



Canadian
BROADCASTER

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

This ice studio, carved to look like a huge radio, was CJLR Quebec City's remote headquarters on Carnival Street during the recent ninth annual Quebec Winter Carnival. Broadcasts from the 10' x 25' infra-red heated studio during the two and a half week festival included interviews with a host of celebrities and dignitaries, and attracted great crowds and high praise from Carnival Street organizers. The picture is by Photo Moderne Enr.

Vol 22, No. 6

TORONTO

March 21st, 1963

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WE ARE TAKEN APART BY A MASTER

I AM CONVINCED that in your Editorial — "Retailers Need Special Treatment," you picked out some of the obvious weaknesses and yet you fell into the trap yourself by stating — "Retailers have *Cling* to the Newspaper Medium, and have tried to meet the emergency by applying Newspaper Techniques to Broadcast Advertising".

Usually, people who *Cling* to something, are those who have missed the boat. When Advertisers try

something new or experiment with Radio, they should at least spend a *fair* portion of the budget normally used in Newspapers. In addition, these same Advertisers and their Agencies, should have realized by now, that they cannot use the same copy and technique for Radio. Creativity is essential and this applies as well to Radio Broadcasters.

However, in this case, Radio was under the gun from an abnormal number of Advertisers who all

wanted something yesterday and the Station Creative People must have been snowed under. This does not necessarily apply for the Agency Personnel, who should be equipped to handle such a situation and who should, *on a regular basis*, be presenting to their Clients creative work that could be used in Radio. Proper commercials combined with careful programming, can move individual items and sell services.

After 90 days of the Strike, another source for statistics comes from a Cleveland News Bulletin, which states:—

not having newspapers, downtown movie theatres have racked up tremendous grosses. "Gypsy" in seven days did \$20,000 which is termed "terrific". The Palace Theatre with "In Search of the Castaways" did \$18,000 in seven days. The Hippodrome with the reserve seat picture "The Longest Day" is in its 10th week doing over \$13,000 a week. "Jumbo" did \$23,000 in its last seven days. According to Max Mink, Palace Theatre Manager, "so you see the newspapers didn't affect our business at all especially after the strike has lasted a while".

7. Although many businessmen are praising radio and television, no businessman would suggest getting along permanently without newspapers.
8. Some clients, according to William Glazer, head of his own agency, have gotten a taste of radio advertising for the first time. They like it, he says, and would do more in the future.
9. Saul Glantz also speaks of an account (Engel-Fetzer) in business some 60 years in which it has always depended primarily on newspaper advertising. Saul tells this story, "When this Strike came along they waited a few weeks hoping it would be quickly settled. When it wasn't they decided to try radio. In this particular instance the results have been most gratifying. As a matter of fact they have been so pleasantly surprised at the results that it is pretty definite that even if the newspaper strike were settled immediately that their plans are to budget part of their budget for permanent radio advertising as well as newspapers". Glantz added that one of the most gratifying features this story has discovered is that radio is bringing them new customers and according to Glantz they are not spending any more money than they did in the newspapers; in fact, not as much. He claims that for this store figures are ahead of last year all the way.

May I suggest that you take an evening off and do some homework on this situation, so that your next Editorial will be more positive rather than negative for the Radio Industry.

Retailers *do* need special treatment. We expect THE CANADIAN BROADCASTER to help in providing the right atmosphere and surroundings, in order that the specialists can offer the "treatment" that will produce results for Retailer . . .

— CHARLES C. HOFFMAN,
President,
Radio Sales Bureau.

HOW DO YOU RATE . . . WITH THE 400?

Products in 31 food categories are included in this CFGP study.

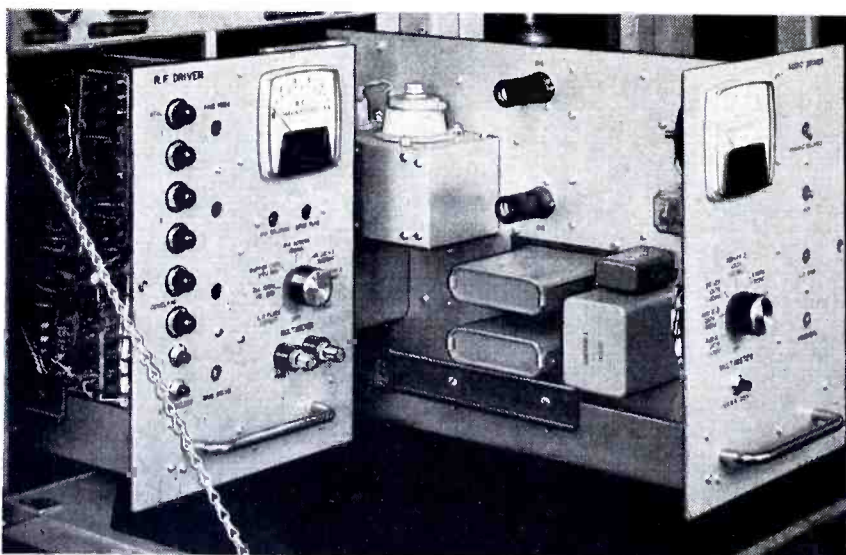
400 Grande Prairie housewives are surveyed twice a year on their brand preferences by CFGP.

A survey of YOUR product is available from All-Canada in Canada and U.S.A. or direct from the station.

CFGP
GRANDE PRAIRIE
VOICE OF THE INLAND EMPIRE

soon from **CGE...**

*an all new Canadian designed
and built 10 KW-AM transmitter*



WITH . . . equipment accessibility through three drawers, three roll-out trays, two swing-open doors, one swing up panel and six main doors.

worth looking into!!!



CANADIAN GENERAL ELECTRIC

4. Milt Krantz, Manager of Cleveland's legitimate theatre, the Hanna, claims, "I'll never put all of my ad budget in newspapers again." Krantz promoted a four week engagement of "How to Succeed in Business Without Really Trying" with 315 radio spots costing him \$3,038. Telephone response was enormous. One day the two operators handled seven lines and took 7,732 calls.
5. The Mid-American Boat Show held every January is sponsored by the Cleveland Press as one of their major promotions of the year. This year without the benefit of the Cleveland Press, Public Hall was packed. 115,000 people attended the Show, the highest attendance in the history of the Mid-American Boat Show. The Show was promoted by not only radio, but television, suburban papers and billboards. Edgar Spizel, head of his own ad agency, who handled the Boat Show claimed the largest attendance in Boat Show history was due to radio and television bringing in "out of town business".
6. How are the movies doing in Cleveland? Despite the fact of

A girl must not be too well larded
If she would go forth leotarded.

CFCN RADIO/TV
CALGARY

SIGHT & SOUND

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

TO ENCOURAGE sponsorship of Canadian produced programs, CTV's new rate card offers special continuity discounts which will give advertisers an additional 5% discount for full sponsorship, or 2½% for co-sponsorship, of Canadian properties on a 52-week contract.

The rate card, dated April 1, has been simplified by combining time, microwave and origination charges into one quotation and by reducing time classifications. Other changes are a revised discount structure for full and co-sponsorship and increased service charges for cut-ins.

"Although certain rates are increased moderately," says general sales manager Tom Atkins, "this is counter-balanced by stronger programming, improved circulation and, in some cases, actual rate reductions for sponsors of Canadian programs."

OGLIVY, BENSON & MATHER (Canada) Ltd., Toronto, has been appointed to handle broadcast advertising in Canada for the American Express Company. At present this consists of a spot radio campaign in major markets which began the first of this month, an extension of that being done for the account in the U.S.

O.B.M. in the U.S. has handled the full American Express account for the past year. Cockfield, Brown & Co. Ltd. remains the Agency of Record for print advertising in Canada.

WILLIS ADVERTISING Limited has been appointed the first Canadian agency for Lestoil Products Ltd., manufacturers of Lestoil Pine and Sparkling Scene all purpose cleaners, Lestare dry bleach and Lestoil's Spray Starch, a new product to Canada. Other new products now under development will be added to this stable.

At present the full ad budget is going into spot TV in eastern Canada, with strong store promotion. The account is handled in the U.S. by Willis' affiliates, Fuller & Smith & Ross Inc.

THE MILLION DOLLAR Labatt Pilsener account has been awarded to Ronalds-Reynolds & Co. after keen competition among several large agencies. The account was previously with Stanfield, Johnson & Hill Ltd. No account personnel have been named as yet, nor have media plans been finalized.

CHESEBROUGH-POND'S (Canada) Ltd. will consolidate their advertising as of September 1, eliminating Cockfield, Brown & Co. Ltd. and splitting accounts handled by that agency between its two others, J. Walter Thompson Co. Ltd. and McCann-Erickson (Canada) Ltd.

J. W. T., who presently handle Pond's cosmetics, will add Odo-ro-no, while Cutex, L'Onglex and "4711" products will go to McCann-Erickson

who already have Vaseline brand products and Pertussin products.

ONE OF THE LARGEST non-network radio program buys in Canada has been made by Erwin Wasey, Ruthrauff & Ryan (Canada) Ltd. for Maher Shoes Ltd., Ontario-wide chain of 99 retail shoe stores. Maher is sponsoring *Five Minutes with The Romeos* twice a week on 31 Ontario stations on an initial 13-week contract which began March 12.

The program, hosted by radio-TV personality Rex Loring, features vocal and instrumental stylings by The Romeos, popular performers on CBC-TV's *Juliette* show for the past five years and on Columbia Records. The show is written by Cliff Braggins and directed by Sid Wayne for the agency. Production will be handled by Cy Strange at Dominion Broadcasting Co. Account executive on Maher is Ed. W. Karthaus.

SEVERAL CHANGES at McKim Advertising Ltd. Donald B. McCaskill is now executive vice-president, succeeding Carl Dennis Jr., who recently retired. McCaskill has been with the agency since 1956, most recently responsible for overall marketing activities.

E. B. (Mick) Phair has been named Toronto manager, replacing J. Clifford Balson, who resigned to join Canadian Facts Ltd. as vice-president. Phair was previously director of the services group, an account supervisor and assistant to the president. He is a vice-president of the agency.

Murray Philp has been appointed vice-president in charge of research, having been an account executive and research consultant since joining the agency in 1960.

Denis W. Case has been made creative director of the Toronto office. He was formerly associate creative director in charge of copy.

NEW CREATIVE DIRECTOR at Baker Advertising Agency is Dyne Englen, who has 16 years creative experience in four U.S. agencies, most recently as associate creative director with MacManus, John & Adams in the U.S.

Among Englen's many successful campaigns was one for Kraft Preserves, named one of the ten best print campaigns of the 50's by the American Creative Directors, and Minneapolis Gas Co. commercials which won two of eight first prizes in the American Film Festival and received awards at Cannes, Los Angeles, San Francisco and New York.

THREE NEW APPOINTMENTS in the Montreal office of Cockfield, Brown & Co. Ltd. have been announced recently. Murray O'Connor, who has been with the agency since 1953, has been made director of creative services.

In the broadcast department, R. W. Harwood has been named director of broadcast services and Raymond

Taillefer is now manager, Montreal broadcast department. Harwood joined Cockfield, Brown in 1945, and Taillefer in 1954.

THE FIRST ANNUAL Hallmark Master Award (1962) for the best jingle produced and recorded in Canada for use in the Canadian market has gone to MacLaren Advertising Co. Ltd. for a television commercial created for Standard Brands Ltd.'s Blue Bonnet Margarine.

A framed gold record of the jingle was presented to Larry Trudell, producer of the commercial, by Hallmark Recordings Ltd. president Douglas Sanderson. A special Silver Award for an institutional commercial was made to John Sone, producer of the "Gingham Gown" commercial sung by Don Francks for Imperial Oil Ltd., another MacLaren entry.

Judges in the competition were Gino Silvi, director of the Gino Silvi Singers; Frank Duckworth, president of The Duckworth Office; Mary Inkster, copy director of Stevenson & Scott Ltd.; and Frank Flint, producer of the TV serial *Scarlett Hill*.

NORONT TIME SALES, a new radio station representatives firm, has been established by Cam Logan, who recently resigned as manager of time buying with Cockfield, Brown & Co. Ltd. after 28 years with the agency.

Logan represents CHNO and CFBR Sudbury, CKCY Sault Ste. Marie and CJNR Blind River, selling the stations as a package, "the Noront Group", or individually. Lorrie Potts & Co. Ltd., who formerly repped CHNO and CFBR in Toronto and Montreal, will now represent all four stations in Montreal. CKCY and CJNR were previously repped by Radio and Television Sales Inc.

Noront Time Sales office is Room 206, 12 Shuter Street, Toronto. Telephone is 366-4443.

ALEX BEDARD & CO. LTD. will terminate operations as radio station representatives, as of April 1. Bedard is joining the Toronto office of Paul L'Anglais Inc. as radio sales representative.

PAUL L'ANGLAIS INC. HAS announced the appointment of Alex Bedard as radio sales representative in Toronto, as of April 1. A separate radio division has been created within the organization, and sales reps Al d'Eon and Dave Dickie will now concentrate solely on television. Gaston Bélanger, manager of the Toronto office, will head both divisions.

FIRST CANADIAN to be elected a director of the National Association of FM Broadcasters is Jack Kennedy, director of sales for Standard Broadcast Sales Ltd.'s FM Division. Kennedy, manager of CFRB-FM until recently, has been a director at large for the association for the past two

years and was instrumental in establishing Canada as a separate district of the NAFMB.

ON MAY 1 LYMAN POTTS, program manager of CJAD and manager of CJFM Montreal, transfers headquarters to sister station CFRB Toronto. Purpose of the move is to enable Potts to co-ordinate the operations of Standard Radio's two FM stations, CFRB-FM and CJFM.

AFTER THIRTY YEARS in public broadcasting, Lieutenant-Colonel Rene P. Landry, E.D., has resigned as vice-president and assistant to the president of the CBC. Colonel Landry reached retirement age on February 28, but will continue to serve as a part-time consultant for the Corporation.

