



photo by Robert C. Ragsdale A.R.P.S.

First of the CBC-TV network's "Camera Canada" specials to be sponsored is "The World of Bobby Hull", to be presented by Canadian Westinghouse on March 22. Here hockey's "golden boy" (left) interrupts a chat with Westinghouse vice-president for consumer products, D. G. Marrs, (right) to sign autographs for young fans.

Canadian
BROADCASTER

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

Volume 23, No. 5

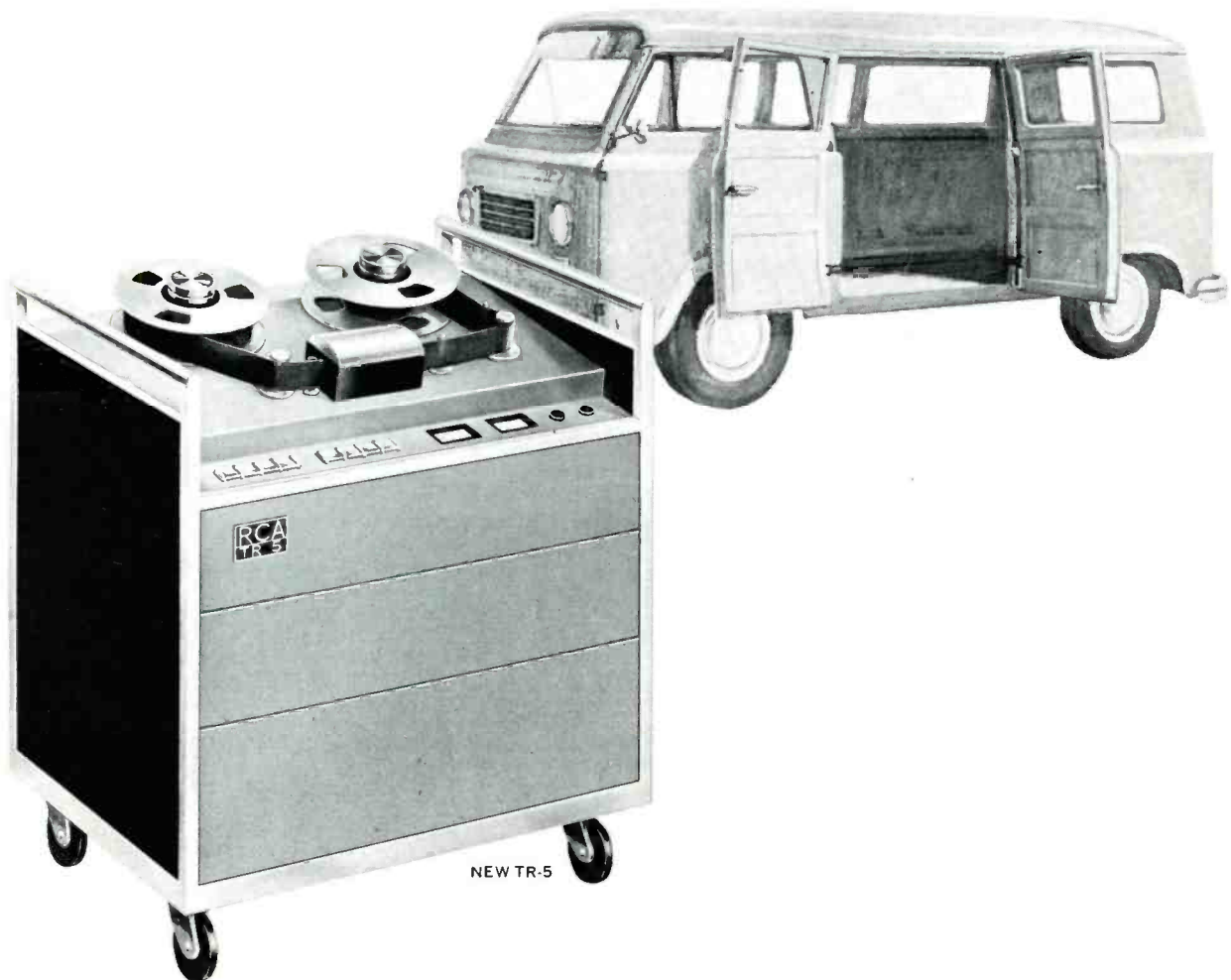
TORONTO

March 5th, 1964

- New BBG regulations 6
- CAAA personnel bureau 18
- Comes the computer 20

new mobile TV Tape Recorder

Transistorized... compatible... quadruplex
Compact... for roll-in convenience!



Here's a "transportable" high-quality, quadruplex recorder that's ideal for making commercials on location. Although especially designed for recording purposes, it includes limited playback for checking. Its compactness (only 28" x 22" x 32" on casters) and mobility make it an excel-

lent recorder for those tapes to be made away from the studio. Fully transistorized and modularized, it produces tapes that can be played back on all quadruplex recorders, affording the same high quality, on-air standards. It records in color as well as in black and white.



RCA VICTOR COMPANY, LTD.

Technical Products

1001 Lenoir St., Montreal 30, Quebec

T H E M O S T T R U S T E D N A M E I N E L E C T R O N I C S

SIGHT & SOUND

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

TORONTO'S NEWEST THEATRE, the 1500-seat auditorium at the Ryerson Polytechnical Institute, will be the scene of the 1964 Canadian Television Commercials Festival June 4. The event is sponsored by the Radio and Television Executives Club and the Television Bureau of Advertising of Canada, in affiliation with the American TV Commercials Festival.

Festival chairman Herb Stewart is extremely pleased with the new location, which offers every possible facility for a successful workshop seminar, screening and awards dinner.

Closing date for entries from television stations is April 30. The categories are: public service, English; publish service, French; retail products, English and French; retail service, English and French; in markets up to 100,000; from 100,000 to 400,000; and over 400,000.

Judging will be supervised by Ross MacRae, director of broadcast services for Cockfield, Brown & Co. Ltd.

THE ELEVENTH ANNUAL INTERNATIONAL Advertising Film Festival for cinema advertising and television commercials will be held in Venice from June 15 to 20 inclusive. Entry is open to "persons, firms or companies throughout the world whose business is to a large extent the making and/or distribution of advertising films for cinema and television".

Last year's competition drew 1000 entries, 550 of them TV, from 29 countries. Only three Canadian commercials were entered, and only three Canadians attended the Festival.

The Festival is sponsored by the Screen Advertising World Association, of which Adfilms Ltd. is the Canadian member. Harry Emerson, vice-president of Adfilms, stresses that the Festival is valuable to agency and production house personnel as a showcase of the best in new ideas and techniques, and an excellent opportunity to make new business contacts.

Entry forms can be obtained through Adfilms at 110 Church Street, Toronto, or the Festival office at 17 Berkeley Street, London W. 1, England.

CONTINUING EXPANSION of the services of TvB sees the promotion of Murvyn Austin to the new position of manager, advertising agency services. For the past two years he has been research manager of the Bureau.

New research manager is Arnold Acton, who has been with the Baker Advertising Agency Ltd. for 17 years, with one year out in 1956 as assistant TV director at Vickers & Benson Ltd. For the past two years Acton was media research director at Baker and for the last year was also assistant to the president of Admetrics Ltd., a subsidiary of the agency. He is one of the seven founders of the Professional Marketing Research.

MCDONALD RESEARCH LTD. has expanded into the U.S. with the formation of McDonald, Weller & Klein Inc., with offices at 9 Rockefeller Center, New York City.

Clyde McDonald, president of the Canadian research firm, is chairman. President is Robert Weller and executive vice-president is Eva Klein, both formerly senior executives of Alfred Politz Research Inc. Raymond Berland, Edward Eichler and Elliott Uberstine, formerly vice-presidents at Politz, are senior associates in the new company.

The U.S. company will specialize in marketing research. The name and operations of the Canadian company remain unchanged.

COMINGS AND GOINGS at CTV see the addition of Gene Plouffe to the staff of the private television network. He moved from 16 years with C.J.I.C. Sault Ste. Marie, starting there as an announcer-operator and moving up to become general sales manager of both radio and TV and a member of the board of directors of the company. Plouffe is a director of the CCBA.

Pell Bell-Smith, chief accountant at CTV, who has been with the network since its formation, is moving in mid-March to C.J.O.H.-TV Ottawa as manager, accounting. James N.

SCHWERIN SYSTEMS APPOINTMENT



J. G. CUDLIP

The appointment of J. G. Cudlip as Manager for Schwerin Systems Limited has been announced by John F. Graydon, President, Canadian Facts Limited, and by Horace S. Schwerin for the Schwerin Research Corporation. Under Mr. Cudlip's direction the organization will continue its work with Canada's leading television advertisers.

Mr. Cudlip brings to Schwerin Systems an ideal background for the practical application of research in helping Canada's advertisers to realize the maximum effectiveness from their television investments. For the past 15 years he has been intimately familiar with the creative problems of national advertisers in the food and drug fields - first as product manager and advertising manager with a large manufacturer and latterly as senior account executive with a large advertising agency.

