

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



CAB DIRECTORS for 1964-5 are — seated (from the left): Don Hartford, CFAC, Calgary; Bill Stovin, CKOM, Saskatoon; Jean-A Pouliot, CFCM-TV, CKMI-TV, Quebec City (vice-president, television); Don Jamieson, CJON, CJON-TV, St. John's, Newfoundland, (president); Alan Waters, CHUM, Toronto (vice-president, radio); Howard Caine, CHWO, Oakville; Ray Peters CHAN-TV, Vancouver — standing (from the left) S. Cam Ritchie, CKLW, Windsor, Ontario; Aurele Pelletier, CHRC, Quebec City; J. Sidney Boyling, CKY, Winnipeg; Conrad Lavigne, CFCL-TV, Timmins; John Moore, CHLO, St. Thomas; W. D. McGregor, CKCO-TV, Kitchener; Jack Fenety, CFNB, Fredericton; Norman Botterill, CJLH-TV, Lethbridge, Alta; William Speers, CKWX, Vancouver; Raymond Crépault, CJMS, Montreal. Missing from the picture are Marven Nathanson, CJCB, Sydney, N.S. and Roy Chapman, CHBC-TV, Kelowna



TWENTY-NINE VETERAN BROADCASTERS were admitted to the Quarter Century Club luncheon held during the CAB convention. Among the new members were, left to right, front row: Thomas C. Robertson, CJCB, Sydney; Robert L. Laurion, CJAD, Montreal; Jack M. Davidson, CJAY-TV, Winnipeg; Edna Kinlock, CFQC, Saskatoon; Joe Weed, Weed & Company, New York; Charles Couture, CFLM, LaTuque, Quebec; Neville York, James Lovick Ltd., Calgary — back row, from the left: John M. Hill, CKOC, Hamilton; Chas. J. Packham, CKCO-TV, Kitchener; Ray Peters, CHAN-TV, Vancouver; John Winter, Robert Lawrence Productions (Canada) Ltd., Toronto; J. Wesley Armstrong, CHUM, Toronto; Ralph T. Snelgrove, CKBB and CKVR-TV, Barrie.



PHILIP JOHN CHANT of Rosemere, Quebec was this year's winner of the Harry Sedgwick Memorial Award, for the outstanding graduate in Radio and Television Arts at the Ryerson Institute of Technology. Chant is seen receiving the trophy, which is presented each year by Ken Soble, CHCH-TV and CHML, Hamilton, from Carlyle Allison, vice-chairman of the Board of Broadcast Governors. In the foreground is the Hon. Jack Pickersgill, Minister of Transport, who spoke at the CAB convention and attended the dinner.



Radio Television Film Advertising

April 23, 1964

Toronto

Volume 23, Number 8

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new mobile TV Tape Recorder

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



NEW TR-5

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

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



RCA VICTOR COMPANY, LTD.

Technical Products

1001 Lenoir St., Montreal 30, Quebec

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

SIGHT & SOUND

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

THE 17TH ANNUAL CONFERENCE of the Federation of Canadian Advertising and Sales Clubs will be held at the Nova Scotian Hotel in Halifax June 18-20. Theme of the conference is "Marketing on Your Street", which is the subject of the opening breakfast address by Douglas Marshall, director of sales training, Canadian General Electric Co. Ltd.

Other speakers will include Don Copell, president of the W. E. Long Co., Chicago; Brigadier-General M. Wardell, publisher of *The Atlantic Advocate*, who will discuss the role of communications media in the community; and the Minister of Transport, the Honorable J. W. Pickersgill, whose subject is "Marketing in the Maritimes".

Two panel discussions will be held, on "The Place of the Ad and Sales Club in the Community", and "The Place of the Federation in Canada's Marketplace", and a number of social events are planned in addition to the annual banquet and dance.

GOING ALL-CANADIAN in its choice of advertising agencies, Vick Chemical Inc. has withdrawn its advertising from Morse International, New York, and split the products between F. H. Hayhurst Co. Ltd., which already handled advertising for a number of Vick products, and Leo Burnett Co. of Canada Ltd., which had previously been assigned a top-secret new product.

Hayhurst has added Vicks Tri-Span, Sinex cold tablets, Vicks inhalers, and Va-tro-nol nose drops. New at Leo Burnett are Vicks Vapo-Rub, VapoSteam, MediMist and Vicks Cough Drops.

SCHICK (CANADA) LTD. has appointed Ronalds-Reynolds & Co. to handle advertising for its electric shavers, hair dryers and other grooming products, effective immediately. The account, estimated at \$200,000, was formerly with James Lovick Ltd.

TORONTO MACARONI & Imported Foods Ltd. has moved its account to Walsh Advertising Ltd., Montreal, where account executive is Phil Saxe, who recently joined the agency. Products involved are Lancia macaroni products, Bravo spaghetti sauces and canned foods, for which advertising is concentrated in Ontario and Quebec, with extensive television.

The account, estimated at \$150,000, was formerly with Schneider Cardon Ltd.

A WINNIPEG BRANCH OFFICE of Ronalds-Reynolds & Co. will open May 1 under manager Glen T. Moore. Robert M. Black will be creative director.

Agency president Warren Reynolds says the office is the result of a program planned when the agency was appointed to handle the Pilsener Lager Beer advertising for John Labatt Limited, and will provide service to the expanding operations of Labatt's Manitoba Brewery Limited.

The office is in the Mall Centre on Portage Avenue.

RE-ORGANIZATION OF THE creative department at James Lovick Ltd.'s Toronto office has resulted in three "self-contained" creative groups, each headed by its own creative director and with its own art and writing staff, rather than the former larger single department. These creative groups are headed by Allen Cupples, Stan Varcoe and Stan Kent, with specific accounts assigned to each group. The broadcast department, headed by Wayne Currie, is set up to work with each group individually.

NEWS DIRECTOR OF MARKETING of Bristol-Myers Co. of Canada Ltd. is Leslie W. McIlroy, who is responsible for marketing and advertising of all brands. McIlroy joined the company last year as product supervisor.

APPOINTMENT OF WILLIAM A. POTTS as a vice-president has been announced by Walsh Advertising Ltd. Potts joined the agency in 1962 and is an account supervisor on a number of accounts, with additional management responsibilities.

NEWLY-CREATED POST OF director of client services at F. H. Hayhurst Ltd. is filled by Harold J. Scandrett, who is a vice-president of the agency, and will continue to act as account supervisor on the Facelle Co. Ltd. account. He also serves on the agency's strategy board.

ACCOUNT SUPERVISOR O. W. 'Bill' Brehmer has moved to Young & Rubicam Ltd. from F. H. Hayhurst Co. Ltd., and is on the General Foods account. He replaces Julian AvRutick, who transferred to the New York office a short while ago.

NEWCOMER AT McKIM ADVERTISING Ltd. is James M. Anderson, account executive in the General Foods Ltd. group. Anderson was formerly product marketing manager of the frozen foods division with the Campbell Soup Co. Ltd.

FROM NETWORK TO AGENCY, Doug MacKinnon has joined Ronalds-Reynolds & Co. as account executive on the Salada Tea account, moving from two years with the sales department of CTV.

PROMOTION SEES ROBERT S. Macpherson named director of information for CTV Television Network Ltd. Macpherson joined CTV last year as promotion manager, and is now responsible for press liaison, pr, publicity and on-air promotion. He succeeds Ralph Foster, who has returned to the film industry.

THE RADIO SALES BUREAU has appointed Larry Heywood to the newly-created post of director of member services. He joined the Bureau last year as sales promotion director, and will continue to handle promotion. Prior to joining RSB, Heywood was manager of Radio Guardian in Trinidad for seven years.

CANADIAN MARCONI COMPANY APPOINTMENT



AUGUST DUBUC

W. A. Bitcon, Sales Manager of the Marine & Land Communications Division of the Canadian Marconi Company, announces the appointment of A. Dubuc as representative in Quebec Sales office.

Mr. Dubuc was born and educated in Sherbrooke, Quebec. For the past 8 years, he has been with La Tribune Inc. of Sherbrooke, who operates CHLT-TV AM & FM.

Mr. Dubuc will be calling on broadcasters in Quebec and Eastern Ontario.

NEW ADDRESS OF ELLIOTT-HAYNES Limited, research organization, is 840 Pape Avenue, Toronto 6, telephone HOward 3-1143.

ANNOUNCEMENT



HAROLD VAN WIEBE

T. G. Laing, President of Soo Line Broadcasting Co. Ltd., announces the appointment of Harold Van Wiebe as General Manager of Soo Line Broadcasting Co. Ltd., CFSL-CJSL in Southeast Saskatchewan. Mr. Wiebe, a veteran of World War II and the Korean War, has 17 years experience in radio, including association with CFCN Calgary, CJOC Lethbridge and most recently, program manager with CKCK Regina.

ANNOUNCEMENT

AIR-TIME SALES APPOINTMENT



SHIRLEY C. PETRY

Air-Time Sales is pleased to announce the appointment of Mrs. Shirley C. Petry as comptroller. Mrs. Petry has had extensive experience in administrative fields, having previously been office manager of the Toronto office of Lightning Fastener, director and manager of Gasoil Burner Equipment and most recently, secretary-treasurer and manager of a large Canadian manufacturing company.

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

Walsh buys Leafs' away games----Schick signs first

"THE TREMENDOUS comeback of radio in the last five years..." "In years past, radio has played a major role in making the Maple Leafs a truly national team..." — these testimonials to radio from, respectively, Dan A. Poyntz, vice-president of Walsh Advertising Co. Ltd., and Stafford Smythe, president of Maple Leaf Gardens, accompanied the announcement that a network of 50-odd radio stations from coast to coast will carry out-of-town Toronto Maple Leaf hockey games next season.

Walsh Advertising has bought the radio rights for 35 Maple Leaf "away" games, for approximately \$175,000, and will make Sunday night a "hockey night in Canada", plus the weeknights that the Leafs play out of town. CFRB Toronto will be the anchor station for the cross country chain of stations.

The Schick Safety Razor Company, a Walsh client whose ad campaign has been heavily hockey-flavored this season, will take up to one-half sponsorship. Other sponsor or sponsors (Schick



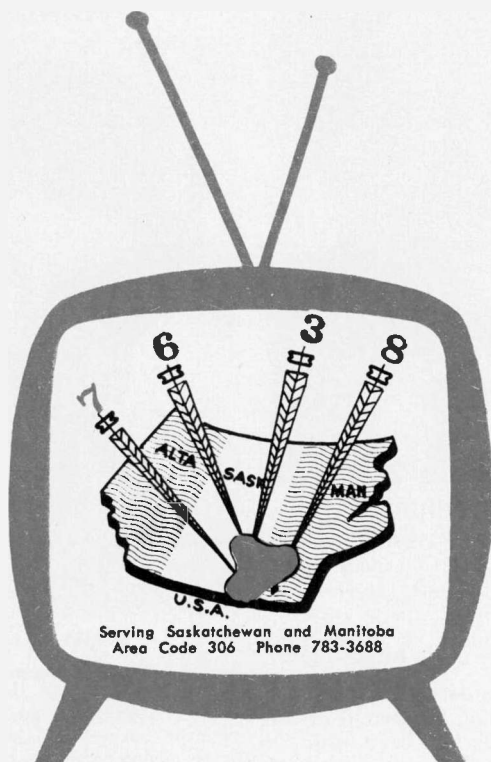
A THREE-WAY HANDSHAKE confirmed a 50-station hockey network to carry Toronto Maple Leaf out-of-town games across country on radio next year. (left to right) Dan A. Poyntz, vice-president of Walsh Advertising; Stafford Smythe, president of Maple Leaf Gardens; and Roland W. Meeke, vice-president of Schick Safety Razor Co.; gave radio a vote of confidence in signing the deal.

could cut back to one-third, to make room for three advertisers) is not firmed up, but several are showing great interest and Poyntz reckons the hockey rights will bring the agency an additional \$450,000 in billings.

"This is creating lots of excitement among stations and advertisers," says Poyntz, promising that it will also create excitement with listeners, with top production and such features as special celebrities for between-period interviews and post-game resumés.

In recent years CKFH Toronto has been the only station to carry the Leafs' out of town games, and Smythe says numerous fans beyond 'FH's signal have clamored for radio coverage. Saturday night home games are broadcast on 63 CBC radio network stations, and it seems likely that some of these stations will be on the new hockey web as well. "We'll be on the key stations in the major centres right across Canada," Poyntz says

CKOS-TV



IT'S BASIC!

