



*Canadian*  
**BROADCASTER**  
 NOW IN OUR 22nd YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

OOH-LA-LA! CJPM-TV Chicoutimi adds a typically French flair to operations with Christiane Bouchard and Micheline Labrecque, believed to be the only feminine camera operators in Canadian TV. The two girls, trained by the station, double in brass with control room duties as well. X marks the spot for cue cards, but who'd look at cue cards with Christiane and Micheline there?

22, No. 18 TORONTO September 19th, 1963

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**"CHEZ MIVILLE" IS THE ONE-OF-A-KIND RADIO BUY\***

says Miville Couture in one of his 19 characterizations.

**"Chez Miville"** cannot be compared with any other show in prime time slot for

audience size — audience loyalty  
popularity — prestige  
sponsor identification — merchandisability.

**"Chez Miville"**

blankets French Canada with **CBF Montreal and 21 stations** (18 in captive markets reaching over **350,000** listeners). In Montreal it's **No. 1** — some **90,000** listeners — Monday to Friday — in prime time 8 to 9 a.m.

**"Chez Miville"** — Now in it's 9th year — jumped **45%** in Montreal area listener homes between Fall '62 and Spring '63. Studio audiences are booked 3 months in advance ... and in studio or at home and in cars it's a quality audience of all ages that has paid off for **"Chez Miville"** advertisers. It's the **big** story in French radio — **one you can still get in on.** You'll want all details. Call Montreal CBC Sales (Network or Selective) in Montreal 868-3211; in Toronto Zenith 6-3500; in New York EN 6350

Sources: BBM Surveys — Radio Canada Research



**"Chez Miville  
ist das  
einzelkeitiges  
rundfunk-kauf"**

says Herr Miville\*

# SIGHT & SOUND

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

THE ADVERTISING and Sales Club of Toronto is sponsoring its second Advanced Advertising Course for senior management, beginning with a work weekend at the Guild Inn, Scarborough, September 20-21. The course consists of 23 Tuesday evening sessions, lectures by leading advertising and sales executives, case studies and syndicate presentations. Included in the course's coverage of broadcasting this year will be presentations by the Radio Sales Bureau and TvB.

Eighty percent of those attending last year graduated, 20% with honors, and enrollment this year has been increased to accommodate 60 members.

FOR THE ELEVENTH successive year, the Advertising and Sales Executives' Club of Montreal is holding its course in advanced advertising studies, a series of 22 lectures. The curriculum has been organized into five faculties: Principles of Marketing Management; Developing Effective Advertising Programs, Merchandising and Sales Promotion Tools; Media Plans — Concepts and Practice; Preparation and Evaluation of Advertisements.

Nearly 800 have taken advantage of the course since it was founded in 1953.

A "FIRST" AT Ronalds-Reynolds & Co. is the appointment of two feminine vice-presidents, Miss Margaret Ball and Miss Helen Anderson. Miss Ball is director of women's services, a position she has held since 1954. Miss Anderson, who joined

E. W. Reynolds in 1951, is media director.

Stephen Brott, account supervisor in R-R's Montreal office, has also been made a vice-president of the agency.

THREE NEW FACES at Baker Advertising Agency Ltd. are Peter Evans, creative supervisor and art director; Peter Bonner, creative writer-producer; and Marshall Tripp, account executive.

Evans has moved from Goodis, Goldberg, Soren Ltd., where he was art director for two years, and prior to that was assistant art director with Grant Advertising of Canada Ltd. for three years. The author of ten novels, Bonner came to Canada early this year from a position as creative director of an Australian agency, and was with J. Walter Thompson Co. Ltd. as a writer. Tripp was formerly advertising and sales promotion manager of Royal Crown Cola Ltd. for two years, and prior to that was with MacLaren Advertising Co. Ltd. for twelve years as an account executive and then an account supervisor.

NEW MEMBERS OF STAFF at Spitzer, Mills & Bates Ltd. are Archie N. Bressey, assistant radio-TV director; Paul Fitzsimmons, account executive; and Graham Orwin, radio-TV production department.

Bressey was formerly with CBC-TV, starting with the Corporation in 1952 as an audio operator, then as a co-ordinating producer, then super-

visor, sales service and, for the past two years, in network sales. Fitzsimmons moves from four years as an account executive with Cockfield, Brown & Co. Ltd. and prior to that was with Canadian Cannery Ltd. Orwin has been with MacLaren Advertising Co. Ltd. as an assistant radio-TV producer.

THE MAYER-KERT advertising agency has been formed in Ottawa by Norm Kert, formerly a sales representative with CFRA Ottawa, and Roy Mayer, previously with Laroque's department store in that city.

THE BANK OF MONTREAL has appointed Michael B. Gausden as manager of the public relations and advertising department, and Fred Clayton as assistant manager, advertising.

BROADCAST REPS Tyrrell and Nadon have been appointed national sales representatives in Toronto and Montreal for CFBV Smithers, B.C., CKCQ Quesnel and CHIC Brampton. The new station, CFBV, is scheduled to go on the air October 1. CKCQ was formerly repped by Air-Time Sales Ltd. and CHIC was previously with Stovin-Byles Ltd.

Tyrrell and Nadon last week moved into larger, more modern quarters, suite 301, 130 Merton Street, Toronto, telephone 485-0449, 485-0440.

THE BOARD OF BROADCAST Governors has set dates for the first

three public hearings of 1964, to be held in Ottawa January 14, March 10 and April 28. Only one public hearing remains on the BBG's calendar for 1963, to begin in Ottawa on October 22.

THE ATLANTIC ASSOCIATION of Broadcasters is the first of the regional associations to set a date for its 1964 meeting, which has been scheduled for August 30, 31 and September 1 at the Isle Royale Hotel in Sydney, N.S.

AFTER 24 YEARS with RCA Victor Co. Ltd., vice-president of the Record Division, Len Headley, is retiring to become co-owner and manager of a hotel in the West Indies. He joined the company in 1939 and in '56 was made manager of the Radio and Television Program Division in Toronto. He was appointed a vice-president this year in recognition of the sales progress of the Record Division since he became its general manager in 1960.

## A. C. NIELSEN COMPANY EXECUTIVE VICE-PRESIDENT BROADCAST DIVISION



GEORGE W. RALPH

The election of George W. Ralph as Executive Vice-President, Broadcast Division, by the Board of Directors of A. C. Nielsen Company of Canada Limited has been announced by Dean M. Prather, President.

The Nielsen Company provides continuous marketing research services to all parts of the broadcast industry, as well as to food and drug manufacturers.

Mr. Ralph has been with the Company since 1944, and when the Broadcast Division was started in 1958 he became its Vice-President and Manager. The Broadcast Division has developed rapidly to leadership in Canada in supplying marketing research with the Nielsen Broadcast Index, Nielsen Television Index, and Nielsen Coverage services. In announcing Mr. Ralph's move to Executive Vice-President, Mr. Prather said that this signalled important development for the entire Nielsen Company, as well as continued increase in the use of the broadcast audience measurement services supplied by the Nielsen Company.

## CHAB APPOINTMENTS



JACK MOFFAT



GEORGE LAWLOR



JERRY JOHNSON

Mr. Jack Moffat, President of CHAB Ltd., head office in Moose Jaw, Saskatchewan, announced recently the appointment of George (Hody) Lawlor as Manager of CHAB Radio in Moose Jaw.

Mr. Lawlor, a native Moose Jaw resident, has been with CHAB thirteen years, and up until his new appointment has been Sales Manager.

At the same time, Mr. Moffat announced that G. O. (Jerry) Johnson, General Sales Manager of CJAY-TV Winnipeg, will join the company as Manager of CHAB-TV, Moose Jaw, and CHRE-TV Regina, on October 1st. Mr. Johnson will also become a Director and Vice-President of CHAB Ltd.



## principal or principle?

Both. Principal man at CFQC radio, Station Manager Vern Dallin, doesn't mind a little fuss when there's a principle involved. As there was when Vern evolved the controversial "Dallin plan", a move that endeared him to some, annoyed others. In the course of his duties as school board member, Vern proposed the complex scheme by means of which Saskatoon children would be assured a maximum number of hours in overcrowded schools. An issue still hotly discussed in Saskatoon.

The scheme typifies the CFQC attitude to public service. No mere board members, the CFQC staff take an enlightened part in community affairs, including the most controversial. They're part of the community family . . . and that's why CFQC is part of the life of every Saskatoon family . . . a most important part.

**CFQC**

radio — Saskatoon

## AIRED CRASH IN SECONDS FLAT



WITH NO FATALITIES, one can appreciate the humor of the sign, "low flying aircraft crossing highway". This giant U.S. Navy Super Constellation Radar Patrol plane, however, didn't cross the highway.

It crashed as it practiced touch and go landings at Gander International Airport, and CJCN-TV Grand Falls lived up to its claim of "first with the news in Central Newfoundland" as news editor Mike Roberts was an eye witness at the crash. It was sheer coincidence that Roberts was on the scene, 60 miles from the station. He'd just finished

lunch at the Airport restaurant and paused to watch the plane for a minute when it suddenly plunged off the end of the runway and burst into flames.

"I almost panicked . . . trying to resist the temptation to run around in circles screaming 'plane crash, plane crash,'" Roberts admits, but within five minutes he had a voice report on the air on CJON Radio, St. John's, then phoned the details to CJCN-TV and returned to the crash scene for pictures to be used on the evening TV news.



*Fred Arenburg of CHNS, Halifax, says:*

**". . . accurate, concise reports within minutes . . ."**

"Perhaps no news agency could be more aptly named than 'United Press International'. The service from not only the North American continent, but 'Internationally' around the world, provides our listeners with accurate, concise reports within minutes of their happening. CHNS News and its listeners have a valued asset in the news-gathering field with the service of UPI."

FRED ARENBURG, Station Manager,  
CHNS Radio, Halifax.

FRED W. ARENBURG, Station Manager-Director, CHNS, Halifax. Born 1923, Broad Cove, N.S. 1940, Branch Manager, Circulation Dept., The Halifax Herald. 1942, Staff Sergeant, Royal Canadian Army Pay Corps. 1946-55, District Supervisor, circulation and advertising, Halifax Herald Ltd. From 1947, also part time announcer, CKBW, Bridgewater, N.S. 1955, Salesman CHNS. 1959, Program Manager, CHNS. 1961, present position.

**UNITED PRESS INTERNATIONAL**

575 University Street, Montreal, Phone 866-9357



# Not Just Advertising But The Right Advertising

The series of articles on the rapidly changing face and internal workings of the supermarket, the second of which appears in this issue, is being published to emphasize to advertising people, — not only those who buy, but also those who plan, write, and sell — that knowledge of the workings of the advertiser company, the details of the product and consumer reaction, is more than just desirable, but is of vital importance.

Obviously, this has always been the case, but the necessity is growing daily, as automation is entering men's minds as well as their businesses.

• • •

One need for media men especially — and it is a need which is all too often overlooked — is a realization that an astute marketer does not decide to advertise and then sit down to dream up an idea of what to say. On the contrary, news of a new product, a new application of an old one or perhaps an old one in a state of dormancy, needs communicating to the public, which can only be achieved by an intelligently-prepared message or series of messages.

Successful advertising campaigns are seldom if ever born of sticking a series of spots on the air (or ads in the paper), surrounding the name of the product with a lot of superlatives, and then sitting back and waiting for the orders to flow in.

Some advertising, it is true, is sold in this way by over-ardent media men, and, from these sales, there develops, unfortunately, the advertiser who says, "I tried radio (or newspaper or television) and it isn't worth a damn."

In selling advertising, it is important to the medium and its salesman as well as to the advertiser himself, that the advertising which is sold is the right kind of advertising for the purpose. And this can only be done if the salesman has a thorough understanding of what that purpose is.

The purpose of any salesman should not be confined to selling one piece of advertising, because good advertising is a continuing process.

To do his job effectively and profitably to everyone concerned, including himself, a good salesman knows he must acquaint himself with the problems and other ramifications of the product or service to be advertised, or he stands in danger of making a one-shot sale which will boomerang on the whole business of advertising, when, in the final analysis, he creates a disbeliever instead of a friend.

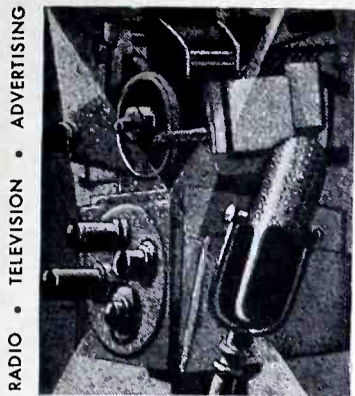
• • •

The advertising buyer has a part to play in this process too, and it is a simple one.

He must confide in the man with whom he does business, to the point where it is possible for the salesman to make a useful contribution, not just to the sale of an advertisement, but to the sale of a continuous and effective advertising campaign.

Much of what this article suggests falls in the province of an advertising agency.

However, the media man, who presumably lives in or is at least familiar with his own medium's market, is in a position to offer valuable information, beyond the interminable strings of statistics which seem to be the agency man's only yardstick in his task of media selection.



## BROADCASTER

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# NETWORK SCHEDULES for Fall Television

"WHAT DO YOU DO FOR AN encore after a year like last year?" just about sums up the TV network sales picture this season. Last year CTV added 16 hours of programming and 16 new sponsors, and CBC-TV celebrated a record sweep-of-the-schedule sale in record time, a record package sale, a record number of firm 52 week contracts and a record number of renewals.

So what *do* you do for an encore? You equal last year's performance and then, by a slight but satisfactory edge, you top it. CTV reports both dollar volume and unit sales up, with just a few prime time availabilities left (*CTV News* and *The Jerry Lester Show*), and CBC-TV is again

completely sold out in prime time on the full network (except, of course, for those news and public affairs programs labelled "not for sale").

The soap companies lead the field this year with the biggest buys on both networks, Procter & Gamble on CTV and Colgate-Palmolive on CBC-TV.

Both networks are now concentrating on selling daytime and CBC-TV is also selling limited network and o-and-o availabilities. And both sales directors are confident that daytime TV will be bigger this year than ever before.

Following are the commercial prime time schedules:

## CBC

### SUNDAY

7:00 - 7:30

#### HAZEL

Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.  
Westminster Paper Co.  
James Lovick & Co. Ltd.

7:30 - 8:00

#### FLASHBACK

Sherwin-Williams Co.  
Cockfield, Brown & Co. Ltd. Mtl.  
Timex of Canada Ltd.  
Ronalds-Reynolds & Co.

8:00 - 9:00

#### ED SULLIVAN SHOW

Studebaker of Canada Ltd.  
McConnell, Eastman & Co. Ltd.  
Dominion Seven-Up Co. Ltd.  
Vickers & Benson Ltd.  
Quaker Oats Co. of Canada Ltd.  
Spitzer, Mills & Bates Ltd.  
Beecham Products Ltd.  
MacLaren Advertising Co. Ltd.

9:00 - 10:00

#### BONANZA

General Motors of Canada Ltd.  
MacLaren Advertising Co. Ltd.

### MONDAY

7:30 - 8:00

#### DON MESSER'S JUBILEE

Massey-Ferguson Ltd.  
Needham, Louis & Brorby of Canada Ltd.  
Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.

8:00 - 9:00

#### GARRY MOORE SHOW

Kraft Foods Ltd.  
Needham, Louis & Brorby of Canada Ltd.

9:00 - 10:00

#### PLAYDATE

Tuckett Ltd.  
MacLaren Advertising Co. Ltd.  
Chrysler Corp. of Canada Ltd.  
Batten, Barton, Durstine & Osborn Inc.  
Sterling Drug Ltd.  
Dancer-Fitzgerald-Sample, N.Y.

Clairol Inc. of Canada

Foote, Cone & Belding Canada Ltd.

