



*Canadian*  
**BROADCASTER**

**22<sup>nd</sup> YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS**

22, No. 13

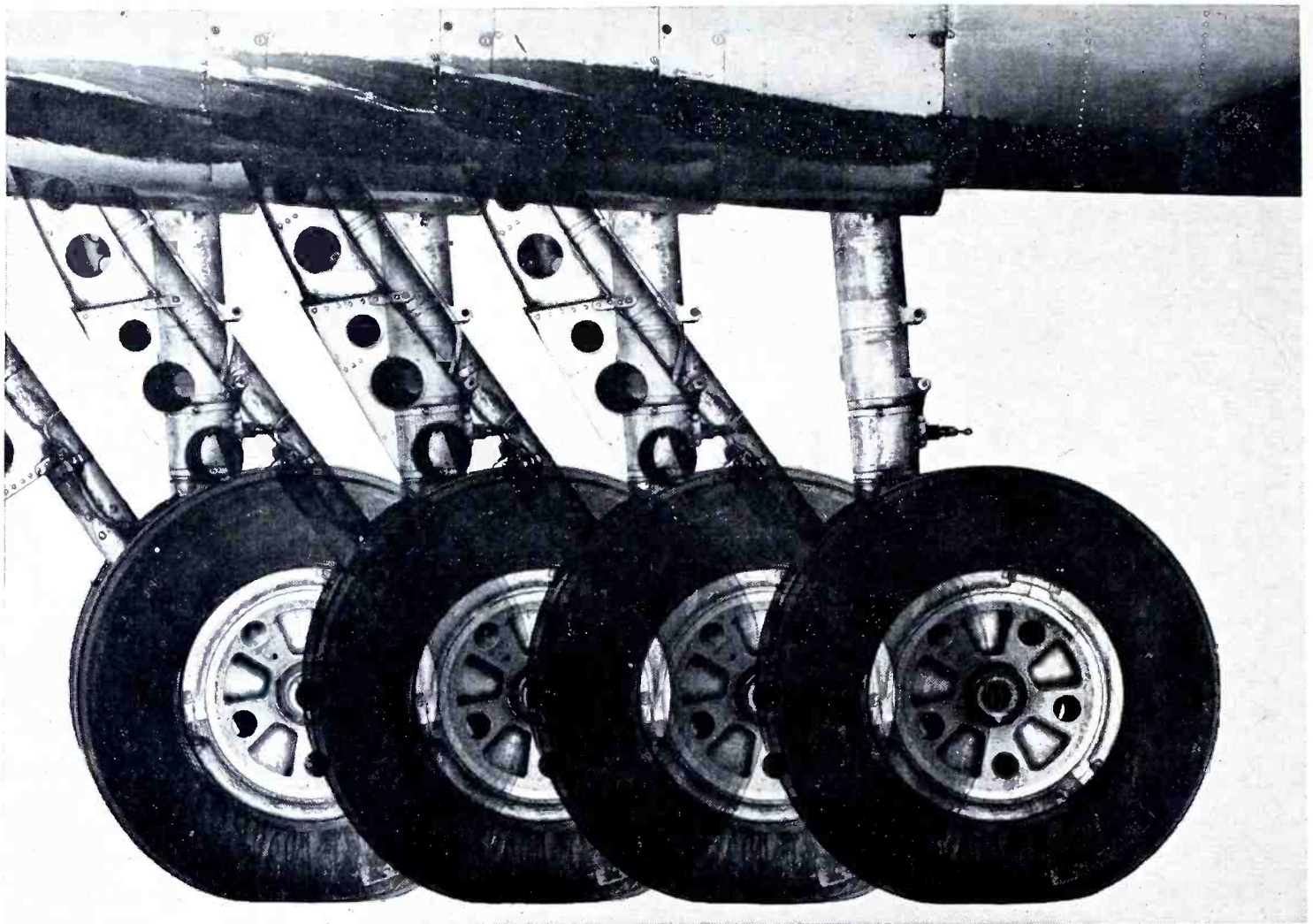
TORONTO

July 4th, 1963

On the air from aboard the 32-foot "Porpoise" in the fishing grounds of Howe Sound and the Gulf Islands, charter boat skipper and fishing guide Bob Ross reports to CKWX Vancouver listeners on weekends with marine weather conditions and fishing news. "Our signal can be heard in every harbor and inlet on the coast," says 'WX

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## MONCTON IS WHERE THE TRAFFIC IS

### AND TRAFFIC PAYS OFF IN SALES

If you want to be in the centre of things in the Maritimes, you go to Moncton.

120 national sales or manufacturing companies have their Maritime headquarters in Moncton. 1,100 salesmen make Moncton their home. It is the Maritimes' headquarters for the CNR and for Maritime Central Airways. It's the logical place from which to sell the Maritimes.

The logical force to use when selling the Maritimes is the Lionel Network. Based in Moncton and made up of CKCW-TV Moncton, N.B., CKAM-TV Campbellton, N.B., CKCD-TV North Shore, N.B. and CKAM-TV1 Newcastle, N.B., it also covers 4 provinces. It covers an area of 603,900 people, 134,000 households — a greater coverage area than of any other station in the Maritimes. One buy gives you all this. Try it!

Represented in Canada by Stovin-Byles Limited, WAlnut 4-5764 Toronto.



THE LIONEL TELEVISION NETWORK | **CKCW-TV** | **CKAM-TV** | **CKAM-TV1** | **CKCD-TV**  
MONCTON, N.B. | NORTH SHORE, N.B. | NEWCASTLE, N.B. | CAMPBELLTON, N.B.



# SIGHT & SOUND

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

SMITH AND GENT, 69 Eglinton Avenue East, Toronto, is a new agency formed by W. P. (Bill) Gent and C. Compton-Smith. Gent, president of the new company, has latterly been a vice-president and account executive with Ellis, May & Chadwick Ltd. Smith, vice-president, has his own sales promotion firm, Compton Advertising, in Kitchener.

The account list includes Weatherhead Co. of Canada Ltd., St. Thomas; Kralinator Filters Ltd., Preston; Moto-Mower of Canada, Ingersoll; Stuart House International Ltd.; Tip Top Canners, Burlington; and Canadian Motorola Electronics Co. Other accounts will be announced later.

HOWARD SWINK Advertising of Canada Ltd., a subsidiary of the Marion, Ohio, agency, has opened its office at 43 Hanna Avenue in the Hinde & Dauch Ltd. building. Manager is C. Don McLeod, most recently an advertising representative with MacLean-Hunter Publishing Co. and previously an account executive with Breithaupt, Milsom Ltd. At one time McLeod was an announcer at CFOS Owen Sound and CFNB Fredericton.

The Swink agency has directed the Hinde & Dauch account for over 25 years and the Canadian office will now handle Domtar Packaging Ltd. which includes Hinde & Dauch, Carton Specialties and Bell Kilgour divisions. The Toronto office will draw on the 52-man team in Marion for creative, marketing and planning at present, with all production purchased in Canada.

A drive for new accounts is being launched.

LEVER BROS. LTD. has appointed its first woman brand manager, Diane Shook, now brand manager on Dove beauty bar. She joined Lever six months ago, with a wide and varied experience in advertising and research.

COLGATE-PALMOLIVE LTD. has appointed John Hawker as media coordinator, working with all four agencies to co-ordinate media purchases, which at present are all in broadcast. Hawker comes from James Lovick & Co. Ltd., Montreal, where he has been an account executive for the past two years.

BATTEN, BARTON, DURSTINE & Osborn Inc. has named Louis LeGall manager of French services, with headquarters in BBDO's Montreal office. The supervision of French radio and TV productions for clients will be among his responsibilities.

LeGall has produced creative work in both English and French, most recently as a bilingual copywriter with Ogilvy, Benson & Mather (Canada) Ltd., Toronto, and prior to that with Vickers & Benson Ltd., Montreal.

MACLAREN ADVERTISING CO. Ltd. has appointed Alexander Ness

a vice-president of the company. A group creative director for the past four years, he joined the agency in 1951 as a layout artist.

Allan R. Fleming has joined MacLaren as executive art director, a new post. He has been art director for MACLEAN'S MAGAZINE for the past six months and prior to that was vice-president in charge of creative services with Cooper and Beatty Ltd.

TWO NEW SUPERVISORS have been appointed to the media and programming department at Young & Rubicam Ltd.

Sheila Johnson has joined Y & R as a program supervisor. For the past six months she has been with Bonded TV Film Service (Canada) Ltd. and prior to that was two and a half years with Batten, Barton, Durstine & Osborn Inc. as a production assistant in the TV production department.

John Miller has joined the agency as a program supervisor. He has been media manager of the Montreal office of BBDO for the past year and was in the media department of the Toronto office of BBDO two years previously.

YOUNG & RUBICAM LTD. is, it believes, the first Canadian advertising agency to acquire a Moviola, a 35 mm. screening device with synchronization of picture and sound and the capacity to operate at various speeds or stop at an individual frame. It makes possible better quality control of TV commercials and saves time for both agency creative staff and the client, the agency says.

"Formerly several trips to a studio were required to view commercials at various stages of production. There was seldom time for critical evaluation," says Paul Herriott, director of TV production, who imported the machine from California. "Now film can be viewed and discussed at the convenience of those concerned, and changes made at minimum expense."

MANAGING DIRECTOR of Canadian PR Consultants, the p.r. arm of Pemberton, Freeman, Mathes and Milne Ltd., is now Jack N. Oldham, succeeding the late Kim Beattie. Oldham had been manager of the p.r. department of Cockfield, Brown & Co. Ltd. for the past three years and a member of that department since 1952.

New public relations manager at Cockfield, Brown is Michael G. Young, who has been with the agency for nine years and was formerly financial editor of SATURDAY NIGHT.

NEW SALES REPRESENTATIVE of the CBC Radio Network in Toronto is Gene Saunders, who has been a sales representative with the Corporation's Windsor station, CBE, for the past four years and prior to that was in private radio and TV.

THE FEDERATION of Canadian Advertising & Sales Clubs elected a new slate of officers at its convention in Calgary last month, headed by new national president E. H. Woodley, advertising manager of the Northern Electric Co. Ltd., Montreal. He is a past vice-president of the Federation, a past-president of the Advertising & Sales Executives Club of Montreal, the CCAB, the Direct Mail Advertising Association, the AIA, and a past-director of the ACA. He is a member of the Marketing Association of Canada and the Publicité Club de Montréal.

Donald B. Vickery, Smith-Corona (Canada) Ltd., Montreal, was elected treasurer. John P. McCormick, general manager of the Advertising & Sales Executives Club of Montreal, was re-appointed executive vice-president.

Elected as vice-presidents were: Gordon H. Mahen, Imperial Oil Ltd., Halifax; Jean St. Jacques, B. Houde & Grothé Ltée, Québec; Phil R. Flagler, CJBQ Belleville; P. E. Priestman, American Airlines Inc., Toronto; Pete Frankland, Frankland Displays Ltd., Kitchener; J. R. Wells, Lever Potato Chips, St. Catharines; Franz Martin, Chrysler Corp. of Canada Ltd., Windsor; Ronald A. Owen, O'Keefe Old Vienna Brewing Co. (Manitoba) Ltd., Winnipeg; L. P. Danis, CBXT-TV Edmonton; Fred H. Moonen, Community Chest & Councils of Greater Vancouver.

Vice-president representing younger group clubs is William E. Robinson, Cooper & Beatty Ltd., Toronto. Vice-president representing Women's

Clubs is Mrs. George Clow of the Hamilton Visitors & Convention Bureau.

VICE-PRESIDENT  
PAUL, PHELAN and PERRY  
LIMITED



ROBERT M. CAMPBELL

Mr. H. E. Paul, President of Paul, Phelan and Perry Limited is pleased to announce the appointment of Mr. Robert M. Campbell as a Vice-President of the Company.

Mr. Campbell has been associated with the agency for the past eighteen months. For many years he was Co-managing Director of the Canadian subsidiary of one of the largest international advertising agencies. Prior to joining Paul, Phelan and Perry Limited, Mr. Campbell was Advertising Manager of a leading Canadian cigarette manufacturer.

## APPOINTMENTS



ALEX R. FINDLAY



RONALD A. GAULEY

All-Canada Radio and Television Limited is pleased to announce the appointment of Alex R. Findlay and Ronald A. Gauley to the Television Division of the Toronto office.

Mr. Findlay comes to All-Canada from CKRC — Winnipeg where he held the position of General Sales Manager. Prior to that he spent a number of years in the national television sales field.

Mr. Gauley joins All-Canada from Age Publications where he managed two of the Company's business publications. Prior to that he spent several years on national space sales.



# BRUTAL ILL-CONSIDERED ATTACK

London, England.

Dear Sir: Perhaps you would allow me the space to point out that the policy you advocated in your issue of April 25th is one of the most brutal, ill-considered and determined attacks upon private broadcasting in Canada which I am able to recall or might retrieve from my some 300 files about Canadian Broadcasting since 1930.

Your unusual and passionate pride in the qualities of that CBC programming you describe as "superb" and "without peer anywhere else in the world" has, I fear, led you to misunderstand the financial problems of Canadian broadcasting, public or private, and to urge steps disastrous to both.

