

Canadian BROADCASTER

1964 Industry Calendar

NOW IN OUR 23rd YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

Vol. 23, No. 1

TORONTO

January 9th, 1964

Dates

JANUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MARCH						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

February 3 - 4
BCAB CONVENTION
 Harrisan Hotel
 Harrisan Hot Springs, B.C.

February 19 to 21
WAB ENGINEERS
 Palliser Hotel, Calgary

April 6 - 8
CAB CONVENTION
 Château Frontenac, Quebec Cite

April 27 - 29
ACA CONVENTION
 Royal York Hotel, Toronto

August 27 - 29
WAB CONVENTION
 Jasper Park Lodge

August 30 - Sept. 1
AAB CONVENTION
 Isle Royale Hotel, Sydney, N.S.

Late Sept. or early October
CAAA CONVENTION
 Date and place to be announced

November 2 - 3
CCBA MANAGEMENT AND ENGINEERING CONVENTION
 Royal York Hotel, Toronto

ACRTF CONVENTION
 To be announced

BBG HEARINGS
 The Board of Broadcast Govern-
 nors has announced it will
 conduct hearings in Ottawa on
 the following dates.

- January 14
- March 10
- April 28
- June 16
- September 1
- November 3

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

"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

A NEW MONTREAL-BASED advertising agency has been launched by Jacques Bouchard, formerly advertising, sales promotion and public relations director of La Brasserie Labatt Ltée (the Quebec division of John Labatt Ltd.), and Jean-Paul Champagne and Pierre Pelletier, both previously with Breithaupt, Milsom & Benson Ltd. in Montreal.

The new firm is registered as Bouchard, Champagne, Pelletier Ltée, but is also known as BCP Advertising, with offices at 1500 Stanley Street. Bouchard is president, Champagne is vice-president in charge of administration and client service, and Pelletier is vice-president and creative director.

BCP has a little more than \$1,000,000 in annual billings, made up, it says, of "French-Canadian owned and operated businesses and the French portion of the ad budgets of Ontario-based companies." Among these are the national advertising for Melchers Distilleries Ltd., formerly with McCann-Erickson (Canada) Ltd., the public relations for Labatt's in Quebec, and O. Gauthier, makers of Old London Melba Toast.

Starting small—"the agency with the most billing per square foot in Canada" says Bouchard (only 2,000 square feet of office space) — the agency has a staff of seven on its opening. Media buyer is Lise Lacasse, formerly of Breithaupt, Milsom & Benson Ltd.

ONE OF THE biggest account moves in years is that of Robin Hood Flour Mills Ltd., which goes to the Montreal office of Vickers & Benson Ltd. effective April 1. The account is estimated at \$2,000,000 a year in billings and includes Robin Hood flour, oats and cake mixes, Velvet flour and Brodie flour and cake mixes. V & B's Maurice Brisebois and Ed Gourlay will handle the account.

Robin Hood advertising is now split between McCann Erickson (Canada) Ltd. and Young & Rubicam Ltd. Director of marketing Roger Néron, announcing the change in agencies, said the company had decided to consolidate the advertising of all its product lines with a Montreal agency offering complete services.

CTV's EXCLUSIVE TELEVISION coverage of the 1964 Winter Olympic Games at Innsbruck Austria, will be sponsored one-half by Westminster Paper Co. Ltd., and one-quarter each by Texaco Canada Ltd. and American Home Products Ltd.

The private network will carry approximately eight hours of comprehensive coverage of the events, received direct from the ABC-TV network. A jet plane has been specially equipped with editing facilities to speed production of the coverage and many events will be seen on TV the same day they take place. Current

plans call for three prime-time week-day programs and five on weekends. The games take place from January 29 to February 9.

THE APPOINTMENT OF George E. Cross as executive-vice-president has been announced by Spitzer, Mills & Bates Ltd. He will continue to act as a management representative, responsible for a group of major accounts.

Cross joined the agency three and a half years ago at the time of the merger of Spitzer, Mills and the Bates agency. Since that time billings have increased 47% and SM&B believes it is now second in the placement of broadcast advertising in Canada.

NEW CREATIVE DIRECTOR of the Toronto office of McCann-Erickson (Canada) Ltd. is S. S. 'Stu' Eaton. Eaton has been with the agency for five years, most recently as copy chief, and will now be responsible for the copy, art, radio-TV and print production departments.

A FIFTEEN-DAY "European Television Tour" from May 9 to 24 is being planned for members of the Radio & Television Executives Club of Toronto, with Amsterdam, Brussels, Paris and London on the tentative itinerary. Visits to TV studios

at Hilversum, the Eurovision studios, TV studios in Paris, the BBC and ATV in London, the Elstree film studios, all make the tour a legitimate business expense.

Sightseeing tours, entertainment, accommodation at deluxe hotels, dinners at famous restaurants, and ample free time are also on the agenda. Approximate cost of the tour is \$487, to include transportation, accommodation and two meals per day. A limited number of members will not take the full package tour, and the return flight fare alone will be \$275.

Only club members, their wives and children over 16, are eligible for the tour. Anyone wishing to join the club and take advantage of the tour offer should apply for membership immediately, to RTEC, 200 St. Clair Avenue West, Toronto.

THE BASIC MARKETING COURSE sponsored by the Advertising and Sales Club of Toronto begins its series of ten weekly two-hour lectures on January 14. Lecturers on fundamental marketing principles and concepts are Fred J. Travell, head of the merchandising department of the Ryerson Polytechnical Institute, and John R. Jenkins, lecturer in marketing at the University of Toronto Graduate School of Business.

Fee for the course is \$22.50 for ASC members, \$25.00 for non-members, and certificates of merit will be awarded to students who satisfactorily complete the course

ASC has also announced its 18th annual Sales Management Conference, to be held at the Royal York Hotel in Toronto January 14 with a luncheon, afternoon session and evening sales rally. The theme is "Speak up for Profit." Tickets are \$15 for the full conference, \$13 for the luncheon and afternoon session, \$3.50 for the evening sales rally only.

EXECUTIVE APPOINTMENTS at All-Canada Radio & Television Ltd. see five vice-presidents named from within the organization. Reo Thompson, formerly general manager, is now vice-president and general manager; Eric Williams, previously secretary-treasurer, is now veepee and secretary-treasurer; Ross McCreath, formerly manager, television, is now vice-president, TV; Ken Baker, formerly manager of the Montreal office, is now vice-president, radio, in Toronto head office; Bob Tait, previously radio manager, is now veepee, client services.

W. F. (Bill) Mitchell, who has been in the Toronto office of All-Canada since January 1947, has been appointed the new manager of the Montreal office.

FIRST FRENCH-LANGUAGE radio station to join the All-Canada Radio & Television stable is CKLM Montreal, which has appointed All-Canada its local, national and U.S. sales representatives. The station had been repped since its opening in August 1962 by Paul L'Anglais Inc.

ANNOUNCEMENT

BATON BROADCASTING LIMITED



E. J. DELANEY



IAN J. HALL



GLEN BURNSIDE

Mr. E. J. Delaney, General Sales Manager of CFTO-TV is pleased to announce the appointment of Ian J. Hall to the position of Manager: National Sales Toronto. Mr. Hall has been involved in national sales for a number of years, and prior to his appointment was active with CFTO as an account executive.

Coinciding with Mr. Hall's appointment is the addition of Mr. Glen Burnside to CFTO's national sales staff in Toronto. Mr. Burnside's appointment continues CFTO's expansion plans for greater agency service.

Holds first '64 meeting January 14

APPLICATIONS FOR TWO new privately-owned radio stations in Newfoundland will be among those to be heard by the Board of Broadcast Governors at its sitting in Ottawa starting January 14.

Both applications are by Newfoundland Broadcasting Co. Ltd., operators of CJON and CJON-TV. One seeks a Grand Banks station with another studio in St. John's, and the other seeks a transmitter in Central Newfoundland with studios in both St. John's and Grand Falls.

A new FM radio station licence at Sault Ste. Marie is sought by Algonquin Radio-T.V. Co. Ltd.

New television rebroadcasting stations at Kildala and Kemano, B.C.,

are being sought by Skeena Broadcasters Ltd. They would receive their programs from station CFTK-TV Terrace.

In addition, the CBC has applied to set up low-power radio relay transmitters in Port Aux Basques, Newfoundland, and the two Labrador sites of Labrador City and Wabush.

The publicly-owned Corporation also has applied to set up radio relay stations for French-language broadcasting at Mont Brun, Gagnon and Grande Vallee, Quebec, and Sturgeon Falls, Ontario, in addition to an English relay station at Spanish, Ontario.

Applications for power increases have been made by radio stations CHRS St. Jean, Quebec, CFRN-FM Edmonton and CKNW New Westminster. Also asking for more power is TV rebroadcasting station CKHQ-TV 1 Manicouagan, Quebec.

Two frequency changes are sought.

Radio station CFAX, now a day-only operation, wants authority for full-time operations by moving to 1070 on the dial from 810.

The CBC proposes to move its station CBDA Fort Nelson, B.C. to 1110 on the dial from 860.

Six applications have been made

for sales of stock in companies already operating radio stations.

Involved are Colonial Broadcasting System Ltd. of Newfoundland, which operates CHMC Marytown, CKCM Grand Falls and VOXM St. John's; Muskoka-Parry Sound Broadcasting Ltd., which operates CKAR Huntsville and CKAR-1 Parry Sound, CJCS Ltd., which operates CJCS Stratford, Midland-Penetang Broadcasting Ltd., operator of CKMP Midland, Ontario; Sarnia Broadcasting Ltd., licensee of CHOK Sarnia; and Frontier City Broadcasting Ltd., which operates CKSW Swift Current, Saskatchewan.

TransCanada Communications Ltd. is asking for authority to change the radiation pattern of a proposed rebroadcasting station at Marquis Saskatchewan, from that in its original application.

Radio station CFRN Edmonton is asking for authority to change the location of its Main Studios, and CFCP Grande Prairie, Alberta, asks for permission to set up a standby transmitter.

The Metropolitan Educational Television Association of Toronto is applying for an extension of its contract with CFTO-TV Toronto for broadcasting educational programs.



NINETY OF THE ninety-one kids who attended the CJAY-TV Winnipeg staff party enjoyed their visit with Santa. The ninety-first, Perry Mason, 3-months old son of Production Manager Al Johnson, and quite coincidentally grandson of General Manager Jack M. Davidson, tried his best, but just couldn't stay awake. Seconds before his big moment, he fell asleep.



PETERSON PRODUCTIONS LIMITED
MOTION PICTURE PRODUCERS



RON ELLIS, News Director CHCH-TV, in broadcasting going on ten years. Radio news CKOC Hamilton, CFCF Montreal. Moved into television in 1957 as Assistant News Director CHCH-TV. News Director since October 1, 1961.

RON ELLIS of CHCH-TV, Hamilton, says:

"...wide awake service..."

"When we went independent, back in October of 1961, we added the UPI broadcast wire for several specific reasons. Our 'airtime' for news increased considerably and we wanted fast, responsible, and colourful coverage of especially the international scene. UPI met our requirements and continues to provide WIDE AWAKE SERVICE FROM THE NEWSFRONTS OF THE WORLD."

RON ELLIS
News Director,
CHCH-TV, Channel 11

UNITED PRESS INTERNATIONAL

575 University Street, Montreal, Phone 866-9357





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.,
Room 205, 217 Bay St. - Toronto 1
EMpire 3-5075

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

January 9, 1964 Vol. 23, No. 1

Editor and Publisher RICHARD G. LEWIS
Assistant Editor KIT MORGAN
Art Editor GREY HARKLEY
Production Dept. BRIAN McDOUGALL
Advertising Dept. HUGH B. FIDDAMAN
Secretary-Treasurer and Circulation Manager T. G. BALLANTYNE

Correspondents

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



Typography and Make-up by
Canadian Broadcaster
Lithographed by
Bickerton Litho

Editorial

Stations make the Industry's Image

What appear to have been the wildest of promotional shenanigans on the part of stations during BBM's November survey weeks in Vancouver and Winnipeg brought fast action from BBM, who resurveyed the areas early in December, without letting the stations know.

