



Canadian
BROADCASTER

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

2, No. 10

TORONTO

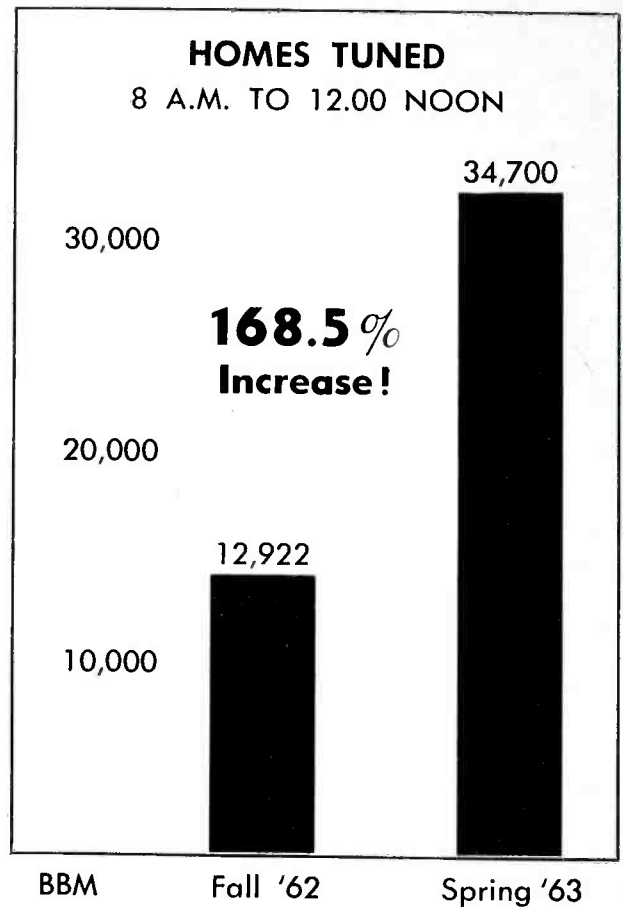
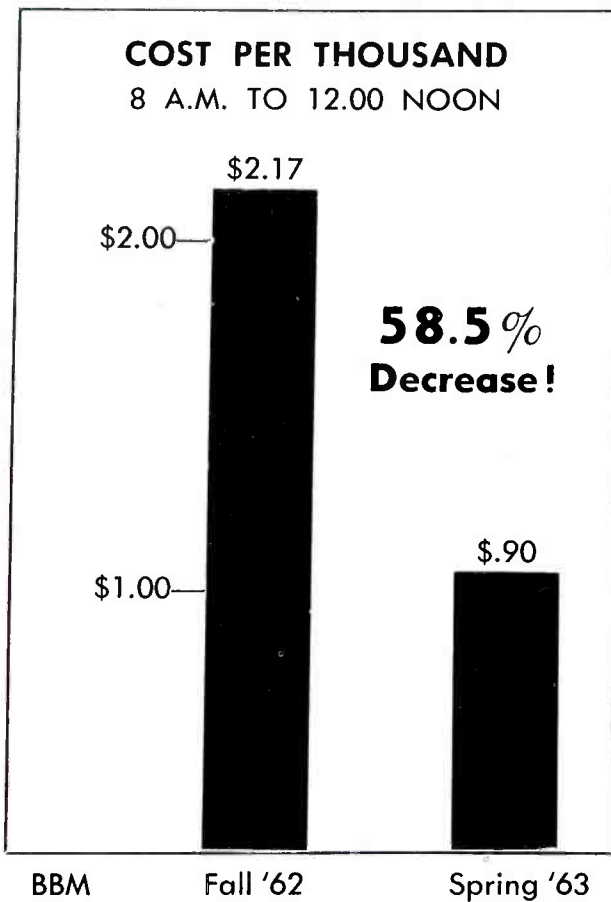
May 23rd, 1963

OVER THREE THOUSAND Calgary teenagers crowded the Stampede Corral recently to celebrate the first anniversary of CFCN's "1060 Teen Beat Club" heard Monday through Friday evenings. Host Don Wood and six other CFCN personalities were on hand with live music, entertainment, a hundred birthday cakes and lucky number prizes which included a 1954 car.

- **BBG's June Agenda** 4
- **Don Jamieson at the CAB** 6
- **TV Nets' Summer Skeds** 8
- **Sponsor Cites Stations** 9
- **Budget for Believability** 12

CKLM - Radio

Montreal's
French Personality
Station



Dear Agencies and Clients:-



GUY D'ARCY
Vice-President
and Comm'l Director

CKLM's Personality Programming is really finding favor with Montreal area listeners. Our average audience in the morning has increased 168.5% over the last BBM. Conversely, our average cost per thousand has decreased 58.5%. And we

are only one year old this August. Can you beat it? French Personalities sell French listeners. CKLM has the personalities. You'll be pleased with their selling efforts for you.

ASK OUR REPS

Paul L'Anglais Inc. - Toronto & Montreal
Stovin-Byles Ltd. - Winnipeg & Vancouver
Forjoe & Company - in the U.S.A.

SIGHT & SOUND

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

COCKFIELD, BROWN & CO. Ltd. is forming an affiliate company, Dundas Advertising Agency Ltd., to open in London, Ontario, on June 1. The new agency, at 200 Queens Avenue, will be completely separate as to contact, planning and creative work.

General manager and a vice-president will be Carroll W. McLeod, who moves to London from C,B's Toronto office. Creative director will be Bob Burns, from the Vancouver Cockfield, Brown office. First major account is Minnesota Mining and Manufacturing of Canada Ltd., London, which moves from C,B's Toronto office.

A NEW AGRICULTURAL services division has been formed by Cockfield, Brown & Co. Ltd. to provide marketing, advertising, merchandising and research counsel to clients whose products and services are sold primarily in the farm market. Headquarters will be Toronto but the division's services will be available to C,B offices in Montreal, Winnipeg and Vancouver and the agency's affiliate in London, Dundas Advertising Agency Ltd.

Supervisor of the division is A. Lorne Leach, who joined C,B in 1960 and prior to that was with the Agricultural Institute of Canada. Assistant is Norman H. Bell, who joined the agency this year with six years' experience on agricultural accounts. He graduated this year as CAAAP (Certified Advertising Agency Practitioner), from the CAAA course. Both are members of the Agricultural Institute of Canada, the Ontario Institute of Professional Agrolgists, and the Canadian Farm Writers Federation.

JAMES LOVICK & CO. LTD., the third largest advertising agency in Canada, billing some \$20 million annually, has been sold to a group of employees in a \$1 million deal. James Lovick becomes chairman of the board and succeeding him as president is A. M. (Scotty) Shoults, who has been vice-president and manager of the Calgary office and who was one of the originals when the agency was launched in 1948.

The agency has nine offices across Canada, employing more than 200 people. John G. Rowland, senior vice-president, will continue to direct Eastern operations from Toronto and Douglas L. Craig, senior vice-president, will continue as director of Western operations from Vancouver.

SPITZER, MILLS & BATES Ltd. has appointed George E. Plewman as vice-president and group supervisor. He was a vice-president and supervisor of major packaged goods accounts at Cockfield, Brown & Co. Ltd. for the past four years and prior to that was with Warner-Lambert Canada Ltd. for 12 years as advertising manager.

TWO NEWLY APPOINTED vice-presidents at Walsh Advertising Co. Ltd. are Dan A. Poyntz and J. A. Bromley. Poyntz, who has been with the agency five years, is an account manager and chairman of the business development committee. Bromley is also an account manager and chairman of the management advisory committee. Both are directors of the company.

A new member of the board of directors of the agency is André Lizotte, manager of Quebec operations from the Montreal office.

NEW DIRECTOR OF broadcast services at Breithaupt, Milsom & Benson Ltd. is Ray Arsenault, CFTO-TV Toronto's executive producer for the past two years and prior to that with Needham, Louis & Broby of Canada Ltd. and MacLaren Advertising Co. Ltd.

LEO BURNETT CO. of Canada Ltd. has added two new staff members in the Toronto office. Gerald O'Flanagan, broadcasting producer, was formerly a freelance producer with Robert Anderson Productions Ltd., Ottawa and prior to that was with CJOH-TV Ottawa as producer, writer and sports commentator. Mrs. Jean McGuey has joined Burnett as media buyer on a number of accounts. She was previously a media buyer with McCann-Erickson (Canada) Ltd. for two and a half years and has also worked with Heggie Advertising Co. Ltd. and MacLaren Advertising Co. Ltd.

