

Horace N. Stovin

# INDUSTRY MOURNS PASSING OF PIONEER BROADCASTER

VOLUME 23



NUMBER

Toronto

August 6, 1964



LAST WEEK the broadcasting industry said its final farewell to one of the first of its pioneers, Horace N. Stovin, who died from a throat ailment Tuesday July 28 in the Western Hospital, Toronto.

Horace, who was in his seventieth year, retired as president and proprietor of Horace N. Stovin & Company to become chairman of the board of Stovin-Byles Ltd. in August 1957. Since then he has been living between Florida and Bolton, Ontario, devoting his time to his wife, Brickee, and his hobbies — golf, gardening and photography among others.

This is the Stovin Story of today, but it was yesterday — in 1912 to be precise — that a young druggist in Unity, Saskatchewan, first became infected with the radio bug.

Actually, during the period while radio was being born, Horace was performing the function of walking up and down outside the maternity ward.

It all started in Moose Jaw, two years before the beginning of the first war, with frequent disruption of regular home electrical services and to the particular embarrassment of his mother on social occasions.

He checked his transmissions by running visits to a neighborhood pal to enquire if transmission had been received.

The war brought a temporary halt to further developments, but he took up the soldering iron where he had laid it down and in 1921, opened his own amateur station in Unity under the call letters of 4-AA and organized an amateur radio broadcasting club in 1923.

In 1924 a private commercial broadcasting licence was secured for his club's 10-AT, and the call letters were translated into CHSC.

In 1929, he abandoned his aim to establish a station in Western Canada under Saskatchewan Wheat Pool ownership

and became manager of station CKCK, Regina.

In 1933, he joined the Canadian Radio Broadcasting Commission (forerunner of the CBC) as Western Regional Program Director. When the CBC followed the CRBC, he organized and headed the station relations department for that organization and resigned in 1940 to open his own radio station representation business, which he expanded in 1941 with the acquisition of C. W. (Bill) Wright as a partner, and changed the firm name to Stovin & Wright.

In 1945 he and Bill Wright split up, and Horace continued as Horace N. Stovin & Co., until the present Stovin-Byles affiliation took place in 1957.

Right from its inception, this paper had a true friend in Horace Stovin, who was given to outlining our shortcomings in no uncertain terms. (His "Pepys Diary" advertisements are still remembered by many members of the industry).

Over and above everything else, what really counted was his willingness to sit down at any hour of the day or night to be used as a wailing wall.

There was the, to me, memorable occasion when I complained bitterly that I couldn't persuade the stations to send me any news. "Hell!" he said, "go out and do something or make something happen and then report that."

Another time, he was introducing me to some meeting or other, and his closing words were: "Dick Lewis comforts us when we are afflicted and afflicts us when we are comfortable."

You just don't forget friends like this; wonder sometimes what life would have been like had you not crossed their paths. And this feeling is general up and down the industry.

Horace had a dedication to broadcasting which is an example to today's industry, and the memory of his happy disposition lives on as a beacon in the hearts of us all.

—R.G.L.

"And so to bed."

—Samuel Pepys' Diary

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# What is better than an AMPEX VR-1100?



## TWO AMPEX VR-1100s!

This is why CHSJ-TV St. John, New Brunswick and CFCM-TV Quebec City have ordered their second VR-1100s.

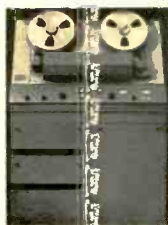
The new Ampex VR-1100 "Twinpack" production centre with Electronic Editor provides, in one unitized package, VTR flexibility that puts money in your pocket. This entire "Twinpack" occupies no more space than one old tube-type VTR.

Being transistorized the Ampex VR-1100 requires no expenditures whatever on air conditioning.

Along with CHSJ-TV and CFCM-TV, other members

of the Ampex VR-1100 Owners' Club include:

- CFCN-TV Calgary
- CKTM-TV Three Rivers
- CHLT-TV Sherbrooke
- CKBL-TV Matane
- CFTM-TV Montreal
- CJFB-TV Swift Current
- CJCB-TV Sydney (2)
- CBC-TV (6)
- 18 VR-1100s in all.



Take the first step toward joining the Club, call your Ampex man at:

**Ampex of Canada Ltd., 1458 Kipling Avenue  
North, Rexdale, Ontario. Phone: CHerry 7-8285**

# SIGHT & SOUND

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

IN "UN COUP DE MAITRE", the young Montreal agency of Bouchard, Champagne, Pelletier, Ltée has acquired the television rights for the Eastern Football Conference Big Four games for the 1965 and 1966 seasons. The \$475,000 a year price tag includes both English and French TV coverage of the games.

"The EFC agreed with the agency on the latter's philosophy that an ad agency is the necessary instrument for promoting football and for dealing in this respect with broadcasters, sponsors and the league itself," said the agency's announcement. A P.S. said 1965 sponsors have not been announced yet, but BCP has indicated it would welcome back the sponsors for the past two years, John Labatt Ltd. with one-half, British American Oil Co. and Ford Motor Co. of Canada Ltd. with one-quarter each.

MOVING INTO FRENCH TV for the first time, Sunbeam Corporation (Canada) Ltd. and Libby, McNeill & Libby of Canada Ltd. both through McConnell, Eastman & Co. Ltd. are co-sponsoring a quiz show, *Devinez Juste*, on French-language stations. The program is produced by CFTM-TV Montreal, and both clients will sponsor it on CFCM-TV Quebec, CJPM-TV Chicoutimi, and CHLT-TV Sherbrooke as well, while in addition Libby will co-sponsor it, probably with local clients, on CJBR-TV Rimouski and CKRN-TV Rouyn-Noranda.

NEW VICE-PRESIDENT at Young & Rubicam Ltd. is Paul R. Herriott, director of radio-TV production,

Herriott joined Y & R in 1959 as a radio-TV producer from a similar position with J. Walter Thompson Co. Ltd. and prior to that was a staff producer with the American Broadcasting Company in Chicago.

GOING AGENCY-SIDE after ten years with CBC-TV and three years of freelancing, Syd Wayne has joined McLaren Advertising Co. Ltd. as a broadcast supervisor. Wayne joined the Corporation as a scene shifter in TV's dry run days and was a TV variety producer when he left in 1961 to sell the network his panel show, *Flashback*. He has since been a consultant and independent TV producer, working with various agencies.

UPPER ECHELON CHANGES at CBC see Fergus Mutrie appointed CBC representative, New York, United Nations and Washington; Jack Craine named new program director of the English radio network; Bruce Raymond engaged in a study of TV operation and production, after which he will be associated with the CBC-TV French network.

Mutrie joined the CBC in 1940 as a farms program organizer for the B.C. region, was appointed director of television in 1949 in Toronto, and has been director of operations at Ottawa since 1959. Craine joined the Corporation in 1949 as an announcer at CBX Edmonton, headed International Service's English Section, was supervisor of programs for Northern and Armed Forces Service, and has been CBC's New York and UN rep since 1961.

Raymond has been with CBC since 1957 and has been program director, radio networks, since '59.

Staff announcer of ten years' standing, Frank Stalley, moves from Toronto to Ottawa headquarters this month as executive assistant to Charles Jennings, general manager of regional broadcasting. Before joining the Corporation Stalley worked at private stations here and in the U.S.

ANSCO OF CANADA, through Collyer Advertising, has launched a prize-award, proof-of-purchase radio promotion which will run through to September 30 on CHUM, CKEY and CFGM for the Toronto area; CKGM and CJMS, Montreal; CKNW and CFUN, Vancouver and CKY and CJOB, Winnipeg. The campaign is designed to attract a larger share of the \$3 million a week film business in Canada (including industrial and institutional).

In the Toronto area, AnSCO is tying in with the *CHUM Satellite* at the Canadian National Exhibition On TV they are co-sponsoring (with Steinberg's Ltd.) the prize contest program, *Lucky Score*, on CHCH-TV Hamilton.

## Obituary

WELL-KNOWN FIGURE in the advertising and broadcasting fraternity, James B. McRae, suffered a fatal heart attack July 23 in Richmond Hill Hospital. He was director of broadcasting at Leo Burnett Co. of Canada Ltd., having joined the agency in 1954.

During a long career in radio and TV, Jim McRae was an announcer and production manager at CKRC Winnipeg and production manager and assistant manager of CKUA Edmonton, before becoming a freelance announcer, writer and producer.

He is survived by his widow, Kathleen, a daughter and a son.

## ANNOUNCEMENT

### O'KEEFE ADVERTISING MANAGER



Donald E. McLean

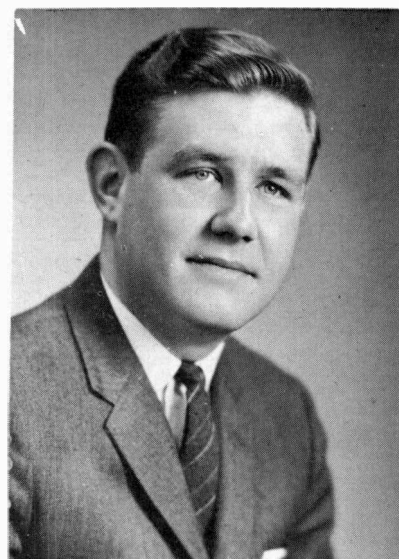
Donald E. McLean brings more than 12 years experience in advertising and public relations to the position of Advertising Manager of the O'Keefe Brewing Company Limited. The appointment, announced by O'Keefe President, W. Denis Whitaker, is effective July 27th.

Mr. McLean will report directly to the President. His functions will include prime responsibility for all advertising in Ontario and co-ordination of programs in Western Canada and Quebec.

Born in Montreal, Mr. McLean received his education in Toronto at University of Toronto Schools. He began his business career in the public relations department of The T. Eaton Company Limited and had become a senior account executive with a national Canadian advertising agency when he joined the Glidden Company Limited in Toronto as their Sales Promotion Manager. Since 1962 he has been Sales Promotion Manager for Glidden in the United States with offices in Cleveland.

## ANNOUNCEMENT

### CANADIAN GENERAL ELECTRIC APPOINTMENT



H. David Schiller

Appointment of H. David Schiller as Broadcast Sales Representative, Central Region, is announced by Canadian General Electric. Mr. Schiller will be responsible for the sale of broadcast systems to suit the requirements of radio and television stations in the Central Region area, covering all of Ontario and Manitoba. He replaces H. K. Davis, who has resigned from CGE to accept a position with the University of Toronto, as technical consultant in charge of visual teaching facilities. A graduate in engineering physics, University of Toronto, Mr. Schiller joined CGE in 1960. For a time he was connected with television antenna engineering design, then moved into the company's broadcast equipment headquarters sales group in Toronto. In his new position, he will have offices at CGE's Electronic and Defence Products Department, 830 Lansdowne Ave., Toronto 4, Ontario.