In brief, you would destroy the CBC as a broadcasting structure; sell all CBC stations to private interests; demolish thereby the CBC French and English nation-wide networks; and reduce the CBC solely to a producing agency creating 20 hours weekly on "film and tape" of which 12 would be shipped free without any advertising revenue to private stations possibly "with payment by the government for time devoted to CBC programmes."

You would thus:

1. Deprive private television affiliates of 38 to 42 hours of free CBC programmes each week and leave them to find money to replace all but 12, or (if split between French and English) six of them. CBC production would be cut down from 100 to 20 hours a week.
2. Take away all existing network revenue from CBC affiliates. This was more than twice the net income after tax of private affiliates and 25% of their net expenses in 1960. As a group they would otherwise have been in the red.
3. Destroy simultaneous and live nation-wide micro-wave programming, deprive stations of free CBC micro-wave service, and substitute the bicycling of "canned" programmes. Imagine the result in "National News", "Nation's Business", the opening of Parliament, addresses by the Prime Minister, and dozens of other live and simultaneous programmes.
4. Give CTV a total monopoly of English network broadcasting.
5. Exclude every private station from any network affiliation, CTV as well as CBC, *except* in those mainly larger centres which could cover CTV programme, network and micro-wave costs and ultimately show CTV shareholders, mostly in

Toronto, a profit. American networks do not accept basic affiliations from stations in centres under about 150,000 population. The smaller markets cannot meet network costs. Nor do most CBC private affiliates cover CBC costs incurred on their behalf. This is why, among other reasons, the CBC needs money. It is also why the affiliation of stations in smaller markets would cost CTV money. The CBC pays these costs. Frankly, your policy would leave some 40 or more of the present 50 or so affiliates out in the cold: with no help in making up Canadian content: with no network programmes: no network revenue: no micro-wave service: no affiliation — and would replace all these with 103 minutes of tape daily.

6. Your policy also attacks the private stations affiliated or affiliating with CTV. Which of the nine "second stations" would prefer a private to a CBC station — with all its public service and minority programme service in prime time — as a competitor for advertising and audience? This question came up at a meeting of private television stations, and my information is that not one preferred private to CBC competition.

Much more could be said, but this is enough, Mr. Editor, from a Canadian subscriber in London, who presents his respects and looks forward to your next speech.

—Graham Spry.

(EDITOR'S NOTE: Graham Spry, a 12th generation Canadian, living in London, England, first became interested in broadcasting in 1919 with the Winnipeg Amateur Radio Club, when a newspaper strike led him to turn the University paper, "The Manitoban" from a weekly to a daily, picking up the Naval News Service from Arlington, Va.

In 1926, he presented a memorandum to the Prime Minister, W. L. MacKenzie King, proposing a national hook-up on July 1, 1927.

He organized the Canadian Radio League to support the Aird Report, modified, he says, to provide for the continuation of private stations. In 1957, the League became the Canadian Broadcasting League.)

## Offers Cancer Show To Other Stations

AN UNUSUAL CONTRIBUTION to the Canadian Cancer Society was made this year by CKVL Verdun-Montreal as the station "donated", at a cost of some \$5,000.00, a series of ten half-hour dramatized radio programs dealing with cancer.

Titled *L'Espoir* (Hope), the series was the idea of CKVL president Jack Tietolman. The programs were produced by CKVL and tapes were offered free to other French-language stations, 14 of which have programmed the series. The national office of the Canadian Cancer Society is now planning English-language versions.

The programs are described as "dramatic and realistic, emotional but not sentimental, informative but not technical, serious but not grim". The scripts, by well-known French-Canadian writer Jean Laforest, were based on actual case histories and were approved by the Medical Advisory Committee of the Society as "of impeccable authenticity". The shows featured leading French-Canadian actors and actresses, directed by Albert Cloutier.

Case histories covered in the series ranged from that of a new-born baby with congenital cancer of the abdomen to that of a man whose cancer was discovered when he was 72 and who lived to 84. They included the case of a woman who, after much needless anxiety, was found not to have the disease at all. The final two programs in the series told the story of the Research Laboratory of the Cancer Institute of Montreal, which was founded with a budget of \$150 in a discarded elevator cage in the old School of Veterinary Medicine.

"These programs have helped considerably in cancer education and have given hope to those who are struck by this disease," wrote the president of the Quebec Division of the Society to CKVL. "We are convinced these programs have been a great help in our fight against cancer."

"An authoritative, interesting, varied series of programs that can be readily understood by all," commented the co-president of the Medical Advisory Committee.

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Limited

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LOS ANGELES — HU. 3-9671 • ATLANTA — RI. 7-3723 • DALLAS — TR. 5-6644



# Prestige Programs Could Sell Prestige Products

In all the research and sales efforts of the two arms of the broadcasting industry, there is an incessant effort, and an extremely effective one too, to cater to the advertiser whose group is already using the medium, and the listener or viewer who is already an addict to radio or television.

What about the little man — whether advertiser or audience — who isn't there?

To deal with the advertising side first, because stations, networks and producers are forever presenting programs of wide mass appeal, it seems to us they are only catering to the advertisers of "mass" products — soap, breakfast food and such — and are therefore limiting themselves to an extremely restricted list of potential users of the two media. Therefore, unlike the printed media, with their book reviews, their social pages, their editorials and sections of appeal to minority — but highly discriminating — groups, the broadcasters feel it is their responsibility to entertain and inform only the masses, which seems to preclude most program material which might be described as being "for the mind".

The plaint of course is that the advertisers and the agencies are interested only in great numbers of listeners or viewers. But, and it is an emphatic *but*, is it not a fact that these advertisers and these agencies are people whose only interest is to sell products appealing to these masses?

Other advertisers and their agencies have plenty of products to sell to the discriminating, and not infrequently wealthy, minorities, but for these accounts the agencies do not even consider broadcasting.

Why is this?

To us — in our ignorance perhaps — the answer seems easy.

Manufacturers of exotic perfumes, grand pianos, fifty dollar footwear, really fancy food-stuffs, luxury cars and what-not are not approached as potential broadcast advertisers for the simple reason that the broadcasting stations simply do not purvey program fare which will appeal to buyers of such products, so what would be the use?

Broadcast advertising is limited to mass appeal products by the limitations set by the broadcasters on the programs they present. But broadcasters are not limited to mass appeal programs, or at least they need not be.

• • •

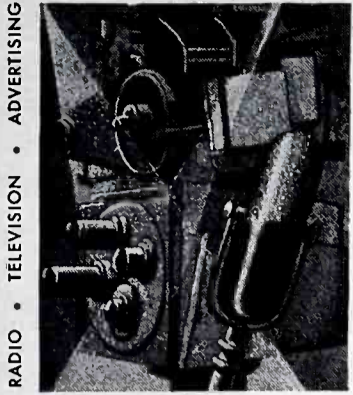
The audience story is very parallel.

Radio and television advertising is bought and sold on the basis, not of the number of people who are listening or viewing, but more often on the basis of the percentage of audience.

Every station is interested in gaining the lion's share of the audience which is listening or viewing, and not so much on the size as of that percentage. (35 per cent of the available audience. 35 per cent of what?)

The minority question comes into the picture here again.

Speaking very broadly, radio and television do not cater to the most discriminating people to the same extent as they aim at the masses. Therefore it seems reasonable that if these people could be won over to broadcasting, *as well as* the masses, a 25 per cent share of the audience might mean more people and more spending power, if the discriminating are included, than 35 per cent of the available audience without them.



RADIO • TELEVISION • ADVERTISING

## BROADCASTER

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Editor and Publisher RICHARD G. LEWIS

Assistant Editor KIT MORGAN

Art Editor GREY HARKLEY

Production Dept. BRIAN McDUGALL

Advertising Dept. HUGH B. FIDDAMAN

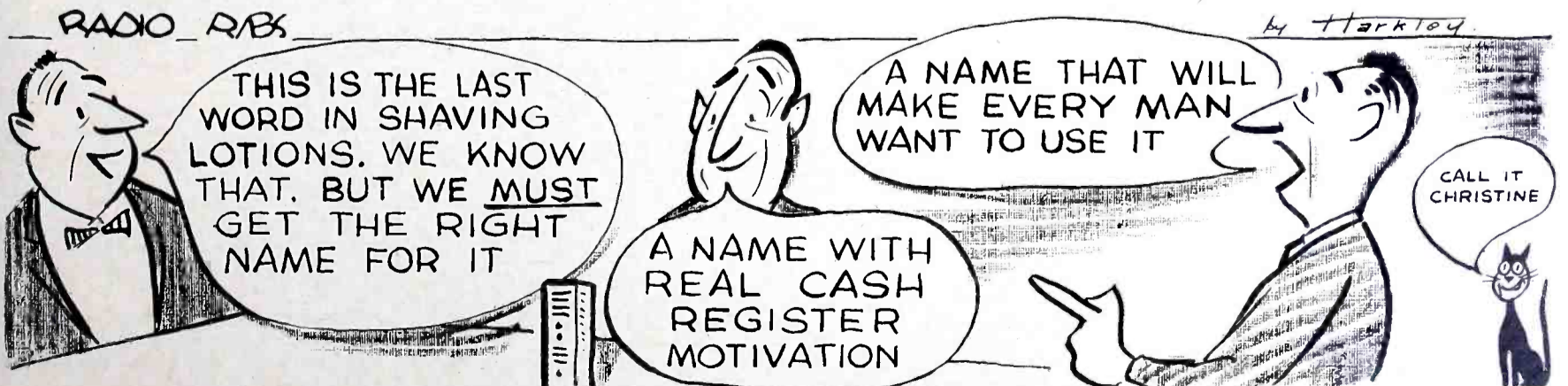
Secretary-Treasurer and Circulation Manager T. G. BALLANTYNE

### Correspondents

- SAM G. ROSS - - - - - Ottawa
- DORWIN BAIRD - - - - - Vancouver
- LAURETTE KITCHEN - - - - - New York
- WALTER R. WATKINS - - - - - London



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# BOARD REPORTS ON JUNE HEARINGS

RESULTS OF THE Board of Broadcast Governors' June hearings bring broadcasters a mixed bag of recommendations for approval, denial and reserved decisions.

The applications which were watched with particular interest were those by CHLO St. Thomas and CHFI Toronto, as CHLO bid to change its frequency from 680 to 1410 and CHFI applied for the 680 position for night-time broadcasting, to hold the frequency in Canada and stake an early claim for it rather than in expectation of the application's approval.

The Board was given details of a financial arrangement whereby CHFI would finance St. Thomas' change of frequency, "as CKEY Toronto financed Huntsville's change, and CHED Edmonton backed Peace River's," said 'FI president Ted Rogers, adding that in both previous bids the applications were approved. CFRB Toronto alleged 'FI and 'LO were "trafficking" in radio frequencies.

The BBG recommended approval of CHLO's application for the change of frequency, and also a power increase from 1,000 watts to 10,000 watts daytime and 2,500 watts night-time, and a change of antenna site.

However, decision was reserved on the CHFI bid for 680 night-time, to provide an opportunity for the filing of applications for the use of 680 full-time, which applications will not

be heard earlier than the first hearings in 1964.

## REDUCE CANADIAN CONTENT

The Board formally enacted the previously-announced amendment reducing the Canadian content requirement for TV from 55% to 45% for the period May 26 - October 12 inclusive.

Regarding the briefs and representations on the relationship between the development of wired television systems and broadcast television and broadcasting policy, the Board stated it would "forward to the minister responsible for broadcasting a report on the evidence presented to it on this matter and copies of the briefs received."

## CONCERNING CHANNELS

The CBC's application to reserve ten television channels for its future use was given a split decision. The Board recommended that three channels be reserved for the Corporation: channel 9, Saint John and Fredericton; channel 4, Sudbury and Sturgeon Falls; and channel 11 (replacing channel 12 in the allocation plan), Saskatoon. It declined to recommend reservation of channel 9, Sherbrooke; channel 8, Three Rivers; channel 4—, Port Arthur and Fort William; channel 13—, Regina; channel 9+, Calgary; and channel 10, Victoria.

A study of the possible future uses of channel 8 in the Maritimes is planned by the Board and therefore it recommended that no reservation be made for channel 8, Prince Edward Island, for the CBC. For the same reason it recommended denial of CJCH-TV Halifax's bid to replace the low power rebroadcasting station at Amherst, N.S. with a rebroadcasting station at a new antenna site to retransmit CJCH-TV programs on channel 8.

## RADIO YEAS AND NAYS

Two new AM radio stations were recommended for approval: a CBC station in Saint John, N.B., and one in Smithers, B.C., to be established by Ronald Austin East on behalf of a company to be incorporated, at 1230 kcs with 1,000 watts daytime and 250 watts night-time.

Three applications for a new AM radio station at Duncan, B.C. were recommended for denial. The applicants were William Robert Jeffcott on behalf of a company to be incorporated; Nanaimo Broadcasting Corporation Ltd.; and Capital Broadcasting System Ltd.

In recommending denial, the Board said these applications "provided the proposed station would be programmed part-time from stations CJAV Port Alberni, CHUB Nanaimo and CKDA Victoria, respectively, and part-time with local programming originating in Duncan. Stations CHUB and CKDA are not affiliated with the CBC Radio Network. The Board is not satisfied that any of the proposed stations would properly meet the needs of radio service to Duncan and up the Cowichan Valley."