The Shamrock Stations have joined The Basic CBC English Television Network

AND WHY NOT!

The Shamrock Stations deliver the *largest audience of any privately owned CBC network affiliate in Western Canada.

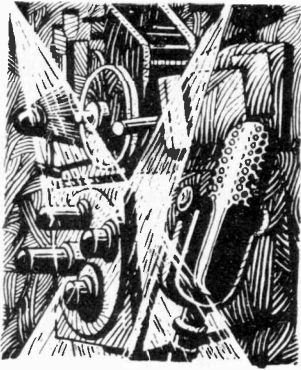
See our reps:

Stovin-Byles Ltd.

Toronto 924-5764, Montreal 849-7731, Vancouver 684-4831

ABC International Television Inc., New York

*Nov. 1963 BBM



BROADCASTER

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 Bickerton Litho

Editorial

Democracy and the CAB

With the 1964 Convention of the Canadian Association of Broadcasters adjourned for another year, and yet another "Inquiry" looming into view; with ministers of the crown looking more and more to the broadcasters to save Canadian culture from the USA and the Liberal Government from the Progressive-Conservatives, there is little time for haiti, siestae or even reflection. In fact it all brings to mind the plight of the Irishman who said: "I have to work from sunrise till sunset, but as soon as one sun begins setting another one begins rising again."

This thought must apply especially to Don Jamieson, who will serve a fourth term as national president, in order, as he put it, to tidy up the loose ends.

When Jamieson finally "turns in his badge" — and we understand he will do this definitely at the end of this CAB year — the first duty will be to show the industry's recognition of his devotion and dedication to industry problems for so long a period. It is to the devotion and dedication of its pioneers that the industry owes its present enviable status, and Jamieson has definitely followed their example.

Then where to?

It is a deep secret, and therefore only repeated in hushed whispers, that Don Jamieson's most likely successor is French-speaking but nimbly bi-lingual Jean A. Pouliot, managing director of Stations CFCM-TV and CKMI-TV, Quebec City.

Well-known for his work on committees and with bureaus adjunctive to the overall administration of the CAB, Mr. Pouliot, besides qualifying as an able broadcaster, with background in the motion picture business, would bring to the board an understanding of the French-language broadcasters and, at the same time, give the French-language broadcasters a greater understanding of the board.

Reports of Mr. Pouliot's accession, it should be noted, are still strictly grapevine, and will continue to be until the CAB meets in Vancouver next March, but in him we sin-

cerely believe is a logical successor — *the* logical successor — to Don Jamieson.



Presidents come and presidents go but the Canadian Association of Broadcasters goes on forever.

Each member of the Board of Directors of this organization is elected by his own regional association. In this way, each of the five regions is represented by its own members

Election of the national CAB president takes the form of a secret ballot of the whole board.

Since presidential prospects are drawn from the directors elected in the regions, the choice of regional directors of presidential calibre is extremely important.

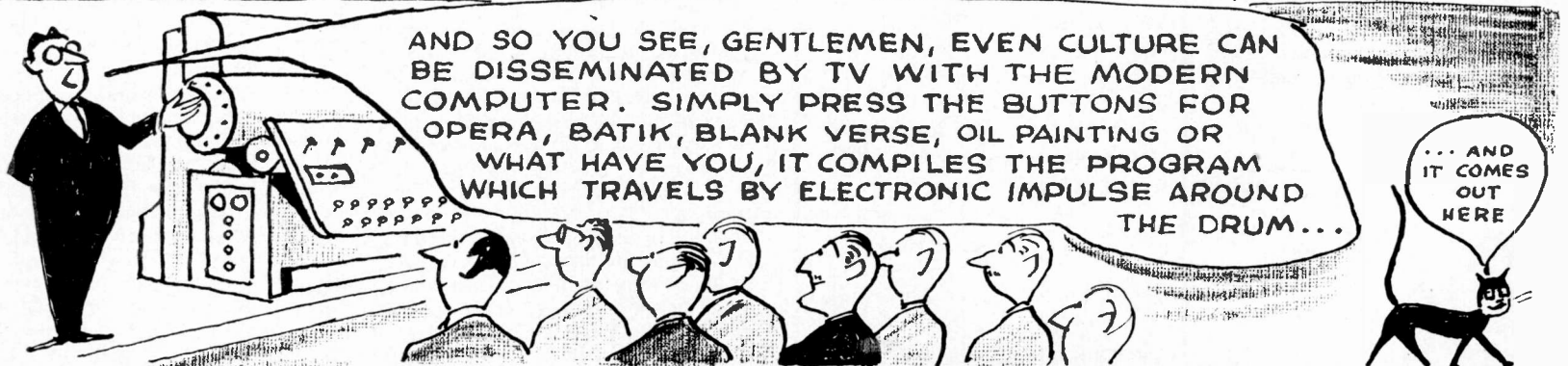
While the system of regional representation on the board is perfectly satisfactory, it might be desirable to find some means of applying the same principle to the presidents as is already in effect for the directors, that is to say to take the presidential elections to the whole membership. This would be dangerous in that the president would probably be elected by the region with the most stations.

This is not an attempt to undermine the present system, because, as we see it, the strength of the Canadian Association of Broadcasters as it is now constituted lies in the fact that it is able, as far as is possible in a democracy, to speak for the whole industry.

Rather than amending the constitution, we would advocate extension of its present principle with provisions for (1) a maximum term of two (or three) years for each president and (2) some sort of regional rotation system under which each region would have one of its own directors heading the national board at least every ten years.

In this way, by making the presidency a less arduous task, at least in terms of duration, it would be possible to attract the best possible people for the job. And the regional rotation system would bind the industry's five regions together even more tightly than ever before.

RADIO RBS



Ministers want more culture -- more news analysis

CANADIAN PRIVATE broadcasters, meeting for the annual convention of the Canadian Association of Broadcasters early this month were told by the Secretary of State, Honorable Maurice Lamontagne, that the government had decided to institute an inquiry into radio and television. He did not disclose whether it would be a parliamentary committee or an independent one. Neither did he state the terms of reference it would be given. He did speak however of the lack of clarity and the shortcomings of the Broadcasting Act passed by the Progressive Conservative government in 1958.

Other matters he mentioned were the structure and financing of the CBC.

He also placed considerable stress on what he described as "our lack of cultural development", which, he said, "is of course a collective responsibility and Canadian broadcasters must take a share of that responsibility."

While admitting that Canadian broadcasters have made an ever-increasing contribution", he thought they "can do much more, especially for our performing arts which are in an almost desperate situation."

Mr. Lamontagne defined as "our desired cultural goals", not just "more Canadian content, but better content, and especially better Canadian content — including better Canadian escapist entertainment."

The possibility that government "interference" in broadcasting was being considered, led the leader of the opposition to ask from the floor of the house that night whether such interference was implied. The minister said there was no mention of interference in his speech.

In the course of his speech, Mr. Lamontagne had said, quoting from the English text (he spoke partly in English and partly in French) which he supplied to the press in attendance:

"...This is why I am convinced that our cultural life needs both protection against deterioration and stimulus to improvement, and that a deliberate effort to these ends, in which government must have a large role, is not only justified but is most urgently required."

MORE IMPACT THAN PRINT

Later in the convention the broadcasters were asked to take time

out from their activities in behalf of Canadian culture to help the government change some of parliament's rules.

This time the delegates were admonished by the former Secretary of State, Honorable Jack Pickersgill, who has just taken over the Ministry of Transport.

To do this, and to dispel the idea in the public's mind that something is wrong with Parliament (and they are right) he urged the broadcasters to give listeners and viewers more analytical political reporting, with less emphasis on impartiality.

Radio and television, he said, could accomplish this with greater impact than the print media (*ap- plause*), but, he added, the newspapers are more proficient though lacking the impact.

Isn't air travel wonderful — now we're seeing less and less of more and more, faster and faster.

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

at your SERVICE

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BBG

FM must be different

THE BBG MAY BE changing its mind about a special code of regulation for FM broadcasting. The chairman of the regulatory body, Dr. Andrew Stewart told the CAB convention that the board may not feel it necessary to regulate FM content if the FM stations program separately and with a different type of programming from the AM stations. He said the board is against the use of broadcasting services to mould people's minds. It is not interested in licencing FM stations unless the operators are prepared to do some programs separate from AM. This, he

said, applies also to the continuation of existing FM licences.

Regarding the Canadian content regulation, he said the board admitted that the present 55 per cent quota arrangement was not perfect, but that no better system was apparent.

He said the board agrees in principle that the public interest would not be served by the "proliferation of more AM stations". FM could grow, he felt, but he insisted it must offer something different to AM broadcasting as it exists.

Advertising

Open sesame to service

Don Jamieson, C.JON, St. John's Nfld., re-elected as the CAB's president for the fourth year (and last, he said), stated in his opening remarks (before the Lamontagne speech) that private broadcasters cannot separate their public responsibilities from their business interests; that their contributions to their community were wholly dependent on their advertising revenues.

Calling on the broadcasters to be less defensive about being in business, he spoke of the valuable contribution of advertising to the economy. He lambasted the critics — many of them representing workers — for trying to kick over the private broadcasting system, but at the same time wanting more and more favors from it. "They're talking out of both sides of their mouth", he said.

Jamieson listed as alternatives to the present system:

(1) Reduction of service to that of the CBC, with private stations eliminated;

(2) The use of public funds to finance all present and future broadcasting;

(3) Establishment of a licence fee or other direct assessment.

The public would reject the idea of doubling or tripling present costs to get broadcasting without advertising, he said.

"There is not a hope in Hades of the licence fee coming back.

"If the public wishes to have the present multiplicity of services, — the best in the world — there is only one way to get it and that is through advertising."

Jamieson called for a "great national conference on broadcasting and the national purpose" to be held in Montreal later this year. This, he said, has been approved by the CAB directors and had the enthusiastic backing of the Prime Minister who has agreed to make the keynote address if the conference takes place.

Radio sweeps the field

RADIO TOOK THE WHOLE FLOCK OF BEAVER AWARDS this year, when six stations operating with the older medium, from Vancouver to Montreal, won CANADIAN BROADCASTER'S awards for distinguished service to Canadian radio and television broadcasting in 1963.

Winners, as voted by an independent board of five judges, and their points out of a possible 60 are as follows:

CHQM, Vancouver	53
CKGM-FM, Montreal	39
CKLG, Vancouver	37*
CJBC, Toronto	37*
CHUM, Toronto	32
Northern Broadcasting Company Ltd.	27

*Tied

Beaver Awards, which are based on articles which appeared in the *Broadcaster* during 1963, were chosen by the judges from 17 articles selected for consideration by the paper's editorial staff. They were reprinted in our April 2 edition.

The judges, who donate their services gratuitously each year out of interest in the broadcasting industry, were: Carson Buchanan, retired manager of Station CHAB, Moose Jaw; Mart Kenney, veteran musician and conductor; Mrs. Billie Kent, manager of the Bermuda News Bureau; Dr. Alan Thomas, associate director of the Canadian Association for Adult Education; C. W. "Bill" Wright, formerly a broadcaster in the representation field, now operating as a consultant in public speaking and salesmanship.

Winners' citations will appear on their copper plaques as follows:

CHQM-AM-FM, Vancouver for vigor, enthusiasm and energy in programming with "music to match the mood of the moment" to less than one third of Vancouver families, who account for more than two thirds of the total income, and, in the process, increasing the number of Vancouver sets in use by 25 per cent. The award is based on the article "Music for the Market that Matters", by Kit Morgan, published in *Canadian Broadcaster* for January 3, 1963.

CKGM-FM, Montreal for "its 24-hour a day stereo schedule of quality music, sophisticated talk programs, and a commercial policy that limits interruptions to four times per hour", presenting during its first week on the air serious and light classical music, well-known show tunes, good jazz, a full length opera and Shakespeare's *Macbeth*. The award is based on an article, "Works with Music Leaders for Live Stereo", published in *Canadian Broadcaster* for November 7, 1963.

CKLG, Vancouver for its dramatic documentary series of ten programs, "Narcotics Exposé", in-

cluding interviews with anonymous drug addicts and an ex-drug-squad officer, designed to "arouse public opinion and bring the situation to the attention of the government." The award is based on a news story published in *Canadian Broadcaster* for January 3, 1963.