Lavis, who has been assistant to the director of legal and business affairs, has left CTV.

NEW MEDIA DIRECTOR at J. Walter Thompson Co. Ltd. is W. J. 'Jack' Graham, formerly associate media manager with James Lovick Ltd. He replaces Bill Wheatstone, who has moved over to become an account representative at JWT.

WEED & COMPANY, U.S. station reps, have announced the election of Alfred L. Bonomolo as vice-president in charge of Canadian sales. He succeeds the late Pete McGurk.

Bonomolo joined the company last year as an account executive in the Canadian sales division and prior to that was a senior media buyer for Canada with Dancer-Fitzgerald-Sample in New York.

GLOBE-TROTTERING BROADCASTER-author Larry Henderson has joined the CTV National News team at its C.J.O.H.-TV Ottawa headquarters. Henderson was on CBC-TV national news for six years and most recently has been with CHFI Toronto and CHCH-TV Hamilton.

ANNOUNCEMENT



HENRI TREMBLAY

George W. Harper, Vice-President and General Manager of NBC (Canada) Ltd. is pleased to announce the appointment of Cine-Laurentides, Inc. as representative for all NBC properties in the French-Canadian market.

Mr. Henri Tremblay, President of Cine-Laurentides, Inc. will personally handle all NBC French-dubbed properties, including series and documentaries.

Cine-Laurentides, Inc. is headquartered in Montreal at 1396 Ste. Catherine Street, West, telephone 861-0279.

WE HATE TO LOSE HIM



but we
wish
him
well

After 7 1/2 years with CJLH-TV, Lloyd Crittenden has taken his leave of us and trekked east to join Al Bruner's Toronto sales team of CHCH-TV, Hamilton.

Lloyd is a good man on his way up, and much as we hate to see him go, he goes forward with our blessing and assurance of success.

NORMAN BOTTERILL
Manager
CJLH-TV, Lethbridge

Makes shopping centre second home

FOR CHNS, HALIFAX, the big enclosed-mall Halifax Shopping Centre, has become virtually a "second home". — and the public loves it. During the usually dull weeks of January the Centre was a hive of activity because in the middle of the mall the CHNS sub-station was co-operating in a promotion called "June in January". The boys wore beach-type sombreros and so too did many of the clerks in the stores.

Centre Manager C. E. Clarke, said business was extremely good during those weeks when business is

quite often slack after the Christmas over-buying.

As for the buying public, as more and more surveys show that fewer people shop by list and more by impulse, once induced within sight of the merchandise the rest is up to the retailer. CHNS does a big job here, both by radio promotion and by attracting the crowds who:

- (1) love to watch other people working.
- (2) get a kick out of seeing the people they listen to.

There was seldom a period when there was not a small knot of people around the CHNS palm tree during the promotion and bigger crowds were on hand for prize-giving.

Playing on the theme "leave the weather outside! Rain or snow, its always fine at the fully-enclosed Halifax Shopping Centre", the CHNS boys told the listening audience how pleasant it was strolling in comfort from store to store — especially with the "June in January" special savings.

The final night — Friday, \$200 and over was buried in "the sands of Waikiki Beach" — CHNS' scenic background, for a wind-up treasure hunt.

As for the Shopping Centre, — its doing better business than anyone and CHNS feels its "image" is vastly enhanced by the personal contact with its public.

The Halifax Shopping Centre has the only fully-enclosed mall in the area at present and was the only shopping centre to embark on a full-scale promotion so soon after Christmas.

Stovin Chairs WAUB Awards

THE MANAGER OF RADIO station CKOM, in Saskatoon, William Stovin, has been named chairman of the Western Association of University Broadcasters awards for 1964. Stovin is a vice-president of the Western Association of Broadcasters.

The Western Association of University Broadcasters is the radio society on university campuses in Western Canada.

The Western Association of Broadcasters set up a series of awards in connection with activities of the radio campus groups.

The first award was made last year by the W.A.B and was won by the Radio Society at the University of Manitoba.

Announcement of Stovin's appointment as chairman of the awards was made in Calgary by Don Hartford, manager of radio station CFAC, who is president of the Western Association of Broadcasters.

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Alimony might be defined as the high cost of leaving.

"ACTION STATIONS!" CFCN RADIO-TV CALGARY

Say You Saw It
in
THE BROADCASTER

Van Dusen To UPI Montreal

NEW MANAGER OF THE OTTAWA Bureau of United Press International is Jack Van Dusen, who moves to UPI from CTV's national newsroom at CJOH-TV Ottawa. Van Dusen was with Canadian Press for 13 years; more than half that time in the Ottawa Bureau. He succeeds William H. Neville, who has transferred to another post in Montreal.



Ted Fielder of CFRS Simcoe interviews R.A.F. Air Marshall Douglas Morris, C.B., O.B.E., D.S.O., D.F.C., Chief of Staff at Allied Air Forces Central Europe during overseas news gathering trip.

A GLOBE CIRCLING RADIO MAN SAYS:

"...added sparkle and life..."

"There's always present a tendency in Canada to put forth a neutral personality, lacking in colour, vibrancy and dynamism. We, at CFRS Radio, like United Press International because the character of news-writing takes us out of this bland no-man's land of lacklustre personality. There is such an animal as "Colour Radio" and we use United Press International news copy to give that added sparkle and life to the Golden Garden radio scene. CFRS Radio news has earned respect in Canada's Golden Garden for accuracy with character — and it's a reputation we hold dear."

TED M. FIELDER,
President and
Managing Director,
CFRS Radio,
Simcoe, Ont.

UNITED PRESS INTERNATIONAL

575 University Street, Montreal, Phone 866-9357





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Editorial

Democracy must be made to work

When the 1964 convention of the Canadian Association of Broadcasters is called to order in the Château Frontenac, Quebec City, April 5, the industry will be able to foregather with feelings of great satisfaction over the progress it has made in terms of greater recognition by both the public and the government, to say nothing of the advertisers, over the past few years.

No small measure of credit for this desirable state of affairs is due to the able leadership the broadcasters have received from their tireless president, Don Jamieson, who is about to complete his third year in the presidential seat.

His fantastic energy in personally carrying the good word about broadcasting up and down the country incessantly, ever since he has been in office, has inspired us to write this tribute. Neither could we omit to mention the indefatigable executive vice-president, Jim Allard, without whose devotion and dedication to the workings of the association, no president could ever achieve half of what Don Jamieson has achieved.



Undoubtedly strong leadership is an essential to the well-being of the CAB and so to the entire broadcasting industry. But the success with which the activities of these men has met must not be allowed to dull the vision or stem the energy of every broadcaster in Canada.

If there can be said to be a danger in success, it is the possibility that it might breed smug feelings of self-confidence and self-satisfaction in the minds of the CAB members; the danger of a tendency to say "everything is going fine so why should we bother?"



It has taken a great many years for the CAB to evolve a system, under which every member is per-

sonally represented on the association's board of directors.

Each of the five regional associations elects to the parent CAB board those of its own members it considers able as well as willing to represent them and their regional interests as national directors. This system makes the CAB a truly national body, and it rests with the entire membership to make the system work for the benefit of the whole industry, in catering to ALL of the problems peculiar to ALL of the regions.

Each of the CAB directors is in the same position as a member of parliament, who is elected by the members of the communities in his constituency to represent them in the house and take care of their interests.

In democratic government this system has been found to work well, in that it comes as close as possible to government by the people. The only danger is that, having elected their representative, many people tend to say "go to it" and forget all about him until the next election.

The same situation prevails in the CAB. Having sent their representatives to sit on the CAB board, broadcasters are inclined to show their confidence in the men of their choice, rather than making sure they are aware how they, personally and individually, would like to see each industry problem treated.



Inevitably, at the coming CAB convention, there will be problems. This is what trade associations and conventions are for. It is to be hoped that in the weeks which will pass before the convention meets, every CAB member will make a point of making his wishes known - be they constructive suggestions or grievances - to his representatives on the board, so that whether they are discussing government or agency relations, Canadian unity or the very future of the association itself, the directors may know, as concerns the broadcasters in their areas - their constituents in effect - precisely where they stand.



Air new regulations for commercials, talent and FM

LICENSED BROADCASTERS will have an opportunity to be heard by the Board of Broadcast Governors at their public hearing in Ottawa, commencing March 10, on a number of changes in the broadcasting regulations regarding commercial content, Canadian talent and FM broadcasting.

PLAN LESS COMMERCIAL TIME

The board will present for discussion its proposed amendment to section 8 of the regulations, to provide for a reduction in the amount of time stations and network operators may use for the broadcasting of commercial messages.

As the regulation now stands, 20 spots or a maximum of 16 minutes are permissible in each broadcast hour. No change is proposed in the number of spots, but the number of minutes would be reduced from 16 to 12.