Also recommended for denial was an application for a new AM station

at Whitby, Ontario, by Leonard Bruce St. George on behalf of a company to be incorporated, because the town and surrounding area are now adequately served by existing stations.

A daytime only AM radio station at St. Norbert, Manitoba, to broadcast programs from CFMW-FM was recommended for denial because the applicants, Radio Fine Music Greater Winnipeg Ltd., also control CFAM Altona and approval would mean the same group of shareholders would operate two AM stations serving Winnipeg. Also, the Board was not prepared to recommend another new AM station in the area, having recently approved one.

Approval was recommended for Moffat Broadcasting Ltd.'s application for a new FM radio station at Vancouver, at 99.3 mcs with an effective radiated power of 97,500 watts, to carry a substantial amount of separate programming from that of CKLG-AM.

Three CBC applications for new low power relay transmitters were given the Board's recommendation for approval: at Teslin, Destruction Bay and Beaver Creek, all in the Yukon Territory.

## TV GETS GO-AHEAD

One new TV station was recommended for approval, a CBC French TV network repeater station at Cheticamp, N.S. on channel 10, to provide French-language programming to Cheticamp and district and to act as the link to extend service to the Magdalen Islands.

Five new television rebroadcasting stations were recommended for approval, including one at the Magdalen Islands to receive by off-the-air pickup the programs of the proposed CBC French TV network station at Cheticamp (above) and retransmit them on channel 12.

A new rebroadcasting station at Huntsville was recommended for approval on an application by Ralph Snelgrove Television Ltd. to receive by off-the-air pickup the programs of CKVR-TV Barrie and retransmit them on channel 8+.

CBC's bid for a rebroadcasting station at Red Lake, Ontario, was also recommended for approval, the station to rebroadcast programs from CBWAT Kenora on channel 10—.

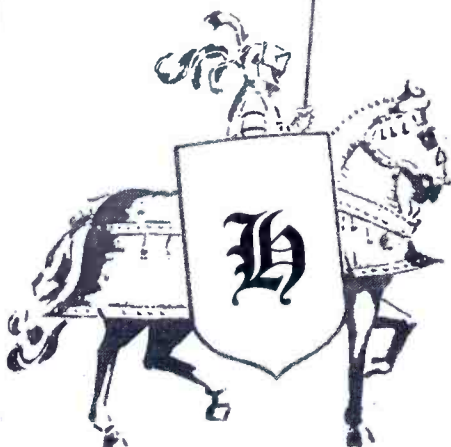
Two rebroadcasting stations were recommended for approval on the application by Skeena Broadcasters Ltd.: one near Smithers, B.C., to rebroadcast programs from CFTK-TV Terrace on channel 5; and one at Burns Lake to receive programs by off-the-air pickup from the proposed rebroadcasting station at Smithers and retransmit them on channel 2. Both would bring television to an area not now receiving TV service.

The trend is to balanced programming

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**POWER INCREASES  
ARE OK'D**

Five bids for power boosts, got the nod from the Board and were recommended for approval: CHUM Toronto, from 5,000 watts daytime and 2,500 watts night-time, to 50,000 watts, with a change of antenna site; CJAD Montreal, from 10,000 watts to 50,000 watts daytime and 10,000 watts night-time, with a change of antenna site; CJSO Sorel, Quebec, from 1,000 watts to 10,000 watts daytime and 5,000 watts night-time; CHIQ Hamilton, from 5,000 watts daytime and 2,500 watts night-time to 5,000 watts day and night; and CKLW-FM Windsor, from 250 watts ERP to 50,000 watts ERP with an increase in antenna height.

The BBG recommended approval of all four applications for changes in share distribution: transfer of all issued common shares of Arctic Radio Corporation Ltd., licensee of CFAR Flin Flon, to Inter Mountain Holdings Ltd.; transfer of 8,350 common and 38,796 preferred shares of capital stock in Vantel Broadcasting Co. Ltd., licensee of CHAN-TV Vancouver; transfer of 15,000 common shares of capital stock in CFCN Television Ltd., licensee of CFCN-TV Calgary, CFCN-TV-1 Drumheller and CFCN-TV-2 Banff; transfer of ownership of CJSS and CJSS-FM Cornwall from Cornwall Broadcasting Ltd. to a company to be incorporated represented by Paul Emard.

**MISCELLANEOUS**

An application from CHUC Co-bourg, Ontario, was recommended for approval, to change frequency from 1500 kcs to 1450 kcs and to operate full-time at its present daytime power of 1,000 watts.

Rideau Broadcasting Ltd.'s application for a change in the daytime antenna radiation pattern of CJET Smiths Falls was recommended for approval.

The Board also recommended for approval Yorkton Television Co. Ltd.'s proposal to establish a studio at Yorkton to provide programs to the rebroadcasting station at Baldy Mountain, Man., on a part-time basis with the remainder of the programs originating from the studio of CKOS-TV Yorkton.

Skeena Broadcasters Ltd. applied for a revision to their April 19 application to change the facilities of CFTK Terrace, previously recommended for approval. The new proposal, recommended for approval, changes frequency from 1140 kcs to 590 kcs, with 1,000 watts day and night.

A change of antenna site for the CBC's low power relay transmitter CBDB Watson Lake, Y.T., was recommended for approval, as was the CBC's application for a change of frequency for CBNX St. John's, Nfld., from 5970 kcs to 6160 kcs.

A change in the location of the main studio of CFCH from North Bay to Callander, with the North Bay studio to be used as an auxiliary studio, was recommended for approval.

A request by Saint Mary's University, Halifax, to contract with CJCH-TV Halifax for the broadcasting of educational programs approved by the University, was recommended for approval.

**Radio India**

**FARM FORUM WINS FERTILITY GODDESS**

A FERTILITY GODDESS was presented to a Quebec farmer this month, an expression of the gratitude felt by farmers in India toward members of the *National Farm Radio Forum* in Canada. The hand-carved statuette was presented to Albert Smith of the Sutton Junction, Quebec, Forum by B. P. Bhatt, director-general of All-India Radio, who was in Canada to attend the Commonwealth Broadcasting Conference.

The *National Farm Radio Forum*, which is co-sponsored by the CBC, the Canadian Federation of Agriculture and the Canadian Association for Adult Education, won this appreciation through its "Radios for India" project. Under this plan each Canadian Farm Forum has undertaken to provide a village in India with a specially-constructed transistor radio with a loudspeaker attachment, to bring the Forum concept to people who desperately need it.

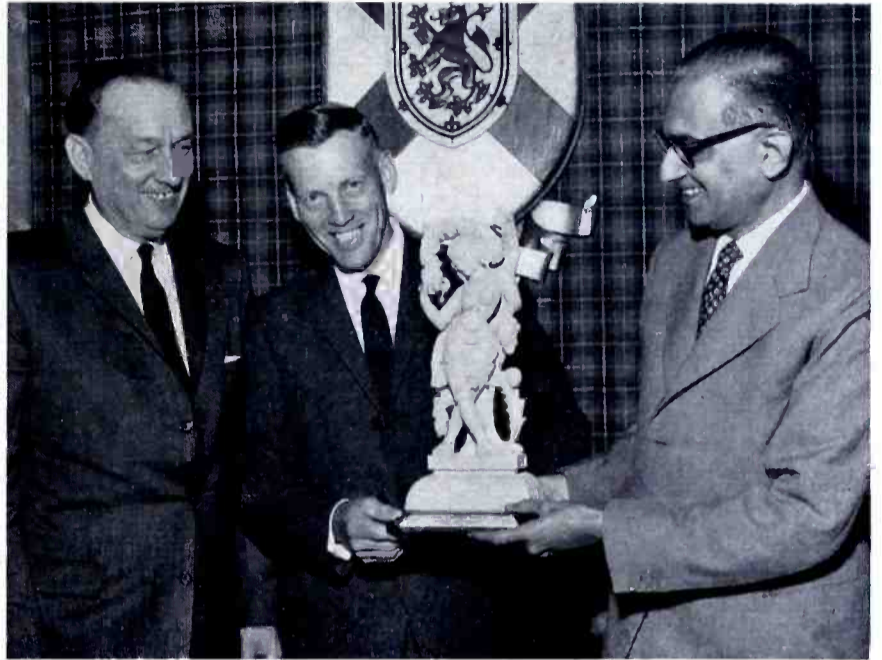
The Sutton Junction Forum was the first to raise the \$110 necessary to finance a radio, which it did by staging a fashion show of women's clothing styles over the past 100 years. Its radio, bearing a small plaque naming the donor Forum, went to the Dakhine Mundamuhan Forum, south of Calcutta, which sent the statue of a Hindu fertility goddess as a symbol of the fertility radio is bringing to the area.

Thus far \$10,000 has been raised by Canadian Forums, through projects as diverse as hiring out to split cordwood and writing a history of the community for sale to residents. About \$2,000 has already been forwarded to India and the balance will be sent shortly.

Villagers in India follow the same basic program format as the 60,000 Farm Forum members in the 23-year old Canadian institution — "read, listen, discuss, act".

A village elder, one of the growing number of Indians learning to read and write, chairs the Forum and opens by reading a description of the program which the villagers have gathered to hear over the radio donated by a Canadian Forum. Following the program, which offers solutions to everyday farm problems, the farmers discuss the program and decide upon a course of action.

The Forum concept is flourishing in India and its sponsors here estimate it will outgrow the Canadian operation within two years. In six months last year, program head-



REPRESENTING THE FIRST farm forum group to donate a radio to a village in India, Albert Smith of Sutton Junction, Quebec (centre) was presented with a statue of a fertility goddess by B. P. Bhatt, director-general of All-India Radio (right) at a ceremony attended by J. Alphonse Ouimet, president of CBC, co-sponsor of the National Farm Radio Forum.

quarters received 90,000 letters from Forums across India, asking for solutions to their problems. It is estimated that 100,000 Forums will be functioning within two years.

All this has grown from a UNESCO pilot project carried out in Bombay to see if the Canadian Forum concept could be successful in other countries. The pilot showed that the educational benefits of the Forum could be extended to village farm life in India — the *National Farm Radio Forum* decided they would be.

Bob Knowles, national supervisor of CBC farm and fisheries broadcasts,

brought the subject before Forum delegates in 1960, and a representative from P.E.I. suggested "Radios for India" as an "action" project. Its success has been mentioned by the United Nations in its "Freedom from Hunger" campaign, the world-wide attack on the causes of starvation and malnutrition.

**Want a Man?  
Want a Job?**  
TRY A SMALL AD  
in  
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Greater Montreal

"The Sound of Service in Montreal"

**CJBQ**  
RADIO  
BELLEVILLE and  
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Station

SAIL INTO BRISK SUMMER SALES  
IN THE BAY OF QUINTE.

RESULTS ARE ASSURED WITH THE  
EXCITING SOUNDS  
of  
**CJBQ**



# STATION CALLS

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

## C-JAY TV, WINNIPEG

CRADLE CLUB, a popular 15 minute program on C-JAY TV, Winnipeg, returns to the air three days a week for the summer months, and beginning September, it will be extended to five days a week.

Because of its huge success in Winnipeg, the program has been copywritten and will also be seen in 11 major Canadian markets, also beginning in September.

The main purpose of *Cradle Club* is to provide new mothers with helpful child care information and to introduce them to a variety of new baby-care products that are available from national food, drug and clothing manufacturers.

Any new mother in the C-JAY TV viewing area may register her baby's birth at a member ARD Drug Store and can then expect to have her child's birth announcement read on the program and will be eligible to receive a complimentary variety of samples for the care of her child.

This is a program where mothers can very easily identify themselves with their own day-to-day problems. Viewers are encouraged to write to *Cradle Club* with their problems and also to contribute any solutions they feel will be helpful for other women's problems described on the program.

*Cradle Club* does not try to be the complete answer to all infant care problems — both medical and psychological. Instead, hostess Mrs. Roma Harpell, herself the mother of a 3-year-old girl, continually stresses that the family doctor should be consulted in all cases if there is any doubt at all in the parent's mind as to the proper care for the child.

Humorous and cute experiences prompt a flood of memories to mothers of all ages and *Cradle Club* has received letters from great-grandmothers, remarking how much they enjoy the program.

Some of the controversial and interesting subjects that have been discussed recently have been natural childbirth, breast feeding, toilet training, thumb sucking and even how dad changes diapers.

## CFMB, MONTREAL

AS A PUBLIC SERVICE, CFMB Montreal rallied behind a fund in aid of Walter Leja, a new Canadian and Army Sergeant-major who was critically injured May 17 while removing a terrorist bomb from a mailbox in Westmount, a suburb of Montreal.

The fund, which began after a special meeting of the Westmount Municipal Association, is expected to attract contributions from residents throughout the Island of Montreal and in many areas of the Province.

A daily report on fund contributions was aired on the Bob Walters newscast at 12:30 p.m. Monday through Friday, and was continued throughout the month of June.

## CBWT, WINNIPEG

REACH FOR THE TOP, a panel quiz game featuring teams of teenagers from Metro Winnipeg high schools, ended May 30 on CBWT, Winnipeg with a Grand Championship Award Show being won by a team of four students from Elmwood High School.