### TUESDAY

8:00 - 8:30

#### PATY DUKE SHOW

Chrysler Corp. of Canada Ltd.  
Batten, Barton, Durstine & Osborn Inc.  
Pepsi-Cola Canada Ltd.  
Batten, Barton, Durstine & Osborn Inc. Mtl.

8:30 - 9:30

#### BEN CASEY

Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.  
Clairol Inc. of Canada  
Foote, Cone & Belding Canada Ltd.  
Noxzema Chemical Co. of Canada Ltd.  
Young & Rubicam Ltd.  
Javex Co. Ltd.  
MacLaren Advertising Co. Ltd.

9:30 - 10:00

#### FRONT PAGE CHALLENGE

Houde & Grothe Ltd. (DuMaurier)  
Vickers & Benson Ltd. Mtl.  
Gillette of Canada Ltd.  
Spitzer, Mills & Bates Ltd.

### WEDNESDAY

8:00 - 8:30

#### RED RIVER JAMBOREE

Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.  
Kraft Foods Ltd.  
Needham, Louis & Brorby of Canada Ltd.

8:30 - 9:30

#### PERRY MASON

Gillette of Canada Ltd.  
Spitzer, Mills & Bates Ltd.  
H. J. Heinz Co. of Canada Ltd.  
MacLaren Advertising Co. Ltd.  
S. C. Johnson & Son Ltd.  
Needham, Louis & Brorby of Canada Ltd.  
Sterling Drug Ltd.  
Dancer-Fitzgerald-Sample, N.Y.

### THURSDAY

8:00 - 8:30

#### THE LUCY SHOW

Lever Bros. Ltd.  
MacLaren Advertising Co. Ltd.  
General Foods Ltd.  
Young & Rubicam Ltd.



THE WORD IS "SOLD" as E. L. Trelford, director of advertising, Sunbeam Corporation (Canada) Ltd., signs the contract for sole sponsorship of "Think of a Word", new quiz show premiering this fall on the CTV network. Watching are (left to right) D. S. Robertson, account supervisor, and D. J. MacMillan, vice-president and radio-TV director, McConnell, Eastman & Co. Ltd., John Thomson, Sunbeam's assistant advertising manager, and producer-host Roy Ward Dickson.



COMEDIAN JOHNNY WAYNE (left) gets a bite of a Neilson chocolate bar, and four "Wayne and Shuster Hours" on the CBC-TV network this season get a bite of Neilson's advertising budget. Executive vice-president, sales and advertising, William Neilson Ltd., R. W. Masuret (centre) chats with Frank Shuster as (back, left to right) Frank Convery, vice-president of F. H. Hayhurst Co. Ltd., and John Malloy, CBC sales director, look on. Other W. & S. co-sponsors are Union Carbide Canada Ltd. through Stanfield, Johnson & Hill Ltd. and Max Factor and Co. through Muter, Culinier, Frankfurter & Gould Ltd.

## WANTED IMMEDIATELY

experienced chief engineer for 5 kilowatt Maritime radio station. Must be able to service and maintain radio transmitter and studio equipment. Excellent opportunity with good salary, pension plan group insurance and medical plan. All replies strictly confidential.

Apply to:

General Manager,  
CJFX Radio,  
Antigonish, Nova Scotia.

One of the hardest things for a father to teach  
his son is not to spill things — especially to his  
mother

# CFCN RADIO/TV CALGARY

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

8:30 - 9:00  
**THE SERIAL**  
 H. J. Heinz Co. of Canada Ltd.  
 MacLaren Advertising Co. Ltd.  
 Sterling Drug Ltd.  
 Dancer-Fitzgerald-Sample, N.Y.

9:00 - 9:30  
**GRINDL**  
 Procter & Gamble Co. of Canada Ltd.  
 Leo Burnett Co. of Canada Ltd.

9:30 - 10:00  
**PARADE**  
 American Motors (Canada) Ltd.  
 McKim Advertising Ltd.  
 Beecham Products Ltd.  
 MacLaren Advertising Co. Ltd.

**FRIDAY**

8:00 - 8:30  
**COUNTRY HOEDOWN**  
 S. C. Johnson & Son Ltd.  
 Needham, Louis & Brorby of Canada Ltd.  
 Procter & Gamble Co. of Canada Ltd.  
 Compton Advertising Inc., N.Y.

8:30 - 9:30  
**THE DEFENDERS**  
 Sterling Drug Ltd.  
 Dancer-Fitzgerald-Sample, N.Y.  
 Chrysler Corp. of Canada Ltd.  
 Batten, Barton, Durstine & Osborn Inc.  
 Colgate-Palmolive Ltd.  
 Spitzer, Mills & Bates Ltd.  
 Philips Electronic Equipment Ltd.  
 Needham, Louis & Brorby of Canada Ltd.

9:30 - 10:00  
**TELESCOPE**  
 General Motors of Canada Ltd.  
 MacLaren Advertising Co. Ltd.

**SATURDAY**

7:00 - 7:30  
**BEVERLY HILLBILLIES**  
 Kellogg Co. of Canada Ltd.  
 Leo Burnett Co. of Canada Ltd.  
 Coca-Cola Co. of Canada Ltd.  
 McCann-Erickson (Canada) Ltd.

8:30 - 10:15 approx.  
**HOCKEY NIGHT IN CANADA**  
 Imperial Oil Ltd.  
 MacLaren Advertising Co. Ltd.  
 Molson Breweries Ltd. (East only)  
 MacLaren Advertising Co. Ltd.  
 Ford Motor Co. Ltd. of Canada  
 (West, N.B. & P.E.I.)  
 Vickers & Benson Ltd.

10:15 - 10:45 approx.  
**JULIETTE**  
 Imperial Tobacco Co. of Canada Ltd.  
 McKim Advertising Ltd. Mtl.  
 Kraft Foods Ltd.  
 Needham, Louis & Brorby of Canada Ltd.

10:45 - 11:00  
**SPORTS UNLIMITED**  
 American Home Products  
 Young & Rubicam Ltd.

**CTV**

**SUNDAY**

6:00 - 7:00  
**WALT DISNEY PRESENTS**  
 Kellogg Co. of Canada Ltd.  
 Leo Burnett Co. of Canada Ltd.  
 S. C. Johnson & Son Ltd.  
 Foote, Cone & Belding Canada Ltd.  
 Canadian Kodak Co. Ltd.  
 Baker Advertising Agency Ltd.

7:00 - 7:30  
**DANNY THOMAS SHOW**  
 General Foods Ltd.  
 Young & Rubicam Ltd.

7:30 - 8:30  
**MR. NOVAK**  
 Procter & Gamble Co. of Canada Ltd. (1/2)  
 Spitzer, Mills & Bates Ltd.  
 Gillette of Canada Ltd.  
 Spitzer, Mills & Bates Ltd.

**INSTANT COMMERCIALS**  
**INSTANT ANIMATION**

Animated Commercials on a "slides" budget

Kimberly-Clark Canada Ltd.  
 Benton & Bowles, N.Y.

10:00 - 11:00  
**THE HOURGLASS**  
 Canada Packers Ltd. (3/2)  
 Cockfield, Brown & Co. Ltd.  
 Aluminum Co. of Canada Ltd.  
 Cockfield, Brown & Co. Ltd. Mtl.  
 Houde & Grothé Ltd. (Peter Jackson)  
 Vickers & Benson Ltd.

**MONDAY**

8:30 - 9:00  
**McHALE'S NAVY**  
 Gillette of Canada Ltd. (Toni)  
 Spitzer, Mills & Bates Ltd.  
 Procter & Gamble Co. of Canada Ltd.  
 Compton Advertising, N.Y.

9:00 - 9:30  
**PHIL SILVERS SHOW**  
 General Foods Ltd.  
 Young & Rubicam Ltd.  
 Lever Bros. Ltd.  
 MacLaren Advertising Co. Ltd.

9:30 - 10:00  
**TAKE A CHANCE**  
 Adams Brands Ltd.  
 Baker Advertising Agency Ltd.

10:00 - 11:00  
**DR. KILDARE**  
 Procter & Gamble Co. of Canada Ltd.  
 Young & Rubicam Ltd.  
 American Home Products  
 Young & Rubicam Ltd.

**TUESDAY**

7:00 - 7:30  
**LITTLEST HOBO**  
 General Foods Ltd.  
 Young & Rubicam Ltd.

9:30 - 10:00  
**HARRY'S GIRLS**  
 Colgate-Palmolive Ltd.  
 Spitzer, Mills & Bates Ltd.  
 Quaker Oats Co. of Canada Ltd.  
 Spitzer, Mills & Bates Ltd.

10:00 - 11:00  
**ELEVENTH HOUR**  
 Procter & Gamble Co. of Canada Ltd. (1/2)  
 Benton & Bowles, N.Y.  
 American Home Products  
 Young & Rubicam Ltd.  
 Block Drug Co. (Canada) Ltd.  
 Baker Advertising Agency Ltd.

**WEDNESDAY**

8:30 - 10:15  
**NHL HOCKEY SPECIALS**  
 Imperial Oil Ltd.  
 MacLaren Advertising Co. Ltd.  
 Molson Breweries Ltd. (Ont., Que.)  
 MacLaren Advertising Co. Ltd.  
 Ford Motor Co. of Canada Ltd.  
 (Maritimes & West)  
 Vickers & Benson Ltd.

10:15 - 10:30  
**POST-HOCKEY SHOW**  
 Tuckett Ltd.  
 MacLaren Advertising Co. Ltd.

11:00 - 11:15  
**CTV NEWS**  
 American Home Products  
 Young & Rubicam Ltd.

**CTV NEWS** other weeknights on a rotation basis:  
 Shell Oil Co. of Canada Ltd.  
 Ogilvy, Benson & Mather (Canada) Ltd.  
 Bristol-Myers Co. of Canada Ltd.  
 Ogilvy, Benson & Mather (Canada) Ltd.  
 Rowntree Co. Ltd.  
 Ogilvy, Benson & Mather (Canada) Ltd.

**THURSDAY**

8:30 - 9:00  
**TO TELL THE TRUTH**  
 Procter & Gamble Co. of Canada Ltd.  
 Compton Advertising Inc., N.Y.  
 Carnation Co. Ltd.  
 Baker Advertising Agency Ltd.

9:00 - 9:30  
**ZERO ONE**  
 General Motors of Canada Ltd.  
 MacLaren Advertising Co. Ltd.

9:30 - 10:30  
**JACK PAAR SHOW**  
 Drackett Co. of Canada Ltd.  
 Young & Rubicam Ltd.  
 Noxzema Chemical Co. of Canada Ltd.  
 Young & Rubicam Ltd.  
 Kimberley-Clark Canada Ltd.  
 Foote, Cone & Belding Canada Ltd.  
 Lever Bros. Ltd. (1/8)  
 MacLaren Advertising Co. Ltd.  
 Nestle (Canada) Ltd. (1/8)  
 F. H. Hayhurst Co. Ltd.

**FRIDAY**

8:30 - 9:00  
**THINK OF A WORD**  
 Sunbeam Corp. (Canada) Ltd.  
 McConnell, Eastman & Co. Ltd.

9:00 - 9:30  
**ANDY GRIFFITHS SHOW**  
 General Foods Ltd.  
 Young & Rubicam Ltd.

9:30 - 10:00  
**LET'S SING OUT**  
 Procter & Gamble Co. of Canada Ltd.  
 Benton & Bowles, N.Y.

**SATURDAY**

10:00 - 11:00  
**JERRY LESTER SHOW**  
 Lever Bros. Ltd. (1/4)  
 MacLaren Advertising Co. Ltd.

**APPOINTMENT AD STOVIN-BYLES LIMITED**



W. C. BAIN

W. D. "Bill" Byles, President of Stovin-Byles Limited announces the appointment of W. C. Bain as Market Research Director. Mr. Bain's extensive background in research and marketing analysis includes 10 years with A. C. Nielsen in Great Britain, first as Manager of their Food and Drug Index and later as Manager of the Broadcast Index. In Canada his experience includes 2 years as Market Analyst with Sterling Drug Manufacturing Ltd., and prior to joining Stovin-Byles he was Market Research and Forecast Manager for Canadian Pacific Airlines.

Mr. Bain's appointment has been made to enable Stovin-Byles to provide authoritative market and research information to advertisers.

**RADIO NEWFOUNDLAND**

**VO 59 CM** · **CK 62 CM** · **CH 56 CM**  
 10,000 watts    10,000 watts    1,000 watts

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



**THESE SIX SUBURBAN AREAS**

thrive on serving the higher-income French-speaking executives and others, who like to live in the smaller centres, and commute to their offices in Montreal.

Montreal Stations Cover Montreal  
**BUT NOT ALL MONTREALERS**

Ask your Hardy Man about

- |                      |                            |
|----------------------|----------------------------|
| CKBS — St. Hyacinthe | CJSO/CJLM — Sorel-Joliette |
| CFLV — Valleyfield   | CKJL — St. Jerome          |
| CFRS — St. Jean      | CHEF — Granby              |

to complete your coverage of  
**CANADA'S NUMBER 1 METROPOLIS**



TORONTO - EM. 3-9433    MONTREAL - VI. 2-1101



## principal or principle?

Both. Principal man at CFQC radio, Station Manager Vern Dallin, doesn't mind a little fuss when there's a principle involved. As there was when Vern evolved the controversial "Dallin plan", a move that endeared him to some, annoyed others. In the course of his duties as school board member, Vern proposed the complex scheme by means of which Saskatoon children would be assured a maximum number of hours in overcrowded schools. An issue still hotly discussed in Saskatoon.

The scheme typifies the CFQC attitude to public service. No mere board members, the CFQC staff take an enlightened part in community affairs, including the most controversial. They're part of the community family . . . and that's why CFQC is part of the life of every Saskatoon family . . . a most important part.

**CFQC**

radio — Saskatoon

CJCN-TV, Grand Falls

## AIRED CRASH IN SECONDS FLAT



WITH NO FATALITIES, one can appreciate the humor of the sign, "low flying aircraft crossing highway". This giant U.S. Navy Super Constellation Radar Patrol plane, however, didn't cross the highway.

It crashed as it practiced touch and go landings at Gander International Airport, and CJCN-TV Grand Falls lived up to its claim of "first with the news in Central Newfoundland" as news editor Mike Roberts was an eye witness at the crash. It was sheer coincidence that Roberts was on the scene, 60 miles from the station. He'd just finished

lunch at the Airport restaurant and paused to watch the plane for a minute when it suddenly plunged off the end of the runway and burst into flames.

"I almost panicked . . . trying to resist the temptation to run around in circles screaming 'plane crash, plane crash,'" Roberts admits, but within five minutes he had a voice report on the air on CJON Radio, St. John's, then phoned the details to CJCN-TV and returned to the crash scene for pictures to be used on the evening TV news.



*Fred Arenburg of CHNS, Halifax, says:*

**" . . . accurate, concise reports within minutes . . . "**

"Perhaps no news agency could be more aptly named than 'United Press International'. The service from not only the North American continent, but 'Internationally' around the world, provides our listeners with accurate, concise reports within minutes of their happening. CHNS News and its listeners have a valued asset in the news-gathering field with the service of UPI."

FRED ARENBURG, Station Manager,  
CHNS Radio, Halifax.

FRED W. ARENBURG, Station Manager-Director, CHNS, Halifax. Born 1923, Broad Cove, N.S. 1940, Branch Manager, Circulation Dept., The Halifax Herald. 1942, Staff Sergeant, Royal Canadian Army Pay Corps. 1946-55, District Supervisor, circulation and advertising, Halifax Herald Ltd. From 1947, also part time announcer, CKBW, Bridgewater, N.S. 1955, Salesman CHNS. 1959, Program Manager, CHNS. 1961, present position.

**UNITED PRESS INTERNATIONAL**



575 University Street, Montreal, Phone 866-9357



# Not Just Advertising But The Right Advertising

The series of articles on the rapidly changing face and internal workings of the supermarket, the second of which appears in this issue, is being published to emphasize to advertising people, — not only those who buy, but also those who plan, write, and sell — that knowledge of the workings of the advertiser company, the details of the product and consumer reaction, is more than just desirable, but is of vital importance.