The November and December BBM reports did not include results for Vancouver or Winnipeg. Supplementary reports for both have been prepared, showing results for both the November surveys and the special ones conducted in December, and should have been distributed by the time this issue appears.

Station promotions staged at survey time especially to influence the ratings have long been a matter of concern to BBM, but its executive-vice-president, Dr. Bill Byram, feels his new system, under which ten surveys a year will be conducted instead of two, and survey periods stretched from one week to four, will make extraordinary promotion schemes, designed to rig the ratings, virtually impossible.

Byram points out that to carry on with these stunts for all of the ten rating periods, stations would have to transform their programming policies into ones of "perpetual promotion," and this will then be the true image of the station.

Stations now rigging the ratings are performing a great disservice to the remainder of the 248 member stations, by discrediting their own research bureau in the eyes of advertisers who depend on its reliability.

It seems to us, though, there is a significant effect, beyond damage to BBM's reputation, which is so vitally important in the sale of broadcast advertising.

Wild stories of stunts employed by Vancouver stations were seized upon by Sun Columnist Jack Scott, who described them as embracing all Vancouver stations except CBC and CHQM; as being "fouly disgusting," and as a "culmination of a galluping trend to complete capitulation to the advertiser at the expense of

public knowledge, enlightenment or worthwhile amusement.

Scott described C-FUN as "a station which beams its strident signal under the rocks that hide the lower forms of pinhead life ..."

He placed CKWX in the same category.

CJOR, which has gone through "an agony of image-switching to find the magic lowest common denominator...gave away turkeys, not inappropriately in a few of their programs."

CKNW... "gave away silver dollars to the value of the age or weight of obedient listeners who could answer a question for which an answer was provided."

CKLG... "spent anywhere from \$10,000 to \$20,000 to hire a has-been Hollywood actor... to throw coins from the roof of a hotel..."

• • •

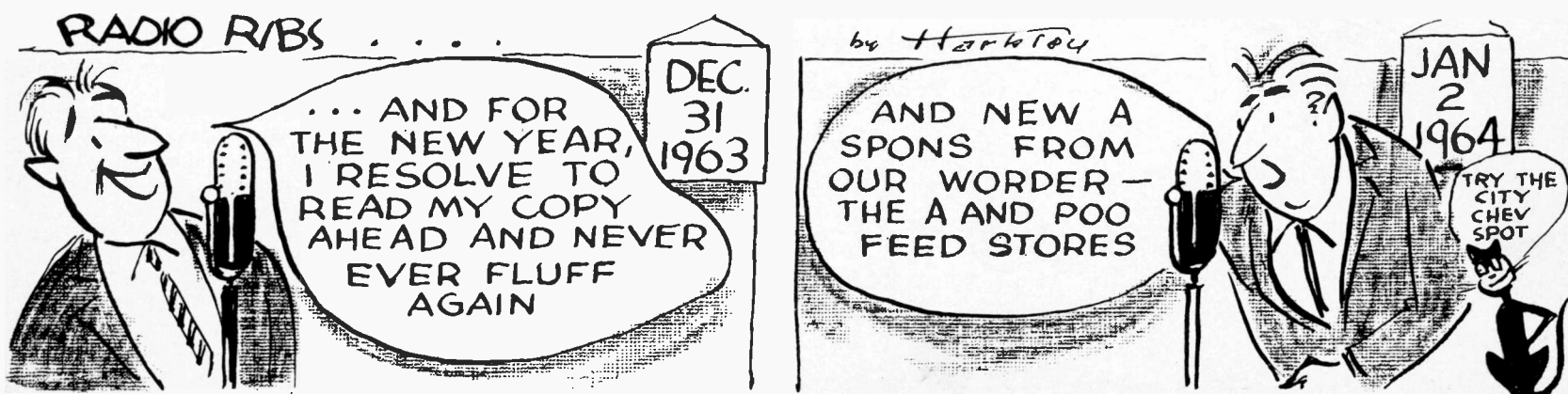
Station programming, provided it falls within the purlieus of the Criminal Code, is, in our opinion, the sole concern of the station, provided the "Code" does not compel anyone to look or listen. However, individual stations stand or fall on the reputation of the whole industry.

Stations which cause the industry's measurement instrument to fall into disrespect will eventually lose advertisers for the industry.

Stations which do actually program in a repulsive manner provide such commentators of the competing medium as Jack Scott with poisoned barbs for their bows, to the detriment of the whole industry.

Stations, unjustly accused, in vitreolic and abusive terms, of misdeeds of which they are not guilty, owe it to their industry to refute the charges publicly.

BBM has attained greater stature than it has ever known during ten months under the guidance of Dr. Bill Byram. Bill has still greater plane for the future. Their fruition depends on one single thing - the honest and unselfish co-operation of every Canadian broadcaster.



STEADY PROGRESS MARKED BROADCASTING'S '63

THE YEAR 1963 WAS A busy one for broadcasters and advertising groups. Events of both high and low significance filled each month with news, including elections, and was climaxed near year's end by the enormous impact of President John F. Kennedy's assassination.

Broadcasting took in its stride many developments, including the expansion of FM, BBG hearings and decisions--not all favorable to the industry according to some--and a number of conventions throughout the year.

At this stage, in retrospect, most agree it was a good year on the balance sheet of progress for most sectors of the industry.

market. Having pioneered multiplex stereo FM, earlier in its life, CHQM added to its laurels the successful introduction of the FM-sound type of programming to its AM station.



Photo by Schiffer
President, general manager and driving force behind CHQM, Bill Bellman steps out of the executive suite and into the studio every morning to host "Q on the Aisle", the nine till noon program of light classics, standards, show tunes, jazz and humor, and interviews with visiting celebrities. "The whole station is an extension of Bellman," said one employee.

The station also has established a profitable closed-circuit service of background music for retail outlets, with more than 300 customers in the Vancouver area.

Members of the Academy of Television Arts and Sciences in New York were introduced to a new, completely transistorized TV tape recorder. The MVR-10 weighs only 65 pounds, and uses only one-quarter of the tape for equivalent programming by other video recorders.

The Board of Broadcast Governors announced its policy of refusing

applications for second stations in present single-station TV markets, thus halting further expansion of a national alternate service for the present time.

Exceptions to this policy were Quebec City, and five other markets in which the CBC was invited to submit reservations for future consideration.

Wide general interest across Canada followed the news, first published in the *Broadcaster*, of a revolutionary new color TV receiver. Designed to be retailed at a price as low as \$200, the set was developed by a British engineer, J. H. Owen Harries, now a resident of Bermuda.

His background in television research since 1928, Mr. Harries had received backing from a U. S. group for his work on color television.

Broadcasters across the country mourned the death during the last week of December of Wilbert Brockhouse Smith, superintendent of radio regulations engineering with Department of Transport. He started his career with CJOR, Vancouver.

Another death, in the related field of the film industry, was that of Arthur Gottlieb, founder of Audio Film Laboratories of Canada, Canadian Film Industries, and Film Laboratories of Canada. Among his last projects had been his studio's work on several television series: "Cannonball, Last of the Mohicans" and "Tugboat Annie."

Radio audience measurements were likened to the now-famous Grey Cup fog by New York's William K. McDaniel, vice-president of NBC network radio. Audiences cannot be measured by any stationary mechanical or electronic device, he said to a meeting of Toronto's Radio and Television Executives Club. The reason: Approximately three-quarters

of the sets sold in the U.S. (and Canada) are self-powered transistors and car radios. In a reverse twist, the CBC provided equipment and staff for NBC to feed McDaniel's address back to his colleagues in NBC New York.

The first color television receivers to be manufactured in Canada came off the new assembly line at the RCA Victor Prescott plant.

The continued widening of interest by broadcasters in sales and marketing in general was shown at the Toronto Ad & Sales Club's *Blueprint for Success* sales rally in mid-January. Over 1,000 sales executives, including many from broadcasting, heard Albert A. Thornbrough, Massey-Ferguson's president, emphasize the importance of sales planning. He pointed to his company's record of a 70 per cent increase as evidence of the value of sales-orientation in management. The human factor was stressed by other speakers, who included Sidney Edlund of New York, Jay Beecroft of St. Paul, Minn., and Dr. C. L. Lapp of St. Louis.

Veteran Toronto radio commentator and newsman John Collingwood Reade died, as the result of injuries. His broadcasting career began with coverage of Edward VIII's abdication in 1936.

Spoof records by Canadians followed on the wave of success enjoyed in the U.S. by Vaughn Meader's *The First Family*. CHUM's Allen Farrell and Garry Ferrier teamed up to produce *The President's Canada Conference* on Astral Records, while Rich Little and Les Lye of CFRA Ottawa did a take-off of the Meader take-off in a Capitol lp, *My Fellow Canadians*. Both discs got a big play across the country, particularly on dj shows.

JANUARY

Vancouver's CHQM celebrated its third birthday and claimed a close second position in a seven-station

OUR
SPONSORS
ARE
BUSY
PEOPLE!

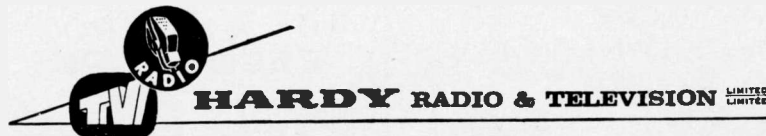
CHOV
RADIO-PEMBROKE

See Paul Mulvihill

Only **HARDY** can give you
complete coverage of
La Belle Province



Call your Hardy Man for all the facts
on 22 Radio and 7 Television Stations
in the Province of Quebec



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

FEBRUARY

The Auditor General's report to Parliament on the fiscal year ending March 31, 1962, aroused controversy in the broadcasting industry. CBC expenditures of \$78,160,805 placed that government body well up in the list of all government spending, exceeding 25 departments including the RCMP, Trade and Commerce, National Research Council, and Defence Research and Development.

The official placement bureau for advertising agency personnel, sponsored by the CAAA, was opened in Toronto, with plans for expansion to other areas at a later date. The Canadian Advertising Personnel Bureau, under the direction of J. K. Thomas, one of Canada's most experienced personnel men, was given two assignments: To provide an efficient, official placement service for advertising agency personnel at all levels, and to begin a long-range study of the entire range of personnel problems including recruiting, training, and job evaluation.

Mr. Thomas, in an interview with the *Broadcaster*, stated that the

1963 in review

Color TV was one of the principle topics of the BBG

CAAA had become increasingly alarmed at the increasing number of job changes within the agency field, and indeed in advertising generally. The first purpose of the new bureau, therefore, was to introduce a responsible influence, a steadying factor in the placement process.

The Bureau of Broadcast Measurement appointed a new executive vice-president, effective February 15. He was Dr. Byram K. Byram, formerly general manager of Toronto's CHFI-FM, and an experienced research man, having served with DBS, CBC audience research, and CFTO-TV as well as the CTV network in its formative stages.

Dr. Bill, as he is known, stressed that he had no intention of destroying the old before introducing the new--and that BBM's job is to deal with research problems systematically and efficiently, including problems of qualitative measurements.

Taschereau Fortier, legal adviser to the CAB and to the ACRTF, died in Quebec. He had just a few days before joined the Quebec government as deputy minister of the Federal-Provincial Affairs Department.

The first U.S. satellite TV transmission to be received behind the Iron Curtain was the coverage of the unveiling of the Mona Lisa by President John F. Kennedy, sent to Czechoslovakia and Hungary via Relay.

Expansion in the U.S. by All-Canada Radio & Television was signalled during the month with the opening of offices in New York and Chicago. Canadian Broadcaster paid a visit to the New York office, and learned that one of the first reactions was: There is no creeping into New York and being nice guys to get business...New York agencies expect professionalism, accurate information and above all speed.

