



Canadian BROADCASTER

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

CHILD'S EYE VIEWS of Enzo Pesta amaze and amuse Ted "Johnny Jellybean" Zeigler, host of CFCF-TV's "Lunchtime Little Theatre". Some 2,500 young viewers stretched their fertile imaginations in a contest to draw and color Enzo, who is a favorite character on the show although he never actually appears. Just as well, if he looks like any of these portraits.

Vol. 22, No. 3

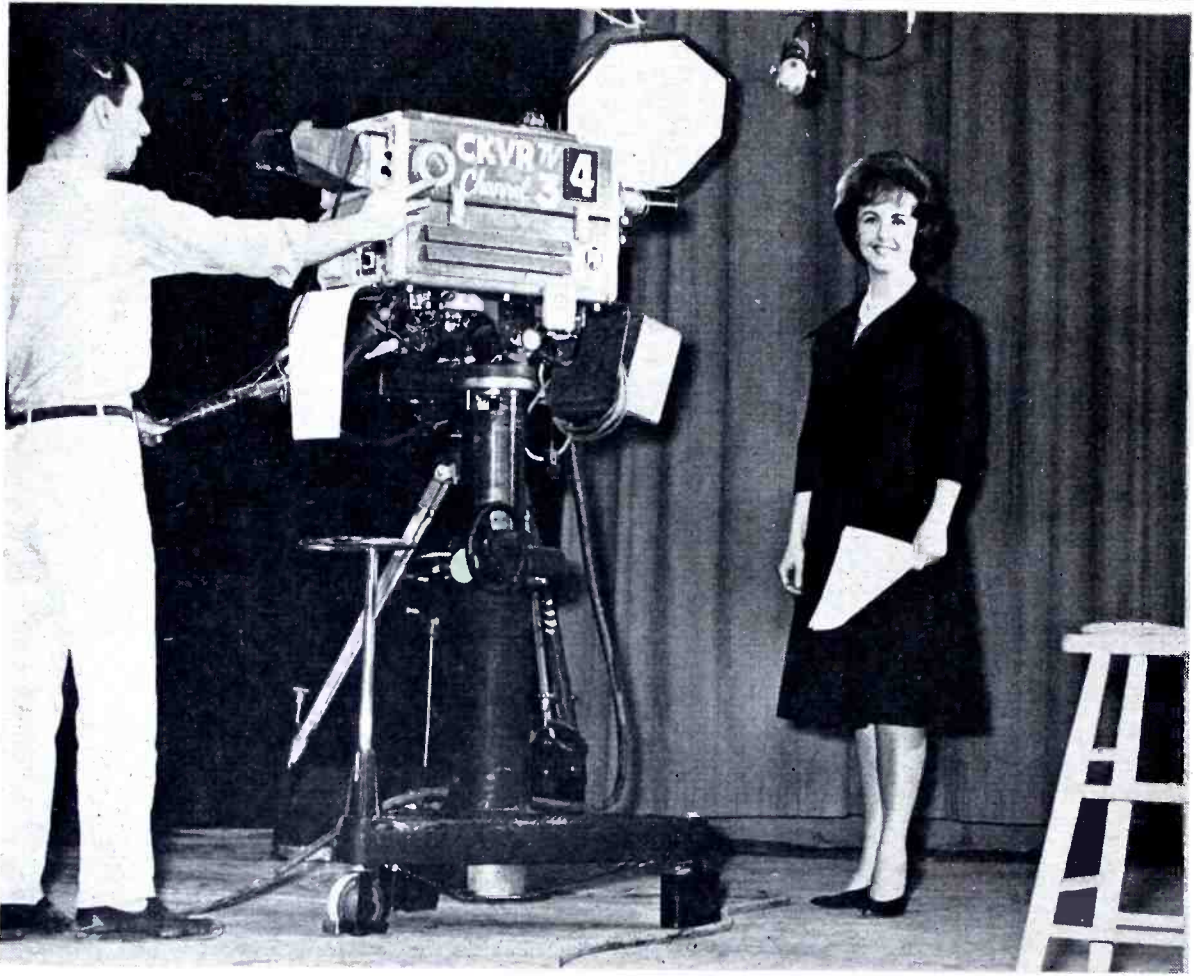
TORONTO

February 7th, 1963

- CAAA Personnel Bureau 6
- Business' Biggest Battle 10
- Music That Sells 16

RLP-P&G TALENT SEARCH

CKVR-TV WINS With WENDY



CKVR-TV is proud to announce that Wendy Hicks, station Women's Director, won first prize in the English-speaking section of the nation-wide Talent Search conducted jointly by Robert Lawrence Productions and The Procter & Gamble Co. of Canada Ltd.

Wendy typifies the high professional calibre of our staff, one of the many reasons we show steady and substantial audience gains and do such an outstanding selling job for our clients.

We congratulate Wendy and express our appreciation to RLP-P&G and the judges.



Ralph Snelgrove
TELEVISION LTD.
Barrie, Ontario

SIGHT & SOUND

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

THREE HOUR-LONG television specials will be seen on CBC-TV this month. The third *Wayne and Shuster Hour* of the season, February 15, will be sponsored by General Motors Products of Canada Ltd., through MacLaren Advertising Co. Ltd.; Timex of Canada Ltd., through Ronalds-Reynolds & Co.; and Union Carbide (Canada) Ltd., through Stanfield, Johnson & Hill Ltd.

February 17, Princess Grace of Monaco offers CBC-TV viewers *A Look at Monaco*, sponsored by the Chemstrand Corporation, through Doyle, Dane, Bernbach Inc., New York; Harding Carpets Ltd., through Breithaupt, Milsom & Benson Ltd.; and Max Factor & Co., through Muter, Culiner, Frankfurter & Gould Ltd. The program pre-empts the *Ed Sullivan Show*.

Carol & Company, starring comedienne Carol Burnett and guest Robert Preston, will be presented February 24, pre-empting *Bonanza*. The special is sponsored in the maritimes by Seven-Up Sussex Ltd., through McConnell, Eastman & Co. Ltd. and in the remainder of Canada by Lever Bros. Ltd. through Needham, Louis & Brorby.

HUXLEY-IRWIN-PRICE LTD. Hamilton, has been named to handle advertising for the Guernsey Cattle Breeders' Association of Ontario and its two trademark milks, Golden Guernsey and Guernsey Gold 2%. Account executive is vice-president Jack A. Price.

The account will be active in broadcast, newspapers, billboards and special media. 1963 budget and plans are not finalized, but at present the Association co-sponsors *Tiny Talent Time* on CHCH-TV Hamilton, has a five-minute segment of the *John Bradshaw Show* on CFRB Toronto, and two spots weekly in *The Big Al Show* on CKCO-TV Kitchener.

COCKFIELD, BROWN & CO. Ltd. has been chosen to handle the advertising for the South African Co-operative Citrus Exchange Ltd., which represents Outspan oranges. The exchange has not had an agency on a national basis before, though Cockfield's Vancouver office has worked on the account.

The Montreal and Vancouver offices will handle the account under the direction of vice-president Eric C. Morris, while the Toronto and Winnipeg offices are expected to be involved at a later date. Media plans for the six-figure ad budget are now being studied.

CANADIAN CANNERS LTD., through F. H. Hayhurst Co. Ltd., will sponsor a new quarter-hour daytime radio program twice weekly on the CBC Radio Network (English) less Newfoundland, starting March 5. *Cafe Variety* is hosted by singer Jean Cavall and Maria Barrett, presenting music, household hints and interviews with guest celebrities.

RECENTLY-APPOINTED chairman of the Progressive Conservative national organization committee is Dalton K. Camp, president of Dalton K. Camp and Associates Ltd., Toronto advertising and public relations firm.

YOUNG & RUBICAM LTD. has appointed Colin P. Davis as vice-president, media and programming. Davis joined Y & R in 1960 and assisted in setting up the agency's all-media buying system. He has been director of media and programming for the past six months.

NEW RADIO and television writer-producer at Walsh Advertising Co. Ltd. is Maurice "Mo" Bedard, formerly with James Lovick and Co. Ltd. as senior producer and prior to that broadcast co-ordinator-producer with F. H. Hayhurst Co. Ltd for six years.

BAKER ADVERTISING Agency Ltd. has added John Van de Kamer to its staff, as account executive on national consumer food accounts. He was previously with Batten, Barton, Durstine & Osborn Inc. as account manager on Campbell Soups.

THE BOARD of Broadcast Governors has announced an additional public hearing in the 1963 schedule, to open October 22 in Ottawa. The list for the remainder of the year now reads March 26, June 4, August 27, October 22, all scheduled to take place in Ottawa.

PAUL MULVIHILL & Co. Ltd. have been appointed national representatives of CHOV Radio and Television, Pembroke. Effective date was February 1. The stations were formerly represented by Stovin-Byles Ltd.

MARKEY BROOKE Interprovincial has appointed Eleanor Wright as director of promotion and publicity, and also as radio time saleswoman calling on a number of leading agencies. Miss Wright was formerly associate editor of CANADIAN SPONSOR and for the past few months has been features editor of ONTARIO HOMES AND LIVING.

TvB OF CANADA'S research department reports that the sale of Canadian-made television sets increased by 21% during the first nine months of 1962 and estimates that the total for the year will reach 430,000, making last year the most successful year for the industry since 1957. The bureau bases its report on DBS statistics.

The number of television households in Canada is shown as 4,157,000 (BBM Fall 1962), an increase of 131,200 over 1961. Ninety-three percent of Quebec households now have TV, 92% in Ontario, 83% in the Prairies and B.C., and 81% in the Atlantic provinces.

CFTO-TV TORONTO announces the appointment of Contest Associates of Toronto as prize brokers for the station, to handle the *Picture Quiz* segment of *Free and Easy* and the Saturday afternoon bowling show, *King of Champions*.

ROLAND GIGUERE, manager of CFTM-TV Montreal, has been appointed assistant to J. A. DeSève, president of Télé-Métropole Corporation, owners of the station. He will continue to function as station manager.

THE RADIO SALES Bureau has added CHIC Brampton to its membership, bringing the total to 95. RSB hopes to reach the 100 members mark by its annual meeting in April.

UNITED PRESS International has named Leon R. Burnett as news manager for Canada, in charge of UPI's news services to Canadian subscribers and coverage of Canadian events for the rest of the world. He joined the news service in 1956, and most recently has been in its Washington bureau.

Burnett succeeds T. G. McQuaid, who resigned to join the MONTREAL STAR.

THE McQUAIG Institute of Executive Training's next Tack Three Day Sales Course is scheduled for February 27 and 28 and March 1, from 9 to 5 each day, at the Royal York Hotel in Toronto. The course, held

CHFI APPOINTMENT



GEORGE W. HARPER

Mr. E. S. Rogers, President, Rogers Broadcasting Ltd., is pleased to announce the appointment of George W. Harper as General Sales Manager of Radio Station CHFI and CHFI-FM.

Mr. Harper joined CHFI-FM from Hamilton as Sales Manager early in 1962. During this period CHFI-FM has expanded into AM broadcasting and has enjoyed a substantial growth in audience and in commercial revenue.

every month in Toronto and every second month in Montreal, is considered the largest in the world and is conducted in almost every country. Tickets are \$150 singly, or three tickets at \$125 each, ten at \$115 each and 20 at \$100 each. Subscriptions for more than one ticket can be used over a year-long period. The fee includes luncheon, coffee breaks and full notes.

One day management seminars are held every second month, with a seminar on "How to Supervise" scheduled for the Royal York Hotel, February 25 and at the Queen Elizabeth Hotel in Montreal, April 1. Seminars on "Selection and Appraisal of Personnel" will be held in Toronto March 25 and in Montreal April 2. Seminar tickets are five for \$250, three for \$180, two for \$140 or \$75 each, and can be used over a six-month period.

Further information is available from the McQuaig Institute at 330 Bay Street, Toronto.

TRANSCANADA COMMUNICATIONS LIMITED APPOINTMENT



R. A. PITT

Mr. H. A. Crittenden, Vice-President and General Manager of Transcanada Communications Limited, announces the appointment of Mr. R. A. Pitt as Executive Assistant of the Company, with head office in Toronto. Transcanada Communications Limited owns and operates CKOC in Hamilton, CKRC in Winnipeg, and CKCK radio and CKCK-TV in Regina, Saskatchewan. Mr. Pitt joins the firm after 16 years with a leading Consumer Finance company, where, for the past 8 years he has held successively the positions of Eastern and Western Advertising Manager.

Mr. Pitt was born in England, educated in Halifax, and served with the RCAF in the Far East during the last war. He will make his headquarters in Toronto.

JAMES STEWART NEILL

ONE OF THE FIRST CANADIANS to put a radio station on the air died in his home town of Fredericton, N.B. last week.

This was James Stewart Neill, who established station CFNB in the livingroom of his home on January 12, 1923. Mr. Neill, who was 77, died in hospital Tuesday, January 29.

A former alderman and member of the Police Commission, Mr. Neill was one of the founders of the Canadian Association of Broadcasters and was honored by the CAB several years ago for his contributions to broadcasting.

IN RETROSPECT

In the early days of CFNB, with the studio and transmitter right in the house, maybe the Neill family did not get to talk to each other as much



as they might have, but, according to Jack Fenety, who has risen from a CFNB announcer to station manager, "father Neill had himself a wonderful time talking to all five Fredericton households who owned radio receivers."

Mr. Neill, who was mainly concerned with the family hardware business, James S. Neill & Sons Ltd., persisted, with several power boosts between 1923 and 1927.