YOUNG & RUBICAM LTD. has named Robert P. Murray as contact supervisor. Murray joined Y & R in 1956 and was made an account executive in '59.

Roy Armour is now assistant head of the traffic-production department of the agency.

TvB OF CANADA's promotion and publicity director for the past year and a half, Josephine Smith, has left the Bureau for a field far from broadcasting. She and associates will open the Eaton Canyon Club, a fishing lodge, in the uninhabited Ungava region of New Quebec. Her successor has not yet been named.

NATIONAL TIME SALES, a completely separate division, has been formed by Air-Time Sales Ltd. to represent ten radio stations: CJRW Summerside, P.E.I.; CKBC Bathurst, N.B.; CJQC Quebec City; CHVC Niagara Falls; CFOB Fort Frances, Ont.; CKSW Swift Current, Sask., and four BC stations, CJDC Dawson Creek; CKCQ Quesnel; CFCP Courtenay; and CFTK Terrace-Kitimat.

General manager of the new division, which will have a close working liaison with A-TS, is Roy Green, formerly with CHCH-TV Hamilton's retail sales department and prior to that with Hardy Radio & TV Ltd. and Markey-Brooke Interprovincial Ltd. Offices are at 2149 Yonge Street, Toronto, telephone 487-3023.

A-TS was founded on the principle

that it would concentrate on monopoly station markets, president Mike Callahan says, and when major market stations were added to the stable, two separate selling approaches were called for and the split was a natural. Eight major market stations and the Carribean group remain with Air-Time Sales.

NEW SALES REPRESENTATIVE in the Television Division of All-Canada Radio & Television Ltd.'s Toronto office is Alex Findlay, formerly general sales manager of CKRC Winnipeg.

THE BOARD OF DIRECTORS of the Canadian World Exhibition Corporation has named a group of public relations firms and advertising agencies to carry out assignments in Canada in connection with the Montreal International and Universal Exhibition in 1967. The World's Fair group will be headed by Cockfield, Brown & Co. Ltd. in association with Publicité-Services Ltée., under the direction of Guy Beaudry, deputy general manager of the Corporation in charge of information, promotion and p.r.

Other companies involved are: Agence Canadienne de Publicité Ltée.; DesRoches, Inkel, Poirier et Associés; Public and Industrial Relations Ltd.; Monty Berger & Co. Inc.; McKim Advertising Ltd.; McConnell, Eastman & Co. Ltd.; James Lovick & Co. Ltd.; Publicité Huot Ltée.

APPOINTMENTS AT CFCF-TV AND RADIO, MONTREAL



S. B. Hayward



Sam Pitt



H. E. Moll

R. E. Misener, Manager, Broadcast Division, Canadian Marconi Company, announces the following appointments:

S. B. Hayward as Assistant Manager, Broadcast Division, Canadian Marconi Company, and Manager of CFCF Radio.

Sam Pitt as Program Manager, CFCF-TV.

H. E. Moll as Retail Sales Manager, CFCF Radio.

PUBLIC HEARINGS OPEN JUNE 4 IN OTTAWA

AT ITS PUBLIC HEARINGS in Ottawa, opening June 4, the Board of Broadcast Governors will hear the following applications:

NEW AM STATIONS

Smithers, B.C. — Ronald Austin East, on behalf of a company to be incorporated for 1,000 watts day, 250 watts night on 1230 Kcs.

St. Norbert, Man. — Radio Fine Music Greater Winnipeg Ltd. for 5,000 watts omni-directional on

850 Kcs, to broadcast programs received from CFMW-FM.

Whitby, Ontario — Leonard Bruce St. George on behalf of a company to be incorporated — for 5,000 day, 1,000 watts night on 1390 Kcs.

Toronto — Rogers Broadcasting Ltd., for night-time only, 10,000 watts directional on 680 Kcs.

Saint John, N.B. — Canadian Broadcasting Corporation for 10,000 watts on 680 Kcs.

Saint John, N.B. — Canadian Broadcasting Corporation for 10,000 watts on 1110 Kcs.

NEW TV STATIONS

Applications will be heard by the CBC for reservation of TV channels as follows:

Location	Channel
Prince Edward Island	8
Saint John and Fredericton, N.B.	9
Sherbrooke (English)	9
Three Rivers	8
Sudbury and Sturgeon Falls	4—
Port Arthur and Fort William	13—
Saskatoon	12
Calgary	9+
Victoria	10

NEW REBROADCASTING TV STATIONS

Burns Lake, B.C. — Skeena Broadcasters Ltd., to pick up programs from a proposed TV rebroadcasting station near Smithers, B.C. (Channel 2).

Smithers, B.C. — Skeena Broadcasters Ltd., to pick up programs

from Station CFTK-TV and rebroadcast them on Channel 5.

Riverhurst, Sask. — Swift Current Telecasting Co. Ltd. to pick up programs from Station CJFB-TV and rebroadcast them on Channel 10.

Huntsville, Ontario — Ralph Snelgrove Television Ltd. to pick up programs from Station CKVR-TV, Barrie and rebroadcast them on Channel 8+.

Red Lake, Ontario — Canadian Broadcasting Corporation, to pick programs from CBWAT, Kenora, Ontario, and rebroadcast them on Channel 10.

Magdalen Islands, P.Q. — Canadian Broadcasting Corporation to pick up the programs of the proposed French language TV station at Cheticamp, N.S. and rebroadcast them on Channel 12.

Cheticamp, N.S. — Canadian Broadcasting Corporation, to establish a new French language TV station (network repeater) on Channel 10.

POWER INCREASES

Applications will be heard by the BBG for power increases as follows:

Hamilton, Ontario — A power increase for Radio Station CHIQ, Hamilton from 5,000 watts day-time and 2,500 watts night-time to 5,000 watts day-time and night-time.

St. Thomas, Ontario — Souwesto Broadcasters Ltd. from 1,000 watts to 10,000 watts day-time and 2,500 watts night-time for CHLO, St. Thomas. Also a frequency change from 680 Kcs to 1410 Kcs.

Toronto — Radio CHUM-1050 Ltd. from 5,000 watts day-time and 2,500 watts night-time to 50,000 watts.

Leamington, Ontario — Sun Parlor Broadcasters Ltd. from 1,000 watts DA-D to 5,000 watts DA-D for Station CJSP, Leamington, Ontario.

Windsor, Ontario — Western Ontario Broadcasting Co. Ltd. for an increase in the effective radiated power and the antenna height of CKLW-FM, Windsor, Ontario, from 250 watts ERP, EHAAT 405 feet to 50,000 watts ERP.

Montreal — CJMS Radio Montréal Limitée for an increase in power for station CJMS, Montreal, from 10,000 watts day-time and 5,000 watts night-time to 50,000 watts day and night.

Montreal — CJAD Limited for an increase from 10,000 watts day and night to 50,000 watts day-time and 10,000 watts night-time for Station CJAD, Montreal.

Sorel, P.Q. — Radio Richelieu Limitée for a power increase for Station CJSO, Sorel from 1,000 watts to 10,000 watts day-time and 5,000 watts night-time.

Amherst, N.S. — CJCH Limited for authority to replace the existing low power (5 watts) TV re-

broadcasting station at Amherst, N.S. with a TV rebroadcasting station at a new antenna height to receive the programs of CJCH-TV, Halifax and to rebroadcast them on Channel 8+ with an ERP of 189,000 watts (video), 94,500 watts (audio) directional antenna, EHAAT 690 feet.

NEW LPRT's

The CBC is asking for four new low power relay transmitters, each powered at 40 watts.

Beaver Creek, Y.T. 690 Kcs.

Destruction Bay, Y.T. 940 Kcs.

Teslin, Y.T. 940 Kcs.

Watson Lake, Y.T. 860 Kcs.

STOCK TRANSFERS

The Board will consider an application by Cornwall Broadcasting Ltd. for authority to transfer the ownership of stations CJSS and CJSS-FM, Cornwall, Ontario to a company to be incorporated represented by Paul Emard.

Other share transfers up for consideration are:

Vancouver, B.C. — Transfer of 8,350 common shares and 38,796 preferred shares in Vantel Broadcasting Co. Ltd., licensee of CHAN-TV, Vancouver.