The parliamentary crisis was over nuclear arms early in the month created a rare opportunity for CJOH-TV Ottawa. The station's mobile unit took up post at the Parliament Buildings, with three film cameramen and a staff of newscasters. Coverage kept Canadian, U.S. and British television viewers up-to-date through reports by Charles Lynch, Baden Langton, Ab Douglas and Peter Jennings. A special half-hour report was produced for the Granada network in England, and special reports were fed to CBS and ABC in the U.S., in addition to regular coverage via CTV.

Toronto's Women's Advertising Club heard Doug Trowell of CKEY underline the need for new research methods in radio. There is the need for personal rating of personal radio--the measurement of an individual person's listening, he said, pointing to changes which are already taking place in research methods such as the introduction of computer programming to BBM by Kates Consultant Service.

Color television was one of the principal topics of the BBG report of its January hearings. It is the feeling of the Board that no color should be introduced at this time, but the BBG will keep an extremely close watch on the situation and act quickly if and when conditions are right, said the report, issued in February.

Radio and television newscasters were delighted, they said, to receive first-class citizenship when two broadcasters were elected to the executive of the Ontario Press Gallery at Queen's Park. New president elected was a television newscaster, Arthur Robson, of CBC Television News; new second Vice-President elected was Godfrey Hudson, news director of CKEY Toronto.

In an address to the Radio and Television Executives Club of Toronto, J. Alphonse Ouimet proposed the expansion of CBC-owned outlets in a new national broadcasting concept. The CBC president stated that it would be simpler if eventually the CBC were to have its own outlets... as the nation's economy permits... and as centres now served by private stations affiliated with the CBC grow to a point where a second station is indicated.

If this principle were accepted, he said, the CBC could plan ahead, confident that as funds became available it could proceed with the orderly provision of its own outlets to bring the full national service to the greatest possible number of Canadians in both languages. As CBC second stations came into being, he stated, the existing stations now affiliated with the CBC would be freed to join the CTV network, or to carry on as independents.

One of the more significant trends noted during the early part of the year was the increase in travel advertising in broadcasting, led by the Florida State Development Commission radio campaign. Observers noted increases from other advertisers as well, including airlines and surface carriers, both foreign and domestic.



THE STORM, AS IT RAGED in the CBWT-TV Winnipeg studio during the last general election. During the network national coverage (inset, Norman DePoe, key CBC-TV election reporter) a battery of girls record local returns, another crew tabulates while others keep the toteboards up to date for the upcoming local coverage segment.

MARCH

Union problems in broadcasting continued in the news. The January meeting of performers' unions led to further consideration of such problems as export programs. The need for an international

agreement resolving fees for performers appearing in shows that cross boundaries via tape, film or satellite communications systems was emphasized.

New York's newspaper strike was the talk of communications in-

"ACTION STATIONS!"

CFCN RADIO/TV CALGARY

RADIO NEWFOUNDLAND

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

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

1963 in review

"...broadcasters should become more creative in presenting ideas".

industries all over the world, and certainly was common topic in Canada. The strike, held principally over the question of automation, lasted far longer than was expected. *Broadcaster* published not only a special report. Editorial comment was offered, representing the thinking of much of the Canadian broadcasting industry.

Said the report: Virtually everything that normally would go into print is covered by radio and television cameras. Five-minute newscasts have been extended to 15-minute newscasts to one hour and special programs featuring sports reports, stock market quotations... have been added. Consensus of broadcasters and newspapermen, however, was that there is a place for both spoken and printed word, not only in news reporting but in the carrying of advertising to the consumer. End of the strike later was welcomed by all parties, including the overworked broadcasting industry.

Religious broadcasting was the subject of a report by the Anglican Church of Canada, which had carried out a survey earlier in the year. Almost 90% of religious broadcasting is on radio, said the report, which analyzed all types of religious broadcasting. Canadian churches cannot help but be aware of the tremendous debt they owe to the Canadian broadcasting industry for its positive contribution to religious broadcasting, said the report, adding that too many churches take it for granted.

During the month it was announced that the *Ed Sullivan Show* would originate from Toronto, its first recognition of Canada as a point of emanation. Throughout the years, said Sullivan, Canadians have been wonderful friends to us.

Changes in the advertising policies of chartered banks in Canada were forecast in an exclusive article in the *Broadcaster*. Pressures from other financial institutions, including trust companies, is forcing the banks to make greater use of broadcast advertising said a number of bank executives.

March 13 was the anniversary of one of Canada's earliest advertising agencies. R.C. Smith and Son Limited observed its 50th year under one of radio's pioneers, Alec Phare, agency president.

The Board of Broadcast Governors held public hearings in late March, including proposals from eight AM groups, three FM groups, one TV station, seven TV rebroadcasting stations, and nine broadcasting operations in which change of ownership was requested for approval.

A new generation of French-Canadian listeners was exposed to the classic *Un Homme et son Pêche*, when CKVL Verdun began the live broadcast from the beginning of the series, using scripts from the first transmission 22 years ago.

APRIL

The full CTV network began a series on *Careers*, designed to encourage youngsters to stay in school. The originating station, CFTO-TV, had carried the program locally for two years, with wide acclaim, including a Beaver Award. A French version had started earlier in the year via four independent television stations in Quebec.

April 8 was a very important date in the year—general election. Broadcasters vied for latest coverage, with both television networks and virtually all independent and network radio outlets providing latest news and riding-by-riding standings as well as opinion and analysis. Perhaps attention was most widely felt by the two TV networks, since this was the first election in which the national audiences had a choice on this medium. U.S. interest in the Canadian election was shown by the setting up of an NBC-TV headquarters in the CBC's central office in Toronto.

Department stores across Canada assessed the values of broadcast advertising in a special report to the *Broadcaster*. The long history of this retail group's participation in radio and television was not as consistent as might have been expected, said one spokesman, but there were, and will continue to be, problems of cost in relation to newspaper retail rates. Others offered the view that broadcasters should become more creative in presenting program ideas, not only to the national chains, but to local department stores and local branches.

The French market was the subject of a seminar in Toronto during the month when the Ad & Sales Club of Toronto attracted over 300 senior marketing and advertising executives to hear such points as that made by I. C. Pollack: What gnaws at the relationship between English-speaking Canada and French-speaking Canada is not the difference between them, but the indifference!

CBC radio announced a new policy for the summer segment, with its decision to broadcast more live shows, on the full network.

The Glassco Royal Commission dealt with broadcasting in part, stating: The quality and balance of the CBC network has been exceptional...but in spite of many praiseworthy accomplishments, has failed to develop positive goals...its management and form of organization have proved unequal to the task of securing the orderly conduct of operations in the face of pressures brought about by rapid expansion.

The commission further noted that the emergence of a competitive private network and the possible conflict between the powers of the BBG and the CBC is assuming serious proportions.

Broadcasters noted the truce between CTV and CBC regarding the rights for the telecasting of the two Canadian professional football leagues, including the playoffs and Grey Cup.

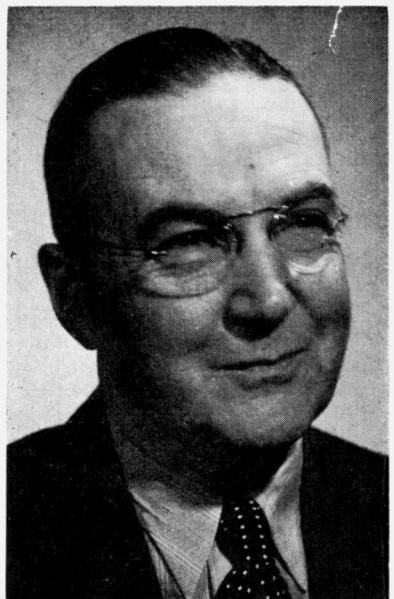
The CBC released its long-awaited report by Canadian Facts on its acceptance by the Canadian public. Based on interviews with 4,000 Canadians, lengthy and detailed it says, the report was generally favorable as to widespread public acceptance of the importance of its efforts in all areas, and a better job is being done in some than in others.

MAY

ACA members heard and saw a presentation by Vickers & Benson, in a VT show, on the subject of *How to Present the Advertising Program Management*. Team effort was emphasized -- virtually the theme of the ACA convention.

Among other highlights of the Convention was the announcement by the Hon. Jack Pickersgill, Secretary of State, that the Government is going to take a long re-appraising look at broadcasting in the nation.

Joint efforts by all members of the advertising industry were outlined by several segments of the ACA convention, including reports on the joint committee on radio and television of the ACA and the CAAA, and the announcement of a new code of



advertising ethics, a 17-point plan and code from the Canadian Advertising Advisory Board.

Athol McQuarrie, long ACA general manager and member of the advertising fraternity, died just before the ACA convention, respected by all as a national figure who had contributed much over the years.

Robert Oliver, advertising and public relations head of The Bank of Nova Scotia, was elected new President of the ACA.

Perhaps the most optimistic address at the ACA was made by Ralph Sewell, now president of Coca Cola Ltd., who pointed out the number of advertising managers who have made it to top management. (He is one).

Canadian Association of Broadcasters' convention ran almost on a simultaneous basis with ACA, with many complications, resulting from the changes of dates owing to the Federal election. CAB's president Don Jamieson stated his view, held by many in broadcasting, that the present regulation and control of broadcasting in Canada needs a thorough overhaul. Among other points made by Jamieson: If a board is administrative in its set-up, then this is what it should do. He made other points regarding the job that broadcasters must do in the present and near future: What is vital to our survival is research to determine so many things about which we know hardly anything today... Whether or not the facts produced by the rating services are accurate, we have to concern ourselves with what it does to the kind of service we can provide the Canadian people...what is vital to our survival is research to determine so many things about which we know hardly anything today...

The Rothmans/Rock City awards for radio were announced for radio creativity. The Radio Sales Bureau and its member stations shared the award.

THE FRENCH VOICE OF THE OTTAWA VALLEY



HULL OTTAWA

Representatives:

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

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

JUNE

CJOR Vancouver broadcasts its thousandth episode of *Town Meeting of the Air*. The first program in 1943 was the beginning of the longest sustained public service broadcast series in North American history.

The CBC's *Close-Up* series featured a look at what it called the Jingle Jungle. The program explored, as it called it, the effect of musical documentaries, and commercials, in radio and TV advertising.

The Beaver Awards were announced for the year '62: CFPL-TV London, CBC French Radio Network, CFRB Toronto, CKOC Hamilton, CJAD Montreal.

The Canadian Festival of TV Approaches in Toronto offered many approaches to television selling, including the uses of music. Not only were nationally viewed commercials shown to the 350 critics, but local commercials from across the country drew attention and applause. Best Canadian commercial, winner of the Clio, was by Whitehall Laboratories for its Anacin series; best for French-Canadian commercial was won by Kellogg's, for its Rice Krispies commercial Lucky Coin.

Death of Pope John XXIII early in June was the cause of widespread eulogies via radio and television. Sixty-nine radio stations across the country used the CFCF exchange tape, through the good offices of the CAB exchange service. The half-hour biography obituary had been prepared in advance and offered to all CAB members in the event of the pontiff's demise, by the staff of CFCF Montreal.

The NATO ministerial conference in Ottawa was covered on a 24-hour per day basis for radio and television (both domestic and international) by the CBC facilities in Ottawa. Broadcasts went to nine countries, as well as to CBS, Voice of America, Radio Free Europe, and to the Canadian and international services of the CBC.

The fifth Commonwealth broadcasting conference was held in Canada for the first time. Fourteen member-countries of the Commonwealth held meetings in Montreal, Montebello, Toronto and Banff.

Canadian General Electric was chosen as supplier for the new Jamaica television system, a project of Roy Thomson's Television International, NBC, and the Jamaican government.

JULY

The month began with a report of the Board of Broadcast Governors' June hearings. The controversial applications for shift of frequencies by CHFI Toronto and CHLO London occupied much of the attention, as did the CBC's formal reservation of its right to use certain other channels not now being filled. The Board formally enacted the amendment reducing the Canadian content requirement for TV during the summer period.

The CBC basked in reflected glory when the National Farm Radio Forum was awarded a statuette representing fertility by the All-India Radio director-general. CBC is co-sponsor with the Canadian Federation of Agriculture and the Canadian Association for Adult Education.