When he had replaced the original 10 watter with a "magnificent 15-watter", the creation of a couple of Fredericton engineers, Mr. Neill had an idea. His firm sold radio receivers, and so to sell more sets he made a quick change to 25 and then 100 watts. Meanwhile the sale of receivers climbed steadily.

There is an amusing anecdote relating how Malcolm and his sister, Betty, won the undying gratitude of the operators at the New Brunswick Telephone Company by taking the home phone off the hook and placing it in front of the family radio receiver.

This not only isolated the Neill household from telephone service, Fenety relates, but when the program was interesting enough, telephone service all over the city became very poor as all the girls at the switchboards plugged in their head-sets to listen to radio — the miracle of the age.

Mr. Neill leaves his wife; a son D. Malcolm Neill, president of Radio Atlantic, which operates the station his father built as a 10-watter, but now broadcasts with a power of 50,000 watts; one brother and a sister.

remember you get Results with

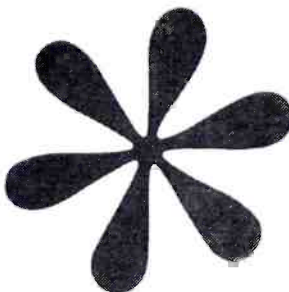
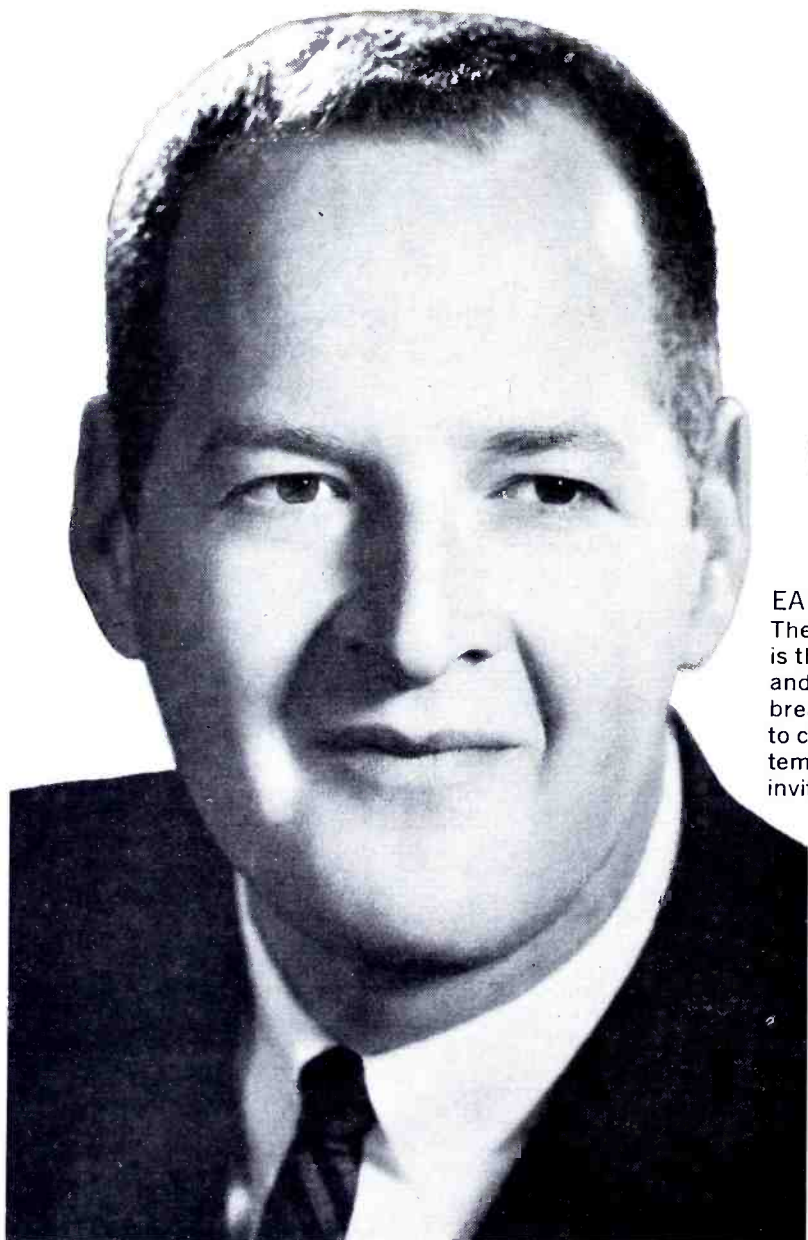
CFRB

1010

Personalities like this * keep the big CFRB family of mature listeners (& buyers) entertained and informed...

More people listen to CFRB than any other radio station in Canada

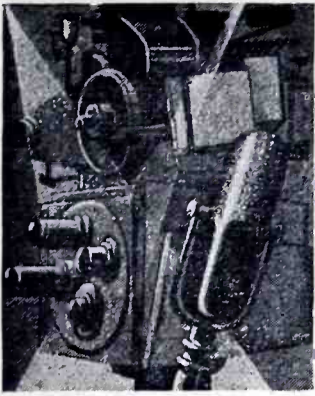
"ONTARIO'S FAMILY STATION"



EARL WARREN

The Earl Warren Show, 10:05 a.m. - 2:00 p.m., is the happiest accompaniment to home and family chores—refreshing as a coffee break, welcome as a good neighbour come to chat. Earl likes variety in music; sets out a tempting buffet of tunes each weekday and invites you to help yourself.

Represented by
Standard Broadcast Sales Limited
TORONTO, 37 Bloor St. W., Toronto 5
Telephone 924-5721
MONTREAL, 1407 Mountain St., Montreal 25
Telephone 849-2454



BROADCASTER

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Editorial

Talent Needs Showmanship Too

If nothing else, this paper's frequently-repeated suggestion that the CBC be divested of its station and operating departments and concentrate on the production of worthwhile programs has stirred up comment. The fact that most of this comment is negative, inspired either by the CBC or others who believe, for their own reasons, that the government broadcasting body should be preserved in its present form, indicates to us that the logicity of our suggestion makes them rush to its defence.

What these people fail to realize is that to be successful programs must have something more than the superb talent to be found in many of the CBC's own productions.

It must surely be admitted that, with programs or any other form of artistic expression, the one prime essential is audience, because pictures are painted and programs are produced for people to enjoy. Without the people, the programs are futile.

In other words, the trouble with the CBC is that it tries to purvey its artists' considerable talents without the showmanship — salesmanship if you wish — which is so essential.

So surely our argument that if the CBC confined its activities to producing these superb programs and left it to the private stations to broadcast *and* exploit them, (two functions in which the privates have shown themselves to excel) holds water. Surely there would then be greater audiences for the CBC's programs which would therefore be more successful.

The argument that the private stations would never carry the programs is easily disposed of. If this were the case — and we have no means of knowing for sure — then it would be a simple matter for a condition of licence to be imposed under which private stations would be compelled by regulation to carry say twelve hours of these shows out of perhaps an available twenty.

By this means, we believe in all honesty and sincerity, the best the CBC has to offer

would be communicated to more people and in this way would be more successful.



But there is another reason why the present structure of Canadian broadcasting has to be changed, and this is on the financial side.

In the fiscal year ended March 31, 1962, the Auditor General's report to parliament gives (on page 142) its "Statement of Expenditure and Revenue."

It lists the expenditures of the Canadian Broadcasting Corporation at \$78,160,805.

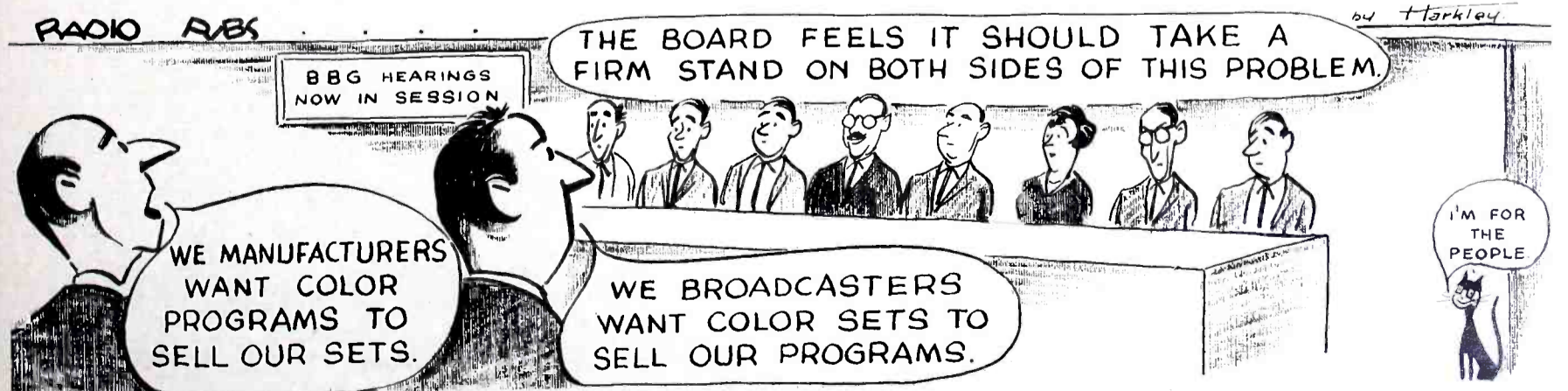
The best way to assess this figure is by comparison with other government expenses.

An examination of the other expenditures discloses that CBC cost more than 25 of the others. These include:

Department of Citizenship and Immigration	\$65,016,446
Defence Production	\$23,929,926
Defence Research and Development	\$40,444,658
Fisheries	\$23,097,882
Forestry	\$14,737,929
Mines and Technical Surveys	\$67,599,290
Royal Canadian Mounted Police	\$60,497,037
National Research Council including the Medical Research Council	\$38,849,279
National Revenue	\$75,330,063
Trade and Commerce	\$39,472,256

The purpose of showing these figures is to put the cost of the CBC in proper perspective.

An indication of the savings which would be effected in realigning the CBC in the same pattern as the National Film Board is indicated by the fact that the cost to the country of the national film agency for the same year was \$5,143,773.



J. K. THOMAS OPENS AGENCIES' OWN PLACEMENT BUREAU

AN ADVERTISING PLACEMENT bureau opened last week in Toronto, "to bring greater stability to the placement process." J. K. Thomas, director of the new CAAA-sponsored Canadian Advertising Personnel Bureau, announced establishment of headquarters at suite 321, 67 Yonge St., effective Feb. 1.

"The bureau has two assignments," Mr. Thomas told CANADIAN BROADCASTER, "the immediate one being to provide an efficient, official placement service for advertising agency personnel at all levels, on behalf of CAAA members. The long-range project is to study the entire range of personnel problems including recruitment methods, education and job-fitting techniques."

In the view of the CAAA, said Mr. Thomas, there has been increasing cause for concern in the agency personnel field. The profession has reached a point of disorganization in job changes, and what is needed is the introduction of a responsible, steadying influence in the placement process.

The first purpose of the new bureau, therefore, is to set up a professional, confidential selection and placement service, he said.

There is no intention of putting the existing commercial

companies out of business. They are competent in their own area, and CAAA members may continue to use their services. The bureau will be a central point of contact for agency employers and applicants on a continuing basis.

"We intend to co-operate with the commercial placement firms," stated Mr. Thomas, "just as we hope to co-operate closely with the universities and technical schools, and other groups concerned with education and recruitment."

Wherever he may come from, the job applicant will be interviewed personally at the bureau, and complete data on his experience and capabilities retained for future assessment if no current opening exists. There will be no charge to the applicant."

The bureau director went on to remark that the question of testing had been studied by the association. "It was felt that the choice of testing service should be left to the applicant and to the employer. The bureau will examine the test data, if requested to do so, as part of its assessment, and include it in the final evaluation of the applicant."

The bureau intends to set up an office in Montreal as soon as possible, said Mr. Thomas, and is now actively looking for an experienced personnel

man to become its director. Other centres may also be considered in the future, "but the CAAA has taken the stand that the bureau must develop gradually . . . we must do the job

selection techniques. How these problems have been tackled in other countries will be part of the assignment.

During 1963, Mr. Thomas intends to set up an information program for agency personnel recruitment. "This will be a professional approach, not an 'aggressive promotion'. We want to interview as many applicants — at all levels — as possible. In some cases a man may not be actively looking for a position; he may still be at university; he may have just arrived in Canada and want to put in an application for future consideration; there are many possibilities. The point is that the bureau will be a completely confidential, continuing service for advertising agency personnel, present or future.

"The CAAA committee with which I work on policy matters is prepared, like the entire association, to take the long view. There will be no sudden, immature decisions. This committee currently consists of Hal Roach of McKim; Don McRobie of Cockfield Brown; Harold Stanfield of Stanfield, Johnson and Hill; John Milne of Pemberton, Freeman, Mathes & Milne; Alan Bell, manager of the CAAA; and F. W. D. Campbell, the CAAA trustee."

That the new bureau will be busy cannot be doubted, according to Mr. Thomas, "but we must take each problem in its own time. Certainly, the opinions and suggestions of other advertising people and organizations will be welcome, both on the immediate projects and on the long-term assignment. Maybe, some day we should have other bureaus in the related branches of the profession, including broadcasting. Who knows?"



thoroughly and with patience," he stated. An assistant director for the Toronto office will be added in the near future, as well.