Obviously, this has always been the case, but the necessity is growing daily, as automation is entering men's minds as well as their businesses.

• • •

One need for media men especially — and it is a need which is all too often overlooked — is a realization that an astute marketer does not decide to advertise and then sit down to dream up an idea of what to say. On the contrary, news of a new product, a new application of an old one or perhaps an old one in a state of dormancy, needs communicating to the public, which can only be achieved by an intelligently-prepared message or series of messages.

Successful advertising campaigns are seldom if ever born of sticking a series of spots on the air (or ads in the paper), surrounding the name of the product with a lot of superlatives, and then sitting back and waiting for the orders to flow in.

Some advertising, it is true, is sold in this way by over-ardent media men, and, from these sales, there develops, unfortunately, the advertiser who says, "I tried radio (or newspaper or television) and it isn't worth a damn."

In selling advertising, it is important to the medium and its salesman as well as to the advertiser himself, that the advertising which is sold is the right kind of advertising for the purpose. And this can only be done if the salesman has a thorough understanding of what that purpose is.

The purpose of any salesman should not be confined to selling one piece of advertising, because good advertising is a continuing process.

To do his job effectively and profitably to everyone concerned, including himself, a good salesman knows he must acquaint himself with the problems and other ramifications of the product or service to be advertised, or he stands in danger of making a one-shot sale which will boomerang on the whole business of advertising, when, in the final analysis, he creates a disbeliever instead of a friend.

• • •

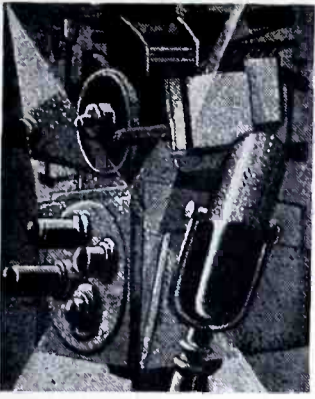
The advertising buyer has a part to play in this process too, and it is a simple one.

He must confide in the man with whom he does business, to the point where it is possible for the salesman to make a useful contribution, not just to the sale of an advertisement, but to the sale of a continuous and effective advertising campaign.

Much of what this article suggests falls in the province of an advertising agency.

However, the media man, who presumably lives in or is at least familiar with his own medium's market, is in a position to offer valuable information, beyond the interminable strings of statistics which seem to be the agency man's only yardstick in his task of media selection.

RADIO • TELEVISION • ADVERTISING



## BROADCASTER

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash.

Published twice a month by  
R. G. LEWIS & COMPANY, LTD.,  
3rd Floor, 219 Bay St. - Toronto 1  
EMpire 3-5075

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

September 19, 1963 Vol. 22, No. 18

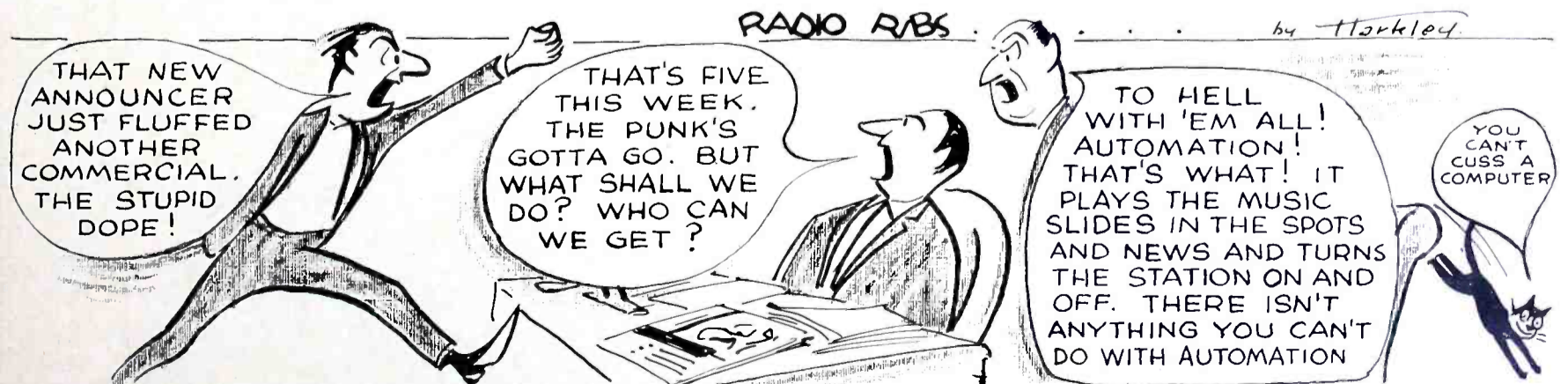
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LAURETTE KITCHEN - - - - - New York  
WALTER R. WATKINS - - - - - London



Printed by Northern Miner Press Limited



# NETWORK SCHEDULES for Fall Television

"WHAT DO YOU DO FOR AN encore after a year like last year?" just about sums up the TV network sales picture this season. Last year CTV added 16 hours of programming and 16 new sponsors, and CBC-TV celebrated a record sweep-of-the-schedule sale in record time, a record package sale, a record number of firm 52 week contracts and a record number of renewals.

So what *do* you do for an encore? You equal last year's performance and then, by a slight but satisfactory edge, you top it. CTV reports both dollar volume and unit sales up, with just a few prime time availabilities left (*CTV News* and *The Jerry Lester Show*), and CBC-TV is again

completely sold out in prime time on the full network (except, of course, for those news and public affairs programs labelled "not for sale").

The soap companies lead the field this year with the biggest buys on both networks, Procter & Gamble on CTV and Colgate-Palmolive on CBC-TV.

Both networks are now concentrating on selling daytime and CBC-TV is also selling limited network and o-and-o availabilities. And both sales directors are confident that daytime TV will be bigger this year than ever before.

Following are the commercial prime time schedules:

## CBC

### SUNDAY

7:00 - 7:30

#### HAZEL

Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.  
Westminster Paper Co.  
James Lovick & Co. Ltd.

7:30 - 8:00

#### FLASHBACK

Sherwin-Williams Co.  
Cockfield, Brown & Co. Ltd. Mtl.  
Timex of Canada Ltd.  
Ronalds-Reynolds & Co.

8:00 - 9:00

#### ED SULLIVAN SHOW

Studebaker of Canada Ltd.  
McConnell, Eastman & Co. Ltd.  
Dominion Seven-Up Co. Ltd.  
Vickers & Benson Ltd.  
Quaker Oats Co. of Canada Ltd.  
Spitzer, Mills & Bates Ltd.  
Beecham Products Ltd.  
MacLaren Advertising Co. Ltd.

9:00 - 10:00

#### BONANZA

General Motors of Canada Ltd.  
MacLaren Advertising Co. Ltd.

### MONDAY

7:30 - 8:00

#### DON MESSER'S JUBILEE

Massey-Ferguson Ltd.  
Needham, Louis & Brorby of Canada Ltd.  
Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.

8:00 - 9:00

#### GARRY MOORE SHOW

Kraft Foods Ltd.  
Needham, Louis & Brorby of Canada Ltd.

9:00 - 10:00

#### PLAYDATE

Tuckett Ltd.  
MacLaren Advertising Co. Ltd.  
Chrysler Corp. of Canada Ltd.  
Batten, Barton, Durstine & Osborn Inc.  
Sterling Drug Ltd.  
Dancer-Fitzgerald-Sample, N.Y.

Clairol Inc. of Canada

Foote, Cone & Belding Canada Ltd.

### TUESDAY

8:00 - 8:30

#### PATTY DUKE SHOW

Chrysler Corp. of Canada Ltd.  
Batten, Barton, Durstine & Osborn Inc.  
Pepsi-Cola Canada Ltd.  
Batten, Barton, Durstine & Osborn Inc.  
Mtl.

8:30 - 9:30

#### BEN CASEY

Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.  
Clairol Inc. of Canada  
Foote, Cone & Belding Canada Ltd.  
Noxzema Chemical Co. of Canada Ltd.  
Young & Rubicam Ltd.  
Javex Co. Ltd.  
MacLaren Advertising Co. Ltd.

9:30 - 10:00

#### FRONT PAGE CHALLENGE

Houde & Grothé Ltd. (DuMaurier)  
Vickers & Benson Ltd. Mtl.  
Gillette of Canada Ltd.  
Spitzer, Mills & Bates Ltd.

### WEDNESDAY

8:00 - 8:30

#### RED RIVER JAMBOREE

Colgate-Palmolive Ltd.  
Spitzer, Mills & Bates Ltd.  
Kraft Foods Ltd.  
Needham, Louis & Brorby of Canada Ltd.

8:30 - 9:30

#### PERRY MASON

Gillette of Canada Ltd.  
Spitzer, Mills & Bates Ltd.  
H. J. Heinz Co. of Canada Ltd.  
MacLaren Advertising Co. Ltd.  
S. C. Johnson & Son Ltd.  
Needham, Louis & Brorby of Canada Ltd.  
Sterling Drug Ltd.  
Dancer-Fitzgerald-Sample, N.Y.

### THURSDAY

8:00 - 8:30

#### THE LUCY SHOW

Lever Bros. Ltd.  
MacLaren Advertising Co. Ltd.  
General Foods Ltd.  
Young & Rubicam Ltd.



THE WORD IS "SOLD" as E. L. Trelford, director of advertising, Sunbeam Corporation (Canada) Ltd., signs the contract for sole sponsorship of "Think of a Word", new quiz show premiering this fall on the CTV network. Watching are (left to right) D. S. Robertson, account supervisor, and D. J. MacMillan, vice-president and radio-TV director, McConnell, Eastman & Co. Ltd., John Thomson, Sunbeam's assistant advertising manager, and producer-host Roy Ward Dickson.



COMEDIAN JOHNNY WAYNE (left) gets a bite of a Neilson chocolate bar, and four "Wayne and Shuster Hours" on the CBC-TV network this season get a bite of Neilson's advertising budget. Executive vice-president, sales and advertising, William Neilson Ltd., R. W. Masuret (centre) chats with Frank Shuster as (back, left to right) Frank Convery, vice-president of F. H. Hayhurst Co. Ltd., and John Malloy, CBC sales director, look on. Other W. & S. co-sponsors are Union Carbide Canada Ltd. through Stanfield, Johnson & Hill Ltd. and Max Factor and Co. through Muter, Culiner, Frankfurter & Gould Ltd.

## WANTED IMMEDIATELY

experienced chief engineer for 5 kilowatt Maritime radio station. Must be able to service and maintain radio transmitter and studio equipment. Excellent opportunity with good salary, pension plan group insurance and medical plan. All replies strictly confidential.

Apply to:

General Manager,  
CJFX Radio,  
Antigonish, Nova Scotia.

One of the hardest things for a father to teach  
his son is not to spill things — especially to his  
mother

# CFCN RADIO/TV CALGARY

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

8:30 - 9:00  
**THE SERIAL**  
 H. J. Heinz Co. of Canada Ltd.  
*MacLaren Advertising Co. Ltd.*  
 Sterling Drug Ltd.  
*Dancer-Fitzgerald-Sample, N.Y.*

9:00 - 9:30  
**GRINDL**  
 Procter & Gamble Co. of Canada Ltd.  
*Leo Burnett Co. of Canada Ltd.*

9:30 - 10:00  
**PARADE**  
 American Motors (Canada) Ltd.  
*McKim Advertising Ltd.*  
 Beecham Products Ltd.  
*MacLaren Advertising Co. Ltd.*

**FRIDAY**

8:00 - 8:30  
**COUNTRY HOEDOWN**  
 S. C. Johnson & Son Ltd.  
*Needham, Louis & Brorby of Canada Ltd.*  
 Procter & Gamble Co. of Canada Ltd.  
*Compton Advertising Inc., N.Y.*

8:30 - 9:30  
**THE DEFENDERS**  
 Sterling Drug Ltd.  
*Dancer-Fitzgerald-Sample, N.Y.*  
 Chrysler Corp. of Canada Ltd.  
*Batten, Barton, Durstine & Osborn Inc.*  
 Colgate-Palmolive Ltd.  
*Spitzer, Mills & Bates Ltd.*  
 Philips Electronic Equipment Ltd.  
*Needham, Louis & Brorby of Canada Ltd.*

9:30 - 10:00  
**TELESCOPE**  
 General Motors of Canada Ltd.  
*MacLaren Advertising Co. Ltd.*

**SATURDAY**

7:00 - 7:30  
**BEVERLY HILLBILLIES**  
 Kellogg Co. of Canada Ltd.  
*Leo Burnett Co. of Canada Ltd.*  
 Coca-Cola Co. of Canada Ltd.  
*McCann-Erickson (Canada) Ltd.*

8:30 - 10:15 approx.  
**HOCKEY NIGHT IN CANADA**  
 Imperial Oil Ltd.  
*MacLaren Advertising Co. Ltd.*  
 Molson Breweries Ltd. (East only)  
*MacLaren Advertising Co. Ltd.*  
 Ford Motor Co. Ltd. of Canada  
 (West, N.B. & P.E.I.)  
*Vickers & Benson Ltd.*

10:15 - 10:45 approx.  
**JULIETTE**  
 Imperial Tobacco Co. of Canada Ltd.  
*McKim Advertising Ltd. Mtl.*  
 Kraft Foods Ltd.  
*Needham, Louis & Brorby of Canada Ltd.*

10:45 - 11:00  
**SPORTS UNLIMITED**  
 American Home Products  
*Young & Rubicam Ltd.*

**CTV**

**SUNDAY**

6:00 - 7:00  
**WALT DISNEY PRESENTS**  
 Kellogg Co. of Canada Ltd.  
*Leo Burnett Co. of Canada Ltd.*  
 S. C. Johnson & Son Ltd.  
*Foote, Cone & Belding Canada Ltd.*  
 Canadian Kodak Co. Ltd.  
*Baker Advertising Agency Ltd.*

7:00 - 7:30  
**DANNY THOMAS SHOW**  
 General Foods Ltd.  
*Young & Rubicam Ltd.*

7:30 - 8:30  
**MR. NOVAK**  
 Procter & Gamble Co. of Canada Ltd. (1/2)  
*Spitzer, Mills & Bates Ltd.*  
 Gillette of Canada Ltd.  
*Spitzer, Mills & Bates Ltd.*

Kimberley-Clark Canada Ltd.  
*Benton & Bowles, N.Y.*

10:00 - 11:00  
**THE HOURGLASS**  
 Canada Packers Ltd. (1/2)  
*Cockfield, Brown & Co. Ltd.*  
 Aluminum Co. of Canada Ltd.  
*Cockfield, Brown & Co. Ltd. Mtl.*  
 Houde & Grothe Ltd. (Peter Jackson)  
*Vickers & Benson Ltd.*

**MONDAY**

8:30 - 9:00  
**McHALE'S NAVY**  
 Gillette of Canada Ltd. (Toni)  
*Spitzer, Mills & Bates Ltd.*  
 Procter & Gamble Co. of Canada Ltd.  
*Compton Advertising, N.Y.*

9:00 - 9:30  
**PHIL SILVERS SHOW**  
 General Foods Ltd.  
*Young & Rubicam Ltd.*  
 Lever Bros. Ltd.  
*MacLaren Advertising Co. Ltd.*

9:30 - 10:00  
**TAKE A CHANCE**  
 Adams Brands Ltd.  
*Baker Advertising Agency Ltd.*

10:00 - 11:00  
**DR. KILDARE**  
 Procter & Gamble Co. of Canada Ltd.  
*Young & Rubicam Ltd.*  
 American Home Products  
*Young & Rubicam Ltd.*