He began his career in broadcasting in February 1933 as bilingual secretary of the Canadian Radio Broadcasting Commission. He became a CBC executive when the Corporation was created in 1936 and successively occupied the posts of director of personnel and administration, director of Quebec region, comptroller of administration and vice-president, assistant to the president.

STOVIN-BYLES APPOINTMENT



MR. C. J. "CHUCK" McCARTNEY

Mr. W. D. "Bill" Byles, President of Stovin-Byles Limited, is pleased to announce the appointment of C. J. "Chuck" McCartney as Manager of their Winnipeg Branch.

Mr. McCartney's entire business career, since graduation from the University of Minnesota in 1954, has been in Radio and Television. For the past 2 years he has been with McConnell Eastman in Winnipeg, creating and producing commercials, and supervising market selection. Prior to that he had extensive station experience with CJOB, Winnipeg; and as Station Manager, responsible for National Sales, with the Lemme Broadcasting's station in Minneapolis.

IMPORTANCE OF PROMO

*There was a young speaker named
Bellus,
Who had quite a message to tell us,
But no script was bring
Of the song that he sung —
What the hell was it Bellus did tell
us?*

DAN BELLUS, Promotion Director of Transcontinent Television Corporation, New York, including WGR, Buffalo, was speaker at the March meeting of the Radio and Television Executives Club of Toronto. His subject was "The Fourth Dimension of Broadcasting". This, he explained, is the thing that "allows you to know that broadcasting *does* exist and is worth something".

In other words, Dan Bellus, president of the Broadcast Promotion Association, spoke on the subject of promotion. This, along with the fact that the speaker had no script with which to help the press covering the meeting give him a better story, inspired this reporter to write the above "poem" on a paper serviette.

Perhaps it was natural that station management sent their promotion people to hear this address in view of the subject. It was good for them to hear it, if only for ego-building.

It was perhaps a little unfortunate that more of their big bosses were not on hand to hear Bellus tell them to up the standard of the promo people.

Bad connotation notwithstanding, promotion "could and should be the most valuable part of any business, especially broadcasting," he said.

"Your promotion man should be able to tie together the efforts of your station in the sales field. Agencies should be able to look to him for a lot of help.

"He has to 'smell' which programs are going to work. He has to know where the station is going and how it is going to get there.

"He must know its weak points and strong points," he said.

His stock question must be, "how can we help you?"

He must be jack *and* master of all trades.

In order to do all this, the promotion man must have access to the right information.

"Get this information to him to work on *before* the salesmen ask for it," he urged, "from sales meetings and program conferences which he should attend.

"It is no good going down to the studio to ask how the program went the morning after it went on the air," he said.

Your promotion man *does* have time to do all this if he doesn't have to spend the best part of his day looking for ball-game and theatre tickets, he suggested.

Because there is no such thing as a "time-stretcher", and because you can't shelve a spot you didn't sell last night until someone else buys it, the promotion man must be far-seeing. He has to have the ability to think, and he should be a self-starter you don't have to watch all the time.

And this, in a nutshell, is what Bellus did tell us.

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

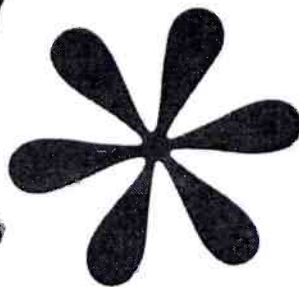
"ONTARIO'S FAMILY STATION"

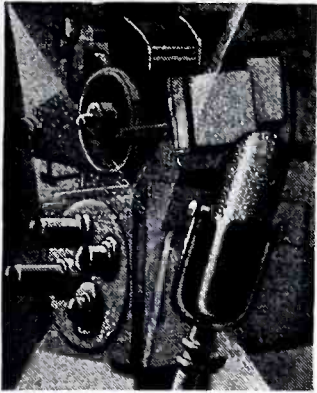


BILL McVEAN

is a character; part pixie, part philosopher, he's been called "a towering talent" by one of show business's severest critics. Between 11:25 p.m. and 6:00 a.m., there's no predicting what this engaging freethinker will say, what music he'll play; but it's worth staying awake to find out.

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

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

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

25¢ a copy
 (Directory Issues, 50 cents)
 \$5.00 a Year
 \$10.00 for Three Years

March 21st, 1963 Vol. 22, No. 6

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Printed by
 Northern Miner Press Limited

Editorial

Clear Majority Is The Only Issue

On the morning of May 1, when Don Jamieson, president of the Canadian Association of Broadcasters, calls the CAB Convention to order, one thing is certain — the federal election will be over.

Obviously, the winners will be either the Liberals or the Progressive Conservatives — taking them in alphabetical order — but whether this victory will be a decisive one for either, or a repeat performance of the 1962 mockery, is *far* from sure.

What *is* certain is that whichever of these two parties comes out on top, it will be unable to offer a government which is any more stable than the one we have just suffered, if it is dependent for its life on the support of either of the "Splinter" parties, whose fondest hope is that their handful of seats, representing only a minute fraction of the electorate, will enable them to call the shots as regards the destiny of Canada.

As far as the broadcasting industry is concerned — if only to bring about the stabilization it needs so badly itself — the vital need is for a government, numerically strong enough to take a point to march on, and then march on it. This is the only way radio and television can continue to serve usefully for Canada, and profitably for itself.

From the standpoints of both privately-owned and state-owned broadcasting, present regulations, and general methods are completely outmoded by progress. No one denies the system needs revision, regardless of how they feel it should come. But it rests with the people, through parliament, to plot the future. How can this be done except with a parliament which is truly representative of the majority of the people?

The present state of stagnation is by no means confined to the broadcasting industry. It is the rule rather than the exception in industry and business of all kinds. So there is a double reason why broadcasters and those

concerned with broadcasting should use their considerable influence towards a stable government which can only be secured by an overwhelming vote for one or other of the two "traditional" parties.

• • •

For far too long, certain elements of business have made a practice of shrugging off politics as a cross they have to bear — and pay for.

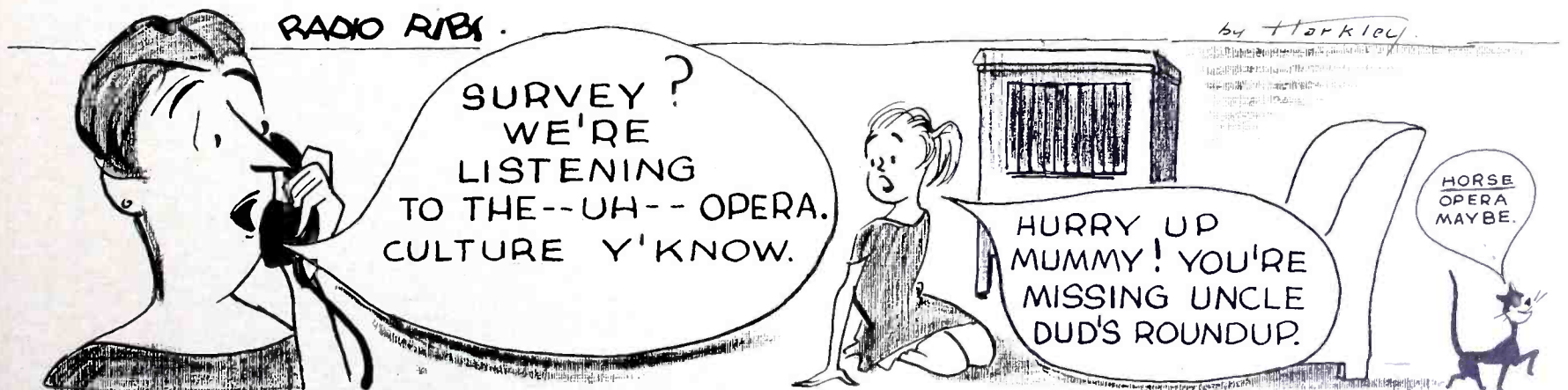
They have taken the attitude that members of parliament are a necessary evil; should be under-paid and pushed around to suit their convenience; should receive little credit for national prosperity but take the rap for anything and everything that goes wrong.

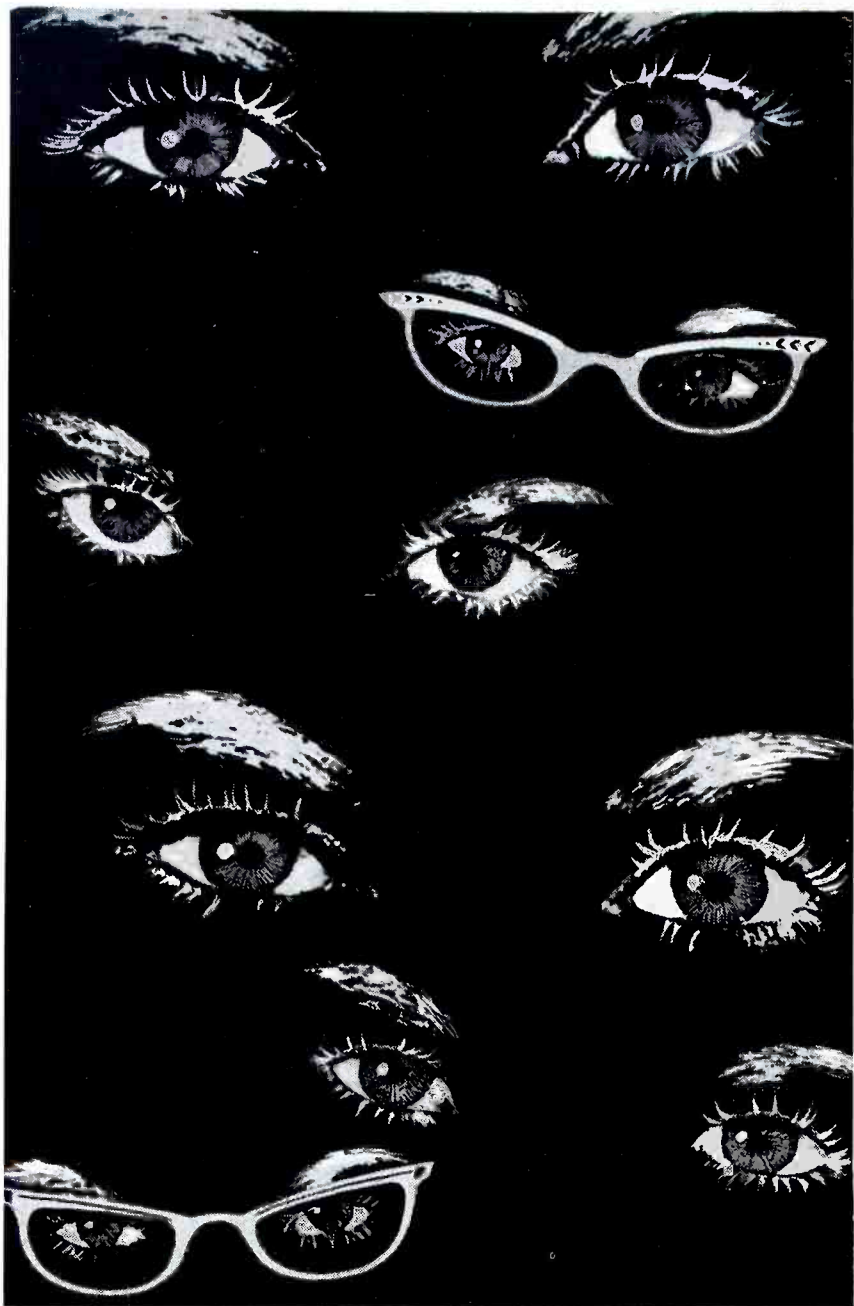
This situation is prevalent enough to have been the direct cause of an upsurge of parties, formed by rebellious people, who weld themselves into extremist blocks, usually working with greater sincerity than the other parties. They have no hope of carrying the country, but they do have definite assurance that they will influence the government, and may even be able to wield the balance of power with their few seats.

• • •

On the morning of May 1, when Don Jamieson, president of the Canadian Association of Broadcasters, calls the CAB Convention to order, broadcasters and those concerned with broadcasting must come up with a clearly defined pattern for the continued development of broadcasting in Canada, to submit to the new government, whatever its political color may be.

Between now and May 1 though, broadcasters themselves, both for themselves and the public they serve, must leave no stone unturned to make sure Canada will have a government, first secure enough and then willing and able to act on the wishes of the people who elected it.





MORE EYES ON 2 IN CALGARY

... more people consistently watch CHCT-TV. Of the top 20 shows viewed in the Calgary Area, 17 are seen on Channel 2. Local productions are of award-winning calibre. News, weather, sports and network shows lead in 63% of the 6 to 11 pm time periods — all week! Latest BBM Survey proves it!

Mon. thru Sun. 6:00 pm to 11 pm (½ hr. pds.)

CHCT

ALTERNATE CHANNEL

* 63%

36%

*tied in one, one-half hour period

CHCT-TV CHANNEL CALGARY 2

Religious Programs

ANGLICANS SURVEY RADIO-TV

"WHAT'S GOING ON in Religious Broadcasting?" is the title of a survey released recently by the division of broadcasting of the Anglican Church of Canada. Carried out last spring, the survey reflects the religious programming of 125 radio and television stations from coast to coast, a 75% response from the 166 stations polled by mail.

Thirteen pages of tables analyze the 2556 programs broadcast in 796 hours and 57 minutes per week on radio and TV, treating the two broadcast media separately and showing the percentages of commercial and sustaining programs; live, taped, disc and network; produced locally or elsewhere; broadcast by clergy, staff or others; and breaking the figures down by program types, religious denomination, time slot and duration of program.

In a summary, supervisor of broadcasting Nancy Montizambert comments on the findings:

"Almost 90% of religious broadcasting is on radio . . . It raises the question of whether or not our religious radio programs have kept pace with the change in format and function of radio in the decade.

"There are almost no examples of new kinds of programming, either by the churches in conceiving new purposes and new ways of fulfilling them, or by the stations in using sound broadcasting techniques to the best advantage."