WOULD RELAX TALENT RULE

The BBG is proposing a relaxation of present regulations under which television stations are required to devote 55 per cent of their time on the air to programs which are "basically Canadian in content and character", computed on a monthly basis.

Under the proposed amendment, it would be calculated by periods of thirteen weeks, enabling stations to run several weeks of almost solid American material, and then make up the variation in say the last of the three months.

In addition to this, if the proposal is implemented, stations will be credited with the full length of programs produced outside Canada in Commonwealth countries up to 91 hours in any thirteen-week period, and one half the program time thereafter.

In the case of programs produced outside Canada in French-language

countries, one half of the program time may be included as Canadian talent. In the case of foreign-language programs in which the audio part is lip-synched into English, stations will be credited with one quarter of the broadcast time.

There is one proviso, and this is that programs from outside sources, Commonwealth or otherwise, shall not exceed one third of the output of a station or network in any thirteen-week period.

The reduction of the Canadian content requirement from 55 per cent to 45 per cent allowed on a temporary basis will, if the board's proposals go through, be incorporated into TV

regulations as regular procedure every summer.

NEW RULES FOR FM

The BBG is proposing additions to the radio regulations to apply in the case of FM radio stations.

FM stations will not be allowed more than six program breaks for a total of ten minutes per hour between 6.00 am and midnight.

Broadcasters operating on both AM and FM will be required to broadcast at least two hours a day of programs not broadcast simultaneously on the same operator's AM station.

FM broadcasters will have to

file annually with the BBG, 60 days from the end of their fiscal year a statement showing:

(1) amount by which the station has increased its programming apart from its AM station;

(2) how the station has promoted and ensured the greater use of Canadian talent.

Another proposed FM regulation will have stations devote 25 per cent of their time, in any week, to classical, symphony, opera, choral and sacred music and recitals, ballet and interpretative dance music; drama, poem and story; criticism of literature and the arts; science research.

BBG's March 10 hearing has full agenda

A KITCHENER RADIO station's bid to drop out of the CBC's national radio network will be heard by the Board of Broadcast Governors at public hearings opening in Ottawa March 10.

CKCR Kitchener is one of 57 privately-owned stations affiliated with the CBC English radio network. There also are 23 CBC stations and 94 low power relay transmitters on this network.

Four radio stations have been instructed by the Board of Broadcast Governors to have representatives on hand for questioning at the March hearing, at which the board plans to consider renewal of licences for 163 radio and television outlets.

A notice issued by the BBG said CFCF-FM Montreal, CKCR-FM Kitchener, CFNB Fredericton and CJMT Chicoutimi, Que., have been told they will be expected to have spokesmen on hand for questioning.

An additional seven FM radio stations have been "invited" to make representations in connection with their renewal applications. These are CJCA-FM and CKUA-FM Edmonton, CKDA-FM Victoria, CKPC-FM Brantford, CKTB-FM St. Catharines, CKWS-FM Kingston and CBC-FM Toronto.

The two FM stations instructed to be on hand were given one-year renewals a year ago on the basis that they provide separate programming. The board now wants them to report on how they made out.

The seven invited will probably be asked to report on their plans for separate FM programming. All now operate simultaneously with AM radio outlets.

Each year a large batch of stations come up for licence renewal and the BBG selects a small number for detailed hearings on certain phases of broadcasting. This time the stress is almost entirely on FM.

Only two new privately-owned broadcasting outlets are being sought among the long list of applications the board has listed for its series of hearings.

One is from the Colchester Broadcasting Co. (CKCL) for an FM station at Truro, N.S. The other is from Radio CHUC Ltd. for an FM station at Cobourg, Ont.

Four radio stations seek permission to increase their power output and make technical changes.

CHNS-FM Halifax wants to boost power to 5,760 watts from 250, change its antenna site and raise the antenna to 613 feet from 92.

CKDH Amherst, N.S., wants to go to 1,000 watts from 250 and switch frequencies to 900 kcs. from 1400.

CJFP Rivière-du-Loup, Que., is asking authority to double daytime power to 10,000 watts from 5,000.

CKOX Woodstock, Ont., would go to 1,000 watts from 250 in daytime.

Three stations want permission to transfer assets.

CKRT-TV Rivière-du-Loup, Que., proposes to transfer ownership of the station to CKRT-TV Ltée.

CHVC Niagara Falls wants to transfer all the issued common shares of its capital stock to Adanac Broadcast Investments Limited.

CKXL Calgary asks approval for transfer of its assets to a company to be incorporated, represented by Mrs. Donna M. Pryor.

The CBC has applied for a new French-language low power radio relay transmitter at Elliott Lake, Ont., and the Defence Department seeks to establish a low-power AM radio station at the Armstrong, Ont., RCAF Base.

In other applications, CJVI Victoria wants to change its antenna site, CHED Edmonton would like to change its daytime antenna radiation pattern, and the defence department asks authority to form a network that would let CKBC, its radio station at Bagotville, Que., carry some programs of CFCF Montreal.

CFCM-TV, QUEBEC, GOES INDEPENDENT



This fall, CFCM-TV, QUEBEC CITY, attains independent status, after 10 years of CBC affiliation!

Full production facilities and staff, coupled with the finest and latest equipment, enable CFCM-TV to produce every type of T.V. program - in studio and on location.

March 12 in Toronto and March 17 in Montreal, CFCM-TV will present its closed circuit video tape station profile "The Eternal Triangle" to agencies and advertisers. This tape was played to 114 guests, flown to Quebec for the purpose, in CFCM-TV's studios last month.



TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

BBG Chairman

Urges separate development of FM

BC-RADIO BROADCASTERS were urged last month by the chairman of the Board of Broadcast Governors to speed the separate development of frequency modulation broadcasting.



Dr. Andrew Stewart, during a question-and-answer session at the British Columbia Association of Broadcasters Convention at Harrison Hot Springs last month, said he was prepared to accept the possibility that FM broadcasting would in time,

replace amplitude modulation broadcasting in some areas. He said this is a field in which a great deal of experimenting is possible.

He said a proposed regulation would provide that stations with both AM and FM would have to broadcast separate programs at least two hours a day.

Dr. Stewart said the board felt it should discourage simultaneous broadcasting. There are many FM frequencies but if a station holding such a licence just "sits on it" the licence will be lifted by the Department of Transport.

The BBG chairman said that after a meeting with the consultative committees an amendment may be prepared for a public hearing on the regulation limiting commercial advertising on television to 16 minutes in any hour. He said there have been few occasions where any station has exceeded 12 minutes, but the board feels it is better to act now than to wait until some stations get up to the 16-minute maximum.

Dr. Stewart was asked his view of the need of news analysis and editorials in broadcasting.

He said: "I think radio, in particular, is the greatest disseminator of news there is," and added that he thought there was "a great field in news in depth."

CAB President

People won't listen to serious programs

BROADCASTERS WOULD PRESENT more serious and significant programs if Canadians would listen to them instead of turning to "escapist" entertainment, the president of the Canadian Association of Broadcasters said in a recent address to the Canadian Club of Ottawa.

Don Jamieson of CJON, St. John's, Nfld., currently in his third year as president of the CAB, said private broadcasters realize they have not done enough to tell Canadians about themselves.

But too often attempts in this direction were rejected by Canadian audiences "in favor of escapist entertainment, the product of another land."

Jamieson said there is a growing awareness in broadcasting that some way must be found to incite public interest in programs that reflect the national desire to retain a united country.

He said research is needed into this problem and suggested the best start might be for the federal government to set up a special research centre for this purpose. Private broadcasters would be more than willing to take part, he said.

Radio and television could play a major role in bringing about an understanding of biculturalism in Canada and explaining one section of the country to another.

Jamieson, who manages both radio and TV outlets in St. John's, said there seems to be a popular belief that the private and public sectors of broadcasting are constantly at war.

Many people seemed to think that private broadcasters would like to see an end to the public sector, embodied in the CBC's national services.

He said there is no truth whatsoever in those beliefs.

It was also untrue that private broadcasters were in constant conflict with the Board of Broadcast Governors. In the thousands of decisions made by the BBG since it was set up in 1958, only in two or three incidents was there even a suggestion of disagreement.

Jamieson said that if there has to be regulation of broadcasting in Canada, the present system was the best possible way. It had provided Canada with the best national broadcasting system in the world.



A SALE HAS BEEN MADE

Car salesmen are still important, but dealerships grow and flourish when their cars and their reputations are pre-sold by CFPL-TV.

Latest statistics* show that residents of London and Western Ontario spend more than 168 million dollars a year for cars and automotive supplies. Retail sales total over one billion dollars. How big is your share?

CFPL-TV will help you sell in the rich Western Ontario automotive market. Remember too, that if you have products to test, CFPL-TV covers Canada's Number One Test Market.

No other major market in Canada is so dominated by one television station.

Call your All-Canada man or contact CFPL-TV, London, Canada.