The long-range assignment, according to Mr. Thomas, is to examine all aspects of the advertising agency profession in relation to personnel practices.

In close co-operation with other advertising and marketing groups, the bureau will study such problems as recruitment at school level, the apprenticeship systems of other professions, advertising education, and

*We are pleased
to announce
our appointment
as national representatives*

for
**CHOV • RADIO
&
CHOV • TV**

*serving Pembroke
and the Ottawa Valley
effective FEB. 1, 1963*

PAUL MULVIHILL & CO. LTD.

77 York St.
Toronto
EM. 3-8814

1434 St. Catherine St. W.
Montreal
UN. 1-7987

A New Service . . .

for busy Broadcasters,
Agencies and Advertisers.
Advertising Novelties • Premiums •
Business Gifts • Advertising
Matches • Sales Presentations
(including audio-visual) •
Contest Prizes.

T-C ADVERTISING & PROMOTION

Box A672, Canadian Broadcaster
219 Bay Street, Toronto

*Sleep is when you don't get enough the night
before you wake up half a . . .*

**CFCN RADIO/TV
CALGARY**



BEN CASEY PRESCRIBES:

**I'M DICKENS... HE'S FENSTER
COMBAT!
THE NEW BREED**

Here are three powerful
booster shots tested
and proven effective
against all competition.
Why not? They've got all
the top quality ingredients,
the audience winning story
and production values
that has made Ben Casey
such strong medicine
in your market.
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Suite 1315
Carlton Tower
2 Carlton Street
Toronto, Ontario
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STATION CALLS

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

CJOH-TV, OTTAWA

EVERY THURSDAY afternoon many housewives and mothers are watching Kim Mahood's *Ski With Kim* show on CJOH's *Plaza P.M.*

Kim, who plays the role of a novice, is taken through a series of lessons from elementary to advanced skiing by Alex McDougall of the Ottawa Ski Club.

The Ottawa Ski Club at Camp Fortune is opening a special chalet for children, complete with qualified baby sitters, and this will provide an opportunity for city trapped homemakers to get out and learn how to ski during the week.

Interviews with professional and amateur skiers and racers, chats with skiing housewives and a demonstration of the equipment necessary for a beginner make up a good part of the show. Kim also examines new equipment on the market this year and offers tips on what to look for when buying ski equipment.

Also included in the show's format are foreign and local films on skiing and snow conditions for the weekend. In fact, the show is a skier's almanac.

CFCF-TV, MONTREAL

THE FIRST OF SEVEN auditions for talented youngsters got under way January 19 at the Salle Dorée at the Dorval Theatre in Dorval.

The auditions, all part of *The Magic Tom Talent Hunt*, are gathering talented youngsters for four stage shows and an hour-long special on CFCF-TV.

The first of the four stage shows, which featured Magic Tom Auburn of CFCF-TV's *Surprise Party*, was seen at the Dorval Theatre's Salle Dorée Saturday, February 2. The second show will be seen at the Granada Theatre February 23; the third at the Outremont Theatre March 16 and the fourth at the Monkland Theatre March 30. Following these four stage shows, the three finalists from each will appear

in an hour-long program on Channel 12 April 6.

Auditions for each show, which is open to all types of local talent, are held two Saturdays before each stage show.

CJJC, LANGLEY

WHEN BRITISH COLUMBIA'S newest radio station, CJJC, "the Heart and Voice of the Fraser Valley" was able to set the date for its opening ceremony, President and General Manager Joe Chesney decided he did not really have time to properly plan a public event for the occasion. So, he and his production manager, Gordie Rose, and the appropriate officials of the Lower Fraser Valley, such as members of parliament, members of the provincial legislature, and the various reeves and mayors, tape-recorded the dedication program and scheduled it for noon-hour on the opening day, January 19.

Joe went out for lunch, and when he returned about an hour later he found himself in the middle of a small crowd. Dozens of visitors from all over the Lower Fraser Valley came in to explore the new studios, and to meet the staff, many of whom were well known to them from other radio stations.

The crowds were escorted through the shiny new studios in small groups all afternoon. They were interspersed at times by messengers and delivery men who brought in tributes of good wishes from many people. Flowers, plants, candy and telegrams soon adorned the entire front office and reception area.

Joe's wife Peggy arrived on the scene and presented each staff member with a corsage or boutonniere.

As Joe put it: "It was more successful than anything we could have planned."

On checking the guest book signatures, the staff estimated that five hundred people had seen the new station in those few hours.

CJME, REGINA

EACH DAY AT 8:10 a.m., CJME Regina presents a biographical sketch of the Salesman of the Day. This sketch includes such information as the firm he works for, the number of years he has been selling, the territory he covers, clubs and organizations he belongs to, hobbies and other special interests, number of years he has been a resident of Saskatchewan and any sports involvements.

The purpose of this special salute is to bring before the citizens of Saskatchewan the contributions of the Associated Canadian Travellers (A.C.T.) membership in the community, and to bring forward the idea that A.C.T. is a group of solid citizens of whom everyone can be proud.

CKY, WINNIPEG

AMONG THE VARIOUS contests being run on CKY Winnipeg is *Money Street*. On Bill Grogan's Ranch House Show, Bill calls out the name of a street in Metro Winnipeg. The first person living on that street who phones CKY wins a dollar.

Another promotion is being staged in connection with Ice Capades, which is coming to Winnipeg soon. The public relations girl for Ice Capades recorded a series of limericks concerning her job with the show. Listeners write in and guess the nature of her job, and the first five correct answers drawn win a pair of rinkside tickets.

CKCO-TV & CKKW KITCHENER



WHEN A MILLION-DOLLAR fire broke out in downtown Kitchener last month, local radio and television were on the spot. Actually, CKCO-TV was across from the spot, as shown in their photograph. The arrow indicates the station's television camera, on the top floor fire escape of the Mayfair Hotel, directly across King Street from the blazing stores.

Remote telecasts from the scene began early in the morning and continued until the fire was under control. Eighteen minutes of film and videotape highlights of the fire and firefighting were presented at 11.30 that night on channel 13.

CKKW Radio not only gave its listeners continuous reports from the scene, from 7 a.m. till the fire was declared under control at noon, but also provided voice reports for out-of-town stations. Forty calls from

26 stations, from Halifax to Regina, were received requesting actuality reports and news director Ross Marshall filled all requests, reporting from the scene of the fire, aided by program director Don Willcox, general manager Len Evans, reporters Wayne Smith and Jim Junkin.

Pitching in back at the studios were chief announcer Dan Fisher, traffic director Millie Armstrong, Tom Dalby and Ron Reusch, manning the newsroom and studio control.

As the fire raged through stores and offices, CKKW turned its mike over to store-owners and businessmen to keep customers and clients informed. Appeals were broadcast from the scene for the Salvation Army, which was requesting clothing and shelter for families driven from their apartments in the burning buildings.

It's A Fact



An expression of confidence evolves from past performances. To quote the 1962 chairman of the Retail Merchants Committee, Truro Board of Trade: "We never had such a November's business in our history and the money we spent on lights and the Christmas promotion has come back to us many times over."

November sales registered increases from 5-32%, December sales from 5-22% increases.

Expenditures (in part) — Radio — \$521.

Newspaper — \$157.

Next campaign let CKCL-CKDH, Truro-Amherst, assist your sales in Nova Scotia's third largest market.

Alex Bedard & Co. Ltd.
"Selling With Integrity"
Toronto — EM. 3-4662

Ralph J. Judge & Co.
"Tell It To The Judge"
Montreal — VI. 9-2076

For the best in balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

BILL BYRAM WILL HEAD BBM

WITH A DETERMINATION to deal with the problems quietly, systematically and efficiently, without destroying the old before introducing the new, Dr. Byram K. Byram is leaving CHFI-FM, where he is general manager, to become executive vice-president of the Bureau of Broadcast Measurement on an initial three-year contract.

The appointment takes effect February 15, and both Byram and BBM officials stress the fact that it is made possible by the co-operation of Ted Rogers, CHFI-FM president, who agreed to release "Dr. Bill" in the interests of the broadcasting industry as a whole.



DR. B. K. BYRAM

Dr. Byram told THE BROADCASTER he feels he can leave CHFI with a clear conscience because he has "established the station on a sound basis and it is now on the way."

The new head of BBM comes to his new post with many years' experience in audience research and broadcast ratings.

After considerable service with the Dominion Bureau of Statistics and other departments of the federal government, he joined the audience research division of the CBC where, for four years, he headed up the CBC's broadcast ratings department, and was chairman of their ratings committee.

After leaving the CBC he functioned for two years as research and development director for CFTO-TV, and at the same time research consultant to the newly-formed CTV network.

In his official press release, Jack F. Glazier, president of BBM, points

out that "having been connected with both CBC and the private sector of the broadcasting industry, and having worked for both Canadian television networks, Dr. Byram is thoroughly conversant with the problems and needs of the industry in the field of broadcast ratings."

Byram himself, who has been chairman of the BBM Research and Development Committee for the past two months, says the problem, as he sees it, is that what stations and others need to get the most out of BBM is not just knowledge of research but a keener understanding of how to apply it.

Pointing out that he will of course act on the instructions of his board of directors, he said that the March survey will quite likely include, with no additional cost, figures indicating the daily reach by half hours through the day; the number of hours of tuning to a station and 5-day average audience. These figures will, he believes, appear in both area and station reports, which will also be tabulated by provinces and for the entire country.

One thought on which he expounded at an interview over lunch may throw a hopeful beacon towards the "other" stations, which do not head the polls in the ratings.

Byram feels it is not enough to say that a station has 25,000 listeners between 8 and 8.30 a.m. and the same number between 8.30 and 9. The question is how many in these groups of 25,000 are the same people in both half hours. It is possible that the audience might be duplicated in these two periods and that possibly one of the "other" stations might be a better buy.

Dr. Byram obtained his doctorate from Dublin University. During the second world war he was assistant adjutant-general with the rank of Lieutenant Colonel. He is a charter member of the Professional Marketing Research Society. He lives in Toronto with his wife and son.

FIRST FRENCH FOR CTL

THE CANADIAN TALENT Library, which originated with CFRB and CJAD and hit the air October 1, has welcomed its first French-language station subscriber, CKSM Shawinigan, Quebec. The signing coincided with Lyman Potts' announcement of a recording session this month to feature chanteuse Denyse Ange in twelve numbers sung in both English and French.

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

SELL A LEADING MARKET THROUGH A LEADING STATION

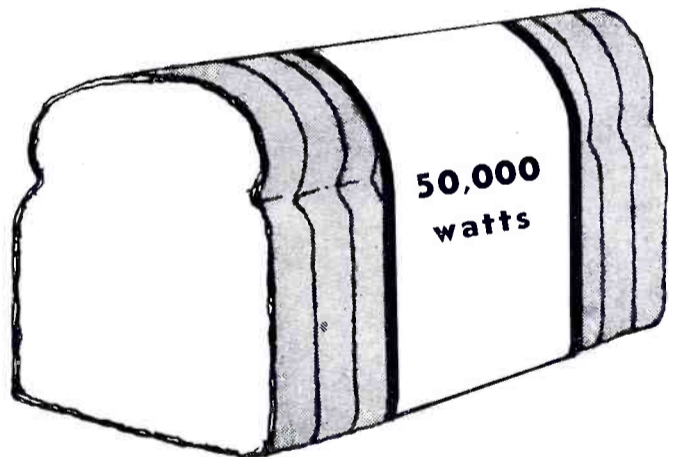
Radio leadership in a community is a combination of many things. It comes about through experienced radio personnel working for the betterment of the community the station serves. CHSJ Radio is proving time and again that it is Saint John's first station — first with local, regional, and national advertisers. First in the minds of those who listen to CHSJ on a day to day basis. In 1963 let CHSJ Radio join your selling team.

The Pacesetter in New Brunswick

CHSJ

SAINT JOHN

Representatives: CANADA — All-Canada Radio & TV
U.S.A. — Sumner-Weed



STAPLE

for selling in Edmonton

CFRN • RADIO

1260 on the dial

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

Business' Biggest Bulwark—People

by Dick Lewis

The battle of state versus private broadcasting is only one phase of the relentless war which is being waged between socialism — which stands for government business — and private enterprise. Basically the business procedure is so simple. Actually though, it is growing more complex from day to day.

To simplify the complexity, people of my age have lived through a complete revolution. We can well remember the day when we went to a corner grocer who knew what we liked before we opened our mouths, swapped X number of cents for a half pound of cheese, and either took it home with us or had it delivered.

Now it is different.

We go to the Supermarket, fight our way by miles and miles of shelves, picking out three or four items we didn't really need en route — which is good for the economy — and finally come to a counter where small pieces of cheese of every known variety are displayed for us to choose from. This done we start the trek back to the cash register, probably picking up a bottle of pickled butterflies and a carton of cumquat juice as we go, and finally fight our way out into the street.

This is all good. If it isn't good, it's at least modern and you moderns think everything modern is good. Anytime now you'll be giving the traditional Santa Claus a crew cut and moving into glass houses for people to throw stones at.

There's only one thing missing with the Supermarket bit.

What is it?

People.

Oh I know that if you can't find the brand of marmalade you prefer, a sleek young man in a white coat will tell you, "We don't have Smith's. You'll have to take Brown's."

This happened to me the other day. I had a cart loaded with about twenty bucks worth of groceries. Suddenly I remembered I wanted some bacon. I couldn't find my favorite brand and asked about it. I got the treatment I have just outlined. I was so damn mad I just left the wagon right in the aisle.