CJBC, Toronto for its work in the field of adult education with "The Learning Stage," produced by Art Stinson as program organizer for the listener who is "interested in self-improvement, in mental stimulation, in deeper understanding of himself and his environment". The award is based on an article, "Aims at those with Interest and Capacity to Learn", published in *Canadian Broadcaster* for January 17, 1963.

CHUM, Toronto for its "seminar", designed to encourage and educate charities and public service organizations to supply broadcasting stations with appropriate and acceptable material for public service announcements and other broadcasts, donated by stations to these organizations free of charge. The award is based on an article, "Know the Medium. . . Meet the People", by Ben Holdsworth, published in *Canadian Broadcaster* for August 1, 1963.

Northern Broadcasting Company Ltd. for its "stay in school" campaign, in the form of spots broadcast by some of Canada's leading business executives on the five "Northern" radio stations, CHEX Peterborough, CKWS Kingston, CFCH North Bay, CJKL Kirkland

Lake and CKGB Timmins, and also made available to stations across the country through the Canadian Association of Broadcasters' Program Exchange. The award is based on a news story, published in *Canadian Broadcaster* for September 5, 1963.

"ACTION STATIONS!"

CFCN RADIO/TV CALGARY

BUSINESS is BOOMING...
with the 14 Radio Stations
repped by Tyrrell & Nadon

Radio is the entire business of this two year old rep house, which spends all its time carrying the messages of the fourteen radio stations it represents to agencies and clients in Toronto and Montreal.

Nice seeing you at the CAB

TYRRELL & NADON Broadcast Representatives Ltd

JOHN TYRRELL
130 Merton Street
Toronto 7

JOHNNY NADON
1600 rue Barri
Montreal

REPRESENTING

- CHOW Welland, Ont.
- CFUN Vancouver, B.C.
- CKCQ Quesnel, B.C.
- CFBV Smithers, B.C.
- CJGX Yorkton, Sask.
- CFNS Saskatoon, Sask.
- CFRG Gravelbourg, Sask.
- CKSB St. Boniface, Man.
- CHRD Drummondville, P.Q.
- CKVM Ville Marie, P.Q.
- CFGF Alma, P.Q.
- CHLC Baie Comeau, P.Q.
- CHGB Ste. Anne de la Pocatière, P.Q.
- CKEC New Glasgow, N.S..

HUSH HUSH! TOP SECRET! WHAM!

by KIT MORGAN

YES, VIRGINIA! There really is a Santa Claus.

We have it on the authority of Royce Frith, to whom Santa Claus — out of season and with the members of the BBG as his little elves — gave a big, bright radio station, wrapped in a marvellous market of 300,000 and tied with a coveted frequency of 580. It's CKWW (WW for Wonderful Windsor) on the air 24 hours a day since March 29.

While 'WW president and manager Frith feels *his* faith in Santa has been renewed, a story in a south-eastern Michigan weekly newspaper *The Anchor Bay Beacon*, opened with that line, "Yes, Virginia . . ." and cast himself as the jolly old benefactor, giving listeners in Windsor and district the gift of no-rock music. "A movement to return radio to the realm of the sane", the article said, written in the heart of the biggest, or one of the biggest, rock-and-roll and rhythm-and-blues markets in the U.S., home of the "Detroit sound".

What is now CKWW was the ripest, juiciest plum in years in radio — the choice 580 frequency in a quarter-million-plus market where there hadn't been a frequency available in 30 years.

The key to his picking this plum, Frith says, was his total recall of the wording of one Department of Transport regulation which states that applications

will be considered for an about-to-be-vacated frequency when a move from that frequency is *approved*.

"I think most people thought you could only apply when the frequency shift was completed," Frith says, with little sign of sympathy for others' lack of familiarity with the ruling. It was knowledge of this fine point that made him "fustest with the mostest" to apply to the BBG for 580 after the Board had approved CKEY Toronto's move from 580 to 590.

TOP SECRET

"It was a real cloak and dagger operation," Frith recalls, between the BBG's recommendation for approval of 'EY's application following the February '62 hearings and Frith's application for 580 at the March '63 sitting of the Board. "I daren't let word leak out that I was after the frequency, and alert anyone else to the fact

that applications could be made, before the move was completed."

So, figuratively and sometimes literally, in the dead of night, Frith and consulting engineer George Mather, of George Mather and Associates, stealthily began preparing their case. Mather pinpointed the geographic location for the transmitters for the hoped-for station, and Frith visited real estate agents in Windsor.

need for a station in the area, the details of financing, and programming plans.

This was the beginning of the big gamble.

The expense of preparing the briefs is a gamble on the Board's approval undertaken by all applicants to the BBG. In this case, it was a nearly-\$3,000 gamble, \$2,000 for the technical brief and about \$900 for the handsomely printed and illustrated BBG brief.

Royce Frith, president and manager of the new CKWW Windsor, is no stranger to broadcasting. He was singing in Dr. Leslie Bell's choir on CBC radio at the age of 14 and continued to appear on radio through high school, university and law school, in Dr. Bell's choir, as a member of a teen-show quartet, as emcee of a western show on CFRB Toronto.

He was called to the bar in 1949 and had many broadcasters and entertainers as clients. Throughout a successful legal career he continued to appear on radio, singing in CBC radio operas and acting in dramas on "Wednesday Night" and the "Stage" series; in television, he has been a panelist on CBC-TV's "The Superior Sex" and "Live A Borrowed Life", and a guest on several other programs. The opening day of CKWW also saw the closing show of his third season as host of the CTV network's "Telepoll".

Frith has been active in politics and was president of the Ontario Liberal Association in 1960 and '61. He is at present a member of the Royal Commission on Bilingualism and Biculturalism. Newspaper reports of the Commission's hearings have referred to Frith as "a Toronto lawyer", but now it's "a Windsor broadcaster".

"I was a suspicious figure," he says, "a Toronto lawyer looking for an option on about 80 acres of farm land within a particular three square miles in the country south of Windsor. I think the farmers thought I had a tip on oil coming in, and I couldn't tell them why I *did* want the land. That search alone took three or four months."

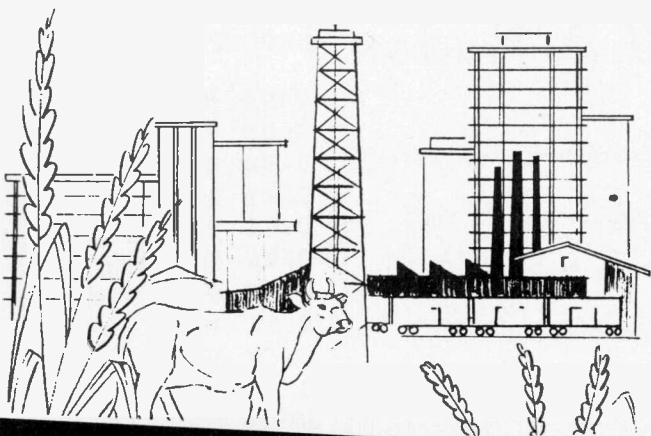
At the same time, Mather was preparing the technical brief for the DOT. Frith, "by various subterfuges", gathered some old briefs to the BBG to guide him in preparing his brief outlining the

The latter application can be made on a standard printed government form, though it seldom is.

Special Agent WW-580 to the very end, Frith took his secretly-prepared briefs to Ottawa in person the night before applications were to close for the March hearings, paying air freight on the large carton of briefs, five copies for the DOT and 25 for the BBG.

Next morning he lugged the carton to the DOT to deliver the copies there, and then on to the BBG offices — "thank goodness they're not far from the Chateau" — to deliver the Board's copies

Selling Southern Alberta



64 - 2

CFAC RADIO **1**
CALGARY

CONTACT ALL-CANADA RADIO & TELEVISION LTD.

An afternoon snack — the pause that refreshes

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

"...a power boost at a U.S. station could cut out the frequency for Windsor."

personally. BBG chairman Andrew Stewart had been in Frith's confidence, and other members were soon made very aware of his hopes and plans.

"They won't tell you then if anyone else has filed an application," he says, "but you watch the expressions on their faces and try to tell."

BBG A MODEL TRIBUNAL

The oft-complimented freedom for open lobbying permitted by the BBG was a boon, Frith says, because in his conversations with Board members he learned which points in his brief puzzled or worried them, and was prepared to deal with those questions in his formal presentation.

"Speaking as a lawyer," he says, "the BBG is really a model tribunal because they got over all the pomp and technicalities that surround a court, and yet they are like a court in that they give everyone concerned complete freedom to examine everything filed in connection with an application."

With his application made known in the Board's official notice of the hearing and in his required advertisement in the Windsor press announcing the application, objections were filed by CJSP Leamington, whose dawn to dusk signal reaches Windsor; CKLW, which objected to statements in his brief concerning its own operations; and a party in Windsor requesting a deferment so it could make application.

Frith countered that if a decision was delayed, a power boost at a U.S. station could cut out the frequency for Windsor, and his options on the land for the transmitter would run out before the next hearing. He rested his case on his well prepared brief.

"Well, after a couple of weeks of suspense, a sharp newsman at CKOC phoned and wanted a comment on the new station. He'd picked up the good news on the Broadcast News wire before I'd heard it." (CKWW has BN service now — Frith says he knows it's first with the news.)

UNIQUE SITUATION

The gambling with higher stakes began then, with Frith in the unique position of being granted a licence for a radio station if — if CKEY's proposed move was successful.

DOT couldn't give Frith permission to construct a radio station, until CKEY had given it proof of performance at 590 on the dial. And CKEY was at that time having difficulty erecting its new towers off Toronto Island.

"I couldn't actually construct a radio station, but I could construct its components, if I was willing to take the risk and gamble on CKEY's move coming through."

He was. He bought the land. He got bids on the towers and the

laid, the transmitter building was under construction, in Windsor, Frith was back in his office in Toronto — conveniently located on the 23rd floor of the Bank of Nova Scotia, overlooking the waterfront — with binoculars trained on CKEY's towers going up off Toronto Island. He patrolled the towers in a friend's sailboat. He called CKEY manager Doug Trowell to ask "how are things?" and he didn't mean Doug's health.

"It was exciting for me to see their new tower bases go in and watch the towers go up, and then see their advertisements promoting their move to 590 on the dial," Frith says. Each step took his gamble closer to a sure-thing bet.

When CKEY's proofs of performance at 590 finally came in, DOT advised 'WW that it could start its own proofs, in mid-February. Frith gave the signal to deliver and instal the Gates transmitter equipment, the McCurdy and Northern Electric studio equipment, all ordered in advance with fingers crossed.

'WW's own proofs of performance came in in jig time and early last month the word came through from DOT, that precious telegram saying the proofs were okay and regularly scheduled broadcasting could begin. The station started test runs with music and the occasional announcement identifying the station and asking any listener who happened to stumble across the signal to drop them a card.



IT WAS SMILES ALL ROUND as CKWW's first national advertising contract was signed by Bill Burke, ad manager of Carling Breweries Ltd., for 15 five-minute sportscasts weekly, to run through fall. Onlookers were (left to right) Bill Smith, Stovin-Byles' salesman; Royce Frith, president of the new station, and Roger Godbeer, account executive with F. H. Hayhurst Co. Ltd. on Carling's Black Label.

"Yet I couldn't wait till 'EY completed its move," Frith says. "I had to pick up the option on the land for the transmitter site. And if we didn't lay the ground system during the summer, it would mean a year's delay because the ground system couldn't be set in the winter. So we took a chance, and if we hadn't, we wouldn't even be setting the ground system yet and here we are on the air."

ground system, the transmitter building and the tuning and phasing huts at the base of each tower (CKWW has four Ajax towers, in line, 290' high). He staked out the ideal location for his studios and offices, the tenth floor of the Canada Trust Building in downtown Windsor, but managed to hold off signing a lease.

While the towers were going up, the ground system was being

Memo

from Radio-Television Reps. Ltd.

to Norris Mackenzie
Stan Tapley

CJCS, Stratford, Ontario.

We are excited with the Festival Station of Canada, and the business developed in Stratford. With industries like Kroehler Furniture, Samsonite, Fischer Bearings, Fram, Muirhead Instruments, Whyte Packing, you have the lowest unemployment, lowest taxes and income 12% above Canada's average.

GORDON FERRIS
Radio-Television Reps. Ltd.