Ten Ohio Awards, given by the Institute for Education by Radio-Television, came to Canada with the CBC's scoring in radio and television. NBC and the other U.S. networks followed in the awards.

Urban and rural districts in Manitoba came together in time during the changeover to summer time--thanks in part to Altona's CFAM. Uniform summertime had been a problem in the province for years, until the station took up the challenge, along with other community groups, to make some semblance of uniformity agreeable to all.

B.E. (Ernie) Legate was upped from general manager to managing director of the Association of Canadian Advertisers.

The U.S. Federal Communications Commission accepted the Canadian government's proposal to reserve for Canada's use some 231 additional UHF television broadcast channels along the border area.

The CBC heard representations from several groups requesting French-language radio and television stations for Southern Ontario. CBC president Alphonse Ouimet said the French-language programming on CJBC Toronto, begun earlier in the year, had not gained an important audience.

The CBC's annual report for the year ended March 31 was tabled in the Commons during July. It showed a continued decline in advertising revenues, following a drop in the previous fiscal year.

FM stereo expanded to still another station when CFMO-FM Ottawa introduced multiplex stereo to the Ottawa valley and Eastern Ontario early in the month.

Saturday, July 20, was a date in science as well as for broadcasters, since it saw the total eclipse of the sun, an event which takes place only three times in 1,000 years. The path of total eclipse fell across Grand'Mé, Québec, site of the CBC's coverage.

Annual report of the BBG was optimistic for the state of both radio and television. Noted particularly in the report was the increase in revenues on the part of private radio.



Howard Anderson Photography

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

MURDER!!

Now that we have your attention, please note that CJLX-800, Port Arthur - Fort William, with 85 per cent of the local business, is represented nationally by Lorrie Potts & Co., Toronto & Montreal, Messner in Winnipeg, Scharf in Vancouver and Devney in the U. S.

Memo

from Radio-Television Reps Ltd.
to Gordon Spackman
CKRD, Red Deer, Alberta.

The Hub Market of Alberta should enjoy its best year ever in 1964. With your strategic location and terrific growth, you have a story to tell on your first trip east in the New Year.

Season's Greetings!

GORDON FERRIS
Radio-Television Reps Ltd.

New beer and wine advertising regulations are announced by the BBG

The soap industry showed chagrin while the advertising industry at large chuckled at a verbatim report in the *Broadcaster* of Procter & Gamble's reluctance to give any information on the success of the new Cheer campaign on radio and television.

AUGUST

The CAB and the Radio Bureau reported during the month on the continued venture in co-operative coverage of the federal parliament. Some 70 private stations across the country carry reports from individual members of parliament--each to his own district, on the program *Report from Parliament Hill*. Among those who spoke of this service were the Prime Minister (who said it was a valuable contribution to parliamentary democracy...promotes the cause of good government) and the leaders of each of the opposition parties.

One of western Canada's pioneer radio stations, CFQC Saskatoon, celebrated its 40th anniversary by giving a Second Honeymoon to a couple married during the station's first year of operation.

CHUM radio Toronto took its public service presentation to Winnipeg, with offers of other out-of-province trips mounting. The station has for nearly three years made the presentation to many hundreds of the public relations people and publicity chairmen of the public service organizations in and near Toronto, in the interests of helping these groups to improve the material sent in to radio stations for PS messages. The presentation points out that \$10,000,000 worth of time is given each year by private radio to assist public service causes of all kinds in the average year.

The Atlantic Association of Broadcasters heard CAB president Don Jamieson emphasize the need for greater intelligence in the application of the BBG Canadian-content regulation, according to the market itself. There is no slide-rule way to determine program character, he told the association. James (Jamie) MacLeod of CKBW, Bridgewater, N.S. was elected president of the association, succeeding J.M. Nathanson of Sydney.

A special report to the *Broadcaster* during the month surveyed one of the basic trends in Canadian radio--country & western music. Five stations program C & W exclusively, the report said, and more than fifty devote from two to twelve hours a day to this sound. Advertisers, it noted, had also got on the bandwagon, with many success stories being stressed from both stations and advertisers. A convention of C & W broadcasters was held at the end of the month in Toronto.

A new working arrangement between Canada and the U.S. for the allocation of FM stations was announced during the month. Eighty channels along the border were set aside or re-allocated for Canadian use.

BBG hearings at month's end heard nearly 40 applications and proposals from broadcasters in both television and radio, including two seeking release from CBC network affiliation.

SEPTEMBER

CJCH radio, Halifax brought out new business when it introduced Hot-Spot on-air commercials from its mobile unit. A report to the *Broad-*

caster during the month indicated that such mobility, in which any full-time announcer may use the mobile, along with a station salesman, to solicit and produce on-the-spot commercials for the city's retailers, has paid off handsomely for the station.

Affiliation of the Canadian Radio Sales Bureau with the U.S. Radio Advertising Bureau was announced during the month. Canadian members of RSB will be able to take advantage of the same information and sales help as that supplied to the U.S. counterpart-members, for an additional fee.

A test marketing operation in London via CKSL radio by Nu-V Corp., with further testing in other Ontario centres, brought out the val-

News coverage on-the-spot by Canadian broadcasters was exemplified by CJCN-TV of Grand Falls, Nfld., when a giant U.S. Super-Conny radar patrol crashed at Gander International Airport. The station's news editor not only covered the event for his own station, including pictures, but also phoned in his report to CJON radio in St. John's.

New regulations covering beer and wine advertising were announced by the BBG as a result of its meetings in Ottawa during the past month. As of January 1, 1964, the board announced, advertisers will be allowed the full 60 seconds for product sell. This regulation applies, of course, only to those provinces in which beer and wine advertising is allowed



CFRA OTTAWA NEWSMAN Sandy Morrison (left) interviewed Voodoo pilot Keith Inkster (centre) and navigator Mel Kenney of the 410 Fighter Squadron at RCAF Station Uplands about their role in NORAD for his four-part documentary "The Sky Shield, Life or Death for North America".

ues of radio in reaching the overweight market. The promotion was a calorie-count contest in a six-week test period, including station announcers as well as listeners. National coverage was planned on the same basis of the test experience in London and other centres.

What's your problem? The radio show by that name began its tenth year on air via CJKL Kirkland Lake, with Anita Thompson. It is believed to be the oldest continuous program of its type in Canada--open-line for listeners' comments, problems and complaints.

on radio and television.

The values of research and imagination were outlined by Ed Lawless, newly appointed director of TvB, in a report to the *Broadcaster* during September. Support and co-operation by the entire TV industry was called for by Mr. Lawless, who pointed to the example of the Canadian magazine industry, with which he had some familiarity.

Articles on the changing face of supermarket retailing during the month caused comment in the broadcasting industry. Said a *Broadcaster*

Remember when the village square was a place?

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

TELEVISION DIVISION



All-Canada Radio & Television
Limited

SELECTIVE TELEVISION IS YOUR BEST BUY

Why? Because you can place spot announcements into top-rated shows without program costs, freeing dollars to cover other markets.

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

Parasitic growth of agency services

editorial: The series is being published to emphasize to advertising people that knowledge of the workings of the product and consumer reaction is of vital importance. Media men, said the editorial, must be especially aware of the need for advertising which is the right kind of advertising not only for the medium in which it appears, but for the retail setting in which it is to operate on the ultimate buyer.

OCTOBER

One of the highlights of the month was the Ottawa sitting of the BBC. Among other items on the list was the controversial hearing of CKSL London's proposal for frequency change to 1410 kcs. This followed the June hearings in which the board itself had recommended approval of an application by CHLO St. Thomas to move to the 1410 frequency. As broadcasters remembered, the St. Thomas frequency change was involved in the change to CHLO's old (or present) frequency by the proposal of CHF1 Toronto, in its bid to increase the usefulness and profitability of its AM operation.

Toronto advertising man Gerry Goodis created attention during the month by his remarks to a number of groups, including the Ad & Sales Club of Toronto, by saying: Maybe advertising agencies have outlived their usefulness, maybe a little alternative is for the client to provide many of the specialized services him-



self. We have, he said of the agencies, allowed ourselves to carry an increasingly heavy parasitic growth of additional agency services. The main function of an advertising agency, he stated is to produce effective advertising, an essentially creative process.

The month saw expansion of an all-radio campaign for one of Canada's giant soap companies. Colgate-Palmolive's ABC detergent moved from test marketing in the Maritimes to Central Ontario. Simplicity of approach was the keynote of the marketing plan, just as the product name suggests. Interesting feature of the media plan was the use of all radio stations in the market during the test. The company planned to continue this policy.

TvB signed the CTV network, this being the second of the two networks to sign as members of the bureau.

CFGP Grande Prairie marked the breaking of ground for its new building by giving the full staff a chance at the sod-turning, marking progress for the far-north station.

NOVEMBER

An agreement was signed between CBC and Radiodiffusion-Télévision Française, under which

RADIO SALES EXECUTIVE FOR CHF1

Due to CHF1's vastly increased audience and other immediate improvements, our expansion program now requires another top flight sales executive. Please make first enquiry by letter, outlining experience, to R. A. Leslie, Radio Station CHF1, 13 Adelaide Street, East, Toronto.



How big a bite do you want?

We have bites worth 2 billion dollars. Three billion dollars. Four billion dollars. All the way up to one great chomp worth about 17 billion dollars. That's a lot of dough. No matter how you look at it. That 17 billion dollars represents the net effective buying income of the audience blanketed by the 8 CBC owned and operated stations. We call them the Big Seven Plus One. They're located in the major markets across Canada. (Plus our one station in Corner Brook, Nfld.) What about coverage? These 8 stations offer you a potential of over 60% of the TV households in Canada. And more than that, CBC effectively gets through to these people. Take a quick look at our rating data. Seeing is believing. No matter how big a bite of this market you want, call the CBC. In a matter of minutes we can give you availabilities on all of the Big Seven Plus One. The same goes for information on programming. Ratings. Audience information or market data. Give us a ring in the morning. In the afternoon our salesman will have all the facts you need on your desk. If you're only interested in a little nibble, call us anyway. We'll be glad to discuss your problems. But don't be surprised though, if you end up getting quite a mouthful.

CBC NATIONAL SELECTIVE TV SALES — CBUT Channel 2 Vancouver / CBXT Channel 5 Edmonton / CBWT Channel 3 Winnipeg / CBLT Channel 6 Toronto / CBOT Channel 4 Ottawa / CBMT Channel 6 Montreal / CBHT Channel 3 Halifax / CBYT Channel 5 Corner Brook (Nfld.)

The perfect pair - she's a hypochondriac and he's a pill.

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

WESTWARD HO!



Name the richest province in Canada for the next 12 months. That's right. Saskatchewan. Little old Saskatchewan, producer of two-thirds of the nation's wheat...the province that has nosed out Ontario as Canada's richest in terms of per capita income due to the recent staggering sale of wheat to Russia. Westward ho, indeed.

Quote *Time*, Sept. 27th: "As it filters into the economy, the Russian wheat money will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet is CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatoon.

CFQC
radio — Saskatoon

Focus on French Canada

the two companies and countries will exchange programs and will also co-produce other telefilms. The agreement for co-production called for a series of 13 half-hour films.

Mid-month meetings of the AC-RTF were highlighted by many prominent speakers, the most eminent being Premier Jean Lesage. Another point of interest to the broadcasting industry at large was the topic of biculturalism.

A special issue of the *Broadcaster* was dedicated to the French-language broadcasters, an annual event. While it is simply good manners for people with something to sell in French-Canada both to speak and to think, said an editorial, in French, by the same token it is also reasonable for English-speaking people to be approached by French-speaking people, who also understand the language and the thought processes of the people they are trying to sell.

In effect, said the editorial, it's a two-way street.

A special report for the issue surveyed the opinions of a number of professional and business executives who had some qualification to speak on the bicultural question. Most of those interviewed felt that provincialism was the heart of the problem--provincialism in the sense of localism--and that many in Quebec must learn new concepts, at the same time that people in other parts of Canada must learn at first-hand about French-Canada.