**TUESDAY**

7:00 - 7:30  
**LITTLEST HOBO**  
 General Foods Ltd.  
*Young & Rubicam Ltd.*

9:30 - 10:00  
**HARRY'S GIRLS**  
 Colgate-Palmolive Ltd.  
*Spitzer, Mills & Bates Ltd.*  
 Quaker Oats Co. of Canada Ltd.  
*Spitzer, Mills & Bates Ltd.*

10:00 - 11:00  
**ELEVENTH HOUR**  
 Procter & Gamble Co. of Canada Ltd. (1/2)  
*Benton & Bowles, N.Y.*  
 American Home Products  
*Young & Rubicam Ltd.*  
 Block Drug Co. (Canada) Ltd.  
*Baker Advertising Agency Ltd.*

**WEDNESDAY**

8:30 - 10:15  
**NHL HOCKEY SPECIALS**  
 Imperial Oil Ltd.  
*MacLaren Advertising Co. Ltd.*  
 Molson Breweries Ltd. (Ont., Que.)  
*MacLaren Advertising Co. Ltd.*  
 Ford Motor Co. of Canada Ltd.  
 (Maritimes & West)  
*Vickers & Benson Ltd.*

10:15 - 10:30  
**POST-HOCKEY SHOW**  
 Tuckett Ltd.  
*MacLaren Advertising Co. Ltd.*

11:00 - 11:15  
**CTV NEWS**  
 American Home Products  
*Young & Rubicam Ltd.*

**CTV NEWS** other weeknights on a rotation basis:  
 Shell Oil Co. of Canada Ltd.  
*Ogilvy, Benson & Mather (Canada) Ltd.*  
 Bristol-Myers Co. of Canada Ltd.  
*Ogilvy, Benson & Mather (Canada) Ltd.*  
 Rowntree Co. Ltd.  
*Ogilvy, Benson & Mather (Canada) Ltd.*

**THURSDAY**

8:30 - 9:00  
**TO TELL THE TRUTH**  
 Procter & Gamble Co. of Canada Ltd.  
*Compton Advertising Inc., N.Y.*  
 Carnation Co. Ltd.  
*Baker Advertising Agency Ltd.*

9:00 - 9:30  
**ZERO ONE**  
 General Motors of Canada Ltd.  
*MacLaren Advertising Co. Ltd.*

9:30 - 10:30  
**JACK PAAR SHOW**  
 Drackett Co. of Canada Ltd.  
*Young & Rubicam Ltd.*  
 Noxzema Chemical Co. of Canada Ltd.  
*Young & Rubicam Ltd.*  
 Kimberley-Clark Canada Ltd.  
*Foote, Cone & Belding Canada Ltd.*  
 Lever Bros. Ltd. (1/8)  
*MacLaren Advertising Co. Ltd.*  
 Nestle (Canada) Ltd. (1/8)  
*F. H. Hayhurst Co. Ltd.*

**FRIDAY**

8:30 - 9:00  
**THINK OF A WORD**  
 Sunbeam Corp. (Canada) Ltd.  
*McConnell, Eastman & Co. Ltd.*

9:00 - 9:30  
**ANDY GRIFFITHS SHOW**  
 General Foods Ltd.  
*Young & Rubicam Ltd.*

9:30 - 10:00  
**LET'S SING OUT**  
 Procter & Gamble Co. of Canada Ltd.  
*Benton & Bowles, N.Y.*

**SATURDAY**

10:00 - 11:00  
**JERRY LESTER SHOW**  
 Lever Bros. Ltd. (1/4)  
*MacLaren Advertising Co. Ltd.*

**APPOINTMENT AD  
 STOVIN-BYLES LIMITED**



W. C. BAIN

W. D. "Bill" Byles, President of Stovin-Byles Limited announces the appointment of W. C. Bain as Market Research Director. Mr. Bain's extensive background in research and marketing analysis includes 10 years with A. C. Nielsen in Great Britain, first as Manager of their Food and Drug Index and later as Manager of the Broadcast Index. In Canada his experience includes 2 years as Market Analyst with Sterling Drug Manufacturing Ltd., and prior to joining Stovin-Byles he was Market Research and Forecast Manager for Canadian Pacific Airlines.

Mr. Bain's appointment has been made to enable Stovin-Byles to provide authoritative market and research information to advertisers.

**RADIO NEWFOUNDLAND**

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

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

**INSTANT COMMERCIALS**  
**INSTANT ANIMATION**

Animated Commercials on a "slides" budget



**THESE SIX SUBURBAN AREAS**

thrive on serving the higher-income French-speaking executives and others, who like to live in the smaller centres, and commute to their offices in Montreal.

Montreal Stations Cover Montreal  
**BUT NOT ALL MONTREALERS**

Ask your Hardy Man about

- |                      |                            |
|----------------------|----------------------------|
| CKBS — St. Hyacinthe | CJSO/CJLM — Sorel-Joliette |
| CFLV — Valleyfield   | CKJL — St. Jerome          |
| CFRS — St. Jean      | CHEF — Granby              |

to complete your coverage of  
**CANADA'S NUMBER 1 METROPOLIS**

**HARDY RADIO & TELEVISION LIMITED**

TORONTO - EM. 3-9433 MONTREAL - VI. 2-1101

**MOVE UP WITH CKGM**

Our continuous expansion into all phases of broadcasting results in a constant need to search for creative Canadian radio talent that wants to move up — so why not move up with CKGM — Montreal, by putting your name confidentially on file now, for top-paying future openings . . . professional air work, professional creative writing, professional production, professional newscasting, professional news writing. Tell us your story in confidence now. Write Don Wall, Vice President, CKGM — Montreal, CKGM Building, 1455 Drummond St., Montreal 24, P.Q.

**Stages Radio Commercials Festival**

THE FIRST ANNUAL Radio Commercials Festival, sponsored by the Radio and Television Executives Club in co-operation with the Radio Sales Bureau, will be held Thursday, November 14, at the Park Plaza Hotel in Toronto.

The competition is open to any individual or group of individuals engaged in creating or producing radio commercials, to enter any commercial broadcast on a Canadian station between January 1, 1962 and October 12, 1963.

To recognize the talents in both large and small stations, separate categories have been set up for: Group I, commercials created by personnel of Canadian stations located in markets of up to 100,000 population; and Group II, commercials created by personnel of Canadian stations located in markets of over 100,000 population. A third category, Group III, is open to any commercial eligible for the Festival.

A Radio Commercials Festival

Trophy and \$200 cash will be awarded to the best English language and best French language commercial in each of the three groups. The cash awards for the two radio station categories, Groups I and II, are donated by Rothmans of Pall Mall Canada Ltd.

Certificates of Merit with \$25 cash will go to the best English language and best French language commercials in sub-categories in each group. These are: a) straight announcement with or without special effects; b) dramatic dialogue and/or dramatic situations; c) musical; and d) humorous; in Groups I, II and III, and in addition, in Groups I and II only, e) public service announcement and f) station promotion.

Deadline for entries is October 12.

For further information: Radio Commercials Festival, Radio and Television Executives Club, Suite 406, 200 St. Clair Avenue West, Toronto.



**NUMBERS PLEASE!**

One answer to the familiar complaint that ad-agencies are only interested in "the numbers" might be to give them something that interests them even more.

**DO-IT-YOUR-SELFERS**

One thing about self-made men, they relieve the Almighty of a tremendous responsibility.

**AUDREY STUFF**

Then there's the gal who was so dumb that when they told her the audience was "glued to its seats", she thought it was a wonderful way to keep them from walking out on a dull show.

**COMMUNITY SERVICE**

When the lady phoned in offering a reward of fifty dollars for her lost dog, the station went off the air because the announcer and operator were both out looking for it.

**DANGEROUS DAPHNE**

It wasn't so much that the new switchboard girl kept telling lies about the office manager. The trouble was she also told the truth.

**HELP WANTED**

Aggressive station has opening for wide-awake sales manager, willing to work on a profit-and-loss sharing basis.

**FORGOT TO FORGET**

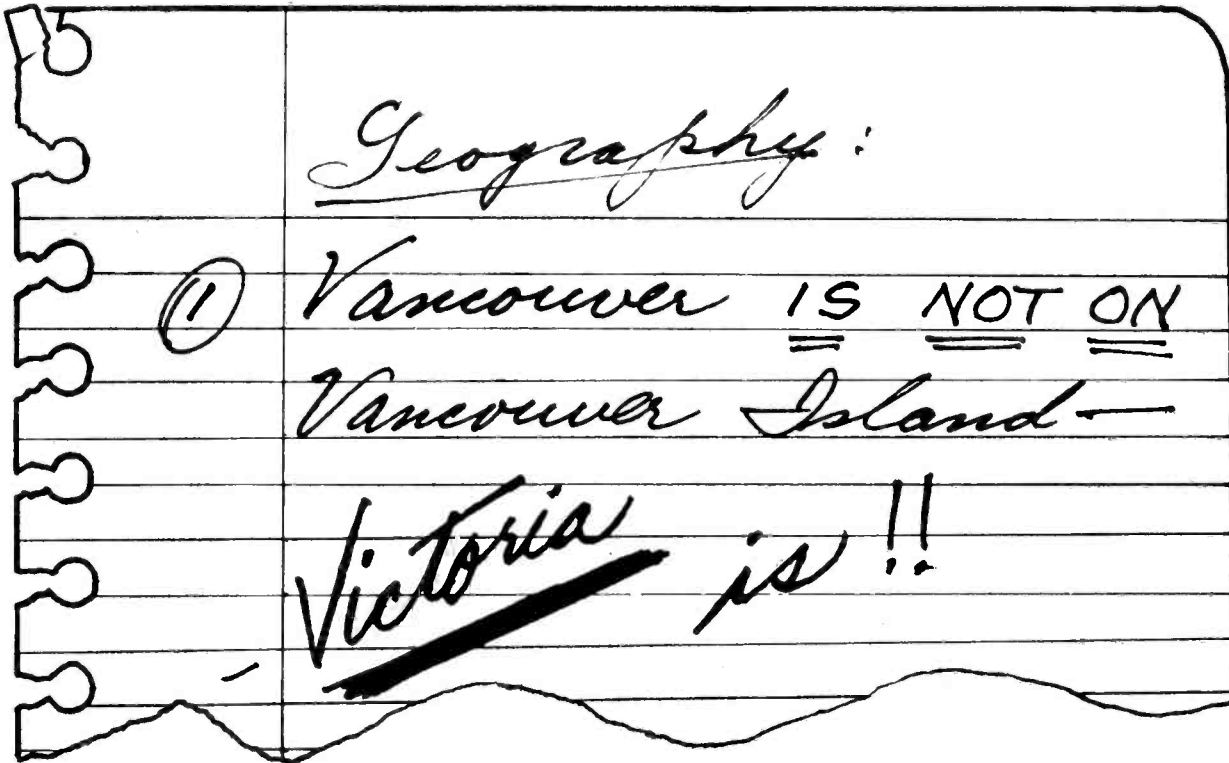
Then there's the plumber who was so absent minded he remembered to bring his tools.

**TOUCHE**

Living by your wits is all right if you remember that half a living is better than no living at all.

**COOL TODAY — GONE TOMORROW**

Then there's the weather forecaster who decided to leave Toronto for the west coast, where he hoped the weather would agree with him.



Elementary? Of course! But it's surprising how many advertisers ignore this basic fact. They think they can cover Vancouver Island markets by using only Vancouver radio stations. It's simply not so.

CJVI is Victoria's busiest and most progressive station. To reach Victoria and Vancouver Island markets you MUST use its key station, CJVI, in your national campaigns. This market is too lucrative to ignore. Use CJVI and watch sales soar here in the West.

**CJVI VICTORIA B.C.**

**FIRST STATION IN B.C.'s SECOND MARKET**



*Geography II:  
② VICTORIA is the Capital City of B.C.*

**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

CKBW

# The ACADIA BROADCASTING COMPANY Ltd.

BRIDGEWATER, NOVA SCOTIA

Ten Thousand Watts

One Thousand Kilocycles

*an unsolicited letter becomes  
a better ad. for RCA Victor  
than anything we could create -  
thank you, John.*

June 21, 1963

Court Broad, Tech. Products Div.,  
RCA Victor Company Limited,  
1001 Lenoir Street,  
Montreal 30, Quebec.

Having experienced almost a year of "perfect performance" from our new ten kilowatt RCA transmitter, I hasten to write and tell you how pleased we are with the operation of our BTA-10 U. Since its installation in June of last year, we have had absolutely no "off air" experiences. As a matter of fact, brief power outages have not even shut down our transmitter and when there has been a little longer "outage", the time delay relays have brought the transmitter back on the air immediately and automatically. This factor is of inestimable value since, as you know, our transmitter is unattended. Tube life has been excellent. The original tubes are still in the transmitter, have given us well over 6,000 hours of operation and owe us nothing. You will recall, Court, that we were concerned about the possible need for "spare parts" and were somewhat reluctant to accept your suggestion that we not stock "spare parts". To date, the only thing we have on hand are spare tubes. I have recently been in conversation with Marvin Nathanson of CJCB, Sydney, and he, too, is having similar "terrific performance" from his RCA ten kilowatt installation.

Kindest personal regards.

Sincerely,

*John Hirtle*  
J.F.Hirtle, General Manager,  
ACADIA BROADCASTING CO. LTD.

JFH:mh

*Serving Western Nova Scotia*



## RCA VICTOR COMPANY, LTD.

Technical Products

1001 Lenoir St., Montreal 30, Quebec

THE MOST TRUSTED NAME IN ELECTRONICS

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Marketing and Sales Development  
Division  
1000 Yonge Street, Toronto

## Supermarkets Are Changing

# ADVERTISING MUST KEEP PACE

by **BEN HOLDSWORTH**

BROADCASTERS AND advertising men using broadcast media have a large stake in the supermarket today.

Aside from the automotive and consumer hard goods groups, practically all of the larger advertisers on radio and television sell through the supermarket. In many cases indeed, a high percentage of the total sales volume depends on supermarket distribution.

That is today: What about tomorrow?

A survey of current planning and opinion in the retailing industry indicates the following probabilities:

- Continued growth of the "grocery and combination" category in percentage of total retail volume (now approaching 25%);
- Continued strength of the supermarket chain, either corporate or voluntary (now counting a number of loose buying groups of independents, not previously organized);
- Reduction in total number of outlets in many areas;
- Reduction in the size (i.e. floor space) of the supermarket;
- Construction of smaller units handling the same number of items as the largest supers today;
- Possible reduction in the number of total lines carried by any one outlet, but expansion

of the number of total lines carried by the chain as such (i.e. more selective localized stocking — reduced number of sizes in any one brand, etc.);

- Greater automation of stock control and buying;
- Greater demand by retailers for "standardization of packaging";
- Greater competition for "cubic space" as opposed to "shelf space";
- Closer liaison between the advertising and merchandising people at advertiser and retailer levels (probably including agencies);
- Continued trend to smaller sales staffs at manufacturer

*The last article in this series dealt with some of the problems of the supermarket, today. What about tomorrow, in this fast-changing world of merchandising? New outlets are being planned, some near completion, with many ideas of change. Do they affect you, in your advertising plans?*

level, with higher calibre, more highly trained salesmen in greater demand;

- Continued and accentuated trend to "committée" selling and buying;
- Entry of the discount trend in the food business, perhaps on the same level of importance as in durables (opinions sharply divided on this subject).

### SMALL STORE REVIVAL

One of the key points according to this survey, is the continued place — perhaps with revived importance, — of the "small" store. The small store will, however, not be the corner grocery of yesteryear (which is slowly dying in most of Canada, representing from as low as five to ten per cent in most large urban centres today). The small store is now becoming, and will increasingly be a specialty store.

Merchandisers may look for expansion of the specialty stores, ranging all the way from special-product outlets such as cheese shops to ethnic stores catering to specialized consumer groups.

At the same time, the supermarket

chains are entering these fields through specialized departments.