During the 30-week series which began last November, a total of 80 students, representing 20 different schools in Metro Winnipeg, appeared on-camera. They were required to answer questions on everything from Art to Zoology.

At half-time in the 30-minute programs, special events included mystery guests, debates and other devices designed to add variety to the pattern of the show.

The show, with its fast pace and tight competitive scoring, was designed to encourage students to de-

velop their academic ability and at the same time show the community how its young people could conduct themselves intellectually and with some degree of personal presence. It attracted favorable reaction from viewers, as it gave them an opportunity to test their knowledge against that of the participating students.

The two finalists, Elmwood High School and Daniel McIntyre Collegiate Institute, battled for the Grand Championship trophy and a \$1,000.00 scholarship, which was given to the school's scholarship fund.

Scott Bateman, Deputy Minister of Education for Manitoba, presented the awards to D. S. McIntyre, principal of Elmwood High School. In making the presentation, Mr. Bateman said: "You should be very proud of your students tonight for they have shown an amazing aptitude for learning."

Mr. Ben Segal, sales representative for Delnor Foods, and Mr. Iser Portnoy, President, Perth's Cleaners, co-sponsors of the show, also added their congratulations to the team, the station and the program organizers for making *Reach for the Top* one of the week's most stimulating and thought provoking programs.

The popular series is slated to return to CBWT in September.

## CFCF-TV, MONTREAL

SATURDAY NIGHT AT THE RACES, a new series of racing telecasts from Blue Bonnet and Richelieu Raceways, goes to the post June 15 on CFCF-TV. Sponsored by Molson's Brewery, it will feature both harness and flat racing through a 14-week television season, ending September 14.

In addition to providing on-the-spot coverage, *Saturday Night At The Races* will present behind-the-scenes reports and informative interviews for those new to the racing game. The new series of live and videotaped races on CFCF-TV marks the first time that a regular television program has been built around this major spectator sport in the Montreal district, and it is expected to give an important boost to racing in the area.

Each program will feature three races, providing fans with a well-balanced diet of both harness and flat racing.

Ray Benoit will provide bilingual live commentary with Al Trottier providing the color.

Al Shaver, well-known to CFCF-TV viewers for his Shaver wit, guto

and "big" (he's six feet two inches and weighs between 240 and 270 pounds) enthusiasm on his Saturday and Sunday evening sportcasts on Channel 12, will be the host of *Saturday Night At The Races*.

• • •

MONDAY, JULY 1, CFCF-TV, in co-operation with the Thomas More Institute began a series of programs leading up to the total eclipse of the sun on July 20. Designed to provide an understanding of our solar system, the series, entitled *Astronomy For You*, features Dr. James S. Pickering of the Hayden Planetarium, New York.

The series is seen Monday through Friday from 2:30 to 3:00 p.m. on CFCF-TV's *Liberal Arts, Junior Edition*.

During the first week of the series, Dr. Pickering is devoting Monday to a discussion of the five small planets in the solar system; Tuesday, to the four giant planets; Wednesday, to The Earth In Space; Thursday, to The Moon; and Friday, to the minor planets, asteroids, comets and meteors.

The opening program for the week of July 8 will be devoted to the sun, the only star whose surface is visible from earth. On Tuesday, "How Time and Distance are Measured" is discussed, while on Wednesday, Dr. Pickering will deal with the various instruments used by astronomers in obtaining knowledge of stellar composition. "Star Gazing and The Nature of the Stars" round out the week.

Monday, July 15, *Astronomy For You* will present the various groupings of the stars. The following day, Dr. Pickering will discuss The Changing Picture of the Local or Milky Way Galaxy from all All-embracing Universe to just one of the Countless Galaxies. The series' concluding program is entitled "Galaxies and the Universe", its probable expansion and the possibilities of other systems of planets.

The last two days before the eclipse, CFCF-TV will present Parts One and Two of the *Let's Find Out* series, "Background to the Eclipse of the Sun". In these two programs, host Steve Montague will talk to Miss Isobel Williamson and Dr. T. F. Morris, McGill University.

## CKSO-TV, SUDBURY

YOUTH AND MUSIC, a series of programs produced by and for CKSO-TV, in co-operation with the Ontario Music Teachers' Federation, saw junior and senior students of piano, voice, violin and cello compete for \$50 scholarship.

Seven of these scholarships were awarded by Geo. M. Miller, Q.C., Chairman of the Board of CKSO radio and television, to students competing in the weekly TV series.

The winners were chosen by a panel of three judges, prominent in local music circles, and whose names were withheld until the final program.

# CHOK

Sarnia

dominating Lambton

County with over

75% reach

\*BBM Spring '63

Paul Mulvihill  
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality  
radio stations

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

Absence makes the heart go wander

# CFCN RADIO/TV CALGARY





**WHOOPING IT UP** at the BiffBurger drive-ins in and around Toronto were this group of Indian dancers in costume as the Winco chain of restaurants welcomed the drive-ins into its "tribe", with three radio stations on remotes at three BiffBurger locations.

## TORONTO RADIO WHOOPS IT UP ON BIFFBURGER SPREE

"TWENTY-NINE THOUSAND BiffBurgers over one weekend" is the punch line to a current radio sales success story in Toronto. Winco Ltd., operators of a number of restaurants in Toronto and other centres, welcomed the BiffBurger chain of five drive-ins into their company with remote broadcasts from three locations by three radio stations.

"Your remote broadcast . . . was successful far beyond our wildest dreams," Winco's director of advertising and promotion, Tony Mili, wrote to each of the three stations, CKEY and CKFH Toronto and CHIC Brampton.

"We tripled our average non-radio weekend sales," he told BROADCASTER. "We had to call our suppliers for additional stock, we had crowds lined up all the time from 9.30 a.m. to 1.30 a.m., we had to have police on hand to control traffic and the crowds, even the broiler caught fire at one location from never having a minute when it wasn't being used at full capacity."

With five BiffBurger locations, Mili planned to use five different stations on remotes but found, as more and more advertisers are doing, that remotes are heavily booked, particularly on weekends. Unable to co-ordinate five stations on one date, he had CKEY and CKFH at his two largest Toronto locations and CHIC at the location near Brampton. CKEY and CHIC broadcast both Saturday and Sunday from their BiffBurgers but 'FH, with prior commitments for

Sunday sports, did the remote on Saturday only.

'FH broadcast from a banner-festooned stage in the parking area, with personalities Frank Cantar from 1 to 4 p.m. and Ron Hewat from 4 to 7.

CKEY's bright red trailer, the "circus band wagon" with its slogan "The greatest show on radio", was at its location from 10 a.m. till 11 p.m. Saturday, 9 to 6 on Sunday. J. P. Finnigan from 10 to 2, Big G. Walters from 2 to 6 and the rage and raging Dave Mickie from 6 to 11 drew Saturday's crowds, with Lee Vogel from 9 to 12.30 and Norm Perry from 1 to 6 on Sunday.

CHIC's trailer, a familiar sight in its coverage area, was at its BiffBurger from 9 to 9 on Saturday, 12 to 9 on Sunday, with personalities Lionel Salisbury, Gerry Godin, Reg Gale, Bob McBean and Hal Scholz.

The campaign was built on an "Indian" theme, with Big Chief Winco welcoming BiffBurger to the tribe. A teaser campaign of "head for the hills, the Indians are coming" was carried on with stickers on the Winco mail, banners in other Winco restaurants, and on the telephone, as well as on radio.

Mili discussed the theme with each station, leaving each one to write its own copy and "the commercials were all terrific, terrific," he says.

A group of Indian dancers did a circuit of the BiffBurger locations during the two-day remotes, perform-

## RADIO GETS BIG DEAL

RADIO STATIONS across Canada — virtually one to a market — get a real shot in the arm from a new program, devised, produced and sold by Norris Mackenzie of G. N. Mackenzie Ltd.

Sponsored by Imperial Tobacco for Matinee cigarettes, and featuring veteran pianist Lou Snider, a musical game called *Musical Charades* has been placed on over 40 English language stations and upwards of a dozen French by Cockfield, Brown & Co. Ltd., Montreal.

*Musical Charades* has been booked in 2½ minute segments running four times a day Monday through Friday on the English stations, and 3 minute segments running five times a day on the French ones. Contracts are for 52 weeks.

ing Indian dances in costume. Another attraction was the Great Gordi, who escaped from a straitjacket while suspended upside down 100 feet in the air.

But these feats were second to the feat performed by radio for Winco. "Sales have been up ever since the remotes," reports Mili proudly. Twenty-nine thousand BiffBurgers. That's 150 head of cattle.

## Where to Stay in NEW YORK CITY

Stay on the fashionable East Side . . . one block off Fifth and Park Avenues . . . a stroll from business calls, Rockefeller Center, Radio City Music Hall, shopping and entertainment. Every room & suite has TV, radio, individually controlled air-conditioning.

Singles: \$5.50-\$13  
Twins: \$9.00-\$15

FAMILY RATES  
FREE PARKING

# Winslow

HOTEL

Madison Ave. at 55th St.  
New York 22  
PLaza 3-6800

The trend is to balanced programming

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

## Why Choose Tarzian Recording Tape?

■ Tarzian Tape is manufactured to professional quality specifications by Sarkes Tarzian, Inc., a leading manufacturer in the electronics and communications industries. Given good sound in the first place, Tarzian Tape will keep it for you —and give it back undiminished and undistorted. There are four sizes, from which you can choose the right one for every recording requirement:

- 1½-mil acetate in 3, 5, 7, 10½, 14-inch reels plus hubs;
- 1-mil acetate or 1-mil Mylar\* in 3, 5, 7, 10½, 14-inch reels plus hubs;
- ½-mil tensilized Mylar in 3, 3¼, 5, and 7-inch reels.

Look at a reel. The oxide surface is smooth, tightly bonded—your protection against flaking, abrasion, wow and flutter. The windings are perfectly slit, perfectly wound—that's tape to capture every high, to give you virtually flat response for all recording frequencies. Now listen. You'll find distortion less than 2½% at maximum recording level (as measured by U. S. Navy Specification W-T-0061); uniformity that stays within plus or minus ¼-decibel from "Record" or "Play-back" to "Stop."

We don't know where you can find better audio tape than Tarzian —at a price that makes it practical for every recording assignment. We'll deliver a reel or a carload. Just say the words. Tarzian Tape. Write for a free sample and attractive prices.

\*DuPont Trademark.

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Indoor sports are fine —  
if they'd just go home at a decent hour

# CFCN RADIO/TV CALGARY



# What is an Announcer?

A YOUNG HOPEFUL asked Richard Savage, of CHWK, Chilliwack, B.C. a simple question — "What is an announcer?" Here is the reply he received from Richard, who, in reply to our enquiry wired: "Am newscaster and commentator for Fraser Valley Radio — no title — just money."

AN ANNOUNCER IS A WALKING house of mirrors, a maze of distortions and feigned transparencies.



To his audience he has as many shapes, sizes and personalities as they have imaginations.

To his boss he's a goofball who will inevitably turn out to be a lush, addict, floater or goldbrick.

To his family, if he has one (or time for one), he's an unpredictable mass of unco-ordinated nerve endings.

To his doctor he's a potential perpetual invoice for an ulcer.

To himself he's a maze of emotional capillaries, frustrations, unfulfilled ambitions, doubts, fears, inadequacies, minor triumphs, conceits and often a touching sincerity.

On the surface he is glib, suave, sophisticated and slightly mysterious; under it all he is the sum total of other men but in privately magnified proportions.

He is a controlled schizophrenic. He has at least two faces; one he shows his listeners, one he wears at home. The latter is invariably in-

fluenced by the former but they remain separate and distinct.

His profession forces him to be all things to all people. He must be cheerful and bright at six o'clock in the morning when he would far rather tell the world in general, and the microphone in particular, to go straight to hell. He is not allowed to have any visible feelings except those acceptable to a range of listeners, a range so broad it cannot be covered and all cannot be pleased. Yet he is compelled to try.

He is much more than someone who insinuates or shouts commercials in which he does not believe, more than someone who picks records, introduces them, reads the news, or chatters merrily at any time upon any conceivable subject.

He is a psychological chameleon, shifting and changing colors and complexion with every mood of a capricious, often inept, copy department as it tries to sell dimity drawers with mildew resistant crotch, prepaid burial plans, stale bakery goods, snowshoes in August and cough syrup derived from kerosene.

He must appeal to spinsters proud of their antique virginity, and spinsters who wish to God someone would relieve them of it; married women who project their problems onto his shoulders; harassed husbands who'd like to see their families burned at the stake; sponsors who demand that he extol the virtues of tennis shoes and manure spreaders; kids who want a cure for swimmers' itch and senior citizens who nod and wink and cough and spit and hack, but who can't seem to sleep well or bring up their phlegm unless he reads "Home Sweet Home" by Edgar Guest; Scotsmen who want to hear "The Scottish Soldier" every blessed morning promptly at 7:07½, and Jews who demand to know why it isn't "Adonoi Elohenur"; in short, a collection of 107,644 individuals with problems, likes, dislikes, pursuits, avoidances, desires and aversions who expect him to sympathize and share them all to the exclusion of the other 107,643.