(Continued from page 9)

RADIO ALONE PROMOTES RADIO

"It was incredible, unbelievable," Frith marvels. "Of course

I had faith in the power of radio, but I just couldn't comprehend it when letters started to pour in, because we hadn't done an inch of advertising, a word of off-air promotion. Yet people were com-

ing across our music as they dialed from one station to another.

"They could only find us accidentally or through word of mouth, but letters came in by the dozen, all complimenting us on the music and wishing us well. And, though most were from our Windsor area, they came from as far away as Toledo and North Bay, as well as London, Sarnia, and all over Michigan state."

While listeners were signing their letters, advertisers were signing contracts. Frith accompanied salesmen from Stovin-Byles Ltd., 'WW's reps, on their rounds of agencies in Toronto and "we got a tremendous response from national advertisers," he says. On the local scene, sales manager Bob Willan, formerly with CJSP Leamington, was finding "great local response and acceptance".

One day Geoff Stirling, president of CKGM Montreal and "good friend, client, and consultant on CKWW", suggested Frith promote radio further through radio by opening the phone lines of the not-yet-officially-on-air station. With only three promotional announcements during the day, asking anyone listening to phone that night between eight and ten, Frith and Stirling were prepared to go on the air themselves during that period if no calls came in.

Just before eight, Stirling walked out. The switchboard was lit up and he knew there'd be no need to make conservation. Frith took up the phone for a two-hour marathon chat with prospective listeners. At 8.45 he had to ask callers to hang up and un-jam the trunk line, and at ten he was talking to listeners who'd been trying to get through since eight. The station had still done no advertising, except for its constant flow of music and interspersed announcements in the test runs on the air.

"It's amazing what radio can do to promote itself," Frith says. "I wouldn't have believed that so many people would come across the station accidentally, that so many would take the trouble to write and phone. When we held a reception on March 19th, ten days before we went on the air officially, everyone had already heard the station and commented on our 'sound of music'."

Both the letters and the two-hour open-line show confirmed Frith's programming policy. Talking to Windsorites, reading up on the market, monitoring the other stations to see what they were and were not doing, he had settled on the middle-of-the-road pop, no-rock music policy, local news and community service, to provide "a Canadian, community station". Which is just what the letters and phone calls asked for, right down to "commercials from local advertisers, please."

CKTB ST. CATHARINES

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

Reps:

Paul Mulvihill & Co Ltd.
Toronto Montreal

Dial 610

CKTB
ST. CATHARINES

"WE START THE DAY WITH AL SMITH!"



So say Barbara and Tony Leonard with their daughters Andrea, 9, Julie, 4, and Roberta, 6, another young family who enjoy CJVI in Victoria, B. C.

Tony, an insurance executive, takes Al Smith and his tuneful piano melodies along via his car radio as he drives to work. Returning after work to the Leonard home at 2540 Cavendish Street, Tony enjoys the "Rolling Home" show which teams up Al Smith with Jack Lenaghan, studio organist.

In the home, Barbara is a fan of the morning "Homemakers' Club", and in the afternoon, young family permitting, she takes a keen interest in the popular "Joe's Notebook".

CJVI is proud to include this charming young Canadian family among its many enthusiastic listeners.

CJVI VICTORIA B.C.

FIRST STATION IN B.C.'s SECOND MARKET



VICTORIA IS the CAPITAL CITY of B.C.

AVAILABLE

CHIEF ENGINEER

14 years experience in all phases of radio, wishes to relocate in Ontario or points west.


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2480 Benny Crescent
Montreal, Que.

Phone: (Code 514) 489-9503

OUR THANKS TO ALL WHO MADE IT
POSSIBLE FOR CJOH TV CHANNELS

13/8

OTTAWA AND THE SEAWAY VALLEY
TO EARN THE CANADIAN
ASSOCIATION OF BROADCASTERS AWARD



**THE
TELEVISION
STATION OF
THE YEAR**



Ernest L. Bushnell: President
Stuart Griffiths: Vice Pres. General Manager

Will hear applications from BC to Newfoundland

APPLICATIONS FOR TWO NEW AM stations, four new FM stations, one TV station and seven new TV re-broadcasting stations are among those to be heard by the Board of

those to be heard by the Board of Broadcast Governors at the public hearing opening in Ottawa April 28.

NEW RADIO

A new AM radio station in Calgary is sought by Theodore S. Soskin on behalf of a company to be incorporated, to broadcast at 810 kcs with a power of 10,000 watts, DA-2.

A new French language AM station at Dolbeau, Quebec, has been applied for by Jean-Marie Duchaine on behalf of a company to be incorporated, to broadcast at 1230 kcs with a power of 1,000 watts daytime and 250 watts night-time, omnidirectional antenna.

A new FM station at Red Deer, Alta., has been applied for by Gordon E. Spackman on behalf of a company to be incorporated, to broadcast at 98.9 mcs with an effective radiated power of 1,330 watts, omnidirectional antenna, EHAAT 90 feet.

Tillsonburg Broadcasting Co. Ltd., licensee of CKOT, is bidding for a new FM station at Tillsonburg, to broadcast at 106.7 mcs. with an effective radiated power of 1,135 watts, omnidirectional antenna, EHAAT 127 feet.

Licensee of CFFM-FM Kamloops, Inland Broadcasters Ltd., is seeking FM stations at Clearwater and Savona, B.C. to program by off-the-air pick-up from CFFM-FM: at Clearwater on 92.7 mcs with an effective radiated power of 22 watts, omnidirectional antenna, EHAAT 530 feet; at Savona on 101.9 mcs with an effective radiated power of 8.1 watts, omnidirectional antenna, EHAAT minus 1,490 feet.

NEW TV

The CBC is seeking a new television station at Deer Lake, Nfld., to broadcast on channel 12+ with an effective radiated power of 246 watts video and 123 watts audio, directional antenna, EHAAT 425 feet.

Three new TV re-broadcasting stations in B.C. are sought by CKPG Television Ltd., licensee of CKPG Prince George: at Fort Fraser, to retransmit CKPG's programs by off-the-

air pick-up on channel 6, with a transmitter pedestal power of 5 watts, directional antenna; at Hixon, to receive CKPG's programs by off-the-air pick-up for retransmission on channel 10, with a transmitter pedestal power of 5 watts, directional antenna; and at Quesnel, to receive CKPG's programs by off-the-air pick-up from the proposed Hixon re-broadcasting station and retransmit them on channel 13, with a transmitter power of 5 watts, directional antenna.

Okanagan Valley Television Co. Ltd. is bidding to increase its TV re-broadcasting network with a new station near Celista, B.C. to receive programs by off-the-air pick-up from re-broadcasting station CHBC-TV-4 Salmon Arm and retransmit them on channel 6 with a transmitter power of 5 watts, directional antenna.

CHEK-TV Ltd. has applied for a new TV re-broadcasting station at Alberni, B.C., to receive CHEK-TV programs by off-the-air pick-up for retransmission on channel 4 with a transmitter power of 5 watts, directional antenna.

A new TV re-broadcasting station at Brooks, Alta., is sought by CFCN Television Ltd., on channel 9 with a transmitter power of 5 watts, directional antenna, to receive programs by off-the-air pick-up; up from a proposed replacement re-broadcasting station, CFCN-TV-1 Drumheller.

Ste. Rose du Degele, Quebec, is the site of a proposed TV re-broad-

casting station applied for by CKRT-TV Ltee, to receive programs by off-the-air pick-up from CKRT-TV Rivière-du-Loup and retransmit them on channel 2 with a transmitter power of 5 watts, directional antenna.

POWER INCREASES

A power boost for CKEY Toronto is sought by Shoreacres Broadcasting Co. Ltd., from 5,000 watts to 10,000 watts day and 5,000 night, DA-1.

CJAV Ltd. is bidding for an increase in the daytime power of CJAV Port Alberni, B.C., from 250 watts to 1,000 watts daytime and 250 night-time, omnidirectional antenna. A change of antenna site is also proposed.

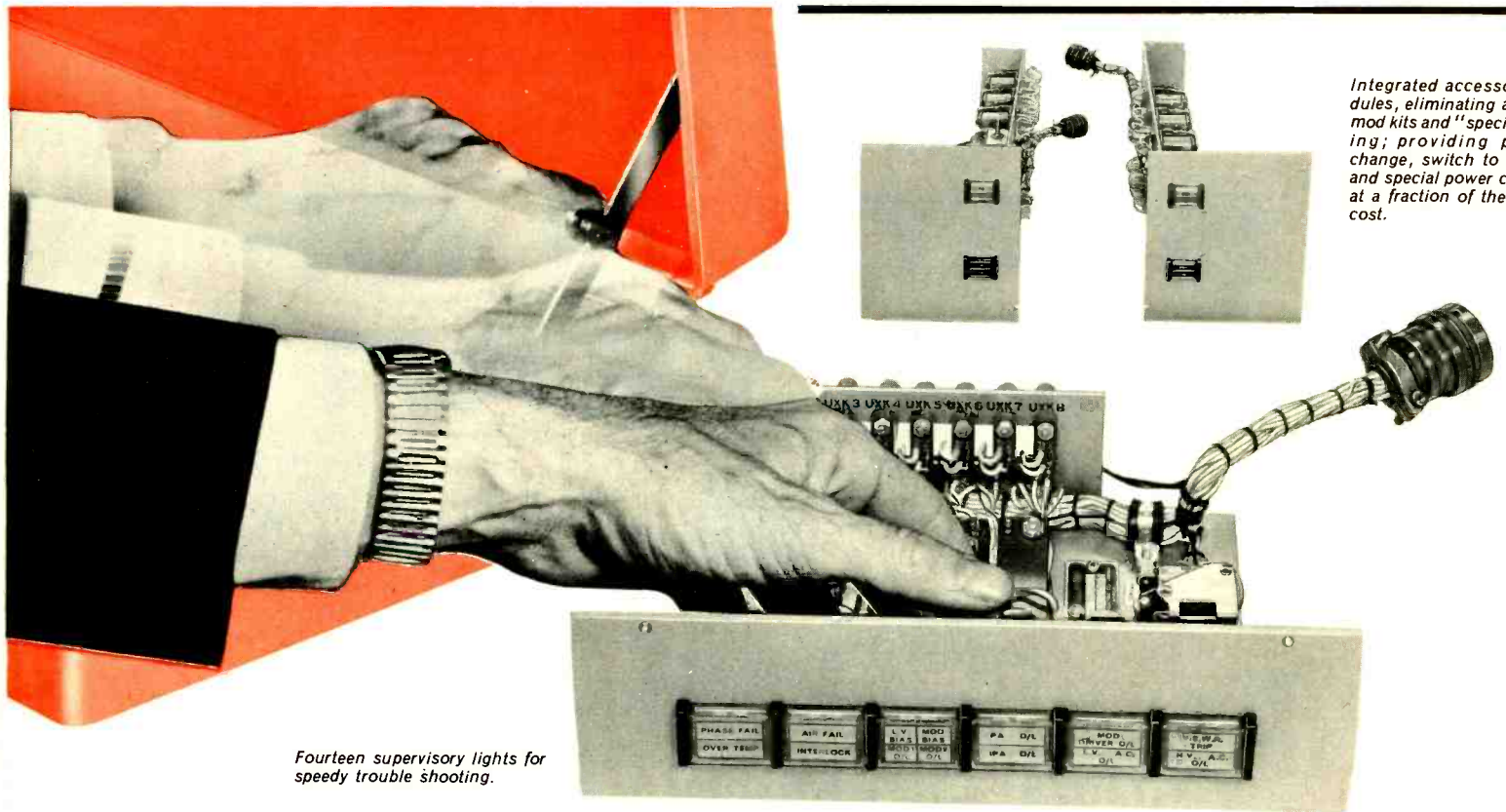
Fraser Valley Broadcasters Ltd. has applied for an increase in power for CFVR Abbotsford, B.C., from 250 watts to 1,000 watts daytime and 250 watts night-time, omnidirectional antenna.

FM station CFFM Kamloops is seeking a power increase, from 910 watts ERP to 3,900 watts ERP, from EHAAT 503 feet to 469 feet.

An increase in the effective radiated power, plus a change of transmitter site, are sought by CKPG Television Ltd. for CKPG-TV Prince George, from 220 watts to 778 watts video, from 110 watts to 389 watts audio, from EHAAT minus 78.5 feet to 1,714 feet, omnidirectional antenna, and from channel 3 to channel 2.