Indeed, the specialized-department concept is growing in the supermarket, including both a trend back to personal service in many outlets for certain departments, and the trend to the "franchised" department, run and maintained by outsiders on either a straight rental or a percentage basis.

Pre-packaging serves many customers, but not all; pre-packaging simply hasn't "taken" for some products.

Perhaps the most important trend, however, centres on the word "control". Or, more accurately, most of the important trends are the result of the need for greater control at all levels of distribution, including consumer.

**This may be the most important aspect of the survey: The entire cycle of distribution, including the consumer, has come to place greater and ever greater stress on the need for easier, more convenient control of product handling and use.**

Just as the consumer has found favor with an ever greater number of "convenience" products, "instant" this and "quick-cook" that, so has the entire system of getting product from maker to user found favor with the easier-handling, more easily-counted package; the product which requires the least gentle care; the crush-proof container; the non-perishable item.

Thus, the development of processes to preserve — better and better freezing, more efficient and more widely applied dehydration, new packaging materials and designs — has not only affected the retailer, the wholesaler, the broker, the jobber, the shipping company, and the statistician, but has also affected the consumer, and in turn the architect, the builder, the home-appliance manufacturer, and indeed the real-estate developer!

### NO DEAD STORAGE

Starting with the consumer, we find more and more emphasis on products which are both easy to store and easy to use.

Matching this, we find real estate developers giving emphasis of a very definite kind to the provision of standard kitchens, standard shelf space, standard basement or other storage space.

Stephens & Towndrow Ltd.  
Appointment



EDWARD A. ROSS, JR.

Stephens & Towndrow Limited, national sales representatives of Canada's leading radio stations, is pleased to announce the appointment of Edward A. Ross, Jr., as Vice-President, Stephens & Towndrow (Quebec) Limited.

Mr. Ross was formerly with F. H. Hayhurst Advertising Agency, working on the Rock City Tobacco account. Prior to this he was with J. Walter Thompson Agency, servicing several well-known food advertisers. Mr. Ross has also had several years experience in department store marketing, so that he is particularly well qualified to assist advertisers in planning their national radio schedules.

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

**CJMS**

LA VOIX DU CANADA FRANÇAIS À MONTRÉAL \*

THE VOICE OF FRENCH CANADA IN GREATER MONTREAL

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

Growth of apartment dwelling in urban areas has led to less storage of the old-fashioned "dead" kind. Today, we have the organized freezer, the standardized refrigerator, the unitized kitchen and bathroom cabinets.

All consumer storage of goods-to-be-used must fit these patterns.

Momma looks for the products she can fit into these restrictions.

Supermarket managers, faced with much the same problems — including little or no "dead storage" — have set up such a clamor for standardized control that head-office buying and warehousing has had to respond.

On the other side of the coin (perhaps this coin has more than two sides), we find the rapid growth of corporations in the retail field leading to the need for more and more massive accounting, control of purchasing and handling, more careful purchasing of products for certain-date delivery, greater pressure on the space available for storage and display as new products appear, more skeptical analysis of new products (or old) which have to justify space given by sales and profits provided!

### ACCENT ON FREEZERS

Take the frozen foods.

There is a limit to the number of courses (or layers) to which any given package size can be stacked. If we go too deep, the lower courses may be spoiled by frosting (non-turnover), the higher by air circulation reducing temperature control.

At the same time, the use of frozen food cabinets (chest-type) reduces display value to the consumer — and proper rotation of stock.

The new trend is to multi-shelving, much like the upright home freezer cabinet. This has already appeared in many of the newer supers; authorities expect the trend to continue. The frozen-food department, however, faces a display problem, still, with the non-rigid "loose" foods, which now include not only the familiar small-vegetable groups but also sea foods, such as frozen scallops. Both retailers and packers are studying more efficient designs and materials for packaging these products for better handling and display.

The supermarket frozen-food department, however, is now being affected by several trends which are expected to increase vastly in importance in the years just ahead:

• (1.) Fresh produce, seafoods, and other products brought in "out-of-season" from distant points are making a definite play for major volume. One recent example noted by all those surveyed was the inflow of "foreign" citrus fruits. Not only did the Florida crop difficulties of last winter create a demand for

other suppliers, such as the West Indies, Mexico and the Mediterranean, it allowed new suppliers to test the market at other seasons. An example is the South African orange — now sold under the brand name "Outspan", in enough volume off-season to warrant advertising. Grapes from Chile, fruits from Brazil, tomatoes from Mexico and Puerto Rico — all of these trends are opening up vistas of world-wide shipping of fresh produce via air cargo and climate-control package vessels.

• (2.) Research and development in dehydration, especially using nucleonics, show promise already of a revolution in food processing on many fronts. The produce, dairy, cereal and meat departments may all feel the effects of these trends. Improved powdered butter, for example, has already proved almost as satisfactory as fresh, and may very well be with us as a major non-perishable shortly (don't knock it, Grampa, remember instant coffee?).

• (3.) Frozen meals and "TV dinners", a definite growth category, face new competition from not only the "automatic merchandising" industry (vending machines to you), but also from expanded services of the home delivery restaurant and catering groups. Thus far, only the biggest urban markets seem to have taken to these trends in North America, but predictions in many quarters are: "Watch these very carefully!" (In the survey, virtually nobody felt that the "frozen-food" plans, which depend on appliance purchase for their major profit, are likely to grow significantly: too many fly-by-night operators may have killed this trend.)

### THE LOCATION PROBLEM

The so-called "cubic concept" of store design in supermarkets may very well grow to unknown dimensions, say architects, merchandisers and real estate developers.

Why real estate developers? Because one of the underlying economic factors is land value — not only in dollars and cents per square foot, but in terms of qualitative zoning by many municipalities.

But it is not only for land-to-profit considerations that the supermarket must turn in the near future: It is location as well.

The centres, the plazas, the "Platinum Kilometres" are all subject to shifts in urban-suburban movements. A shopping centre which is worth its volume (cubic) in gold today may be superseded two or ten years from now by some other location — and the re-development of the downtown core of a city may have a direct bearing on this.

The "fatigue factors" of store size, parking traffic, and access may very well contribute, say many authorities, to a fundamental shift in the concept of the supermarket in the next decade (sooner in some areas).

Employee factors may also have some profound effects, as well, having a limiting effect on many aspects of the size and character of many locations. Employee variation has become one of the largest problems — variations in customer courtesy, lost-sale reporting, stock-control proficiency — in the giant chain operations. As a handmaiden, the chains have seen the periodic uprising of union disputes — a trend likely to spread — become more complex, and have larger regional and even national consequences, according to executives of both unions and management.

All of these, and other factors, will have pervasive effects and influences on the future of the supermarket — its size, location, policies and profits, the survey indicates.

(The next article in this series on "Supermarkets and the Future", will contain a more detailed examination of the implications for advertisers, agencies and broadcasters.)

## INSTANT COMMERCIALS

## INSTANT ANIMATION

Offers a "Bonanza" to TV Stations

# CKLC

reaching 90%

of the food sales in Frontenac County.

Sales Management, June '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

## STELLAVOX

WORLD'S SMALLEST STUDIO QUALITY TAPE RECORDER

Less than 6 lbs.



As convenient to use as a miniature camera.

- RADIO AND SPECIAL EVENTS
- TV INTERVIEWS
- NEWS REELS

Write for prices and information

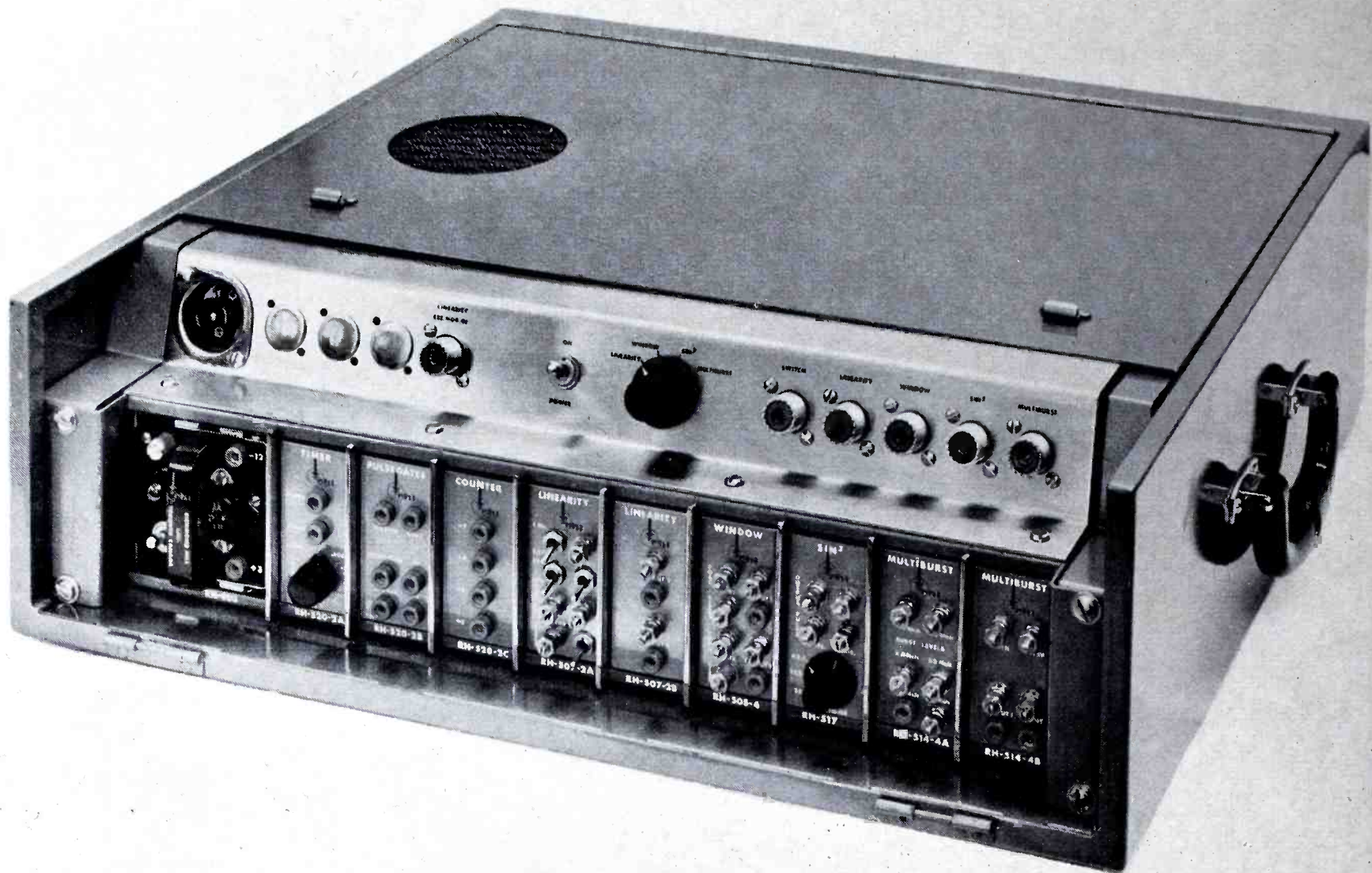
**PAYETTE RADIO LIMITED**

730 ST-JAMES W.

MONTREAL 3

A diet is a list of foods that make other people lose weight

# CFCN RADIO/TV CALGARY



# GREAT NEWS FROM AMPEX

Ampex is now exclusive distributor for the entire range of SOLID STATE equipment designed and manufactured in Canada by

## **RICHMOND HILL LABORATORIES**

- VIDEO TEST SETS
- SYNCHRONIZING GENERATORS
- VERTICAL INTERVAL SWITCHERS
- SPECIAL EFFECTS AMPLIFIERS
- VIDEO & PULSE DISTRIBUTION AMPLIFIERS

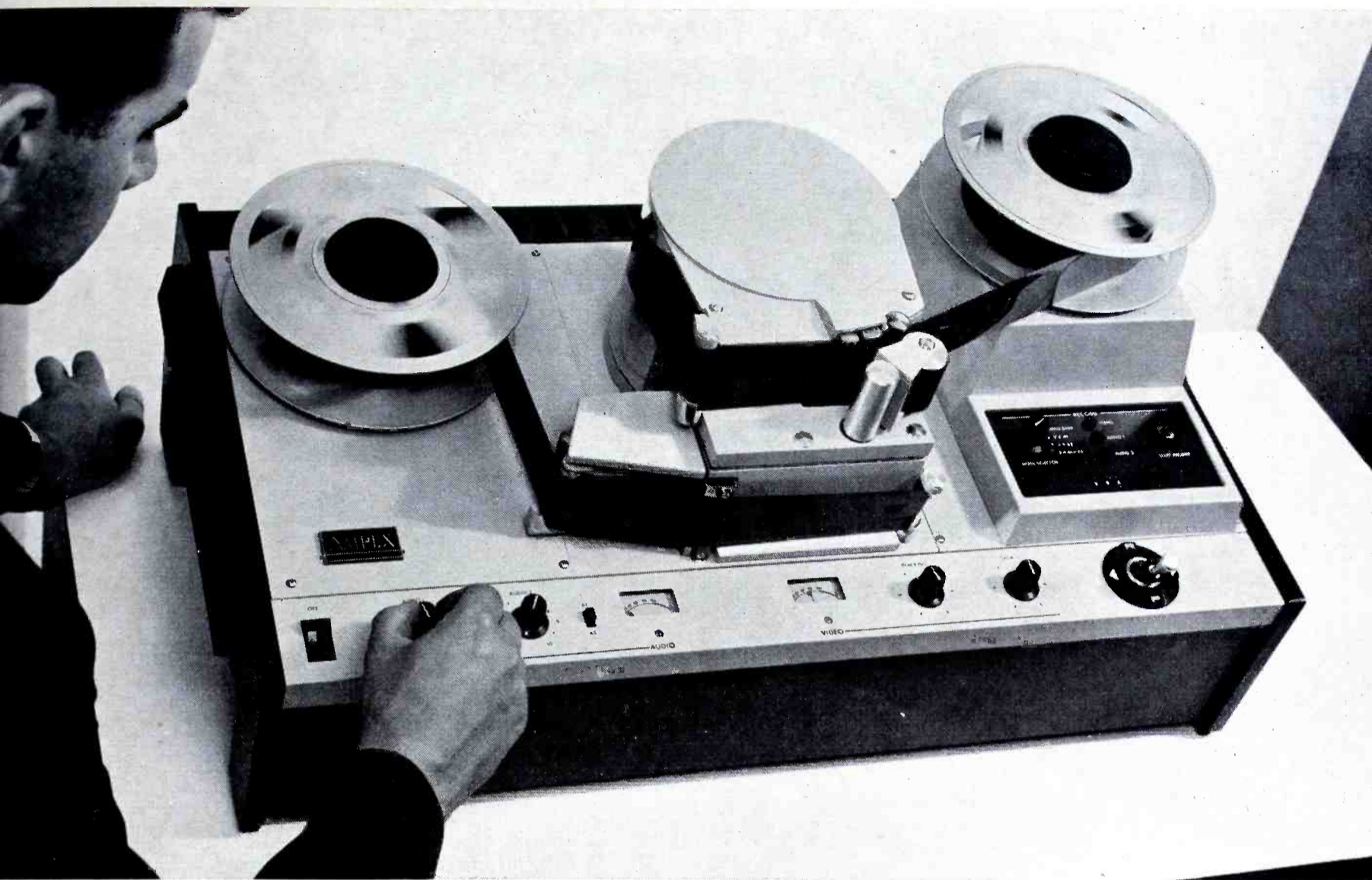
Effective immediately, this entire line is being marketed exclusively through



### **AMPEX OF CANADA LIMITED**

1458 Kipling Avenue North, Rexdale, Ontario • CHerry 7-8285





# FOR ALL BROADCASTERS!

Now Ampex can put you in the Videotape<sup>\*</sup> picture for only **\$16,500**

Yes, \$16,500 is the full price for the new VR-660, an all-transistorized television tape recorder that doubles as a mobile or studio unit. But the amazingly low price tag on a machine that produces broadcast-quality television pictures is just the first of many pleasant surprises in store for you. Example: The VR-660 actually cuts direct operating costs by 75% and more below any recorder presently on the market. A major contributing factor to this economy is the lowest tape consumption known to the industry.