He must enunciate the English language in constant dread of a faux pas or second choice pronunciation; toss off French, Greek, Italian, Spanish and Lower Slobbovian the way he would a sotto voce "Screw you"; he must blithely wade through Kasavubu, U Thant, Couve de Murville and Radhnakhrishnamaktu as though he'd called them by their first names all his life.

He must work himself into a lather praising the wonders of those vibrating adenoids that produce Hootenannys and western records, all the while he loathes anything but Buxtehude, Bach or Schumann.

He must buddy-up to the gum chewing, behind-scratching, nose-picking mob that falls into seizures of ecstasy whenever Conway Twitty gyrates his vocal colon.

He must speak impeccably about the use of contrapuntal chiarascuro

in Stravinski's Le Sacre du Printemps when he doesn't know a harmonica from a bull fiddle.

He must, with dignity and importance, lend concern to news items about daffodil teas, the School Board's award to the first student who produces pubic hair, the construction of a portable toilet on the miniature golf course, the depth of Sheisskopf Creek at 6 o'clock, and a debate between Grade III bread-snappers on "Shall we carry lunches to school?"

He must spiel excitedly about Mickey Mantle's jockey rash, the fact that Jack Nicklaus dropped a tee on the fifth hole, that the Sylvester Shnook Little Leaguers held practice in somebody's back yard, and the glories of Boom Boom Geoffrion's educated sphincter muscle, even though the distraught word-jockey doesn't know how to pick up a tidlywink and cares less.



He must every day of his life leap in the course of ten seconds from hysterical laughter at a caller's experience with her pet canary who peed on her uncle's bald head, to unctuously embracing the recently bereaved with funeral announcements (and God help him if he doesn't get the name right. Some of the bastards die just to get their obituaries read).

He must unscramble mutilated wire copy, typed copy, handwritten copy, unangle the participles, correct the punctuation and hope he isn't left with too much egg on his face.

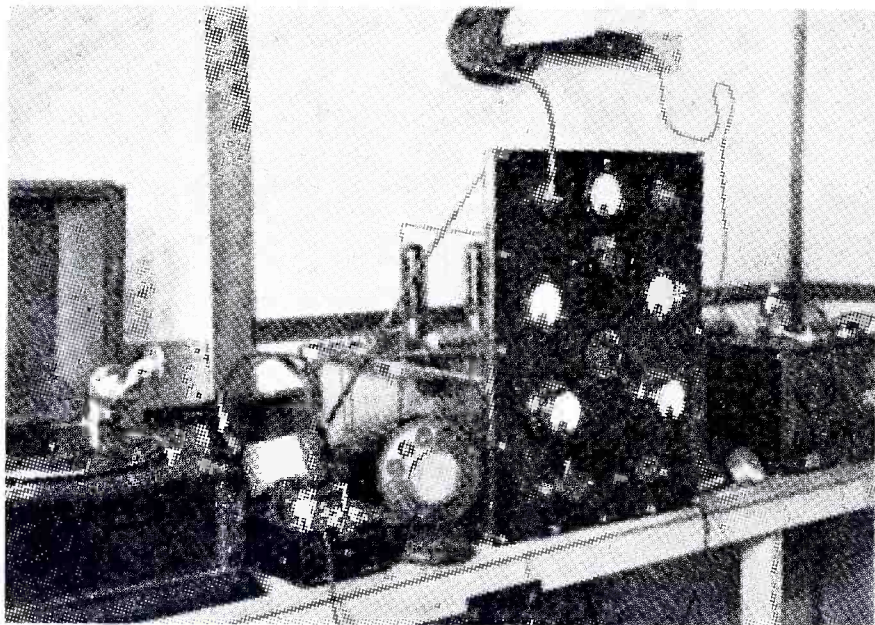
He must leap lightly from pork and beans to feminine frou frou without sounding too much like a complete idiot or one whose gender could easily be suspect.

He must never cease to ooze empathy, rapport and intimacy even though tormented by toothache, hangover, rheumatism or piles.

He must agree with a mouthy Liberal one minute and a mouthy NDP the next. He must smile peacefully and holily at the assured preacher who has come in to whine a prayer copied from a Sunday School book for the spiritual elevation of the great unwashed and monumental boredom of Jehovah.

He must listen patiently to all the telephoned complaints, the while he wonders if anyone will ever toss a bone of compliment.

He must dress in a suit and tie to meet the public that wanders in in overalls.



**This is a  
Radio Station  
of Major  
Market  
Calibre!**

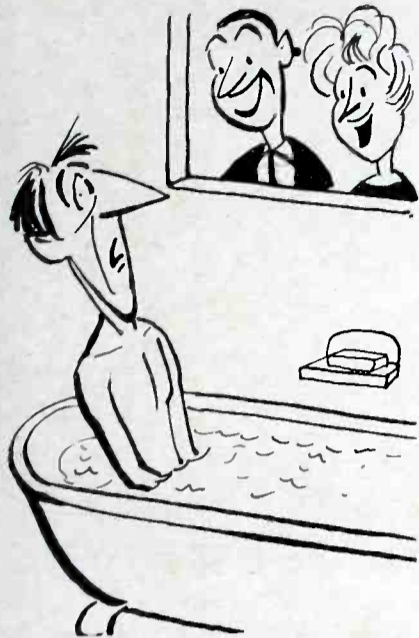
Complete. Unabridged. The total operation at CFQC, circa 1923. Now a station of major market calibre, this pioneer broadcast group celebrates its 40th birthday July 18. Celebrates with business as usual: The production of new ideas for promoting YOUR campaigns in their broadcast area (informed, of course, by that forty years' experience!) CFQC — the most successful radio station in Saskatoon.

**CFQC  
SASKATOON**



He must live in dread of the program director who has plenty of time to chew him out but is too busy to spend ten seconds patting him on the back. He must be good but not so good he threatens the position of senior big time operators.

He must co-exist with thirty other people who daily plow through the same eleventh circle of Purgatory.



He has no private life of his own but is the property of anyone who recognizes him. He can't be one day late on a bill or his creditor will slyly call the station manager, knowing damn well he'll squeeze the miscreant bloodless rather than tarnish the station image. He can't live within his means or it will look as though he isn't properly paid, and he can't live beyond his means or it will look as if he's extravagant.

He must be satisfied with less pay than unionized janitors, but exude the affluence of a minister of finance, and he must never cease being grateful for the opportunity of being a minor celebrity.

He may get cold, hungry, sick and have patches on his pants, but he must never ask for a raise.

If one comes, he must weep in humility and end up working another twelve hours a week for it.

He must "fill in", "double up", "switch shifts", "cover", and go limp with gratitude for the opportunity.

He must be a talented, educated, experienced, compatible, personable, well adjusted fake.

He doesn't want to stick it and he doesn't want to chuck it.

And you want to be a radio announcer?

Better you should drop dead, already!

## Ohio Awards

# CBC Scores Ten Times

TEN OHIO AWARDS were presented to the Canadian Broadcasting Corporation at the 27th annual Exhibition of Educational Radio and Television Programs in Columbus, Ohio, last month. CBC again topped all U.S. networks in the competition, sponsored by the Institute for Education by Radio-Television of Ohio State University, winning seven top awards and three special commendations, five to radio and five to TV.

Three Canadian private stations entered the competition — CKVL Verdun-Montreal, which won two awards last year, CFPL-TV London and CKOY Ottawa — but didn't carry off awards in strong competition under tightened regulations. The number of categories was reduced this year and series which had won in the past two years were ruled ineligible for entry.

CBC's award winners in radio were:

*Pictures in the Air* series, represented by *Thar She Blows*, the story of a whale hunt off the coast of Greenland, produced by Fred Laight, Vancouver, in co-operation with the B.C. Department of Education. Top award in the Fine Arts and Humanities category for children and adults.

*Summer Fallow* series, represented by *The Awakening*, a drama about a twelve year old farm boy's growing awareness of the process of birth and life, written by Charles Israel and produced by Lawrence Gosnell. Special commendation in the Fine Arts and Humanities category for programs for adults.

*CO<sub>2</sub>, the Life Saver*, representing the Health Science series of school broadcasts, which explains the need for carbon dioxide and its function in the human body, produced by Kay Sadlemyer, Regina, in co-operation with the Saskatchewan Department of Education. Top award in the Natural and Physical Sciences category for programs for children and youth.

*Aspects of Canada* series on *Radio International*, represented by *River of Canada*, the story of the St. Lawrence from 1534 to the completion of the Seaway, based on the book, *The St. Lawrence*, by William Towe and narrated by J. Frank Willis. A CBC International Service transcription, produced by Edward Devlin, Montreal. Top Award in Social Science category for adults and youth.

*Issues in Modern Canada* series, represented by *American Influences*

on *Canadian Life*, showing the U.S. influence in popular music, fashions, art and attitudes, produced by Digby Peers, Toronto, in co-operation with the Ontario Department of Education, for CBC school broadcasts. Top award in Social Science category for children and youth.

CBC television programs winning awards were:

*Camera Canada* series, represented by *The Looking Glass People*, a study of the life of a ballet dancer, produced by Norman Campbell. Top award in the Fine Arts and Humanities category for programs for adults.

*The Nature of Things* series, represented by *Count on Me*, explaining the history and operation of computers, produced by Jim Murray, featuring Professors Patterson Hume and Donald Ivey of the physics department, University of Toronto. Top award in the Natural and Physical Sciences category for programs for adults.

*The Ideas of Physics* series, represented by *Order or Chaos*, which relates the order of the macroscopic world to the chaos of the microscopic world, produced by Leonard Weinstein for national school broadcasts. Top Award in the Natural and Physical Sciences category for children and youth.

*The Place of the Skull*, a special Good Friday program telling the story of the Crucifixion and Resurrection with music and drawings, produced by Vincent Tovell with soloists Eleanor Collins and Charles Jordan and narrator Peter Donat. Special Commendation in the Personal Problems category for programs for adults.

*Arms and the Man*, a two-hour film of the Manitoba Theatre Centre

production of the George Bernard Shaw play, produced for CBC by Alwyn Scott. Special Commendation to CBC, Manitoba Department of Education and Manitoba Theatre Centre in the Fine Arts and Humanities category for programs for adults (local).

Of 40 possible awards in television categories, only 22 were given this year — there were no entries in eight categories and in ten categories the entries were not considered to be of award-winning standard. In the radio competition only 17 of the possible 40 awards were made — there were no entries in 13 categories and in ten categories no awards were warranted.

In television network top awards, CBC led with three, with NBC and CBS winning two each and ABC one. In network radio, CBC won four top awards with Westinghouse Broadcasting taking one.

OUR  
SPONSORS  
ARE  
BUSY  
PEOPLE!

CHOV  
RADIO-PEMBROKE

See Paul Mulvihill

## RADIO NEWFOUNDLAND

**VOCM** · **CKCM** · **CHCM**  
59 10,000 watts · 62 10,000 watts · 56 1,000 watts

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

**CFAC**  
CALGARY

**RADIO**  
**1**

**FOR**  
**HOUSEWIVES**

Contact your  
ALL-CANADA man

July 4th, 1963



# OV-TV



# OVER THE DESK

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

## STATE OF THE INDUSTRY

THE TELEVISION BUREAU OF Advertising has a new executive vice-president who started his duties July 2, and brings to the industry 14 years experience as a top space salesman for the Canadian edition of *READER'S DIGEST*.

This is Edward P. Lawless, 43, who broke into advertising as a Junior Joe with N. W. Ayer, joined the navy at the age of 20 as an ordinary seaman, won his commission and retired a lieutenant commander.

Speaking for the TvB executive committee, Bill Byles, president of Stovin-Byles Ltd., told a meeting of trade press representatives it had been agreed that television advertising needed a "new approach to selling at the top management level."

From the beginning of television in 1952, TV was bought and not sold, he said. Then new stations and the new network had diluted the revenue, and there had been no appreciable increase in billings for the past two years.

Bill Byles emphasized they had not obtained Ed's agreement to head the Bureau easily. He and the committee had been wooing him since as long ago as last December. They had also interviewed between 50 and 60 applicants. Finally, Ed had agreed.

Ed, who seemed more interested in receiving information than handing it out at the press meeting, admitted he decided to take on the job because it was a challenge to invade a new field with which he was not familiar except as a keen competitor.

He said, in effect, "I know many people who use print and no television in their advertising; I also know many who use television and no print. I feel I am in a good position to show the print advertisers what they have been missing from my experience trying to unsell the TV advertisers in the past."

Drawing on his experiences when he was in the opposing camp, Ed said he found TV vulnerable as a competitor on the research side. He felt sure a great deal of TV research had been undertaken which had yet to be effectively exploited, because so many, and sometimes conflicting, services were available.

"It is essential," he said, "that TV research must not be suspect. Besides *presenting* research," he went on, "we have to *sell* it to the media people in the agencies."

Repeating that he could only speak of his impressions as a space salesman, he said he had often puzzled



over the impression he then had that while TV has successfully sold a great deal of merchandise, it does not seem to have explored the public-relations-image field of advertising.

Ed gave this reporter the idea that at this particular meeting, he was speaking, not as a print man, not as a TV man but as an advertising man.