Calgary, Alta. — Transfer of 15,000 shares of capital stock in CFCN Television Ltd., licensee of stations CFCN-TV, Calgary, CFCN-TV-1, Drumheller and CFCN-TV-2, Banff.

NEW FM STATION

Moffat Broadcasting Ltd. is making application for a license to establish a new FM station at Vancouver, B.C. The proposed station would operate on the frequency of 99.3 Mc/s, with an ERP of 97,500 watts, omni-directional antenna, 330 feet.

CFRA Broadcasting Ltd., Ottawa, is applying for a new FM station at Kaladar, Ontario. The new station would operate on 95.3 Mc/s with an ERP of 100,000 watts, omni-directional antenna, EHAAT 392 feet, to receive its programs by "off-the-air" pickup from Station CFMO-FM, Ottawa.

MISCELLANEOUS

Permission to change its facilities will be asked for CFTK, Terrace, B.C. by Skeena Broadcasters Ltd., from those recommended by the BBG at a previous hearing. It is now seeking 1,000 watts day and night, DA-1 instead of 1,000 watts day and 250 watts night, omni-directional.

CFAX, Victoria wants to relinquish its present set-up — 1,000 watts day-time only on 810 Kcs in favor of 10,000 watts full time on 10,000 watts. The applicant is Saanich Broadcasting Co. Ltd.

Radio CHUC Limited is asking for a change of frequency from 1500 Kcs to 1450 Kcs, and for power of 1,000 watts day and night in place of 1,000 watts day-time only.

Attention Station Managers AVAILABLE

Aggressive Young Announcer

Experienced in: Traffic, On-air promotion and prod., and sports. Worked 2 years in TV and Radio.

SPECIALITY — TEEN SHOW

For further information write now to:

Box A-688
CANADIAN BROADCASTER
219 Bay Street, Toronto, Ont.

AVAILABLE IMMEDIATELY

- Radio Program Director Strong on-air man.
- Proven, Large and Small Areas.
- Seeking Challenging Position.

BOX A-689
CANADIAN BROADCASTER
219 Bay St., Toronto 1, Ontario

Bigamy is proof that two rites can make a wrong

CFCN RADIO/TV CALGARY

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

Prescription for Publicity

Every year, literally thousands of valuable ideas are expressed verbally from platforms and head tables by speakers at conventions, service clubs, business meetings and similar functions. Many are reported in newscasts and in the press. Yet too many never leave the place of meeting because the correct machinery has not been set in motion to get them out to the public.

Newspapers, through their own reporters or through the wire services, seem to work conscientiously to report these affairs. But they can only take certain extracts from the speeches out of context, which may, but probably will not, convey the speaker's real message.

Equally unfortunately, news editors, in assigning reporters to cover them, are inclined to be influenced more by the fame of the speaker than the importance of his message.

Broadcasting functions in much the same way, though an important development has come into being in the shape of the "Voice Reports", which enable stations to broadcast a speaker's actual words. But here again, it is generally believed that the public will only listen to such material in short snatches, so that the out-of-context problem is still there.

Through the years this paper has tried to find an answer to this question in a variety of ways.

Full reports occupying as much as a page of space stand a better chance of conveying the speaker's complete message. And it is worth mentioning that speakers who work from a prepared manuscript may be contravening all the rules of elocution, but they are giving reporters and news writers a far better chance of doing them and their ideas justice.

Another method of communication is to take a complete manuscript of the speech and set to work to condense it to a practical length, using none but the actual words the speaker used, but fewer of them. This process is laborious, but quite effective.

Where the speaker works extemporaneously, without a script, he can obtain the same results if he sees to it that he is tape-recorded. This, again, is a laborious procedure, but is quite effective, as in the case of Don Jamieson's off-the-cuff address to the CAB convention, a digest of which, written from a typed transcription of his tape, appears on page 6 of this issue.

These two methods fulfil the function of communication, but they are time-consuming to the point where they are not always practical.

• • •

There is another way for the extemporaneous speaker to make it easier to get his ideas onto the air or into print, and it is really quite simple.

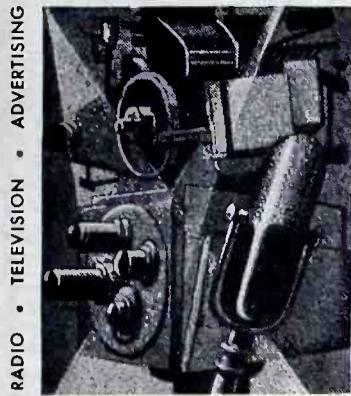
Even the most extemporaneous of speakers has a mental or written plan for his speech. So it should be quite practical, after he has sorted it out in his mind, to sit down and write a two or three hundred word complete summary of what he will have said after he has spoken. This he will read into his speech, probably at the close.

He can have it duplicated ahead of time, and it can be handed to reporters, mailed to stations and publications, and he will end up with two advantages.

(1) He will be able to deliver his talk with the spontaneity he believes is his most effective way of communicating.

(2) He will triple his chances of getting his ideas fully reported because he will be supplying the reporters and editors with the ammunition they need to do a comprehensive job.

Of course there is also the man who gets up to speak without having the slightest idea what he is going to say and who therefore cannot very well prepare a synopsis in advance. But then, as we see it, it is scarcely likely this kind of speaker will get his name on the air or in the paper anyhow.



RADIO • TELEVISION • ADVERTISING

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., 1st 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

May 23rd, 1963 Vol. 22, No. 10

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

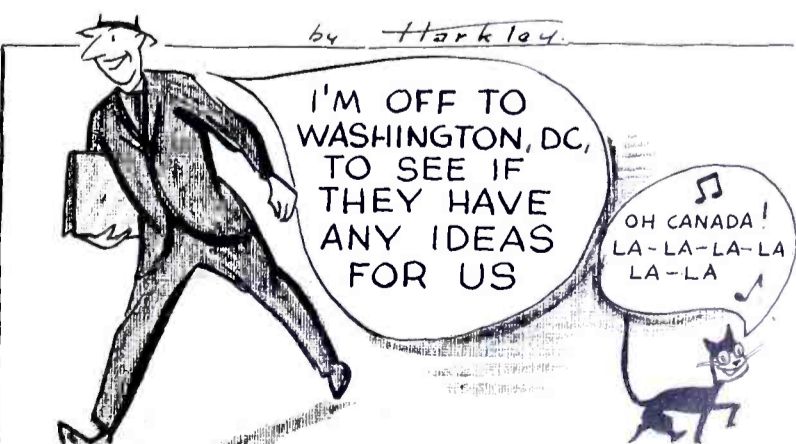
Correspondents

WAM G. ROSS - - - - - Ottawa
MORWIN BAIRD - - - - - Vancouver
AURETTE KITCHEN - - - - - New York
VALTER R. WATKINS - - - - - London



Printed by Northern Miner Press Limited

RADIO RIBS



JAMIESON MISTRUSTS TRIBUNALS

Digest of Address to the CAB Convention



DON JAMIESON
CAB President

IN ALMOST EVERY discussion, large or small, formal or informal, concerning broadcasting, sooner or later, the word "freedom" enters into that discussion. Yet despite this fact, I suggest to you perhaps we haven't — not all of us in any event — given enough thought to the real meaning of this word as it applies to broadcasting.

I began, long ago, to develop a theory that it is in the best interest of the citizen of any democracy to start from the assumption that he is opposed to authority, that when a government is established, or any tribunal set up, all of us should look at it with a measure of mistrust.

In a free society, the theoretical ideal would be no government at all, and yet really we know there must be a degree of regulation in our affairs.

"Eternal vigilance is the price of liberty."

There is some merit in the rather crazy story about the Irishman stepping ashore as an immigrant in New York. His first question was: "Do you have a government here?" They said: "Yes." And he said, "Well I'm agin it." And I say that this is the premise from which all free men must start.

I believe that we must, of necessity, take the same attitude towards those agencies which were created by government in order to regulate our day-to-day affairs. And I say this about the offices or the institutions rather than the individuals.

I say that we should constantly, and without reservation, view every action of the Board of Broadcast Governors with mistrust.

It is only in this way we keep all such organizations from the position where, instead of serving us as the people of this nation, or indeed of any other free nation, we become the servant of the state.

And so it is that I at least have tried always, in my dealings and negotiations with authorities, and specifically with the Board of Broadcast Governors, to examine every action in the light of whether or not these organizations possess the authority to do what they are actually doing.