## CHAB - CHRE-TV APPOINTMENTS



DARREL JANZ

WALTER MACHT

Mr. J. D. Moffat, President of CHAB Ltd., recently announced the appointment of Darrel Janz to the position of Farm Director for CHAB Radio, Moose Jaw, and CHAB-CHRE TV, Moose Jaw - Regina, Sask. Mr. Janz takes over the position from Walter Macht, who was recently appointed News Director of the radio and television outlet.

**Telehue**

**Shows new color effect on b & w**



In order to show home viewers in London, Ont., how colored lines appear on their black and white television sets, CFPL-TV sent a camera crew to the parent company of Telehue in Detroit. Here interviewer Eric Finch (centre) gets all the data from John Mayer, vice-president in charge of operations of the General Television Network. The cameraman is Ted Whip.

SINCE MAY 19TH SEVEN OUT OF EIGHT London, Ontario, television viewers of the Carling newscasts on Tuesday and Saturday night have thought they had colored lines before their eyes at 10-second intervals. This is because Carling has been experimenting with a new technique which gives the viewer the impression of seeing red, blue and green lines on the screen during the billboard commercial of the program.

The experiment has been a success. Viewers have called London's television station CFPL-TV, first to verify that what they saw was not an optical illusion, and secondly asking what the process was and how it works.

The CFPL management went so far as to send a camera crew to Wayne University, Detroit, to interview John Mayer, vice-president of General Television Network, which has North American rights to this Austrian-invented color process.

This interview was shown the almost disbelieving London audience which has only black and white receiving sets. In addition, the local newspaper carried a front page picture and story explaining this first in Canadian television history.

Impressed with the reaction of London television audiences, Carling Breweries Limited intends, through its advertising agency F.H. Hayhurst Co. Limited, to use the new process — called Telehue — in the billboards of all its newscasts throughout the province.

Bill Burke, Ontario sales manager for Carling, says "We don't want to confuse our viewers, particularly those who have never seen full color telecasts. Our viewers are witnessing a new color effect based on image retention and it in no way resembles full color telecasts.

"Simply stated, the process we are using produces a chronic

visual effect utilizing black and white broadcasting equipment and giving the impression of color. Our system involves varied lengths and sizes of rapidly flashing lines that produce an image of red, blue or green to the viewer. The lines are taped electronically and can be produced to project tinted images."

Incidentally, it is best not to turn off all the lights in the room in an attempt to see the color better. With Telehue, brighter than usual white light seems to help the eye distinguish color better.

"The Telehue process is based on the well-known scientific oddity, Bentham's Top," Mr. Mayer said. "Anyone can make one with a piece of cardboard, by simply cutting a round disc and coloring one half white and the other black. The white half of the circle is then divided into three equal sections and, in each of the sections, an arc is formed at a different radius and colored black.

"When the disc is spun on the end of a pencil, most people see lines of red, green and blue.

"To make Telehue work on black and white television, line drawings are made on video tape, one frame at a time, in much the same way that cartoons are produced.

"Just how this is done is a patented secret, invented by Austrian Scientist Dr. Joseph Nagler, head of the Scientific Museum of Vienna.



**to tell your paper boy**

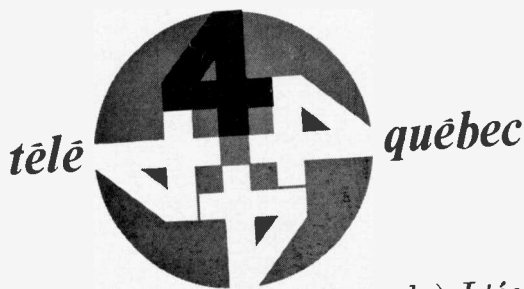


don't forget particularly that

during the months of july and august if you buy 4 occasions we give you an extra one. you get 5 announcements for the price of 4.

hardly radio & television / montreal / toronto

**25%**  
in free announcements



Télévision de Québec (Canada) Ltée.



MIKE STEPHENS

(Cont'd from page 8)

by referring to the group as young people.

Today, the term "young adult" is common but misleading. I prefer to class the youth market as generally young people under 25 or up to the time of marriage, if under 25. Then the responsibilities change somewhat from adolescent to adult as far as buying is concerned.

The complexity of the market is so great that you should not be unaware of the constant flux and change within the market itself.

For instance, what about the thousands of teens who get married each year in Canada at 17, 18, 19? Are they teens or adults? Probably it can best be said, they are both.

Three discoveries are important about young people. First, they are a vast market right now. In the U.S. they spend 300 million on cosmetics. They buy one fifth of the total deodorants sold.

#### BUYINGEST AGE GROUP

Gerald Gidwitz, chairman of Helene Curtis Industries, reported in Newsweek Sept. 1957, that teenagers consume 15 per cent of the company's gross sales. Today, 6½ years later, with the

population ratio increases, it must be much greater still.

Today teens buy over 70 per cent of all single phonograph records.

Lee Iaccoca, in a recent issue of Time, said teens are the buyingest age group in history. Right now it is the young people who influence styling at Ford, not women.

Speaking of cars, it is interesting to note that the ill-fated Edsel styling was not researched at all. However, for the new Mustang, they had twenty studies done. One finding — with the under 25 crowd — the car's outside appearance ranks first. Obvious conclusion — what's inside the package does not matter as much as the package itself.

How much money do young people have to spend?

Canadian High News, in a Canada-wide survey, found that the average Canadian teen earned \$9.44 per week. Allowance was \$3.29 average. Savings were \$4.07 per week.

The average U.S. teen earning per week is almost the same as Canadian. *Seventeen* magazine says \$9.53 against our \$9.44. *Chatelaine* says Canadian weekly teen income is \$10.52.

This money is "spendable" money. Dad's income is tied up for family necessities. Young

## ...young people have greater disposable income

people have a greater disposable income than the average housewife (excluding household purchases.)

ly. Median price of last lipstick purchased \$1.31. (Comparable figures for other cosmetic items are available.)

### SELL TEENAGERS DIRECTLY

Gone are the days when Mom took her teenage daughter by the hand to pick out a sweater or skirt downtown.

Canadian High News says 90.87 per cent of teen girls shop for or order their own lipstick. Another 4.12 per cent ask Mom or Dad to get the kind they themselves like. Only 1.24 per cent used whatever kind was at home. The conclusion is obvious — sell the teenagers directly.

Today's teen is avid for new products and merchandise. Almost one fifth of all teen girls shop on Saturday afternoon. In fact, we even know where they shop. 49 per cent buy lipsticks in the drug store; 30 per cent in the department store; 17 per cent in the 5 and dime; 10.4 per cent from the home agent.

Concerning lipsticks, here are other facts (American figures from *Seventeen*.)

When do they start wearing lipstick? 13 years 5 months.

Most important reason given for influence in selection of lipstick — color to match complexion.

Almost one half bought a lipstick less than one month ago.

Reason for purchasing last lipstick; saw a new shade. Median number of lipsticks owned, 7.3, of which 3.2 are used regular-

In the lipstick figures quoted, something's very wrong:

Most important reason in selection of lipstick: color to match complexion.

Then, reason for purchasing new lipstick — saw a new shade — contradictory.

Conclusion: Why are you toilet goods manufacturers letting the hat manufacturers steal your thunder?

Female teenagers (and others too) seem to say they buy a new lipstick because they saw a new shade. I wonder if they really mean they bought a new lipstick to make themselves feel better.

Why don't you tell her she is buying that lipstick (which she might not use regularly according to the figures) to feel like a million dollars again, and to be the most beautiful girl in the world (for her guy or potential guy.)

The first of three most important discoveries about young people is the vast potential market right now.

Secondly, we have found that the impact and influence that young people have on parental purchases are extensive.

We have figures regarding purchases of automobiles.

Teens were asked: "When the last family car was bought, how much influence did you have on its selection?"

(Cont'd. on page 10)

Bragging might be described as the loud patter of little feats

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

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

**DON WRIGHT**  
Productions

77 Chestnut Park Rd., WA. 5-1631

The trend is to balanced programming

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

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

## ...habits will remain with these young people when they become adults

(Cont'd. from page 9)

Answers: —

All the influence — 4.2%  
 Most influence — 11.4%  
 Some influence — 39.2%  
 None at all — 5.8%

Conclusion: Teenagers have a vast influence on parental purchases.

How many times have you heard a teen girl say to her mother: "That dress is too old fashioned," or "Your lipstick is not right for you." Right?

Third, — and very important — the future.

At Youth Research Council our motto is: "Tomorrow's Adults are here today!"

Findings show that these future adult consumer buyers all think the same regardless of

parental social status. Therefore, today, this moment, the future occupation of all youth is to be skilled consumers. They are brand conscious, are acquiring buying habits for the future, and are brand loyal customers also. Therefore, it stands to reason that the buying habits will remain with these young people when they become adults.

### ASSOCIATION IS THE KEY

A radio broadcaster and executive, a personal friend, told me recently that he attributed the success of his station to the fact that young people associated themselves with his station during their youth, and stayed on as listeners when they became adults.

Association is the key to the matter.

Back over at Ford, by designing cars for youth appeal,

they feel they are making the largest mass appeal possible since the cult of youth is so strong that men and women of all ages will associate with anything that has a youthful connotation.

They have also found that in most cases the teenager will buy the same make of car he bought first as a used car.

Truly, then, the most successful businesses of the future are planning for that success *now* with the youth market of *today*. It is your very best insurance policy for the *future*.

Teens resent being called "Kids".

Like to be treated in an adult manner.

Only difference from adults is lack of experience. Certainly they are ahead in many cases in education. They are gaining more experience until adulthood, by

which time they are trained consumers.

You are either "in" with this group or "not".

Strangely, their opinions are conservative.

They are ingenious, having found new uses for after shave lotion, and Saran Wrap.

From discussion with various people working with young people — in particular an executive with Montreal Boys' Association — the following has been put forth.

### BAD PUBLICITY

Adults, it is felt, are getting the incorrect picture of teenagers because of too much wrong publicity. In other words, the *good* stories about *good* teenagers don't get into the papers often enough.

Yet, the vast majority of young people are active, positive-thinking, interested in good things.

The image of the black leather jacket is fast disappearing, being replaced by a well-dressed, better-adjusted young person. More and more teens are staying in school, going to college and looking for a challenge. They want *something* to do, but don't know *what* to do. They look to adults for guidance, but don't always get it.

ANNOUNCEMENT

ANNOUNCEMENT



### S & T WITH SIMON CIGAR TALK BIG FOUR FOOTBALL

Mr. P.J. Fergus, Vice President & General Sales Manager of Simon Cigar Co. Ltd. is shown signing CJMS Montreal Big Four play-by-play radio contract on behalf of El Producto Cigars with Ed Ross of S & T.

Seated left to right: Mr. D. R. Phillips, Account Executive, Stanfield, Johnson & Hill Ltd., Mr. P.J. Fergus, Vice President — General Sales Manager and Mr. G. Gauthier, Advertising & Promotion Manager, Simon Cigar Co. Ltd.