On the personal side, Ed Lawless is an enthusiastic yachtsman, owner and skipper of the schooner *Seneca*, which he sails out of the Royal Canadian Yacht Club, Toronto, numbering in his amateur crew, one Ralph Draper of Foster Advertising.

Short and stocky in appearance, with humor definitely apparent in his eyes, frankly outspoken when he has the mind, Ed bears a striking resemblance, from a personality as well as a physical point of view to the late Harry Sedgwick.

## STATE OF THE BUREAU

At this point, the TV Bureau, which just finished raising its rates materially to meet the expense of new management, has an extensive roster of members.

There are 31 private station members; five Television Representative companies, which is the full complement, the English and French languages networks of the Canadian Broadcasting Corporation and twelve CBC stations.

Ed Lawless, as executive vice-president, will be in complete control of the Bureau and its work. On the staff at this time are Dave Brydson, retail sales manager and Murv Austin, office manager and research director.

The executive committee consists of Jean Pouliot, CFCM-TV, Quebec City, representing the CAB, who is president; Orville Shugg, of the CBC representing that body, vice-president; Bill Byles, Stovin-Byles Ltd., vice-president; Reo Thompson, All-Canada Radio & Television Ltd., representing the Repts' Association; and Bill McGregor, CKCO-TV, Kitchener.

## THE EYES HAVE IT

A RESEARCH TECHNIQUE used by psychologists to measure perceptive levels and response factors in human beings and animals may soon be used by manufacturers to determine product and advertising acceptance.

Dr. Ernest Eckhardt Hess, faculty member of the Perception Research Laboratory of the University of Chicago, and a consultant for Interpublic Inc. (which owns the advertising agency, McCann Erickson and, earlier this year, announced a partnership with McDonald Research Ltd., Toronto) unveiled this technique to many of the research brains of the Toronto advertising agencies at a McDonald reception in Toronto last week.

Dr. Hess told how he and his associates had discovered that, when exposed to something pleasant the pupil of the eye expands and that when the "something" is unpleasant, it contracts.

To measure these reactions, they use a repeating camera, which makes a succession of photographs of the pupil as it is exposed to an object.

For example, a picture of a small baby showed a substantial response from women and practically nothing from men.

Further information will appear in an early issue of this paper.

And with these few words I'm going to call it a day, so buzz me if you hear anything, won't you?

*Dick Lewis*

Canadian Broadcaster



OVERALL VALUE —  
TELEVISION

Upper Ottawa Valley viewers watch  
CHOV-TV, Pembroke almost 3 times  
more than other stations.

BBM Spring '63 —  
Call Paul

Only One Medium —

**CFCL-TV**

blankets  
the entire

Timmins

Kirkland Lake

Kapusking

Rouyn-Noranda

markets

Paul Mulvihill  
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality  
television stations

CKVR-TV, Barrie

CJCH-TV, Halifax

CHOV-TV, Pembroke

CFCL-TV Timmins

Is it progress if a cannibal uses a  
knife and fork?

**CFCN** RADIO/TV  
CALGARY



# HAND LOTIONS WON'T WASH DISHES

by BEN HOLDSWORTH

WHAT WOULD YOU DO if you had this problem?

Your client is the Purex Corp. Ltd. of Toronto, makers of Dutch Cleanser and Sweetheart Toilet Soap. The client is not one of the largest of the soap companies. Its advertising and merchandising budget is not in the class of the "Big Three". But Purex is determined to enter the highly competitive liquid detergent field.

The product name is Trend. It is felt to be the equal of any similar products on the market, but will be priced in between the national brands and the price brands on the market.

What is to be the strategy? What media plan will you use? What copy approach? This was the problem faced by the Toronto advertising agency Goodis, Goldberg & Soren, several years ago.

The decision at the outset was to build distribution and retailer acceptance market-by-market, using radio to back up local promotion — and to proceed slowly and deliberately.

Ontario and Quebec, especially Toronto and Montreal metropolitan markets, were selected to head each wave of building. Until the spring of 1963, radio was the only medium of advertising for consumer penetration.

Radio has been used in spot waves in the following markets: Toronto, Montreal, Winnipeg, Vancouver, Calgary and Edmonton, and certain smaller markets important as distribution centres.

During the past year, however, the strategy has broadened. Whereas the first year or so the problem was to build retail acceptance, with a consequent use of radio to support promotion activities, including contests, more recently the serious job of building the product personality (the agency's term) has been more prominent.

"We have a long-term plan," says Jerry Goodis, president of the agency, "and it definitely includes more radio."

## SEALS OF APPROVAL

"We have a lot of things going for this product, in our opinion," says Rube Blazer, account supervisor for Goodis, Goldberg and Soren. "First of all is, of course, product quality — equal to any other and superior to many. Then, we have a very favorable price against the so-called leaders. You will note that Trend is the only advertised liquid detergent which has a definite pre-marking price policy. The consumer knows exactly what the price is. And, important we believe, to prove product quality, are the three seals of approval — those of GOOD HOUSEKEEPING, CHATELAINE and PARENTS' MAGAZINE.

"We decided to use the non-nonsense approach in our copy," says Mr. Blazer. "We think some of the competition is going a long way out on a limb into unbelievability with claims for hand-lotion qualities in

their dishwashing products. It's nonsense. So, we decided to attack it. And we did so in our radio copy — and just recently in the second medium we have used, transit advertising."

As Jerry Goodis puts it: "Some brands were trying to give the impression their product contained hand lotion and might actually improve the hands. This, of course, doesn't make sense to us. We have used as one of our copy points — in fact a headline in one of the transit ads — 'Would you wash dishes in a hand lotion?'"

## NO NONSENSE APPROACH

In radio, and more recently in Eastern Canadian car cards, Trend copy has stressed this "no-nonsense approach", including such phrases as "Trend won't make your hands like your daughter's, but it will clean your dishes astonishingly well . . ."

As a matter of fact, says Jerry Goodis, telling the truth is "all we did . . . if you want smooth, lovely hands, don't wash dishes . . ."

Has the approach worked? Yes, say the agency people responsible, working with Reg Fairbanks of Purex Corp., Limited.

"We are not out for any particular share-of-market . . . we don't go out to buy any segment of the market the way the big boys do. But, in our plan is increased advertising as sales increase. And we're increasing both very nicely," says Mr. Blazer.

"The spring flight of advertising, in which transit (car card) advertising was used also was restricted to Eastern Canada — Ontario and East, including all the major markets. We even asked people to write in to Purex to say whether they thought that Trend was as mild as a hand lotion . . . no promises of gifts or prizes, really . . . and the response was in the thousands . . . amazing!" said Mr. Goodis.

## TO TELL THE TRUTH

The plan for the Fall-Spring period of 1963-64 is to spread the good word and the good (apparently working) plan to other markets in Western Canada, using the combination of radio and transit media.

"We had the successful flight of car cards in Ontario and East during the Spring. We will step up radio in this section of Canada in the Fall, possibly beginning in September," says Rube Blazer.

"Then, in the Fall, we will introduce the transit campaign in Winnipeg and West, with a step-up of radio to follow in that territory," he said. "This will bring our intensification in Winnipeg-to-Vancouver to the same level as in the East."

On the copy approach: the agency has attracted attention for this and other clients in the past several years for its originality, and for what might be called the "light touch" (the agency does not use this term).

Goodis says, "We just decide to tell the truth, whatever the product may be . . . it shows the consumer is a lot brighter than given credit for. All we try to do is to talk sense . . . after all, if you want soft lovely hands, let the maid do the dishes! Isn't that being honest?"

As for plans in the areas of television and other media, "We aren't going to run before we can walk," says Mr. Blazer, the account supervisor. "Radio has worked because we can build the product personality, and we can buy the markets we want, when we want them . . . and this is true of transit media . . . a good combination in our opinion . . ."

Has the Trade accepted Trend? (The Retail Trade, that is.)

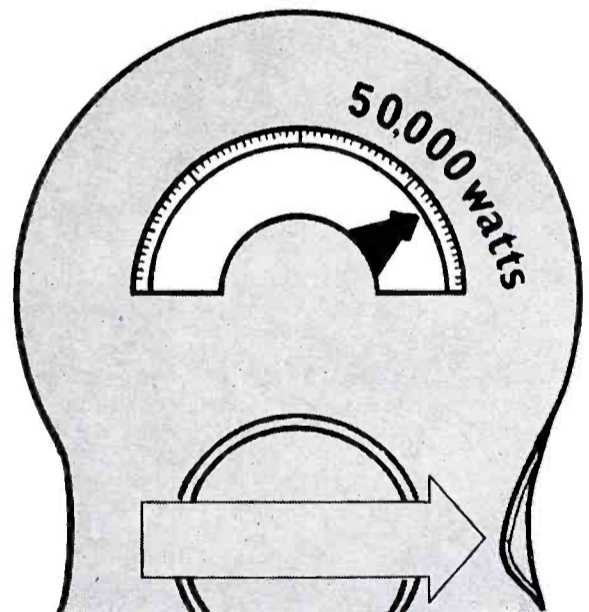
Says the merchandising manager for one of the big three supermarket chains in Ontario: "We give them shelf space today we would never have considered a year or two ago . . . and it turns over. No off-label deals, no tack-on premiums. It seems to be moving, or we wouldn't keep it . . . in this business."

The district manager for a major chain: "We like it, because it moves . . . and it's pre-marked . . . a lot of our customers complain about those off-label discount deals, you know, and they think we cheat on them because the price marked should be reduced by the off-deal, when our own mark reflects the new net price . . . and Trend is moving, which is the real point . . ."

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

RADIO-1280 RADIO-1280

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



## RESERVED

for selling in Edmonton

## CFRN • RADIO

1260 on the dial

Radio Representatives Ltd.  
Montreal, Toronto, Winnipeg, Vancouver  
U.S.A. Young Canadian Ltd.



**MARKET NOTES**

**SHOP CLOSING:** New legislation adopted in the Newfoundland Legislature removes restrictions on hours of shop closing, permitting stores to determine their own opening and closing hours. A condition is that employees must be paid time and a half for over 40 hours a week. Stores are obliged to close only on Sundays and statutory holidays.

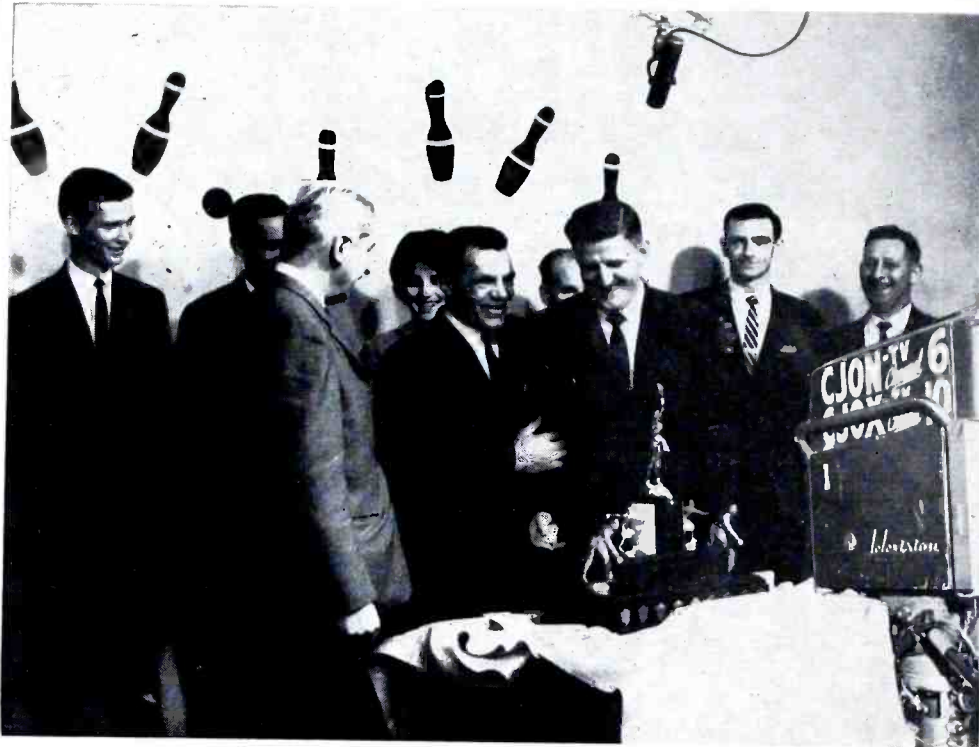
**HIGHWAYS:** Highways Minister Dr. F. W. Rowe has announced 16 new contracts for Trans-Canada Highway work in Newfoundland, totalling \$19-million. When the contracts are completed, Newfoundland will have 347 miles of paved TCH and another 78 miles ready for paving. Contracts are to be awarded this year for the other 150 miles.

**TOURIST TRADE:** Officials say Newfoundland is better equipped than ever before to welcome tourists and conditions are improving daily. The tourist industry was worth nineteen million dollars to the province in 1962. It's only a fraction of what it can and will be when the province is ready to welcome visitors on a large scale.

**INDUSTRY:** An attempt is being made to build up a cattle-raising industry in Newfoundland. A newly-formed company, Trans-Canada Packers Ltd., is importing 600 head of cattle from Saskatchewan this summer to graze on the wild grass meadows of Mortier Bay on Newfoundland's Burin Peninsula. The company also proposes to establish a meat-packing plant in the area.