Gerry St.-Denis' contribution to the issue emphasized that many changes are taking place in French-Canada. He also said that the two racial groups in this country must learn about the mentality and behavior of the other group. The new French-Canadian, he stated, is willing to meet half-way.

Michael Davison (later a victim of the air crash at Ste. Thérèse) sent a special report to the issue on the Schwerin Research experience with French-Canadians in commercial response.

Commercials that simply translated their basic message into French were, he said, only about 70 per cent as effective as their English versions... but the real adaptations averaged more than 50 per cent better than their English counterparts.

Moose Jaw's CHAB claimed a first when it broadcast from a free-flight balloon, in a promotion for the third annual Horse Show.

A very posh presentation was made in the month by CTV from the CFTO-TV facilities at O'Keefe Centre in Toronto of the Miss Canada Pageant. The 90-minute presentation of the finals of the *Miss Canada* contest was topped off by the selection of a Toronto girl, the sponsored one of the basic network station. Many sponsors underwrote the cost of the show, with satisfaction reported by all, with a repeat forecast for next year.

BBG hearings reported during the month approved the CHF1 application for a 10kw night-time license in Toronto, but turned down Toronto's Allan Waters in his application for a daytime radio station in Montreal.

The U.S. television series *Route 66* moved into Toronto during the month, to produce a film version of the show from its first Canadian locale. Transmission via CBS was made later.

Giles A. McMahon, manager of Canadian sales for CKLW-TV and radio, died in London, Ontario.

Keith Sandy, Toronto radio and television personality, died after a brief illness, at the age of 38.

DECEMBER

The end of November and the early part of December were marked for broadcasters by a news event which took place south of the border: the assassination of President John F. Kennedy, and the subsequent killing of his alleged assassin, Lee Harvey Oswald.

The incredible deed, as the *Broadcaster* called it, must have cost literally millions of dollars in pre-emptions.

It was perhaps fitting that broadcasting, which had been used so widely and so wisely by President Kennedy in his continuous efforts to bring understanding to the various divisions of his own country and the whole world, should have been the chief of the mourners...

The Radio Commercials Festival in Toronto, co-sponsored by the Radio and Television Executives Club, and the Radio Sales Bureau presented an afternoon-long session of the creative use of radio, demonstrating the uses of the human voice and the emotional impact of the sound of music. Awards were made in a number of categories.

BBM announced the addition of 30 new members, a new all-time high. Expansion of the bureau's research program was also announced during the month, including six changes of services, bringing in a new service-contract with IBM.

TELEVISION

CKVR-TV barrie

CJCH-TV halifax

CHOV-TV pembroke

CFCL-TV timmins

YOU CAN'T BEAT THE FLEXIBILITY OF SPOT TELEVISION

And it is particularly true in these markets. When you buy these Stations selectively you get the type of audience you want through participations in top rated shows — shows that deliver big audiences at a good efficiency. Only spot Television provides maximum flexibility and at the right cost.

PAUL MULVIHILL & CO., LTD.

TORONTO

MONTREAL

The Community Antenna question boils

Although the news events surrounding the assassination of President John F. Kennedy took place during the last week in November--with special coverage and public affairs programs featured by the Canadian networks as well as picking up feeds by the U.S. chains--reports of reaction to "broadcasting's finest hour" continued to come in during December.

Among other items was the report by a U.S. trade source that an estimated \$28,700,000 was voluntarily given up in lost revenues during the special-coverage period. No estimates have yet been released by the Canadian networks or other sources.

Private stations, too, voluntarily gave up revenues, through special programs and observances, and one Canadian sponsor gained goodwill in the entire industry by offering to accept charges for any pre-emptions during the period of special coverage. The sponsor was Rothman/Rock City Ltd.

The importance of advertising to the investment community--and vice-versa--was emphasized further during the latter part of the month in the third in a series of special reports to the *Broadcaster*. Of special interest to Ontario broadcasters was the comparison of two IGA franchise distributors, Oshawa and Loeb, both users of broadcast media.

Year-end reports from a number of broadcasters across the country indicated the careful analysis which has been going on in the industry in making plans for '64. How did the summer programming work? was the subject of a pertinent report from CFQC-TV, Saskatoon. The station's *Summer Fare* daytime live strip proved itself out as one of the better experiments by a local station. "Not only did the positive approach to daytime live programming produce a wealth of hidden talent which will lead to future programming, but...it revitalized the station's public service home-town image..." says station manager Walter Romanow. Not entirely by paranthetical note, the station's report adds that the sales picture was very good. Plans for a repeat in the summer coming were settled by the analysis.

The question of community antenna television systems--a growing problem in many parts of Canada for broadcasters--occupied attention over the entire year. In December, however, the issue came closer to a boiling pot than the simmering saucepan it had been.

Questions in the House, plus a bill to bring community antenna systems within the jurisdiction of the Broadcasting Act and the BBG were introduced. As it transpired, the bill was talked out. Secretary of State Jack Pickersgill, however, said in the Commons that the Government will not allow community antenna systems to circumvent the intent of Parliament and the Canadian people. The controversy promises to remain hot during the year now begun.

The Bureau of Broadcast Measurement announced during the month an agreement to use the Elliott-Haynes coincidental telephone rating service, on the basis of the six annual studies which are being undertaken by BBM in addition to four diary studies. E-H will discontinue its present service in order to undertake the BBM pattern. Conflict of interest was thus eliminated on the part of E-H; at the same time, BBM's position was strengthened in offering both a coincidental telephone and diary series of studies and reports. Historically, the agreement marks a development started in two divergent directions almost a quarter of a century ago.

One of Canada's best-loved TV series of the past--the *Jack Kane Show*, has been re-created by Canadian Talent Library. The untimely death of Jack Kane had ended the series in 1961. This, the 36th transcription in the CTL offering, went into production during the month, and will include four of Jack Kane's original compositions.

Oscar Brand, Winnipeg-born folk-singer and arranger as well as composer and musician now world famous, has been invited to appear on the Canadian broadcasting scene more often than he has been able to accept. CTV, however, was able to secure his services for the anniversary show in the fall. Apex has announced, during December that it will release the folk song "Something to Sing About," written by Brand for the spectacular, as a 45 rpm release on its label. The recording was made from the original made by the Canadian Talent Library.

Just as the month began the broadcasting industry mourned the loss, in a TCA crash at Ste. Thérèse de Blainville, Que., of three well-known members: Don Hudson, CBC producer of many laurels, Jack Langdon, assistant director of TV operations of the CBC English network, and Michael J. Davison, managing director of the Canadian office of the research firm, Schwerin Systems Ltd.

Other losses to the industry were station rep Peter (Pete) McGurk, head of the Canadian division of Weed & Co., and Middleton (Pete) Elliott, of Caldwell AV Equipment Limited, Toronto, whose career had gone back to 1918.

The nervous subject of bilingualism, which occupied much of the news during the year, was no less prominent at year end. Announced the CBC president: CJBC Toronto will go entirely French in stages, beginning Jan. 1.

at your SERVICE

ADVERTISING SPECIALTIES	PRIZES FOR QUIZ SHOWS
Pens • Pencils • Memo Books Hats • Balloons • Rulers, etc. FOR TRADE SHOWS—CONVENTIONS, DEALER MEETINGS NEIL S. O'DONNELL LTD. Free Scripto Pen if you mention this ad with your enquiry 1652 Bayview Ave. Tel. 485-0781 Toronto 17	SERVING BROADCASTERS FOR OVER 15 YEARS  Contests Associates PRIZE BROKERS 10 Castleknock Rd., Toronto. HU. 8-8601
RESEARCH	MISCELLANEOUS
CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE  LIMITED TORONTO — 515 Broadview Ave., HO. 3-1144 MONTREAL — 3290 Bernardin Street, RA. 8-5360	 CLIFF McKAY Music 107 Carlton St. Telephone Toronto EM. 3-3525
FILM SERVICES	FLOWERS for every occasion WINONA FLOWERS LIMITED 413 Bloor St. E., Toronto, WA. 1-2303
 INDUSTRIAL FILM MAINTENANCE TV FILM SERVICE 131 Peter St., Toronto, EM. 2-2501 Film Procurement and Monitoring T.V. off air For Agencies	BOOKS By Mail Book Dept. Canadian Broadcaster 217 Bay St., Toronto
THIS SPACE will deliver your message TWICE A MONTH FOR ONE YEAR for \$5 per insertion.	 Telephone Answering Service Answers your phone whenever you are away from your office or residence. Phone for Booklet in Toronto 924-4471 Montreal UN. 6-6921
ATU COMPONENTS 2 Hour Service GELEGO Electronics Ltd. Phones: 1262 Don Mills Rd., 444-5991 Don Mills, Ont. or BA5-2497	Want a Man? Want a Job? TRY A SMALL AD in Canadian Broadcaster
SAY YOU SAW IT IN THE BROADCASTER	PRINTING  IMPERIAL PRESS LIMITED PRINTERS We have expanded to serve you better. New Address 548 King St. W., EM. 4-9261

**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

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

EYES ON BROADCASTING

by BEN HOLDSWORTH

A BROAD PROGRAM OF EDUCATION, advertising and selling—that is the aim of many segments of the financial world, according to a large number of senior members of the securities industry in our survey.

Let us look at this as a pure marketing problem, as we should, say financial experts, as well as a growing number of advertising men.

Canadians who hold shares in Canadian or foreign companies number approximately 1,500,000. The figure cannot be exact since no adequate marketing studies have been made to date. This figure is the average of those offered by various sources in the securities industry.

Of the total population, this represents less than 10 per cent. What could it be? Estimates range from 45 to 65%, according to the expert you talk to. Let us settle for 50%; that is over five times the present penetration. The potential market for securities, therefore, may be as much as two-thirds of the adult population.

That is a mass market. The approach must be that of mass-marketing.

Certain observations must be made at this point, however, security experts are quick to indicate. Government regulations on the offering of shares through advertising are strict. The use of advertising to sell company shares as such must not only take into account these regulations, but also must recognize the need for dignity as well as truth. Many of the general public still equate stocks with the swindles of the past, in which "high-pressure" techniques were used to move worthless stocks by the millions—and Canada has had its own experience of this.

SAVE THROUGH SECURITIES

Aside from the specific selling of shares in an individual company, there remain the needs for broader programs of education of the mass public in the values of stock ownership.

"What is needed is a radical change in the saving habits of the millions of people who can well afford to invest in common shares," says David Chandler, resident manager of Bache & Company, Toronto: "There must be a strong motivation to save through securities; very little effective effort of any kind has been directed to this objective. That is the heart of the problem," he says.

Bache & Company is endeavoring to accomplish this objective, according to Mr. Chandler, by holding a series of seminars for investors, in its own offices in Toronto. Through newspaper advertising (broadcast may be tried in the future), the general public is invited periodically to a series of four evening lectures to learn the basics of investing in stocks.

"We have had response from all parts of the public, from all age and income groups," Mr. Chandler states. "We have had people who have never bought a share in their lives, people who hold only a few shares, and experienced investors as well," he says.

"This is one way to do it, and there is no question of its effectiveness in educating the potential investor. But we can reach only limited numbers this way—and they are in most cases people who already are motivated to try this form of savings," says Mr. Chandler.

The millions who are not yet motivated in this direction remain untouched, in the opinion of this

experienced securities man, as well as others surveyed.

Where does the process start?

BANK VERSUS OLD SHOE

It is clear that the long-term objective is indeed long term. Observers point out that it has taken many years for the banks to convince the mass public that saving in a bank account is wiser than in a mattress or old shoe. Indeed, even banking officials admit that this program is still under way, with many hundreds of thousands of potential customers still unconvinced.

Another example is the length of time taken to convince the mass of Canadians to invest and save through government bonds. Even during the patriotic stresses of wartime, with victory as the key motivating factor, millions of Canadians resisted the enormous selling and advertising programs for war bonds, although other millions did participate.

In both cases, observers say, the general public has gradually been educated in the values of saving, as such. This underlying fact may very well prove to be the most helpful element in the program to broaden the public for stock investment.