*Sales Management.



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

Canadian Film and Sound Facilities Win U.S. Biz

"TELEVISION IS SIGHT and sound, but so far producers have been concentrating so much on sight that sound has been running a poor second. But not Medallion," says Bob Crone, president of Toronto's new Film House Ltd.

Medallion Pictures Ltd. is a Canadian company newly formed by Medallion TV Enterprises Inc. of Hollywood, now producing 13 shows of a 26-week series in Toronto.

Described as a "This is Your Life" of gold record country and western stars, *Star Route* (route is pronounced to rhyme with shout in them thar hills) has a new look in country and western television shows — it's smooth and slick, with nary a hay bale on the props list.

And it has a new sound, the first TV show produced independently in Canada to be recorded in 35mm three-track stereo. "How much difference in the sound the TV viewer notices will depend on how good a sound system his set has," says director of sound Clark Daprato (on leave from Group Four Productions for *Star Route*). "But a fuller, richer, better-balanced sound is bound to come out, because we're putting a fuller, richer, better-balanced sound in."

The Canadian television film industry will notice the big difference in sound because now, for the first time, this method of recording will be available to them.

With uncompromising insistence on sound quality, Medallion president John Ettlinger had surveyed the Toronto facilities and was debating whether to pull out and produce the

whole series in Hollywood after all, or to buy and bring in his own sound equipment, when Film House and RLP came to the rescue.

and get a sample tape of their track positions and equalization, so FH could match their curves.



HOST OF "STAR ROUTE", Canadian-content Rod Cameron (left), chats with Tex Ritter "America's Most Beloved Cowboy", who has sold over 14,000,000 records and appeared in nearly 100 western movies in his thirty-some years in country music. He is now president of the Country Music Association.

Film House prexy Crone went to the Todd-AO studio in Hollywood where Medallion will do its final mix, to see how they mixed there

Director of engineering Len Green stepped in and modified existing equipment to meet these requirements, then ordered additional modifications flown in from New York.

At the same time, sound equipment at RLP was modified, and three special speakers were rushed in from Hollywood.

Now three broadcast lines carry the sound from Robert Lawrence Productions to Film House for recording on three tracks, voice on one and music split between the other two. An interlocking system linking 16mm projector and 35mm sound track for screening daily rushes completes the set-up at Film House to fill Medallion's bill.

FRINGE BENEFITS

The split channel recording technique isn't being employed solely to give television viewers that little something extra in listening pleasure. Each show is actually a simulcast, in that the sound track for the film TV show will also make a radio program. Distribution of the radio series isn't firmed up, as Medallion plans to give sponsors of the TV shows an option for sponsorship on radio as well.

Recording in stereo also opens up the record field, and Medallion is negotiating with Capitol Records repressing *Star Route* albums. Also being talked up is a single record of the show's theme.

UNSOLICITED TESTIMONIALS

It wasn't Toronto's international reputation as a television film production centre that brought Medallion to Toronto to shoot half of *Star Route*. Canadian content was the main attraction. But after one week's shooting on the three-a-week schedule, president and executive producer Ettlinger was already talking of more production here.

"I can't speak highly enough of Robert Lawrence Productions," he says. "They're really interested in quality. The management and staff are knocking themselves out to give us the very best. And this studio (stage one) is an excellent scoring stage; you could put a 70-piece orchestra in here and get a beautiful sound."

"As for Film House, when I first saw it I wasn't just impressed, I was amazed. And the two firms work together very well."

Creator of *Star Route*, producer-writer Clifton 'Click' Westin, is generous with praise for RLP's facilities and personnel. "And there's nothing like Film House in Hollywood," he says. "They can handle our complete sound requirements there, where in Hollywood we'd have to go several places for the same service. And the personnel here stacks up with that anywhere."

Life begins at 40 except for those who've been going like 60 since they were 20.

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

TELEVISION DIVISION



All-Canada Radio & Television Limited

SELECTIVE TELEVISION IS YOUR BEST BUY

Selective television allows a market by market approach of pinpoint accuracy in matching media dollars with distribution patterns.

TORONTO 925-9361	MONTREAL UN1-5656	WINNIPEG WH. 2-6861	CALGARY 244-2455	VANCOUVER MU. 4-7461
NEW YORK CI. 6-1425	CHICAGO 312-372-2528	SAN FRANCISCO 415-362-7159	HOLLYWOOD 462-6676	
ATLANTA 404-875-6644	DALLAS 214-747-3723	DETROIT WO. 1-5438		

CANADIAN CONTENT

Star Route's claim to Canadian content starts with its host, Calgary-born and Toronto-raised Rod Cameron, whose credits include over a hundred motion pictures and leading roles in three TV series, *City Detective*, *State Trooper*, and *Coronado 9*.

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STATION CALLS

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

CALGARY STATIONS

CALGARY'S FOUR RADIO and two TV stations have joined forces to sponsor the Alberta Drama Festival, prompted by the CAB's support of the Dominion Drama Festival at the national level.

Chairman of the venture is Don Hartford, general manager of CFAC, and committee chairmen from each of the stations have been chosen to work with the local drama council in organizing all aspects of the Festival.

"We are aware that by sponsoring an event as important as this we can render a most valuable public ser-

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Theatre groups from Calgary, Lethbridge and Medicine Hat will compete March 19, 20 and 21 in the Arts Centre Theatre in Calgary, with Herbert Whittaker, drama critic of the *Toronto Globe and Mail* as adjudicator.

The Dominion Drama Festival, supported by the CAB, will be the opening event at the Fathers of Confederation Memorial Centre in Charlottetown, May 18 to 23.

CFCF, MONTREAL

VIA HELICOPTER. CFCF RADIO'S Barry Martin and pilot Bill Walker follow the hills and trails to the north and to the east of Montreal each and every weekend, as the *DuMaurier 'Copter Patrol*. They provide interviews with ski-resort owners and operators, color commentary, results of skiing competitions and reports on

traffic conditions to and from the skiing locales.

Fifteen weekend reports on skiing conditions reach the at-home and en-route ski enthusiast over CFCF, and actual visits from the *DuMaurier 'Copter Patrol* reach out-of-door and fireside skiers in Quebec's two big resort areas — the Laurentians and the Eastern Townships.

CKPR, PORT ARTHUR



THE STUDENTS OF THE Lakehead College of Arts, Science and Technology surprised CKPR radio and TV last month by presenting them with a special award plaque "for their outstanding contribution to the 1964 Lakehead College Winter Carnival".

The station supported the Carnival with a great deal of advance promotion and then covered the events from the moment that Gerry Isherwood, host of *Coffee 'N Conversa-*

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One of the many activities was the measuring of the Sleeping Giant, the tourist attraction rock formation seven miles long and 1,000 feet high, just across the Bay from Port Arthur.

In the above photo, CKPR deejay Gerry Isherwood and Lakehead students sample B.C. apples at Connaught Park, in downtown Port Arthur, where students tented for days to promote the Carnival. The apples were just one of the many National products sampled during the promotion.

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Toronto
Phone 925-1085

Memo

from Radio-Television Reps Ltd.

to John Radford,
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The latest economic survey on Brockville is startling. With new industries, stable employment and purchasing power in your area, The Voice of the Seaway Valley is a "must buy" with your strong local acceptance.

GORDON FERRIS
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LA VOIX DU CANADA FRANÇAIS À MONTRÉAL*
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1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

Canadian Film and Sound Facilities Win U.S. Biz

"TELEVISION IS SIGHT and sound, but so far producers have been concentrating so much on sight that sound has been running a poor second. But not Medallion," says Bob Crone, president of Toronto's new Film House Ltd.

Medallion Pictures Ltd. is a Canadian company newly formed by Medallion TV Enterprises Inc. of Hollywood, now producing 13 shows of a 26-week series in Toronto.

Described as a "This is Your Life" of gold record country and western stars, *Star Route* (route is pronounced to rhyme with shout in them thar hills) has a new look in country and western television shows — it's smooth and slick, with nary a hay bale on the props list.

And it has a new sound, the first TV show produced independently in Canada to be recorded in 35mm three-track stereo. "How much difference in the sound the TV viewer notices will depend on how good a sound system his set has," says director of sound Clark Daprato (on leave from Group Four Productions for *Star Route*). "But a fuller, richer, better-balanced sound is bound to come out, because we're putting a fuller, richer, better-balanced sound in."

The Canadian television film industry will notice the big difference in sound because now, for the first time, this method of recording will be available to them.

With uncompromising insistence on sound quality, Medallion president John Eitlinger had surveyed the Toronto facilities and was debating whether to pull out and produce the

whole series in Hollywood after all, or to buy and bring in his own sound equipment, when Film House and RLP came to the rescue.

and get a sample tape of their track positions and equalization, so FH could match their curves.