**QUICK FACT:** Dates for the sports salmon fishery in Newfoundland this year . . . May 24th to Sept. 15th.

**The Power of CJON-TV Demonstrated By All-Star Bowling Show**



The power of CJON Television in Newfoundland is nowhere more ably demonstrated than in its ALL-STAR BOWLING SHOW.

**NOT ONE**

Three years ago, when the show started, there was not a single commercial bowling establishment in the province.

**BOWLING PICTURE**

St. John's did have 25 lanes in four private clubs. The RCAF had two lanes in Gander and there were two lanes in Buchans. That

was the province's bowling picture.

**MORE INTEREST**

Now, three years later, and directly attributable to the weekly bowling show on CJON Television, through which interest has snowballed, the picture has broadened to embrace these new facilities:

Corner Brook (18 lanes — 12 more on order); Grand Falls (12); Bishop's Falls (4); Lewisporte (8); Gander (12); Clarenville (8); Grand Bank (8); Placentia (8); Harbour Grace

(8); Bay Roberts (8); Kelligrews (8); Goulds (8); Mount Pearl (12); and St. John's (50). In addition, six other eight-lane bowling houses are planned.

**TV SHOW**

Howie Meeker, host on CJON-TV's ALL-STAR BOWLING SHOW, says many long-time bowlers readily admit that the program has been the main factor in the great surge of interest in bowling. "That has been tremendous growth . . . in just three years", he says.

**CJON Encourages School Choirs**

CJON Television is encouraging school music groups within its coverage area to add more ambitious projects to their repertoires.

**WEEKLY PROGRAMS**

Over the past several months school choirs have been appearing on television in weekly programs, and most of them started

out with straight voice efforts. Since then they have been trying new and difficult things.

**OPERETTA**

For instance, one group presented an operetta which could be regarded as the highlight of the season. The difficult production was widely acclaimed as a magnificent effort. Another

group presented what they called "Cindyella", a Newfoundland skit.

**TWELVE CHOIRS**

Twelve school choirs have appeared on the series, some of them consisting of as many as 85 voices. School music teachers work closely with CJON-TV and its music director, Eric Abbott, in the rewarding work.

SEE OUR HARD WORKING REPS

STOVIN-BYLES  
IN CANADA

WEED & CO.  
IN THE U.S.A.

**AUTOMATION**

In keeping with the trends of today, we understand that Edward R. Murrow is planning a new program called "Button to Button."

**AUDREY STUFF**

Then there's the gal who was so dumb she thought they ought to instal a clock on the Tower of Pisa, because it's no use having the inclination when you haven't the time.

**VEILED THREAT**

The account executive was quite put out over a note he received reading: "Lay off my wife or start making your will." He realized the writer meant business, but the threatening letter was unsigned.

**TRUISM**

Figures don't lie, but liars figure.

**JOURNALISTIC RAT RACE**

Then there's the TV columnist who had to do a rush job on the show he was reviewing, in order to see it on the air himself.

**SIGNUS TROUBLE**

There actually is a Toronto wholesaler who does business under the firm name and style of Egos Products.

**AIN'T HE GOT CULTURE**

"I know whom you are," said Eric, for he had been to night school.

**ROUND AND ROUND SHE GOES**

... the fellow who lost his health getting wealthy and then spent his wealth getting healthy.

**GIFT HORSE**

It was a deadly audience I had to address, but I couldn't tell them what I thought of them, because, this time, they had paid for my lunch.



# CTV NETWORK — HERE I COME!

A **NATIONALLY TELEVISED** grand final will cap this year's Miss Canada Pageant, which is "under new management" and completely re-vamped by its new organizers, Miss Canada Productions.

television. They are particularly proud of two features of the Pageant as they have organized it.

First is a non-profit Miss Canada Scholarship Foundation, independent



Howard Anderson Photography

**ALMOST ALL FACETS** of the Miss Canada Pageant were represented at a press conference held this month. Left to right, Yves Mercier of Batten, Barton, Durstine & Osborn Inc., Montreal, account manager on the Pepsi-Cola account, co-sponsors on the national final on CTV; Walter Pasko, president of Miss Canada Productions; Bill McKinney, director of public relations for Kitchens of Sara Lee Inc., co-sponsors of the televised final through Cockfield, Brown & Co. Ltd., Sylvia Rundle, secretary in the promotion department of CTV, who plans to enter the Pageant; H. M. "Bud" Turner of MacLaren Advertising Co. Ltd., account supervisor on the Polaroid Corporation account, third co-sponsor of the TV final; and Michael Hind-Smith, vice-president, Programming, CTV.

The CTV television network will carry the final 90 minutes of the Pageant from the O'Keefe Centre in Toronto November 10. Sponsors will be The Kitchens of Sara Lee Inc., through Cockfield, Brown & Co. Ltd., Pepsi-Cola Canada Ltd. through Batten, Barton, Durstine & Osborn Inc., and the Polaroid Corporation through MacLaren Advertising Co. Ltd.

Some twenty preliminary contests in centres from coast to coast will carry on the "Search for Miss Canada 1964" with local competitions, and Miss Canada Productions is offering franchises to TV and radio stations, newspapers, and civic and service organizations. Six local "princesses" are already in the running, chosen under the previous owners of the "Miss Canada" title, whose commitments will be fulfilled by the new company.

Principals in the new firm are G. Walter Pasko, Barry Home and Patrick Lyons, who have a total of 47 years of experience in promotion and advertising, showbusiness and

of Miss Canada Productions, with its own board of directors, by which more than \$5,000 in scholarships will be awarded this first year. Contributors to this foundation will include The Kitchens of Sara Lee, Pepsi-Cola, Polaroid and the O'Keefe Brewing Co. Ltd.

Also, part of the proceeds of the Miss Canada Pageant will go to the Ontario Heart Foundation.

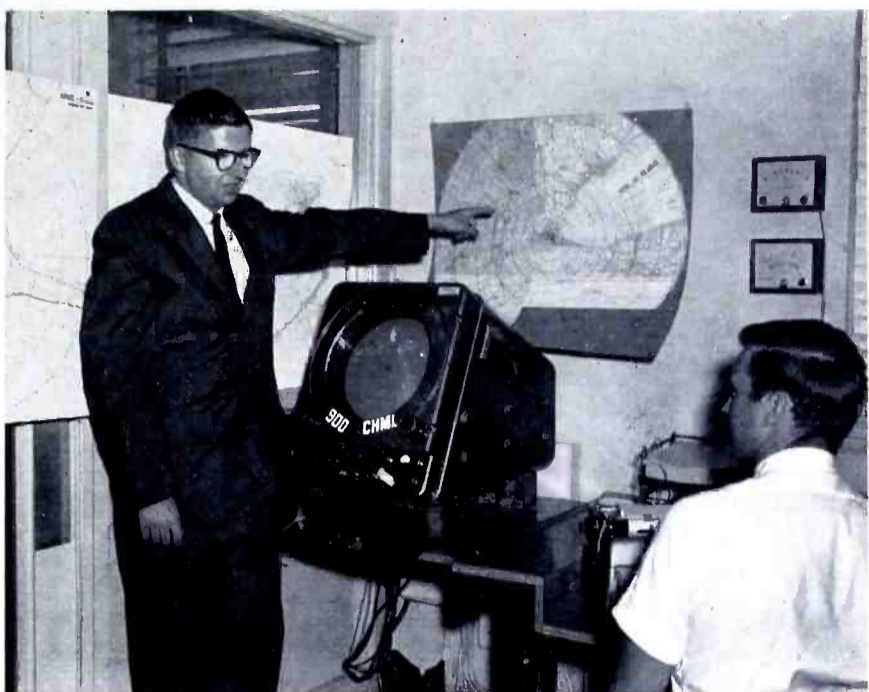
"In all major respects it will parallel the famous Miss America Pageant across the border," says Pasko. Many of the rules and regulations of the contest are similar and it is expected the television program will also follow the U.S. pattern, with an internationally-known Canadian master of ceremonies.

SAY YOU SAW IT  
IN  
THE BROADCASTER

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

## Weather by Radar

# What to Wear — When to Picnic



Tom Bochsler Photography

**AFTER STUDYING** the radar screen, CHML news director Don Johnston (left) points out a map reference to newscaster Bob Hooper, preparing a radar weather service report that will pinpoint any precipitation within a 60-mile radius.

WONDERING WHAT TO wear to the office, whether to plan a picnic, when to hang out the laundry? CHML Hamilton, in response to some 300 phone inquiries a day, almost double that number on weekends, has inaugurated what it believes to be Canadian radio's first radar weather service.

With the radar tracker mounted on the roof of a downtown building, the radarscope installed in the newsroom, and some 30 or 35 members of the staff trained to handle the equipment, CHML can now detect rain, hail, snow and sleet anywhere in central and southern Ontario, track the storm, plot its path, gauge its speed, and predict precipitation in its coverage area almost to the minute.

In operation since May 31, the radar weather service has been well-received and an unsolicited testimonial came from Geoff Lewis, Canadian general manager of Community Club Awards, who shares BROADCASTER'S address and commutes Hamilton way. He recently heard CHML's radar weather service warn-

ing listeners of a rainstorm in 45 minutes — 30 minutes — 15 minutes — and so through the count-down till the first raindrops hit his windshield right on cue. "Fantastic," he says. "Amazing."

The station had been contemplating radar equipment for some years but just recently located equipment that met both its standards and its price, made by Decca in England and similar to that in use at Malton, Goose Bay and Vancouver airports.

The radar equipment information is used with regular Dominion Public Weather Office forecasts, and with the knowledge and experience of John Wingfield, chief meteorologist at the DPWO in Hamilton.

Local and district newspapers, billboards and bus advertising are all being used to alert listeners to the new weather service. "It's a tremendous new tool of public service," the station says. "Another extension of the kind of complete service radio must give its listeners to be the complete information medium."

## THE FRENCH VOICE OF THE OTTAWA VALLEY



**CKCH**

HULL OTTAWA

Representatives:

STANDARD BROADCAST SALES, TORONTO, MONTREAL  
WEED & CO., New York



# STATION BOOSTS RADIO — ANON

A NATIONAL RADIO Month promotion which boosted radio in general without mentioning its station in particular has won CJOB Winnipeg the Broadcasters Promotion Association first place award for excellence. The award will be presented to a representative of CJOB at the BPA fall seminar in San Francisco.

The campaign that topped competition from stations throughout North America was simple, direct, single-voice soft sell — for example, "May is National Radio Month, the period

when it is the privilege, if not the dignified duty, of broadcasters everywhere to remind their listeners that there is no medium of communications that renders a community service, 24 hours a day, 365 days a year, comparable to radio. If we may serve you better, your wish is our command."

The campaign was written by CJOB's creative director, Roy McDonald, with no mention of CJOB and full concentration on the radio industry as a whole.

## TIES IN WITH ETHNIC CONCERT

WHEN "EUROPEAN HOLIDAY", a show featuring European entertainers, played the O'Keefe Centre in Toronto recently, CHWO Oakville linked its 33½ hours weekly of ethnic programming to the ethnic entertainment and hosted 100 advertisers and agency personnel at performances. Dinner, too, followed the ethnic theme, as guests of the station dined at the Hungarian Village, Pappio's for Italian food, or in the Franz-Josef Room.

Aim was to emphasize the fact that there is a big ethnic market in the Toronto-Hamilton area — some

700,000 people according to CHWO — and that they enjoy listening to ethnic entertainment on the station. And the station feels it got its message to the advertisers and agencies.

"I consider 'European Holiday' an extravaganza which should, and will, better the relationship and understanding of many ethnic groups not only among themselves but with their fellow neighbors," wrote Gerald Levine, media buyer with J. Walter Thompson Co. Ltd. "It was definitely an opportunity for 'us' to get to know 'you'."

## SEEK HOME FOR PRIZE PONY

A SEQUEL TO A contest four years ago is now running on CKCO-TV Kitchener.

In 1959, ten year old Gene Gillespie won a pony in a contest held on the station's cooking show, *Pepper Pot*, with Mrs. Violet Scriver. He cooked a Polar King frozen dinner, sent in a vote with a wrapper, and was the happiest boy around when he won the pony. He lived on his grandfather's farm near Stratford then, and the pony was welcomed into the family.

But now Gene has moved to Waterloo, and his pony had to be left behind on the farm. So CKCO-TV, to keep its contest-winner happy four years later, is running film of the boy and his pony on *Pepper Pot*, with Gene appearing live to appeal for a boarding place for his friend on a farm near Kitchener-Waterloo.

### TECHNICAL ENGINEER

with 7 years' experience in broadcasting; desires position with AM radio station as chief engineer. References and details forwarded upon request. Box A-695, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ont.

A limited number  
of

### DIRECTORY ISSUES

are still available  
\$1.00 each from the  
Broadcaster office.

## "THE VOICE OF GERMANY"

International short-wave radio, is looking for an experienced broadcaster

with journalistic background, pref. bi-ling. Engl.-German or French, capable of taking over a well-paid, creative and important position.

Send resumé and pic. — no tapes returned — to "The Voice of Germany", Federal Republic of Germany, Cologne, Box 344.