Standing left to right: Mr. R. Brisebois, Sportscaster, Mr. R. Demers, Vice President & General Manager CJMS Radio, Montreal and Mr. E.A. Ross, Vice President, Stephens & Towndrow (Quebec) Ltd.



R. A. PITT

Mr. H. A. Crittenden, Vice-President and Managing Director of Transcanada Communications Limited, announces the appointment of Mr. R. A. Pitt as General Sales Manager of the Company. Transcanada Communications Limited operates CKOC Hamilton, CKRC Winnipeg and CKCK and CKCK-TV Regina.

Mr. Pitt was formerly Executive Assistant of the Company and will continue to make his headquarters in Toronto.

The CBC says its operational expenses were met to the extent of 59 per cent by parliamentary appropriations and eleven per cent by Governor-General special warrants, authorized by the government. The remaining 30 per cent was met by advertising and miscellaneous revenues.

The report notes that the increasing trend to recording of TV programs has resulted in improved use of facilities and staff.

The CBC refunded \$62,000 to the government May 29 representing the unspent portion of the 1963-64 parliamentary grant. Last year it returned \$1,339,262 to the federal treasury.

A further increase in public expenditure to support the CBC has been forecast for the 1964-65 fiscal year. Estimates tabled earlier in the commons show a \$7,461,000 jump to \$85,900,000, or more than \$4 per capita, in the parliamentary grant.

Separate from the operating grant is a \$14,250,000 capital grant.

The CBC's report says its Finance Committee has devoted an increasing amount of time and study to the corporation's financial planning.

#### CBC's PROJECTED EXPANSION

The report surveys the possible future expansion of CBC Service. At present there are about 122 communities with a population of more than 500 on the CBC's Radio Planning list and about 60 with populations of more than 2,000 on the Television list.

The capital cost of extending service to these communities over a ten-year period starting in 1964 would be upwards of \$15,000,000.

However, the CBC says that if parliament provided financing in the form of a special grant, it might be possible to shorten the time to a few years with the co-operation of equipment companies. Various aspects were being explored.

The CBC says that by the end of 1963, 98 per cent of Canadians were within reach of its national radio and 94 per cent of its national TV service.

The corporation looks to some strengthening of its basic AM (Amplitude Modulation) standard band radio service, and considers FM (Frequency Modulation) radio still far from being a fully effective alternative service.

The report says the CBC will require the continued services and co-operation of many private affiliates for many years to come. Replacement of the affiliates' coverage by a complete system of CBC-owned stations would have to be a very long-range project.

Ouimet spoke glowingly of relations with private broadcasters generally, as represented by The Canadian Association of Broadcasters, and specifically with those many private affiliated radio and TV stations.

"The past year has been marked by increased co-operation between the major components of the system and in the retrospect of future years this may well prove to be the most significant development of the period."

#### THEY READ FOR THE BLIND

THE "TALKING LIBRARY" of the Canadian National Institute for the Blind now boasts some of the outstanding novels of the day, read by some of Canada's top actresses and actors, thanks to the CBC, the authors and their publishers, the performers involved and their union, ACTRA.

The tapes were originally produced for and broadcast on *Trans-Canada Matinee*, heard weekdays on the CBC Radio Network. A regular feature of the program is serialized readings of adapted versions of current literature.

Among the tapes donated to the CNIB thus far are Standahl's *The Red and the Black*, read by Tony Robinow of Montreal; *Tom Jones*, by Henry Fielding, read by Budd Knapp; *Running to Paradise*, by Kildare Dobbs and read by the author; *Cold Comfort Farm*, by Stella Gibbons, read by Diana Maddox; Farley Mowat's *Never Cry Wolf*, read by Max Ferguson.

Further "talking books" will be donated by CBC as they are read on the program.

#### IDEA BANK SEEKS MEMBERS

THE NORTH AMERICAN BROADCASTERS Idea Bank would welcome applications from stations in Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland, to bridge the gap in its continent-wide picture of the broadcasting scene.

NABIB now has 95 members — eleven Canadian stations, 79 in the U.S. and five in Australia — with a membership limit of 100. There's no membership fee, but each station must file a monthly report on station activities to every other member station.

President of NABIB is David E. Lyman, promotion manager of CKY Winnipeg, and application forms and further information are available through Lyman. Canadian NABIB members are CHML Hamilton; CJSP Leamington; CKBB and CKVR-TV Barrie; CKCY Sault Ste. Marie; CJLX Fort Williams; CKY and CJAY-TV Winnipeg; CHAB Moose Jaw; CHED Edmonton; CKXL Calgary; CKLG Vancouver.

## Join me for breakfast?

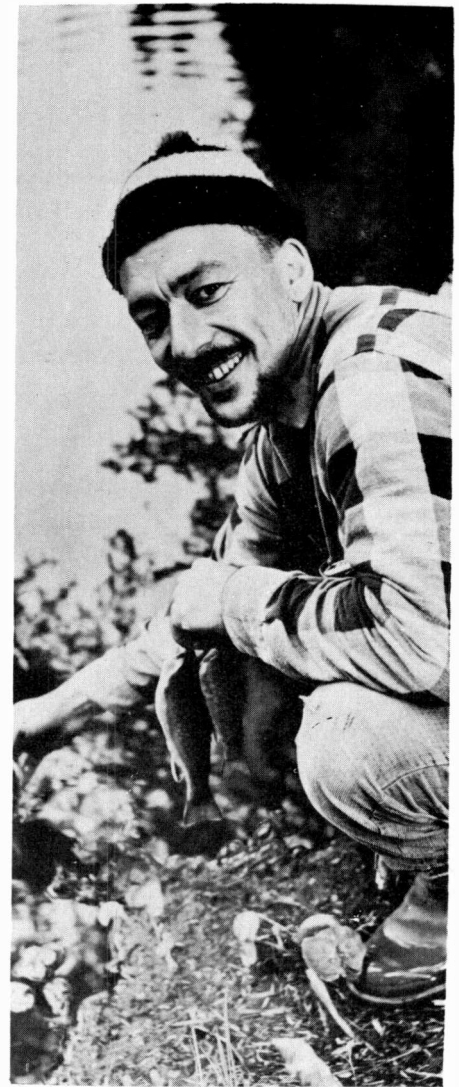
We suggest you do join Wally Stambuck each morning for breakfast. Wally is the popular morning man on CFQC, Saskatoon, a veteran broadcaster and well-liked by his daily listeners.

In case you wonder about the attractions of Saskatoon for a man of Wally's calibre, we draw your attention to the sylvan scene at right. Unlimited recreational facilities hereabouts for a man who loves the outdoor life. Ideal for Wally. Perfect for CFQC. And for you and your product.

Not yet an advertiser on CFQC's breakfast show? Correct that situation now. That's a fine kettle of fish.



radio Saskatoon



A completely new concept  
in twentieth century **RADIO!**

Scintillating five-minute  
programs present you the  
opportunity to dynamically **SELL ...**

any type of radio  
audience or **CLIENT!**

WRITE, WIRE OR PHONE

GENERAL PRODUCTION SERVICES  
2 Belmont Street, Toronto 5

**GPS Puts the Program in Radio Programming**

# Today's teens are tomorrow's customers

based on an address by MIKE STEPHENS  
to the Toilet Goods Manufacturers Association

LET'S LOOK AT THE SIZE and potential of the Canadian Youth Market. By next year, half of all Canadians will be under 25 years of age.

(1961 census figures show M & F 10-19 population of 3,288,558. Projected figures to 1965 show 3,803,200 persons).

The percentage increase 1961-66 in the 13-19 bracket will be 20.6 per cent compared with a total age bracket increase of only 8.0 per cent. Never before has there been such a vast potential "district group" market in history. But, how do we get it?

To answer that, let's look at a teenager. For our purposes, we'll be specific - a female teenager.

She is naive in her younger teen years. The lyric of Hit Parade songs with a double-entendre that curl father's hair go over her head. One girl repeated the following story that she didn't get, to her parents, and asked for an explanation.

A little girl asked her Daddy to tuck her in like Mommy. Then she said "Daddy, please kiss me

goodnight like you kiss Mommy." He did. Then she said, "Daddy please whisper in my ear like you do to Mommy." He went "pssst!" And then, the little girl said, "Not tonight, George, I'm too tired."

On the other hand, the teenage girl is very wise to things which concern her world. Here are some of the things we know about her.

She is an aware person, on the move with school, community activities, dates and homework.

She's very interested in things that interest her. She's eager for direction in good grooming, fashion, general charm. She confides in her friends, not her parents. She is acquiring buying habits which she'll carry into adulthood.

## TEENAGERS CONFORM

All teenagers conform. It is intolerable to be different. In other words, if your product is in, it's in all the way. We've found that teen buyers are impatient; seldom shop around; price comparisons are rare; they are brand conscious and brand-loyal customers.

For our record hops, and on the air, to find out if a new record release will be a hit or not, I simply audition it before a group of teens. It seldom fails to give me the answer.

There are two phenomena about the teenager and conformity. One is this. On a trip to Moncton, N.B. I was guest at a dance for teenagers and discovered they danced exactly like Montreal teens. They could not explain why.

Secondly, the "mohair-sweater" story. All of a sudden the fad started. Mohair sweaters were in! Then, just as the manufacturers flooded the market and mohair sweaters were available everywhere, the fad was over.

Is it the "hard-to-get" psychology? I wonder. For a Saturday afternoon broadcast we purposely made tickets hard to get. The result was a weekly line-up with three times the number we could accommodate. Yes, teenagers conform.

How old is a teenager? Answer 13 - 17. What is a young adult? Answer 18 - 21?

Another fact is that 15½ year dividing line.

One group of teens can't stand the other. Starting as early as 11 it goes on to about 15. Then the senior teen is 15 - 19. Both groups have various likes and dislikes, and in many ways are miles apart.

The remarkable thing is none of them like to be called "teenagers". I got around the problem

(Cont'd. on page 9)

## TELEVISION and the TEEN AGE MARKET

by Ed Lawless

Executive Vice-President TvB

Television: the most powerful advertising medium yet devised, is undoubtedly the most effective medium for reaching and selling Canadian teen-agers.

Advertisers recognize this fact and those companies selling products of direct appeal to the teen market, spend the major portion of their advertising budgets on television. An analysis of spending on measured media shows that advertisers of candy bars, chewing gum, soft drinks, cereal products, grooming preparations, cosmetics, teen fashions and footwear are among the heaviest users of network and selective television in Canada.

The Canadian teen-ager, although definitely selective in choice of program, plans the week's activities to include favorite television shows. Teen-age viewing includes a wide variety of types of programs. Sporting events, particularly hockey and football, family shows, movies, variety shows, situation comedies, dramas, local teen-age dance programs and semi-educational shows are among the most popular.