The survey shows almost half of the religious programs on radio are produced by minority churches whose adherents total less than 8% of the population. 76% of these are not locally produced. Mrs. Montizambert says: "By far the largest proportion of them are American programs and a great many purchase time from the station . . . some of these programs are adequate, some are extremely poor, almost none of them represent the Canadian scene nor the religious affiliations of many listeners; but they are a source of revenue which the station often feels cannot be ignored."

TV NEEDS EVALUATION

Regarding television, Mrs. Montizambert notes that "Interdenominational local programs provide the largest single proportion of television time. This is an encouraging development from the point of view of ecumenical co-operation and diminished competitive demands on the stations. It also, however, challenges both industry and the church to a critical evaluation of the content and purposes of such programs so that this important area of work does not become simply an evasion of responsibility by the station for what it schedules or simply the easiest way for the churches to get on the air."

Commenting on the tables which show that 92.5% of TV programs and 88.6% of radio programs are broadcast by clergymen, she says "The fact that few staff people broadcast at least in part leads to the conclusion that station help has neither been sought nor offered in this field."

The contribution of broadcasters is best shown in the tables that indicate over two-thirds of the locally-produced religious programs on radio and almost nine-tenths of local religious programming on TV is in time donated by the stations as a public service.

"Canadian churches cannot help but be aware of the tremendous debt they owe to the Canadian broadcasting industry for this positive contribution to religious broadcasting," says Mrs. Montizambert, adding that too many churches take it for granted.

"Some of our conclusions will be questioned by other churches and by stations. If this is so, and if there is further discussion between churches and industry as a result, leading to new conclusions, fresh approaches and a more informed concern for the use of radio and TV for religious programs, this survey will have served its purpose."

Copies of the survey, which was carried out under the direction of Ken Duke, production manager, radio, are available for \$1 from Church House, 600 Jarvis Street, Toronto 5.

SULLIVAN WILL LIVEN TORONTO'S SUNDAY

THE FIRST LIVE broadcast of the *Ed Sullivan Show* from outside the U.S. will originate from the O'Keefe Centre in Toronto Sunday, April 28. The series, which is the longest-running TV program in the U.S. and the longest-running variety show on Canadian TV, has originated more than two dozen broadcasts in foreign countries in the past, but all have been on film or videotape.

"We have never looked forward to a show so much," says Sullivan. "Throughout the years the Canadians have been wonderful friends to us." Canadians Wayne and Shuster make their 46th appearance on the Sullivan show March 10, and other Canadians who have guested on the program include Paul Anka, Christopher Plummer, Alan Young, Guy Lombardo, Colleen Dewhurst and Arthur

Hill. Stars of the April 28 broadcast from Toronto have not been announced.

Sponsors of the Sullivan program in Canada are Tuckett Tobacco Ltd. through MacLaren Advertising Co. Ltd.; Gattuso Corp. Ltd. through Burns Advertising Agency Ltd.; Singer Sewing Machine Co. through Young & Rubicam Ltd.; Canadian Kodak Co. through Baker Advertising Agency Ltd.

DUE BILLS

on hotels, motels and resorts in Toronto, Windsor, New York, Florida, etc. Save on business or pleasure trips. Exchange advertising for accommodations. Your cost 15%. Order from

GAMBLE COCKER, INC.
155 E. Ontario, Suite 30
Chicago 11, Ill., Tel. 642-6107

MAY MEET COMPETITION WITH AIR ADVERTISING

by Ben Holdsworth

Advertising policies of Canada's eight chartered banks may be changed drastically within the next year.

Robert E. Oliver, supervisor of public relations and advertising, Bank of Nova Scotia, stated last week "The climate of competition for the consumer and business dollar on the part of the chartered banks has been changing. Our advertising and merchandising is definitely under constant review."

Evidently the banks intend to secure more of the business they have been losing to other institutions such as trust companies and finance companies.

"Each year our people and the agency take a good look at the electronics media — radio and TV — to see if we could do a more efficient job by their use. After all, we have used radio for branch openings and other things here in Canada, and we use broadcast in the Caribbean area too," said Mr. Oliver.

Part of the problem faced by the chartered banks is based on the changing attitudes of business itself.

More and more businesses are leaving their money on deposit in current accounts for shorter intervals.

Consumer savings accounts — in which the turnover is far smaller, with the money left with the bank for longer periods — have become more attractive than ever before to the chartered banks.

Latest report from DBS is for end of business, Dec. 31, 1962, when the chartered banks had \$15,683,000,000 (up 3.4% from the year before) on deposit — but with a smaller proportion of long-term accounts than ever before.

What are the reasons for the banks' alteration of advertising policy, especially with respect to radio and television?

- Competition for savings accounts and other profitable banking services has increased by leaps and bounds from trust companies, who have stepped up advertising and selling efforts in these areas.
- Sales-financing houses, small-loan companies and even department stores have invaded much of the banks' traditional loan business.
- Government policies and the country's belt-tightening credit position in the past year especially have put increased pressure on the bank interest rate, causing bankers to search for a higher profit ratio, and to examine the efficiency of traditional methods of operation, including promotion and advertising.

According to the chief economist at one of the largest banks, there can be no question that bank advertising policy will be affected by these developments. No other authoritative official at any of the banks would,

however, allow his name to be used, nor direct quotations used; all of those interviewed agreed that the situation is changing.

"I cannot say that a change is coming," said one bank official, "because I think the change is taking place now. If there ever was an agreement by the banks not to use broadcasting, I've never seen it."

THE DIGNIFIED TACTIC

Traditionally, the banks have eschewed the kind of competitive copy and approach used by many other major advertising groups such as food automotive and drugs. Not only have the banks tended to favor the dignified tactic, but frequently the advertising message has consisted of the "calling card" signature of the bank's name alone.

With the exception of very occasional new branch opening announcements, radio and television have not been used. This, for many years, has been by unwritten agreement. Broadcast advertising would, they say, be "too competitive".

This policy on the part of the chartered banks has, however, caused some observers to raise a cynical eyebrow. Several of the banks have strong financial interests in trust companies. These trust companies have, like their competitors, been aggressive users of hard-sell advertising not only in print media but on broadcast as well. Another anomaly in the banks' position has been the policy to use radio outside Canada; the Canadian banks with branches in the Caribbean and South America have long been important radio advertisers in those markets. Within the domestic market, nevertheless, the banks have until now presented a solid front in avoiding broadcasting media, even though several of them are counted among the largest advertisers in the country, with budgets in the million-dollar class.

One senior banker underlined the importance of savings accounts, both large and small. On the average, according to figures released by the Canadian Bankers Association and by DBS, the turnover ratio in savings accounts in 1962 was just over one-and-a-half times per year, whereas for current accounts the ratio was over 73 times.

Since the bank depends on money left with it to invest in other banking services, such as loans, the money which is deposited for long periods of time (as in savings accounts) is crucial. Now, the trust companies have siphoned off significant amounts of these savings funds, through a higher interest rate, staying open longer hours than do banks, and by aggressive selling.

In addition to competition from the "near-banks", according to one senior financial observer, the chartered banks are finding competition

for deposits is being sharpened by government operations. Ottawa aggressively peddles its savings bonds and Treasury bills, with the help of investment firms, and the provinces are deeply into the short-term money market as well.

In western Canada, the competition is stronger than ever before for the deposit account ("savings account"). Trust companies, not only those who are locally owned, but also those eastern in origin, are fighting hard to enlarge their deposits — and as well to secure more of the lucrative lending business, says a report from Vancouver.

As indicated, many of the trust companies have used broadcasting consistently for some years. Montreal, National, Royal, Huron & Erie and Guaranty have been in this group, advertising a broad range of services including the traditional trust department, but with increasing emphasis on savings accounts. Other trust companies have recently stepped up their advertising efforts in the savings area of operation.

TRUST COMPANIES ACTIVE

A recent example of this was the entry into the Toronto radio field of Eastern Trust Company with a test on CHFI in February of this year. For three weeks, on the advice of its agency Stevenson & Scott, the firm offered a choice of long-play records for each new savings account opened or for the purchase of Eastern's guaranteed trust certificates.

E. E. Spencer, assistant general manager of the company says "It is too early to judge the value of this test. We did get response, but we cannot yet tell how efficient this method may be in relation to the dollar expenditure. I can say, however, that we have been using radio in Vancouver and the Maritimes and will continue to do so."

Eastern has 13 branches across Canada and is counted as one of the growth firms in the trust field.

Other trust companies have continued to endorse radio, and to a lesser extent TV, by renewing contracts for 1963. Newscasts and business commentary, as well as spot campaigns, are favored by this group. FM radio has come in for increased interest, "because of its high grade audience," said one trust company official, not yet launched in this medium, but about to begin this Spring.

COMPETING WITH FINANCE CO'S

In the areas of money lending and other chartered bank services, the increased competition from sales-financing firms and others has increased, particularly in the past three years. Household Finance, Traders, Trans-Canada Credit, IAC and GMAC have all been active users of radio and TV. Relatively new firms have also started to use broadcasting media, including Crescent Finance, Niagara, and Laurentide.

To what extent the banks have felt this pressure can be judged by the comment of one branch manager. "We are going into the chattel mortgage business, just as our counterparts in the U.S. have done — we're just missing too much of the financing in white goods, automotive and other consumer purchases."

As a matter of interest, a number of the bankers interviewed pointed to the beneficial effects felt by some of the major U.S. banks in the use of TV and radio. Chase Manhattan, First National City, the Bank of America and First Chicago were the names most often mentioned.

Is banking a big business in Canada? Last year, as one indicator, according to government figures, \$335,798,492,000 worth of cheques cleared through 35 clearing centres — up 10.9% from 1961!

Another aspect of the banks' troubles has been the rapid growth of the credit union and co-operative movement. These groups have, according to bankers, taken advantage of the law in operating as banks (in the lending and savings fields) with a great deal more freedom than have the chartered banks. Whether this is unfair competition, in matters such as interest rates, has already become a matter of concern to many in the financial world. Last year's Royal Commission heard a number of depositions on this subject.

This, say bank officials, is just another reason for the current re-examination of the banks' advertising and selling position. It is quite possible, they say, that changes may even be put into effect during the present half-year period.

As usual, however, the reticence of the banker has placed a curtain of secrecy over specific facts. Advertising observers are keeping sharp eyes on the banks to catch any signs of the new, more aggressive policy.

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

Follow
your
metro
market
north
on

CKBB's

summer
patrol.

•
**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

*Representing these quality
radio stations*

CJFX, Antigonish
CKBB, Barrie
CFNB, Fredericton
CJCH, Halifax
CKLC, Kingston
CTB, St. Catharines
CHOK, Sarnia
CFCL, Timmins
CHOV, Pembroke

SELL RICH NORTHERN ONTARIO

Sudbury's population has swelled by over 60% in the last 10 years — among the highest increases in Canada.

Coupled with the 3rd highest wage earnings in the nation — CKSO's 200,000 viewers and listeners are a 'must-buy' for National Clients.

**RESULTS ARE WHAT
COUNT!**

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

See the All-Canada Man.



Sudbury, Ont.

OVER THE DESK

A TORONTO AGENCY broadcast producer and a freelance announcer have joined forces and opened up a talent agency. They are Jerry Lodge, until recently with Leo Burnett and Russ Thompson, announcer-at-large. They have opened up at 125 St. Patrick Street, in Central Toronto, as Jerry Lodge Associates Ltd.

Purpose of the new venture is to offer representation to professional talent. At the outset they are concentrating on radio and television, and so far have exclusive contracts with John Rae, Brad Crandall, Pat Murray, Toby Tarnow, Pam Hyatt, Dick Shatto and negotiations are under way with a number of others.

Jerry Lodge, at 34, has a back-log of sixteen years in the agency business, with one year out for a stint as jack-of-all-trades at CKSF, Cornwall. Newfoundland-born, he has worked with Cockfield, Brown, McKim Advertising (both in Montreal), Ronalds Advertising and Leo Burnett, (both in Toronto). He is married and has two boys, aged one and three.

Russ Thompson, 28, married with one six-year-old boy, broke into the business in 1951 as an announcer at CJBQ, Belleville. Subsequently he worked at CKOY, Ottawa and CKEY, Toronto.

While with CKEY, he landed the General Motors account, and, on a freelance basis, handled all commercials for the Pontiac-Buick division.

Russ decided to devote his whole time to freelance work in the spring of 1958, and has maintained his connection with GM, for whom he is now doing commercials on *The Tommy Ambrose Show*, *Our Man Higgins*, *The Dick Powell Theatre* and *Sing-Along-With-Mitch*. He is also currently doing all the commercials for CN-CP Telecommunications on the CTV opinion program, *Telespoll*.

While they are confining their activities to broadcast talent at the outset, they propose investigating other fields where talent is required, such as night clubs, conventions, service clubs and similar organizations. They propose contacting broadcasting stations across the country in a search for talent suitable for national exploitation.

UNIVERSITY BROADCASTERS

THE SEVENTH ANNUAL convention of the Western Association of University Broadcasters was held at the University of Alberta, Calgary, from February 14 to 16. The convention was hosted by the University of Alberta; Calgary's Radio and Television Society which received delegates from the University of British Columbia; the University of Alberta; the University of Saskatchewan; the University of Manitoba and Mount Royal College.

The WAUB was set up in 1956 so members would be able to communicate in an effective manner and further co-operation among the various Student Radio Societies in the West.

It has long been the aim of these groups to establish a network which would provide an exchange of campus news and events to the benefit of all concerned. This has been largely accomplished by the establishment of a tape exchange and the circulation of a bi-monthly newsletter among the six members: UBC, UAE, UAC, U of S, U of M and recently Mount Royal College of Calgary.

An annual convention is held on a rotational basis, from west to east, the first one being held in B.C. in 1956.

The President of the association is the President of the hosting radio society, and he appoints his own executive. WAUB is financially supported by the member societies (each member's fees are \$30.00 per year) plus an additional sum for the hosting society to handle convention expenses.

Further aims are:

1. To promote good will and understanding between the general public of Western Canada and the Western Canadian Universities and Colleges in conjunction with the public broadcasting stations and networks.