HOST OF "STAR ROUTE", Canadian-content Rod Cameron (left), chats with Tex Ritter "America's Most Beloved Cowboy", who has sold over 14,000,000 records and appeared in nearly 100 western movies in his thirty-some years in country music. He is now president of the Country Music Association.

Film House prexy Crone went to the Todd-AO studio in Hollywood where Medallion will do its final mix, to see how they mixed there

Director of engineering Len Green stepped in and modified existing equipment to meet these requirements, then ordered additional modifications flown in from New York.

At the same time, sound equipment at RLP was modified, and three special speakers were rushed in from Hollywood.

Now three broadcast lines carry the sound from Robert Lawrence Productions to Film House for recording on three tracks, voice on one and music split between the other two. An interlocking system linking 16mm projector and 35mm sound track for screening daily rushes completes the set-up at Film House to fill Medallion's bill.

FRINGE BENEFITS

The split channel recording technique isn't being employed solely to give television viewers that little something extra in listening pleasure. Each show is actually a simulcast, in that the sound track for the film TV show will also make a radio program. Distribution of the radio series isn't firmed up, as Medallion plans to give sponsors of the TV shows an option for sponsorship on radio as well.

Recording in stereo also opens up the record field, and Medallion is negotiating with Capitol Records repressing *Star Route* albums. Also being talked up is a single record of the show's theme.

UNSOLICITED TESTIMONIALS

It wasn't Toronto's international reputation as a television film production centre that brought Medallion to Toronto to shoot half of *Star Route*. Canadian content was the main attraction. But after one week's shooting on the three-a-week schedule, president and executive producer Eitlinger was already talking of more production here.

"I can't speak highly enough of Robert Lawrence Productions," he says. "They're really interested in quality. The management and staff are knocking themselves out to give us the very best. And this studio (stage one) is an excellent scoring stage; you could put a 70-piece orchestra in here and get a beautiful sound."

"As for Film House, when I first saw it I wasn't just impressed, I was amazed. And the two firms work together very well."

Creator of *Star Route*, producer-writer Clifton "Click" Westin, is generous with praise for RLP's facilities and personnel. "And there's nothing like Film House in Hollywood," he says. "They can handle our complete sound requirements there, where in Hollywood we'd have to go several places for the same service. And the personnel here stacks up with that anywhere."

Life begins at 40 except for those who've been going like 60 since they were 20.

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ATLANTA 404-875-6644	DALLAS 214-747-3723	DETROIT WO.1-5438		

BBG Chairman

Urges separate development of FM

BC-RADIO BROADCASTERS were urged last month by the chairman of the Board of Broadcast Governors to speed the separate development of frequency modulation broadcasting.



Dr. Andrew Stewart, during a question-and-answer session at the British Columbia Association of Broadcasters Convention at Harrison Hot Springs last month, said he was prepared to accept the possibility that FM broadcasting would in time,

replace amplitude modulation broadcasting in some areas. He said this is a field in which a great deal of experimenting is possible.

He said a proposed regulation would provide that stations with both AM and FM would have to broadcast separate programs at least two hours a day.

Dr. Stewart said the board felt it should discourage simultaneous broadcasting. There are many FM frequencies but if a station holding such a licence just "sits on it" the licence will be lifted by the Department of Transport.

The BBG chairman said that after a meeting with the consultative committees an amendment may be prepared for a public hearing on the regulation limiting commercial advertising on television to 16 minutes in any hour. He said there have been few occasions where any station has exceeded 12 minutes, but the board feels it is better to act now than to wait until some stations get up to the 16-minute maximum.

Dr. Stewart was asked his view of the need of news analysis and editorials in broadcasting.

He said: "I think radio, in particular, is the greatest disseminator of news there is," and added that he thought there was "a great field in news in depth."

CAB President

People won't listen to serious programs

BROADCASTERS WOULD PRESENT more serious and significant programs if Canadians would listen to them instead of turning to "escapist" entertainment, the president of the Canadian Association of Broadcasters said in a recent address to the Canadian Club of Ottawa.

Don Jamieson of CJON, St. John's, NFLD., currently in his third year as president of the CAB, said private broadcasters realize they have not done enough to tell Canadians about themselves.

But too often attempts in this direction were rejected by Canadian audiences "in favor of escapist entertainment, the product of another land."

Jamieson said there is a growing awareness in broadcasting that some way must be found to incite public interest in programs that reflect the national desire to retain a united country.

He said research is needed into this problem and suggested the best start might be for the federal government to set up a special research centre for this purpose. Private broadcasters would be more than willing to take part, he said.

Radio and television could play a major role in bringing about an understanding of biculturalism in Canada and explaining one section of the country to another.

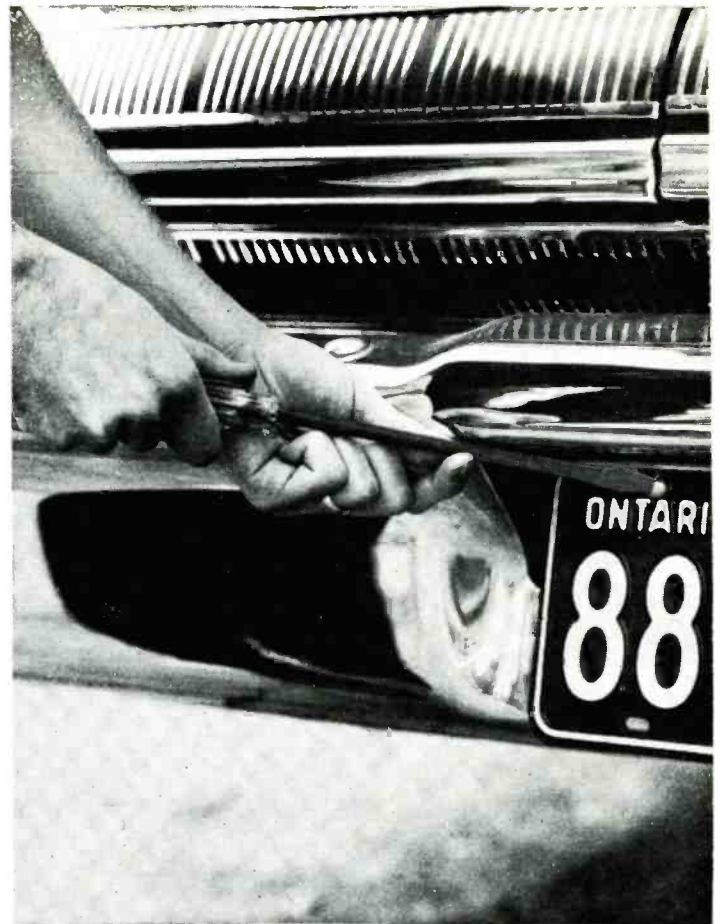
Jamieson, who manages both radio and TV outlets in St. John's, said there seems to be a popular belief that the private and public sectors of broadcasting are constantly at war.

Many people seemed to think that private broadcasters would like to see an end to the public sector, embodied in the CBC's national services.

He said there is no truth whatsoever in those beliefs.

It was also untrue that private broadcasters were in constant conflict with the Board of Broadcast Governors. In the thousands of decisions made by the BBG since it was set up in 1958, but in two or three incidents was there even a suggestion of disagreement.

Jamieson said that if there has to be regulation of broadcasting in Canada, the present system was the best possible way. It had provided Canada with the best national broadcasting system in the world.



A SALE HAS BEEN MADE

Car salesmen are still important, but dealerships grow and flourish when their cars and their reputations are pre-sold by CFPL-TV.

Latest statistics* show that residents of London and Western Ontario spend more than 168 million dollars a year for cars and automotive supplies. Retail sales total over one billion dollars. How big is your share?

CFPL-TV will help you sell in the rich Western Ontario automotive market. Remember too, that if you have products to test, CFPL-TV covers Canada's Number One Test Market.

No other major market in Canada is so dominated by one television station.

Call your All-Canada man or contact CFPL-TV, London, Canada.

*Sales Management.



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

Air new regulations for commercials, talent and FM

LICENSED BROADCASTERS will have an opportunity to be heard by the Board of Broadcast Governors at their public hearing in Ottawa, commencing March 10, on a number of changes in the broadcasting regulations regarding commercial content, Canadian talent and FM broadcasting.

PLAN LESS COMMERCIAL TIME

The board will present for discussion its proposed amendment to section 8 of the regulations, to provide for a reduction in the amount of time stations and network operators may use for the broadcasting of commercial messages.

As the regulation now stands, 20 spots or a maximum of 16 minutes are permissible in each broadcast hour. No change is proposed in the number of spots, but the number of minutes would be reduced from 16 to 12.

WOULD RELAX TALENT RULE

The BBG is proposing a relaxation of present regulations under which television stations are required to devote 55 per cent of their time on the air to programs which are "basically Canadian in content and character", computed on a monthly basis.

Under the proposed amendment, it would be calculated by periods of thirteen weeks, enabling stations to run several weeks of almost solid American material, and then make up the variation in say the last of the three months.