Although such programs as *Walt Disney Presents* and *The Twentieth Century* attract substantial teenage audiences, today's teen-agers show a marked preference for shows with a strong entertainment value. The *Ed Sullivan Show* is one of the most popular among the teen set. The almost hysterical reaction of the younger people from coast to coast following the appearance of The Beatles attests strongly to success of this show's policy of catering in part, to teen tastes.

The Bureau of Broadcast Measurement, National Program Report, March 1964, reports that twenty-eight network and selective English language programs, each attracted more than a quarter of a million teenage viewers from coast to coast. Five of these, *Bonanza*, *Ed Sullivan*, *Beverly Hillsbillies*, *N.H.L. Hockey* and *Hazel*, were each viewed by over 500,000 Canadian teenagers.

In Canada's predominantly French language areas the teen-age television viewing is even more impressive. Forty-five programs attracted over 100,000 teen viewers apiece and of these, twenty-nine reached well over 200,000 of tomorrow's adults in French Canada.

# "ACTION STATIONS!"

## CFCN RADIO/TV CALGARY





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**Editorial**

**A subtle move for omnipotence**

The eternal struggle of the microphone and camera vs. bureaucracy moves into a new cycle with the recommendation of CBC President J. A. Ouimet that all broadcasting stations, publicly and privately owned, should operate on a "charter" basis and be directly responsible to parliament.

Mr. Ouimet uses as a pretext for his recommendation the thought that establishing the whole broadcasting system on this "charter" basis for a period of perhaps ten years, would give both the public and the private stations "a firm basis on which to operate during this known period."

Actually the CBC president's aim as we see it is two fold.

First he would like, and with very good reason, to have CBC finances arranged on a long-term basis, thus obviating the need for the Corporation to go to Parliament each year for the money it needs to carry on. In the second place, the CBC has been smarting continuously ever since, six years ago, the new Broadcasting Act compelled it to abdicate its regulatory powers over the private broadcasters in favor of the then newly-appointed Board of Broadcast Governors, which now regulates the CBC as well.

Displaying his usual brilliance as a tactician, Mr. Ouimet is couching this latest recommendation in such terms as to give the impression he is doing this for the private stations as much as for the CBC. By accident or by design he has chosen the time to do this immediately before the Fowler Committee begins its investigation of the Corporation. Red herring? We wonder.

In actual fact, as we understand it, putting the stations on this "charter" basis would mean that stations would have a green light for ten years or whatever the period of the charter might be, subject no doubt to "good behavior". This actually would be an improvement on the present tenure of licence, which is anywhere from one to five years. But making them responsible to parliament could mean anything, including repetitions of the ridiculous chains of events which took place in the case of the *Open Grave* episode and a hassel which appears to be still taking place with Richard Ballentine's *Mr. Pearson* film.

The CBC's hope to get its financing stabilized for definite terms of years, probably ten year periods, is understandable, desirable even, if the corporation is to continue in its present form. But isn't it really trying to get the Board of Broadcast Governors off its back, which would defeat the purpose of the act - to have one regulatory body for both public and private broadcasting?

Suggesting that the private stations operate under the same "charter" system is, as we see it,

an attempt to get rid of the BBG entirely.

With public and private broadcasters all responsible to parliament, there would have to be some agency to carry out parliament's wishes, and it seems obvious to us that this would logically be the CBC. This would mean a reversion to the pre-BBG state of affairs, where the CBC would be both the regulator and competitor of the private stations.



Members of parliament are not qualified to adjudicate over the conduct of a broadcasting station which is operated on a commercial basis. How could they be?

Broadcasting is a business. Just that. A station prospers according to its usefulness to the people it serves, both its audience who provide its "circulation" and its advertisers who decide whether or not that "circulation" is worth buying, for the advancement of their own interests.

So, if a commercial broadcasting station - radio or television - does not serve a useful purpose, it has no audience, and if it has no audience it has no advertising, and fails.

This is the form of regulation that really works. It has done so for centuries. It is doing so today. It will continue to do so, when as and if at least some of the people concerned regain some slight semblance of sanity.



As far as the privately-owned broadcasters are concerned, they are operators of legal businesses. If there is doubt on this score, be it remembered they are forced to buy licences to operate, like a cocktail bar or a beer parlor, but unlike a newspaper or a magazine.

Having secured these licences, surely these businessmen are entitled to pursue their activities - oh subject to good behavior of course - without incessant and interminable interference from over-ardent public servants, whenever they take a notion to take a poke at them.

So far the "charter plan" is only a notion of the CBC's, to which, in its own view, omnipotence seems essential to survival. Maybe it will never materialize into fact. On the other hand, maybe it will, and when and if it does, it will be too late for the private industry to raise its voice in protest.

It is up to the industry as a body, and the individual stations on their own to indicate *right now* that they consider this suggestion of the CBC's a piece of crass impertinence which they do not intend to tolerate, or, to express it in intelligible monosyllables, tell 'em to go to hell.

**RADIO RBS**



# Wants BBC "Charter" system for self and privates

THE CBC HAS PROPOSED a radical reorganization of Canada's broadcasting industry in which both public and private broadcasters would operate on a "Charter" basis and be directly responsible to parliament.

The publicly-owned Corporation also disclosed that in spite of an increased parliamentary grant and more advertising revenues, its total expenses still exceeded total income by \$4,071,553 in the year ended March 31.

CBC President J. Alphonse Ouimet, in the corporation's annual report tabled in the House of Commons, called for a broadcasting setup similar to that under which the British Broadcasting Corporation operates. (The BBC is a publicly-owned organization established by Royal Charter. It is responsible to parliament and its operations are examined every ten years by a special committee, set up by parliament prior to renewal of its charter. The BBC's re-

venues are set by parliament for a long period and it is completely autonomous with respect to its programming and internal administration. Britain's Independent Television Authority, responsible for commercial operations, also had direct responsibility to parliament.)

## ACCENT ON INQUIRY

Ouimet said the CBC is willing to participate in talks with representatives of the various components of the Broadcasting industry to help smooth operations. But the CBC did not think such discussions should replace "Canada's traditional and basic approach to broadcasting matters — the public inquiry."

"Such major public inquiries might very well establish the whole broadcasting system on a 'Charter' basis for a period of perhaps ten years, giving both the public and private sectors of the system a firm basis on which to operate during this known period," his report says.

"This would do much to dissipate dissensions which have plagued Canadian broadcasting over the years and which have arisen largely from anxieties caused by uncertainty."

The CBC sees this kind of step making possible orderly and efficient development of the national services with parallel benefits for private broadcasters.

"Above all, such a 'Charter' basis — similar to that on which the BBC operates — would be conducive to a clearer public understanding of broadcasting's responsibilities and status. . . .

"The CBC believes . . . adoption of a 'charter' or some variation thereof is not only warranted but desirable and necessary if broadcasting is to develop a true stability and maturity."

In the CBC view a major study should precede the establishment of any new "charter"

period and should set the pattern for that period. The CBC would provide an estimate of long-range financial requirements and an outline of expected development of service and coverage during the period.

(State Secretary Lamontagne announced last month he has appointed a three-man committee, headed by R. M. Fowler of Montreal, to take a fresh look at broadcasting legislation and recommend any changes it thinks necessary. Fowler, president of the Canadian Pulp and Paper Association, was chairman of the 1956-57 Royal Commission on Broadcasting.)

Ouimet's report made no mention of what the CBC thinks should be the future of the Board of Broadcast Governors, the regulatory body for Canadian Broadcasting. There is no separate regulatory board in the British system.

## FINANCIALLY SPEAKING

The report shows more funds flowing into the CBC, which provides service to a total of 371 radio and television stations, but expenditures show a corresponding increase.

Total income for the 1963-64 financial year was \$111,387,000 compared with \$104,057,000 the previous year. Revenues included an increase in advertising to \$32,392,102 from \$30,846,627 and in the parliamentary grant to \$78,439,000 from \$73,994,000.

Total expenses were up by \$7,092,000 or 6.5 per cent to \$115,458,000 from \$108,366,000 in 1962-63.

Cost of programs increased to \$74,387,746 from \$69,912,265. Programs without advertising cost \$53,790,743 and those with advertising \$20,597,003.

After the release of this story by The Canadian Press, a CBC spokesman pointed out that the total expense figure given for the year includes depreciation of \$4,071,000. He said this should be added to the income figure to balance the accounts, making it \$115,458,000, the same as for expenses.

It's also quite possible that blondes prefer gentlemen

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

## Memo

from Radio-Television Reps. Ltd.

to John Graham  
Stewart Coxwell

CFGM, Toronto-Richmond Hill

In one year, the impact reflected by CFGM, Toronto's "Country Music" radio station on Metro and York County audiences is truly outstanding. The tremendous loyalty of the broad range of people who listen to and enjoy your sound is not only reflected in an increased audience picture but also in the tremendous advertiser response in recognition of the selling impact of Country Music, CFGM style.

GORDON FERRIS  
Radio-Television Reps. Ltd.

# Today's youth has set its own standards

by **BUD HOFFMAN**  
President  
Radio Sales Bureau

**HORIZONS HAVE CHANGED.** Today's foot-paths are mostly paved and when the modern youngster speaks of "going riding", chances are that his mode of transport will be neither the gee-gee of his grandparents' age nor the jalopy of his father's day. He means . . . . .by jet!

Young people are explorers in a very real sense, for every day science is opening up new vistas and extending the frontiers of human experience. They see and hear so much that we never even dreamed of. Born into an age of accelerated change, they have come to expect the new and different, to accept what they like and reject that which fails to measure up to their sophisticated standards. They are familiar with the latest in fashions and foods — and eager to sample both. They can boost a tune onto the Hit Parade and rocket a performer into the "big time" — and their influence is increasing.

Many of the young explorers have more money to spend in a month than the entire salary earned by their fathers when they were born. They buy their own clothes and other personal needs. On reaching legal driving age, they make a down payment on their first car — *radio equipped of course.*

"Despite the changing times, "moon" still rhymes with "June" and young love is pretty much as it used to be — with one important exception. When young couples count the stars and promise the world to each other, as couples have from the beginning of human time, — more than likely their emotions are stirred by songs of love from that very personal possession — the transistor radio.

I don't care for the term "teen-ager". It tends to downgrade those young consumers who are on the threshold of adult years and already are buyers of importance. It is during the so-called "formative years" that they will establish many of the brand preferences that they will carry with them through their adult lives.

The young consumer is heading for tomorrow at a record clip. He makes the hits and the fads. And by the time we oldsters have accustomed ourselves to Tom Swifties, Elephant jokes and the Beatles, he's on to something else.

But the influence exerted by the young consumer is by no means limited to juvenile frivolity. Today's young Canadian has money — perhaps from an after-school job, from an allowance out of the parental pocket or both.

True, the income is relatively small. But remember this. It is practically all disposable. The average young consumer is not burdened with rent or income tax. Nor is he economy-minded. He doesn't go out of his way to save and probably won't until the early years of marriage. Those years may well be delayed because of the intensive campaign aimed at persuading young Canadians to stay in school and complete their education.