It is surprising, and yet I suppose not so surprising, that there are those organizations and those creatures of government which tend to take unto themselves power and authority which never was intended to be theirs at the time of their creation.

I have been impressed by the manner in which the permanent members of the Board of Broadcast Governors and its chairman have

recognized that theirs is an administrative body, not a policy-making body.

One of the difficulties I have had in reporting to you as private broadcasters, is in trying to explain that many of the suggestions you have advanced — which may have appeared feasible and proper on the surface and which may have resulted in at least interim solutions to pressing problems — would have involved the Board of Broadcast Governors in the policy-making act.

I, for one, believe most emphatically that if a board is administrative in its set-up and has administrative responsibilities, then this is what it should do.

It should enforce the law; it should not determine the law or policy.

I commend this board for the manner in which it has taken this stand, and I think that on many occasions it has been difficult to do so, because perhaps there may have been the tendency or the inclination to interpret a mandate more widely than might properly be regarded as the case.

One of the areas where I think these encroachments become most apparent is that in talking about freedom, and describing ourselves as free men, we place in jeopardy the very things we value the most highly. We seek government intervention in our affairs, because we are unable to resolve differences between ourselves.

Highly subjective thinking, and an unwillingness to recognize that the whole is bigger than the part, results sometimes in a deliberate course of seeking government arbitration between various elements in the private sector of our economy or our nation.

Similarly too, we find often we are prepared, as a matter of convenience, to seek regulation of one kind or another. We are inclined to say: "Well if we could only put this thing off, if we can institute some kind of stop-gap measure, once we are over this hurdle we will get this kind of freedom back."

History records that it very rarely, if ever, happens.

Freedom carries with it a high degree of responsibility. And it is so important that, in our own deliberations, we always look at everything we do to seek to determine whether or not it is a convenience, whether we are perhaps compromising certain basic principles.

For myself, I would rather forego an immediate and short term convenience or compromise, if I were aware that this was going to retain basic freedom for my son, and for

a lot of others who are going to come after him.

CONFLICT ESSENTIAL

You can say a building is going to twelve storeys high or that a street or road must be 20 feet wide. You can then measure that and determine whether a state agency or whoever is responsible has lived up to the commitments and the requirements which were made to it.

But in the broadcast area, there is so much which must, of necessity, depend on human beings, and their reactions and interpretations.

I don't believe, frankly, that we can ever reach the stage, in trying to spell out a broadcasting act or legislation . . . where every single "j" will be dotted and every single "t" crossed, so that there is never any more area of potential disagreement.

It seems to me the very nature of the business in which we are engaged makes it almost essential that it be surrounded at all times by a measure of conflict and controversy, and I am not at all sure that this isn't a good thing in the end.

NEWS AND INFORMATION

There are three or four areas I would like to touch on briefly and in a general way, where I have certain personal concerns and worries which have nothing to do with the structure of broadcasting as such, and which I hope will not be interpreted as criticism of any agency or of any broadcaster.

One of these is the field of news and information.

All of us are now aware as broadcasters of the potency of the media we represent; the incredible impact of radio and television on the great mass of the people; the decision-making power that broadcasting possesses.

I don't believe that at the moment, as conscientious broadcasters, we have developed the kind of techniques for news broadcasting and background reporting that can honestly be said to be free from bias, and that can truthfully be called a factual report.

I think this is true of other media as well. Perhaps it would be wiser if all forms of communication were included.

I do say to you it is extremely important the public of this country be thoroughly informed and be given all sides of any issue on which there is any measure of controversy.

One of the things that disturbs me is the question whether or not, within the scheme of things, in this country — as free citizens and as democrats — we ought to ask ourselves if it is ever going to be possible, within our system, to be absolutely certain that the news and background programs of a national broadcasting service are totally free from bias and are giving the people a full well-rounded report, from which distortion has been removed.

I know there is human frailty too in private broadcasting, and know that as our private networks develop this same question will be asked of them. So what I am saying here when I talk about the Corporation is merely a matter of degree.

No matter how much we may try to insulate the Corporation from government interference — these matters have been touched on before — I wonder how successful this can be in the light of the old but true adage, the person who pays the piper does in fact call the tune.

It's strictly a matter, I suppose, of interpretation, whether it's the public of Canada, meaning the whole of Parliament, or whether, in fact, it is those people who are in authority for any given period of time and who then make the decisions.

This is, in my opinion, one of the basic principles we must examine, in any assessment of not only the impact of broadcasting but, as well, of the areas of public responsibility in this medium.

The same things apply to private broadcasters. One of the things I would like to see developed more than it is at present — and developments along this line already are most encouraging — is the creation of more good substantial news and background programs.

When we do this sort of thing as private broadcasters, my evidence and experience is that it does add to the stature of our media.

ATTITUDE OF PRESS

I would like to touch on something else, and that is the attitude of other media towards broadcasting, and most especially towards private broadcasting.

Newspapers, for example, do not criticize radio and television, and most especially private radio and television, on purely commercial, competitive grounds. From long association with many publishers and editors, I am inclined to reject this contention in the majority of cases.

It is my feeling that publishers and editors, and those who are opinion makers in print media are woefully ill-informed, for the most part, about broadcasting matters.

This may very well be because they are "print oriented".

I think they may tend to think about broadcasting as being, in a

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

the techniques of measurement need improvement here too."

sense, a newspaper in sound or a print medium in sound . . . they really haven't done their homework.

I have evidence that editorial and other print comment concerning the Grey Cup controversy reflected an almost total lack of knowledge of the subject by the majority of those who chose to write about it.

Some say this is our fault as broadcasters, that perhaps we should do a better job of informing, and I think this is true up to a point.

But there is another element here, and that is the propriety of a public agency, and specifically the Canadian Broadcasting Corporation, engaging in what amounts to a propaganda or public relations campaign on behalf of some specific matter of policy in which it happens to be engaged.

Now, I am not suggesting that there isn't a proper place for this type of thing when it comes to the promotion of its networks and its programming, its talent and many of its good works. But I do believe there is a necessity here to always be on the alert, to ensure that this publicly-owned system is not using its facilities to grind its own axe to an unfair and improper extent.

Once again, I make this reference on the basis of a principle rather than as a specific or individual complaint.

I think it is awfully important, not only to private broadcasters, but to the Corporation itself that we look at these things if we are to develop the best kind of broadcasting service which utilizes both public and private elements.

I think it was a tragedy it took a football game, a single football game, to bring to a head a controversy which has been brewing and causing dissensions and problems for Canada for several years. And so, perhaps, even out of apparently minor events, sometimes there can come important decisions.

REGARDING THE RATINGS

Another area that disturbs me is the rating services.

We have all heard, perhaps with a certain amount of smugness, about events south of the border. It is not my prerogative to comment on the validity or otherwise of what has been happening in terms of the investigations of ratings in the United States. At the same time, I think we should not be smug about this matter in Canada either.

I don't think we should say we are away ahead of them, because we have done certain things which they are just starting to do, because I think the significant point is we don't

have the same kind of abuses in this country. Nevertheless it is a fact that the techniques of measurement need improvement here too.

Whether or not the facts produced by the rating services are accurate, we have to concern ourselves from the standpoint of what it does to the kind of service we can provide the Canadian people.

Obviously those of us who are in private broadcasting must depend totally on advertising revenues for our survival, and I don't think there are any of us who would have it otherwise. But there still is not a sufficiently close liaison between advertiser and agency on the one hand and broadcasters on the other, to make advertising more effective, while, at the same time, improving programming quality as well.

We get mixed up in a matter of semantics here, and what we call research is really measurement and nothing but measurement.

What is vital to our survival is research to determine so many things about which we know hardly anything today — the make-up of audiences, likes and dislikes, preferences, reactions — I don't need to spell out those regions of research that are so important and that we ought to be dealing with now.

May I say two things here.

I reject, out of hand, the contention advanced by some advertisers and some agencies, that the problems of broadcasting are really none of their concern.

I am sure you have all had this comment made to you. "We are really not in the least concerned about your 55 per cent content, about your need to provide balanced programming. We have no interest whatsoever in this and no responsibility. You deliver numbers and we will buy the services you are providing."

This is the kind of argument we have to resist at all costs, because advertisers and agencies, as Canadian citizens, doing business in this country, taking advantage of many services provided by Canadians, and, in a host of other ways, members of the over-all community, simply can not turn their backs on the problems of the media which are valuable to them, and which do so much for them in terms of keeping them in business.