In addition to this, if the proposal is implemented, stations will be credited with the full length of programs produced outside Canada in Commonwealth countries up to 91 hours in any thirteen-week period, and one half the program time thereafter.

In the case of programs produced outside Canada in French-language

countries, one half of the program time may be included as Canadian talent. In the case of foreign-language programs in which the audio part is lip-synched into English, stations will be credited with one quarter of the broadcast time.

There is one proviso, and this is that programs from outside sources, Commonwealth or otherwise, shall not exceed one third of the output of a station or network in any thirteen-week period.

The reduction of the Canadian content requirement from 55 per cent to 45 per cent allowed on a temporary basis will, if the board's proposals go through, be incorporated into TV

regulations as regular procedure every summer.

NEW RULES FOR FM

The BBG is proposing additions to the radio regulations to apply in the case of FM radio stations.

FM stations will not be allowed more than six program breaks for a total of ten minutes per hour between 6.00 am and midnight.

Broadcasters operating on both AM and FM will be required to broadcast at least two hours a day of programs not broadcast simultaneously on the same operator's AM station.

FM broadcasters will have to

file annually with the BBG, 60 days from the end of their fiscal year a statement showing:

(1) amount by which the station has increased its programming apart from its AM station;

(2) how the station has promoted and ensured the greater use of Canadian talent.

Another proposed FM regulation will have stations devote 25 per cent of their time, in any week, to classical, symphony, opera, choral and sacred music and recitals, ballet and interpretative dance music; drama, poem and story; criticism of literature and the arts; science research.

BBG's March 10 hearing has full agenda

A KITCHENER RADIO station's bid to drop out of the CBC's national radio network will be heard by the Board of Broadcast Governors at public hearings opening in Ottawa March 10.

CKCR Kitchener is one of 57 privately-owned stations affiliated with the CBC english radio network. There also are 23 CBC stations and 94 low power relay transmitters on this network.

Four radio stations have been instructed by the Board of Broadcast Governors to have representatives on hand for questioning at the March hearing, at which the board plans to consider renewal of licences for 163 radio and television outlets.

A notice issued by the BBG said CFCF-FM Montreal, CKCR-FM Kitchener, CFNB Fredericton and CJMT Chicoutimi, Que., have been told they will be expected to have spokesmen on hand for questioning.

An additional seven FM radio stations have been "invited" to make representations in connection with their renewal applications. These are CJCA-FM and CKUA-FM Edmonton, CKDA-FM Victoria, CKPC-FM Brantford, CKTB-FM St. Catharines, CKWS-FM Kingston and CBC-FM Toronto.

The two FM stations instructed to be on hand were given one-year renewals a year ago on the basis that they provide separate programming. The board now wants them to report on how they made out.

The seven invited will probably be asked to report on their plans for separate FM programming. All now operate simultaneously with AM radio outlets.

Each year a large batch of stations come up for licence renewal and the BBG selects a small number for detailed hearings on certain phases of broadcasting. This time the stress is almost entirely on FM.

Only two new privately-owned broadcasting outlets are being sought among the long list of applications the board has listed for its series of hearings.

One is from the Colchester Broadcasting Co. (CKCL) for an FM station at Truro, N.S. The other is from Radio CHUC Ltd. for an FM station at Cobourg, Ont.

Four radio stations seek permission to increase their power output and make technical changes.

CHNS-FM Halifax wants to boost power to 5,760 watts from 250, change its antenna site and raise the antenna to 613 feet from 92.

CKDH Amherst, N.S., wants to go to 1,000 watts from 250 and switch frequencies to 900 kcs. from 1400.

CJFP Rivière-du-Loup, Que., is asking authority to double daytime power to 10,000 watts from 5,000.

CKOX Woodstock, Ont., would go to 1,000 watts from 250 in daytime.

Three stations want permission to transfer assets.

CKRT-TV Rivière-du-Loup, Que., proposes to transfer ownership of the station to CKRT-TV Ltée.

CHVC Niagara Falls wants to transfer all the issued common shares of its capital stock to Adanac Broadcast Investments Limited.

CKXL Calgary asks approval for transfer of its assets to a company to be incorporated, represented by Mrs. Donna M. Pryor.

The CBC has applied for a new French-language low power radio relay transmitter at Elliott Lake, Ont., and the Defence Department seeks to establish a low-power AM radio station at the Armstrong, Ont., RCAF Base.

In other applications, CJVI Victoria wants to change its antenna site, CHED Edmonton would like to change its daytime antenna radiation pattern, and the defence department asks authority to form a network that would let CKBG, its radio station at Bagotville, Que., carry some programs of CFCF Montreal.

CFCM-TV, QUEBEC, GOES INDEPENDENT



This fall, CFCM-TV, QUEBEC CITY, attains independent status, after 10 years of CBC affiliation!

Full production facilities and staff, coupled with the finest and latest equipment, enable CFCM-TV to produce every type of T.V. program - in studio and on location.

March 12 in Toronto and March 17 in Montreal, CFCM-TV will present its closed circuit video tape station profile "The Eternal Triangle" to agencies and advertisers. This tape was played to 114 guests, flown to Quebec for the purpose, in CFCM-TV's studios last month.



TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

RADIO • TELEVISION • ADVERTISING



BROADCASTER

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Typography and Make-up by Canadian Broadcaster

Lithographed by Bickerton Litho

Editorial

Democracy must be made to work

When the 1964 convention of the Canadian Association of Broadcasters is called to order in the Château Frontenac, Quebec City, April 5, the industry will be able to foregather with feelings of great satisfaction over the progress it has made in terms of greater recognition by both the public and the government, to say nothing of the advertisers, over the past few years.

No small measure of credit for this desirable state of affairs is due to the able leadership the broadcasters have received from their tireless president, Don Jamieson, who is about to complete his third year in the presidential seat.

His fantastic energy in personally carrying the good word about broadcasting up and down the country incessantly, ever since he has been in office, has inspired us to write this tribute. Neither could we omit to mention the indefatigable executive vice-president, Jim Allard, without whose devotion and dedication to the workings of the association, no president could ever achieve half of what Don Jamieson has achieved.



Undoubtedly strong leadership is an essential to the well-being of the CAB and so to the entire broadcasting industry. But the success with which the activities of these men has met must not be allowed to dull the vision or stem the energy of every broadcaster in Canada.

If there can be said to be a danger in success, it is the possibility that it might breed smug feelings of self-confidence and self-satisfaction in the minds of the CAB members; the danger of a tendency to say "everything is going fine so why should we bother?"



It has taken a great many years for the CAB to evolve a system, under which every member is per-

sonally represented on the association's board of directors.

Each of the five regional associations elects to the parent CAB board those of its own members it considers able as well as willing to represent them and their regional interests as national directors. This system makes the CAB a truly national body, and it rests with the entire membership to make the system work for the benefit of the whole industry, in catering to ALL of the problems peculiar to ALL of the regions.

Each of the CAB directors is in the same position as a member of parliament, who is elected by the members of the communities in his constituency to represent them in the house and take care of their interests.

In democratic government this system has been found to work well, in that it comes as close as possible to government by the people. The only danger is that, having elected their representative, many people tend to say "go to it" and forget all about him until the next election.

The same situation prevails in the CAB. Having sent their representatives to sit on the CAB board, broadcasters are inclined to show their confidence in the men of their choice, rather than making sure they are aware how they, personally and individually, would like to see each industry problem treated.



Inevitably, at the coming CAB convention, there will be problems. This is what trade associations and conventions are for. It is to be hoped that in the weeks which will pass before the convention meets, every CAB member will make a point of making his wishes known - be they constructive suggestions or grievances - to his representatives on the board, so that whether they are discussing government or agency relations, Canadian unity or the very future of the association itself, the directors may know, as concerns the broadcasters in their areas - their constituents in effect - precisely where they stand.

RADIO RIBS

THE OH-SO-GOOD PRODUCTS WANT TO SWITCH THEIR SPOTS

BUT THEY'RE ON OUR TOP RATED SHOW RIGHT NOW

THAT'S JUST IT THEY WANT THEM ON A LOUSY PROGRAM SO THAT PEOPLE WILL RUN RIGHT OUT TO THEIR NEAREST DRUG STORE

TELL 'EM TO TRY THE OTHER STATION



by Harkley

Makes shopping centre second home

FOR CHNS, HALIFAX, the big enclosed-mall Halifax Shopping Centre, has become virtually a "second home". — and the public loves it. During the usually dull weeks of January the Centre was a hive of activity because in the middle of the mall the CHNS sub-station was co-operating in a promotion called "June in January". The boys wore beach-type sombreros and so too did many of the clerks in the stores.

Centre Manager C. E. Clarke, said business was extremely good during those weeks when business is

quite often slack after the Christmas over-buying.

As for the buying public, as more and more surveys show that fewer people shop by list and more by impulse, once induced within sight of the merchandise the rest is up to the retailer. CHNS does a big job here, both by radio promotion and by attracting the crowds who:

- (1) love to watch other people working.
- (2) get a kick out of seeing the people they listen to.