There are over 1,600,000 young Canadians in the 15-to-19 age group while behind them are almost 2,000,000 in the 10-to-14 age category. With births averaging 475,000 a year, future consumers are coming along in increasing numbers.

The under-20's exert tremendous consumer influence. For example a major soft-drink manufacturer estimates that one-third of total sales are to the teen and sub-teen groups. Another advertiser is interested in a market of 250,000 Canadian teen-age girls with estimated spending power of \$13,000,000 weekly — an average of \$52.00 each.

No wonder the term "billion dollar babies" is being applied to the young people of 1964!

But today's young consumer is elusive — on the go. It follows then that he is reached best and most often by the medium that goes with him — radio.

Radio Sales Bureau studies have shown that 99 per cent of girls 13-19 and 95 per cent of boys in the same age group, listen to radio every week for an average of better than 2½ hours daily.

Over 99 per cent of young Canadians have at least one radio at home. 23 per cent have three sets, 21 per cent have four sets, 16 per cent have five sets and 15 per cent come from homes equipped with six or more radios. In addition, there is listening out-of-home. Last year 45 per cent of all radios sold in Canada were portable — excluding car radios which accounted for another 23 per cent of set sales. Development of the transistor radio has increased outdoor listening among young consumers more than any other single factor. This trend will doubtless intensify as micro-miniaturization reduces the size and cost of receivers.

Thanks to modern research techniques the advertiser whose product has special interest and appeal for the young consumer can aim his message at this primary target at times when there is maximum listenership among this elusive but lucrative audience.

Yes, this young modern consumer or 1964 Explorer can best be reached by Radio.



"a funny thing happened during lunch today". . .

. . . the **NOON SHOW**,  
12:00 to 1:00 p.m.  
daily, **HELPS KEEP**  
**CFRN 3TV ON TOP**  
**IN EDMONTON**

The Noon Show, with its community interest, spontaneous humor, zany antics, live popular and western music and proven 3tv personalities, has been a favorite family lunch-break in Edmonton for 9 years.



**EDMONTON**

For further information contact  
CFRN-TV, Broadcast House, Edmonton, or:  
RADIO-TELEVISION REPRESENTATIVES  
LTD.,

Toronto Montreal Vancouver



## IS YOUR KINGSTON CAMPAIGN TOPLESS?

You only **HALF-COVER** the Kingston market if you don't use **CKLC!** And what a market!

Metro Population — 66,800  
Market — 54% **ABOVE** nat.  
average

Income — 17% **ABOVE** nat.  
average

Growth Rate — 17% per  
decade

Retail Sales — \$83,300,000.00

Contact **HARDY RADIO & TELEVISION**  
**CKLC and CKLC-FM**  
**KINGSTON**

# Preserves individuals in corporate complex

IN THE BATTLE OF PEOPLE versus the Corporate Image, the trend is to giant corporations with coast to coast coverage, tremendous buying power, minimum overhead. The advantages are obvious — highly computerized efficiency and consequent effectiveness and profit.

On the other side of the ledger, is the personal aspect of business, as evidenced by the friendly corner grocer, with his built-in knowledge of his customers' needs and a prosperous lifetime spent filling them.

The problem of this old-style individual business is summed up in one word — survival.

People do business with people, but computers are tough competition, and many "people organizations" have been forced to start working on the philosophy, "if you can't beat 'em, join 'em."

The situation is the same with stores, factories and even advertising agencies, and a group of nine medium-sized agencies has added the pluses and minuses and thinks it has come up with the right answer.



AGENCY MEMBERS of the Trans-Canada Advertising Agency Network, left to right, are: Gordon Rowntree, Gordon Rowntree & Co. Ltd., Vancouver; Bill Whitehead, Whitehead, Titherington & Bowyer Ltd., Toronto; Al Lippman, Lippman Advertising Associates Inc., Buffalo, N.Y.; John Doherty, John Doherty & Co. Ltd., Ottawa; Manny Dunsky, Dunsky Advertising Ltd., Montreal; Phil Backman, Backman Advertising Ltd., Halifax; John Anderson, John C. Anderson Associates Ltd., London, England. Missing from the photograph are Frank Duckworth, The Duckworth Office Ltd., Toronto; and Stan Larriman, Lorrman Advertising Agency, Kitchener.

Retail business of the "people" order has had to face up with this problem with the advent of the chain and department store, is making a fair fist of it.

In the drugstore business, individual druggists are meeting the challenge with an organization called Independent Druggists' Alliance (IDA) which does the buying for its membership of 500 Ontario drug stores, thereby giving them the benefit of quantity discounts; prepares advertising for them on a mutual basis; and supplies them

with private brands which are competitive in price and quality.

The same system exists in the grocery business which has its IGA, Hardware its IHA and so forth.

Through these organizations, and no doubt others in other fields, hundreds of individual merchants are finding a means of meeting competition from the giants and maintaining their personal individuality as an important plus.

### Agency Problems

The problem in the advertising agency business is closely comparable to that of the retailer.

Familiarity with markets and contact with dealers across the country is the basic problem because a national advertiser, based let us say in Toronto, is vitally concerned with the habits of his potential customers and distributors from coast to coast.

To large agencies, with branches — often just service ones — in every city of any importance, there is no problem. To the smaller agency, operating in Halifax for example, who has a client with a coast-to-coast product, the obstacles are insurmountable.

With such thoughts in mind, a group of nine medium-sized agencies, with total billings of around \$6,000,000 (up 37.5 per cent in one year) have formed an "IDA of the advertising business", and it is beginning to show signs of working.

The Trans-Canada Advertising Agency Network (TCAAN) is an alliance of agencies, seven Canadian, one American and one English, which operate completely independently but offer each other co-

### ANNOUNCEMENT STEPHENS & TOWNDROW ANNOUNCEMENT



GEORGE CARTER

Stephens & Towndrow (Quebec) Ltd., national sales representatives of major market radio stations, is pleased to announce the appointment of Mr. George Carter as a Vice President of the company. Mr. Carter has, for the past five years, worked closely with national advertisers and agencies in the development of radio campaigns and promotions.

The trend is to balanced programming

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1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott

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**Answers your phone whenever you are away from your office or residence.**

Phone for Booklet in

Toronto	Montreal
924-4471	UN. 6-6921

operative assistance as outlined in their own eight objectives:

(1) To provide branch office service among the members.

(2) To help members improve and stabilize their operations through the exchange of confidential data and management information.

(3) To improve members' creative ability by the exchange of ideas and data.

(4) Improve the general management of members' organizations by developing executive ability.

(5) To aid members in securing a greater volume of business by improving sales methods and by supplying sales support.

(6) To promote public recognition of the Network to increase its prestige and influence.

(7) To conduct and make available to members, research in the fields of advertising, marketing and public relations.

(8) To promote good fellowship and personal friendship between members.

#### Mutual Usefulness

The Network is set up with the basic purpose of the members of the group each being useful to each other whenever and however possible.

For example, any member may call on other members to originate work or make work originated by one available to another, for a mutually satisfactory fee.

Any member may call upon another or others to gather market data or conduct interviews in their

ANNOUNCEMENT

#### RADIO STATION CKAC APPOINTMENT



Marc Legault, well-known figure in Radio and Television circles throughout Eastern Canada, has been appointed Sales Director for Radio Station CKAC, Montreal. He was formerly in charge of the Montreal Office, for Hardy Radio and Television Limited.

areas at agreed hourly rates.

They may call upon each other for advice on the conduct of their businesses or the handling of their accounts without charge.

Joining the network entails an initiation fee of \$100 with annual dues of \$75.00

The requirement for membership is summed up as follows:

"New members are admitted by approval of the membership. Agencies selected for membership must have a common ground of interest, be compatible with other members, be willing to co-operate in serving other Network members and meet the specific requirements detailed in the TCAAN 'Admission Standards'."

Just how far the Trans-Canada Advertising Agency Network proposes to develop and expand its activity has not been disclosed. It was established in June 1963, so it

has just over a year under its belt. Bill Whitehead, of Whitehead, Titherington & Bowyer, Toronto, its instigator, says that each member agency is already attracting bigger and better clients. Speaking of his own agency, Whitehead said an agency in Tokyo had been attracted by the co-operative idea, and had formed an association between the two offices.

Wherever this enterprise is head-

ing, one thing is sure. The Battle of People versus the Corporate Image takes a new turn with TCAAN, which seems to be making a point of exploding the old theory — "if you can't beat 'em, join 'em" — by combining the two philosophies into one — the individual practitioner and the giant corporation — a procedure which might end up proving that you can, after all, have your cake and eat it.

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

Sunshine,  
flowers,  
music  
... and  
how  
to  
bath  
a  
canary!



Warm sunshine, fragrant flowers and good music are enjoyed simultaneously by Robert and Doris Ward, of 1642 Davie Street in Victoria, B. C., and their three healthy, happy children, Michael, Susan and Paul. Robert Ward, a building contractor, and his attractive wife are delighted with their children's musical talents. Michael, 13, a fine accordionist, is also a clarinetist with the school band, while Susan, 12, and Paul, 9, both play the piano.

The children's musical tastes range from hymns through marches to jazz, while their parents prefer "the good old songs". The family's preferences in music are all catered to on CJVI, but Doris and Bob also regularly listen to Lundy Sanderson's live news programs broadcast from the News Cruiser, and Doris enjoys the very popular "Joe's Notebook".

"I've learned how to do a lot of things from Joe's Notebook", she recalls. "Even, once, how to bath a canary!"

This active, close-knit Victoria family is one of the more than 36,000 who listen to CJVI every day.

**CJVI VICTORIA B.C.**

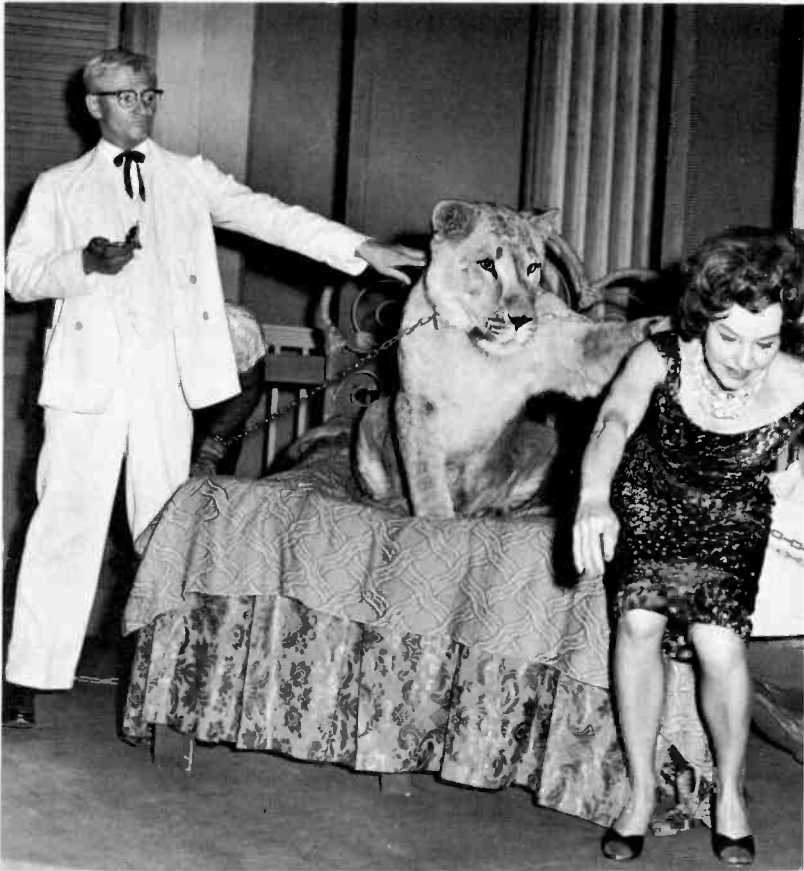
**FIRST STATION IN B.C.'s SECOND MARKET**



VICTORIA IS the CAPITAL CITY of B.C.