"We must start, in my judgment," said one securities expert, "by trying to convince the companies themselves of the value of educating the public. How can the investor, potential or actual, have full confidence in a company's shares when it releases as little information as most companies do?"

NEED FOR INFORMATION

One point should be made clear, according to many securities men the information policies of many companies need great improvement, not only in terms of the general public but in terms of the companies' own present shareholders.

"Some enlightened firms are doing an excellent job of informing their shareholders on specific facts and figures," said one analyst.

"By this I mean not only excellent annual statements, but interim reports on company affairs, issued at frequent intervals," he said. "These firms encourage the shareholders to know the products better, give facts on the development of markets for new products, inform about research

projects. After all, the investor—and the security analyst—is constantly assessing the future of a company and its value. Past history is interesting and often significant, but what about plans for the future? Is a company looking ahead, or standing still? Certainly we want to know as much as possible," says this observer, a member of one of Canada's oldest investment houses.

Frequency of company reports to shareholders has a definite bearing on share prices. This is borne out in a report just released by Bache and Company, based on a survey of over 100 representative stocks.

"In some industry groups at least, shares of companies which report to shareholders only once a year sell for a lower price related to earnings than do shares of companies which issue more frequent reports to shareholders," says the Bache report.

"This reflects either investors' mistrust of reticent companies, or their understanding that earnings which are so difficult to calculate and to follow are inherently unpredictable, and therefore worth less," the survey by Bache and Company notes, indicating the importance not only of frequent reports but full reports on company affairs.

An example in the Bache study worth noting is Traders Finance Corp. This firm has currently shares with prices at the lowest multiple of earnings in its industry; it is the only one which does not issue reports more frequently than yearly.

Is this pertinent to our objective? Annual or quarterly reports are not, properly speaking, advertising. They are not broadcasting.

"The point here," says a financial analyst, "is the company's management policies are reflected in its attitude toward shareholder reports. If the policies call for infrequent and less than full reporting of company affairs, then we find the total attitude toward future growth and development is often restrictive. No doubt its advertising and marketing policies will reflect this."

INFORMING SHAREHOLDERS

Another analyst made this statement: "We find that the firm which uses advertising well to make its customers want to buy its products is also the company which offers

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

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

THE BREAKFAST SHOW OPPORTUNITY FOR EXPERIENCED BROADCASTER WHO IS A REAL "TAKE CHARGE" MAN

The Breakfast period is available to a stable, intelligent personality who wants to move ahead fast with an aggressive station.

We prefer a married man who loves life and people and is filled with sound community ideas. At least five years in radio, now handling a breakfast show or who would like the challenge.

Don't waste our time if you shout, or prefer format or rock music.

Generous rewards await the RIGHT man.

Send tape, picture and resume to: **W. H. GIBSON**
343 Richmond Street
London, Ontario.

MICHAEL JAY

Registered Brokers
1262 Don Mills Road
HI. 4-8791 Don Mills, Ont.

Confidential negotiators for purchase and sale of radio and TV stations. CATV. film and recording studios.

Appraisers, financing, negotiators.

full disclosure of its financial affairs to its shareholders and to the investing public at large. Evidence from many sources shows that the company which sells its brand name strongly is also successful in selling its shares to the investor."

Why do not more companies realize this?

"In our experience," said one analyst, "the old notion of trade secrecy seems to be the answer in many cases. 'We don't want to give away our plans to our competitors', many companies say. Our answer is very simple. We just work that much harder estimating and often just plain guessing—and we can be wrong to that extent, too. Perhaps their competitors are in the same position. In our view, trade secrecy is often nonsense, and only an excuse for bad management policies."

ENTER THE AGENCIES

Advertising men have a definite role to play in this matter, say many financial men.

"After all, the advertising agencies deal very closely with their company-clients, and often have a strong influence on management policies," says a securities executive. "If the advertising people can broaden their perspective to see the opportunities we are discussing, then much can be accomplished. They must constantly encourage their clients to be as aware of the investing public as they are of the public for their products. Remember, a company that wants to grow and develop usually requires new capital at some stage. That's our business, to help them by effective presentation of their financial potential to the investor. In the same way, the advertising people have a definite stake in helping their clients grow and develop—if they don't the agencies will suffer. So, we have a common interest, don't we?"

Out of this comes the suggestion, made by several financial men, that the advertising industry and the professional investing and financial people need a lot more cross-education. Each group has much to learn from the other, and much to give the other in return.

A number of members of the Securities Analysts Association remarked that advertising men would be very welcome indeed as speakers to the regular meetings held by this influential group. The Investment Dealers Association would also be prepared to effect a closer liaison with the advertising fraternity at large—including broadcasters.

As was noted earlier: "What is needed is a radical change in the savings habits of the millions of people ... there must be a strong motivation..." in the words of Bache & Company's David Chandler.

That is the business of advertising and broadcasting.

THE MONTREAL AD and Sales Executives Club now has its own club quarters, complete with dining and bar facilities, in the Queen Elizabeth Hotel. The new premises were officially opened by club president A. E. Bowker of Vickers & Benson Ltd., and the club will be open five days a week to members and guests.

OVER THE DESK



WE BOW TO THE ONE-UPMANSHIP of CFBC Saint John. Never having quite made it in the race for this paper's Beaver Awards, station manager Bob Lockhart (left in photo) did come up with a real, live beaver during Saint John's United Fund campaign last fall.

The station discovered that farmer Ernest Mickleberg (right, with friend) and his wife called the beavers on their property to come for supper each evening, and that neighbors and tourists answered the call as well, to watch the beavers being fed by hand. The Micklebergs had refused to accept money from these onlookers, but did agree to let CFBC set up a United Fund collection box at the site.

During the six-week campaign, \$147 was donated by people who came to see the dozen beavers at their evening meals, and the family

has agreed to let CFBC set up the collection box again early this spring for the full season.

From beavers to other awards, last month Quality Records again saluted the hit-making prowess of radio with gold record presentations to CKY Winnipeg and CHUM Toronto.

Seems that in May CKY's hit-spotters imported a Swedish record, "Fryksdalsdansen" by Rune Ofwerman, and played the disc to such success that Quality Records released it in Canada (and it has since been picked up by U.S. and Australian labels). About the same time CKY recognized the hit potential of an English record, "Forget Him" by Bobby Rydell, and introduced it in Canada.

Quality's national sales manager, Lee Farley, got word of "Forget Him", had a copy sent over from

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

England, and auditioned the side for CHUM's Dave Johnson. Johnson gave the disc a big play and started it up the charts, and it was released here and in the U.S. on the Cameo label, distributed in Canada by Quality. And so, to say "thanks for the hits", Quality says it with — not flowers — gold records.

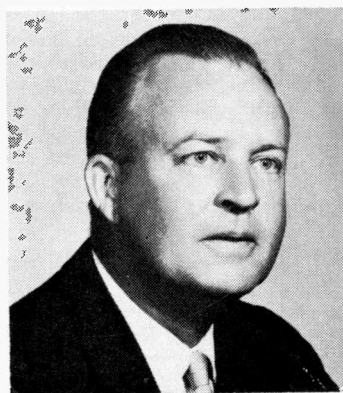
From gold to pewter, Fiddlin' Rocky Nash of CHLO St. Thomas '68 Jamboree has received a handsome pewter mess mug as a thank-you from the U.N. Emergency Forces in Egypt, to whom he sends tapes of the best in country music. The pewter mug is engraved with the U.N. crest on one side and a map of Egypt on the other, with an inscription making Nash an honorary member of the Forces.

The coat of arms of the city of Chicoutimi-Nord has been presented to CKRS-TV Jonquière to the station as "The Industry of the Year" in the area. The station, with satellites in Chicoutimi, Roberval and Port Alfred, was honored by the City Council, the Chamber of Commerce and the Tourist Commission of Chicoutimi at the annual industrial and Commercial Exposition.

There's news of *not* winning an award, too. There were no prizes up for grabs at the recent first London (England) Festival of World Television, but competition was keen among TV producers around the world to be included in the non-competitive festival. Over two hundred hours of programs were submitted, from which fifty were chosen for screening, and two Canadian programs made the bill — a program from CFPL-TV's weekday series for pre-schoolers, *Sunshine School*, and *The Opening of the West* from CBC-TV's *Camera Canada* series.

ANNOUNCEMENT

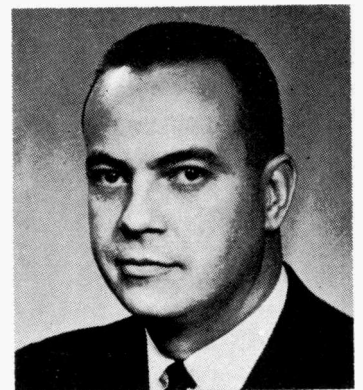
TRANSCANADA COMMUNICATIONS LTD. APPOINTMENTS



D. R. DAWSON



J. R. GRISENTHWAITE



R. A. LAMBORN

Mr. Harold A. Crittenden, Vice President and Managing Director of Transcanada Communications Limited, is pleased to announce the appointment of Donald R. Dawson to the position of General Manager, CKCK Television, Regina. Mr. Dawson entered broadcasting with CKCK Radio in 1937, held several executive positions and was appointed Manager of CKCK Radio in 1957.

Coincidental with Mr. Dawson's move to CKCK-TV, Mr. Crittenden also announced the appointment of James R.

Grisenthwaite to the position of Manager, CKCK Radio. Mr. Grisenthwaite joined the announcing staff of CKCK in 1946 and was appointed General Sales Manager in 1959.

Mr. Crittenden further announced the appointment of Mr. Ronald A. Lamborn to the position of General Sales Manager. Mr. Lamborn joined the sales department of CKCK in 1952 and was appointed Retail Sales Manager in 1959.

All appointments are effective January 1st, 1964.

STATION CALLS

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

CKY, WINNIPEG

ONE OF THE LATEST IN CKY's never ending succession of wild promotions was the station's "Big Gold Box" contest. For one month listeners were invited to guess what well-known celebrity would emerge from the box when it was officially unlocked. The big day finally arrived and the box was unlocked on the parking lot of CKY's sister station, CJAY-TV in Winnipeg.

Approximately 5,000 Winnipeggers had guessed the correct identity of the celebrity, who turned out to be Judy Canova, and she selected one entry from the correct answers for a \$500 cash award.

But this was just the beginning. As soon as Judy's identity was known, she revealed her real reason for being in Winnipeg. She was there to find Lukey Crunchmiller, her long lost boy friend from her once famous network radio show. It seems that years ago Judy borrowed Lukey's Shirley Temple sweat shirt and be-

fore she could return it, he left town without a trace. She found out he was in Winnipeg, now using another name, and she was trying to find out what prominent citizen was really Lukey Crunchmiller.

Judy retained the services of the CKY Detective Agency to assist her in her search. Each day for an entire week Judy and Hiram Birdwhistle the CKY detective who was dressed in a Keystone Copish uniform, toured the streets in CKY's 1931 Chevrolet coupe detective car, bearing 8 to 10 signs pointing out that it was an unmarked car.

Ten times daily Judy announced her location on the air and the first five people reaching the car guessed what well-known Winnipegger was Lukey Crunchmiller, and received from \$1 to \$100 reward money on the spot. Whoever correctly guessed Lukey's true identity would win a \$1,000 bonus. Guesses as to Lukey's identity were also taken by mail. Wanted posters were on display throughout Winnipeg showing a photo-

graph of Lukey as he used to look.

After two weeks of intensive searching, Lukey was finally discovered. He turned out to be none other than Jack Matheson, sports editor of the Winnipeg Tribune. The lucky lady whose entry was selected received the cheque for \$1,000 in cash.

At one point in the search, Mayor Stephen Juba of Winnipeg was arrested by Detective Birdwhistle, on suspicion of being Lukey Crunchmiller. After being cleared of all charges, Mayor Juba made friends with Judy by declaring her Winnipeg Honorary Citizen No. 1001.

correctly identified all 81 voices. Hundreds of letters were opened before a completely correct entry was drawn. As well as the \$800 awarded as first prize, 80 LP records were mailed as consolation prizes to the next 80 contestants who correctly identified all the voices.