I stalked out of the place and hoofed it over to one of the few surviving independent grocers I knew.

• *This article is a condensation of a speech delivered by Dick Lewis, editor of this paper, to the Kingston, Ontario, Advertising & Sales Club.*

He'd have the bacon I liked. I was sure of that. And even if he didn't, he'd say he was sorry. Then he'd tell me about a new brand he'd just discovered. He'd sell it to me in his nice gentle way and I'd go home happy. I like being sold, don't you?

It was at about this stage in my reflections that I arrived at the store bearing the sign: "J. Jones. Fine Groceries."

"Now," I thought as I put my hand on the door handle.

Nothing happened.

I pushed a little harder.

Still nothing.

I looked inside. The store was dark except for a night light. I looked at my watch. It was 6.10. J. Jones, Fine Groceries had gone home. And so, it occurred to me, had the staff of the Buymore Supermarket. Oh, well!

I told this story to an advertising agency account executive and he just smiled.

"If you think Supermarkets are automated and dispeopled now," he said, "wait a few years. Before the sixties are over supermarkets will be old hat. You'll just go into a place where there are rows and rows of display cases. You will choose what you want, press a button and out it will come into a basket. Then you'll press another button and it will load it into your car."

"Supposing they don't have the brand you want," I asked.

"Oh, I guess they'll just substitute the nearest they have," he said.

I just looked at him and left, knowing it was pretty near the truth.

This sort of thing reminds me of the war days.

We still had the various oil companies' brands, but actually there were only two. Whether you went to a Shell station or a White Rose, an Imperial or a B-A, you had the choice of Brand 1 or Brand 2. And all the companies' Brand 1's were the same, as were their Brand 2's.

This completely socialistic principle was introduced as part of the war effort. It really eliminated competition, which was a good move at the time, when everything was in short supply.

ESSENCE OF ENTERPRISE

But competition is the essence of the enterprise system, because this keeps Joe Doakes on his toes trying to make better pretzels than John Doe and vice versa. It ends up giving Joe and John good livings and you and me better pretzels.

I am not saying it will happen, but some such system of standardized products would simplify business for the supermarkets, and what would happen to us of little business then?

Also, how simple it would be for a new political party to rear its head, with ideals not too far removed from those of the NDP, and proceed to nationalize the food industry. Think that one over for a minute.

Summed up in a few words, if our business system is to survive, people must survive. We don't do business with corporations. We do business with people. Here is an example.

I imagine everyone here has a car. How many of you can tell me the name of the insurance company in which it is insured?

I know the answer. "I bought my insurance from Steve Gilles. He's been taking care of me for years, and I know that whatever company Steve places it with, it will be okay." See what I mean?

We don't buy car insurance from the North Eastern or the South Western Insurance Company. We buy it from Steve Gilles. It's the same with our groceries to a certain extent, as long as there is that friendly looking guy, Pete, at the meat counter. I go to Dominion mainly because of Pete — not the meat.

The day of the small business as we have known it has virtually gone. I started mine twenty-one years ago on an initial capital of six bits and I should know.

My paper is entirely mine and it is my only activity. I have two competitors — one belongs to a large group of Canadian publications. The other is a wholly-owned subsidiary of an American paper of a similar character.

Both these competitors have an edge on me. My accountant could keep the books for six publications as well as he could for my one.

The cost of paper goes down in accordance with the number of tons you can buy, and it takes more paper to publish six publications than one.

Everything is cheaper by the dozen.

Those are my minuses.

On the plus side, I am an individual. Actually I think the word is character. Yes, that's it. If I'm not a character, I've been wasting a lot of time trying to be one.

It's the same with the corner grocer or the cigar store, or, for that matter, the taxi company or the hotel. Everything is cheaper by the dozen.

THE BATTLE OF BUSINESS

To some extent, a battle is being fought between big business and little business. Because of this cheaper-by-the-dozen aspect, big business can sell for less than little business. Because of its size, or lack of it, little business is more personal than big business. Big business caters to the masses; it has to. Little business caters to individuals, because that is what it is.

I think the best analogy is in the clothing business. Ready-made suits cost less and sell more readily than the tailor-made variety. The ready-made product is cut to average sizes; the tailor-made is individually patterned. How you persuade people to pay three cents more for a pound of butter with a smile than the same pound on a self-serve basis is a good question. It is the question independent business has to answer if it is going to survive.

**OUR
SPONSORS
ARE
BUSY
PEOPLE!**

**CHOV
RADIO-PEMBROKE**

See Paul Mulvihill

*A little flattery now and then makes husbands
out of single men*

**CFCN RADIO/TV
CALGARY**

NEED FOR BOTH

I am not going to take sides in the battle between big and small business, because in my opinion we need both if we are going to be saved from socialism which has been more than creeping into our economy over the past 20 years. But healthy competition between these two — the large and the small — could be the saving grace by improving both.

To take them in descending order, big business must maintain the economy motif which is its main appeal. At the same time it must perform the paradoxical task of keeping its automated machinery on a human basis.

The largest corporations are very familiar with the "people problem". They realize, I suppose, that the human element is vitally important and even employ firms of management consultants, at great expense, to help them choose the right people for their staffs.

I am that oddity among oddities, a bachelor.

Quite often when I go shopping, for a dinner party I plan giving perhaps, I think it would be nice to have roast pork. I ask the kid at the counter — if there happens to be one around — how long to roast it and at what temperature. He looks at me in dismay . . . runs off to ask someone.

Then the housewife who has heard it all tells me and that is that.

Why wouldn't they have an expert on hand for such predicaments. They could call him (or her) a "Culinary Consultant", if they want to be high-flown. Personally I'd hire a well-larded smiling matron, who knew what she was talking about and label her "Cookie Kate", along the highly successful lines of Aunt Jemima.

In other words I am suggesting that the Supermarket could do with a bit more humanity.

THE HUMAN APPROACH

Then how about the corner grocer? His problem is a double one. First he must do everything he can to meet chain store prices. Second he must hang on like grim death to the human angle.

To perform this impossible feat is a stroke of genius, but there are ways and means.

The first thing to do is make his human approach even more so.

He and his helpers must be thoroughly familiar with every item he sells, and know how to get in a hurry the things he doesn't regularly carry.

He must know and be able to call by name every customer who comes into the store.

When possible he must memorize — and a note book would help — the odd likes and dislikes of his best customers. Then he will be able to say, "Why Mrs. Jones, do you remember that nippy cheese your husband liked so much when you got it for his birthday party last spring? I just got some more of the same and I've put a piece aside for you." This never happens and never will happen in a chain store . . . but never.

You can carry it still further. The man who owns the gas station where I deal always looks at my speedometer when I go in to get gassed

up. Every once in a while he says: "D'you know you've gone 1,257 miles since your last oil change?"

It's a straight selling pitch. I know that. But he's interested enough in me to keep track. I appreciate it.

This is the sort of thing a large concern just can't do, unless it has found a way of slithering in a few people between its computers.

On the question of price, one way which is being used in increasing degree is co-operative buying.

IGA Grocery stores work on this principle. In the drug business there is IDA and there's IHA in hardware. There are also others.

These stores maintain their own individual ownership and personality, but buy co-operatively, and advertise co-operatively and all that sort of thing. It could be carried still farther by a butcher, a baker and a grocer co-operating with a mutual delivery service.

IT PAYS TO ADVERTISE

There's one clincher to all this, and it is the crux of the whole matter. The lowest priced goods and the most insuperable service will die on the vine if people don't know they are available.

Advertise.

You probably have on your shelves, the best quality shoes at the cheapest price anywhere, and you will even go so far as to break them in for your customers. But what's the good of it if nobody knows?

Yes, it pays to advertise, but that isn't the whole thing.

First you have to have a product or service or both which are worth advertising. But that isn't all either.

Given the right kind of product or service, advertise it — *intelligently*.

I don't care if you're using radio, television or newspaper. Make your ads say something people want to know.

With the big chains, the top appeal has always been price.

It is hard for small business to beat big business prices. So, in their case, it has to be something else. I don't think cows can be persuaded to give custom-made milk, but this is the principle. You are individual business dealing with individual people. This is the story you have to convey. You have to give people a reason why they should pay you a little more for a lot better. They'll do it if you'll approach it sensibly . . . give them a bottle of coke while they're having their shoes repaired . . . have your Missus baby sit in the back room while Mrs. Housewife goes around the stores. The chains deluge them with price appeal advertising. You have to do something different and tell them about it.

But the thing advertisers forget is that the purpose of an advertisement — print or air — is not to please themselves, or their wives who just lo-ove organ music. The purpose of an announcement on the air or a display in the paper is to bring people into your place of business in a buying mood.

But don't forget, you have to have something to advertise.

I pay a little more for having my shirts laundered, because, without being asked, they always sew the buttons on and turn the collars and cuffs when they become frayed.

I use a downtown cleaner who lets me keep a suit in his place and change into it when I want to.

I phone a drugstore because it has a number I can remember and doesn't mind how small an order is, if I want it delivered.

I go to a gas station where they keep track of the mileage, as I just said.

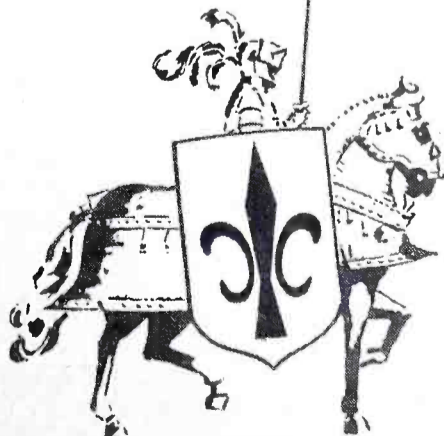
I go to a newstand for my magazines, because they will put them aside for me even when I am out of town for two or three weeks.

For the best in balanced programming

G. N. MACKENZIE LIMITED HAS the SHOWS

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

FACTS about
FRENCH
CANADA



Matane is the centre of Quebec's forest, pulp and paper industry; which means \$950 million in yearly output, \$250 million in wages and a capital outlay of \$100 million annually to the province. Over 140 companies employing 21,500 are involved with this industry in the Matane region, contributing measurably to the area's \$146 million total buying income.

HARDY

RADIO & TELEVISION LTD.

Toronto: — Suite 715, 2 Carlton St., EMpire 3-9433
Montreal: — 1500 Stanley St., VICTOR 2-1101,
For French Coverage

I go to all these places and many others, and spend money with them, for reasons other than that they are cheaper. This may be foolish and extravagant, but I firmly believe that there are thousands of other people who would like to be just as foolish and extravagant, if someone would only tell them how and where to begin.

The threat we are all facing is socialism — with its ideas and ideals of nationalization. The specific problems are:

(1) Big business becomes more and more automated and de-personalized to the point where the resemblance between it and socialism grows daily.

(2) Small business is in danger of being forced into amalgamations to meet competition, thus sacrificing its main asset, the personal touch.

Unless every business — large and small — can maintain a personal identity, a quality which socialism cannot acquire, we might as well make up our minds to stand up and be counted, because as far as private enterprise is concerned, the jig will be up.



SHERBROOKE
We cover
the Montreal market

National Representatives
Canada: Paul L'Anglais Inc.
Toronto and Montreal

OVER THE DESK



Photo by Westlake, Singapore.

IT ALL STARTED with a Christmas letter from Bobby Gimby who besides being a trumpeter and band leader of note must be a gentleman, having broken into music in 1941 with Mart Kenney and his Western Gentlemen.

Bobby left Toronto just a little more than a year ago to carry out musical assignments in England.

One job took him to Singapore last summer for test television work for a station which will open early this year if it has not already done so.

At this time he was asked by Rothman's of Pall Mall to return as their musical director.

Accompanied by his wife, Gracie and their 19 year old daughter, Lynn, he arrived in Malaya November 1 for an 18-months stay. They have now moved to Kuala Lumpur, just seven miles from the satellite industrial town of Petaling Jaya, where the Rothman factory and his own office are located. Incidentally the new factory, opened December 1, by Prime Minister Tunku Abdul, was the 86th firm in town, bringing industrial employment there to 8,500.

Now Gimby is known as "The Pied Piper from Canada", and here, in his own words is the reason why:

"It all started in Singapore four months ago.

"I entered a song contest, hoping that if I won the money would go to the Mary Mount Convent Girls who recorded it for me. However, after recording it, I realized that I could not enter as I was a non-citizen.

"So I took it to the Minister of Culture and from there it went to the Prime Minister.

"He was so enthusiastic he ordered it played 13 times the first day. It has been going steady ever since, and is now running in Malay and Chinese too!

"You probably read about the revolt in Brunei. This was the communist elements trying to stop the entry of Brunei into the new Malaysia. Meanwhile the radio keeps playing 'Let's get together! Malaysia forever.'

"Needless to say, I am very proud of all the action. I figure it's the best 'commercial' I ever wrote. Because of all this the radio stations now call me 'The Pied Piper of Canada.'

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

"These 24 young ladies (average age 14) are now the talk of the country and it looks like I am partly responsible for some badly needed money going to them through royalties.

"Anyway, Dick, I am extremely 'large' here because of it all and pleased beyond measure.

"It is most exciting working for Rothman's of Pall Mall and the company has a terrific high-class image in the entire area."

That's what the man said. Oh yes, for the benefit of anyone who may want it, Bob's address is 86A Weld Road, Kuala Lumpur, Malaya.