2. To promote a closer working relationship between the WAUB and the Western Association of Broadcasters.

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

3. To establish an effective and working Canadian Association of University Broadcasters to encourage the stations on the campuses to broadcast quality. (A few of the Universities are looking into the establishment of FM stations on their respective campuses in the near future).

Some highlights of the convention were:

1. The establishment of a ham radio network between all the Universities of WAUB to handle news and sports coverage.

2. The recognition of the sports department and a separate tape exchange to handle sports events and interviews.

3. The possibility of setting up a news wire service in each radio society to report world news to the campus and to help news men gain experience in news writing. A request is to be presented to the Board of Broadcast Governors to review the subject of licencing student radio societies for broadcast transmitters.

FUN NOT ALLOWED

The chief commissioner of the Ontario Liquor Control Board, Allan Grossman, is going to crack down on liquor and beer advertising, that gives the impression drinking is the road to social and personal success for young people.

He said liquor and beer manufacturers have been generally fully co-operative in regard to LCBO suggestions on newspaper and television advertising "but we feel there is still more to be done."

Mr. Grossman told the legislature's Committee on Government Commissions the province has no legal control over advertising, but can pressure liquor and beer manufacturers who depend on government outlets for sale of their products.

Mr. Grossman said breweries blame a BBG ruling that only a small portion of the time on a television program can be used to advertise the actual brand. Because of this the commercial uses "fillers", such as shots of young people skiing or dancing.

Mr. Grossman says he will meet with the BBG in an attempt to find some method to make advertising less objectionable.

And now, just in case the powers find something objectionable in this column, I shall wind it off with the customary — buzz me if you hear anything.

Dick Lewis

Canadian Broadcaster



"The Sound of Service in Montreal"

ALEC PHARE STEERS AGENCY OVER 50th ANNIVERSARY

R. C. SMITH and Son Limited, one of the earliest advertising agencies, is celebrating its fiftieth anniversary, for it was on March 13, 1913, that Mr. R. C. Smith first

He had a firm belief in weekly newspapers as an advertising medium, and from the outset his agency championed the weeklies. His example influenced many national ad-

also to do a good job for some smaller advertisers who do not require the larger type of agency.

Alec Phare, whose own radio program *The Old Philosopher* was

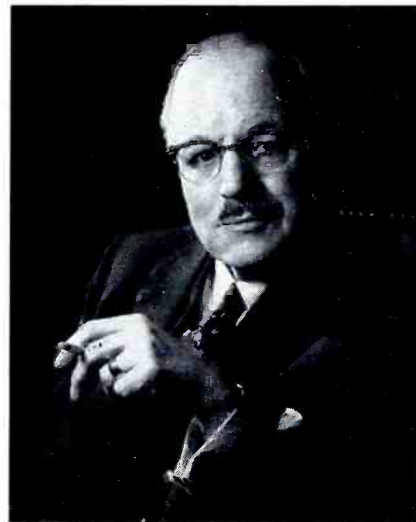
broadcast for 24 years and is still well-remembered, was awarded the A.C.A. Gold Medal in 1948 for his many years of teaching advertising to young people in the business.



R. C. SMITH



ADAM SMITH



G. ALEC PHARE

"We're a shirt-sleeves agency today," he says. "We work hard for our clients and they stay with us. We still have one client who came with us in our first year of business, 1913; but we also got 2 new ones last month. Methods of advertising are different now from Mr. R. C. Smith's time, but we still adhere rigidly to his philosophy, on which he founded the Agency:

"To do the right thing at the right time in the right way; to do some things better than they ever were done before; to eliminate errors; to know both sides of the question; to work for love of the work; to anticipate requirements; to develop resources; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection."

opened the doors of his own firm. It was a humble enough venture, for there was only himself and his competent secretary, Miss Mabel Stoakley, and the young agency modestly called itself Ads-Limited. Two years later his son, Adam Smith, joined them, and it became R. C. Smith and Son Limited.

R. C. Smith himself was a forceful and colorful figure. Born in Scotland, he came to Canada as an infant in arms, and the family settled in Smiths Falls, where his father died when "R.C." was only two.

At the age of 12, he went to work, with only 3 years of formal schooling, because he had been frail until he was 9 years old — not expected to live.

He labored in a foundry, won his way into the office, became a salesman. In his early 20's, he opened a successful book-store. Then in 1888 he joined the *TORONTO GLOBE*, and for the rest of his life delighted to claim he was "raised on THE *GLOBE* and oatmeal porridge".

He never altered his distinctive style of dress — grey, cutaway coat, white shirt, flowing black tie and black "ten-gallon" hat. With his white hair and small, immaculately kept beard, he was as striking in appearance as he was distinguished in ability.

In business, he was always a crusader.

vertisers in the same direction.

He was a pioneer in color printing, and played no small part in advancing Canadian printing processes.

He introduced sworn statements of circulation in a day when circulation figures were often over-estimated, THE *GLOBE* being the first paper in Canada to adopt this measure.

He played a major role in establishing a national code of advertising ethics, and had much influence on the creation of the Ontario Hydro-Electric Power Commission.

He died in 1950, in his 97th year, and was succeeded by his son, Adam Smith, who died in 1961.

During its 50 years R. C. Smith and Son Limited have served some of the largest national and government accounts in Canada. They coined the slogan "The Champagne of Ginger Ales" for Canada Dry; and created the first "funny cow" — which later became the famous "Elsie" — for The Borden Company Ltd.

Today the agency is headed by G. Alec Phare who joined the firm in 1932 as its radio director.

It is fully recognized by every franchise-granting body and serves some 40 clients. It is fully staffed and knowledgeable on any type of account; and prefers to stay a small to medium sized agency believing that there will always be a place for the agency which is set-up to render personal attention to the client and

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

SINGULAR AIM

for selling in Edmonton

CFRN • RADIO

1260 on the dial

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

There are none so brave as the anonymous.

CFCN RADIO/TV CALGARY

HOPE IN THEIR HEARTS AND BLOOD IN THEIR EYES

by Kit Morgan

Some two thousand three hundred and ten classes, upwards of two hundred hours of practical experience and incalculable hours of study and work on assignments — all this is being summed up now in letters and interviews, with "I am in the graduating class of the Radio and Television Arts Course of the Ryerson Institute of Technology", as 42 young men and women start their search for careers in broadcasting and allied fields.

Of the 30 young men and 12 girls who are now completing the third and final year of the course, perhaps half a dozen have jobs firmed up, another dozen have irons in the fire, and the rest are up for grabs — and there's gold in them thar hills.

"I want to go to a small television station, where I'll have the chance to do more than one job" — "I'd like to get into sales, either with a station or with station reps" — "I hope to go into a small agency, the business end" — "an agency, the production side" — "announcing" — "studio direction is my main interest now" — "writing" — their plans reflect the diversity of the course and also, of course, the individuality of the students.

RTA at RIT encompasses just about every facet of broadcasting short of scaling the transmitter tower to replace the red warning lights, and also deals, with varying emphasis, with advertising agencies, market research, film production, public relations.

A glance at the study program dispels any "trade school" aura that may linger in relation to Ryerson's Radio-TV course. Both instructors and students consider the course as the first step on the way to executive, management level and the curriculum includes an excellent liberal arts program of the humanities and social sciences.

In the first year, far from the basic needs of announce, operate, produce, the course includes economic principles, political and economic geography, and world history of the 19th century. The English course covers not only communication of ideas and a review of grammar and composition, but also a survey of English literature from Beowulf to the mid-17th century.

Radio and Television Arts, as "electronic journalism", is combined with Journalism in this first year, covering such common ground as news writing and typewriting (geared to broadcasting with instruction on the layout of radio and television scripts) and also introducing announcing, the use of microphones and tape recorders, and writing for broadcast.

It is unfair to the curriculum to skip over a subject by simply noting "news writing", which could be interpreted as very elementary and limited in scope. In fact, that class covers such basics as weather and obituaries, and then ranges over such topics as an analysis of mass communications, copyright laws, libel and contempt of court, publicity, public relations and advertising. This typifies the depth and breadth of each subject in the course.

EMPHASIS ON RADIO

Emphasis in the second year is on radio. "This is Radio Ryerson" is

a familiar station break to FM listeners in Toronto and within a 100-mile radius as the second year students operate station CJRT-FM at 91.1 mcs at 9,900 watts from 3.30 to 9.10 p.m. Monday through Friday.

The facilities of CJRT might well be the envy of almost every radio station in the country.

Master control features a McCurdy custom "U" unit with three automatic turntables and two Ampex tape recorders.

The "A" area consists of A control, which has an RCA console with two manual turntables and two tape machines; an announce booth; and a large studio equipped with an electric organ and a piano, used for musical and variety shows and for the nightly half-hour live drama.

The "B" area is made up of a control room specially set up for announce-operate and a second large studio, with live-er acoustics, used mainly for talks, interviews and panel shows.

The variety of music programming on CJRT is illustrated by its daily log, which includes such programs as *Musical March Past*, *Music of the Shows*, *Big Band Beat*, *All That Jazz*, *Strictly Vocal*, *Keyboards Only*, and *Concert Hour*, each one announced, operated, written and produced by the students, working with a library of some 2,000 lps. The nightly dramas, too, are completely student produced, often from original radio plays written by pupils.

The classrooms are as enviably modern as the broadcasting complex. The "writing and program room" is equipped with angle desks, at which the students can sit facing the front while typing or swivel to face a side blackboard for taking lecture notes. The music room — in which classes explore the history of music from early Christian beginnings to the romantic movement, music's fundamentals, the nature of musical instruments, the nature of the human voice, and more — is equipped with stereo.

Pièce de resistance of the classroom facilities is the "practice room" especially designed by the staff and unique in North America and, they believe, the world. This room contains eight cubicles, each with an

abbreviated McCurdy console with two three-speed manual turntables and a mike.

Here first year students learn to cue records and announce operate, and second year students come to time discs and build shows.

A third function will be to act as an auxiliary control room. The intercom system here is such that an instructor can speak to an individual cubicle or all eight at once, they can talk back, they can feed master control, talk to master, tape from any cubicle, and so on.

The study program this second year, 26 hours of lectures per week, includes radio production, which encompasses everything from control room techniques to how-to's of the creation and development of station policies; radio writing, from commercials to drama; theatre arts, covering acting and directing; phonetics of modern languages, theory and practice in pronouncing French, German, Spanish and Italian; English, surveying English literature from 1660 to 1830, and the history of drama and the theatre from the Greeks to Shakespeare; sociology; and the basic principles of psychology.

THIRD YEAR IS TV

The third, and final, year of the Radio and Television Arts course is concentrated on television. In the first term, students move from job to job, familiarizing themselves with every facet of TV; in the second

• KIT MORGAN, the writer of this article, is this paper's assistant Editor. She is herself a graduate of Ryerson Institute.

term they narrow their practical work to the fields in which they're most interested and to which they're best suited.

They produce dramas, musical and variety shows, talks, interviews and panel shows, and when present expansion is completed will do remotes from the gymnasium, auditorium and pool, on CJRT-TV, Channel 5, their closed circuit operation.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

CFAC
CALGARY

RADIO
1

WITH HOUSEWIVES

Contact your ALL-CANADA man

“ . . . footprints for these grads to follow ”

Again, the physical facilities are ideal. There are two vast, air-conditioned studios, back to back, fully equipped with the most modern cameras and mikes, with isolated lighting booths with full equipment, plus announce booths and control rooms.

Master TV control includes a \$70,000 Ampex videotape recorder, two film chains, a slide projector unit, a movieola, a Balop optical opaque projector, all the latest and finest television equipment.

In the props workshop students design and make their own graphics, their flats and sets and props. The wardrobe department, combined with imagination and alterations, can costume almost any production. The men's and women's make-up rooms, complete with showers, are large, bright, efficient. The film library is at present combined with the record library, which serves both radio and TV.

The third year course includes television production, which covers everything from camera operation to set design, kinescopes to performing, equipment maintenance to direction; TV writing; station management, which encompasses sales, surveys, public relations, network operations, BBG and DOT regulations, the CAB code of ethics and much more; advanced music and English; political science; development of western thought; and world history of the twentieth century.

INSTANT TEACHING

Just this week an experiment was conducted at Ryerson that may make a significant contribution to future methods of teaching by television. The extracurricular project has been a year and a half in preparation, from the first inkling of the idea, through the production of the final videotape, to this week's testing. Some 40 RTA students have been involved, working nights and weekends, some of them even coming back from vacation early, and for no other reward than the satisfaction of exploring the potential of their chosen field.

The experiment is in the use of the medium for instruction without an on-camera teacher and the project at Ryerson involved a lesson in how to cut a stencil. Three control groups of 16 students each were taught in the usual classroom fashion by an expert teacher. Then three experimental groups of 16 pupils each were taught via television with a 27 minute videotape demonstration of the process, which the student could follow step by step in actual practice, identifying with the medium itself and doing as the hands on the screen did. There was no TV teacher, no smiling face, no personality, just the medium of television, teaching unaided by the human element.

Teachers and television people who have discussed the project and seen the videotape in advance are watching the experiment with great interest and some scepticism. No one is hoping for an instant answer to educational TV, but it is hoped it will form a basis for further study of the relation between television and the educational process.

Having completed the course, which is no "how to be a broadcaster in ten easy lessons", the students actually know more about some areas of broadcasting (for example, videotape, color television) than some of their prospective employers. Yet, many of them feel, the industry doesn't give them credit for these

recognize its worth. They, and their instructors, feel that the diploma should equal at least a couple of the bottom rungs of the ladder.

"I can't afford to start at the \$45 a week some stations offer a Ryerson grad," says one. "I've invested three years and a lot of money in my knowledge and experience, yet they'd

pay that to a high school kid right off the street."

Another says, "I've worked in radio for peanuts through my vacations for experience, now I'm worth a better salary." A few of the students are married now, others plan weddings after graduation, and they'll have families to support on their new jobs.