I call upon all broad-minded and far-thinking advertisers and agencies to work along with us to see if we can't develop new techniques.

There is one other thing in connection with ratings, which puzzles me. It concerns critics and others,

who damn rating services from one end to the other, and those who appear before the Board of Broadcast Governors and say the ratings are meaningless, and yet who are prepared in the next breath, and without the slightest substantiation, to say, "We know the whole of Canada supports us in this stand; we know millions of people wish to see this program."

How do they know any more than we can be sure? We at least are trying for a measure of honesty, in trying to determine what audiences want, what they would like to see and what our responsibilities are. We, at least, are trying to the tune of millions of dollars a year.

I would like some time to

WHAT PRICE NEWS?

HOW MUCH IS a news department? Bill Hughes, manager of CKNW New Westminster, has reckoned it costs the station \$20 an hour to maintain its 24 hour a day news operation — \$175,000 a year, over \$35,000 of which is spent on telephone bills.

'NW has 14 full-time newsmen on staff and its equipment includes three news-cruisers and an AM-FM equipped helicopter on special reserve service.

News operating costs have doubled over the past five years, Hughes says.

challenge a spokesman for that so-called "million-member Canadian Labor Congress" to appear jointly with me on television and let me point to him and say: "This man has told me the million of you want three times as many "Quests" and "Festivals" on television, and you don't want any more to be seeing that escapist entertainment."

Yet these people stand before commissions and say "We represent a million members; we represent this group or that group."

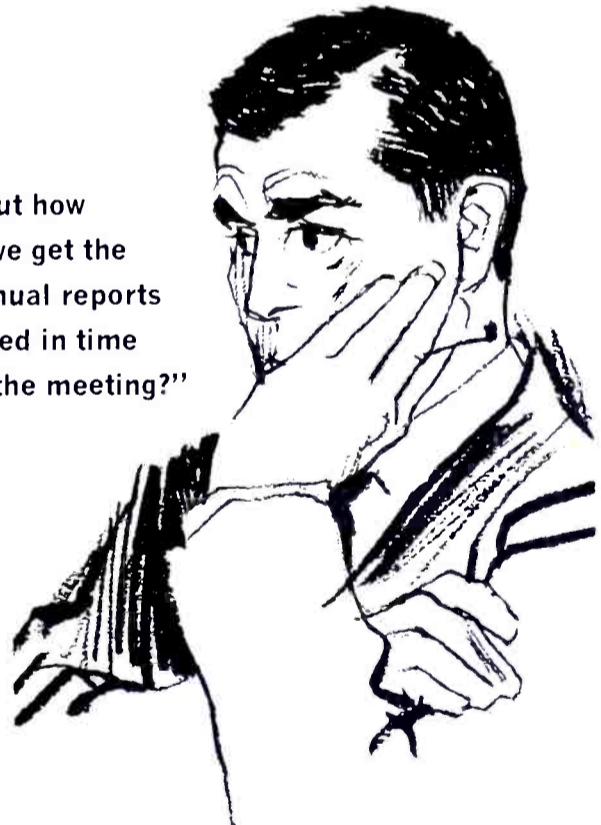
I think it is part of the responsibility of the Board of Broadcast Governors to have such people establish their bona fides before they are even permitted to speak.

FLYING HIGH

CELEBRATING ITS fifteenth anniversary this month, CHLO St. Thomas has launched a "hi flying" sales promotion involving 15 sponsors and 15 winners. The winners will be chosen by a draw from coupons deposited with the participating firms.

The lucky listeners, already familiar with St. Thomas on the air, will win a view of the city from the air. Each winner, with two guests, will be treated to a flight over the St. Thomas-London area.

"But how will we get the annual reports printed in time for the meeting?"



Call Northern Miner Press, that's how. Just call them in, then stand aside. They've handled this kind of job many times before for hundreds of satisfied customers. As printers to the financial and business world for nearly 50 years, they know how to get things moving and make things right. Personal service on the double, pick up and delivery around the clock—presses roll day and night. For financial statements, legal documents, brochures and sales aids, call Northern Miner Press.



Northern Miner Press Limited.

116 Richmond Street West, Toronto 1

Telephone 368-3484.

24-hour emergency service 368-3338

Our shrinking globe can now be girt with a credit card and a drip-dry shirt

CFCN RADIO/TV CALGARY

NETWORKS REFIT FOR SUMMER

SUMMER IS ICUMEN in and, it seems it was ever thus, television networks are cutting back their programming hours and scheduling reruns of their film series.

CBC-TV's summer schedule for the network shows a cut-back of about eight hours a week, from approximately 55 hours to about 47 hours weekly for the summer. Network programming will start two hours later weekday afternoons with little change in weekend programming hours.

CTV's affiliates will be on their own weekday afternoons and all day and night Saturdays as the network drops about six hours programming weekly for the summer and juggles the time slots of remaining shows.

CTV is expected to come up with one new program on the summer schedule, as yet un-announced, to debut mid-July. CBC-TV is introducing a number of new summer replacement shows, of which most of the saleable properties are already sold under last fall's 52-week contracts.

These CBC-TV summer shows include the return of *Some of Those Days* from CBC Vancouver (Sherwin-Williams Co. of Canada Ltd. through Cockfield, Brown & Co. Ltd., Montreal); *Singalong Jubilee* from CBC Halifax (Massey-Ferguson Ltd. through Needham, Louis & Brorby of Canada Ltd. and Colgate-Palmolive Ltd. through Spitzer, Mills & Bates Ltd.) and *Kraft Mystery Theatre* (Kraft Foods Ltd. through Needham, Louis & Brorby of Canada Ltd.)

Two British series on CBC-TV's summer schedule are *Dr. Finlay's Casebook*, based on a collection of stories by A. J. Cronin (Sterling Drug Ltd. through Dancer-Fitzgerald-Sample, N.Y., and Chrysler Corporation of Canada through Batten, Barton, Durstine & Osborn Inc.); and *Ghost Squad*, based on Scotland Yard's famous Phantom Division (Lever Bros. Ltd. through MacLaren Advertising Co. Ltd. and B. Houde & Grothe Ltd. through Vickers & Benson Ltd., Montreal).

The popular CBS show *Stump the Stars* joins the CBC-TV network this summer (General Foods Ltd. through Baker Advertising Agency Ltd.) *Desilu Playhouse*, with Lucy and Desi and guest stars, starts June 22 (Clairol Inc. of Canada through

Foote, Cone & Belding Canada Ltd.; S. C. Johnson & Son Ltd. through Needham, Louis & Brorby of Canada Ltd.; Noxzema Chemical Co. of Canada Ltd. through Young & Rubicam Ltd.; J. B. Williams Co. through Parkson Advertising, N.Y.)

A new CBC-TV production to debut July 3 is *Front and Centre*, hosted by Gordie Tapp and featuring a guest star and a young hopeful each week (Pepsi-Cola Co. of Canada Ltd. through Batten, Barton, Durstine & Osborn Inc. and Kraft Foods Ltd. through Needham, Louis & Brorby of Canada Ltd.)

Among the non-sponsored-by-policy programs in CBC-TV's summer schedule are: *Check-Up*, produced in cooperation with the Canadian Medical Association and showing methods of diagnosis and treatment of such diseases as cancer and diabetes; *Comparisons*, a National Film Board series comparing Canada, Nigeria and Brazil in such areas as apprenticeship, the artist's life, weddings; NFB's *Canada at War* series; and *Telescope*, written and hosted by Fletcher Markle to "examine, reflect and project the Canadian image through Canadian people and places".

Both networks will program repeats of some of their most popular shows, CTV with *Dr. Kildare*, *The Eleventh Hour*, *Stoney Burke*, *Sing Along with Mitch*, and CBC-TV with *Ben Casey*, *Beverly Hillbillies*, *Bonanza*, *The Defenders* and, on both nets, many more.

CTV TRIES FOR EMMIES

THE INTERNATIONAL categories in the Academy of Television Arts and Sciences' Emmy Awards competition, introduced for the first time this year, has drawn two entries from CTV. The private network has submitted *The Pierre Berton Hour* in which Berton interviewed Lester B. Pearson on his election campaign platform, and the *Telepoll* program dealing with such subjects as Canadian investment in stocks, Canadian attitudes towards morals depicted in motion pictures, and Canadian laws dealing with attempted suicide.