The VR-660 operates at a tape speed of 3.7 inches per second and can record up to five hours of continuous program material on a single 12½ inch reel of 2-inch broadcasting tape. It weighs slightly less than a hundred lbs., which makes it handy for remotes. And it requires a minimum of mainten-

ance adjustments — no more than once a month under normal operating conditions — except for the usual audio and video level adjustments.

If you're familiar with our already-famous VR-1500 closed circuit television recorder, we'll let you in on an open secret. The VR-660 has the same basic design, but incorporates electronic advances which enable it to produce television pictures which meet broadcast stability standards without additional equipment.

Deliveries can't be made until the new year. In fact, we can't even show you a sample. But if you plan to visit the Canadian Electronics Conference at the Automotive Building of the C.N.E. in Toronto, watch for our display at Booth #152. We will be exhibiting the VR-1500, and our staff will gladly explain how it gave birth to the VR-660.

**AMPEX**

## AMPEX OF CANADA LIMITED

1458 Kipling Avenue North, Rexdale, Ontario • CHerry 7-8285

\* TM Ampex Corp.

## SELL RICH NORTHERN ONTARIO

Sudbury is Ontario's 6th major market. To reach the 200,000 viewers and listeners — to sell this enormous buying power — budget CKSO-TV and Radio for your client.

**RESULTS ARE WHAT COUNT!**

**RESULTS ARE WHAT YOUR CLIENT WILL GET!**

See the All-Canada Man.



Sudbury, Ont.

Standard Hi-Fi and Super

## SOUND EFFECTS

Over 1500 Different Effects

EXCLUSIVE WITH

# CAVECD

WA. 2-2103

**CALDWELL EQUIPMENT**  
CO. LTD.  
447 JARVIS ST. TORONTO

**ARE YOU READING THE BROADCASTER over someone else's shoulder?**

\$5 a year — \$10 for 3 years

# CJBQ

RADIO

BELLEVILLE and  
TRENTON, ONTARIO

Another  
STOVIN-BYLES  
Station

## Over The Desk

# NEED MORE DOLLARS FROM MORE SOURCES

THE OVERALL OUTLOOK for Canadian broadcasting in the predictable future is "extremely good". Revenues will increase, but the increase may not be in direct proportion to the increased broadcasting facilities Canada ought to have.

This was the forecast of Don Jamieson, vice-president and general manager of CJON, St. John's, Newfoundland, and president of the Canadian Association of Broadcasters.

Jamieson, who was the opening speaker at the joint meeting of the Western Association of Broadcasters and the British Columbia Association of Broadcasters in Jasper, Alta, last week warned that, of necessity, there must be a "meeting between the principles of broadcasting and practicability."

"How much broadcasting can Canada afford?" he asked.

The speaker pointed out that broadcasting is just about the only means of mass communication which is subject to government regulation and controls. "If it was open, unrestricted competition, there would be no grounds for complaint or for any special consideration of our problems," he said, "but with regulation, we must have controlled growth . . . and if the authorities want a high level of performance from us, it is awfully important to keep an eye on stations' birth control, especially in TV," he said.

### DOLLARS ARE THE KEY

Restating the situation where the key to the whole question is advertising dollars, Jamieson said this key factor is often over-looked. "For example," he said, "Canadian expenditures on advertising are very much lower in Canada — on a per capita basis or any other way you look at it — than they are in the United States.

"Advertisers are doing a great deal more advertising," he went on, "but they are not increasing the total. They are just trying to do more with the same number of dollars."

The crux of the matter, he felt, was that there are ten new television stations and any number of new radio stations out after the advertiser's dollar, but no total revenue increase to speak of since before the birth of the second TV network.

### MORE TYPES OF BUSINESS

Dealing first with television, Jamieson said, "We have to broaden the base of the number of types of businesses which use the medium. There are too many business categories which do not use TV at all."

He suggested that stations have their accounting departments examine the sources from which their national revenue comes, analyzing (1) total billings of a large agency and (2) expenditure on each product handled by that agency.

"You will find we are very heavily dependent on a few big agencies and a very small number of products. Actual expenditure per individual product is spread too thin," he said.

Jamieson said he had no special concern, in the long run, for metropolitan stations, which, notwithstanding normal business problems, can expect reasonable returns and reasonable profits. "My concern is for the smaller stations," he said, "and this situation requires close study by everyone, including the authorities."

As competition becomes more intense, and the number of super-markets and other chain retail outlets increase, the tendency is to lump advertising dollars into the big centres. "To combat this," he said, "the small station should be working on the development of local business and the CAB should help."

He went on to point out that in the case of TV, the smaller stations are getting more and more money out of the local markets and therefore proportionately less from the national field.

### RADIO RATES HIGH

Turning his attention to radio, Jamieson said: "We still have three times as many radio as TV stations."

"By and large," he said, "TV has not had the harmful impact on radio in Canada that it did in the United States." One reason for this, he suggested, is that "our program standards have been maintained."

"Radio's prestige has never been higher in Canada than it is today," he said.

Stating that radio has used its ingenuity to give variety, he rose in defence of the one, two and three minute feature ("as long as it isn't a one-word newscast, 'chaos'"), he said.

He said there is a place in radio for this kind of programming; that it affords people an opportunity to hear the latest developments in capsule form, while they are happening.

"Radio has a new vigor, a new service aspect, and the transistor is indicative of modern radio's new and increased value to listeners."

Jamieson flayed the critic who says the broadcaster strikes the lowest common denominator by giving the people what they want.

"It is not a case of radio giving the public what it wants, but what it needs, and it will never know what it needs until it is exposed to new ideas and concepts."

He spoke scathingly of critics who express disapproval of radio, because it is introducing these new approaches, which are replacing worn out old ideas.

Don Jamieson sounded a serious warning to broadcasters against a tendency to concentrate power through television. He spoke of a "so-called soap company" which spread from soap into everything from cake mixes to boots and shoes.

"Unless broadcasters start thinking about holding full control of their program content," he said, "they will have sponsors taking over their station with their wide range of lines, by the evening instead of by the hour or half hour."

Repeating his belief in the need for more categories of sponsors, Jamieson touched on the vast possibilities in institutional advertising — such as a large metal outfit now putting \$5 millions in other media. "It is a field in which, up to now, we have been completely unsuccessful," he said.

"The CTV network has two or three sponsors along these lines," he said, "and this is the kind of advertiser who is not interested in the 'totality of numbers,' an attitude which 'takes the heat off the broadcaster and lets him put on shows which will get slightly less than maximum audience.'"

### SALES BUREAUS

Jamieson said he cannot see how radio and television could continue without the sales bureaus.

"RSB and TvB won't please all of the people all of the time," he said, "but the way to make changes and improvements is from the inside. Non-members should give these points consideration, because the industry must open up new accounts."

Jamieson suggested to the broadcasters that they go to their nearest supermarket, and list the name brands advertised on their stations. "Of 48 brand names of canned meats, we found we had only two or three on the air," he said.

### IS ANYONE LISTENING?

"Broadcasting is not just an industry or a business," the speaker said. "It is a medium of communication — of people talking to people."

"We must be passionately determined to be good broadcasters, because it is only in this way that we shall also be a good advertising medium. In assessing a program's value there are three important words — 'Is anybody listening?'"

"Instead of being the instrument for the national purpose," he continued, "why don't we take a share in shaping the purpose?"

"We give the clergy and the universities our facilities to use as they please, and the result is often deadly dull stuff."

"Why don't we get into education ourselves?"

**Celebrating seventeen years of service to the busy Bay of Quinte Market.**

— a Market that deserves your attention

— a Market that you can sell with  
Quinte Radio



## SOLD THIS SEASON

Exciting television programming in Canada from the producer of  
**THE FINEST IN QUALITY ENTERTAINMENT...**



**THE ELEVENTH HOUR** starring Ralph Bellamy and Jack Ging. Sponsored by Procter & Gamble. CTV Network.



**MR. NOVAK** starring James Franciscus and Dean Jagger. Sponsored by Procter & Gamble. CTV Network.



**ZERO ONE** starring Nigel Patrick with Bill Smith. Sponsored by General Motors across Canada.



**HARRY'S GIRLS** starring Larry Blyden. Sponsored by Colgate-Palmolive and Quaker Oats. CTV Network.



**TRAVELS OF JAIMIE McPHEETERS** starring Dan O'Herlihy with Kurt Russell. ITO stations.



**POST '48 FEATURE FILMS** CBC-TV, English and French Networks.

**Metro • Goldwyn • Mayer Television (Canada) Ltd. Toronto 340 Victoria St.**

# LOWER COSTS – LABOR SHORTAGE – PRODUCTION CONTROL

THESE TIMES ARE frequently referred to as "the age of automation", and it is not surprising that it should come to the broadcasting industry to some degree.

As you are aware, the prime reasons for automation are to effect

**IN A PANEL DISCUSSION at the 1963 AAB Convention, papers were read on the subject of automation by four experts, each from a different sphere of the industry.**

**Second in the series was this talk by J. Arthur Manning, president of CKCL, Truro, N.S.**

operating economies to offset the shortages of skilled labor, and to control production.

We at CKCL, like most of you, have had to take a long hard look at our operations to determine if and where we can reduce expenses, im-

prove efficiency, and make maximum use of facilities and staff.

This originally took place four years ago, and, at the time, included a review of general programming policy.

There were several points that seemed apparent. We had a total staff of 14, which was believed minimum for a 16½ hour per day operation. We had at least one staff member who was essential to our operation and yet was only gainfully occupied three or four hours a day. He was an operator. Our normal method of broadcasting is the so-called combination announce-operator technique, but with minimum air staff, we required an operator for the considerable amount of recording we do, and for remote broadcasts.

We were unhappy with our nighttime program schedule. That was the time the rock and roll or beat type music had about reached its peak, and our schedule, like almost all the stations that can be heard in Truro, included a hodge-podge of

rock and roll, country and western, and novelty or classical music, little of which offered any inducement for adult listening, particularly those who wished to use radio while pursuing other pleasures or occupation.

After numerous discussions, we concluded some form of automation or semi-automation might partially solve our problems.

We investigated much of the equipment available at that time, and found many variations. Some used a combination of tape recorders and disc record players, some used silence sensing for control, some used subsonic or supersonic tones, some used foil contacts, others used dual track equipment with signals in one track and program material on the other, and still others used a separate paper tape to program the functions of the equipment.

The systems all had one thing in common. They involved expenditures anywhere from five to twenty-five thousand dollars, and, when applied to a small operation with near minimum staff, the interest and amortization charges more than offset any other efficiencies realized.

At this point, we decided what the initial objective we wished to reach was, and that we could design and construct our own system to do this.

### HERE'S WHAT WE DO

I will briefly describe what we did do. We built up a system around a Presto Stereo tape recorder.

The Stereo unit is not necessary, but our reason for using it was to have two simultaneous channels that could be used later, one for program material and one for control function signals. To date, we have not expanded the system to this extent. This unit operates at either 3¾" per sec. or 7½" per sec. The slower speed is used, doubling the tape playing time. In addition, we use a

standard full track Presto recorder and a Magnecord recorder and a system of relays and silence sensing units.

At the same time, we recorded 26 programs on tape, each four hours long. These programs consisted entirely of instrumental music, bright pop standard, a little very light concert, and a little novelty. These were recorded with exactly six seconds spacing between selections, and were recorded with two four-hour programs on a 4,800 foot reel of double play tape. We also recorded several one hour programs of Christmas music.

When the system went into operation, a tape was recorded each day, with about 25 announcements of not more than 45 seconds duration. This included commercials, program promotion, public service announcements — such as water and highway safety — and station breaks.

### SEQUENCE AND METHOD

Now to explain the sequence and method of operation.

When the unit is started, the instrumental tape is on the basic recorder. It plays a selection of music, then there is a six second silence. The silence sensing unit, which operates on about 3½ seconds of silence, functions during this pause, and operates a stepping relay one step. A second selection plays, and again a pause, and another step, and so on.

The unit can be adjusted to any number of selections up to ten. We use four. After the fourth selection has played, a number of relays function, stopping the music tape and starting the second recorder which has the announcement tape. After one announcement, it stops, and restarts the music, or it can be switched to start the third tape, which may have special music such as the Christmas music, or a special program of any type. When it concludes, and in the case of music, can be adjusted for one to ten selections, it stops and starts the instrumental music and the cycle is repeated.

This system of programming was put into operation 8:00 o'clock to midnight, six days a week.

Originally, we considered fully unattended operation, then decided against it. Instead, we changed the work shift of the operator we couldn't keep busy, and put him on duty five nights a week, releasing all announcers following our 8:00 p.m. newscast. Although he is monitoring the programming, he is not normally required to perform any function, so we put him in charge of our library, cataloging, etc., and arranged much of our recording for evening time. This enables us to obtain near full utilization of his time, other than for programming purposes. It also took care of 24 hours a week of programming, which allowed us to reduce our announce staff by one. It also allowed us to set up a consistent pattern of night time programming which was in

## CKTB ST. CATHARINES

- Complete coverage of Rich Niagara Peninsula
- Huge bonus audience in Toronto, Hamilton, S. Ontario
- 32 years of honest service and proven results

Reps:

Paul Mulvihill & Co Ltd.  
Toronto Montreal

Dial 610

**CKTB**  
ST. CATHARINES

## Memo

from Radio Reps Limited  
to Bob Lockhart  
CFBC  
Saint John, N.B.

Your promotional merchandising and new sound production have shown you with a commanding segment of the Saint John audience according to recent McDonald Survey. Keep up the good work for your selective advertisers.

GORDON FERRIS  
Radio and Television Reps Limited

complete contrast to that available from other stations, and was well accepted by our listeners.

After a year of operation, we did some survey work, and, as a result of the information obtained, we recorded 26 one-hour programs of vocal music, and now play the ratio of three instrumental selections, one announcement, one vocal, and repeat the cycle.

We found we had made many mistakes in our first recording effort, and although we used it for two years, we discarded about half the programs during that time — most of them, because of selections used in the programs, a few because of mechanical trouble, — stretching of the 1/2 mil tape.

At the end of two years, a commercial source of music became available, and we leased this, and have been using it for the past two years. Recently, we reviewed this

music, and have become dissatisfied with it.

We are just now in the process of programming and recording 24 new four-hour programs. This is a major job, requiring about 400 LPs to select the music from. We believe, however, with our experience, that we will have a good supply of music when the job is done.

As to the cost of our set-up, it was about \$3,000.00, plus quite a few man hours. The bulk of this is the stereo recorder which is available for other uses when not required for the automatic programming.

To summarize. We are using one of the simpler forms of semi-automatic programming to accomplish a specific purpose. That is, to give us complete control of our programming during the period it is in use. At the same time, it reduced our staff requirements by one, and allowed us to use some of our present staff to greater efficiency.

## Station Stands Guard As Tankers Derailed



STANDING GUARD for two days over two derailed tankers loaded with 16,000 gallons of deadly liquid sulphur dioxide, CKSO Radio Sudbury recently played watchdog for some 1,000 residents of Wahnapiatae, ten miles east of Sudbury.

When the two tankers were among 14 rail cars derailed on the main CPR line, officials feared for the safety of the community if the tankers should burst and release the liquid in the form of poison gas. Rain, which was threatening, could have added further danger by converting the fumes to sulphuric acid which would cause burns on contact.

The public was advised to be on the alert for immediate evacuation, to keep radios on and tuned to CKSO, and any order to evacuate would be broadcast by the station. CKSO newsmen and announcers took turns manning the mobile during the two day watch.