Still, they feel, a Radio and Television Arts diploma is gaining more and more recognition from the industry every year, partly through good students earning the respect of their employers and paving the way for others and partly because past graduates are now reaching the hiring level and are hiring RTA people.

Graduates of past years have made big footprints for these grads to follow in. One owns his own radio station. A few are station managers and several are program directors. Some of the best radio and TV producers in the country, some of the best known personalities on the networks and in local stations, are from Ryerson. On and off the air, on and off camera, in agencies, film production, public relations and other allied fields, Ryerson-trained people are making their mark.

And the next batch will be hot off the griddle in mid-May. Get them while they're hot.

(NOTE: Interviews are being arranged now through G. L. Stewart, Placement Officer, Ryerson Institute of Technology, 50 Gould Street, Toronto 2.)



IN REHEARSAL FOR ONE of CJRT-TV's closed circuit television productions, third year students in Ryerson's Radio and Television Arts Course go through their paces in studio A. (Left to right) Doug Sheppard, Lakefield, Brad Franklin of Toronto, Madge (Mike) MacBeth of Scarborough, and Gayle Jabour, Ottawa.

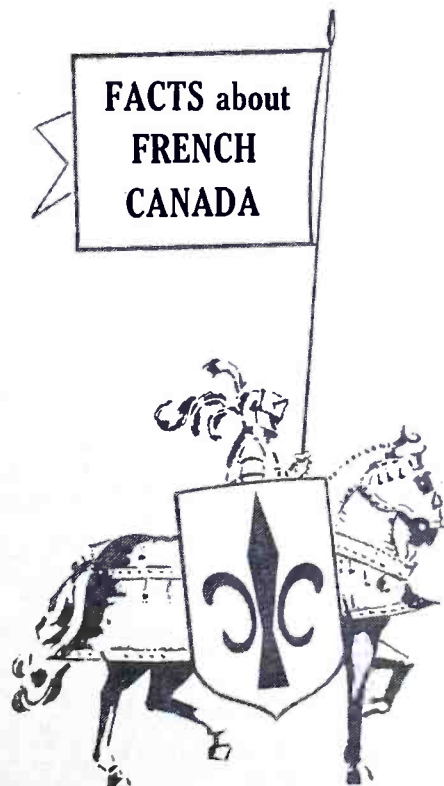
three long, hard, expensive years of study and practical experience.

All of the students are aware and appreciative of the industry's support of the course, through the activities of the advisory committee and with some \$2,500 worth of scholarships and bursaries donated by individual stations, reps, equipment manufacturers. But, having contributed much to the worth of the course, the students ask, why doesn't the industry

Anatomy is something everyone has
but it looks better on girls.

CFCN RADIO/TV CALGARY

FACTS about
FRENCH
CANADA



The province of Quebec has a population of 3,425,300 excluding Metropolitan Montreal. This is a population figure greater than the combined total of Manitoba, Saskatchewan and Alberta. To reach this population, with either radio or television, call your Hardy Representative.

HARDY

RADIO & TELEVISION LTD.

Toronto: — Suite 715, 2 Carlton St., EMpire 3-9433

Montreal: — 1500 Stanley St., VICTOR 2-1101,

For French Coverage

STATION CALLS

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

CHSJ-TV, SAINT JOHN



Photo by The Harvey Studios Ltd.

THE CHIEF ENGINEER played at coloring and cut-outs, a cameraman perched a paper cup on his head as a dunce cap, a secretary and an announcer played catch, and Miss Margaret's Play Party on CHSJ-TV Saint John went on the air in spite of a blizzard that kept its regular cast of pre-school tots snow-bound at home.

Improvisation was the order of the day as one mother after another called to say the youngsters couldn't get to the studio.

Staff members volunteered and were recruited in true "show must go on" tradition and resulted in on-camera scenes like the above with (left to right) cameraman Ian MacEachern, secretary Eleanor Stewart, (standing) secretary Joanne Simonds and announcer Denny Comeau, chief engineer J. G. Bishop, secretary Virginia Wright, and (standing) "Miss Margaret" Staton.

The program followed its usual format of singing, marching, ABC's, fun and games, and as one staffer had to leave the fun to return to regular duties, another joined in the games on the set, throughout the one and a half hour show.

As the EVENING TIMES-GLOBE said in a story on the goings-on, "housework was at a standstill as friends hastily called each other to be sure

to stop everything and watch the show... (it) was a howling success."

The show ended, as is usual, with a cartoon, and this particular morning's cartoon was fittingly titled *Nuts in Season*.

CFTJ, GALT

WHEN LINDA WARD and Neil Carpenter of Galt entered the junior dance team competitions at the World Figure Skating Championships at Cortina, Italy, they also had an opportunity to tour Europe. However, to take this tour, they needed a chaperone along, which would involve an additional expense of \$750. It looked like the tour was off!

On his noon newscast, John Evans, owner of CFTJ, Galt, wondered out loud how this money could be raised.

Within minutes, the station's switchboard was lit up with callers wanting to help and within two and a half hours over \$762 was received in pledges, and every pledge was honored.

Mrs. Jerry Woodstrom, wife of the team's coach, was chosen as their chaperone. After a mad whirl of packing, she joined the young skaters on the plane to Italy early that evening.

CFCH-TV, NORTH BAY

YOUR AIRFORCE NEIGHBOR, a 15 minute, once a month telecast of CFCH-TV, North Bay, is a special series dealing with the local Airforce base and its personnel.

Each program is handled entirely by the Airforce personnel involved in the particular facet of the operation which is being presented.

Because the air base is of such strategic importance, area residents naturally want to be kept informed as to what is happening around them. This program does just that, as well as letting them see where the taxpayers' dollars are going as far as military protection is involved.

HOCKEY

CKBB, CKVR-TV, BARRIE: Just wrapping up their 5th season of supporting minor hockey in Barrie, the CKBB Radio and CKVR-TV All-Stars met the Collingwood Challengers during a benefit hockey game recently, resulting in the Collingwood Minor Hockey Fund being boosted by over \$500.

Barrie's big power line of Women's Commentator Wendy Hicks, *Romper Room's*, Lois Welsman and *Popeye and Pals'* hostess Lorrie Smith sparked the group to a 12 to 4 loss. Although not too good on goal scoring, the gals were certainly crowd pleasers.

CHUM — TORONTO

CHUM, TORONTO: Early March saw CHUM personalities clash with the Toronto Argonauts in a TSSAA game, drawing an all-time attendance of 11,576 fans to the Gardens to witness the battle.

"In previous years, top attendance was less than 4,000" reports Hugh MacDonald, hockey convenor for the Toronto secondary schools.

This year, the TSSAA were told either to draw a larger audience or forget about receiving the Gardens gratis in the future. They approached CHUM for help in promoting the event, and promotion they got. For two weeks prior to the game, CHUM personalities, along with various Argonaut stars, including Dave Mann, Dick Shatto and Jim Andreotti, went on the air from the CHUM studios, urging anyone interested to get out and attend this game.

"We couldn't be more satisfied. Everything worked out fine," said

MacDonald on behalf of the TSSAA. The game, incidentally, ended in a 2-2 tie.

CKPR — FORT WILLIAM

CKPR, FORT WILLIAM: Winter Carnival Week in Fort William saw two successful nights of hockey draw over 10,000 fans to boost this sport at the Lakehead. The first game, between the CKPR-TV and Radio staff and the staff of the FORT WILLIAM TIMES-JOURNAL, was given wide publicity both over the air and in the press in an attempt to draw a large audience.

Over 5,000 fans turned out for this game, and for those unable to attend, CKPR Radio broadcast the game live from the Gardens. To add a touch of humor, every time a goal was scored or an injury occurred, a funny skit was put on to entertain the crowd.

The winning goal, scored for the TIMES-JOURNAL team, came 37 seconds after game end. Final score, in a very crooked but very enjoyable game, was 4 to 3. CKPR lost!

On hand to challenge the winners of the first game was the regular hockey team from the Fort William and Port Arthur Police Department. Because of the toll of injuries which occurred in the previous night's game, both the press and broadcast teams had to merge and pick an all-star team.

This game was also given much publicity and another capacity crowd of over 5,000 turned out, to see the so-far-unbeaten police team finally meet their match and go under with a score of 6 to 4.

CHML, HAMILTON

"WILL THE REAL R. O. Horning Junior please stand up?" Sound familiar? Of course it does, to anyone who watches the popular TV show *To Tell The Truth*.

The same format as this popular show was used by CHML Radio recently to change the name of one of its announcers from an alias back to his real name.

CHML decided that its *Nitecap* personality, Bruce Collier, whose real name is R. O. Horning Junior, should use his real name, as it fitted best into his all-night show.

The problem was how to go about making this change. Announcers Paul Hanover, Paul Reid, Bruce Collier, Stu Daly and Mike Marshall, in groups of three, announced that their name was R. O. Horning Junior. The next step, still following the format of *To Tell The Truth*, was to ask the real R. O. Horning Junior to stand up. This was followed by a noise of a chair sliding back.

The listeners were kept in suspense for four days after this, until Bruce Collier visited each announcer on the air and said good-bye, as Bruce was leaving. However, that night, at the beginning of his *Nitecap Show*, he announced that he was the real R. O. Horning Junior.

CJBQ

RADIO

BELLEVILLE and
TRENTON, ONTARIO

Another
STOVIN-BYLES
Station

A LOW COST INVESTMENT

The advertising rates for CJBQ-FM, starting separate programming April 1st are:

Announcements	\$ 2.50
15 Minutes	\$ 7.00
30 Minutes	\$10.00
60 Minutes	\$17.00

MARCH AGENDA INCLUDES TWELVE NEW STATION APPLICATIONS

An agenda of some 45 applications will face the Board of Broadcast Governors at the public hearings beginning March 26 in Ottawa, and includes bids for eight new AM radio stations, three FM stations, one TV station, seven TV rebroadcasting outlets and proposals for changes in ownership affecting nine radio and TV operations.

AM RADIO APPLICATIONS

Applications have been made to establish new AM radio stations in Winnipeg; Windsor; Duncan, B.C.; Campbell River, B.C.; Hawkesbury, Ontario; Dolbeau, Quebec; and Stephenville, Nfld., as follows:

- by Jack Shapira on behalf of a company to be incorporated, for a 5,000 watt AM station in Winnipeg,

- by Royce Frith on behalf of a company to be incorporated, for a 500 watt AM station in Windsor,

- by William Robert Jeffcott on behalf of a company to be incorporated, for a 1,000 watt AM station in Duncan, B.C., to broadcast part time the programs of CJAV Port Alberni,

- by Nanaimo Broadcasting Corporation Ltd. for a 1,000 watt AM station in Duncan, B.C.,

- by CFCP Radio Limited, for a new 250 watt AM station at Campbell River, B.C., to broadcast part time the programs of CFCP Courtenay,

- by Donald H. Atfield on behalf of a company to be incorporated, for a 5,000 watt daytime-only bilingual AM station at Hawkesbury, Ont. with studios at Lachute, Québec, and Hawkesbury,

- by Radio Lac St. Jean Limitée for a new French-language AM station at Dolbeau, Québec, with 1,000 watts daytime and 250 watts nighttime, to broadcast part time the programs of CFGT Alma, and

- by Humber Valley Broadcasting Co. Ltd. for a 500 watt AM station in Stephenville, Nfld., to be programmed from CFCB Corner Brook.

The Department of National Defence, Air, has applied for a low power 50 watt AM station at Puntzi Mountain, B.C.

FM RADIO APPLICATIONS

The Board will hear applications for FM stations in Montreal, Winnipeg and Pembroke, Ontario, as follows:

- by Maisonneuve Broadcasting Corporation, owners of CKGM Montreal, for an FM station in Montreal,

- by Jack Shapira on behalf of a company to be incorporated, who are applying for an AM licence in Winnipeg, for an FM station in Winnipeg, and

- by CFRA Broadcasting Ltd. for an FM station at Pembroke, Ontario, to broadcast part time by off-the-air pickup from CFMO-FM Ottawa.

- Also regarding FM, Cape Breton Broadcasters Limited are applying for authority to operate CJCB-FM Sydney, N.S. with programs separate from those of CJCB.

TV APPLICATION

The only bid for a new television station is the revival of an application heard earlier, on which a decision was reserved, by T.V. Transgaspienne Inc. for a French-language TV station at Ste. Anne des Monts, Québec.

TV REBROADCASTING

Television rebroadcasting outlets are being sought for four B.C. centres, one in Ontario and one in Saskatchewan, as follows:

- by Transcanada Communications Limited for a new TV rebroadcasting station at Marquis (Moose Jaw), Sask., to broadcast by off-the-air pickup from CKCK-TV Regina,

- by the CBC for a new TV rebroadcasting station at Atikokan, Ontario, to broadcast by off-the-air pickup from CBWAT Kenora,

- by the CBC for a new TV rebroadcasting station at Castlegar, B.C., to broadcast by off-the-air pickup from CBUAT Trail,

- by Charles Edward Osterloh on behalf of an association to be incorporated, for a new low power TV rebroadcasting station at Invermere, B.C. to broadcast by off-the-air pickup from CFCN-TV Calgary,

- by G. Selody on behalf of a society to be incorporated, for a new low power TV rebroadcasting station at Falkland, B.C. to broadcast by off-the-air pickup from CHBC-TV Kelowna, and

- by G. Selody on behalf of a society to be incorporated, for a new low power TV rebroadcasting station at Westwold, B.C. to broadcast by off-the-air pickup from the proposed rebroadcasting station at Falkland.

An application, made at the January hearings, on which a decision was reserved, is being revived by Gaspé Télévision Limitée, for authority to program TV rebroadcasting station CJAQ-TV-1 Mont Blanc, Percé, Québec, by off-the-air pickup from CKAM-TV Upsalquitch Lake, N.B., instead of from CHAU-TV Carleton, Québec.

OWNERSHIP CHANGES

Applications for changes in ownership involving nine radio and TV stations will be heard, as follows:

- CFCF and CFCF-FM Montreal, from Canadian Marconi Co. to Radio Futura Ltd.