The programs will compete for the International Award and five special citations in the International category. The Awards will be presented in a special NBC-TV program from New York, Hollywood and Washington Sunday, May 26.



photo by Sherwin Greenberg Studio Inc., Buffalo
WHAT ARE THEY WATCHING so intently? (See below). Left to right, the interested observers are Maurice Petit, CKRS Jonquiere; Lucien Girard, CKRS-TV Jonquiere; Gerald Levine, J. Walter Thompson Co. Ltd.; Bill Beecroft, R. C. Smith & Son Ltd.; Bill Willis, Willis Advertising Ltd.; Ty Savelle, McKim Advertising Ltd.; and John Brittan, Canadian Westinghouse Co. Ltd.



photo by Sherwin Greenberg Studio Inc., Buffalo
HERE'S WHAT THEY WERE WATCHING (see above) at the ACA-CAB conventions. It's Sally Zippert, popular U.S. cartoonist Zip, caricaturing George Bertram, advertising manager of Swift Canadian Co. Ltd. More than 300 caricatures were done in three nights at the conventions, drawing crowds to WGR-TV Buffalo's executive suite.

CFAC

CALGARY



WITH HOUSEWIVES

Contact your ALL-CANADA man

CITES STATIONS AND BUREAU



photo by Gilbert A. Milne

IN APPRECIATION OF THE WORK of the Radio Sales Bureau and its member stations, Rothmans/Rock City has donated \$1,000 to support its efforts and inaugurated three awards for creativity in radio. Here David S. Broome, advertising manager of Rothmans/Rock City (right), presents the cheque to RSB president Charles C. (Bud) Hoffman (left).

THREE ANNUAL AWARDS for outstanding creativity in radio have been established by Rothmans/Rock City to go to men and women working in Canadian radio stations. "We feel the men and women in our radio industry should be recognized for their talents and abilities," said David Broome, advertising manager, on behalf of Wilmat Tennyson, president of Rock City Sales Ltd. and marketing director of Rothmans/Rock City.

The announcement of the awards was made at the Radio Sales Bureau annual meeting during the CAB convention early this month.

A \$1,000 donation to RSB by Rothmans/Rock City was also announced. "We feel the Radio Sales Bureau and its member stations have done an outstanding job for Canadian advertisers and agencies," said Broome. "My company and our agency receive a constant flow of facts and figures from them. We have found that by using this material, substantial savings can be made and these are savings in time and work and, more important, savings in money.

"We appreciate the time and effort involved in providing us with this material and we would like to show our appreciation. We hope this donation and the three new Rothmans Awards will play their part in encouraging the exciting and rewarding

progress which is taking place today in our own Canadian radio industry."

RSB president Charles C. (Bud) Hoffman plans to use the Rothmans/Rock City donation to finance a "Radio Day" at the regular monthly meeting of the Radio and Television Executives Club November 7. A committee is being set up to arrange a competition for the best radio commercials created and aired at the local level, for the Rothmans Awards, and also a Creativity Clinic to be conducted with the co-operation of advertisers, agencies and stations.

THIS IS MANITOBA

MANITOBA'S LANDMARKS, beauty spots and points of historical interest are being featured in a four-week series of daily 25-minute programs on CFAM Altona this month. *This is Manitoba* is designed not only to attract visitors from outside the province, but also to encourage Manitobans to vacation in their home province.

Publicizing the show, the station sent a letter to over 200 M.L.A.'s, tourist and business interests, enclosing a copy of the CFAM-CFMW-FM program guide with a cover story on the new series. "Have you seen the marvelous restoration and beautification at Lower Fort Garry? How long has it been since you picknicked in the Whiteshell?" asks the series.

Heading the list of modern composers is the sleeping pill

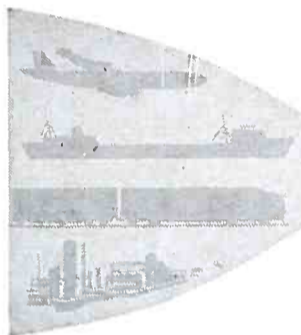
CFCN RADIO/TV CALGARY

SELL A LEADING MARKET THROUGH A LEADING STATION

103 RETAIL MERCHANTS

in Saint John and the Saint John listening area consistently use CHSJ-RADIO to advertise their own businesses.

These merchants listen to CHSJ-Radio and their customers listen. So they know that this station is the "Open Sesame to Sales."



The Pacesetter in New Brunswick

CHSJ

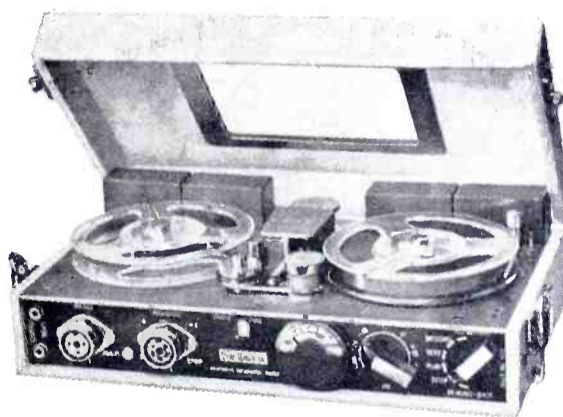
SAINT JOHN

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

STELLAVOX

WORLD'S SMALLEST STUDIO QUALITY TAPE RECORDER

Less than 6 lbs.



As convenient to use as a miniature camera.