SICK LIST

I HAVE TO REPORT that George Guerette, formerly manager of CJEM, Edmundston, N.B. is seriously ill in Quebec City. Letters and cards would be greatly appreciated and should be addressed to him at Room 863, Hotel Dieu Hospital, Quebec City.

BCAB CONVENTION

A GENTLE REMINDER is in order so please note the British Columbia Association of Broadcasters' Convention will take place at the Empress Hotel, Victoria, B.C. February 14-15 and President Ken Hutcheson will extend a warm welcome to guests from the east.

And in case any of you readers have any feelings of gratitude for this column, please be advised that you are welcome too. So buzz me if you hear anything, won't you.

Dick Lewis

BOOKS By Mail

Book Dept.
Canadian Broadcaster
219 Bay St., Toronto

Award for Students Will be Given at WAB

THE MOST SIGNIFICANT achievement, programming or technical, by a member of the Western Association of University Broadcasters will be rewarded by a \$100 award and a handsome plaque, the Western Association of Broadcasters has announced.

Object of the annual award is to encourage and acknowledge the contributions to broadcasting made by University student broadcasters, and to give their aims and efforts the "official" recognition of the professional broadcasters who are members of the WAB.

The award will be made to a representative of the winning organization at the WAB's annual June meeting, to be held in Jasper, June 11-13. The idea of the contest was approved at last year's meeting.

CJOB and CJOB-FM have undertaken to judge the entries for this year's award and it is expected that the judging will be done by other member stations in subsequent competitions.

Notice of entry must be filed by February 15 with R. M. MacLennan, director, Western Association of Broadcasters, c/o CJOB, 930 Portage Avenue, Winnipeg 10, Manitoba, and entries must be received by April 1.

Obituary

ADVISER TO CAB

A FEW DAYS AFTER his appointment as deputy minister of the Quebec government's Federal-Provincial Affairs Department last month, Taschereau Fortier, a Quebec lawyer, was found dead in his home.

Besides his wide range of activities in and around his law practice, Mr. Fortier, who was 44, was legal adviser to the Canadian Association of Broadcasters as well as to the French-language broadcasters' association (ACRTF).

He graduated from Laval University in 1941, and had been a professor of civil procedure at the university for several years. He was also one of the lawyers attached to the Salvas Royal Commission, which investigated purchases under the Union Nationale Administration.

He leaves his wife, Denyse.

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

CFAC

CALGARY

RADIO
1

FOR NEWS

Contact your
ALL-CANADA man

CHICOUTIMI OPENS IN APRIL

THE SECOND independently-owned unaffiliated television station in the Province of Quebec, CJPM-TV, Chicoutimi, will go on the air April 1 or thereabouts with a program schedule of 70 hours a week, of which twenty will be originating from CFTM-TV, Montreal.

Ownership of the new station is in the hands of John Murdock, prominent Chicoutimi pulp and lumber man, and his two sons, Craig and Paul.



PAUL J. AUDETTE

General manager is Paul J. Audette. Latterly Paul was manager of CKRS-TV, Jonquière, which he joined before the opening in 1955. Until last September, he was with Cockfield, Brown, Montreal, following five years at WOAI-TV, San Antonio, Texas.

Another CKRS-TV man, Claude Blain, who has also been with CKTM-TV Trois Rivières, is the new station's assistant general manager.

Plans are for CJPM-TV to start out with its programming implemented with 20 hours a week of CFTM-TV programs.

The new station covered all eventualities in its planning, so that if CFTM-TV's application, now being considered, for permission to form a privately-owned French-language network (CTF) was successful, CJPM-TV would become its first affiliate. However, if the BBG rules otherwise, they will still take the 20 hours from CFTM-TV on VTR.

Both Audette and Blain emphasized that the station will program its own films and at least 20 hours a week of local live variety shows, quiz, news and information programs which it will produce itself largely from local talent. These will be implemented by the 20 hours from Montreal.

CJPM-TV is invading a market of 44,000 TV homes (300,000 population), served exclusively until now by CKRS-TV.

Audette says the advent of his station will bring the Chicoutimi-Lac St. Jean area much needed alternative programming. They will try consistently to offer programs which are different in all respects from those already available.

Claude Blain is working on the organization of a department which will be devoted to the production of commercials on VTR for both local and national accounts.

CJPM-TV will have a brand-new two-studio building, which is now being built, especially for the purpose. It is located in the Chicoutimi limits on a hill overlooking the city.

National representation is in the hands of Paul L'Anglais Inc. in Canada and Forjoe & Co. Inc. in the United States.

CALLING USSR

THE FIRST U.S. satellite TV transmission to be received behind the Iron Curtain was coverage of the unveiling of the Mona Lisa by President Kennedy, sent to Czechoslovakia and Hungary via the Relay communications satellite on January 9.

The nine-minute NBC News broadcast opened with Hugh Downs, live, to introduce film of the previous night's ceremonies at the National Gallery of Art in Washington, D.C. The broadcast was carried from NBC in New York by cable to the sending station in Andover, Maine, and then transmitted to the orbiting Relay satellite.

The transmission was received at the French station in Brittany and put on the 17-nation Eurovision network. In Paris it was taped and re-transmitted to Czechoslovakia and Hungary. This was also the first satellite program to be picked up by the new receiving station outside Rome.

STATIONS MEET BUYERS AS REPS THROW MOBILE PARTY



Photo by Herb Nott.

MANAGERS OF THE radio and television stations represented by Paul L'Anglais Inc. descended on Toronto January 25 to meet advertisers and agencies at a party, organized by Gaston Bélanger, manager of the Toronto office, at the Park Plaza Hotel. Also at the party was Joe Bloom, president of Forjoe & Company, which reps these stations, among others, in the United States.

Radio-TV and CKTS-Radio, Sherbrooke and CJPM-TV, Chicoutimi.

In the picture, from left to right, are Nick Pahlen, Baker Advertising; Ralph Hart, Lever Brothers; Paul L'Anglais, president of Paul L'Anglais Inc. and Alex MacKay, Foster Advertising.

Stations involved were CFTM-TV, and CKLM-Radio, Montreal; CHLT-

A similar party is slated for the Waldorf Astoria, New York, February 8 and in Montreal, later this month.

SASKATOON... the best big city by a damsite

Right now, Saskatoon is the third fastest-growing major centre in Canada. And you haven't seen anything yet! Just 80 miles downstream from the huge South Saskatchewan Dam, Saskatoon will soon add some spectacular benefits to its present boom. On one side, a fabulous new recreation area — the kind of vitalizing force that acts on any community like an immense shot of adrenalin. On the other, rich irrigated land for a new kind of intensive agriculture — and all the water and electric power industry can ever use.

And what's back of this burgeoning new frontier: where do all those dam builders, wheat growers, oil riggers (and all the plain ordinary affluent homesteaders) get their entertainment and information? From CFQC naturally. Look at the ratings...

CFQC

RADIO NEWFOUNDLAND

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

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



CJON-CJOX-CJCN-TV PROMOTE LOCAL TALENT



CJON-CJOX-CJCN-TV provides opportunity for the display of a tremendous amount of local talent during a year.

ADULT AND JUNIOR

In 1962, for example, a fifteen-minute TALENT SHOWCASE . . . featuring adult artists . . . was presented three times a week.

And in addition six hour-long specials were presented during the year, sponsored by Robin Hood Flour. For younger artists there was a thirty-minute TALENT SHOWCASE, JR. EDITION once a week.

CONTINUING EFFORT

These programs provided opportunity for hundreds of Newfoundlanders to display

their talents in many fields of entertainment. And they are being continued in 1963.

SEEK NEW TALENT

There were other programs, of course, of a somewhat similar nature. But these in particular are noteworthy because they present not only established performers, but continually seek new talent as well.

MARKET NOTES

PULP & PAPER: Premier Smallwood is hopeful that 1963 will see a start on construction of a third pulp and paper mill in Newfoundland. He told the St. John's Rotary Club January 17th that there have been "important developments" in connection with the project in recent weeks and more coming up. The proposed mill would be located on the east coast of the province.

MINING: Markets are being sought in Japan for an iron ore development expected to turn out 7,000,000 tons a year in Labrador. Premier Smallwood is confident the Japanese steel industry will participate, and that a start will be made this year on the development project at Julian Lake, Labrador, a property owned by Canadian Javelin.

RETAIL TRADE: There's been a more than five percent increase in the business community in Newfoundland over the last two years. The Dun and Bradstreet reference book for January, 1963, lists a total of 4,851 manufacturers, wholesalers and retailers in the province. The total compares to 4,613 in 1960, and does not include such service and professional businesses as beauty and barber shops, security dealers and real estate brokers.

BANKING: The Industrial Development Bank assisted Newfoundland industry to the tune of well over one million dollars during the past year. N. J. Weedmark, Manager of I.D.B. in Newfoundland, said that during a year-long period ending Sept. 30th, 1962, 60 loans totalling \$1,200,000 were made in the province.

QUICK FACT: At the present rate of increase of one thousand a month Newfoundland's population . . . now 477,000 . . . will reach 1/2-million by Dec. '64.

See Our
Hard-Working
Representatives

Stovin-Byles in Canada
Weed & Co. in the U.S.

POINT OF SALE

Just met a sales manager who has made his staff switch from vodka to gin, so that customers will *know* they are drunk instead of *thinking* they are stupid.

SARTORIALANA

Why doesn't someone invent a necktie with a design which looks like gravy stains anyhow?

AUDREY STUFF

Then there's the time-buyer who was so dumb she switched the account from Station A to Station B; because B had more kilocycles.

STRICTLY CULTURE

"Get the camera a little off focus, Bud. I wanna win one of them Ohio Awards."

PAN MAIL

To the reader who writes in accusing us of filling this book by picking the brains of such bright young agency men as Dave Sutherland, we should like to say this is the first time we have been accused of petty larceny.

CONCERNING COLOR TV

Retrogression is our most important product.

MORE OF THE SAME

To TV receiver manufacturers, eager to find a market for their color sets: We suggest you might sponsor some TV programs, even in black and white, for your customers to watch.

STONE'S THROWS

Thanks to CHUM's Phil Stone for this definition of a hobby: "The hard work a man won't do for a living."

NEW DEAL

With all the service clubs going around breeding friendship, cordiality, bonhomie and all that there, why doesn't someone start an organization in which everyone hates each other?

LONG-TIME SPONSOR

The Eveready (Battery Division) of Union Carbide of Canada is well aware of the value of radio advertising in maintaining its dominant position in Newfoundland. Eveready Batteries have been advertised on CJON Radio since the station began broadcasting over ten years ago, and sponsor the 6.20 p.m. Eveready Newscast.

VISIT FROM SALES MANAGER

Recently, the province welcomed a visit from Mr. John Morley, General Sales Manager of the Eveready Division, accompanied by Mr. Ed. Taylor, District Sales Manager for Eastern Canada.

DISCUSSED ADVERTISING STRATEGY

Charlie Pope, Operations Manager of CJON Radio, attended their meetings with the local distributors of Eveready products to give the background on Eveready advertising strategy through CJON Radio.

Red Rose Breaks Tradition With CJON-Radio Listeners



It's 4.00 p.m. and in millions of English homes it's time for tea. In Newfoundland, the time is 4.15 p.m. The Red Rose Tea Break at 4.15 p.m. each day on CJON Radio has become a tradition with thousands of Newfoundland women.

SEGMENT OF RANCH PARTY

Red Rose Tea and Coffee, favourites with housewives throughout the province, sponsor the 4.15-4.30 part of CJON's Ranch Party, as they have done for many

years. It's an ideal time for an afternoon break for the busy housewife, a time to relax with a good cup of tea and enjoy the music . . . along with host, BOB LEWIS.

10% CONSUMPTION

Newfoundland accounts for ten percent of all the tea consumed in Canada . . . and the Red Rose brand is a leader in the field. Its position is maintained and affirmed through the constant use of CJON Radio.

PLACE FOR OLD XMAS CARDS

SCALING THE HEIGHTS of fourteen times their weight in Christmas cards are CKEY Toronto personalities (left to right) Duff Roman, J. P. Finnigan, Big G Walters, Bill Brady and Lee Vogel.

Once Christmas is over and the

power of radio was underestimated by all involved, and the station was inundated with literally tons (almost seven tons, to be exact) of cards.

With the hospital schools supplied with more than enough cards, the station went on to supply a church



Photo by Herb Nott

decorations down, there's nothing much more useless to Mr. and Mrs. John Q. Public than their Christmas cards from family and friends. Yet to children in schools, homes and hospitals, Christmas cards are fun to look at and play with, to cut out and paste up. The link between these two is often the local radio station.

Broadcasters across the country who appealed to their listeners for old Christmas cards found they'd opened the floodgates for a deluge of cards that swamped the stations. By hand and by mail, in packets of ten and cartons of hundreds, they poured in.

CFCO Chatham's *Party Line* host, Merv Stack, filled the station's record library to overflowing with over a ton of cards after a listener suggested that the old cards had therapeutic value in schools for retarded children.

Individuals, schools and service clubs rallied round with their cards, and the CFCO mobile unit was pressed into service to deliver the booty to two schools for retarded children and one for cerebral palsy victims.

CKPR Port Arthur listeners filled a studio with their cards when favorite air personalities appealed on behalf of children in the city's three hospitals, the orphanage, the school for mentally retarded children and the crippled children's centre. Two Volkswagen vanloads of cards were distributed by CKPR staffers, to the thanks of the school and hospital authorities.