The trend is to balanced programming
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Fourteen supervisory lights for speedy trouble shooting.

Integrated accessory modules, eliminating adaption mod kits and "special" wiring; providing pattern change, switch to standby and special power cutbacks at a fraction of the former cost.

the "case" for the ULTRASOUND 10kw

Twin Cities Television Ltd. has applied for an increase in the effective radiated power for CFR-TV Kamloops, from 950 watts to 3,700 watts video, from 475 watts to 1,850 watts audio, from EHAAT 532 feet to 501 feet, omnidirectional antenna.

Also, two applications to replace low power TV rebroadcasting stations with more powerful facilities have been filed by Twin Cities Television Ltd.: proposing an effective radiated power of 204 watts video and 102 watts audio, on channel 9 omnidirectional antenna, EHAAT 1800 feet, for CFR-TV-4 Clinton, B.C.; and proposing an effective radiated power of 980 watts video and 490 watts audio, on channel 5, omnidirectional antenna, EHAAT 1,871 feet, for CFR-TV-6 Mount Timothy, B.C.

CFCN Television Ltd. has applied to replace the existing low power TV rebroadcasting station CFCN-TV-1 Drumheller on channel 8 with a rebroadcasting station at a new site, on channel 12, with an effective radiated power of 14,100 watts video and 7,000 watts audio.

MISCELLANEOUS

An application has been made for the transfer of all the issued shares of capital stock of Radio Victoriaville Ltee, licensee of CFDA Victoriaville, Quebec.

Rogers Broadcasting Ltd. has applied for authority to employ dual polarized antennae at CHFI-FM Toronto

Cariboo Broadcasters Ltd. is bidding for removal of the condition

of licence that CKCQ-1 Williams Lake, B.C., must carry simultaneously the programming of CKCQ Quesnel.

The Quinte Broadcasting Co. Ltd., CJBQ Belleville, is seeking to form a radio network with CFRB Toronto to carry Toronto Argonaut Football Club games and the Eastern Conference Playoffs this year.

Three stations have applied for authority to change the location of their studios: CFPL and CFPL-FM London, to 351-381 York Street in that city; CKKW Kitchener, to 864 King Street in that city; and CJLM Joliette, Quebec, to 113 St. Paul Street in that town.

Colonial Broadcasting System Ltd. has applied to establish additional studio facilities for CKGM Grand Falls and CHCM Marystown, Nfld.

The CBC is seeking establishment of low power (40 watt) relay transmitters at: Squamish, B.C. at 1350 kcs; Christina Lake, B.C. at 1080 kcs; Terrace Bay, Ont. at 1010 kcs; Kapuskasing, Ont. at 540 kcs; Rogersville, N.B. at 1530 kcs, to be French-language; Canso, N.S. at 1190 kcs; Quinan, N.S. at 500 kcs, to be French-language; Larry's River, N.S. at 1370 kcs; Woody Point, Nfld. at 740 kcs; and Glovertown, Nfld. at 1090 kcs.

The Corporation is also applying for a change of frequency of 1prt CBLW White River, Ont., from 1240 to 1010 kcs.

Fraser Valley Broadcasters Ltd. has applied for a change in the daytime antenna radiation pattern of CHWK Chilliwack, B.C.

TWENTY YEARS OF SERVICE



BBM has many innovations not measured by other rating services – such as daily reach, Monday-to-Friday reach, three-hour reach, average hours tuned, total hours tuned – concepts which provide a true index of a station's performance.

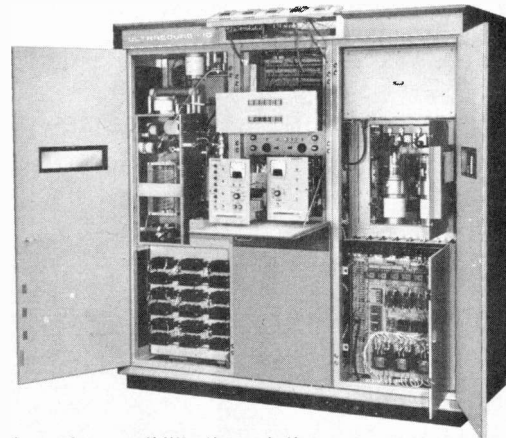
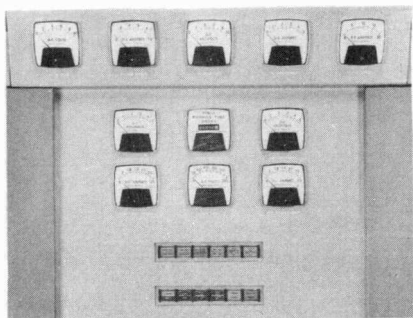
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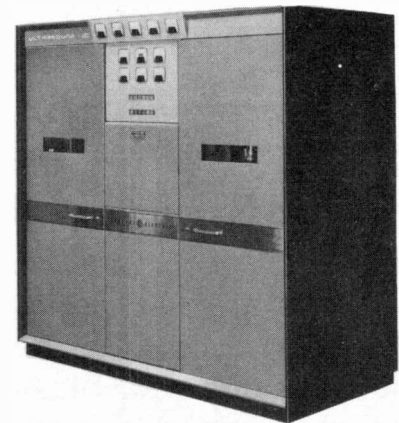
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Equipment accessibility through three drawers, three roll-out trays, two swing-open doors, one swing-up panel and five-main doors.



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... proves beyond doubt that Canadian General Electric is the leader in the design and manufacture of radio broadcast transmitters.

It started with the all-new CGE 50kw AM transmitter—the big "50"—a revolutionary transmitter design that became such a success with Canadian broadcasters.

From this trend-starting original design, came the all Canadian 10kw ULTRASOUND; a compact AM transmitter, incorporating the rich depth of knowledge and experience gained from building the big "50".

And like a baseball double-header, the CGE engineering team swept both ends, for... like the big "50"... the 10kw ULTRASOUND is big in engineering ideas, design, construction, and quality components.

It had to be, to match the standards and performance of the big "50"!

Take a look at some of the prime features. And while you're at it, don't duck the issue of cost. The ULTRASOUND is not cheap. You can buy a cheaper 10kw AM transmitter, if you prefer to buy on price alone.

But then, you wouldn't get a control system that provides automatic recycling; or fault recording, built-in remote control sensing elements, or advanced safety devices along with increased reliability through the use of cascaded power supplies. Or many other trend setting ideas in the production and operation of a 10kw AM transmitter, based on many years of CGE experience with broadcast stations and their specified needs for a high quality transmitter.

... unless you bought an ULTRASOUND from Canadian General Electric.

Incidentally, be sure to call on us any time for technical consultation in all areas of broadcast station planning, improvement, and expansion. One of our Broadcast Specialists would be glad to show you more of what's inside his colorful "case". Just write for bulletin EEB-190 on the ULTRASOUND 10 to Canadian General Electric, Section 33, 830 Lansdowne Avenue, Toronto 4, Ontario.



CANADIAN GENERAL ELECTRIC

ANNOUNCING...

A most significant advance in transmitter design: Continental's 317C 50 kw AM broadcast transmitter with High Efficiency Screen Modulated Power Amplifier.*

It provides higher efficiency at lower operating cost as compared to any other 50 kw transmitter.

It has the highest overall efficiency of any 50 kw transmitter known to be in existence today.

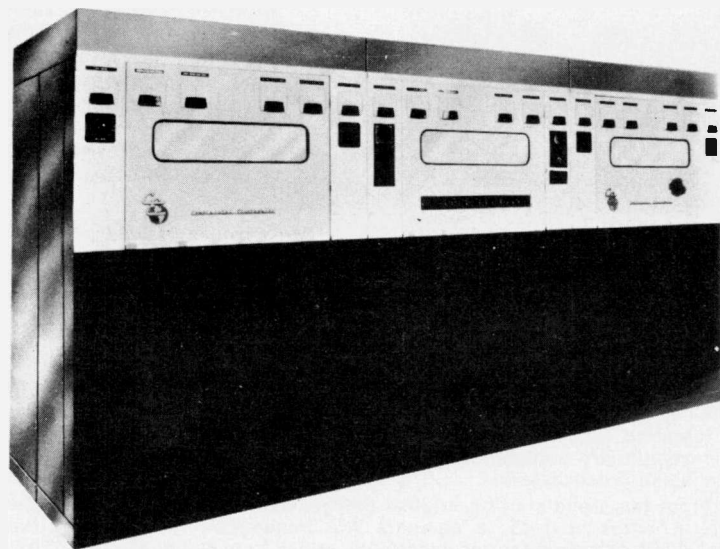
Both power amplifier tubes operate as conventional class "C" amplifier, requiring low RF drive and no neutralization. High level screen modulation system eliminates high power modulation transformer and reactor. Separate low power modulator tubes supply alternate half cycles of audio, with peak tube modulated by positive half cycles and carrier tube by negative half cycles. This novel arrangement allows modulator to operate similar to a push-pull class "B" amplifier with resulting high efficiencies.

Advancement of the state of the art has been made possible by use of newly developed high power tetrodes, and this unique modulating technique.

Compact design requires only 54 square feet of floor space. All components are self-contained within cabinets, including switch gear, power distribution and blowers. Only external component is the plate transformer which is in a self-contained enclosure that occupies 8 square feet of space. No transformer vaults are required.

*Patents applied for

For additional information and specifications, write:



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THE SPECIALISTS IN SUPER POWER RADAR & RADIO TRANSMITTERS 

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People versus the corporate image

PEOPLE ATTENDING the annual lunch meeting of the Quarter Century Club of the Canadian Association of Broadcasters in Quebec City early this month adjusted their bi-focals, souped up their hearing aids and subjected themselves to a short address. The occasion was the presentation to them, by this paper, of their club's first Membership Roster, and the "address" was delivered by its editor and publisher, whose name escapes me. I am running the text of this oration, partly because it met with unusual approbation. What I mean is nobody complained. I am also running it because I may want to read it again myself some time. So here it is.

"Mr. Chairman — fellow SWABs.

"Maybe I should explain this SWABs bit. It's my own private name for the membership of this club — "The Second Wind Association of Broadcasters".

"It was kind of you, Norman Botterill, to say nice things about us and our little gift. Actually though, in giving the club its first roster, I had an ulterior motive. It gave me an opportunity to stand up on my hind legs and proclaim, just as I used to, at the drop of a hat, when the scheduled speaker had missed his plane, in those dear dead days before — along with the rest of you — I had graduated from adolescence into adultery.

"Mr. Chairman and fellow SWABs, each year, when we meet as we are meeting this afternoon, we get all dedicated and devoted and talk about projects to elevate our industry to higher and higher plateaus.

I've a project to suggest to you today, a project eminently suitable for adoption and sponsorship by us stalwarts of broadcasting, who are beginning to face up with the fact that right here and now we find ourselves on the threshold of middle age.

"What I want to suggest is that our industry has grown to its present stature on the accomplishments of *individual people*. Many of these people are sitting here, in this room, today. Still others are listed in the final section of the roster, under the heading, '-30-'.

"I am referring to such names as Carson, Chandler, Elphicke,

Murphy and Sedgwick, to mention alphabetically just a few.

"Today we are able to say with pride that we are members of a great industry, because of these men, broadcasting's pioneers; because of their courage and initiative; because of their triumphs; and, perhaps more than anything else, because of the disastrous mistakes they had the guts to make.

"Today, we are enjoying the fruits of the labors, not of large and mighty corporations, but of individuals, individual *people* who injected their personalities into broadcasting to the point where they are still influencing their successors, most of whom never met them.

"Today, broadcasting stations tend, more and more, to become the properties, not of rugged individualists, but of the mighty corporations.

"This is a natural progression, and I am not objecting. But I feel there is a fight for us, not for the destruction of these corporations, but to help them maintain their strength and their usefulness, bolstered by the survival of the individual. I feel it is incumbent upon us to take up the cudgels in battle of People versus the Corporate Image.

"People come in two categories. There is the sort everyone likes — but everyone. This is an apathetic 'Milquetoast' liking, inspiring such remarks as — "there's a nice guy...you know...old Joe... Joe What's-his-name.

"Then there's the other breed. He reacts on people in one or other of two ways.

"Either he's 'tops'... 'the most' as the rising generation terms it. To the rest, he's a son of a bitch.