# OVER THE DESK

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



BACK FROM A SIX WEEKS STINT at Winnipeg's Manitoba Theatre Centre where she appeared as Mae (described by Tennessee Williams as "that monster of fertility") in a holdover run of "Cat on a Hot Tin Roof", Laddie Dennis dropped in to say hello and make rude remarks about the state of The Desk.

Laddie, who did her first broadcast in Montreal in 1940 — she must have been four at the time — says that in terms of longevity (professional that is) she is trailing Kate Aitken by a short length.

While in Winnipeg one of her many publicity stunts was posing with a 600-pound lion named Stanley, whose grandfather was the original MGM lion and who springs from five generations of show-biz cats, and was currently doing his stuff for McKim Advertising and Carlings in a series of public service ads. In the picture, with fellow actor Doug Chamberlain, Stanley gives Laddie an encouraging pat on the back which sent her zooming toward the carpet.

During her six weeks in the 'Peg, Laddie was as busy as the cat that took her there. Activities, under the aegis of Muriel West, go-getting PR gal for the theatre, included TV interviews, public appearances that took her to innumerable social functions, Assiniboine Park and the Winnipeg Grain Exchange and the Union Stock Yards. She also hit the jackpot when she addressed a luncheon meeting of the Winnipeg Rotary Club which developed into a quiz about theatre and such.

Back in Toronto, Laddie has just appeared on one of the *CBC Playdates*, "The Royal Game", in which she played a principal part. It went on the air July 20.

Besides her own affairs, Laddie is steamed up to her traditional pitch over the success of Jim Burke's (her husband) first novel, *Flee Seven Ways* (Hutchison) which started on its rib-tickling route last fall in the U. K., emigrated to Canada this spring, and will invade the U. S. of A. via Bennett Cerf's Pantheon Books this September.

## Convention Time

CONVENTIONS COME one a month for August and September. First there's the Western Association of Broadcasters at Jasper Park Lodge August 27-30. Once again, the

Prairie broadcasters will be joined by the west coast broadcasters from the B. C. association. President Don Hartford is promising a lively affair on which we shall have the details later. One surprise we are in on though is a special presentation for Royalite Oil of their *Windfall* program which has taken the west by storm. WAB delegates will participate in the contest, with substantial prizes for the winners which could include — though I don't think they do — a return trip to the moon or somewhere. The *Broadcaster* is dedicating its next (August 20) issue to the Prairies in general and the WAB in particular.

Jamie MacLeod of CKBW, Bridgewater, president and Ken Boyce of CJCB-TV, Sydney are girding their loins for the annual Atlantic Association of Broadcasters meeting slated for the Isle Royale Hotel, Sydney, N. S. September 13, 14 and 15.

Two of the highlights of this one are:

(1) Headlining the program will be Fred A. Palmer, sales promotion, research and training consultant from Worthington, Ohio. An expert in the technique of big-volume selling, I am told he is much in demand for clinics for Ad Clubs, Chambers of Commerce and such organizations in Canada and the United States.

(2) An innovation for the AAB is the inclusion of special sessions for stations' engineering personnel, with separate meetings for sales and engineering.

On the fun side, the AAB communique suggests swimming, golf, fishing off shore, touring Cape Breton Highlands, inspecting the Sydney Steel Plant and flying to St. Pierre-Miquelon.

## Panic Buttons Are Old Hat

PEOPLE PUSH PANIC BUTTONS at the drop of a hat, and right now, in our bailliwick, computers in general and computerized printing are the No. 1 issue, to the point where the three daily papers are battling a printers' strike, because the printers feel automation will do them out of their jobs.

Situations like this have arisen ever since someone invented a wheel. Almost within my own memory, the coming of the automobile played havoc with the carriage-builders and the telephones threw

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This Magnecord recorder/reproducer, model 1022, has tape speeds of 7.5 and 15 inches per second. The selectable heads are 2-channel Erase, 2-channel Record, 2-channel Play and 1/4-track play. Timing accuracy is plus or minus 0.2%.

Price, including Federal Sales Tax \$1,119.00.

There are other Magnecord models available. For literature and further information together with the name and address of your nearest Magnecord dealer, call or write:-

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## RADIO NEWFOUNDLAND

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

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

the carrier pigeons into a tail-spin. Talking pictures completely outmoded the silent ones; and I wonder how they felt about the invention of electric light bulbs down at the gas-works. Right in modern times, d'you remember how radio reacted to the birth of television?

Trains were another world-shaking development. Here is a description of public reaction to the news that Salomon Rothschild had secured royal assent on November 11, 1835, to the "European continent's first sizable railway - 60 miles of track from Vienna to Bochnia in Galicia".

A paragraph from "The Rothschilds" by Frederic Morton, now published as a Crest reprint by Fawcett Publications Inc., goes like this:

"Salomon was broadly damned for foisting 20th century foolishness on a peaceful 18th century state. The Vienna press began to seethe with terrors and prophecies. Experts proved the madness of Rothschild's scheme. The human respiratory system, they said, could not stand a speed exceeding 15 miles an hour. The lungs were likely to collapse and the organs of circulation jolted out of place. Blood would spurt from the travelers' noses, eyes, ears and mouths. Any tunnel more than sixty miles long would suffocate all the riders in all the carriages; the train would rush out the other end, a driverless beserk hearse. Certainly no passenger should take a steam coach trip without being attended by his personal doctor who could intercede with the engineer at the throttle. . . . So-called neurological experts sounded the alarm. According to their articles, the human psyche, already over-burdened by new fangled stimuli, would completely run amok once subjected to the stress of railroad travel. The speed of the machine might drive men to suicide, women might lapse into sexual orgies. . . ."

#### Stork Market

AFTER CONSIDERABLE FUSS and to-do, Ruth Hancock, who does things in Toronto for CAB, CCBA, RTEC, Reps Association and WCTU gave birth to a baby daughter - just one.

The blessed event took place in St. Michael's Hospital, Toronto, Thursday July 16, inconsiderately just too late for our last issue.

The news bulletin she sent her friends (and The Canadian Press) says the offspring is a daughter by

#### News Challenge Sought

Toronto, July 20. . . A top, all-media newsman is seeking stations wanting news coverage attractive enough to be sold.

"Good news coverage CAN sell - audience and sponsor," says Bob Carr. "Given a compact news operation and managerial co-operation, I can provide any broadcaster with mature, intelligent News Service."

Potential employers may call 1-519-354-5266 or Wire 141 Selkirk, Chatham, Ontario if seeking to improve community news service.

the name of Patricia Irene. A source close to the event discloses that on being given her first view of the child, Ruth's comment was "Hot damn!"

And this reminds me of a chap named Eric Hotchkiss, who moved to the thriving community of Tapiooca, Sask.

It took him quite a while to get accepted as is so often the way with newcomers. Finally though he made it, and really hit the jackpot when he was accepted into the Loyal Order of Rhinoceri.

His initiation was set for the first regular Thursday lunch meeting in March. Finding someone to introduce him presented a bit of a problem, but finally Bert Mulch, proprietor of the Layaway Funeral Parlor, broke down and said: "I'll introduce Brother Hotchkiss."

Came the day and the hour and the undertaker rose to his feet, cleared his throat, and Hotchkiss sat nervously clutching his handkerchief as Bert said:

"Illustrious Tusk! Brother Rhinos! It is a great honor to introduce a new brother into our great organization.

"Our new brother has a name with a last syllable which stands for much.

"Wars have been waged for it;

#### So Long Big Time

Three years in leading station in Canada's Largest City, 13-years over-all radio experience.

Would re-locate in Medium Market. . .with responsibility. Only Daytime work will be considered.

Recommendation from CJAD management. Audition Tapes on Request. . .

Terry McConnell . . . CJAD. Montreal.

battles have been lost and won for it; friends have become enemies for it; enemies have become friends for it; oceans have been crossed for it.

"Illustrious Tusk and Brother Rhinos, I take great pleasure in introducing - Eric Hancock."

And now, largely because there is nothing else to say, having got down to the oak - by gosh its mahogany - top of The Desk, I shall wind this up with my customary - Buzz me if you hear anything, won't you?

*Eric Hancock*

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GERALD W. LEE and Associates Consulting Radio Engineers, 1262 Don Mills Road, Dan Mills, Ontario. Phone: 444-5991 or BA:5-2497

#### Wanted Immediately

English Language Announcer (FM background an asset) for our morning programme.

Send full resume and audio tape to: Casimir G. Stanczykowski

RADIO 1410

**CFMB**

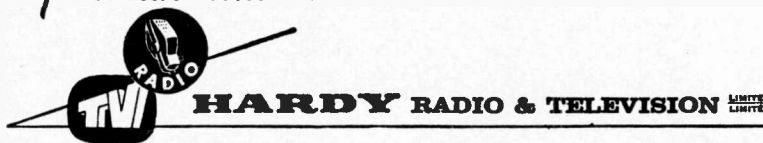
2015 Drummond St., MONTREAL, QUE.

"Le reseau du CHAU-TV est là!"

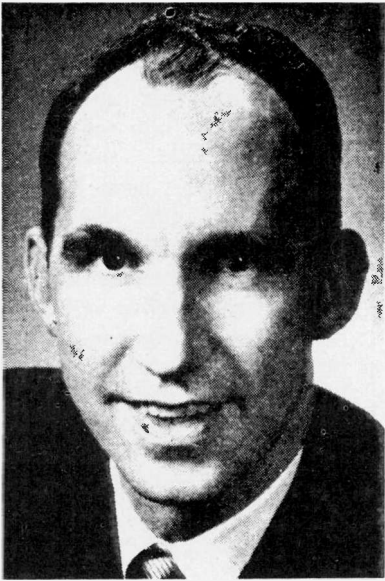
Yes, CHAU-TV and its Seven Satellites are ready to help you haul in the captive French audience in the Big 5 French counties in The Baie Des Chaleurs area of Quebec and New Brunswick: Bonaventure, Gaspé, Restigouches, Gloucester & Northumberland.