There was seldom a period when there was not a small knot of people around the CHNS palm tree during the promotion and bigger crowds were on hand for prize-giving.

Playing on the theme "leave the weather outside! Rain or snow, its always fine at the fully-enclosed Halifax Shopping Centre", the CHNS boys told the listening audience how pleasant it was strolling in comfort from store to store — especially with the "June in January" special savings.

The final night — Friday, \$200 and over was buried in "the sands of Waikiki Beach" — CHNS' scenic background, for a wind-up treasure hunt.

As for the Shopping Centre, — its doing better business than anyone and CHNS feels its "image" is vastly enhanced by the personal contact with its public.

The Halifax Shopping Centre has the only fully-enclosed mall in the area at present and was the only shopping centre to embark on a full-scale promotion so soon after Christmas.

Stovin Chairs WAUB Awards

THE MANAGER OF RADIO station CKOM, in Saskatoon, William Stovin, has been named chairman of the Western Association of University Broadcasters awards for 1964. Stovin is a vice-president of the Western Association of Broadcasters.

The Western Association of University Broadcasters is the radio society on university campuses in Western Canada.

The Western Association of Broadcasters set up a series of awards in connection with activities of the radio campus groups.

The first award was made last year by the W.A.B and was won by the Radio Society at the University of Manitoba.

Announcement of Stovin's appointment as chairman of the awards was made in Calgary by Don Hartford, manager of radio station CFAC, who is president of the Western Association of Broadcasters.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

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

Alimony might be defined as the high cost of leaving.

"ACTION STATIONS!"

CFCN

RADIO-TV CALGARY

Say You Saw It
in
THE BROADCASTER

Van Dusen To UPI Montreal

NEW MANAGER OF THE OTTAWA Bureau of United Press International is Jack Van Dusen, who moves to UPI from CTV's national newsroom at CJOH-TV Ottawa. Van Dusen was with Canadian Press for 13 years; more than half that time in the Ottawa Bureau. He succeeds William H. Neville, who has transferred to another post in Montreal.



Ted Fielder of CFRS Simcoe interviews R.A.F. Air Marshall Douglas Morris, C.B., O.B.E., D.S.O., D.F.C., Chief of Staff at Allied Air Forces Central Europe during overseas news gathering trip.

A GLOBE CIRCLING RADIO MAN SAYS:

"...added sparkle and life..."

"There's always present a tendency in Canada to put forth a neutral personality, lacking in colour, vibrancy and dynamism. We, at CFRS Radio, like United Press International because the character of news-writing takes us out of this bland no-man's land of lacklustre personality. There IS such an animal as "Colour Radio" and we use United Press International news copy to give that added sparkle and life to the Golden Garden radio scene. CFRS Radio news has earned respect in Canada's Golden Garden for accuracy with character — and it's a reputation we hold dear."

TED M. FIELDER,
President and
Managing Director,
CFRS Radio,
Simcoe, Ont.

UNITED PRESS INTERNATIONAL

575 University Street, Montreal, Phone 866-9357



SIGHT & SOUND

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

TORONTO'S NEWEST THEATRE, the 1500-seat auditorium at the Ryerson Polytechnical Institute, will be the scene of the 1964 Canadian Television Commercials Festival June 4. The event is sponsored by the Radio and Television Executives Club and the Television Bureau of Advertising of Canada, in affiliation with the American TV Commercials Festival.

Festival chairman Herb Stewart is extremely pleased with the new location, which offers every possible facility for a successful workshop seminar, screening and awards dinner.

Closing date for entries from television stations is April 30. The categories are: public service, English; publish service, French; retail products, English and French; in markets up to 100,000; from 100,000 to 400,000; and over 400,000.

Judging will be supervised by Ross MacRae, director of broadcast services for Cockfield, Brown & Co. Ltd.

THE ELEVENTH ANNUAL INTERNATIONAL Advertising Film Festival for cinema advertising and television commercials will be held in Venice from June 15 to 20 inclusive. Entry is open to "persons, firms or companies throughout the world whose business is to a large extent the making and/or distribution of advertising films for cinema and television".

Last year's competition drew 1000 entries, 550 of them TV, from 29 countries. Only three Canadian commercials were entered, and only three Canadians attended the Festival.

The Festival is sponsored by the Screen Advertising World Association, of which Adfilms Ltd. is the Canadian member. Harry Emerson, vice-president of Adfilms, stresses that the Festival is valuable to agency and production house personnel as a showcase of the best in new ideas and techniques, and an excellent opportunity to make new business contacts.

Entry forms can be obtained through Adfilms at 110 Church Street, Toronto, or the Festival office at 17 Berkeley Street, London W. 1, England.

CONTINUING EXPANSION of the services of TvB sees the promotion of Murvyn Austin to the new position of manager, advertising agency services. For the past two years he has been research manager of the Bureau.

New research manager is Arnold Acton, who has been with the Baker Advertising Agency Ltd. for 17 years, with one year out in 1956 as assistant TV director at Vickers & Benson Ltd. For the past two years Acton was media research director at Baker and for the last year was also assistant to the president of Admetrics Ltd., a subsidiary of the agency. He is one of the seven founders of the Professional Marketing Research.

MCDONALD RESEARCH LTD. has expanded into the U.S. with the formation of McDonald, Weller & Klein Inc., with offices at 9 Rockefeller Center, New York City.

Clyde McDonald, president of the Canadian research firm, is chairman. President is Robert Weller and executive vice-president is Eva Klein, both formerly senior executives of Alfred Politz Research Inc. Raymond Berland, Edward Eichler and Elliott Uberstine, formerly vice-presidents at Politz, are senior associates in the new company.

The U.S. company will specialize in marketing research. The name and operations of the Canadian company remain unchanged.

COMINGS AND GOINGS at CTV see the addition of Gene Plouffe to the staff of the private television network. He moved from 16 years with CJIC Sault Ste. Marie, starting there as an announcer-operator and moving up to become general sales manager of both radio and TV and a member of the board of directors of the company. Plouffe is a director of the CCBA.

Pell Bell-Smith, chief accountant at CTV, who has been with the network since its formation, is moving in mid-March to CJOH-TV Ottawa as manager, accounting. James N.

SCHWERIN SYSTEMS APPOINTMENT



J. G. CUDLIP

The appointment of J. G. Cudlip as Manager for Schwerin Systems Limited has been announced by John F. Graydon, President, Canadian Facts Limited, and by Horace S. Schwerin for the Schwerin Research Corporation. Under Mr. Cudlip's direction the organization will continue its work with Canada's leading television advertisers.

Mr. Cudlip brings to Schwerin Systems an ideal background for the practical application of research in helping Canada's advertisers to realize the maximum effectiveness from their television investments. For the past 15 years he has been intimately familiar with the creative problems of national advertisers in the food and drug fields — first as product manager and advertising manager with a large manufacturer and latterly as senior account executive with a large advertising agency.

Lavis, who has been assistant to the director of legal and business affairs, has left CTV.

NEW MEDIA DIRECTOR at J. Walter Thompson Co. Ltd. is W. J. 'Jack' Graham, formerly associate media manager with James Lovick Ltd. He replaces Bill Wheatstone, who has moved over to become an account representative at JWT.

WEED & COMPANY, U.S. station reps, have announced the election of Alfred L. Bonomolo as vice-president in charge of Canadian sales. He succeeds the late Pete McGurk.

Bonomolo joined the company last year as an account executive in the Canadian sales division and prior to that was a senior media buyer for Canada with Dancer-Fitzgerald-Sample in New York.

GLOBE-TROTTING BROADCASTER author Larry Henderson has joined the CTV National News team at its CJOH-TV Ottawa headquarters. Henderson was on CBC-TV national news for six years and most recently has been with CHFI Toronto and CHCH-TV Hamilton.

ANNOUNCEMENT



HENRI TREMBLAY

George W. Harper, Vice-President and General Manager of NBC (Canada) Ltd. is pleased to announce the appointment of Cine-Laurentides, Inc. as representative for all NBC properties in the French-Canadian market.

Mr. Henri Tremblay, President of Cine-Laurentides, Inc. will personally handle all NBC French-dubbed properties, including series and documentaries.

Cine-Laurentides, Inc. is headquartered in Montreal at 1396 Ste. Catherine Street, West, telephone 861-0279.