"Mr. Chairman, fellow SWABs, I don't know how you feel about it. I don't know how you regard the guy everyone likes. I do know this though. Speaking for myself, I'd far rather be a son of a bitch than a What's-his-name."

And that is all you s.o.b.'s are going to get this issue except... buzz me if you hear anything, won't you?

Dick King

RADIO NEWFOUNDLAND

VOCM · **CK**CM · **CH**CM
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 10,000 watts 10,000 watts 1,000 watts

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Bilious is a nauseated feeling caused by opening the mail on the first of the month.

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

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

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

Canadian advertising expenditures are low --- WHY?

by BEN HOLDSWORTH

CANADIAN ADVERTISING and marketing circles have found an interesting new topic: Why is the level of Canadian advertising in world position number Seven in terms of advertising expenditures in relation to national income?

In the past few months, speeches and lectures have been made to marketing and advertising groups raising this question; many have been shocked by the facts. Canada, it has been supposed, was certainly in second or — at the worst — third in this sophisticated world.

Not so. Indeed, the position of number Seven is not secure, according to a study made by the *Broadcaster* of the best available figures for the major countries in the world.

Advertising expenditures per capita have been offered in the past as the comparisons. In such a study, there are several problems. Most important of these are the rates of exchange used in converting advertising expenditures to a common basis (usually the U.S. dollar or the British pound), and the varying bases of population. In many cases, the population figures can vary according to source by as much as 10 to 25 per cent.

The only sensible comparison, then, seems to be the relationship of media expenditures to national income.

It is on this basis that the

position of Canada as Number Seven has been determined.

Some general observations may be made, in spite of the vast differences in advertising practice, and in media importance, from one country to another.

In several markets among the top 20, commercial television has still not arrived (France is a notable example) or has only recently been introduced. Commercial radio, as we know it, enjoys varying positions of importance; in the United Kingdom it does not exist, whereas in Argentina radio continues to grow even as television expands — and radio in that market is still almost as large as national newspapers, the medium in first position.

Surprisingly, cinema advertising in a number of countries remains as a major medium, even with the introduction of television. In Canada, of course, cinema advertising never got started.

Probably the most important point, however, is the rate of growth of advertising in a number of markets, particularly Germany and Japan. Whereas the rate for

Canada has been under 5 per cent per year for the past four years, Japan has shown increases of 15 to 17 per cent annually since 1959; Germany's recent growth rates have been in the 10 to 15 per cent range, and current forecasts are for Germany to move from the 1962 world ranking of 14th to become one of the top six by 1964.

AUSTRALIA

The leading market in advertising expenditures has, in fact, suffered a decline in the rate of advertising from a peak in 1960 of 2 per cent. The only medium showing steady growth has been television; radio, however, has shown renewed vitality. In the press sector, metropolitan dailies (still larger than radio and TV combined) has suffered the least in recent years, and remains at about one-third of total media spending. Cinema advertising continues at a steady level, evidently unaffected by the growth of television.

UNITED STATES

The second largest market (we wonder how the U.S. could take a back seat in advertising to anyone), has shown a steady increase each year in television's portion of the total. Industry sources stated that most if not all of the growth picture has

been from daytime in the past four or five years. Radio remains steady at about 6 per cent (TV is 16 per cent), while total press has declined about 2 per cent per year and in 1962 was just over 43 per cent. Newspapers remain the largest single medium at 28 per cent, but are declining in percentage of total by about 1 per cent per year. The total advertising expenditure level in relation to national income has remained steady for the past five years.

NORWAY

The startling point about the third largest advertising market is the complete absence of broadcasting on a commercial basis. This is also true of Sweden and Denmark. The total spending remains one of the highest in the world, and steadily increasing. Newspapers account for almost 50% of total media expenditures; outdoor is declining, while cinema, though relatively small, continues to increase. Interestingly enough, trade and technical magazines are nearly three times the size of consumer magazines in advertising volume!

PORTUGAL

The fourth market is significant especially for one reason: Television.

Until the introduction of TV in the late 50's, advertising was simply not growing, in relation to national income, even though total expenditures as such did show a small percentage increase each year. Currently, however, the percent changes annually are in excess of 10 per cent. Outdoor and transit advertising, always a very large factor in Portuguese advertising, has declined from 30 per cent to 24 per cent in four years (press has increased from 32 to 35 per cent in the same period). Radio remains at about 20%, while television has gone from zero to 13 per cent in five short years.

UNITED KINGDOM

Currently the fifth market in the world in terms of advertising expenditure level, the U.K. has shown a pattern of decreasing rate of increase in annual spending, in much the same manner as Canada.

RADIO

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

P. S...

It sometimes makes the big difference on a successful campaign. These stations recognize the value of promotion and they know how to make it work for your products. When planning your next campaign be sure to include these stations because you can depend on the proper support. ---

PROMOTIONAL SUPPORT

Paul Mulvihill & Co., Ltd.
TORONTO MONTREAL

Part of the explanation may lie in the plateau reached by television, part may be the relatively slow rate of growth in print media in all sectors.

Interestingly, the most rapid rate of increase in the past several years has been in outdoor and transit.

Cinema, though still small in relation to total, remains steady, with little noticeable change from television's introduction.

Television and the London and national dailies remain about even at about a 17 per cent share, with TV showing a slight edge. Provincial dailies are in third position at 12 per cent.

Newspapers are increasing in advertising at virtually the same annual rate as is television. Currently, newspapers represent about 40 per cent of the total spending, with television second at just under 30 per cent. Even cinema advertising shows steady increases; radio, never one of the big media in Japan, continues at about 8 per cent, surpassed by transit and outdoor (including balloons!) at just under 9 per cent of total.

With the variety of patterns, shown by this quick survey of the major world markets, what can we conclude?

Certainly one concluding point may be made: students of

EMPTY!



Before it was emptied, it had to be sold. Before it was sold, someone had to be sold on it! That's where CFPL-TV entered the picture. Top station in Canada's top Test Market, CFPL-TV is Western Ontario's most potent selling tool. Do you want more "empties"? Contact CFPL-TV.



LONDON, CANADA

INTERNATIONAL ADVERTISING EXPENDITURES

The following information relates expenditures on media advertising to national income for the most recent complete year available (in most cases 1962). Figures for such items as direct mail are not included, since they are not available for some countries, nor do the totals take into account point-of-sale, exhibitions, contests (excluding media expenditures related to such promotions).

COUNTRY	AD EXPENDITURES RELATED TO NATIONAL INCOME	INTERNATIONAL STANDING
Australia	1.84%	1
United States	1.77	2
Norway	1.61	3
Portugal	1.57	4
United Kingdom	1.50	5
Japan	1.42	6
Canada	1.41	7
Peru	1.39	8
Sweden	1.31	9
Finland	1.23	10
The Netherlands	1.10	11
Austria	1.08	12
Brazil	1.07	13
Germany (Federal Republic)	1.04	14
Colombia	.98	15
Argentina	.90	16
Denmark	.87	17
Ireland (Eire)	.85	18*
Chile	.85	18*
Switzerland	.85	18*
Italy	.82	21
Philippines (Republic)	.63	22
France	.58	23

*Tie

Source: TvB from International Advertising Association

There is, of course, no commercial radio except for Radio Luxembourg (0.2 per cent).

JAPAN

The boom in Japan's domestic economy is well known. What is less well known is the fact that advertising in all media (without exception) has increased at an even more rapid rate. No one medium can be singled out as responsible.

Canadian advertising have much to chew on. Perhaps the place of advertising itself in the growing economy that is Canada today.

**BOOKS
By Mail**

Book Dept.
Canadian Broadcaster
219 Bay St., Toronto

RACIAL FILM IS FIRST WINNER

THE FIRST ANNUAL Wilderness Award, for an outstanding film produced for CBC television during 1963, has been won by *One More River*, a study of racial problems in the southern U.S.

The award is a memorial to CBC producer Norman Caton and cameramen Len MacDonald and Charles Riegler, who were killed in a plane crash while filming a CBC *Camera Canada* production titled *Wilderness*. Colleagues and friends set up the fund to recognize outstanding contributions to the TV film field by Canadians.

The hour-long *One More River* was filmed by Allan King Associates for the CBC and Intertel, the International Television Federation, which promotes wider understanding of world affairs and problems through TV.

Special medals will be awarded to producer-director Douglas Leiterman, co-director Beryl Fox, cameraman Richard Leiterman and film editor Don Haig.

The Wilderness Award trophy — a Canadian rock specimen containing gold, suitably mounted — will be held in Toronto, the CBC production centre responsible for the winning film.

Medals for special mention will also be presented to writer Scott Young for the text of *The Opening of the West*, a *Camera Canada* production, and to CBC editor Warner Troyer for "skill and tack in interviewing technique" in the *Inquiry* program *The Glass Cage*.

In announcing the jury's unanimous selection of *One More River*, the chairman said "The pictorial treatment added an extra and almost essential dimension to the universal theme of human understanding. The program shows how television at its best can fulfil its responsibility to the viewing public by focusing their attention on universal problems, in the privacy of their own homes."

ALTA. STATIONS FORM GROUP

ALBERTA BROADCASTERS have formed a provincial organization to be known as The Alberta Association of Broadcasters.

The new group, comprising radio and television stations in Alberta, is designed to deal with provincial problems common to the broadcast industry.

The association's first president, A. F. Shortell of CKSA, Lloydminster, said objectives of the AAB would go towards unifying efforts of broadcasters in meeting new technological challenges. He added: "this will also enable us to render greater public service on a more efficient basis."

Seventeen representative broadcasters attended the Edmonton meeting which resulted in formation of the AAB.

The president of The Western Association of Broadcasters, Don H. Hartford of CFAC, Calgary, convened the meeting and conducted the election of a five-member executive.

The officers are: President, Mr. Shortell; Vice-president, G. R. A. Rice, Sunwapta Broadcasting Company, Edmonton.

Directors: G. A. Hartley, CHCA-TV, Red Deer; J. A. Love, CFCN, Calgary, and Orville Kope, CHAT, Medicine Hat.

Letters

We pipped with "Pippo"

Sir: I would like to call to your attention a factual error in volume 23, No. 6 of *Canadian Broadcaster*, dated March 19, 1964, in reference to our television series, 'Monsieur Pipo'.

On page 7 the following statement appears:

"Monsieur Pipo fascinates children in more than 314,000 Quebec homes with its short documentaries on countries of the world, sing-songs, cartoons, etc. Filmed portions of this show are produced by C.B.C., Toronto, with French Network production from Montreal."

The second sentence of that statement is completely incorrect. "Monsieur Pipo" is the French language version of "Mr. Piper," which was produced entirely by Pied Piper Films Ltd. and is distributed throughout the world in several language versions by Independent Television Corporation. The C.B.C. bought the show for both its English and French National networks, and exercised the usual rights connected with acceptance of content and quality, but the production from concept to finished prints was completely the work of Pied Piper Films Ltd.

As these facts have been stated many times in *Broadcaster* on previous occasions, we would appreciate your printing a retraction of the incorrect statement which appeared in the March 19th issue.

Sincerely,
A. WARGON,
Executive Producer,
Pied Piper Films Ltd.

CORRECTION

In the April 2 *Broadcaster* Directory the Toronto address of Tyrrell & Nadon Broadcast Representatives Ltd. is shown as 130 Morton Street. The correct address is 130 Merton Street.

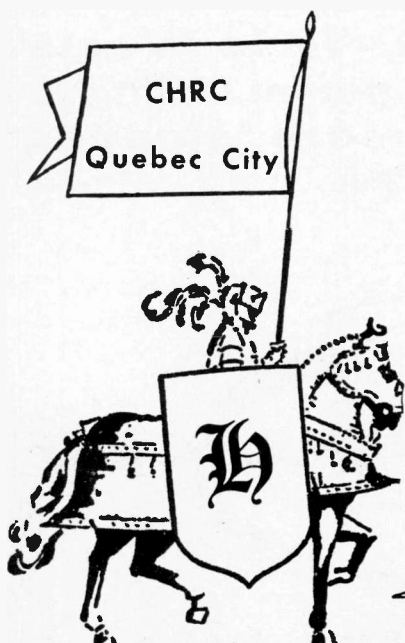
Are you reading
The Broadcaster
over our shoulder?
Be a regular!

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

**BON APPETIT!
They eat well in Quebec.**

60% of the \$96 million food sales per year are made in independent grocery stores in Quebec City, Canada's 7th market. There are 1,129 grocery stores in and around Quebec City, but only 21 supermarkets.