## MANITOBA GETS UNIFORM TIME FROM EDITORIAL CAMPAIGN



Glen Robinson, Winnipeg

**DENNIS BARKMAN, manager of CFAM, Altona, takes considerable satisfaction in setting the studio clock after his station's editorial campaign helped bring uniform time right across Manitoba.**

URBAN AND RURAL districts across Manitoba are "in time" with each other this summer for the first time since the end of World War II and CFAM Altona's editorial campaign for uniform time across its province played no small part in bringing about the legislation.

In its first editorializing step beyond the boundaries of local interest, the station launched a three-week campaign for uniform time on February 22, several days before the provincial legislature convened and announced plans to take action on the question. The station was informed of these plans in a letter from Premier Duff Roblin in which he complimented the station on its "enlightened approach" to the problem.

"In the public interest, CFAM believes there should be a uniform time system in Manitoba . . . listeners are asked to write to this station in support of uniform time . . ." the station broadcast, and well over a thousand listeners responded.

Individuals, families, Chambers of Commerce, co-operative groups, Farm Union locals, school and church organizations, petitions from small communities, all supported the station's stand. Only one letter argued the point.

Backed by the wholehearted interest of CFAM's listeners, manager Dennis Barkman presented a brief based on the editorials and the mail response to the Law Amendments

Committee. Former Premier Douglas Campbell called it a "noteworthy" brief, and NDP leader Russ Pauley said he was in "substantial agreement" with it.

"The ideal solution would be the introduction of year-round uniform time across Canada . . . we would encourage the Manitoba Legislature to spear-head a move in this direction," said the brief. And Premier Roblin has announced that he will indeed introduce this subject at the annual conference of Provincial Premiers in Halifax in August.

### DIVIDED AUDIENCE

CFAM has been broadcasting on Central Standard Time throughout the year since it went on the air in 1957, and its audience is divided about evenly between the city of Winnipeg (which has gone on daylight time each summer) and rural southern Manitoba (which has stayed on standard time the year around). But listening habits were not a major factor in the editorial campaign, the station says.

"CFAM has always had the conscious aim of creating better harmony between country and city and the time difference between rural districts and Winnipeg was causing resentment, irritation, inconvenience and tension. CFAM management felt this was an ideal opportunity to correct an obvious anomaly and take the initiative in seeking a solution," it says.

And so Manitoba now has province-wide daylight time from the Sunday prior to the Victoria Day weekend to the weekend following Labor Day, standard time the remainder of the year.

## CHARLES PERSONNEL LIMITED

Specialists in supplying  
Help of the Highest Calibre  
to the  
Advertising • Marketing  
and Sales Fields

HU. 7-1576

120 Eglinton East, TORONTO 12

### EXPERIENCED

versatile newsman, young, married. Hard, willing worker. Police, sports, especially politics. Any photography for TV. Radio or TV. Locate anywhere. Box A-696, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ont.



# CHIQ WILL HOST C & W CONFAB

THE WAIL AND TWANG of guitars will sound at the King Edward Hotel in Toronto August 30 and 31 as an expected 300 country and western music enthusiasts gather for the first national C & W convention in Canada.

The convention will be hosted by CHIQ Hamilton, which broadcasts country music 24 hours a day, with the support of the record industry.

Plans are to get the convention off to a roaring start with a five-hour party in the Ballroom of the hotel on Friday night, August 30, with entertainment by four top Canadian country orchestras and several individual performers.

A three-hour workshop Saturday morning will cover all phases of country music broadcasting and organizer Joe Forster, CHIQ's news director, hopes to have prominent broadcasters and record company executives from both sides of the border on hand for the session. "We'll answer the question, 'where does my station fit into

the C & W picture?' " he says.

Saturday afternoon conventioners will "meet the stars", with the opportunity for interviews and photographs, the stars being eleven top *Grand Ole Opry* performers 'IQ has brought from Nashville for a tour of Hamilton, London, Port Colborne and Maple Leaf Gardens in Toronto. They are Faron Young, Webb Pierce, Carl and Pearl Butler, Skeeter Davis, Lefty Frizzell, Minnie Pearl, Bill Anderson, Billy Walker, Carl Smith and Stonewall Jackson.

Following a dinner, the convention will wind up with the three-hour country and western show at Maple Leaf Gardens which will feature Canadian C & W artists as well as the eleven *Opry* stars.

Registration fee is \$15, which includes tickets to the show at the Gardens, \$5 for wives accompanying delegates. For further information contact Joe Forster, C & W Broadcasters Convention, 206 King Street West, Hamilton.

## ACA NAMES LEGATE MANAGING DIRECTOR



B. E. LEGATE HAS BEEN appointed managing director of the Association of Canadian Advertisers, it was announced today.

General manager of the association since 1957, Mr. Legate graduated from Osgoode Hall, Toronto, in 1927. Soon after graduation he joined Norris-Patterson Limited, an advertising agency later taken over by MacLaren Advertising Co. Limited. From 1942 to 1956 he served as an account executive with MacLaren's, in charge of a number of major national accounts.

Mr. Legate's appointment is in line with the continued growth and activity of the Association of Canadian Advertisers whose 165 member companies account for 75 per cent of the estimated \$500 million national advertising expenditure in Canada each year. The association recently held its 48th annual conference in Toronto.

## TOM TONNER HEADS CFMB

THOMAS H. TONNER has been named station manager of Montreal's multi-lingual station CFMB, effective June 24.

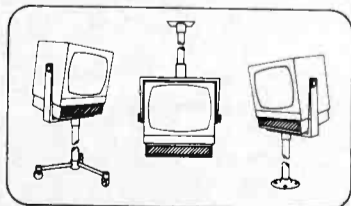
Born in Scotland, Tom Tonner saw service with the RCAF in Malta and elsewhere during the war and emerged in 1945 a flight lieutenant.

On his retirement, he joined CJLS, Yarmouth as a rookie, which was the beginning of his 18 years (to date) in broadcasting. After two years he transferred his affections to CKCW, Moncton as a salesman. He became commercial manager of this station in 1949 and general manager in 1954.

While at CKCW, he played a prominent part in the organization of a private radio network known as the Atlantic Broadcasting System, as coordinator, in addition to his station duties.

On leaving CKCW, he became general manager of CHSJ-Radio, Saint John, N.B. This was his most recent appointment.

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# CUTS & SPLICES

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

A TOP AWARD in the Melbourne (Australia) Film Festival, held last month, was won by *The Most*, Inter-Video Productions Ltd's candid study of Hugh Hefner, king of the Playboy empire.

This is the third international honor for the film, which was named the best documentary at the San Francisco International Film Festival last year and as "an outstanding film of the year" was invited to the London (England) Film Festival last fall. In re-capping *The Most's* success story, producer Dick Ballentine and director Gordon Sheppard add "so far" — the film is entered in the Montreal International Film Festival next month.

THERE'S GREAT ACTIVITY in the town of Indian River just now as A.S.P. Productions Ltd. shoot *The Forest Rangers*, a 39-week series of half-hour children's programs. The outdoor adventure series is scheduled to begin on the CBC television network (English) in October, and negotiations are under way now with the CBC French TV network. It has also been sold in England, Australia and Western Europe and talks are in progress with a U.S. network.

The town of Indian River was built for the series, which features five youngsters: Rex Hagon, Syme Jagot, Ralph Endersby, Peter Tully and Ronald Cahoon. Adult lead is Graydon Gould as a Forest Ranger, with Vernon Gray as an RCMP officer, Mike Zenen as the half-breed Joe Two Rivers, Roland Bedard of Montreal as Uncle Raoul, Eric Cry-

## BONDED TV FILM SERVICE APPOINTMENT



ED. YANUSH

Mr. Ed Yanush has been appointed General Manager of Bonded TV Film Service (Canada) Ltd. Mr. Yanush has been associated with the film service and advertising agency business in Toronto for a number of years.

derman as the fire tower operator and Joe Austin as an old prospector. Another star is Topper, a Great Dane. Several canines appear in the series, trained by Dick Koehler, who has worked on several Walt Disney pictures.

Executive producer of *The Forest Rangers* is Maxine Samuels. Producer is Ted Holliday and directors are Paul Almond, George McCowan, George Gorman and Leslie Arliss. Director of photography is John Gunn, CSC.

Shooting is all on location, at Toronto International Studios, Kleinburg, and some 60%-70% is exterior, 30%-40% interior.

CRYSTAL FILM IS NOW setting up and cataloguing a stock footage library of 16 mm film shot in Europe, mostly in Germany, though much of it (children, animals, scenery) knows no national boundaries and fits the Canadian scene.

The library already supplies the CBC television news department on occasion and is now offering the service to ad agency creative and production departments.

Doug Patten, formerly sales manager with Robert Lawrence Productions and now producer, director, salesman with Crystal, puts on his "sales" hat and says he would like to see agencies screen reels of stock footage first to know what material is available and also to suggest ideas, rather than have a firm idea of what stock footage is required and then set out to find it.

Several agencies have shown interest in the library, saying that in the past the search for stock footage has taken them to New York or Hollywood. The National Film Board previously had the only comprehensive stock footage library in Canada.

The Crystal library includes shots of most sports, animals, scenery, trains, planes, ships, heavy industry, children, people and more people, individuals and crowd scenes, social events, political events.

"A good cross-section of material," comments George Churchill, production supervisor at F. H. Hayhurst Co. Ltd., who keeps Crystal Film's library list handy, "and it's just a phone call away."

FROM A FIELD OF poppies near Hamilton on July 4 to field of tomato plants near Leamington on July 31, Moreland-Latchford Productions crews will be shooting almost constantly this month in a variety of locations on a variety of productions.

The field of poppies, symbol of remembrance, will appear in the television public service announcement being produced in English and French by Moreland-Latchford for the Royal Canadian Legion. It's estimated five million viewers will see this capsule story of the Legion's work, promoting Poppy Day across the country.

The field of tomato plants is one of a series of segments being shot through the seasons for a 20-minute color film, *The Great Tomato Harvest*, for the H. J. Heinz Co. of Canada Ltd. For showing in both English-speaking and French-speaking schools and to other group audiences, it is being directed by Hugh Moreland, written by Svend Blangsted, with technical producer Frank Latchford, director of photography Stanley Lipinski.

Mid-month shooting is scheduled for *Hope is a Singing Boy*, a 15-minute film, and six television announcements for the United Appeal of Metropolitan Toronto. This will be followed by four television announcements and two 35 mm. theatrical announcements for the Canadian Tuberculosis Association, featuring the cartooning talent of George Feyer.

The 1962 Canadian champion race driver, Francis Bradley, stars in a 15-minute safety film being shot this month by M-L for the All-Canada Insurance Federation through Public and Industrial Relations Ltd. The film, produced especially for television but with other group showings in mind, will show Bradley piloting his Lotus in a sports car race at Mosport and also in his job as a bus driver with the Toronto Transit Commission, where he has a safe-driving record.

STUDIO A AT HALLMARK Recording Studios, a 97' x 78' sound stage, has now been equipped for film production with a basic complement of lights, from inkies to 10Ks, and a large cyclorama with its own lighting grid. Hallmark now offers a camera dolly and a selection of interior and exterior home sets, at an extra charge, and there is a carpentry shop,

fully experienced in sets, on the premises.

A number of TV commercials have been filmed here in the past, but the production company has had to move bag and baggage in and out. Now the basic facilities are on hand, virtually everything but camera and crew.

Interested parties are invited to call or write for a rate card and/or a guided tour.

A NEW TECHNIQUE in object animation is used in two new one-minute TV commercials produced for Coca-Cola Ltd. by Titania Film Corporation in Montreal. Coke's agency, McCann-Erickson (Canada) Ltd., showed the commercials at a press preview in Montreal last month to high praise. The spots are based on the fables of 17th century French poet, LaFontaine.

The new technique was developed by Titania's creative chief, Rudy Haas, whose "Place Ville Marie" for Westinghouse is an entry in the Montreal Art Directors Show.

NEW GENERAL MANAGER of Bonded TV Film Service (Canada) Ltd. is Ed Yanush, replacing Alan Mills who recently joined F. H. Hayhurst Co. Ltd. as a radio and television producer. Yanush has been manager of Filmpro Ltd. for the past three years and prior to that was a TV commercials producer.

New manager at Filmpro is Peter Campbell, a producer at Robert Lawrence Productions Ltd. for the past year and prior to that a radio-TV account executive at MacLaren Advertising Co. Ltd.

SLIP-UP IN A TORONTO newspaper reported that Seven Arts Productions were going to film 14 properties in Canada. Four motion pictures are in production for the company now, three in Hollywood and one in Dublin. And one is planned for shooting in Canada some time in 1964 — *The Careful Man*, based on an original story by Max Frankel, to be produced and directed by Henry Hathaway, filmed in Toronto and Montreal.

The financial statement for the Canada-based company, which is listed on the Toronto Stock Exchange, shows an increase of 55% in net income in 1962 over 1961. Net income for the fiscal year ended January 31, 1963, was \$1,705,793 (U.S.).

HEADQUARTERS OF THE Society of Motion Picture and Television Engineers in New York has moved to 9 East 41st Street, zone 17, where the Society will have more than double the previous floor space, with a new test film projection and editing room and a committee conference room.

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