CKRC, WINNIPEG



CJAD, MONTREAL

TO LAUNCH A NEW PROMOTION, CJAD Radio ran a full-page advertisement in the *Montreal Gazette* with the heading "The 80 voices of CJAD". 80 photographs of CJAD air personalities followed, each photo numbered but with no other identification. The ad also included a box with a big question mark and the number 81. No clues were given as to the identity of this voice, but it was one of Canada's best-known personalities, Danny Gallivan.

In the text of the ad readers were asked to save the ad and listen to CJAD for information on how they could win the first prize of \$800 by naming the voices.

During the following days each program on CJAD gave the number and name of two personalities and listeners had three days after the last identifications were given to get their entries into the station.

The first entry drawn with all the "voices" correctly identified was declared the winner.

The day after the contest was launched one of Montreal's largest grocery chains asked for reprints of the ad to give out at their stores. Reprints were also available at the CJAD reception desk and were sent out by mail to anyone requesting them. Over 4,000 reprints were distributed by the station and over 18,000 were picked up by listeners at the grocery stores.

In spite of the amount of work involved in completing an entry, over 6,000 were received by CJAD with approximately 4,000 claiming to have

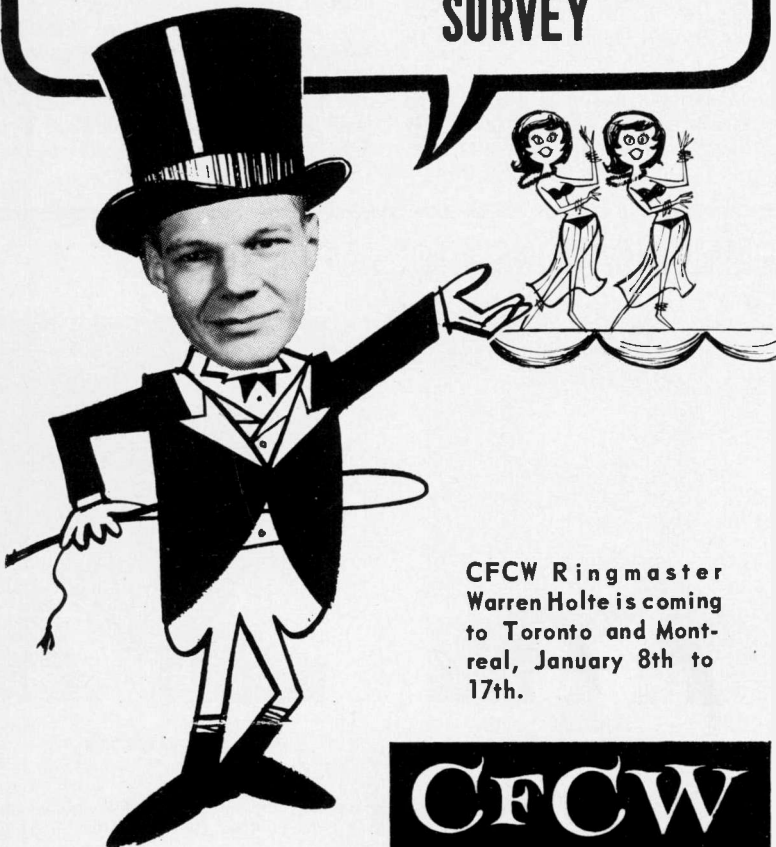
DADDY LONG-LEGS, double the size of his fans, helps station CKRC celebrate doubling its power from 5,000 to 10,000 watts, and the station's 35th anniversary. The station and the merchants of Polo Park tied in to jointly sponsor a gigantic fireworks display on the parking lot of Polo Park.

Promotion spots, display signs in store windows and newspaper ads announced the time and place of the big event. Each merchant purchased a spot campaign and included mention of the fireworks display.

Over 4,000 cars filled the parking lot long before the fireworks were scheduled to begin, and crowds overflowed to surrounding streets.

"One of the greatest traffic-pulling promotions we have ever seen," said the Polo Park Merchants Association.

Brought to you at great expense
... CFCW's 14th ANNUAL
MARKET REPORT AND PRODUCT
SURVEY



CFCW Ringmaster Warren Holte is coming to Toronto and Montreal, January 8th to 17th.

CFCW

POWER TO SELL ALBERTA

A REGIONAL RADIO STATION: Head Offices and Studios: Camrose Alta.

REPS: Lorie Potts & Co., Toronto, Montreal, A.J. Messner & Co., Winnipeg. Scharf Broadcast Sales Ltd., Vancouver.

Say You Saw It
in
THE BROADCASTER

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

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



NEWS FLASH

Having moved the Broadcaster offices last week from 219 Bay Street to 217 Bay Street, it will now be in order for those who are still sending mail to our 1953-58 address — 54 Wellington St. W. — to start addressing us at 219 Bay.

• • •

AUDREY STUFF

Then there's the gal who was so dumb that when the hotel clerk asked if he could give her a room and bath, she said he could give her a room all right but she would take the bath herself.

• • •

CAN'T WIN 'EM ALL

When the account executive bought his secretary a smart and quite expensive lamp, she complained bitterly, because now she had to go out and buy a book.

• • •

THIS IS ART

The new vogue for FM listeners is to absorb the music without comment and wait for the reviews to tell them how much they enjoyed it.

• • •

AU NATUREL

The only reason why he was vitally interested in art studies in the nude was that he was born that way.

• • •

A WINNAH!

A silver-plated thundermug went to the little toddler on the *Junior Quiz*, whose answer to the question: "What do zebras have that no other animals have?" "Little zebras."

• • •

ROOT OF THE MATTER

The politician's problem was not so much a question of what he would do if he was elected, but what he would do if he wasn't.

• • •

SPIN TO WIN

The best thing you can do if you think you have a split personality is go chase yourself.

• • •

CRYSTAL BALLS

Only 353 days before it will be time to lay aside the trials and problems of the workaday world to say thank you to the business associates and others who make it possible for us to earn our daily livings.

it happens at the best of stations

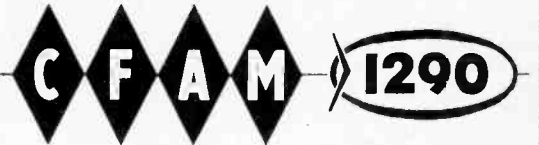
TAPE BREAKS!

SCRATCHED RECORDS!

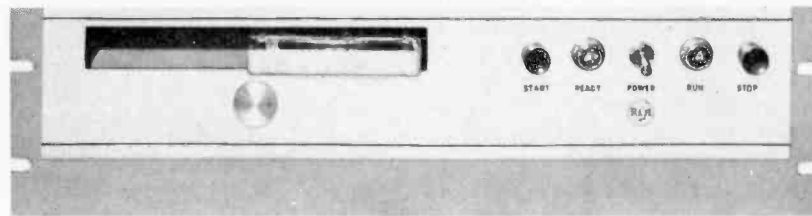
EMBARRASSING SLIPS!



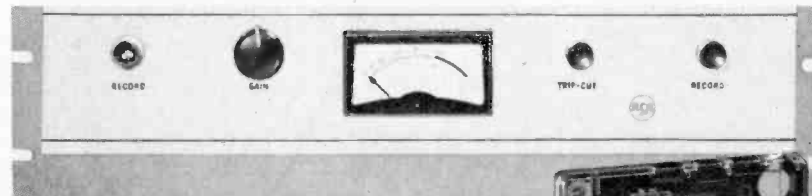
radio southern manitoba



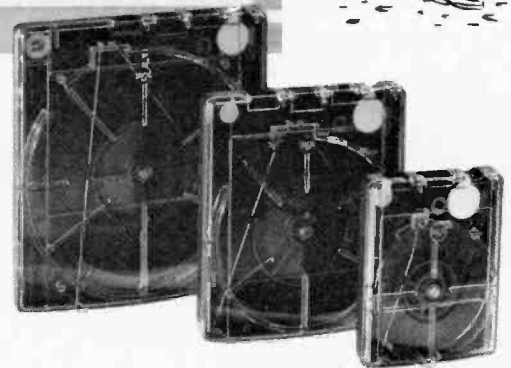
we have installed an RCA CARTRIDGE TAPE SYSTEM



CARTRIDGE TAPE PLAY-BACK UNIT



RECORD AMPLIFIER



TAPE CARTRIDGES

Automation comes to CFAM in the form of "cartridge tapes". With this system, CFAM now enjoys split second control of recorded commercials and programmes. And, with tape cartridges, manual cueing and threading is eliminated. It's all done automatically. The desired cartridge is selected, place in the playback unit and forgotten until "air" time when it is instantly played back at the touch of a button.

From the advertisers' point of view, our new cartridge tape system goes a long way to eliminate annoying snafus!

No more broken tapes! No more miscued commercials! No more embarrassing pauses! Sound reproduction is fabulous, too.



RCA VICTOR COMPANY, LTD.

Technical Products
1001 Lenoir, St. Montreal 30, Quebec.

THE MOST TRUSTED NAME IN ELECTRONICS

NOTE: Duplicate of mailing promotion produced by Paul Phelan and Perry Agency, Winnipeg for CFAM.

Commentator greets CJAD on 18th birthday

WHAT IS THE REAL FUNCTION of a radio station? To make money for its owners? Some owners think so. To provide the listener with entertainment? I would guess *some* of the dial twisters would say yes to that one.

This is our personal way of greeting CJAD on its 18th birthday - a hard look at the business we're in. What's more, the character setting out to take a look at the trade in which he is involved from inside had better not start taking either it or himself too seriously, or he'll wind up behind some kind of a self-built pompous-looking eight ball.

Essentially radio isn't a bit different to either television, the newspapers and other periodicals. The duty of all is identical in that the basic function is to communicate. If you look at the newspaper you read and compare it with the one grandma put on her specs to see. You'd never recognize the two as sharing anything but a common name; newspaper.

As a matter of fact, if you compare today's *New York Sunday Times* with the single-sheet (4 pages that is) that the press of, say, London, was restricted to by the newsprint shortage during World War Two, the two have only one point in common: each could give me the news of what goes on in the world around us.

The four-page wartime sheet did it crisply inside the tight discipline of its restricted space. In order to get the same vital information from today's *Times*, I must first lug home

something like ten pounds of newsprint, then strew it around the house to find the parts which interest me.

I can't imagine perusing the whole paper, unless a man had a minimum of a week off and nothing else to read or do.

By the same token, however, I can't imagine anybody listening to the radio set around the clock, whether to one station or an assortment, or gazing at his television set through a similar period.

I have known TV reporters who tell me they have done this, not on a bet, but in order to assess a whole day's programming. The person who so informed me, added that he had spent the following forty-eight hours in a pub, taking the therapeutic treatment.

I am also reminded at this point of the young Canadian housewife, temporarily domiciled in Britain, who told me the BBC radio programs bothered her no end when she was whisking through the morning's housework. "They make me think," the young woman said, "and it sort of annoys me."

I have no special comment to make on these widely separate bits of information. They are no more than footnotes to nothing in particular. For my part, I can't read the women's pages of the daily papers. Their contents are composed in a kind of English joul or argot which I find incomprehensible, the purpose of which appears to be to give urgen-

cy to trivia. Chacun à son goût, I guess.

It is, of course, in this effort to fit everybody's possible taste that the newspapers, TV and radio have wound up where we all are today - competing in the business of something-for-everybody. In the current framework of the communications business this seems to be the inescapable outcome...all things to all men (to resort to another cliché). That's us.

About the best you can hope to attain is to do it a little better than the competitor does, which raises the question: "What does *better* mean?" For what one man's opinion is worth, it does *not* mean assuming that the intellect of the average reader-viewer listener is that of a six-year-old infant, probably mentally retarded and devising a product not only goes down to that level, but even invites the six-year-old mind to sport idiotic nonsense over an open telephone line.

The real and central purpose of all these media - press, TV and radio, when you get right down to it, is to *inform*. If you are going to make any kind of a fist of informing, then it has to be done intelligently and with what is generally known as good taste.