The Ontario Provincial Police barred the public from the area and 150 workmen set to, clearing away the debris and readying the tank cars for removal, and the operation was completed safely.

"Thanks to CKSO, panic was prevented and a constant link maintained with the inhabitants of Wahnapiatae. Fortunately evacuation wasn't necessary, but had it been, then it would have been accomplished quickly and in orderly fashion," said an OPP official.

Canadian Industries Ltd. and CPR also expressed their gratitude for the station's public service "above and beyond . . ."

# INSTANT COMMERCIALS

# INSTANT ANIMATION

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The *trend* is to balanced programming

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CLIFF McKAY

Music

107 Carlton St. Telephone  
Toronto EM. 3-3525

# PREFERS NO-NONSENSE ADVERTISING

RELAXATION of the hitherto-super-stringent regulations on broadcast beer and wine advertising was the highlight of the recommendations following the Board of Broadcast Governors' hearing held in Ottawa last month.

As of January 1, 1964, brew advertisers will be allowed to push their brand for the full 60 seconds of a commercial instead of the mere 12 seconds of sell following 48 seconds of fill that has been permitted till now.

"It is our view that a straight, no-nonsense ad is preferable," BBG vice-chairman Carlyle Allison is quoted as commenting. "The Board's purpose is to take the hypocritical approach out of brewery advertising, to do away with the sequences in which young men and women are pictured in happy scenes prior to the brewery commercial."

The new regulations will, of course, apply only to provinces that allow beer and wine advertising on radio and TV: Ontario, Quebec, Nova Scotia and Newfoundland.

Other recommendations made following the 34th public hearing pave the way for CKCO-TV Kitchener to sever its affiliation with the CBC-TV network and join CTV, approve one new TV station for Churchill, Manitoba, new AM radio stations in Ottawa and Kitimat, B.C., and give

the nod for five boosts in power.

The Board made no decision on CKAR Huntsville's bid to be relieved of CBC Radio Network affiliation, and the application was tabled pending further discussion.

## BUY BRAND X BEER

Further relaxation of the beer and wine advertising regulations will allow opening and closing billboards of ten seconds on TV and 15 seconds on radio in addition to the time allowed for commercials, instead of subtracting the time for sponsor identification from the commercial allotment as has been the rule.

The Board vetoed proposals that spot announcements be permitted; beer and wine advertising must be carried in sponsored programs or program segments of not less than five minutes in radio, ten minutes in TV. TV advertisers are given a bonus in commercial time for sponsorship of Canadian programs.

All copy still must be BBG-approved and it is expected that the Board will issue a guide on the "dos and don'ts" of commercial copy later this fall.

## THE TV SCENE

The Board recommended approval of CKCO-TV Kitchener's application to be relieved of its CBC-TV network affiliation and permitted to join the CTV network.

Reservations were made in the recommendation for approval of the bid by N. J. Rondeau, on behalf of a company to be incorporated, for a new TV station at Churchill, Man. The approval is subject to affiliation with the CBC-TV network, and to the filing of a satisfactory revised management contract between the Churchill TV Association and G. H. Parker Television Associates.

Two applications by Raymond McL. Cooper, on behalf of a society to be incorporated, were recommended for approval: a new TV rebroadcasting station at Moyie Mountain, B.C., to retransmit the programs of CJLH-TV Lethbridge on channel 5; and a rebroadcasting station at Mt. Thompson, B.C., to retransmit the signal of the Moyie Mountain station on channel 13.

Two bids by Okanagan Valley Television Co. Ltd. were also recommended for approval: for a new TV rebroadcasting station at Enderby, B.C. to retransmit the programs of CHBC-TV Kelowna on channel 72; and to replace the existing low power rebroadcasting station, CHBC-TV-4 Salmon Arm, B.C., with a TV rebroadcasting station on channel 9 to rebroadcast the programs of the Enderby station.

Approval was recommended for a new TV rebroadcasting station at Perry's, B.C., to retransmit programs received from CHMS-TV-2 Passmore. It was recommended that this licence for Mount Sentinel TV Society be subject to termination if the signal of a Canadian TV station becomes available in that area or in the area served by CHMS-TV-1 Crescent before March 31, 1967, when the Crescent licence expires.

The Board also recommended for approval a bid by Princeton Television Ltd. to replace the existing UHF TV rebroadcasting station, CHGP-TV-1 Princeton, B.C., with a low power VHF rebroadcasting station at the same site with an increase in antenna height.

## THE RADIO SCENE

A new AM radio station in Ottawa was recommended for approval as "desirable additional AM radio service". The application, by James A. Stewart on behalf of a company to be incorporated, is for a 10,000 watt station at 1440 kcs.

Also recommended for approval was a bid by Skeena Broadcasters Ltd. for a new AM station at Kitimat, B.C., to be programmed part-time from studios at Kitimat and to broadcast part-time the programs of CFTK Terrace, at 1230 kcs. with a power of 1,000 watts daytime and 250 watts night-time.

A Department of National Defence (Air) application for a low power AM station at the RCAF base at Moosonee was given the Board's recommendation for approval. It will have a power of 50 watts, at 1450 kcs.

Two applications for a new French-language AM radio station at Dolbeau, Quebec, were recommended for denial. The board felt a station pro-

grammed largely from CHRL Roberval, as proposed by Radio Roberval Incorporée, "would not have provided an adequate local program service to Dolbeau". In the case of the bid by Jean-Marie Duchaine on behalf of a company to be incorporated, the Board "did not consider this application to be well conceived and is not satisfied that a station as proposed by the applicants could operate successfully in Dolbeau".

Also recommended for denial was an application by Jean Lalonde on behalf of a company to be incorporated for a new bilingual station at Lachute, Quebec, to be programmed part-time from CKJL St. Jerome. The BBG said the district is well served now by outside stations and the establishment of a rebroadcasting station as proposed would retard the provision of a more substantial local service.

Three bids by the CBC for low power relay transmitters were recommended for approval, at Elliot Lake, Ontario, Shelburne, N.S., and a French-language lprt at Riviere au Renard, Quebec.

## POWER BOOSTS

The Board recommended approval of five applications for increases in power and denial of one. Turned down was the application by CKRS Jonquière for an increase from 1,000 watts to 10,000 watts daytime and 5,000 watts night-time, which the Board was not satisfied was necessary for satisfactory service.

Approval was recommended for:

CJMS Montreal, from 10,000 watts daytime and 5,000 watts night-time to 50,000 watts, with a change in antenna site;

CKBL Matane, Quebec, from 5,000 watts to 10,000 watts daytime and 5,000 night-time, with a change in the mode of operation;

CFCO Chatham, from 1,000 watts to 10,000 watts daytime and 1,000 night-time;

CKLD Thetford Mines, Quebec, from 230 watts to 1,000 watts daytime and 250 watts night-time, with a change in antenna site; and

CBC, a slight increase in power and a change in the antenna of the new TV rebroadcasting station authorized for Kapuskasing, Ontario.

## CHANGES IN OWNERSHIP

All five applications for changes in share distribution in stations were recommended for approval:

A change in control in Fraser Valley Broadcasters Ltd., licensee of CHWK Chilliwack;

Transfer of shares of capital stock in Yorkton Television Co. Ltd., licensee of stations CKOS-TV, CKOS-TV-1, CKOS-TV-2, CKOS-TV-3, 552 common shares from the present shareholders to R. L. Skinner and G. S. Skinner jointly and 550 preferred shares from the present shareholders to Skinner Holdings Ltd.;

Transfer of 2,763 common shares of capital stock in Eastern Ontario Broadcasting Co. Ltd., licensee of CFJR Brockville;

(Continued on Page 19)

# "ACTION STATIONS!"

## CFCN RADIO/TV CALGARY

# CUTS & SPLICES

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

**THE HOME OF THE** *Cannonball*, *Tugboat Annie* and *Last of the Mohicans* TV film series, Film Laboratories of Canada Ltd., has been purchased by Festival Cinema Ltd., a wholly-owned subsidiary of Atlas Telefilm Ltd.

Announcing the purchase, Atlas estimated the value of the property at \$1,800,000 and described it as the largest and most complete range of facilities east of Hollywood. The physical plant covers some 40,000 square feet on a four-acre site on Lake Shore Boulevard and has three fully-equipped sound stages, recording studios, dubbing theatre, supplementary facilities from machine shops to make-up, and processing laboratories for black-and-white and color film.

Managing director will be David H. Coplan, who held a similar post for a number of years with the late Arthur Gottlieb, who founded the business 33 years ago. Coplan was managing director of United Artists Corp. Ltd. in the U.K. and director of the many Odeon companies and subsidiaries in London.

General manager will be William Taylor, presently president and managing director until the Atlas purchase takes effect October 1.

It will be "business as usual" under the new management, renting

facilities and supplying services to film producers for TV, theatrical, educational and commercial film production.

Describing the business under the new ownership as "the only Canadian-owned and operated full-scale, integrated film-making centre in Canada, aside from government-owned facilities which are not available to private producers," Atlas says the purchase is "in furtherance of announced plans for theatre television".

**THE FIRST EPISODE** and several vignettes from the TV film series *The Forest Rangers* were screened at the Toronto International Film Studios at Kleinburg recently and followed up by an announcement and a presentation which delighted the series' producers, ASP Productions Ltd.

The announcement was that CBC-TV would not only serialize the outdoor adventure series on the daily children's program *Razzle Dazzle* beginning next month, but also program the show in its half-hour weekly format with a later starting date. Michael Sadlier, program director of the English TV network, said at the screening that, to his knowledge, the network had never before scheduled a series to

run in two different formats at the same time.

The Department of Lands and Forests saluted the show with presentations to the cast by Phil Rhynas, chief of the operations branch of the Department, on behalf of Minister of Lands and Forests, Kelso Roberts and the Canadian Forestry Association. The series centres on a Forest Ranger and four youngsters who are Junior Forest Rangers, and is being made with the co-operation, assistance and technical advice of the Department and the RCMP, but with reasonable "dramatic licence".

The color series is being screened now for the CBC French TV network and U.S. networks by ASP Productions Ltd., which is handling its own distribution.

Ltd.'s *The Most* is in theatrical distribution in New York.

**TWO NEW PROJECTS** of the Screen Directors Guild of Canada are monthly screenings of outstanding films, primarily Canadian, and a gala ball which it is hoped will become an annual social event.

The first screenings will be held September 25 at 8 p.m. at the National Film Board in Toronto. A program of three films is planned.

The ball will be held in early December.

**INSTANT  
COMMERCIALS**

**INSTANT  
ANIMATION**

**Offers an Animated TV  
commercial "mat"  
service**

"AN EXTRAORDINARY 30-minute short", said Bosley Crowther, *NEW YORK TIMES* film critic — "an incredibly savage length of film" said *NEWSWEEK* — "Don't miss the short . . . it breaks up the audience a good deal of the time", said Walter Winchell in the *NEW YORK MIRROR*. These are samples from the press clippings Richard Ballentine and Gordon Sheppard are collecting now that their InterVideo Productions

(Continued from Page 18)

Transfer of 600 common shares of capital stock in Saanich Broadcasting Co. Ltd., licensee of CFAV Victoria; and

Transfer of 684 common shares of capital stock from the present shareholders in Northwestern Broadcasting Co. Ltd., licensee of CJNB North Battleford, Sask., to Northwestern Broadcasting Co. (1963) Ltd.

## MISCELLANEOUS

Two applications to change the location of the main studios were recommended for approval. The Canadian Marconi Co. proposes to change the location of CFCF Montreal to 405 Ogilvy Avenue, and Northern Broadcasting Corp. Ltd. proposes to change the location of CFGP Grande Prairie to 10008 103rd Avenue.

Two bids to change the frequency of the station were also recommended for approval: CJAF Cabano, Quebec, from 1340 kcs to 1240 kcs., and the CBC low power relay transmitter CBUS at 100 Mile House, B.C., from 860 kcs. to 1110 kcs.

CJQC Quebec's repeat request for temporary amendment of the licence condition requiring it to program in English only was again recommended for denial, the position the BBG took following the January hearing of the application.

Approval was recommended on Moffat Broadcasting Ltd.'s bid to change the mode of operation and antenna radiation patterns on CKLG Vancouver.

An increase in the overall height

of the antenna structure of CJOC Lethbridge was recommended for approval on an application by Lethbridge Broadcasting Ltd.

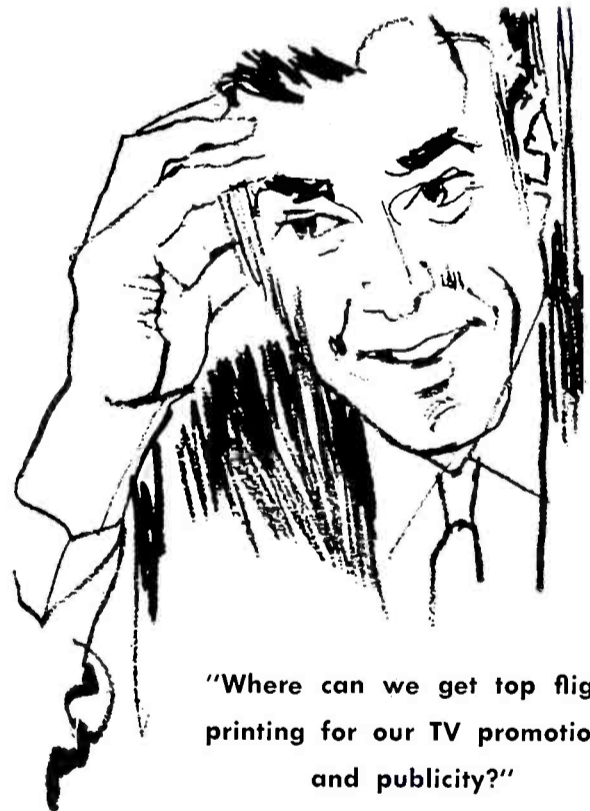
Three applications to form radio networks were given the nod of BBG approval: CFRB Ltd.'s application to form a network of CFRB Toronto and CJBQ Belleville to carry Toronto Argonaut football games and the Eastern Conference playoffs, August 9 to November 23; Radio Laurentides Inc.'s bid for a network of CKAC Montreal and CJKL St. Jerome to carry race highlights from Blue Bonnets and Richelieu race tracks in Montreal, April 5 to November 24; and Foster Advertising Ltd.'s request for a network of western radio stations to carry league and playoff football games of the WIFU.

The BBG recommended approval of three applications regarding educational television programming by:

The Canadian Association for Adult Education, to contract with the CTV Television Network Ltd. for broadcast by affiliated stations of programs supplied by the Association;

Memorial University of Newfoundland, to contract with Newfoundland Broadcasting Co. Ltd. for CJON-TV St. John's and CJOX-TV Argonia to broadcast educational programs approved by the University; and

Canadian Marconi Co. for continuance for a further year, from October 1, of its contract with the Thomas More Institute to broadcast educational programs approved by the Institute.



"Where can we get top flight printing for our TV promotions and publicity?"

The first step is to call in Northern Miner Press. They're used to dealing with this problem because they've been doing it for nearly 50 years. Their presses roll night and day. Pick up and delivery any time you want it.

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in food sales  
annually —  
and it's just  
one of 22 counties  
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\*Sales Management

Paul Mulvihill  
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality  
television stations

CKVR-TV, Barrie

CJCH-TV, Halifax

CHOV-TV, Pembroke

CFCL-TV Timmins

# TV'S LAWLESS SAYS "HOWDY" AT AAB

SIX SHORT, action-packed weeks ago, I was a competitor, charged by READER'S DIGEST to prevent all the advertising dollars from being diverted to television.

When I revealed my plan to join TvB, most of my friends in the business applauded my decision, a few though I was some kind of a nut.

Who but a nut would forsake the security represented by fourteen years seniority — a generous pension plan and good income with the top magazine in Canada, for a complete switch to a completely different medium?

