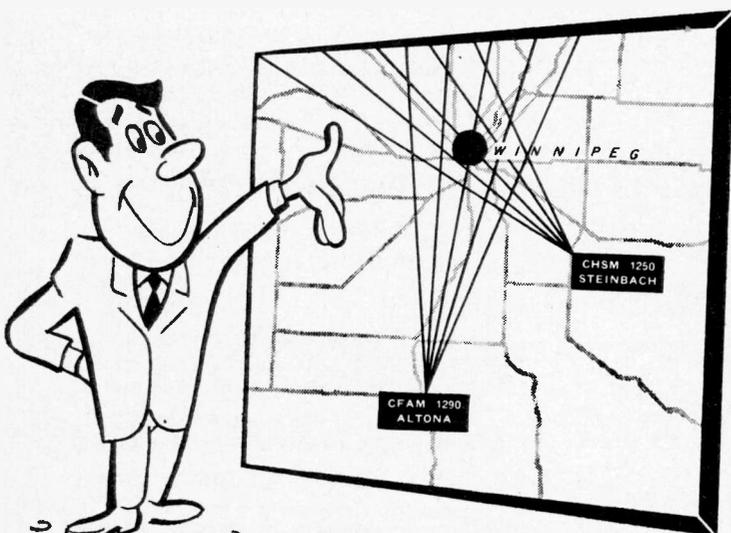
1. A 5,500-acre park by the Shellmouth water conservation reservoir on the upper Assiniboine, including both escarpments of the Assiniboine valley and all lands within the Shell River valley escarpments east to No. 83 highway.

2. A 57,700-acre park — mostly on existing crown lands — in the Assiniboine Valley between the north and south blocks of the Spruce Woods Forest Reserve east of Camp Shilo.

3. A 9,300-acre park, including a 20-acre artificial lake, in the Birds Hill feature beside the Red River Floodway.

Mr. Lyon said the centennial parks program recognized the desire of a young and active population to spend much of its free time in outside activity. It also recognizes the need of a growing industrial province for access to the woods and streams and field for pleasure and inspiration.

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Ralph Snelgrove, President and GM, CKVR-TV Barrie

Gordon Aiken MP, Parry Sound-Muskoka

## **CKVR-TV again extends coverage... this time north to the Huntsville Vacation Land.**

Ralph Snelgrove, President and GM of CKVR-TV, Barrie is smilingly congratulated by Parry Sound — Muskoka Member of Parliament Gordon Aiken, at the opening of new Huntsville Satellite, CKVR-TV-2. Operating on Chanel 8 with a power of 143 Watts the satellite will carry top programs to both year around and summer residents throughout the market area. The widely adopted RCA Victor type TTL-200 AL Transmitter is the twenty-second RCA Victor unit of 100 watts or more now in regular service at Ontario TV Stations.



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