WITH A POTENTIAL AUDIENCE OF OVER 35,000 TV HOMES CHAU-TV'S RESULTS ARE ALREADY PROVEN.

Your Hardy Man has all the Facts



## CFRB APPOINTMENT



W. M. BRENNAN

W. C. Thornton Cran, President, CFRB Limited, announces the appointment of W. M. Brennan as Vice-President, Director of Sales for Radio Stations CFRB and CKFM, Toronto.

CFRB — "Ontario's Family Station" — has the largest audience of any radio station in Canada.

CKFM — "The FM Stereo Service of CFRB" — introduced FM Stereo broadcasting in Canada. This station's policy of good music, intelligent talk and limited commercials has won a large share of the growing FM audience for CKFM.

Mr. Brennan is a broadcasting executive with 25 years' experience in the industry. He joined CFRB in 1960.

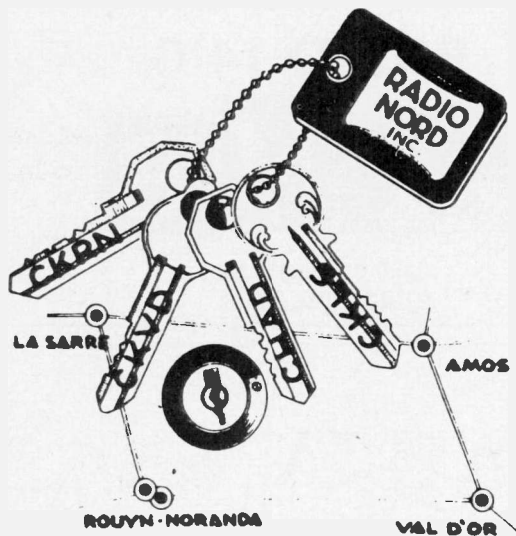
CKPM OTTAWA  
ANNOUNCEMENT

BARRY SAVAGE

Confederation Broadcasting (Ottawa) Limited, owners and operators of Radio Station CKPM, are pleased to announce the appointment of Mr. Barry Savage as CKPM's General Manager. Mr. Savage spent a number of years with radio in Western Canada before taking over as General Sales Manager of CKGM, Montreal, as well as General Sales Manager of CKGM-FM classical music station. He brings to CKPM Ottawa a background of more than twenty years of extensive radio experience.

## AM Station For Sale

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to GREATER SALES in

**32,500**

**CAPTIVE HOUSEHOLDS**

**HARDY** in Toronto & Montreal  
**SCHARF** in Vancouver  
**WEED & CO.** in the U.S.A.

## Walter Dales' Winnipeg Letter

# War over Winnipeg wages on

by WALTER DALES

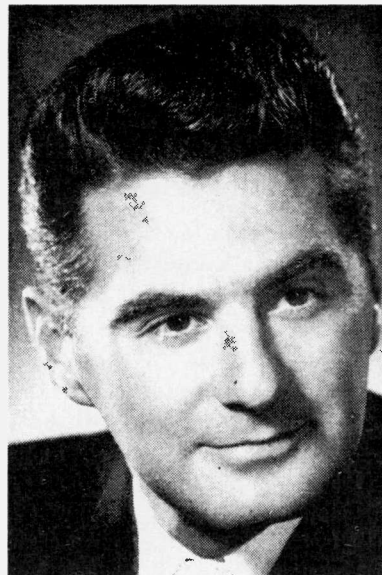
BERT PEARL IS IN WINNIPEG. Rumors have it that the star of the old *Happy Gang* has his eye on CJQM. A newspaper story quotes him as saying, "Let's put it this way. I am definitely interested but the station is not for sale at the moment." Jack Shapiro, Pearl's nephew, and QM's General Manager, is quoted as saying, "It would be a big boost for Winnipeg radio."

Radio in Winnipeg is about as competitive as it can get. Every newsbreak gets full treatment. When the topless bathing suit fad began, for example, CKRC's morning man, Don Slade, was soon abreast of the

times, offering a topless sweater to the first 100 fans writing in for it. Fans received a neatly packaged box, containing only a funny essay to the effect that this topless sweater was also bottomless, would not unravel, chafe the skin, etc. They were advised not to wear it too long in direct sunshine.

CJOB's John Harvard and CKY's Mike Hopkins sniff out spot news almost miraculously. One suspicious listener wrote that he suspected those two guys were in cahoots, creating these stories, for "otherwise how in hell could they both be there simultaneously?"

## CJAD APPOINTMENT



W. J. SHUBAT

W. C. Thornton Cran, President, CJAD Limited, announces the appointment of W. J. Shubat as Vice-President, Director of Sales for Radio Stations CJAD and CJFM, Montreal.

CJAD has the largest audience of any English-language radio station in Quebec. Power has recently been increased to 50,000 watts and the station now broadcasts from the tallest AM radio towers in Canada.

CJFM provides FM Stereo service for the growing FM radio audience in Metropolitan Montreal and surrounding communities, and is the most listened-to FM station in Montreal.

Mr. Shubat brings to his new position the benefits of some 17 years' experience in all phases of broadcasting.

CBC, too, has caught the fever, and there are mighty few events which are not covered thoroughly by their news department.

From all this competition, listeners benefit, but certainly at least one station is likely to go on the block for lack of revenue. They can't all win.

Last spring it seemed certain that the Manitoba government was going to relax its liquor advertising regulations, which might have put enough new money into the advertising stream to keep them all going at this fast pace. Faced with several controversial measures, the government chickened out on that one. So the scramble for dollars and listeners continue to grow more desperate daily.

Rate-cutting has increased. Even among the big three, CKY, CKRC and CJOB, it is suspected that some "deals" are being given to the big sponsors.

In television, while it remains competitive, there is not quite the same scramble. CJAY-TV and CBC-TV hold the solid block of audience, with the American station KCND-TV adding a little to its wedge from time to time with special network features.

CKSB, St. Boniface, shows no signs of suffering. It caters to a special audience and seems able to hold it firmly while offering no serious threat to other stations. The same probably applies to the Altona complex of stations. The battle royal is in the heart of Winnipeg, and it seems obvious that one of these days something has got to give.

Matrimony was probably the first union to  
defy management

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





# Will eye color-TV November 3

## OUT OF REACH

Before the CBC spends more millions of public money taking its programs to the two per cent of Canadians who are beyond the reach of its radio signals and the six per cent it does not cover with TV, should it not get a Royal Commission to find out just why these people choose to live in these unreached areas?



## QUID PRO QUO

In order to fulfil the responsibility of giving both sides of problems a proper airing, this paper will project its articles on the teen market appearing in this edition, by publishing in the next a study in depth of adultery.



## AUDREY STUFF

Then there's the gal who was so dumb she could see nothing wrong with going out with a man she didn't know when he was taking the same chance in going out with her.



## GOLDEN LADDER

There's always room at the top, because so many who get there go to sleep and fall off.

--:CFAM-CHSM Activities



## TIP TO DINERS

Next time you see "consommé au sherry" on the menu, order it -- with the sherry on the side.



## DEFINITIONS DEPT.

A plagiarist is someone who steals his jokes from the same source as I do.



## QUESTION BOX

Now we know what the Beatles are trying to sell -- long-hair music.



## SOME FUN!

"We have left undone those things which we ought to have done" does not really get down to the nub of the matter. It is "doing those things which we ought not to have done" that really counts.



## NEWS ITEM

They've just remodeled my favorite bar and put in a whole lot of new drunks.

THE BOARD OF BROADCAST GOVERNORS indicates that it will revive its interest in the possibilities of the development of color television in Canada.

A press release states: "The Board now wishes to announce that it will receive briefs and representations on color television at its public hearing opening in Ottawa November 3, 1964

"The Board is interested in receiving the views of broadcasters, the manufacturers of color receivers and other interested persons concerning the development of color telecasting techniques and the date on which color telecasting might begin in this country.

"Persons wishing to make submissions at the November hearings should do so in writing," the release says, "filing 20 copies of their briefs with the secretary of the Board, 48 Rideau Street, Ottawa, not later than October 23, 1964."

Color television first came to the BBG's attention three years ago, when it had discussions with the CBC, private broadcasters and equipment manufacturers. The question then came before the Board at a public hearing in January 1963.

Following the hearing, it announced its decision that the time had not yet arrived when it could recommend that color TV begin in Canada.

Since 1963, the Board says it has maintained its study of the

US situation and has held further discussions with broadcasters concerning a possible target date.

CBC President J. Alphonse Ouimet indicated color television may be just around the corner for Canada.

Ouimet said in his annual report tabled in the Commons earlier this month that sales of color TV sets in the United States indicates growing general public acceptance of color television.

He said the CBC already has demonstrated its enthusiasm for this branch of television but has been concerned until now

about introducing it too soon because of limited public acceptance and its high costs.

He added: "It is not felt that we could either long or wisely remain out of the field if and when color gains ground rapidly."

The high sales of color TV sets in the U.S., he said, "suggests that color TV is coming closer to a required public acceptance."

The CBC, Ouimet added, will continue to assess the situation for its application to Canada.

**The trend is to balanced programming**

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**CKCH**

**HULL OTTAWA**

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WEED & CO., New York

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<b>CKVR-TV</b> barrie	<b>More circulation for your ad \$\$</b>
<b>CJCH-TV</b> halifax	<b>CHOV-TV</b> Pembroke
<b>CHOV-TV</b> pembroke	<b>UP 17% in WEEKLY REACH</b>
<b>CFCL-TV</b> timmins	(BBM 62-63)
	<i>"The Valley's TOP Salesman"</i>

**Paul Mulvihill & Co., Ltd.**  
TORONTO MONTREAL

# CUTS & SPLICES

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

THE WORLD PREMIERES of two Canadian feature films take place at the fifth Montreal International Film Festival being held at the Place des Arts from the 7th to 13th of the month. The two NFB productions are entries in the second Festival of Canadian Films, which offers a \$2,000 award for the best Canadian feature film. *Le chat dans le sac*, directed by Gilles Groulx, and *Nobody Waved Goodbye*, directed by Don Owen, will compete with *Trouble Fete*, directed by Pierre Patry, which will be screened by the jury but not shown publicly because of its previous commercial success.

Sixteen short films produced in Canada will compete for a \$1,000 award during the Festival. They are: *L'Afrique noire d'hier à demain* by Michel Régnier; *Parallèles et grand soleil* by Jean Dansereau; *Twenty-three Skidoo* by Julian Biggs; *Le monde va nous prendre pour des sauvages* by Jacques Godbout; *Free Fall* by Arthur Lipsett; *L'Homoman* by Jean-Pierre Lefebvre; *Kenojuak* by John Feeney; *Percé on the Rocks* by Gilles Carle; *The Hutterites* by Colin Low; *The Separatist* by George Gingras; *Memoire en fête* by Leonard Forest; *Bohème '64* by Daniel Fournier; *Caroline* by Clément Perron and Georges Dufaux; *The Herring Belt* by Julius Kochany; *Champlain*, by Denys Arcand; *The Education of Phyllistine* by Philip Keatly.