CKEY's campaign for "Cards for Kids" was originally in aid of the Ontario Association for Retarded Children's hospital schools, with the proceeds from the postage stamps going to CARE, but the pulling

organization which uses cards in its mission work, a community centre, and with cards still trickling in, CKEY is searching for other groups who can make good use of the cards and muttering "we didn't know our own strength."

HEADS CRTPB

NEW PRESIDENT of the Canadian Radio Technical Planning Board is C. J. Bridgland, chief radio engineer of Canadian National Telegraphs, Toronto, who was elected at the Board's 18th annual meeting in Ottawa in December. R. C. Poulter, vice-president of the Radio College of Canada was elected vice-president and director of public relations.

Appointments to the executive committee were: Cowan Harris, general manager of the Electronics Industries Association, secretary-treasurer; R. A. Hackbusch, president of Hackbusch Sales Ltd., advisory general technical co-ordinator; R. T. O'Brien, assistant to the general manager, EIA, assistant general technical co-ordinator; F. H. R. Pounsett, vice-president, Philips Electronics Industries Ltd.

CJBQ
RADIO
BELLEVILLE and
TRENTON, ONTARIO
Another
STOVIN-BYLES
Station



Reps Sponsor Hockey Pee-Wees

IN THE DRESSING ROOM after a gruelling hockey game are three members of the Stovin-Byles Don Mills Atoms, Brian McBratney, Doug Elliott and (back to the camera) Bruce German, son of a Stovin-Byles' salesman, John German.

As the crests on their sweaters indicate, the team is sponsored by the national sales representative firm of Stovin-Byles Ltd., and they're bringing glory to the name as World Series Atoms Champions, a title won on New Year's Day against a team of bigger boys in a battle that climaxed a series of six wins in five days. Last season the boys copped two championships, the T.H.L. Clancy Crown and the Wexford Tam-Atom Tournament.

The team was formed in 1959 by John German, to compete in the "Timmy Tyke" tournament organized to aid the Crippled Children's fund drive. Cheered on by members of the Stovin-Byles organization, many of whom attend games, the ten and eleven year old boys have skated to victory after victory.

Recently they won both their games in the Silver Stick Tournament in Michigan, where they competed with top U.S. and Canadian teams and next year they will play in an international tournament in

Quebec City, with teams from Czechoslovakia and Russia among the competitors.

With the slogan "it's not the size of the dog in the fight, it's the size of the fight in the dog", the Stovin-Byles Atoms have won 107 out of 115 games played. They're the only team in their league to go on tour for exhibition games, maintaining a second string to play their league games at home while they're on the road.

A-C OPENS IN CHICAGO

ALL-CANADA RADIO & Television Ltd. have announced the appointment of Bob Bickerton as manager of their new Chicago office, located at Suite 1528, 333 North Michigan Avenue. For the past several years he has devoted his time to TV sales in the Toronto office.

His berth there is being filled by Bob Johnson, whose experience includes 15 years with CKLW, Windsor and two years as sales manager of CFCF-TV, Montreal. He joined All-Canada four months ago and has been in their Business Development Division.

If you want to learn the rhumba you have to start at the bottom

CFCN RADIO/TV CALGARY

REACH YOUR SALES OBJECTIVES in 1963

With The
COMPELLING VOICE
of the
BAY OF QUINTE

MAKE CASH REGISTERS RING

by Kit Morgan

*"Let's make music together,
Sweet, sweet music together,
You've got a story to tell
And music can help you do it,
You've got a product to sell,
With music there really is nothing to it . . ."*

So swings the theme song of Faillace Productions Inc., the musical commercial production house that has created such singing commercial hit-paraders as the 17-year-old classic "Chiquita Banana" (all together now, "I'm Chiquita Banana and I've come to say, bananas have to ripen in a certain way . . .") and the oft-parodied "You'll Wonder Where the Yellow Went".

Since its formation in New York in 1955 Faillace has produced over four thousand national and international musical commercials, many of them as well known to the public as Stardust or Rock Around the Clock.

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Basically, a local, regional or national advertiser contracts with the station for \$4,000 worth of time at the card rate over a maximum one year and receives, absolutely free, a tailored-to-measure singing commercial produced by top talents in the field. The station pays Faillace's fee, which covers selling the client, "undressing" the client to discover his particular sales problems and selling points, and then creating and producing a singing commercial to solve the former and play up the latter.

Does it pay, from the station's point of view? Ask John Funston, manager of CFCF Montreal. The competitive Montreal market was Faillace Commercial Concepts' first target, with a month-long siege. They made presentations to every leading advertiser and agency, hitting hardest at non-users of radio, and came up with 44 new clients, developing over \$135,000 in annual revenue for

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This 10% expenditure on radio on CKEY accounted for 50% of store traffic, according to a Walker's-instituted consumer count, and the Faillace-developed theme "Look to Walker's for 'the Look'" was adapted for all media advertising. Two more commercials were commissioned, and the radio budget was tripled.

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The association with All-Canada leaves Faillace free to work with any radio station in markets where there is no All-Canada-repped station, which they haven't done as yet, and with national advertisers and ad agencies direct, which they do.

Production is centred in New York, where Canadian commercials are handled by seven staff creator-writer-musician-producers, with five top vocal groups on tap and a stable of leading instrumentalists.

"We hope to move into production here within the next two or three months," says Veepee Ed Hunt. "Canadian talent is just as good as that to be found anywhere in the world; there's just not as much of it."

Initially, however, commercials will still be written and scored in New York, with producers and perhaps lead singers imported for recording sessions here.

UNDRESSING THE CLIENT

When a client is sold, Faillace's experts embark on an in-depth survey of the advertiser's story, a process called "undressing". In search of "the hidden image" that will sell, they study past advertising, discuss the client's future ad plans, delve into his product or service thoroughly, and compare it with the competition. All the facts, and all



SIGNING A CONTRACT FOR A Faillace "concept" to originate with CKEY is Walker Stores general merchandise manager David Brass, while CKEY's sales development supervisor, Greg Paul (left), Faillace Canadian general manager Martin Conroy and Walker's advertising manager, Roy Harding (right) look on.

The production of French-language versions is already being handled in Canada, as more and more clients want to schedule French-language radio for campaigns sparked by Faillace commercials originating with an English-language station.

A French-language adaptation has just been completed for Steinberg's chain of 21 Fiesta Shopping Centres, through Grey Advertising Ltd., Montreal. This is one of three Steinberg accounts (Fiesta Shopping Centres, Steinberg's Supermarkets, and Miracle Mart discount department stores) signed by Faillace for CFCF Montreal.

Canadian announce talent is already an integral part of Faillace musical commercials. Unless the client specifically requests an all-music spot, most commercials are tailored with a music bridge for voice-over, and "Ninety-five percent of the voice-over is done by Canadian announcers," says Hunt. "In the case of local clients, the voice is usually that of a station announcer or personality. National advertisers frequently have their own announcer, a voice used on all their broadcast commercials."

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A rush job, handled via long distance conference calls and the burning of midnight oil, can be handled in one week to the demo stage and another week to the air.

To ensure originality and freshness, the "conflict of interests" rule applies to the writer-musician-producers and no man works on two competitive products. The same musical group, the same vocalists, are never used for competing products — though at the time of production one cigarette commercial may be slated for CFCF Montreal while another is scheduled on CKWX Vancouver, the commercials become the property of the client and may well go nationally after local success.



"The Sound of Service in Montreal"

The work success story of local-commercial makes good in the capital, non-licensed during commercial for Vico Chemical Inc.'s Chemical, through F. H. Hayward Co. Ltd. advertising with CBEV.

The company, however, almost certainly will continue to do business with the average market, and the schedule was expanded to include CHUM Toronto and CFMT Richmond Hill, whose buyers picked it up and talked it up.

The commercial is also running nationally and around Ottawa.

"Twenty-five per cent of the budget on many stations is local," Hunt says, "and to build these local advertisers and attract new ones, the station must be able to buy the local client complete with the national advertising. The stations do their best to create and produce good commercials for the local sponsors, but they just don't have the staff, the time, the facilities, the money, to compete with the top talents in national advertising."

The relation Hunt believes is an association like that between AB-

Creativity is the moving force behind All-Canada's link with Failace Commercial Concepts, says All-Canada general manager Rex Thompson. "There is a wealth of creative talent at both the local level, in the stations, and at the national level within advertising agencies, but there is always room for new ideas, a fresh approach."

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W. "Doc" Savage reports that a CFUN Vancouver disc jockey wrote to say it was number ten in their top forty.

The parent company in the U.S. is now testing the Canadian commercial for possible use nationally south of the border.

A gold-plated key to such success, Hunt feels, is close co-operation. While many clients give Failace carte blanche, more frequently the creation and production of the commercial is a team effort, a close alliance with the creative and production people of the ad agency involved. In the case of local advertisers, the station's copy and production departments' knowledge of the client's local image and the local market climate are invaluable.

SEE US WITH A NATIONAL HEARD

"Radio is becoming more and more a local medium," says Hunt. "Competition is becoming more cut-throat, with television, outdoor radio, newspapers, and national publications competing for national business and also vying for regional advertising." (Walker Street, 685 St. James in Ontario, took eight pages in the U.S. magazine Servation last August, and gave 10 pages coming up in the April issue.)

AVAILABLE

Could you use an unattached caller who is looking for a job in radio? Good background and references. Tape and resume available on request.

BOX A-67
CANADIAN BROADCASTER
219 Bay Street,
Toronto 1, Ont.

Canada and Failace, between station representatives and custom commercial production houses. It is a link that has already been forged by some reps, for example, Standard Broadcast Sales Ltd. with Ulman Inc. of Hollywood and New York, and being established by others.

TV PROGRAMMING OPERATION

Extensive network and private station operations. Recently under Production Director in Canada's largest bilingual market. Family, WGB is reliable and program. Box A-675, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ontario.

RADIO ANNOUNCER

with eight years' experience with operating in competitive market operation. Excellent in production, special events and morning shows.

BOX A-670
CANADIAN BROADCASTER
Toronto 1, Ont.

EXPERIENCE COUNTS

I have the experience you need — over 15 years — as News Editor and Program Director. Energetic Family Man, 34, ready to relocate immediately for challenging offer.

Box A-669, Canadian Broadcaster
219 Bay St., Toronto 1, Ont.

EQUIPMENT WANTED

A good 100-watt AM transmitter in good condition. Also a 250 watt FM transmitter no older than five years. Give particulars and asking price FOB origin of shipment.

Reply to
BOX A-668
CANADIAN BROADCASTER
219 Bay Street,
Toronto 1, Ont.

WANTED — A JOB with too much work

WRITING FEMME

Experienced P.R., Press, trade papers

BOX A-672
Canadian Broadcaster
219 Bay Street
Toronto, Ontario

10,000 Watt AM Station Requires Experienced BROADCAST TECHNICIAN for position as CHIEF ENGINEER
Please apply in writing, with all particulars, to
A. W. BLAKEY, Manager
Radio Station CHYC
Niagara Falls, Ont.

WANTED

FM ANNOUNCER

must know classical music
have good radio voice

SALESMAN

must be aggressive
top-flight all the way

Wanted by Toronto area station. Send tape and resume to:

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WANTED

For Radio Station CKDM, Annapolis, N.S. Bright Early Morning Man.

Excellent Working Conditions

Send Resume and Audition tape to

W. Frank Harvey,
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CKCL Radio,
Truro, N.S.

Top Radio News Man

WANTED

Qualifications:—

**GOOD NEWS EXPERIENCE BACKGROUND
GOOD DICTION AND GOOD RADIO VOICE**

Conditions:—

**Top wages, benefits
5 day week**

Send tape, recent photo, and full data on education and experience to

**CFRN News Service
Edmonton
Alberta**

**RADIO STATION MGR.
\$14,000-\$18,000+**

If you're tired of the major market struggle or feel that your opportunities there are limited or want to move up from the minor leagues our client offers you this opportunity to join a leading secondary market station, ideally located in Ontario.

You must have station management experience, a record of accomplishment and be highly regarded within the industry.

This is a top spot with a top station for a top man. Let's hear from you quickly, in complete confidence, of course.

Call **DICK PATRMAN** or **BOB CHARLES** at

CHARLES PERSONNEL LTD.

100 EGLINTON AVENUE S. TORONTO 12 ONT. M7 1P7

MAKE CASH REGISTERS RING

by Kit Morgan

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"The Sound of Service in Montreal"

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The program, dynamic, almost rock'n roll treatment was an instant hit with the listening market, and the schedule was expanded to include CHUM Toronto and CFGB Richmond Hill, whose buyers picked it up and talked it up.

The commercial is now running successfully and account executive J.

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LOC. II WITH A NATIONAL SOUND

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AVAILABLE

Could you use an amplifier-crier also looking for a job in radio? Good background and references. Tape and resume available on request.

BOX A-67
CANADIAN BROADCASTER
219 Bay Street,
Toronto 1, Ont.

TV PROGRAMMING OPERATION

Extensive network and prime status experience. Presently senior Producer-Editor in Canada's largest television market. Ready, WDA to relocate and program. Box A-668, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ontario.

RADIO ANNOUNCER

with eight years' experience radio opening in competitive market operation. Excels in production, special events and morning shows.

BOX A-670
CANADIAN BROADCASTER
Toronto 1, Ont.

EXPERIENCE COUNTS

I have the experience you need — over 15 years — as News Editor and Program Director, Energetic Family Man, 36, ready to relocate immediately for challenging offer. Box A-669, Canadian Broadcaster, 219 Bay St., Toronto 1, Ont.