- CHIC Brampton, Ontario, from CHIC Radio Ltd. to Hemisphere Investments Ltd.

- CHEK-TV Victoria, the transfer of 100 common shares in the capital stock of CHEK-TV Limited and subsequent change of ownership from CHEK-TV Limited to Radio NW Limited.

- CJCB and CJCB-TV Sydney, N.S. and CJCB-TV-1 Inverness, N.S., from Cape Breton Broadcasters Ltd. to Celtic Investments Ltd.

- CFMW-FM Altona, Man., from Southern Manitoba Broadcasting Co. Ltd. to Radio Fine Music Greater Winnipeg Ltd.

- CHSM-TV-1 Rivière-au-Renard, Québec, from Le Syndicat de Télévision de Rivière-au-Renard to La Télévision de la Baie des Chaleurs Inc.-Baie des Chaleurs Télévision Inc.

Other proposals are a change in control in Midland-Penetang Broadcasting Ltd., licensee of CKMP Midland, Ont.; the transfer of 3,000 common shares and 199½ preferred shares of capital stock in Channel Seven Television Ltd., licensee of CJAY-TV Winnipeg; and the transfer of 494 common shares and 162 preferred shares of capital stock in Sun Parlor Broadcasters Limited, licensee of CJSP Leamington.

STILL MORE ON AGENDA

The Board will hear representations regarding a possible reconsideration of its recommendation to deny CJAY-TV Winnipeg's application for a TV rebroadcasting station at Brandon. The possibility of reconsidering the decision was brought about by information received by the Board in connection with the establishment of a community antenna TV system in Brandon.

The CBC has submitted applications for 40 watt low power relay transmitters at Stephenville, Nfld., and at Fort St. John, Fort St. James and Salmo, all in B.C.

The Corporation is also seeking authority to increase the power, from 20 to 40 watts, of low power relay transmitters at Blairmore and Jasper in Alberta, and at White River, Schreiber, Foleyet, Dryden, Atikokan and Hornepayne in Ontario. It has also applied to change the frequency

of CBLD Dryden and to change the antenna site of low power relay transmitter CBRQ Quesnel, B.C.

Several applications for power increases will be heard by the Board. CKOY Limited has applied for an increase in power from 5,000 watts daytime and 1,000 nighttime to 50,000 watts day and night for CKOY Ottawa, also for authority to change the antenna site.

CHIQ Radio Limited is requesting authority to operate CHIQ Brampton on a full time basis, with a change in frequency from 1090 kcs to 790 kcs and power increase from 250 watts daytime to 1,000 watts daytime and 500 watts nighttime.

A slight increase in power and authority to change the transmitter site of CKCR-FM Kitchener is being sought by Kitchener-Waterloo Broadcasting Co. Ltd.

Radiocon Ltd., J. Conrad Lavigne Enterprises Ltd., Conblain Ltd. and Conren Ltd. have applied for authority to increase the power and change the antenna of CFCL-TV-2 Kearns, Ontario.

A change in frequency, from 1460 kcs to 1050 kcs, and a change in the antenna radiation pattern, for CJNB North Battleford, Sask., is proposed by Northwestern Broadcasting Company Limited.

Kawartha Broadcasting Company is applying to change the daytime antenna radiation pattern on CHEX Peterborough.

Radio Iberville Limitée is seeking authority to open a new studio of CHRS Preville, Québec, in St. Jean.

Radio Trois Rivières Inc. is applying for a change in location of the main studios of CHLN Trois Rivières.

Two applications to form networks will be heard by the Board. Radio Station CHVC Limited, Niagara Falls, hopes to form a network with WKMH Dearborn, Michigan, to carry scheduled games of the Detroit Tigers Baseball Team from April 9 to September 30, plus playoffs. The Department of National Defence (RCAF), licensee of CFSE Senneville, Québec, wants to form a network with CJKL Kirkland Lake to broadcast certain of CJKL's programs.

RADIO NEWFOUNDLAND

VO	CK	CH
59	62	58
CM	CM	CM
10,000	10,000	1,000
watts	watts	watts

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

GET COLOR ON B & W SETS

TELEVISION VIEWERS in five U.S. centres are now seeing color on their black and white sets as Storer Broadcasting Company TV stations experiment with a new color effect. The process is described as producing a chromatic visual effect utilizing black and white broadcasting equipment and giving the impression of color. It is not electronic color transmission as developed for color sets.

"We don't want to give anyone the impression that this is a replacement for living color," says Bill Michaels,

vice-president of Storer's TV division. "It isn't, and it is my belief that it never will be so developed."

Thus far the Storer stations are using the process only on some station IDs, but "this process can be adapted right now for commercial use as an attention getter," says Michaels, who doesn't see the process developing much beyond use in slides and limited animation.

The color effect is a patented process, developed in Austria and licenced in the U.S. through General Television Corporation of Ferndale, Michigan. It involves the transference of original artwork to videotape before actual broadcasting and almost unlimited dubs can be made from the original videotape. Processing before the final transposition to videotape must still be handled in Austria.

Most viewers find the color effect startling and react to it instantly, Michaels says, but tests have shown that one person in about 15 doesn't see the color effect at all, even on close scrutiny. No special adjustment to the set is necessary to receive the color effect, though it is sharper and stronger when the light in the room is normal or even slightly above normal and the colors are more vivid when the contrast is turned up and the brightness turned down.

**OUR
SPONSORS
ARE
BUSY
PEOPLE!**

**CHOV
RADIO-PEMBROKE**

See Paul Mulvihill

They're Tearing the Heart out of SASKA- TOON!

And it's a bit as drastic as it sounds: a massive site to be opened for operation every and ruthless as a massive site to be opened for development with the re-location of CNR facilities that now take up 32-acres in downtown Saskatoon. The prospect excites city planners no end and conjures up visions of progressive architecture . . . dramatic new traffic concepts . . . green areas . . . play space . . . and parking, parking, parking . . . all in the city's heart. Visionary so far, but cool heads see the project as limitless in possibilities, with one thing sure — a re-vitalized Saskatoon will become Saskatchewan's biggest centre within a very few years. If you live there, it's nice to watch your city growing bigger, more important. And if you do business there, it's pleasant to watch your market expand. Consider the inclusion of CFQC in your marketing plan. It's the best way to reach a market on the move. **CFQC.**

Alta Cops 3 Liberty Awards

WHETHER DRILLING for oil or developing television showmanship, it appears Alberta has the happy knack of doing things in a big way. Results of the 6th annual Liberty Awards for TV stations announced this week have that province walking off with three of nine awards for 1963.

The Albertan winners are CJLH-TV Lethbridge (6th consecutive win), best local programming; CHCT-TV Calgary (win number five), best station interview show; and CHCA-TV Red Deer, best station music show.

The awards, presented each year by LIBERTY MAGAZINE, are based on submissions by stations wishing to compete. Winners are chosen by the LIBERTY editorial staff as stations which, in the opinion of the judges, show the most imaginative use of local facilities to bring the best of entertainment to their viewers.

There was keen competition between an independent and the CBC in Ottawa, where CBOT-TV, the

CBC's station, wins an award in the best station sports category, while rival CJOH-TV takes the award for the best women's show.

A high-powered promotion in cooperation with Sportsman cigarettes and featuring a shot-gun give-away contest, netted CHBC-TV, Kelowna, B.C., the award for the best promotion showmanship.

It took Randy Martin of Hamilton's CHCH-TV and his madcap *Randy Dandy Show* to break a four-year stranglehold on the best station children's show which has been held by CHSJ-TV Saint John, N.B. since 1959.

CKCO-TV wins the best station news award for its exceptional live coverage of a downtown Kitchener fire.

Montreal's CFCF-TV takes the best public service award.

The LIBERTY MAGAZINE TV talent awards will be announced towards the end of April.

'VL Gets French Radio Classic

A COLLOQUIALISM for "miser" in French Canada is "seraphin", adopted into the language from Seraphin Poudrier, central character in *Un Homme et son Pêché*, a classic on the CBC French Radio Network for 22 consecutive years and now into its seventh season on the CBC French TV Network as *Les Belles Histoires des pays d'en haut*.

It was a dark day in French-language radio broadcasting when this drama of everyday life in the Laurentians at the turn of the century left the air over a year ago. A Beaver Award winner in 1945, the show was the *Amos 'n Andy* of French radio.

Now, *Un Homme et son Pêché* is back! CKVL Verdun-Montreal has revived the drama, going back to the very first script by Claude-Henri Grignon and gathering together many members of the original cast and production staff.

"To almost a generation of French Canadians this will be an entirely new story, as they were too young to listen to the original, which first went on the air in September, 1939," says the station.

The addition of *Un Homme* last month brings CKVL's schedule of live shows to a total of eight a day.

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

CKTB ST. CATHARINES

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

Reps:
Paul Mulvihill & Co. Ltd.
Toronto Montreal

Dial 610

CKTB
ST. CATHARINES

Party Line

ASST. ED. WENT TO A DRESS rehearsal a week or so ago, not of "Pajama Tops" at the Royal Alexandra (Ed. would have copped that one) or "Milk and Honey" at the O'Keefe — it was the try-out of CHFI's presentation to agencies.

The "theatre" was the Westbury Hotel, the curtain went up after lunch, and the star was the station, with supporting roles played by Air-Time Sales Ltd.'s Adrian Egan as narrator and Mike Callaghan juggling the tape recorder, the display cards and the pointer.

Guest performances, on tape, were by CHFI personalities. In the audience were station president Ted Rogers and program director Vaughan Bjerre, p.r. man Bill Freedman of Chris Yanoff Ltd., A-TS's Bob Leslie and the trade press.

Immediately following the performance the show went on the road, the four-a-day circuit of leading agencies. The production took the form of a report on the growth of CHFI from its beginnings in 1957, but primarily since it introduced the FM sound to AM listeners last fall. Then the station promised advertisers limited commercials, quality programming and acceptance by a large, singular and unique, audience — this presentation, via tape, photos and charts, demonstrates that they have delivered the goods.

"Programs", attractive booklets giving the highlights of the presentation, were distributed by Bob Thomson, general manager of RBM Associates, newly affiliated with A-TS to handle promotion and presentations for their stations.

The station roused curiosity by saying in the next few days they'd announce a new feature by one of Canada's best-known personalities, and then refusing to say who or what. The who, no less than Pierre Berton, and the what, a five-minute commentary with the sky the limit on subject matter, to follow the 8 a.m. newscast weekdays, were revealed later in the week.

Party Line

FIRST OF THE BERTON commentaries (on the election campaign, what else?) was previewed at a CHFI Press Conference at the Royal York last week, as the press chatted happily with CHFI personalities and thronged the bar and the canape and hors d'oeuvres tables, relaxed in the knowledge that their host wasn't expecting them even to pose as working. 'FI president Ted Rogers had commented that too often parties were thrown only when the thrower wanted a press, but this one was just to say hello, and thanks, and have fun. And everyone did.

Mind you, he did toss off a few remarks on future plans, like expand-

ing the dawn to dusk AM programming to full time (he's spent \$12,000 in nine months on that goal) and forming an FM network.

Meeting the station personalities pointed up CHFI's agreement with comments on adult radio made at the CCBA convention last fall by Martin Fliesler, vice-president of WOR New York, who said, "A number of our top performers are former journalists. You may find that newspapers in your area are a good source of new and stimulating radio people."

CHFI has found it so, with Berton only the latest in a series of journalists to go on the air at 1540 and 98.1. There's Scott Young and Ken McKee of the GLOBE AND MAIL and Milt Dunnell of the TORONTO DAILY STAR talking sports; David Ghent of the FINANCIAL POST covering business and financial topics; Andrew MacFarlane of the TORONTO TELEGRAM commenting on general subjects of wide interest. Next on the list is John Kraglund, music critic of the GLOBE AND MAIL, with a two-hour program of serious music late Sunday evenings, starting March 24.

Another raid on the press may carry off Alex Barris of the TELEGRAM and Sidney Katz, associate editor of MACLEAN's, in the near future.

Party Line

How about . . .

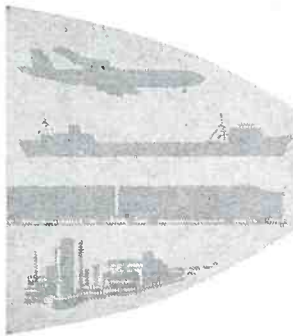
YOUR SALES MESSAGE?

Delegates to both
ACA and CAB
Conventions will
receive copies
of Broadcaster's
DOUBLE-BARRELLED
CONVENTION
ISSUE
(Out April 25)

CLOSING DATE
APRIL 11, '63

SELL A LEADING MARKET THROUGH A LEADING STATION

Building in the City of Saint John took another gigantic step in the first two months of 1963. Almost \$11,000,000.00 in building permits were issued for January and February. Saint John's boom is on! Why not get on Saint John's FIRST STATION IN CANADA'S FIRST CITY!



The Pacesetter in New Brunswick

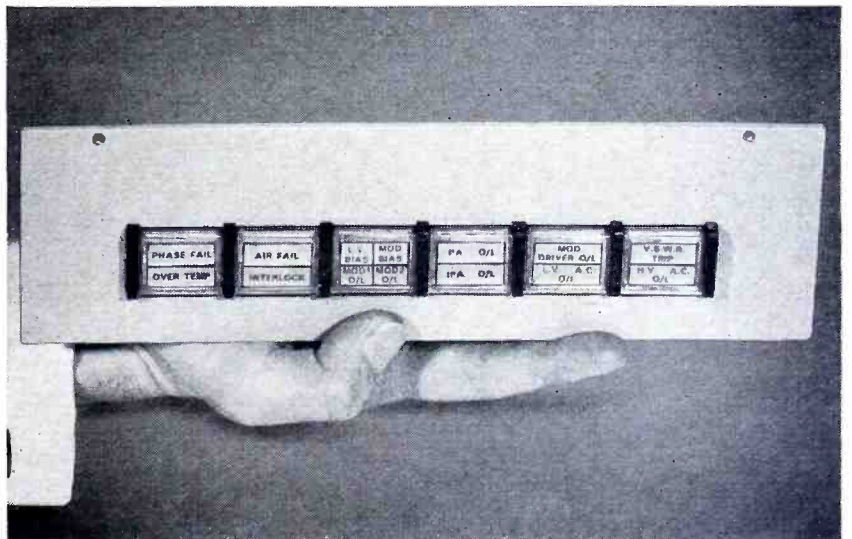
CHSJ

SAINT JOHN

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

soon from **CGE...**

*an all new Canadian designed
and built 10 KW-AM transmitter*



WITH . . . fourteen supervisory lights, located close to revolutionary "Big Look" meters for speedy trouble shooting; minimum off-air, and fast, read-at-a-glance control.