- RADIO AND SPECIAL EVENTS
- TV INTERVIEWS
- NEWS REELS

Write for prices and information

PAYETTE RADIO LIMITED

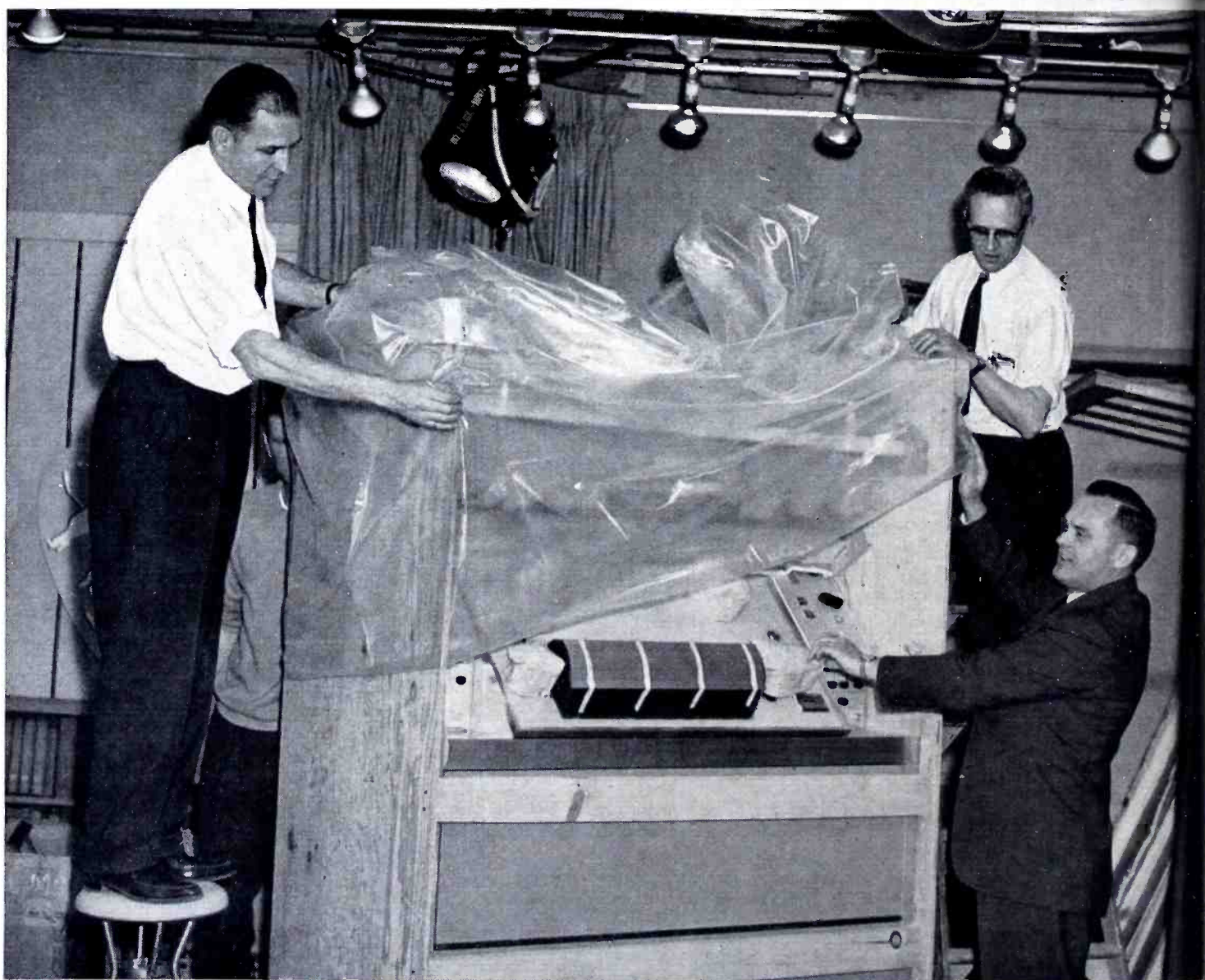
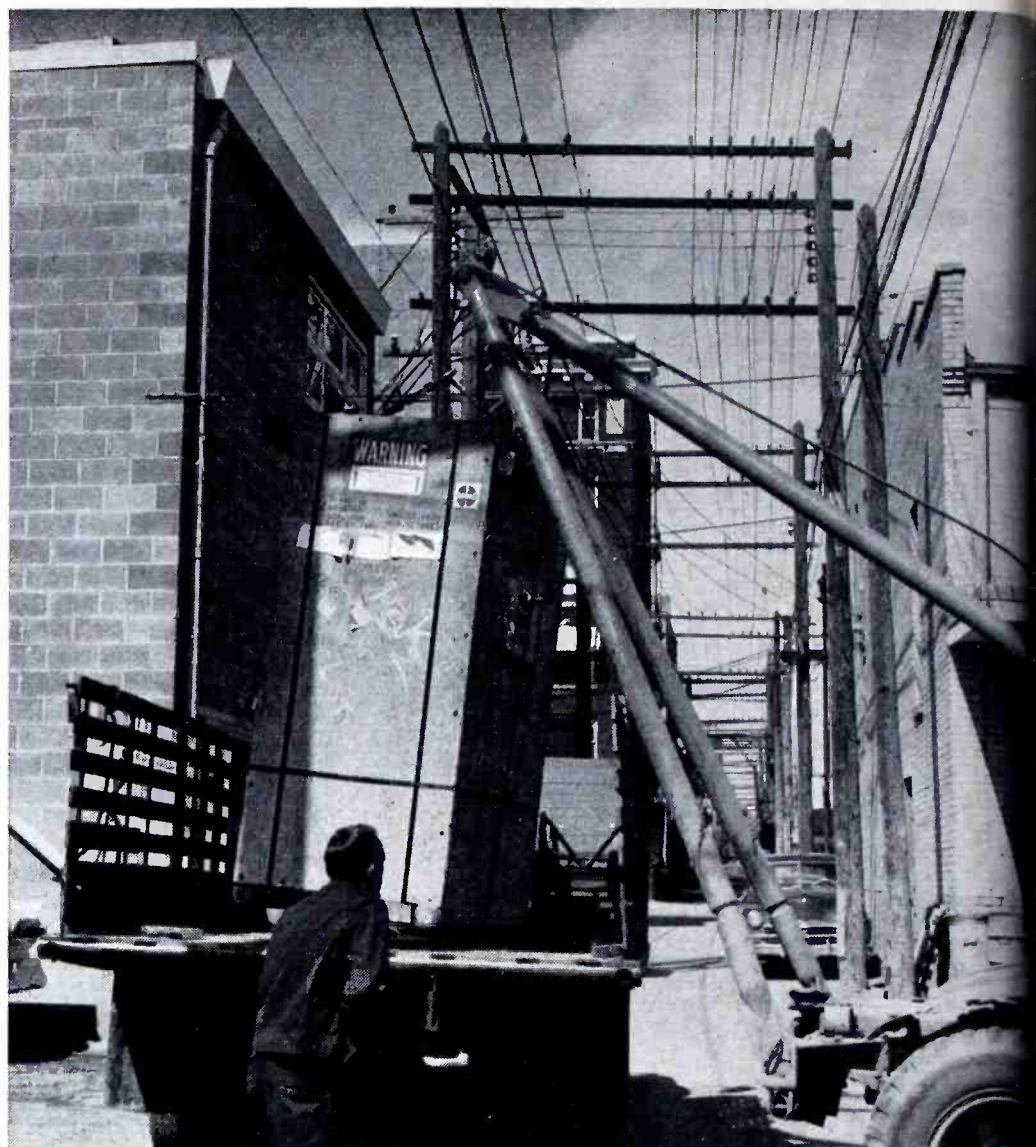
730 ST-JAMES W.

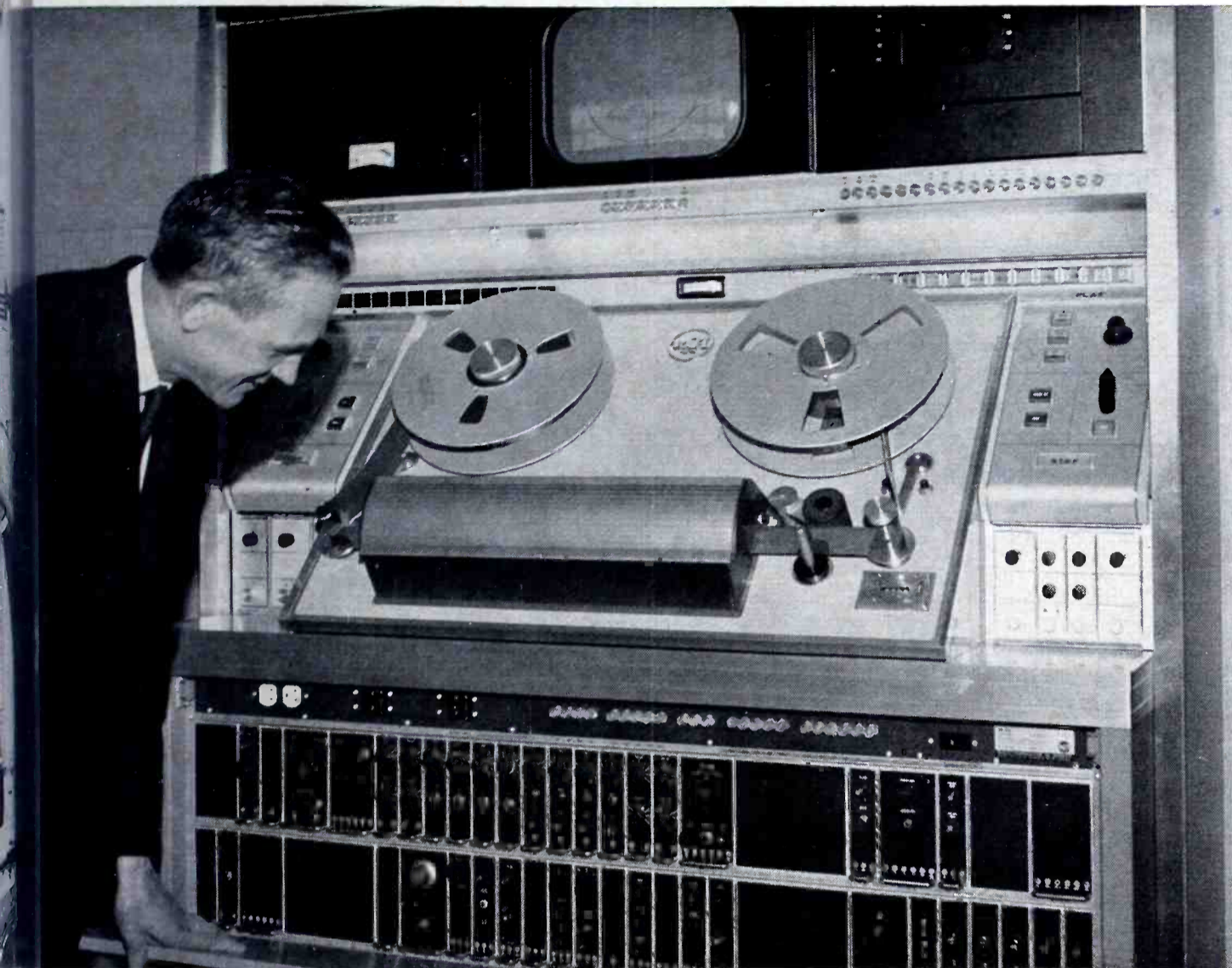
MONTREAL 3

Upper Left. RCA Victor TR-22 Tape Recorder arrives at loading platform of CHAB-TV in Moose Jaw, Saskatchewan.