EQUIPMENT WANTED

A one thousand AM converter in good condition. Also a 250 watt FM transmitter no older than five years. Give particulars and asking prices FOR origin of equipment. Reply to

BOX A-668
CANADIAN BROADCASTER
219 Bay Street,
Toronto 1, Ont.

WANTED — A JOB WITH THE NEEDS WORK

WRITING FEMALE

Experienced P.R. Promo. Radio papers

BOX A-672
Canadian Broadcaster
219 Bay Street
Toronto, Ontario

10,000 Watt AM Station Requires Experienced **BROADCAST TECHNICIAN** for position as **CHIEF ENGINEER**. Please apply in writing, with all particulars, to **A. W. BLAELY, Manager** Radio Station CBYC Niagara Falls, Ont.

WANTED

PM ANNOUNCER

must know classical music
have good radio voice

SALESMAN

must be aggressive
top-flight all the way

Wanted by Toronto area station. Send tape and resume to:

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WANTED

For Radio Station CKDM, Auburn, N.S. Bright Early Morning Man.

Pleasant Working Conditions

Send Resume and Audition tape to

W. Frank Harvey,
Program Manager,
CKCI Radio,
Truro, N.S.

Top Radio News Man

WANTED

Qualifications:—

**GOOD NEWS EXPERIENCE BACKGROUND
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Conditions:—

**Top wages, benefits
5 day week**

Send tape, recent photo, and full data on education and experience to

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\$14,000-\$18,000+**

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Call **DICK PATERNY** or **MR. CHARLES** at

CHARLES PERSONNEL LTD.

130 BATHURST AVENUE E

TORONTO 12

MI 7-174

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by Kit Morgan

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Since its formation in New York in 1955 Faillace has produced over four thousand national and international musical commercials, many of them as well known to the public as Stardust or Rock Around the Clock.

In March of last year Faillace moved into Canada with Faillace Commercial Concepts Inc. Linking with All-Canada Radio and Television Ltd., it introduced a \$4,000 air-time-and-singing-commercial package that looks like being the radio man's best friend.

Basically, a local, regional or national advertiser contracts with the station for \$4,000 worth of time at the card rate over a maximum one year and receives, absolutely free, a tailored-to-measure singing commercial produced by top talents in the field. The station pays Faillace's fee, which covers selling the client, "undressing" the client to discover his particular sales problems and selling points, and then creating and producing a singing commercial to solve the former and play up the latter.

Does it pay, from the station's point of view? Ask John Funston, manager of CFCF Montreal. The competitive Montreal market was Faillace Commercial Concepts' first target, with a month-long siege. They made presentations to every leading advertiser and agency, hitting hardest at non-users of radio, and came up with 44 new clients, developing over \$135,000 in annual revenue for

CFCF.

Does it pay, from the advertiser's point of view? Ask David Brass, general merchandise manager of Walker Stores (Gordon Mackay Company). At a crucial moment, as Walker Stores were seeking a new image to appeal to older teens and young adults, Faillace made its presentation representing CKEY Toronto, and won 10% of the overall ad budget for radio.

This 10% expenditure on radio on CKEY accounted for 50% of store traffic, according to a Walker's-instituted consumer count, and the Faillace-developed theme "Look to Walker's for 'the Look'" was adapted for all media advertising. Two more commercials were commissioned, and the radio budget was tripled.

Currently, Faillace Commercial Concepts is working with CFCF Montreal, CKOC Hamilton, CKRC Winnipeg and CKWX Vancouver.

Selling radio is business-as-usual for Canadian operation heads, General Manager Martin Conroy and Executive Vice-President Ed Hunt. Conroy was formerly with CFCF Montreal, a fifteen-year man, national sales supervisor for the past three years. Hunt was general sales manager of the Storz stations in Minneapolis and New Orleans for the past six years, and prior to that was general manager of KBOX Dallas, Texas.

The association with All-Canada leaves Faillace free to work with any radio station in markets where there is no All-Canada-repped station, which they haven't done as yet, and with national advertisers and ad agencies direct, which they do.

Production is centred in New York, where Canadian commercials are handled by seven staff creator-writer-musician-producers, with five top vocal groups on tap and a stable of leading instrumentalists.

"We hope to move into production here within the next two or three months," says Veepee Ed Hunt. "Canadian talent is just as good as that to be found anywhere in the world; there's just not as much of it."

Initially, however, commercials will still be written and scored in New York, with producers and perhaps lead singers imported for recording sessions here.

UNDRESSING THE CLIENT

When a client is sold, Faillace's experts embark on an in-depth survey of the advertiser's story, a process called "undressing". In search of "the hidden image" that will sell, they study past advertising, discuss the client's future ad plans, delve into his product or service thoroughly, and compare it with the competition. All the facts, and all



SIGNING A CONTRACT FOR A Faillace "concept" to originate with CKEY is Walker Stores general merchandise manager David Brass, while CKEY's sales development supervisor, Greg Paul (left), Faillace Canadian general manager Martin Conroy and Walker's advertising manager, Roy Harding (right) look on.

The production of French-language versions is already being handled in Canada, as more and more clients want to schedule French-language radio for campaigns sparked by Faillace commercials originating with an English-language station.

A French-language adaptation has just been completed for Steinberg's chain of 21 Fiesta Shopping Centres, through Grey Advertising Ltd., Montreal. This is one of three Steinberg accounts (Fiesta Shopping Centres, Steinberg's Supermarkets, and Miracle Mart discount department stores) signed by Faillace for CFCF Montreal.

Canadian announce talent is already an integral part of Faillace musical commercials. Unless the client specifically requests an all-music spot, most commercials are tailored with a music bridge for voice-over, and "Ninety-five percent of the voice-over is done by Canadian announcers," says Hunt. "In the case of local clients, the voice is usually that of a station announcer or personality. National advertisers frequently have their own announcer, a voice used on all their broadcast commercials."

the intangibles, too, uncovered by this intensive research, are discussed in conference with the creative staff in New York.

From the original presentation to the advertiser, through this "undressing" and the creative conferences, to the creation of the concept and the production of a "demo" (demonstration tape of the proposed musical commercial) takes approximately one month. From the demo to the airwaves normally takes another month. However, this is "normal" and things seldom are.

A rush job, handled via long distance conference calls and the burning of midnight oil, can be handled in one week to the demo stage and another week to the air.

To ensure originality and freshness, the "conflict of interests" rule applies to the writer-musician-producers and no man works on two competitive products. The same musical group, the same vocalists, are never used for competing products — though at the time of production one cigarette commercial may be slated for CFCF Montreal while another is scheduled on CKWX Vancouver, the commercials become the property of the client and may well go nationally after local success.



"The Sound of Service in Montreal"

One such success story of local-commercial-makes-good is the upbeat, teen-beamed singing commercial for Vick Chemical Inc.'s Clearasil, through F. H. Hayhurst Co. Ltd., originating with CKEY.

The swinging, rhythmic, almost rock'n roll treatment was an instant hit with the teenage market, and the schedule was expanded to include CHUM Toronto and CFGM Richmond Hill, whose deejays picked it up and talked it up.

The commercial is now running nationally and account executive J.

"Seventy-five per cent of the business on many stations is local," Hunt says, "and to hold these local advertisers and attract new ones, the station must be able to help the local client compete with the national advertisers. The stations do their best to create and produce good commercials for the local sponsors, but they just don't have the staff, the time, the facilities, the money, to compete with the top talents in national advertising."

The solution, Hunt believes, is an association like that between All-

Creativity is the moving force behind All-Canada's link with Faillace Commercial Concepts, says All-Canada general manager Reo Thompson. "There is a wealth of creative talent at both the local level, in the stations, and at the national level within advertising agencies, but there is always room for new ideas, a fresh approach."

"We are interested in any service that contributes to radio's growth and many of our clients and stations are finding Faillace a valuable new note on the creative scene."

M. "Doc" Savage reports that a CFUN Vancouver disc jockey wrote to say it was number ten in their top forty.

The parent company in the U.S. is now testing the Canadian commercial for possible use nationally south of the border.

A gold-plated key to such successes, Hunt feels, is close co-operation. While many clients give Faillace carte blanche, more frequently the creation and production of the commercial is a team effort, a close alliance with the creative and production people of the agency involved. In the case of local advertisers, the station's copy and production departments' knowledge of the client's local image and the local market climate are invaluable.

LOCAL WITH A NATIONAL SOUND

"Radio is becoming more and more a local medium," says Hunt. "Competition is keener than ever, with television, network radio, newspapers and national publications competing for national business and also pitching for regional advertising." (Walker Stores, with 37 stores in Ontario, took eight pages in the U.S. magazine Seventeen last August, and have 18 pages coming up in the April issue.)

AVAILABLE

Could you use an announcer-writer who is looking for a start in radio? Good background and references. Tape and resume available on request.

BOX A-667
CANADIAN BROADCASTER
219 Bay Street,
Toronto 1, Ont.

TV PROGRAMMING OPERATION

Extensive network and private station experience. Presently Senior Producer-Director in Canada's largest bilingual market. Family. Wish to relocate and progress. Box A-666, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ontario.

RADIO ANNOUNCER

with eight years' experience seeks opening in competitive market operation. Excels in production, special events and morning shows.

BOX A-670
CANADIAN BROADCASTER
Toronto 1, Ont.

EXPERIENCE COUNTS

I have the experience you need — over 15 years — as News Editor and Program Director. Energetic Family Man, 36, ready to relocate immediately for challenging offer.

Box A-669, Canadian Broadcaster
219 Bay St., Toronto 1, Ont.

EQUIPMENT WANTED:

A one kilowatt AM transmitter in good condition. Also a 250 watt FM transmitter no older than five years. Give particulars and asking prices FOB origin of shipment.

Reply to
BOX A-668
CANADIAN BROADCASTER
219 Bay Street,
Toronto 1, Ont.

WANTED — A JOB
with too much work

WRITING FEMME

Experienced P.R.; Promo.; trade papers

BOX A-672
Canadian Broadcaster
219 Bay Street
Toronto, Ontario

WANTED

For Radio Station CKDH, Amherst, N.S. Bright Early Morning Man.

Pleasant Working Conditions

Send Resumé and Audition tape to:

W. Frank Harvey,
Program Manager,
CKCL Radio,
Truro, N.S.

10,000 Watt AM Station Requires Experienced

BROADCAST TECHNICIAN

for position as **CHIEF ENGINEER**

Please apply in writing, with all particulars, to
A. W. BLAKELY, Manager
Radio Station CHVC
Niagara Falls, Ont.

WANTED

FM ANNOUNCER

... must know classical music

... have good radio voice

SALESMAN

... must be aggressive

... top-flight all the way

Wanted by Toronto area station. Send tape and resume to:

Box A-671,
Canadian Broadcaster,
219 Bay Street, Toronto 1, Ontario

Top Radio News Man

WANTED

Qualifications:—

GOOD NEWS EXPERIENCE BACKGROUND
GOOD DICTION AND GOOD RADIO VOICE

Conditions:—

Top wages, benefits
5 day week

Send tape, recent photo, and full data on education and experience to:

CFRN News Service
Edmonton
Alberta

RADIO STATION MGR. \$14,000-\$18,000+

If you're tired of the major market struggle . . . or feel that your opportunities there are limited . . . or want to move up from the minor leagues . . . our client offers you this opportunity to join a leading secondary market station, ideally located in Ontario.

You must have station management experience, a record of accomplishment and be highly regarded within the industry.

This is a top spot with a top station for a top man. Let's hear from you quickly, in complete confidence, of course.

Call DICK PATERSON or JOE CHARLES prop.

CHARLES PERSONNEL LTD.

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CUTS & SPLICES

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

EXPERIMENTER-IN-film Norman McLaren of the National Film Board was honored last month by the Royal Canadian Academy of Arts with the presentation of one of its first medals for distinguished achievement in the arts.

The medals, inaugurated this year, were also awarded to Viljo Revell, world-renowned architect who won the competition for the new Toronto City Hall, and typographic designer Carl Dair of the Ontario College of Art.

Presenting the medal to McLaren, Academy president Franklin Arbuckle saluted him as being "the best internationally-known Canadian artist". McLaren replied that he was personally delighted to receive the award, but felt a deeper satisfaction at the honor bestowed on the medium of film.

The medals, designed by Sydney Watson, sculptured by Cleve Horne and cast in bronze, were presented at the opening of the Academy exhibition at the Art Gallery of Toronto.

• • •

THE FIRST Canadian television series filmed in color for international distribution, a children's program titled *Mr. Piper*, was previewed by television and ad agency executives

and the press last month at a screening of the first two productions.

Pied Piper Films Ltd., producers of the series, and Independent Television Corporation, its world-wide distributors, announced that the series has now been sold in Australia and New Zealand, in addition to the pre-production sales to CBC-TV's English and French networks and ATV in Britain. Negotiations are now under way with U.S. networks and in Japan, and dubbing is being done in Spanish for South American distribution and in Portuguese for Brazil.

On hand for the screening was David Cleo, assistant superintendent of curriculum for the Department of Education, who analyzed, from his wide experience with children, the qualities desirable in a children's television program: a combination of information and entertainment, material drawn from things within a child's experience, color, movement, action, a sense of participation, and, he added, the program should expose them to a sense of beauty, a sense of values. All these elements, he said, were present in *Mr. Piper*.