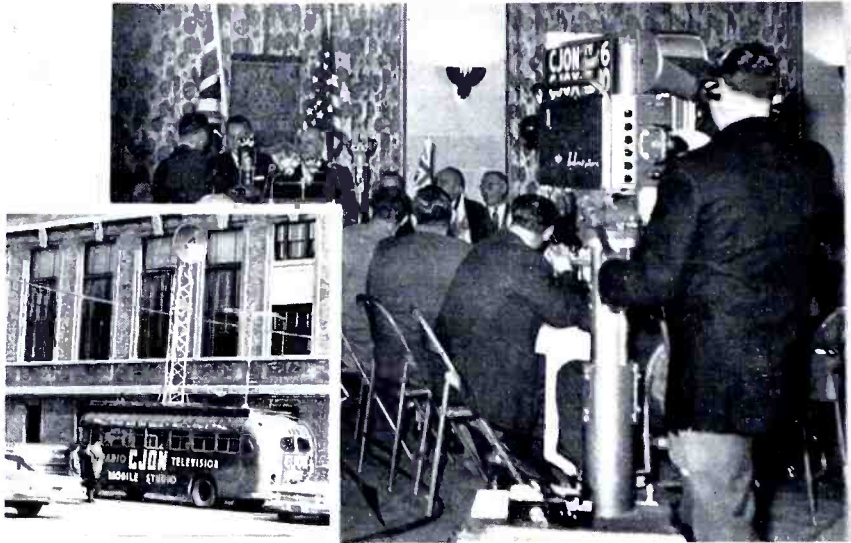
worth looking into!!!



CANADIAN GENERAL ELECTRIC



TV COVERS YOUNG SPEAKERS' CONTESTS



Young people participating in the annual province-wide girls' and boys' public speaking contests in Newfoundland are being given opportunity again this year to display their talents before a television audience.

LIVE COVERAGE

CJON Television arranged with the sponsoring St. John's Rotary Club to do live coverage on the girls public speaking finals on March 7th and the boys public speaking finals on April 4th, from weekly luncheon meetings of Ro-

tary.

SPECIAL AWARDS

Four girls competed for special awards, including a \$100.00 cheque and a shield for the winner's school. Regional winners were decided in contests over the last few weeks, on subjects which ranged all the way from hefty topics of the day in the adult world to "What I Think of Boys".

SCHOOL DEBATES

Other young people are appearing before CJON-TV cameras these days in a

series of weekly "High School Debates", featuring students from city schools in half-hour debates on topics of general interest.

SERIES EXTENDED

Arranged in co-operation with the Methodist College Literary Institute, an adult debating society which is nearly 100 years old, the three-year-old series originally had been planned for six weeks this season. So much interest is being shown in it, however, that now it has been extended to thirteen weeks.

MARKET NOTES

MINING: A 65-million dollar pelletizing plant under construction at Labrador City, Labrador, is to go into operation in April, turning iron ore concentrates into pellets about three-eighths of an inch in diameter. Dr. A. E. Moss, manager of the Iron Ore Company of Canada project, says one thousand men are now working on the building, on a site where 54,000 tons of iron ore are being mined every 24 hours.

INDUSTRY: In London, England, March 3rd, the Sunday Times published a 16-page colour supplement describing industrial developments in Newfoundland. The supplement is prefaced by a message from Premier Smallwood inviting British financiers and industrialists to participate in developing the resources of the province, especially the mineral riches of Labrador.

TRANSPORTATION: Eastern Provincial Airways, a Newfoundland airlines, has taken delivery of the first of two Handley Page Dart Heralds it has ordered for use in Newfoundland. The fifty passenger, twin-engined turbo prop aircraft is to go into service about April 1st. EPA now operates a fleet of 30 aircraft and employs nearly two hundred people.

TOURISTS: The CNR's Newfoundland Hotel in St. John's, where so many visitors to the city stay, is getting a renovation job, including installation of 140 television sets in bedrooms and public rooms. Most of the hotel rooms are being redecorated and refurbished. The hotel management says a record number of visitors were welcomed in 1962 and among other things it noted a 41 percent increase in the number of people going on organized tours of the city.

QUICK FACT: Newfoundland's population is increasing at the rate of one thousand a month.

See

STOVIN-BYLES
in Canada
WEED & CO.
in the U.S.

COMPULSORY VIRTUE

Nothing keeps a girl on the straight and narrow path more than being built that way.

• • •

DEPT OF ECONOMICS

After all, a dollar is worth forty-eight cents of any man's money.

—Jim Allard.

• • •

UNSOLICITED TESTIMONIAL

Before she could stutter she wasn't that kind of a girl, she was.

• • •

CORRECTION PLEASE

In MACLEAN'S MAGAZINE (Feb. 9) Ralph Allen calls this paper the "unofficial voice of private radio and TV," which we are not — of anything. In fact, we think we are the last bastion of free enterprise. If Mr. Allen would like to quote us we would mention that bastion is spelled "b-a-s-t-I-O-N".

• • •

BLAME BENNETT CERF

We are reliably informed that the reason U.S. bank cashiers invariably hit out for Canada when they abscond is because it is the only place they have Toronto.

• • •

AUDREY STUFF

Then there's the gal who was so dumb she knew the new operator could not be a bare-faced liar, because he wore a beard.

• • •

EMPLOYMENT WANTED

Inexperienced announcer wants job on a station willing to pay more than normal salary, because you have to work so much harder when you don't know the job.

• • •

ACTION TO WORDS

When the manager told him he believed most sincerely in free speech, he immediately put in a call on the office phone to his girl friend in San Francisco.

• • •

MODERN CONVENIENCES

There's a hotel in a remote prairie town where they have hot and cold running water — hot in summer, cold in winter.

TV Feeds News To All Nfld.



and is followed just over an hour later by a CBC Network newscast which features headlines from around the world.

FIRST SHOW

NEWS CAVALCADE holds the distinction of being the first live show presented on television in Newfoundland, and is a winner of the Liberty Magazine "best newscast" award.

FAMOUS PRODUCTS

Now hosted by one of the top newscasters in the country, BOB LEWIS, the program is sponsored by two products famous throughout the province... Good Luck Margarine and Rothmans Cigarettes.

WEATHER OUTLOOK

Immediately following the news, Bob presents a detailed report on the weather outlook for all Newfoundland, through the courtesy of another top sponsor... Hickman Motors Ltd.

Newfoundlanders have gotten into the habit of expecting television to keep them abreast of all the news of the day. CJON Television can boast that it never disappoints them.

NEWS CAVALCADE

The heart of the news coverage on CJON-CJOX-CJCN-TV is NEWS CAVALCADE, now in its eighth season. NEWS CAVALCADE rounds up the top local news of the day,

HOCKEY CONTEST

CJON Sports Director HOWIE MEEKER, former National Hockey League star and Toronto Maple Leafs coach, has come up with an idea giving added zest to the Saturday night televised NHL hockey games.

CRYSTAL BALL

In his daily sportscasts on CJON Radio and Television, Howie invites listeners to forecast the outcome of the games, pitting their "crystal ball" power against his own. Letters drawn in the contest are eligible for:

- \$5.00 for being drawn
- \$5.00 for predicting the winning team
- \$15.00 for proving Howie wrong
- \$25.00 for predicting the exact score

Howie is having a lot of fun. So far he has been wrong about one-third of the time.

CHARITIES AND STATIONS GAIN FROM COMMUNITY CLUB AWARDS

LABELS, BOX TOPS, wrappers, cash register tapes, sales slips and proof of purchase certificates by the hundreds, by the thousands, are flooding CJCH-TV Halifax — the first Canadian television station to conduct a Community Club Awards campaign.

tion has purchased the CCA franchise and appointed a CCA director — either a member of the staff or a leading local resident — Lewis guides the director through a kick-off meeting with women's club representatives, helps the station sales staff sell local advertisers and co-operates



SORTING, SPOT-CHECKING and tabulating proof-of-purchase returns from some hundred and fifty women's clubs, CJCH-TV's CCA director Mrs. Abbie Lane (left) the station's women's director, and her assistant, Mrs. Eleanor Ballam (right), keep score and store the entries to form a massive display at the "payoff meeting" when cash awards will be made.

Launched January 14 to run 17 weeks till May 11, the campaign has some 25,000 Halifax-Dartmouth women's club members and their friends and neighbors collecting proofs of purchase from 24 advertisers and bundling them off to the station in competition for cash awards to their clubs.

Next to hop on the CCA bandwagon will be WPTZ-TV Plattsburg, N.Y., which is beaming the campaign at Montreal clubwomen "to promote, publicize and further establish the station in the Montreal market in conjunction with WPTZ's new tower and increased power," says George BarrenBregge, vice-president of Rollins Telecasting Inc. This promotion will get under way next month, the first fully bilingual CCA campaign.

Already lined up for fall are CJAY-TV Winnipeg and CJON St. John's, Nfld. Geoff Lewis, Canadian general manager of Community Club Awards, says "Since the re-introduction of CCA to Canada last fall broadcasters from coast to coast have shown tremendous interest in the promotion. It appears to be just a matter of time till CCA campaigns will be running in most of the major markets."

LEWIS AT THE HELM

Lewis is an integral part of each station's campaign. After the sta-

with the national rep on national sales, and is usually on hand for the training meeting to brief club representatives on rules and regulations. When possible, he returns for the "payoff meeting" at which the winning clubs receive their cash awards.

This schedule will involve a number of visits to Halifax since, midway in its first campaign, the station intends to renew for another either this fall or early in '64. "We exceeded my gross-revenue estimate by almost \$14,000, in spite of our sales effort being curtailed by the Christmas season," says CJCH-TV general sales manager Douglas A. Clarke.

WIDE PARTICIPATION

Twenty-four advertisers are participating in the Halifax promotion and "the more the merrier," says Lewis, "but only one client in each category, one bakery, one dairy, so on."

Each advertiser pays a premium rate and, ideally, the premium covers the expenses of the promotion. Biggest expense is prize money for weekly and grand final awards, the amounts of which vary with the station and the market. In Halifax the prize money totals \$5,000.

A healthy number of national and regional advertisers are participating in the CJCH-TV campaign, includ-

at Your SERVICE

ADVERTISING SPECIALTIES

Pens • Pencils • Memo Books
Hats • Balloons • Rulers, etc.
FOR TRADE SHOWS—CONVENTIONS,
DEALER MEETINGS
NEIL S. O'DONNELL LTD.
Free Scripto Pen
if you mention this ad with your enquiry
1652 Bayview Ave. Tel. 485-0781
Toronto 17

RESEARCH

CANADA'S MOST COMPREHENSIVE
MARKET RESEARCH SERVICE
Elliott-Haynes
LIMITED
TORONTO — 515 Broadview Ave., HO. 3-1144
MONTREAL — 3290 Bernardin Street, RA. 8-5360

FILM SERVICES

INDUSTRIAL FILM MAINTENANCE
131 Peter St., Toronto, Em. 2-2501
Film Scratch Removal
Monitoring TV
off the air.

PRINTING

MAGNETIC FILM STRIPING
RAW STOCK 16 MM

PHOTO-SOUND LABORATORIES
100 ADELAIDE ST. W. TELEPHONE
TORONTO 364-5335

IMPERIAL PRESS
LIMITED
PRINTERS
We have expanded
to serve you better.
New Address
548 King St. W., EM. 4-9261

THIS SPACE
will deliver your message
TWICE A MONTH
FOR ONE YEAR
for \$5 per insertion.

ing Nestle's Quik, E. D. Smith, Beehive Golden Corn Syrup, Dr. Ballard's Pet Foods, Glidden Paints, Moir's Chocolates, Cordon Bleu, Morse's Tea and Coffee, Snowbird brand frozen seafoods, Hamilton's Biscuits, Mixo Bleach and Sobey's Supermarkets.

"Interest on the part of national clients is excellent," says Lewis. "A large percentage of the clients now running on CJCH-TV have indicated interest in subsequent campaigns in Halifax as well as participations in other markets."

In addition to a regular spot campaign, with each commercial tagged with a CCA reminder to collect proofs of purchase, advertisers get one or two page advertisements in THE BUYER'S GUIDE, a booklet distributed by the thousands to club members and their friends to outline rules, regulations and rewards and to

PREMIUMS

PRIZES FOR QUIZ PROGRAMMES



10 Castleknock Rd., Toronto. HU. 8-8601

MISCELLANEOUS

FLOWERS
for every occasion
WINONA FLOWERS
LIMITED
413 Bloor St. E., Toronto, WA. 1-2303

DAVID BRUCE COWPER
INSURANCE ESTATE PLANNING
NEW YORK LIFE INSURANCE CO.

443 UNIVERSITY AVENUE TORONTO 2.
BUS. EM. 3-5311 RES. HU. 5-2956

BOOKS
By Mail
Book Dept.
Canadian Broadcaster
219 Bay St., Toronto

Telephone
Answering
Service

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

Phone for Booklet in

Toronto 924-4471
Montreal UN. 6-6921

showcase participating sponsors.

Fringe benefits to advertisers vary with the station. Some, like CJCH-TV, arrange displays of advertisers' products at the kick-off meeting which may attract 300 or 400 women, others promote the campaign on the air mentioning participating sponsors, and feature weekly club winners.