This nut did just that . . . and perhaps the reasons will be of interest to you.

When I joined READER'S DIGEST in 1949, the magazine had just been opened up to advertising in Canada. In those days, some of my friends from Maclean Hunter thought I was a nut for gambling on a medium new to Canadian advertisers. An unproven force in what had always been a reading magazine — a small size page compared to that which advertisers had been accustomed to using. However, the publication did survive, and continued to increase business every year, until it surpassed in revenue all magazine competitors.

## BIRTH OF TV

While this was happening, I watched the birth of Canadian television. At first, with two home-based stations, and a bare 200,000 TV households, it was hardly worth a second glance as a competitor.



ED LAWLESS

Suddenly, however, the medium started to skyrocket. In two short years, by 1955, 24 stations were providing intelligent programming, and 40% of all Canadian homes were watching and listening and responding.

How did the magazines react to this awesome competitor? Did we band together in industry solidarity . . . did we close ranks to strongly compete with the newcomer? You all know what happened; some magazines, feeling the pinch of diminishing returns, lobbied in Ottawa and won a 20% tax ruling affecting the advertising revenue of READER'S DIGEST and TIME.

Instead of improving their product to compete, they sought refuge in government protection. The Magazine Advertising Bureau fell apart, and the industry was split down the middle. The tax did nothing for the petitioners, and was subsequently repealed by a change in Government.

Meanwhile, television continued to gain more and more coverage. New stations were established . . . more millions of TV sets were bought — until in 1959 — 75% of Canadian households were watching more and more television.

Television continued to outpace all other media, and last year 89% of Canadian households were being entertained, educated and sold by this spectacular new medium — a medium that zoomed in ten short years to the most powerful medium of communications yet devised by man.

Did magazines shake hands and make up? Did they forget old differences in the light of the spectacular growth of a powerful competitor? Did they re-establish the Magazine Advertising Bureau to get on with the job of recovery?

You all know the answers. They got into another dogfight! An O'Leary Commission that went nowhere and cost untold thousands of dollars to Canadian tax payers, and untold thousands of potentially profitable dollars to the magazine industry.

The two magazines, READER'S DIGEST and TIME, targets of this industry discord could do no more than protect their Canadian investment and business, and you will agree, managed to survive and remain relatively profitable.

## BUYING COST PER THOUSAND?

# 94¢ CJGX

### THE SIXTH LOWEST COST PER THOUSAND IN CANADIAN RADIO!

DELIVERS METRO SIZE AUDIENCE

The Western Hospitality Station



Dial 940

YORKTON-MELVILLE  
SASKATCHEWAN

Serving and Selling the Midwest

### CANADA'S GREATEST RURAL STATION NOW BEATS MOST METRO STATIONS FROM COAST TO COAST

Basis Spring 1963 BBM, All English Language Radio Stations  
Per Published Rate Card. Average 7 a.m.-12 noon Monday  
through Friday.

### CONSULT OUR REPRESENTATIVES

Tyrrell & Nadon Ltd.  
Toronto and Montreal

Young Canadian Ltd.  
Chicago and New York  
Radio Representatives Ltd.  
Vancouver

A. J. Messner & Co.  
Winnipeg

OUR  
SPONSORS  
ARE  
BUSY  
PEOPLE!

CHOV  
RADIO-PEMBROKE

See Paul Mulvihill

## INSTANT COMMERCIALS

## INSTANT ANIMATION

For further information  
call Animation  
Productions Ltd.,  
922-2133, Toronto

Keeping a secret from some people is like trying  
to smuggle daylight past a rooster

# CFCN RADIO/TV CALGARY



## Research can be invaluable to Can. TV

However, the cancer is obvious — magazines are in trouble. National advertising revenues are declining. "Marketing" reports a drop of 9.5% in revenue for the first six months of 1963. Many magazines have folded, and some once proud publications cannot survive for long. Most magazines are losing money.

That's the dour picture for magazines today. It might be expected that in time of crisis the clan would gather close . . . would cement fissures . . . would challenge their opponents by standing in close order. It might be expected . . . but it has not yet happened.

### UNIFIED INDUSTRY

For myself — the course is clear. I want and need the solidarity of an industry which is, and intends to remain unified, progressive, aggressive, growing, and self-reliant.

These then, are some of the reasons why I welcomed the opportunity presented by the TvB board of directors to join the bureau and be of service to a medium that's going places.

### POSITIVE AND EXPLOITABLE

Recently we had an opportunity to analyze the "In-Home Media Study" conducted in Canada by Dr. Ernest Dichter's Institute for Motivational Research on behalf of the Canadian Advertising Research Foundation and the Canadian Daily Newspapers Publishers' Association.

Whereas this study was financed by newspapers, and the Report tends to bring out the positive features of newspapers in the home, — when they can find them, — the study very clearly establishes the positive and exploitable features of television as a medium for mass communications.

**In an investigation of Interest Level, Message Impact, Presentation Qualities, Selectivity, television shared first place with newspapers among all four media.**

In other qualities associated with in-home media such as Reliability and Believability, again newspapers and television were rated equal by the respondents. In all these qualities both media rated substantially ahead of magazines.

In assessing the dynamic qualities and progressive qualities of media, the respondents chose television ahead of both newspapers and magazines by a strong margin.

### GETS CLOSE TO VIEWERS

Television's greatest strength, according to Dichter's report, is its ability to get close to its viewers, to get them emotionally involved. In terms of humanization, "You get the strongest feeling of the human quality in what is going on from media". TV is ahead of newspapers by 96%, and ahead of magazines by 218%.

Under "Emotional Involvement", the question: "I really feel that I'm a part of what's going on when I get it from . . ." produced the following results: TV was ahead of

newspapers by 75%, and ahead of magazines by 466%.

The report goes on to state: "Television is regarded by the respondents as the most stimulating of the four in-home media. Closely related to its stimulating quality and contributory to it, is the 'liveliness and sense of excitement it imparts . . . None of the other in-home media compete with television in the degree of excitement conveyed."

The question: "You get the strongest feeling of excitement from . . ." produced this response: Television ahead of magazines by 1316% . . . Television ahead of newspapers by 1600%.

This report, to me, shows television's great strength in terms of Realism . . . Mood Therapy . . . Psychological Style . . . Ease . . . Timeliness of Reception . . . Speed . . . and, Ease of Comprehension.

**In an examination of the newspaper medium later in the study, Dichter questions: "Is it to be assumed that newspapers are the medium which best matches the activities and interests of the elderly, the retired, and the sedentary?"**

In 1964, it is estimated more than 50% of Canada's population will be under 25 years of age. We believe that these new consumers, new household purchasing agents, will continue to look to television as their major source of information for all goods and services.

Many of these areas of investigation have been explored by TvB in the United States, but remain to be examined in Canada. I believe research directed along these lines can be invaluable in promoting Canadian television.

Already we are investigating sources of qualitative information regarding Canadian television and TV viewing. The development of this positive story will be one of our prime objectives.

- We will spare no effort to exploit existing material and develop new sources of information.

- We will vigorously approach the direct selling job of seeking out those advertisers who are not currently investing in television, and those who are making inadequate use of the medium.

- In short, we are dedicated to the basic task of not only maintaining, but increasing the Canadian advertiser's participation in television.

### A LESSON TO LEARN

In order to do the whole job, we need — indeed, must have — the solid support of all segments of this great industry. We must learn from the unfortunate example of the magazine industry that, in order to continue to grow and prosper, we must work together. To this end we invite all non-member stations to join TvB.

By unanimous support, you will provide the steel backbone of an aggressive and active industry association, veined and arteried with the lifeblood of member confidence, supported with firm, adequate and dedicated dollars to put the kind of power into the muscles of the Association that will guarantee that it will get the job done.



# A SALE HAS BEEN MADE

No need to sell this customer on the desirable qualities of the food and household supplies she has just purchased. She was pre-sold by CFPL-TV.

Latest statistics\* show that residents of London and Western Ontario spend more than 213 million dollars a year for food, soaps and detergents. Total retail sales for the area are over one billion dollars. How big is your share?

CFPL-TV will help you sell food and household supplies (or anything else) in Western Ontario. Remember too, that if you have a product to test, CFPL-TV covers Canada's Number One Test Market.

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

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

\*Sales Management.



# STATION CALLS

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



## CJIC-TV, SAULT STE. MARIE

HAZEL ENG., CJIC-TV Sault Ste. Marie's weathergirl, will probably never again get as involved with the weather as she did on July 31.

The occasion was the Rotary Club's 42nd annual Community Night which included a giant parade, midway, dances, visiting celebrities, and everything else a carnival has to offer. The event, the highlight of the summer season, has been postponed only once in 41 years because of rain. This year, though, rain fell steadily throughout the morning and then in showers throughout the afternoon.

However, Rotary officials decided to go ahead with the parade at 7 p.m., come rain or shine. CJIC Television ran its studio cameras out onto Queen Street, a distance of approximately 1,000 yards away on the parade route. The regular super-hour *News-Weather-Sports* package from 6 to 7 p.m. was done on the main street in preparation for the parade that was scheduled to move off at 7.

Hazel did her weather forecast at 6:30 in the pouring rain, with the

assistance of CJIC's Program Director George Jonescu, who held an umbrella over her. Hazel optimistically and confidently called for a break in the rain by 7 o'clock.

After the weathercast, Hazel made a quick change into a party gown and climbed onto CJIC's float in the parade, which, incidentally, won first prize. All along the parade route she had to eat her words, as the break she'd predicted never occurred.

## CHOV, PEMBROKE

THE LAST WEEK of August was radio station CHOV Pembroke's 21st anniversary, and by way of celebrating, the station cleared out all old 78's, 45's and 33's, selling them at 10 cents each.

For a few hours each day during their anniversary week, the records were sold from a booth set up outside the station.

Several hundred dollars was collected and donated to a charity, not as yet named.

## CKLB, OSHAWA

ON CIVIC HOLIDAY, August 5, Radio Station CKLB Oshawa ven-

tured forth on day long activities in their first 'KL Summer Spectacular. Sunny skies and a brisk morning breeze greeted visitors and staff alike at the Bowmanville Zoo where the Spectacular took place. One of the many features of the day was a remote broadcast from the Zoo from 10 in the morning til 9 at night. All broadcasts throughout the day originated live, even the news.

The highlight of the day's activities was the Miss 'KL Contest, when ten local and area girls competed for top prizes, including a summer wardrobe and other merchandise and cash awards. The winner of the contest, judged by the station's air personalities, was an attractive 17 year old girl from Oshawa, Gloria Romanuk, who attends school and works as a store clerk in Oshawa. Eighteen year old Ileane Rahme of Bowmanville was runner up in the contest.

A treasure hunt and a watermelon eating contest for the youngsters, a water polo game between the 'KL air personalities and the Bowmanville Kinsmen and Kiwanians all helped to keep audiences interested. During the afternoon, fashion shows and audience participation contests were scheduled, and with the final judging of the Miss 'KL Contest, a water and safety demonstration drew many to the parks pool. During the evening CKLB's Gold Valley Boys entertained with a Country Hoedown and a square dance. An estimated 5,000 people took part in the CKLB Summer Spectacular, and both the management and staff of CKLB were pleased with the results.

## CKPR, FORT WILLIAM

AT 9 P.M. ON AUGUST 16, 188 contestants were accepted for

CKPR's Dance-A-Thon. From 9 to 1 a.m. Buddy Holly's group, The Crickets, played for both the contestants and a huge crowd who just wanted to dance. Then, at 1 a.m. Donnie B and the Bonnevilles, a popular local group, took over and played until 7 a.m., to get the Dance-A-Thon rolling.

From then on various CKPR personalities spun discs, which included waltz, jive, samba, twist and what-have-you.

The hall where the dance took place holds approximately 2,400 people, and it was jammed to capacity during the first night and into the early hours of the morning. Open to the public the next day, approximately 8,000 people filed through to cheer the dancers on. At 11 p.m. Saturday, due to the Lord's Day Act, the dancers were moved on a huge diesel transport to the studios. Some 4,000 more spectators filed through CKPR's main studio again the next day. The move from the hall to the studios had been the first real break in many hours of dancing. That night 5 and 10 minute breaks had to be given every hour, for the bandaging of knees and ankles. This was soon lessened to every two hours, and by 3 p.m. Sunday, there were no intermissions; the Dance-A-Thon continued non-stop.

By this time there were only five couples still dancing. Check teams had kept a good watch on all entrants; they had to keep the beat to the current music or they were disqualified immediately.

After 47 hours and 20 minutes of twisting, gyrating and what-not, Martina Therriault of Port Arthur and Sherman Jackson of Fort William emerged the winners of CKPR's Dance-A-Thon and were awarded first prize of \$200.

## Obituary

### Death Claims Wife of Prominent Broadcaster

MRS. FRANCES DAVIDSON, 52-year-old wife of Jack M. Davidson, died in hospital in Winnipeg September 12 after a brief illness. Her husband is general manager of CJAY-TV, Winnipeg.

Fran Davidson, known widely through her frequent visits to industry conventions, was a native of Woodstock, Ontario, and, with her

husband, moved to Winnipeg in 1957, from Toronto where he was general manager of Northern Broadcasting.

She was buried September 14 in Winnipeg in Chapel Lawn Memorial Gardens. Besides her husband, she leaves a son and daughter: Bill, who lives in Toronto and Jacqueline (Mrs. Al Johnson) of Winnipeg.

The trend is to balanced programming

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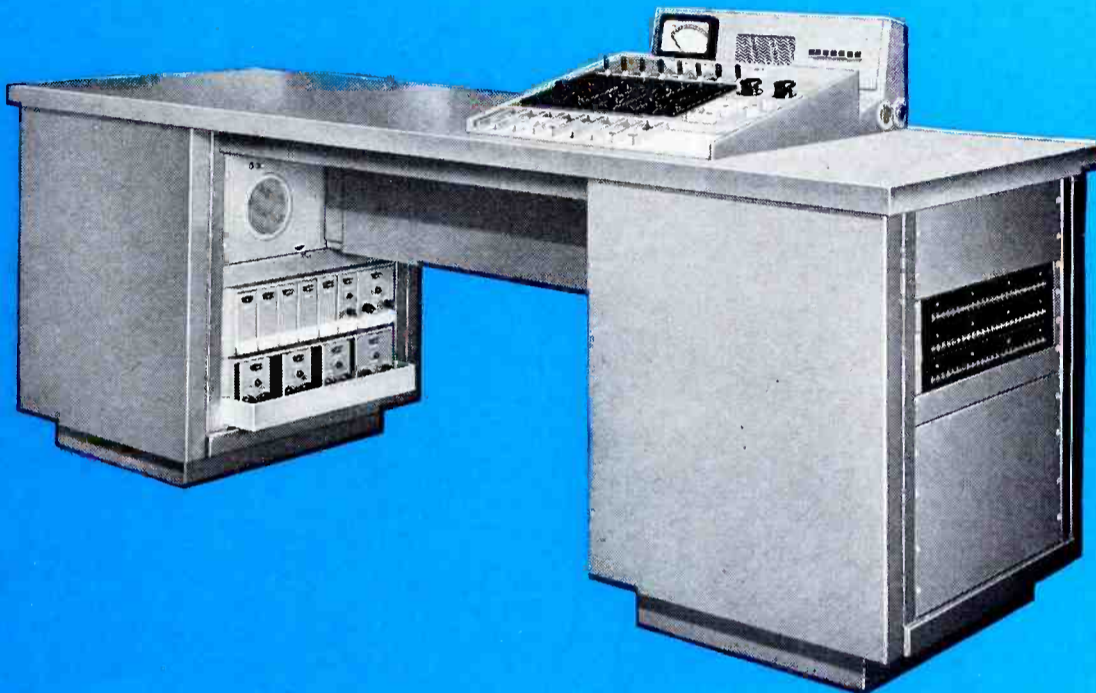
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