The programs are made up of four segments: an animated fairy tale in *Tale Time*; a glimpse into the lives of children in other lands in *Ports of Call*; magical-musical adventures in *Bag of Tricks*; and visits to *Animal Farm*, inhabited by a kitten, a bunny and a rat, with a brief *Riddle Diddle*.

The series stars opera singer Alan Crofoot as Mr. Piper. Executive producer is Allan Wargon, president of Pied Piper Films Ltd.

• • •

OFF-BEAT ASSIGNMENT for Intervideo Productions Ltd. recently was the filming of a "happening" at Toronto's Bohemian Embassy for CBC-TV's *Close-Up* tentatively scheduled for February 17.

A happening is described by director Gordon Sheppard as a "crazy Dada art thing", and this one focussed on an empty bathtub designed to excite a spontaneous response from the audience. First person to react lay down in the tub, with a rose in his folded hands, making a coffin scene.

Around him abstract artists painted the scene, someone played piano while another participant took up a Yoga position, and poets extemporized on the bathtub theme.

After an intermission during which participants and onlookers talked about happenings at a happening, the host of the club began to imitate a well-known political figure, opening the speech with "my fellow Canadians". The speech consisted of the one word "gee-gee" (Dada, craze of the early twenties, translates from the French to child's rocking horse, or gee-gee) with the intonations and inflections familiar to Canadians, and this recitation ran on in the background as a group performed a beatnik version of Hamlet, jazz bass and violin provided music for a wild dance by a female visitor, and the first man climbed back into the bathtub.

It's a mad film, Sheppard says, mad enough to draw comment from the lab men at Pathé, who thought they'd seen everything.

The 15-minute film was produced by Dick Ballentine, directed by Gordon Sheppard. Cameraman Johnny Foster, for complete mobility in the midst of such frantic goings-on, used his Foster-made cut-down Auricon, harnessed to perch on his shoulder, running off batteries. A Nagra with a gun mike was attached to the camera, also running off batteries, for synch sound.

The Most, Intervideo's prize-winning documentary on Playboy publisher Hugh Hefner, is now running in three theatres in Montreal, including the new theatre in the Place Ville Marie.

• • •

FOUR NEW television film series from England, playing now on ATV there, will be available for Canadian TV this season from ITC of Canada Ltd. The series were produced by ITC at ATV's Elstree studios.

Good news for fans of Tony Hancock's BBC Television programs, shown on CBC-TV, both network and locally in Toronto, is that the master funnyman has switched to ATV and ITC of Canada will have the series of a minimum of 13 half-hour shows.

Man of the World, starring Craig Stevens of *Peter Gunn* popularity, is an hour-long show, the adventures of an ace photographer-writer who travels the world on assignment for leading magazines.

Another one-hour program is *The Saint*, starring Roger Moore of *Maverick* fame, based on the famous detective stories by Leslie Charteris.

Fireball XL-5 is a half-hour series akin to *Supercar*, with super marionation, on a science-fiction theme.

• • •

NEW SALES representative with ITC of Canada Ltd. is Joe Morgan, formerly sales supervisor of Fremantle of Canada Ltd.

• • •

FOUR AND A half million visitors to the World's Fair in Seattle viewed

the collection of outstanding sponsored films used in color telecast demonstrations by KING-TV Seattle via closed circuit over multiple TV sets in the RCA exhibit, according to Modern Talking Picture Service's monthly news bulletin.

The films, which included Canadian productions, were projected more than 2,350 times during the fair, condensing years of normal use into a few weeks, and comment was made about the way careful attention to the basic routines for print maintenance — regular inspection and cleaning — paid off in greatly extended print life.

• • •

FRENCH FILM producers have threatened to cease making films until the government comes to the aid of their ailing industry, according to a report from Reuters.

A resolution passed unanimously by the French Film Producers' Association calls for the government to press European Common Market authorities to allow the French industry a subsidy of 14% of home receipts rather than the present 5.5%, and to allow 23% of foreign receipts. They are also asking a substantial easing of taxes on movie admission prices. Taxes now absorb 30% of box office receipts.

• • •

A 15-PAGE catalogue listing 81 films in 13 classifications has been issued by Canadian General Electric, describing the films available through its film libraries in Toronto, Montreal, Halifax, Winnipeg, Calgary and Vancouver.

Twenty-six of the films listed are cleared for television, while all are available free to schools, churches, service clubs, community and industrial organizations.

Included are several Canadian films, the new *Nuclear Power Demonstration*, *The Great River*, *Power and Passage*, and *At Your Fingertips*, all produced by Crawley Films Ltd., and NFB's *Men at Work*, *Men and Mechanization*, and *Men and Automation*.

The Drop Out, originally a General Electric Theatre television production, and the TV special *Influential Americans* are popular items in CGE's film libraries.

Copies of the catalogue are available from the public relations department, CGE, 214 King Street West, Toronto 1.

• • •

A REMINDER of the SMPTE's closed circuit television meeting February 13 via CTV stations from Montreal to Vancouver (see Cuts & Splices, January 17). A round table discussion of SMPTE activities has been added to the program, moderated by past chairman Lou T. Wise and featuring Canadian section governor Roger Beaudry and chairman Michael Barlow. Arrangements are being made to videotape the meeting as a permanent record and to kinescope it for benefit of other sections.



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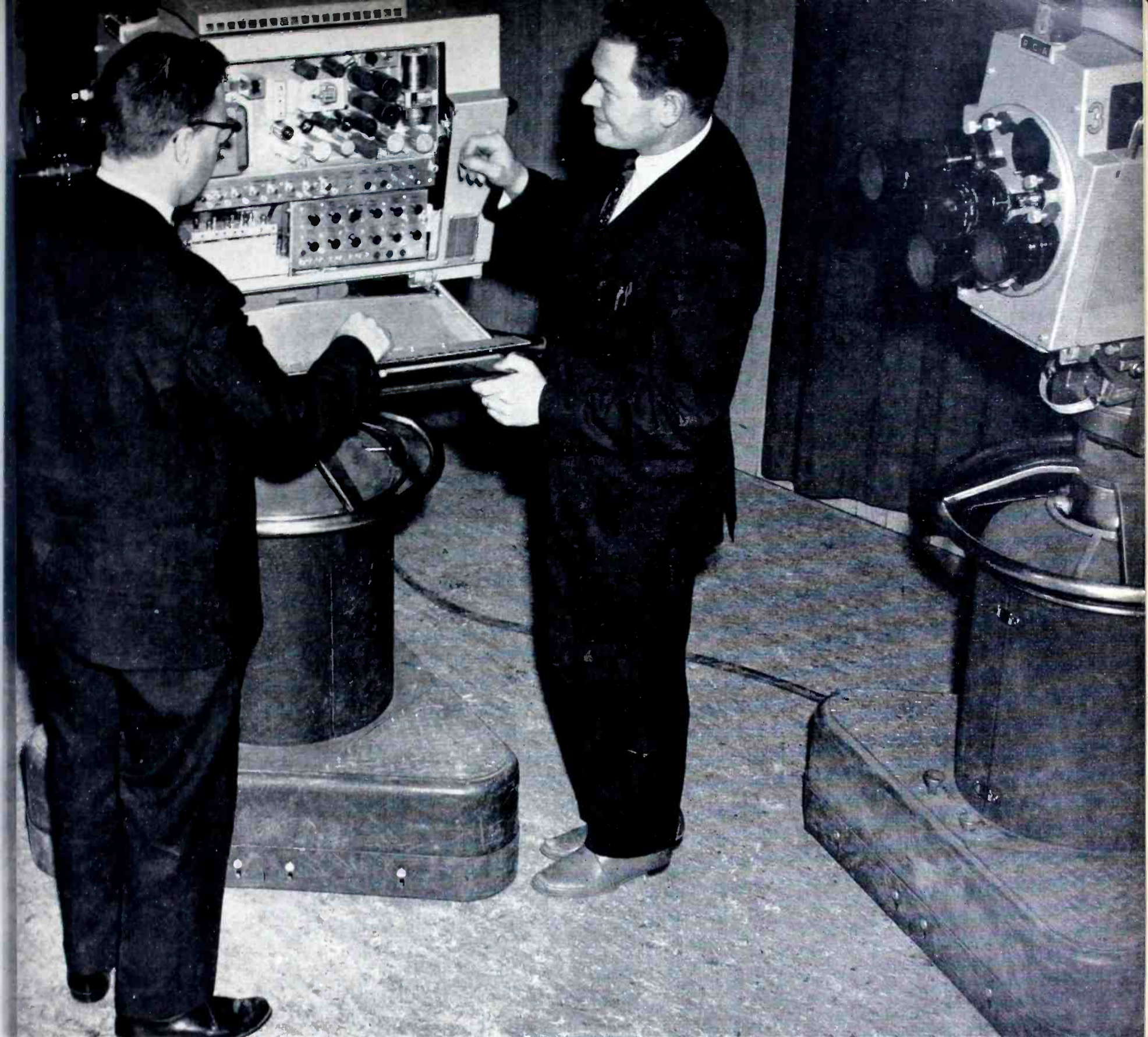
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CHLT-TV SHERBROOKE EXPANDS WITH CANADIAN-BUILT TK-63 CAMERAS

RCA Victor camera specialist Art Redhead discusses greatly improved accessibility of new 4½" camera with Robert Thiebaut, station chief engineer. The TK-63 features small console control, standard 24-conductor camera cable, large bright viewfinder, automatic counterbalancing of focus drive, and many, many other worthwhile innovations which make the TK-63 the most significant advance since the image orthicon camera was first introduced by RCA to the TV industry in 1945. Already sixteen TK-63 cameras are in daily use in Canadian stations, and additional units have been exported. For further details write or wire us for information or contact your nearest RCA Victor field representative.

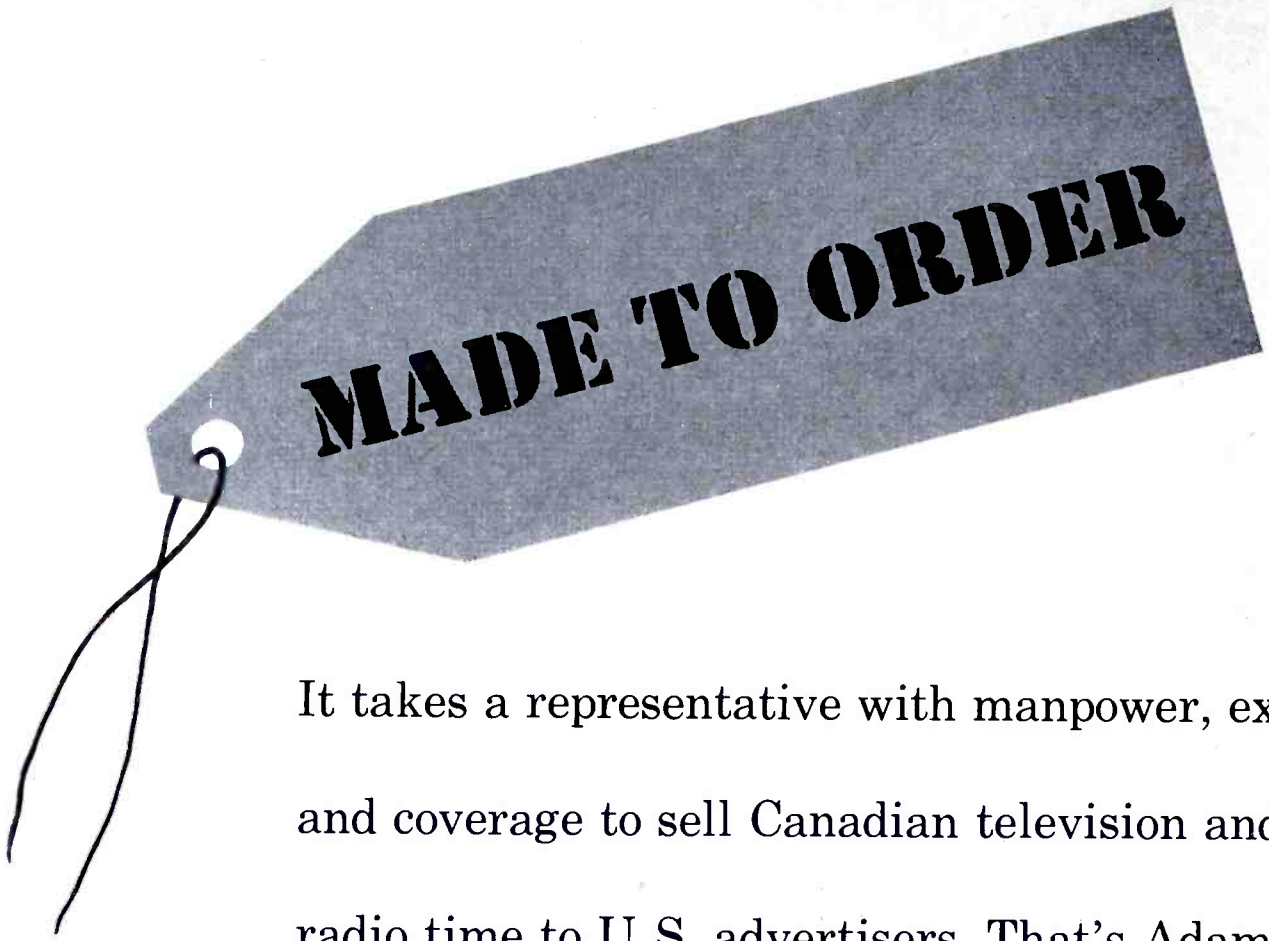


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