"It's a triple-threat promotion," says Lewis. "Stations like it, it's good for sales and it's a public service-type promotion; advertisers like it, with thousands of women collecting their proofs of purchase; clubwomen love it, and the station and the sponsors, for the opportunity to make money for their clubs."

More than 1,200 Community Club Awards campaigns have been carried out to date in the U.S., Canada, Puerto Rico and Australia, and Lewis is out to keep that figure climbing.

CUTS & SPLICES

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

"THE WIDE AUDIENCE appeal of prestige films showcased in prime evening time" has been acclaimed by Walter D. Scott, executive vice-president of NBC-TV, announcing long-term, multi-million dollar agreements with Metro-Goldwyn-Mayer and 20th Century-Fox for 60 major feature films for the '63-'64 season on NBC-TV.

Following the success of its *Saturday Night at the Movies*, the network introduced *Monday Night at the Movies* on February 4 and was rewarded with an "unprecedented shift in the audience", six million more homes tuned in for an increase of 130% in audience share.

The majority of the films in the purchase are 1955 to 1960 releases, 30 from 20th Century-Fox and 30 from MGM, the first MGM films ever released to U.S. network television. They feature almost every top Hollywood star of the past decade.

ALL THOSE INTERESTED in reversal film for television use, and particularly those who aren't completely satisfied with their results with it, are being searched out and polled by Ron Laidlaw, news director of CFPL-TV London.

In a memo which has gone out to TV station managers, news directors,

The
audience
preference
in the
Halifax
market
is once again
CJCH-TV.

*Nielsen N.B.I.,
Jan. '63.

Paul Mulvihill
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality
television stations

CKVR-TV, Barrie

CJCH-TV, Halifax

CFCL-TV Timmins

CHOV-TV, Pembroke

producers and film labs across the country, Laidlaw explains that he's trying to find all those not fully satisfied with reversal film to embark on a study of improved techniques in processing and use.

"We'd like to improve our processing and thereby our picture and sound quality," he says. "We'd like to reduce contrast and maximum density, get more speed from so-called 'fast' films and discover what causes infrequent but occasional low grade results. In short, we find film to be an increasingly expensive product and we want to get the very best out of it."

At this juncture the project is Laidlaw's pet, supported in principle by many other SMPTE members and several news directors. But, acting on the reaction to his questionnaires, he foresees approaching organizations, suppliers and manufacturers for help in solving the problems, and perhaps even organizing a symposium.

The questionnaire on reversal film includes these questions — and if the reader is interested and hasn't received Laidlaw's material, he can fire off the answers to these questions to CFPL-TV, Box 2880, London:

Are you 100% happy with result? What is the ASA you get from the fastest films? If you have measuring equipment, what is your maximum density? of rebate? Would you like to run your machine faster? Can you get all film types dried at high speeds? Do you ever get streaking spots, snow, salt and pepper, or static? What processing formulae are you using? SMPTE? Other?

What are your suggestions for getting and disseminating more information on reversal processing? Would you attend a symposium on processing if experts from the U.S. and Canada could be procured? How many would attend from your lab? Would you prefer one, two, or more days? Aside from your home city, where would you like it held?

Would you favor approaching film companies, suppliers, etc. for major costs? speakers only? demonstrations? If a symposium was held, would you favor a trade show in connection with it? If a symposium could be arranged, when should it be held: soonest? next fall? next year?

Would you fill out a questionnaire on your methods? Are you satisfied with available printed literature? If you couldn't attend a symposium, would you want a printed synopsis of the proceedings? Would you pay for such a service?

Do you think the whole idea is ridiculous? If not, what are your ideas?

TWO NATIONAL FILM BOARD productions have been nominated for the British Film Academy awards for 1962, which will be presented in May.

Up for the Short Film Award is *Lonely Boy*, the candid study of singer Paul Anka, directed by Wolf

Koenig and Roman Kroiter, which has taken awards at Cannes, Tours and Vancouver. It is competing with films from France and Holland.

Nominated for both the Specialized Film Award and the Animated Film Award is NFB's *Four-Line Conics*. This is an eleven-minute experimental mathematics film, of great educational value to specialists in advanced mathematics, and also appealing to the general public through unique design, color and animation. *Conics* production was by Sidney Goldsmith and Frank Spiller, direction by Trevor Fletcher, and animation by Rene Jodoin and Bernard Longpre.

NEW FILM PRODUCTION company to specialize in documentaries for television and industrial films has been formed by radio and TV writer-producer-actor-announcer Lloyd Chester, who produced last year's Ohio State Award winning four-part radio documentary, *The God That Failed*. As a refreshing change, he says "I am not, repeat, not, going to produce the great Canadian feature film."

Offices are at 62 Richmond West, telephone 364-3088.

THE FULL SCHEDULE of events at the Society of Motion Picture and Television Engineers' 93rd convention and equipment exhibit has been announced, with the convention to take place at The Traymore in Atlantic City, N.J., April 22 to 26, inclusive.

Registration will take place April 22. The morning session will be "Laboratory Practice"; "8 mm and 16 mm Film" is the afternoon topic; "Fundamental Concepts are Still with Us" is the title of the evening session.

April 23 the morning session is "Motion Pictures and Television in Outer Space"; in the afternoon, "Instrumentation and High-Speed Photography"; and that same topic will continue in the evening session.

April 24 there will be "Equipment Papers and Demonstrations" in the morning; "Television Circuit Equipment" in the afternoon, or, optionally, a tour of the National Aviation Facilities Experimental Centre. The cocktail party, banquet and dance will take place that evening.

April 25 the morning session is "Color TV, Monochrome TV and Automation"; in the afternoon, "Motion Pictures for Television and Videotape"; "Motion pictures and Television in Education, part I," in the evening.

April 26 "Motion Pictures and Television in Education, part II" in the morning, with part III in the afternoon.

Some 34 firms are represented in the equipment exhibit, from Animation Equipment Corporation to Zoomar Incorporated.

The Association of Cinema Laboratories will hold a number of meet-

ings at the hotel April 21, including an equipment and technique forum which will be open to SMPTE members arriving early.

During the convention SMPTE Engineering Committees will hold meetings, as will the Papers Committee, the Board of Editors and the Publications Advisory Committee.

Registration rates are \$2 daily or \$8 weekly for members, \$3 daily or \$12 weekly for non-members.

FOUR CFCF-TV Montreal cameramen copped all the honors in the recent Montreal Press Photographers' Association News Film Clip Contest, winning first, second, and third prizes and two honorable mentions.

First prize went to the station's supervisor of photography, Ed O'Neill who, with Paul Taillefer of THE MONTREAL STAR, initiated the competition. His "Horse Pulling Contest", shot at the Lumberjack Carnival at Tapanee Farms, was judged "forceful" with praiseworthy "human interest".

Cameraman Mike Brociner took second prize for "River Rescue", coverage of the rescue of a construction worker from the freezing, ice-filled Back River, which was commended for the "choice of shots under poor conditions".

Third prize was shared by cameramen Al Brunelle and Jim Gratton for their filming of consecration ceremonies at Montreal's Christ Church Cathedral. Honorable mentions went to O'Neill's "Ice Take Off" and Gratton's "Flag Pole", the story of the erection of the 90 foot flag pole at the Bank of Commerce Building in Montreal.

Judges of the competition, which drew some 60 entries, were Doug Williamson, president of the Montreal Men's Press Club (which is planning its own awards for film next year), André Michaud of Omega Films, and Doug Roberts of the NFB.

"THE EMMETT KELLY SHOW", a new series of 39 half-hour children's TV shows produced for Seven Arts, is being released for distribution in the U.S. the end of this month at the Television Film Exhibit Convention in Chicago, and will be unveiled in Canada at the CAB Convention in Toronto in May.

The internationally-famous clown performs three different routines in each program, using various animals and unusual props, and hosts the cartoons featured in each show. He also does several specially prepared specialty numbers called "I'll-be-back-acts" which introduce commercial breaks.

Canadian TV distribution will be headed by Charles S. Chaplin, vice-president and Canadian sales manager of Seven Arts Productions Ltd.

LONDON LETTER by Walter R. Watkins

THE BRITISH GOVERNMENT is currently considering applications from various companies who want to participate in the proposed Pay-TV experiment which parliament has authorized.

On the much-vexed question of who should be allowed to take part in this initial experiment, the Minister said: "It is possible to argue that all sorts of people should be excluded from Pay-TV — relay interests, commercial television or film producers etc. — but I think it would be a mistake. I am certain that Pay-TV must grow out of something that is already there, and just as commercial television drew its strength from films, cinema, theatre and press interests, so I believe it would be right not to exclude any given form of interest from Pay-TV."

Among the companies applying for a Pay-TV franchise are four major contenders — British Relay Wireless, a wired-TV operation which is in cahoots with Associated Television; Choiceview, a company formed jointly by Rediffusion, a relay firm and the powerful Rank Organization, a leading British producer; British Telemeter Home Viewing (British

limb of the American company, principally owned by Paramount Pictures); British Home Entertainment, an "idealistic" group comprising such board members as Sir Laurence Olivier, Dame Margot Fonteyn, General Sir William Slim and Lord Harewood, cousin of the Queen, and, finally, Pay-TV, Ltd. which involves Marconi Wireless and a show business board.

Successful applicants for one of the experimental franchises will, says the government, be expected to form a consortium. But it is known that there is a certain amount of friction between these companies in view of their conflicting ideas on what programming should be used.

Show business sources would like to see Pay-TV competing with the existing networks with feature films, sport meetings, variety shows, etc. while others believe Pay-TV should cater to minorities.

One company, Choiceview, has successfully reached a compromise in this situation and has declared its programming policy.

Says Choiceview: "To avoid a monopoly situation in any form — whether in program supply of distribution — we will welcome program material for the experiment from all sources on the basis of a share of gross takings. Similarly, the policy of the company is to make its own programs available, where it has the necessary rights, to other Pay-TV companies taking part in the experiment."

AVAILABLE

Western disc jockey, 3 years' experience, primarily country and western, but can do modern if necessary. Tape and resumé on request. Box A-683, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ont.

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The BROADCASTER

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Help of the Highest Calibre
to the
Advertising • Marketing
and Sales Fields
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120 Eglinton East, TORONTO 12

TECHNICAL ENGINEER

with 7 years' experience in Radio and Television broadcasting; desires position with A.M. broadcasting station as Chief Engineer. References and details forwarded upon request. Box A-682, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ont.

COUNTRY-WIDE Experienced RADIO STATION MANAGER

desires new opportunity.
Top recommendations.
Box A-680,
CANADIAN BROADCASTER,
219 Bay St.,
Toronto 1, Ont.

CHIEF OPERATOR

with 13 years' experience seeks position in Radio or TV in Control Room, or as Recording Engineer with some Recording Studio. Would also consider announcing with small station. Resumé and photo available, write to:
Box A-681
CANADIAN BROADCASTER
219 Bay St., Toronto 1, Ont.

WANTED

Good morning man for variety music station in Ontario — 6 day week — must be experienced — send tape, resumé, and salary requirements to:

Box A-679
CANADIAN BROADCASTER
219 Bay Street, Toronto 1, Ont.



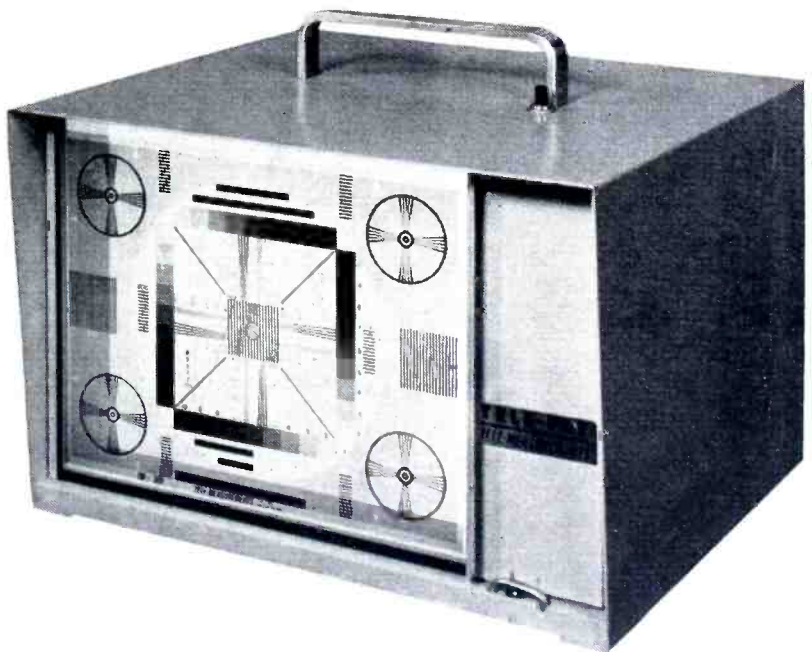
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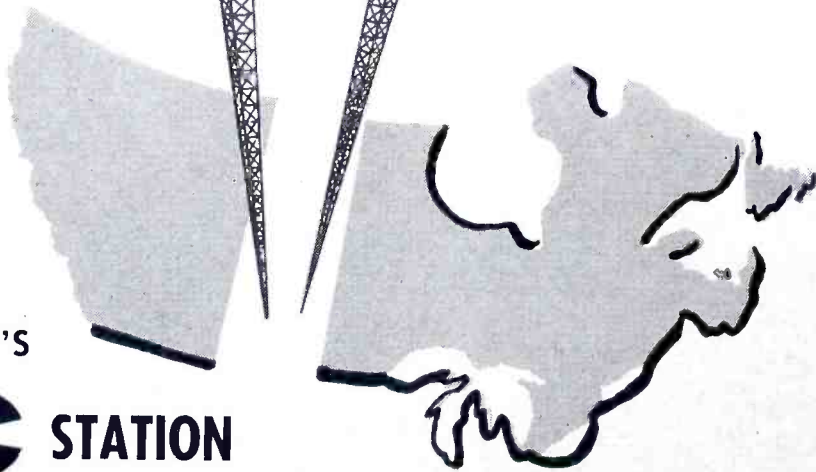
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