CHRC, Quebec City's #1 radio station reaches 105,000 homes once or oftener during B.B.M. survey week (November, 1963).



HARDY RADIO & TELEVISION LIMITED
TORONTO - EM. 3-9433 MONTREAL - VI. 2-1101

NEWFOUNDLAND'S RICHEST MARKET IS BEST REACHED BY CFCB CORNER BROOK
Soon! New satellite at Argentia!
CALL
Radio & Television Sales Inc.
TORONTO MONTREAL



ONLY TO THINK

When Canada is celebrating her centennial, *Canadian Broadcaster* will have hit the quarter century mark. Don't you wonder how Canada got by for the first 75 years?



BOTTOMS UP

The only job where you start at the top is digging a hole.

—:Phil Stone's *Throws*



AUDREY STUFF

Then there's the gal who was so dumb, she thought race prejudice was what you were when you disapproved of the horse races.



SURE CURE

Thanks to Screen Gems' *Have You Heard?* for this crack by the star of their GRINDL, Imogene Coca: "...to all you women who appear younger, go out and rent smaller children."



SIC TRANSIT GLORIA MUNDI

He wrote spots for a living, but considered every word he typed a stepping stone-to immortality, and then he was hit by a truck.



ENDURANCE CONTEST

Then there's the unnamed broadcaster who stayed on the wagon all through the CAB convention just to prove a man can subsist on food and water alone.



ONE LOVE...ONE MAN

Then there's the actor who liked to boast about his happy marriage...and it was too...they had so much in common...they were both in love with the same man.



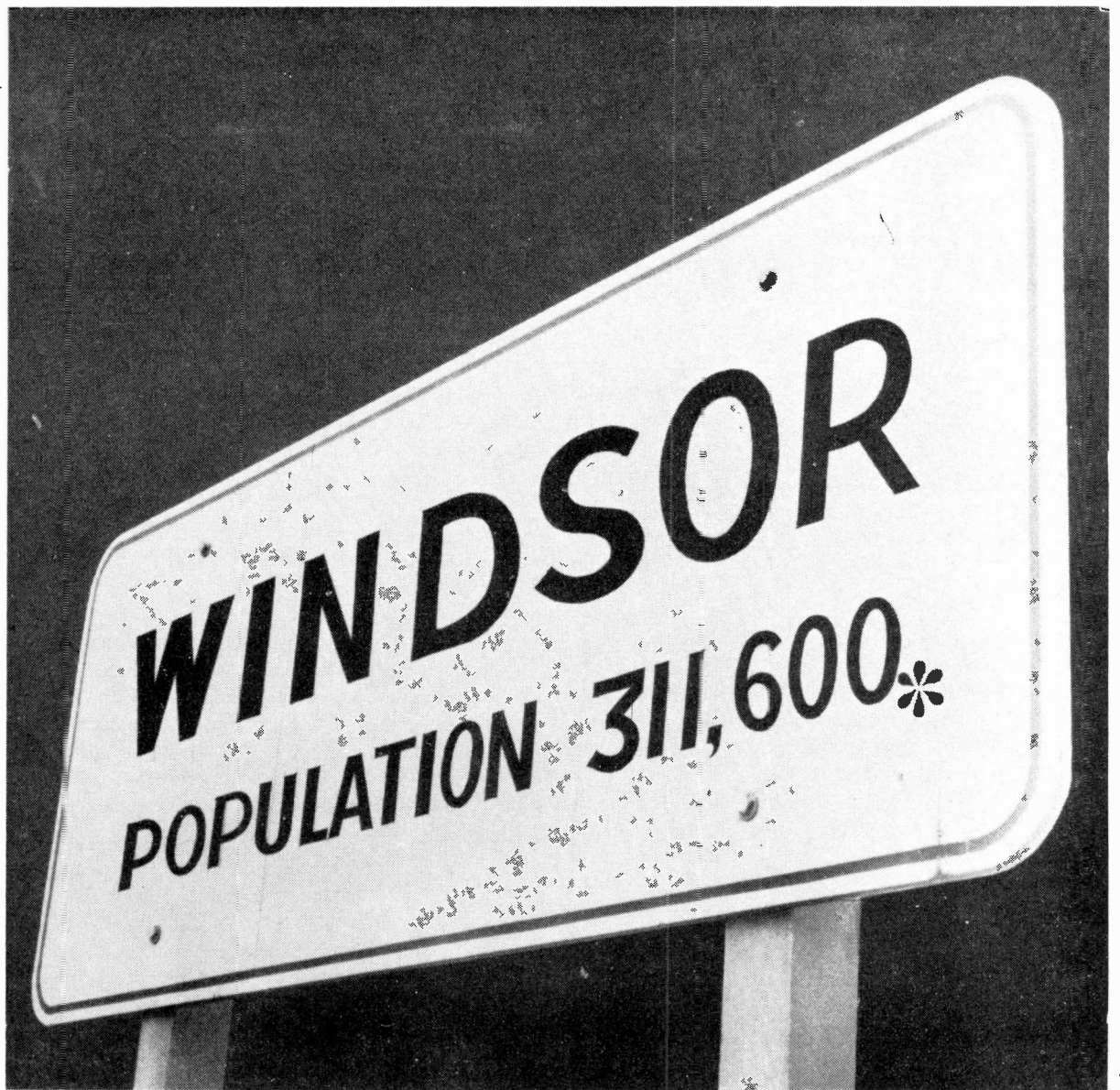
PEACE PERFECT PEACE

We know a receptionist who has quit drinking coffee for breakfast because it keeps her tossing around all morning.



OFF THE RECORD

The new vice-president had a tremendous war record, but from a publicity standpoint it was useless. During the war he won a Croix de Guerre but he was so ugly they couldn't find a French general willing to kiss him.



Birth of a MAJOR MARKET

- * Metropolitan Windsor 199,900
- Windsor Retail Trading Zone 311,600
- (Source D.B.S. 1963)



The first new radio station in WINDSOR in 30 Years!

1. Windsor is Canada's **Seventh** Market
2. **Income 25% above** National Average
3. **Consumer Spending 11% above** National Average
4. Five Million American tourists visit Windsor every year
5. Anticipated \$26 Million expansion by General Motors in Windsor in 1964

For CKWW Availabilities call: Royce Frith — Windsor 252-5751

Stovin-Byles Ltd. — Toronto 924-5764 • Montreal 849-7731

Winnipeg 772-2714 • Vancouver 684-4831

ONLY BAD MANAGEMENT CAN BEAT RADIO

Final excerpt from Ralph Draper's address to the BCAB

LET'S LOOK AT RADIO and television. Contrary to what some of you may believe, neither one is a perfect medium — there just isn't such an animal. I'm not going to waste time talking about the cost and coverage picture. Instead, let's take the truth for granted that coverage is excellent, and look at the physical pros and cons of the two electronic media. First with radio, what's wrong with it?

Radio certainly is not a visual medium where product and package identification are possible. We cannot demonstrate product in use in the same way that we can with television. Since radio is not visual, we also do not have the opportunity to use color appetite appeal.

The large increase in the number of radio stations in Canada has had the effect of potentially diluting the size of audience available through each station.

The cost of buying a prime time spot on every station in

Canada has more than doubled since 1955.

Audience listening patterns can change due to program changes and promotions, and valuable reach can be lost in the period between the change and preparation of new rating figures.

However, most important, radio is an intangible, and the agency or advertiser personnel rarely have the opportunity to listen to stations which are out of reach of their home market. It is necessary for us to have faith that stations actually run the spots which have been purchased, that they do not double or triple spot us, that programming is compatible to product image, and that the station has not made a more advantageous financial deal with other advertisers.

However, radio has a great number of advantages which will help to increase business in the future.

It is an oral medium, allowing the use of both music and the spoken voice.

It has the lowest provable cost per thousand households reached by any type of medium.

It offers almost complete flexibility, since we can commence campaigns on short notice and cancel on a maximum of two weeks.

We have complete freedom of market selection, weight of advertising, time periods to reach either male or female audience, and the opportunity to switch products advertised on extremely short notice.

Radio reaches virtually all Canadian households both urban and rural, has extreme merchandisability at the trade level, and is generally the most co-operative medium in extending co-operation on promotions.

Some Canadian stations are willing to break their rate card, allowing the element of bargaining to come into the picture to increase the efficiency of each purchase.

Complete saturation is possible extending throughout single days, weeks or months and radio also offers a bonus audience found travelling in automobiles and tuned to transistors and portables.

Added to all this, is the most important plus that radio audiences can be referred to as virtually captive, since the commercial message is basically an interruption of the entertainment to which the listener has tuned.

Now let's look at the disadvantages of television.

At the present time we cannot have color to increase appetite appeal.

Unlike the printed page, the television message cannot be retained for future reference.

Network and program commitments must be generally made on a long term basis, and thus do not allow dollar flexibility to meet changed conditions.

We can get crowding on television in the same way as in newspapers, between closing credits, commercials, promos, and station breaks.

In competitive markets, people watch programs, not stations. Thus, audience patterns can change quickly as programming changes are made by stations. This means that a greater degree of risk is involved in making purchases in this medium. There is a greater demand for judgment

and foresight, sometimes called riverboat gambling, since times cannot be purchased from past figures after programming changes have taken place.

Most important of all, use of the medium requires a high dollar outlay, in relation to that generally considered to be efficient in other media classifications. Some advertisers could only hurt themselves by going into the medium when they do not have sufficient dollars to do a proper job.

However, television has not had its phenomenal growth without good reason.

It is an oral medium offering the opportunity to use the spoken voice and music to heighten brand identification. It is also a visual medium where we can obtain strong package and brand name recognition.

Television is the only major medium capable of offering demonstration of product in use, and the ability of motion to create a degree of empathy.

Continuity and/or saturation are possible throughout the day, week, and month.

Through the use of regional and selective purchases, television can be flexible by market, weight and timing. Product substitutions can be made without too much difficulty.

The medium has high penetration of households across Canada, with a proven high sets-in-use figure.

Without doubt, it is the most merchandisable medium available at the trade level.

Most important, television offers a high degree of captive audience, since the consumer is exposed to the message through being exposed to the entertainment.

There are a great many factors working in favor of radio and television to create even greater successes than has been the case in the past. There is a wonderful future ahead, and only bad management can hurt.