WE HATE TO LOSE HIM



but we
wish
him
well

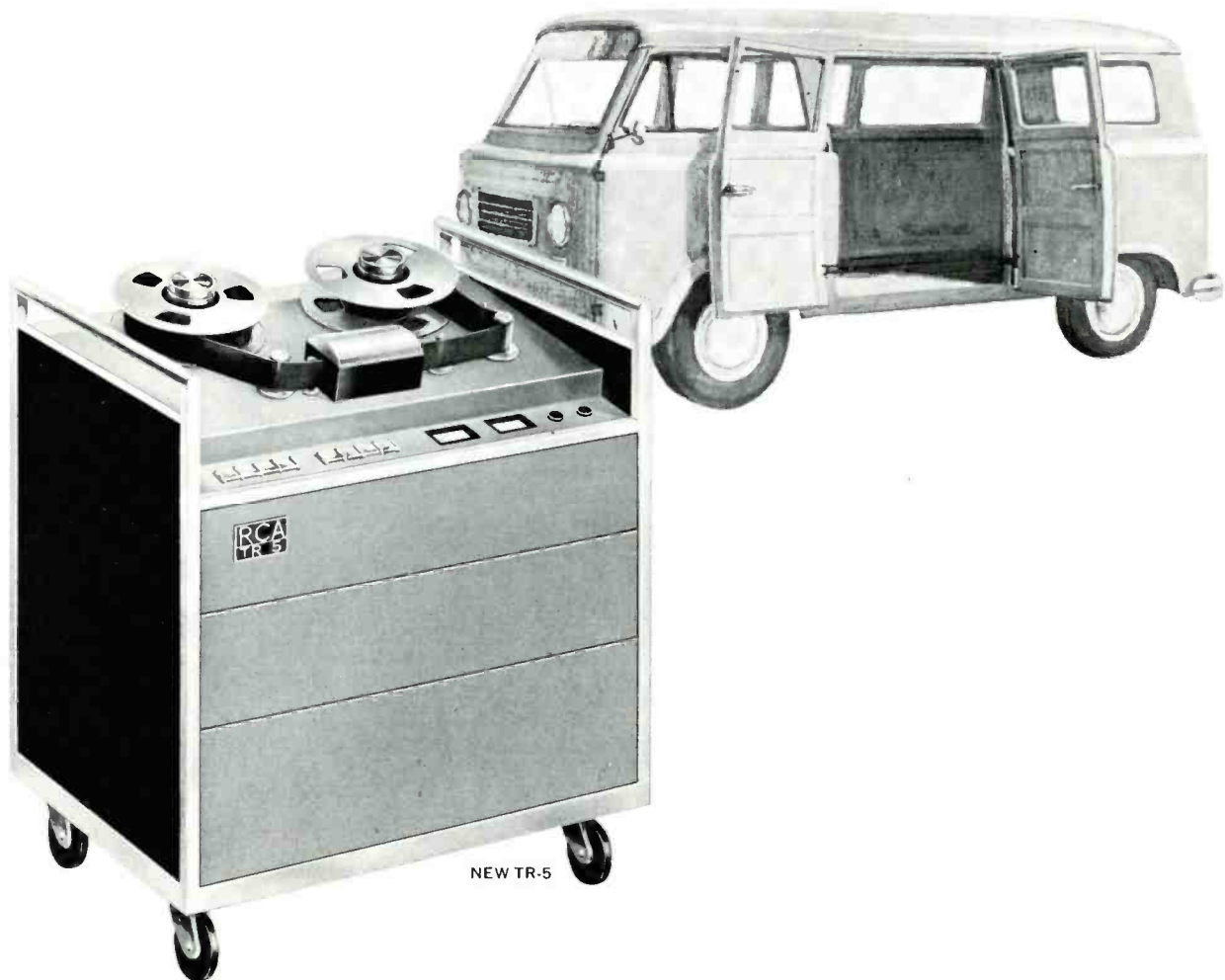
After 7 1/2 years with CJLH-TV, Lloyd Crittenden has taken his leave of us and trekked east to join Al Bruner's Toronto sales team of CHCH-TV, Hamilton.

Lloyd is a good man on his way up, and much as we hate to see him go, he goes forward with our blessing and assurance of success.

NORMAN BOTTERILL
Manager
CJLH-TV, Lethbridge

new mobile TV Tape Recorder

Transistorized... compatible... quadruplex
Compact... for roll-in convenience!



NEW TR-5

Here's a "transportable" high-quality, quadruplex recorder that's ideal for making commercials on location. Although especially designed for recording purposes, it includes limited playback for checking. Its compactness (only 28" x 22" x 32" on casters) and mobility make it an excel-

lent recorder for those tapes to be made away from the studio. Fully transistorized and modularized, it produces tapes that can be played back on all quadruplex recorders, affording the same high quality, on-air standards. It records in color as well as in black and white.



RCA VICTOR COMPANY, LTD.

Technical Products

1001 Lenoir St., Montreal 30, Quebec

T H E M O S T T R U S T E D N A M E I N E L E C T R O N I C S



photo by Robert C. Ragsdale A.R.P.S.

First of the CBC-TV network's "Camera Canada" specials to be sponsored is "The World of Bobby Hull", to be presented by Canadian Westinghouse on March 22. Here hockey's "golden boy" (left) interrupts a chat with Westinghouse vice-president for consumer products, D. C. Marrs, (right) to sign autographs for young fans.

Canadian
BROADCASTER

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

Volume 23, No. 5

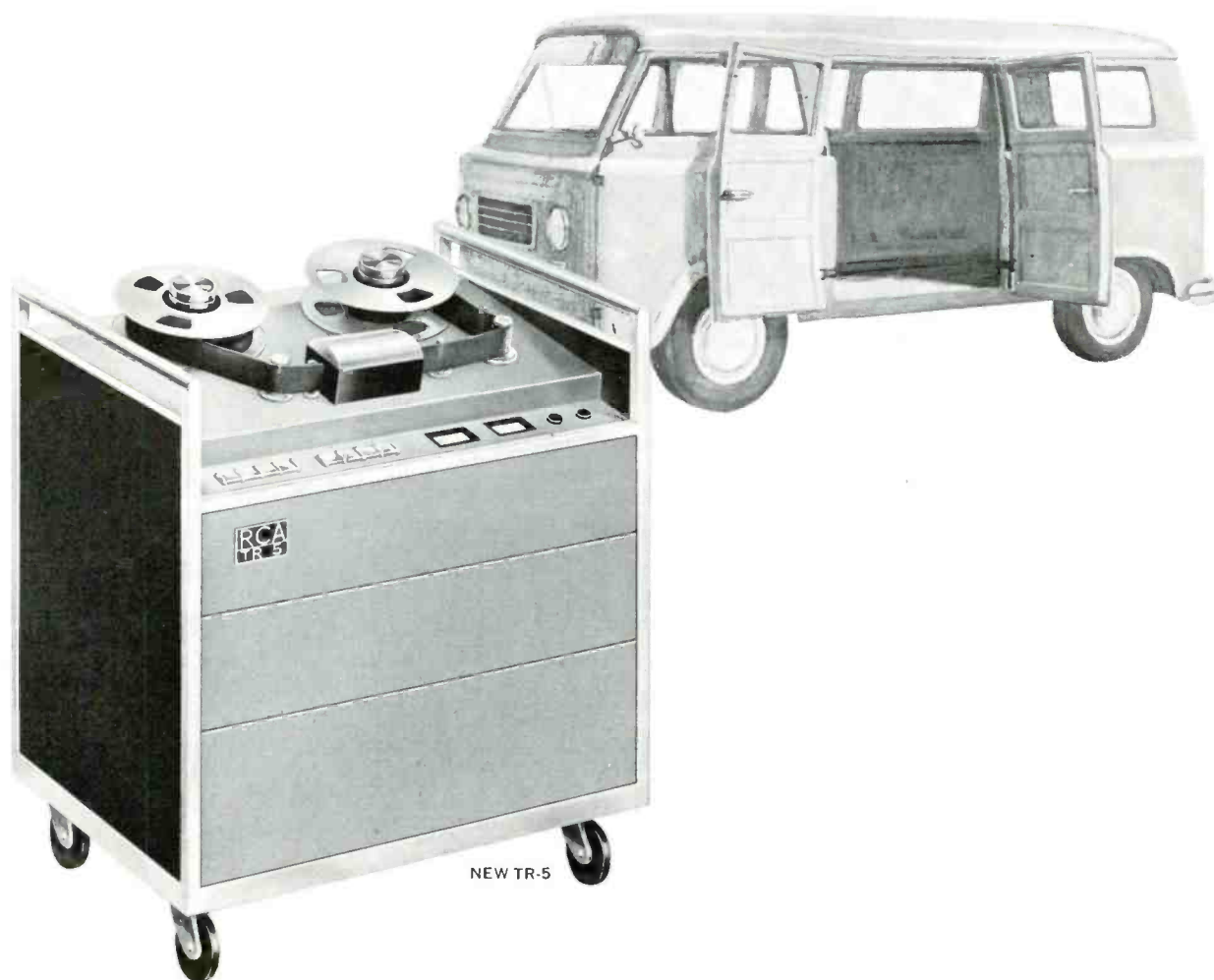
TORONTO

March 5th, 1964

- New BBG regulations 6
- CAAA personnel bureau 18
- Comes the computer 20

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