A lot has been said in recent days, especially in the trade journals, to the general effect that the four anguished days, from the moment of the Kennedy assassination to the last rites in Arlington, marked the coming of age of television.

The task the television cameras did, and I include radio and the newspapers in the over-all assessment, was done with severe discipline and, certainly in Washington, with a touch of majesty. It was, indeed, a thoroughly mature and adult manner of discharging what was perhaps the most grave responsibility ever confronted by the medium.

But it was no more than the world had a right to expect of an instrument whose only means of reaching the people is through channels which, we had all better bear in mind, belong to the people and are only rented out at the people's pleasure - just as the newsprint on which the daily press is produced derives from trees which, in Canada at least, mostly grew in forests belonging to the people as a whole.

If there is any better way of bringing home to all of us charged with public communication the deep responsibility we have to the public, and to safeguard the public interest as the first charge on all of us, I wouldn't know what that better way could be.

If this doesn't clarify the point that the direct charge on all of us is to inform and'lookup, rather than to misinform and look down - that the primary responsibility is not to make money and not to entertain (though both are essentials of survival in our society) - nothing I can say will ever clarify it.

On these terms I find self-applauding declarations that in foregoing and cancelling all commercial announcements through the tragic days of the Kennedys, North American TV and radio passed up almost \$20-millions in revenue, slightly nauseating.

Can you imagine what would have been our situation if the visual and audible recounting had been interlarded with jingles and the hard-sell of razor-blade ad-copy?

By the same token I have nothing but disgust for the journal which phoned a radio station of my close acquaintance less than three hours after the assassination to urge the buying of ad-space to express sympathy. Any comment would be superfluous.

The real value of radio in this complex business of communicating is immediacy, provided immediacy it is served with responsibility. The medium proved that the night the big DC-8-F went down in the bog near Ste. Thérèse. Radio can get there faster - and when it is on its toes, it *does*. TV can serve the news pictorially but usually only when the news itself is scheduled to happen at a given place at a stated time.

The newspaper is bound by the time-consuming functions of machinery. But each has a definite function to fulfil - radio to tell you what happens, almost while it is happening, television to pictorialize it intelligently (subsequently in most cases), the newspaper to round it all up, one might say reflectively.

When you get down to Paragraph 4 in a newspaper account of a UN speech or a traffic accident, you can go back and recheck what you had

ANNOUNCEMENT

PRODUCTION SERVICES



ALLEN P. CHAPMAN



BARRY HARGRAVES

Mr. E. J. Delaney, General Sales Manager of Baton Broadcasting Limited, announces the following appointments to the commercial production division of Baton Broadcasting Limited. Mr. Allen P. Chapman and Mr. Barry Hargraves. Both gentlemen will be active at an agency level representing the Production Services group of this company. Their appointments will offer to the creative executives a more comprehensive service from Baton's production group.

Political promises go in one year and out the other.

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

read in Paragraph 2. In TV and radio, sight and sound whisk past the eyes and ears. Viewers and listeners often insert the saw and heard pictures or statements which were never screened or heard at all, or which they pulled right out of context, by tuning in late. Thus in a rounded picture of communication the three media complement one another and actually are not competitive, excepting quality of entertainment and public instruction the individual outlet provides.

This brings me around inescapably to the strange business of surveying audiences, readers, viewers and listeners; the yardstick by which ad-men apparently measure the value

of all advertising media and about which all newspapers, TV outfits and radio stations acquire hopeless states of jitters when some new set of figures are about to be released.

To spout my own private heresy, what's important it not how many people are reading or listening to anything at a given moment, but who's reading or listening. To step out of this particular field, a paper like the *New York Daily News* may have twice as many readers as the *Times*, but twice as many is not much of a way to establish judgment of them and how useful they are to an advertiser.

In short, the so-called surveying trade stems from nothing much but modern business's fascination with statistics, without much regard to what they mean or how they were come by. They do save a number of space and time-buyers the trouble of doing their own research work, even, one thinks sometimes, their work. This is obviously rank heresy. It comes from a guy who still believes that quality is often preferable to quantity.

Radio Operates Tree Lights

ONE OF THE most spectacular Christmas displays in the Edmonton area this year, was the CFRN-RADIO Musical Tree with the Dancing Lights. The tree lights were operated automatically by the radio signal.

Representing the four tone spectrums, dancing lights in red, blue, green and yellow fascinated thousands of passers-by.

When low notes dominated in a selection of music, the red lights were most prominent; when the music reached the high notes, the yellow bulbs flashed, and the greens and blues danced in accordance.

Large parking lots facing the tree, accommodated the thousands of listeners who drove to the site and dialed 1260 to hear and see the CFRN sound in motion and color.

Home TV Recorder

CINERAMA INCORPORATED demonstrated at its annual meeting in New York a home television tape recorder developed by a British affiliate for sale in England at about 160 dollars.

The recorder--about the size of a sound tape recorder--picks up sounds and pictures from a conventional television set and replays them.

The company said it expects the set will be manufactured in the United States in four to six months.

Good Impressions in Print

- Printed Promotions
- Mailing Pieces
- Brochures, etc, etc

Print Division
CANADIAN BROADCASTER
 217 Bay Street,
 Toronto 1, Ontario

For FILM MUSIC that really puts life in your picture and JINGLES that sell and sell! contact

DON WRIGHT
Productions

77 Chestnut Park Rd., WA. 5-1631

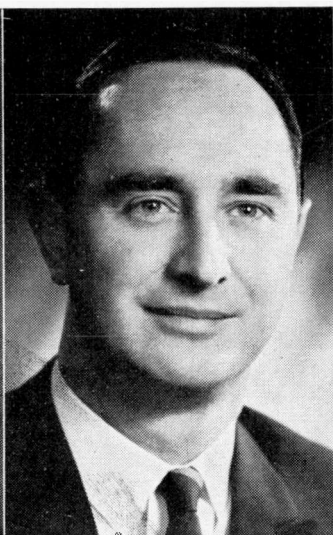
MOVE UP WITH CKGM

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 25, P.Q.

ROTHMANS OF PALL MALL EXECUTIVE APPOINTMENTS



W. Tennyson



J. R. Taylor



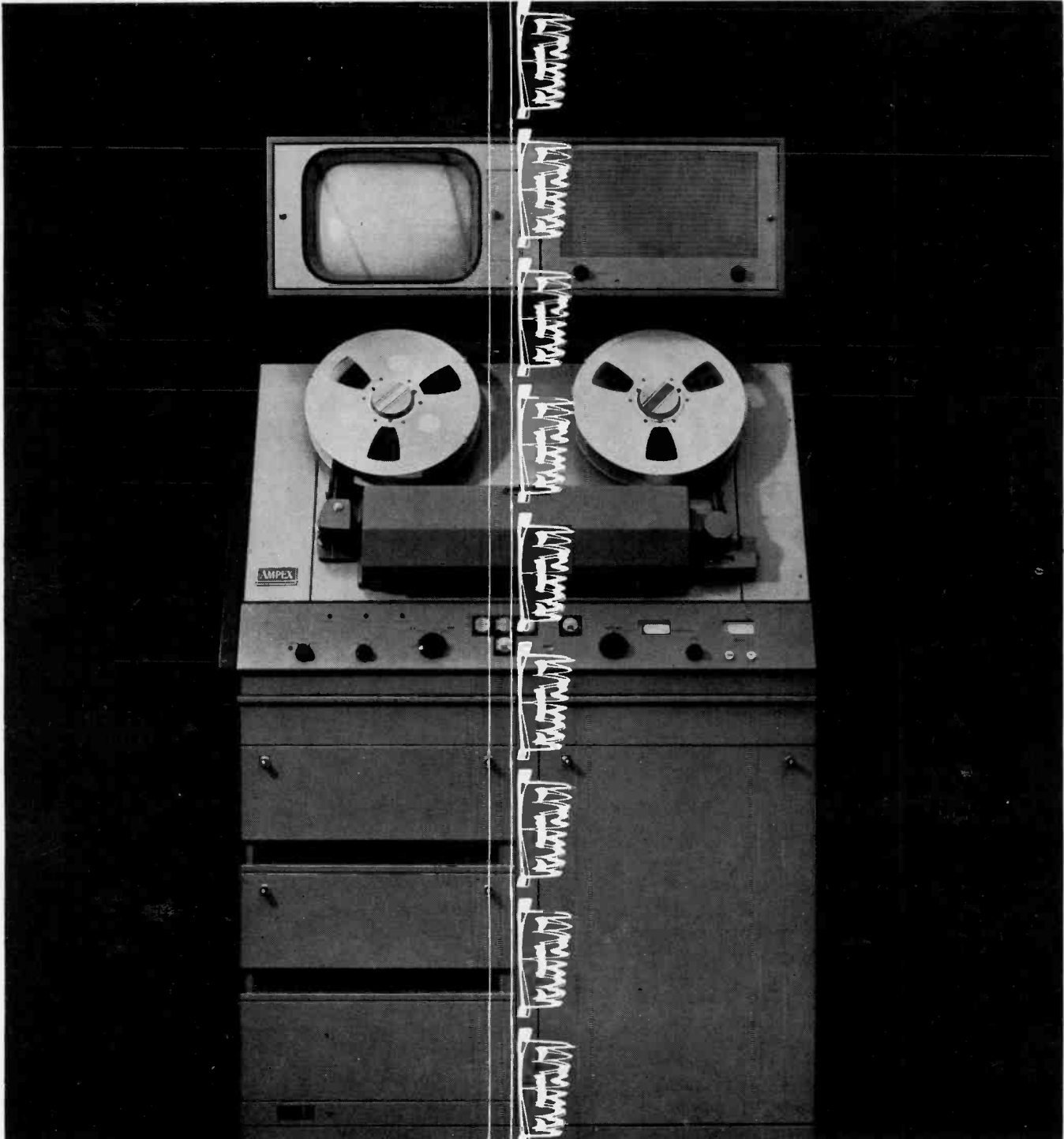
D. S. Broome



F. H. Linken

Following the purchase of Rock City Tobacco Company (1960) Limited by Rothmans of Pall Mall Canada Limited, Mr. John H. Devlin, President, is pleased to announce the following executive appointments: W. Tennyson, director of marketing—Mr. Tennyson is in charge of all marketing activities of the integrated companies, including the executive direction of the sales, advertising and promotional departments. James R. Taylor, sales manager—Mr. Taylor supervises a team of more than 150 sales personnel ranging throughout the ten provinces, with sales divisions and branch warehouses in Vancouver, Calgary, Saskatoon, Winnipeg, Toronto, Montreal and Halifax, as well as an agent in

Newfoundland. David S. Broome, advertising manager—Mr. Broome implements the advertising policies of the companies in all local and national broadcast and print media, in both English and French. Frederic H. Linken, creative director—Mr. Linken develops and co-ordinates the creative strategy in his department, together with the Advertising Department and the Company's advertising agency. The integration of the two companies brought under one control the following well-known national cigarette brands: Rothmans King Size, Craven "A", Peter Stuyvesant, Number Seven, Sportsman Plain, Sportsman Filter, Rembrandt and Black Cat, plain and cork.



What's the state of the art in basic solid state VTRs?

AMPEX VR-1100

There's only one way to improve the VR-1100, and that's to add Ampex accessories. We purposely made these optional in order to offer you a basic VTR that you can adapt to suit your own particular needs. With the VR-1100 you add only the accessories you need, when you need them. And as a basic tape machine, the VR-1100 has no equal. It is a value engineered Ampex product representing the state of the art in solid state broadcast Videotape* Recorders today. In addition

*TM Ampex Corp.



tion to a fully transistorized recorder, you get superb Ampex picture quality; utter simplicity of operation; two speeds—7½ and 15 ips; recording time up to three hours; and compatibility with all four-head recorders. Call your Ampex representative or write the only company providing recorders, tape and core memory devices for every application: Ampex of Canada Ltd., 1458 Kipling Avenue N., Rexdale, Ontario. Telephone: Cherry 7-8285. Sales and service throughout the world.