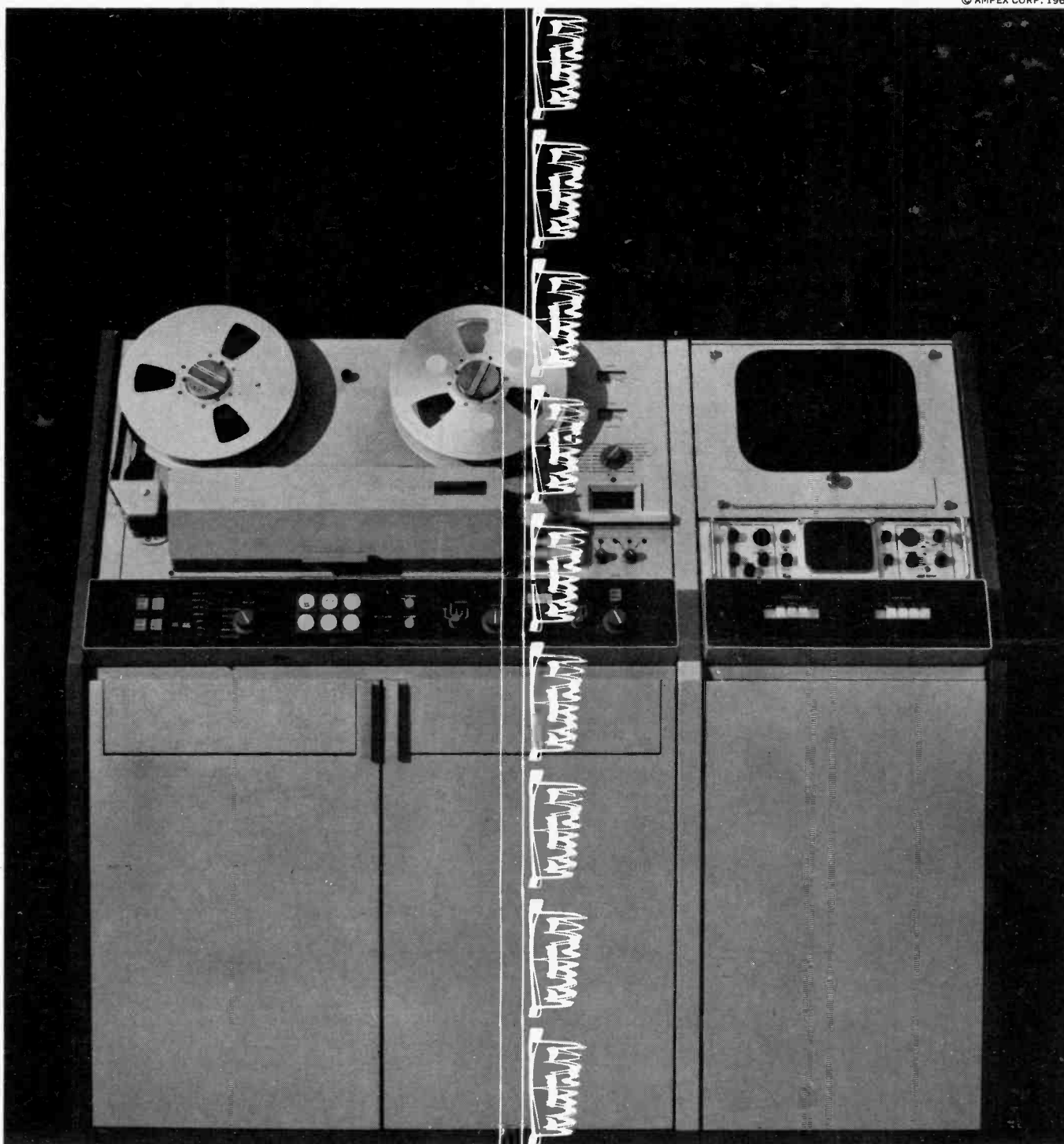
CHARLES PERSONNEL LIMITED
Specialists in supplying Help of the Highest Calibre to the Advertising • Marketing and Sales Fields
HU. 7-1576
 120 Eglinton East, TORONTO 12

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.

"Dee Jay"
 Five years proven ability in all phases of radio, one year experience in television, specializing in TV teen shows. Have top rated radio afternoon show and top rated television show with large active following. Wish to relocate in Ontario or any city west. I'm looking for a challenge, if you have it, please write:
 Box A-730,
 Canadian Broadcaster,
 217 Bay Street, Toronto.

Technician Required
 Experienced technician required for radio-TV station maintenance and installation. Permanent position.
 Write or phone:
 L.E. GILBEAU,
 CKSO Radio-TV Ltd.,
 Box 400, Sudbury, Ontario.

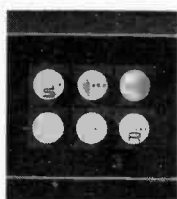
ANNOUNCER
 with mature voice, good on-air sell, for Southern Ontario Radio. If you will prepare a good show and want a future, send resume, tape, picture and references to:
 Box A-735
 Canadian Broadcaster,



The video recorder that sets a new standard: The Ampex VR-2000

Ampex's newest Videotape* Television Recorder, the VR-2000, is expressly designed to operate on new high band standards. It utilizes a new high band carrier/deviation frequency (7.16 to 9.3 mc), which permits a single standard for both color and monochrome. The VR-2000's performance specifications are impressive: a S/N ratio up to 46 db; basic frequency response to six megacycles; excellent transient response and virtually non-existent moire. Performance is so good, in fact, that multiple generation copies made on the VR-2000 equal original tapes made on present equipment. Although it possesses all this upper range ability,

*T. M. Ampex Corp.



the VR-2000 is instantly switchable to present low band standards in either 625 or 525 lines. And for all its sophistication, it is the most reliable and easy to operate recorder ever built. A complete line of VTR accessories is available now for the VR-2000: Intersync* (standard on all VR-2000s); Amtec*; Electronic Editor; Colortec*; and Editec*. The VR-2000 and its accessories are products, not promises. The VR-2000 is presently being installed at one major European network. Write today for complete information. Ampex of Canada Ltd., 1458 Kipling Ave. North, Rexdale, Ontario. Telephone: Cherry 7-8285. Sales and service throughout the world.

CUTS & SPLICES

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

CFA STANDS for Congenial Festivities as well as Canadian Film Awards this year, with an active program committee lining up such added attractions as Wayne and Shuster and a gala dance to make the occasion even more of an occasion. The sixteenth annual CFA takes place in Toronto May 8.

It will be a full day for many, starting with the Association of Motion Picture Producers and Laboratories' annual meeting and election of officers, which begins at the Royal York Hotel at 9.30 am and continues most of the day.

CFA proper gets under way at five with a screening of selected excerpts from the competing films, in the two larger theatres at Film House, 22 Front Street West. An advance screening for the press will be held there earlier.

The annual CFA cocktail party, sponsored by AMPPLC, will take place in the Concert Hall of the Royal York at 6.30. The awards banquet follows, with guests Wayne and Shuster to present the awards for the winning films.

To wind up the event in a spirited fashion, the Directors Guild of Canada is sponsoring a CFA ball, to begin at ten, with five-piece orchestra and pay-as-you-booze bar.

All this for \$7 per person, and tickets are available from CFA, suite 1301, 55 York Street, Toronto, or from members of AMPPLC, CSC, SMPTE, the Directors Guild, the Canadian Film Institute.

Four — count 'em, four — feature films are entered in the CFA competition this year, a bumper crop consisting of Crawley Films Ltd.'s *Amanita Pestilens*; *Trouble Fete*, produced by Pierre Patry; *A Tou Prendre*, produced by Claude Jutra; and NFB's *Pour La Suite du Monde*.

Tying in with the CFA, the Canadian Society of Cinematographers will hold its annual meeting and election of officers at the Royal York Hotel on May 9 and 10, with business sessions all day Saturday, the annual dinner that evening, and further meetings Sunday morning.

AMALGAFILMS LIMITED, "a dominion company formed by producers and film directors for the production of feature films in Canada" is described in a twenty-page brochure



PETERSON PRODUCTIONS LIMITED
TV COMMERCIALS

circulated recently as what "could be Canada's United Artists".

Five Canadian film-makers are involved in the company: Paul Almond, former CBC-TV director now with Granada TV in England; Michel Brault of the National Film Board, producer of the Board's first feature length French-language film, *Pour La Suite du Monde*; Graeme Ferguson now in New York, who has just finished work on *The Love Goddess*, a co-production with Paramount and Walter Reade/Sterling Inc.; Peter Green, co-producer of *The Last Winter*, a Danish-made film which won an award at the 1961 Moscow Film Festival; Pierre Patry, NFB whose independent production *Trouble Fete*, is entered in the Cannes Film Festival this year.

Also associated with Amalgafilms are Lewis Allen of New York, whose recent productions include *The Connection* and *Lord of the Flies*; Saul Turell, president of Walter Reade/Sterling, parent company of Continental Films Inc., distributors; and Jacques Gibault, production manager on 35 productions in France, U.S. and Brazil, including such films as *Anastasia* and *Black Orpheus*.

If \$360,000 capital is raised, Amalgafilms proposes going into production immediately on several features on which it holds options or for which it is negotiating. Top of the list is *Fahrenheit 451*, based on Ray Bradbury's science fiction tale, which is owned by Lewis Allen and would be directed by Francois Truffaut on a \$550,000 budget for distribution by Continental.

Other properties include *The Disgrace of John Carrick*, which Green has written and would direct on a budget of \$160,000; *Harry's Car*, written by Ferguson, to feature Severn Darden and actors of The Second City, budgeted at \$215,000; *The Winner is a Beauty*, written and to be directed by Paul Almond, with a budget of \$125,000; all scheduled for the first 18 months.

The company will not go into production unless distribution is already set, and will not own studios or equipment. It counts on the Industrial Development Bank to finance up to 50% of each film, on the security of the negative and an assignment of the distribution contract. It will seek an investment of up to 30% of the budget from the distributor, and the company will meet the balance of the budget.

Amalgafilms president is Graeme Ferguson; first vice-president and general manager is Peter Green; second vice-president is Pierre Patry; secretary is Willem G. Poolman, partner in the law firm of Ruwald and Poolman in Toronto. Leon Shelly is acting in an advisory capacity.

A SPECIAL MEETING OF the Toronto section of the Society of Motion Picture and Television Engineers is being held April 30 at 8 pm at Pathe-Deluxe of Canada Ltd. to waylay Alfred Jetter on his way

back to the Bavaria Film Studios in Munich from the SMPTE technical conference in Los Angeles. At the meeting here Jetter will enlarge on his conference paper on "Electronic Cam, a Production Method for Television and Feature Films" and there will be demonstration film and slides.

The Electronic Cam system was originally developed by DuPont in the U.S. and was used in the production of *The Jackie Gleason Show* on TV for one season, but the problems of the technical application of the technique were not satisfactorily met. It has since, however, proved extremely successful in wide use in Germany, in the production of feature films as well as films for television.

The system employs three 35 mm motion picture cameras, each with a vidicon TV camera tied in. The TV signal is fed to a control room and the 35 mm filming is directed, via TV monitors, with television techniques. It also makes it possible to record the TV signal on video tape for immediate playback.

SMPTE program organizers feel that this special meeting will be of particular interest to TV and motion picture producers and directors. Because the paper here will elaborate on the subject and permit a question period, not possible because of time limitations at the conference in L.A., some U.S. producers are expected to attend after hearing the original paper at the conference. Jetter's paper will be read by Helmut Berger, director of engineering for CFTO-TV Toronto, who has translated earlier papers on this subject.

LISTINGS ARE NOW being organized for a new edition of the Directory of Sources of Free 16mm Sponsored Films in Canada published by Crawley Films. Over 100,000 copies of the booklet have been requested since Crawley brought out the first directory in 1952.

There is no charge for listing and the directory is free. Particulars of films to be included — title, sponsoring company, short synopsis and distribution details — should be sent to Crawley Films Ltd., 19 Fairmont Avenue, Ottawa 19.

NEW HEADQUARTERS OF Jack Chisholm Film Productions Ltd. is the new Creative Design Building at 4 New Street in Toronto, where the company has larger offices and film production facilities.

President Jack Chisholm marks his 40th year in the film industry this year, having spent the first 18 years in Hollywood before moving to Canada. His own company is in its seventh year.

Although Chisholm specializes in color films for mining and construction companies and other heavy industries, he has recently completed films for the Salvation Army, the Sisters of St. Joseph, and cover-

age of last year's Anglican Congress. Just going into release is a film on forest fires for the Ontario Department of Lands and Forests, for whom he also did ten one-minute television spots.

Current projects are two travelogues, a 28-minute film on Hong Kong and a 20-minute film for the Mexican Tourist Bureau promoting the wonders of the "midlands" surrounding Mexico City, for which Chisholm travelled 1540 miles in ten days. Both films are for international distribution.

IT'S BUSINESS AS USUAL after a change of name and address for Roy Krost's film production company, formerly Filmcraft and now Cinecraft Productions, with new headquarters at 135 Isabella Street, Toronto.

The company is just completing a 15 minute color film for Du Pont of Canada Ltd., *The Information Man*, about man-made fibres. The film, which employs a number of special effects, is for TV and other non-theatrical distribution.

Krost is associated with Enterprise Films of Canada, which will be announcing its plans for feature film production here within a few weeks.

"HOT" IDEA FOR a film sequence or TV commercial? Latest special service to be offered by Film House Ltd. is the opportunity to set fire to and burn down, with cameras rolling, a farm house a couple of hours' drive from Toronto. It's a one-only special, FH president Bob Crone has; only one friend who wants his old homestead demolished.

J. D. McBride has joined Film House as a recording engineer and mixer. He has 18 years experience in the audio field, the last ten years with RCA Victor Studios in Toronto.

QUOTE FROM actor Lloyd Bochner on CBC Radio's *Project '64*, in which Canadian expatriates in the U.S. were asked why they left Canada and whether they could come back: "If the Canadian government would subsidize film production as governments do in other countries, I and many other performers would return to do something we consider worthwhile."

HI-SPEED FILM Laboratories Ltd. is the new name of the former Chris Smith 11 Film Laboratories Ltd. George Bova, who left the National Film Board last August to become general manager of the lab, has leased the operation for six years, with options. Smith is now concentrating on other business interests.