Members of the jury judging the Canadian competition are Italian movie director Roberto Rossellini; Ian Cameron, U.K. film critic; Saul Bass, U.S. film maker; James Blue,

ANNOUNCEMENT



Twentieth Century-Fox Corporation Limited is happy to announce the appointment of Mr. Frank D. Murray as Canadian Division Television Sales Manager.

Mr. Murray has had several years experience in the field of network and syndicated television sales, and will be responsible for the sales operation of Twentieth-Century-Fox Television throughout Canada. He will be operating out of the Toronto office.

U.S. film-maker; and Canadians TV producer Ross McLean, film critic Michel Patenaude, and writer Gilles Hénault.

More than 15 countries will be represented in the International Festival and film-making celebrities expected include French directors François Truffaut, Jean-Luc Godard and Jacques Demy, and Shirley Clarke. U.S. director of *The Cool World*. Following the opening night presentation, a grand "fête du cinéma" will be held on St. Helen's Island from midnight to four a.m., planned as an informal meeting ground for film-makers and potential film sponsors.

A FORTY-PAGE BOOKLET detailing the complete range of film equipment and technical services available from member companies of the Association of Motion Picture Producers and Laboratories of Canada is now available through the Association. The AMPPLC Equipment Directory demonstrates that "there is available in Canada a complete range of equipment and services necessary to the production of first class motion pictures" says the foreword.

Equipment, facilities and services are detailed under the categories: animation and title photography; arc lights; blimps; camera equipment; camera lenses (special types); dollies; editing equipment and facilities; laboratory services, printing, processing; lighting equipment; lighting generators; location sound recording equipment; microphones; mike booms; optical effects; rain, fog, snow, wind and other machines; screening facilities; shooting stages and services; stage back projection equipment; tripods; trucks; and miscellaneous.

Free copies of the directory are available from AMPPLC Executive Secretary Frank Young, 55 York Street, Toronto.

THE FIRST SYMPOSIUM of its kind on Reversal Processing will be the

highlight of the annual joint "little convention" of the Toronto and Rochester sections of the Society of Motion Picture and Television Engineers, to be held at the King Edward Sheraton Hotel in Toronto on September 18 and 19. Though the seminar is aimed primarily at TV stations, cameramen and labs using reversal film, a number of papers dealing with other aspects of TV and films will be given on the final afternoon.

Experts from film companies and labs in Canada, the U.S. and abroad will give papers and demonstrations on control of the process; mechanical, chemical and sensitometric guidance; exposure, light and contrast regulation; duplicating and sound recording, both optical and magnetic.

Further information about the symposium is available from Maurice French, CBC, 354 Jarvis Street, Toronto, or from Ron Laidlaw, director of news, CFPL-TV, London.

THE ASSOCIATION OF Russian Film-Makers has extended an invitation to F.R. 'Budge' Crawley to tour Russian film-making operations for two weeks as its guest.

Crawley Films recently announced an association with Jack Lindsay of Pageant Productions Ltd. in Vancouver, offering clients Western coverage on short notice at reasonable rates.

THE \$100,000 LABORATORY operation at Film House Ltd. is now in full swing, geared for 16mm negative/positive black and white, 16mm reversal color, reduction printing, and such extras as scratch removal, specializing in negative work.

Director of Laboratory operations is Fin Quinn, who joined Film House from eight years with Trans-World Film Laboratories in

Montreal and prior to that was with the National Film Board for eleven years. His assistant is John Latremouille, also formerly Trans-World and NFB. Technical representative for the new lab is Murray Marshall, moving over from about nine years with Medallion Film Laboratory Ltd. (formerly S.W. Caldwell Ltd.) Chief timer is Hans Wolffe, who has been with Pathe-De Luxe of Canada Ltd. and Cine-sound Ltd. here and was most recently with DuArt in New York.

CANADA has been welcomed unanimously by the International Federation of Film Archives, made up of 43 film archives in 38 countries of the world. The announcement of full membership for the Canadian Film Archives was made at the Federation's 20th annual congress, held in Moscow in June and attended by Jean Clavel, president of the Canadian Film Institute.

The national archives was formally established last December and holds over 650,000 feet of film, much of it "an invaluable record of Canadian life and the development of film-making in this country through the first four decades of the century".

Benefits of Federation membership include close co-operation with other members in the exchange of films and information, and access to film collections containing Canadian and foreign material otherwise unavailable.

NEW SPECIAL business representative for the cameramen's local of IATSE, local 644, is Bill Cole, Cole, who has been a freelance stills cameraman for the past two years, prior to that was a cameraman at CFTO-TV Toronto, and previously was a special effects camera operator with Film Optical of Canada.

Cole was appointed to replace Herbert Alpert, who was special business representative for two years and will now devote his full time to work as a freelance director of photography.

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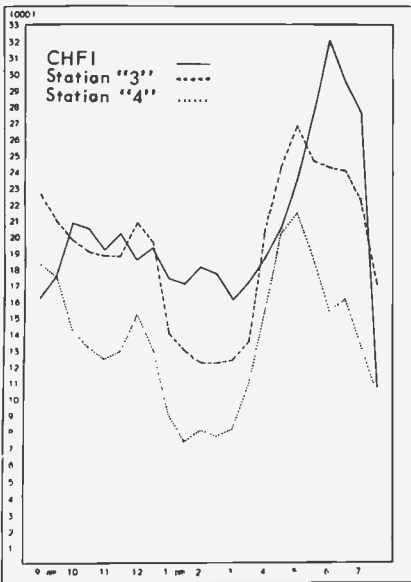


"The Last Word in Sound"

22 Front Street West, Toronto 1  
Phone: 363-4321

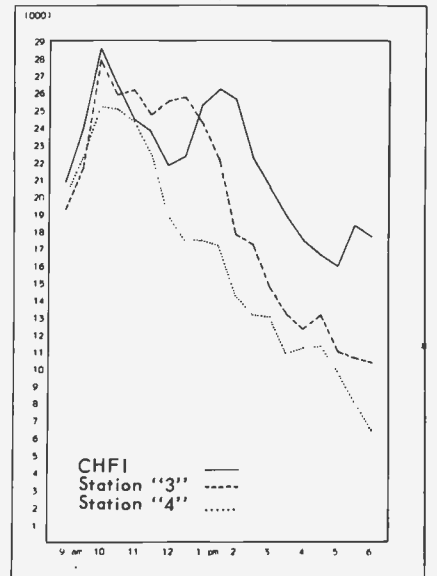
# Second in Numbers but FIRST in Prospects

TOTAL HOUSEHOLDS M - F (Average)  
9:00 am - 7:30 pm



The March BBM offered the first statistical evidence that CHF1 delivers an audience largely composed of adults and therefore reaches the necessary prospects for an efficient buy. Now the May BBM not only continues to substantiate this contention but shows that CHF1 is growing at a dramatic pace. In fact, in terms of your best prospects - the adult buyer - CHF1 is the #2 station in Toronto.

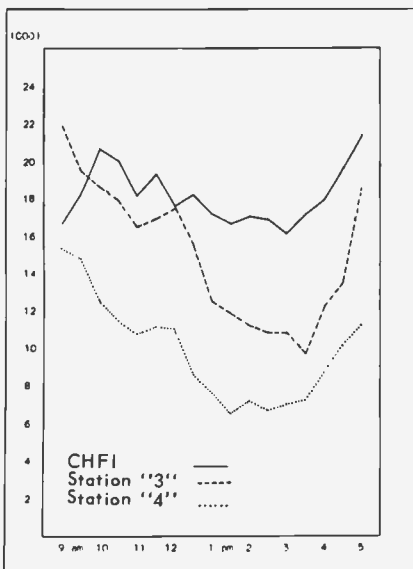
TOTAL HOUSEHOLDS -  
Saturday and Sunday (Average)  
9:00 am - 6:00 pm



**What a MARKET!**

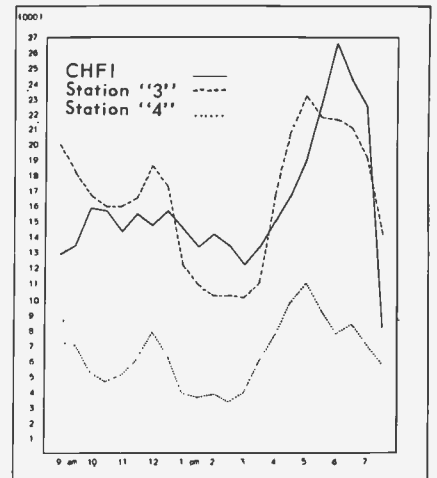
**Still GOOD!**

WOMEN - Monday - Friday (Average)  
9:00 am - 5:00 pm

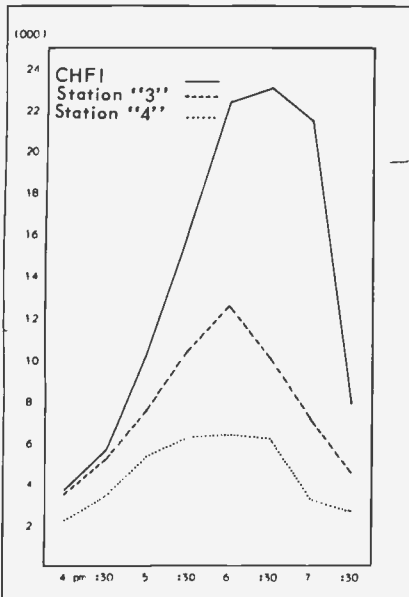


**Now even BIGGER!**

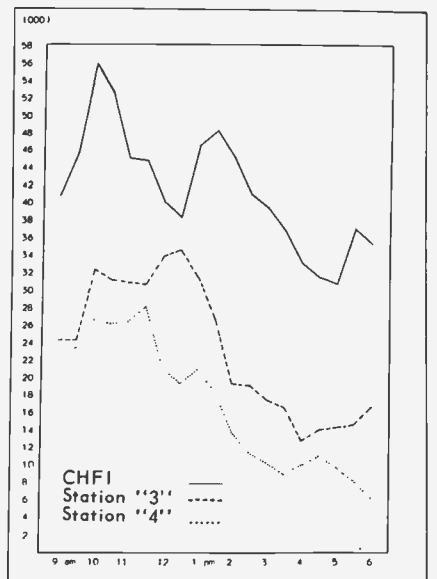
METRO HOUSEHOLDS M - F (Average)  
9:00 am - 7:30 pm



MEN - Drive and Dinner Period  
M - F (Average)  
4:00 pm - 7:30 pm



ADULTS - Saturday and Sunday (Average)  
9:00 am - 6:00 pm



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