Lower Left. Doug Allen assists Director of Engineering Merv Pickford, and President Jack Moffat with the uncrating of the TR-22.

Upper Right. Merv Pickford examines functional grouping of all units and operating controls of "new generation" tape recorder.





From truck to studio operation in minutes...

CHAB-TV installs Canada's second all transistorized tape recorder*

Introduced to the broadcast industry in the fall of 1962, over 100 type TR-22 units have already been delivered to clients throughout the world, and the demand is increasing daily.

- Advanced design functionally styled for utmost ease of operation
- Simplified recording and playback controls
- Plug-in modular construction—module extender allows servicing in operative mode
- Transistorized, stabilized circuits for ultra-reliability
- Compact new console cuts weight and floor space by 50 percent
- Built-in Pixlock permits supers, lap dissolves and other special effects
- Long-life air-bearing headwheel assembly
- Economical operation—50% less power
- Carrier and deviation monitor provide deviation reference during both record and playback
- Speedy warm-up and start time
- Tone oscillator for marking a cue channel
- Test, set-up procedures fully instrumented
- Illuminated warning and mode indicators to determine operational status



RCA VICTOR COMPANY, LTD.

Technical Products
1001 Lenoir St., Montreal 30, Quebec

THE MOST TRUSTED NAME IN ELECTRONICS

*CFPL-TV, London was first.

ATTENTION!



RADIO STATIONS

Be sure you receive
(and read!) our new

BROADCASTER'S NOTEBOOK

that tells you about

Ways To Make Money

and

Build Radio Audience

You'll come across plenty that's worthwhile in this new exclusive service now provided to stations by

ALL-CANADA RADIO
Marketing and Sales
Development Division

(NOTE TO "OTHERS": It's all about OTS and DDT, radio immediacy, milk route surveys . . . and how to collect MONEY!)

Oh, isn't it great to be

represented by All-Canada



Insurance Advertising

BROADCAST GETS BUDGET - FOR - BELIEVABILITY

by BEN HOLDSWORTH

PURE ADVERTISING of insurance can pay off — and handsomely — if the experience of Continental Casualty Co. during the past year serves as a standard.

Medicare has been much in the news, not only in Canada but in the United States as well. Government schemes of one kind or another have been introduced in several provinces, the most widely-publicized of course being that of Saskatchewan and, to a lesser extent, that of New Brunswick. Ontario's plans have been the subject of much speculation, but, in terms of concrete proposals are yet to be firmed. This is the background for Continental's decision to try its massive experiment in Ontario last June.

The U.S. parent company, Chicago-based Continental Casualty (a tidy \$600,000,000 operation) has for several years used the "Pure Advertising" approach for its "Over 65" policy, which covers extraordinary illness and accident.

Using no direct salesmen, the firm has discovered that heavy, intensive advertising pressure — but using only under-selling copy — can pay off in returns and actual enrollments.

Continental Casualty in Canada, according to Ronald R. Story, general manager, determined to use the Pure Advertising approach, but in support of a radically new broad-coverage health policy for all ages.

The company, he says, was willing to back the experiment all the way — and gave its agency, Tandy-Richards Adver-

tising of Toronto, the green light to come up with a detailed recommendation just over one year ago.

Key problem envisaged from the start by both company and agency was the "believability factor", since the new policy would cover not only medical and health expenses of most kinds from the date of policy enrollment, but also pre-existing conditions.

GET THE FACTS

"It was this consideration which led us to the media pattern and copy approach we used from the beginning," says A. C. "Mike" Haight, vice-president of Tandy-Richards. "We had to get the facts, all the facts, across. For this we used newspapers in large space. We had to get people to read the newspapers very carefully — and believe what they read, every word," he says.

"The planning from the start was to use broadcast media to achieve these two objectives, attention and believability," says Mr. Haight, "and it certainly succeeded."

Three "waves", or enrollment periods, have been tried to date — in June and September of last year, and again in March 1963. Each lasted ten days, and ten days only.

The first two waves were in fifty markets throughout Ontario, in which every daily newspaper and every radio station, as well as most television outlets, were used intensively.

"Following the second enrollment period we felt we had enough to do some real, penetrating research," says Mike Haight. "We called in Gruneau Research to study the entire range of problems with us — copy penetration, general awareness and so forth . . ."

Facts uncovered by this research led to a number of refinements in the third period, in March, but in no basic change of pattern. The sample studied by Gruneau was "sophisticated", says the agency, and included both policy-holders and non-customers. Depth inter-

views were included in the study which took eight weeks.

SOFT AND FACTUAL

MEDICALL was the name selected for the plan, and has been retained throughout the three enrollment periods. Copy in all media says the agency's Basil Grover was soft sell and factual.

Newspapers — and in the third period car cards — were used during each ten-day period as the print media with large-space exposure of not less than full pages or full showings.

"Over half of the money was spent, however, in broadcast", says Mr. Story, "and the believability factor was undoubtedly responsible in great degree for the success of the program."

What has been the success, in point of fact?

Neither company nor agency has, until now, wished to divulge any precise data. Both, however, have agreed to tell this publication the following, in some instances the first release of such information in this tight-lipped industry:

- Average space used in newspapers was double-page and two single pages, in each enrollment period of ten days.
- Average radio spot frequency was 75 in each ten-day wave, using virtually every radio station available in each market. (40 stations in 25 markets in March.)
- Average television spot frequency varied by availability, using 60-second, 20-second and 8-second messages.
- Average cost of each of three waves was about \$150,000 for a total of approximately \$500,000 for the entire campaign (agency's figure).
- Approximately 100,000 individuals are now covered by policy "MEDICALL" in Ontario today, a number of which are, of course, family policies (over 62,000 policies in all).

APPOINTMENT



RONALD WILSON

Mr. James Turnbull, President of Fundy Broadcasting Co. Ltd. is pleased to announce the appointment of Mr. Ronald Wilson as Program Manager.

Mr. Wilson was formerly associated with CJCH Radio in Halifax, and brings to his new position an extensive radio background in major markets across the Dominion. The appointment of Mr. Wilson is in keeping with the growth of both CFBC and Saint John.

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



"The Sound of Service in Montreal"

- Sixty per cent or so of policies have been issued to the senior age groups (over 50), but many of these include family members.
- The third, or March, period produced over 23,000 policies in force.
- Total inquiries, both during each wave and in between, totalled much more than the actual enrollments — and research shows that many of these would be "interested" in enrollment but have not done so because of the ten-day limit imposed.
- Actuarially, the whole campaign is still under study, but current flow shows that about 6,000 claims are being filed — and paid — each month from the first two waves; most are low, and most are largely physicians' expenses.
- Cost analysis and research of a formal nature caused a reduction in the number of markets from the first two waves to the third wave in March, and also a reduction of the television outlets used, but no reduction per market of radio stations.
- Inquiry research showed that a large percentage of those who missed the first two waves (filed after the ten-day period was concluded, or otherwise failed to file complete information) joined up in the third wave.

"Our actuaries are still hard at work studying the total experience," says Mr. Story. "There are so many facts to study, so many points to measure . . . but all in all we agree that the campaign has been most successful and has exceeded our expectations. It is a first in Canada . . . and possibly in North America . . ."

Will the company repeat the period in Ontario this year? "We don't know yet, since the decision will be based on the actuarial studies," says Ronald Story.

Will the company expand the experiment to other parts of the country? "Each province presents a different pattern, not only of governmental insurance plans in force or in prospect, but of actuarial problems," says the company general manager. "We don't know yet . . . but we have the belief that we have shown that private enterprise and initiative has proven itself in the health insurance field . . ."

TRUST IN ADVERTISING

Over 100 companies are in the health insurance industry, including most of the big life companies and many specialty-coverage firms. "We have been the first," says Tandy-Richards' Mike Haight, "and it shows great imagination and willingness to trust advertising on the part of Continental Casualty . . . we are very satisfied that Pure Advertising has proven itself . . . and that the broadcast media have shown their true worth . . . we know the U.S. parent company has watched, and is still watching the picture very closely . . . which pleases all of us . . . and may possibly make some of the competition take notice!"

What have broadcasters thought of this case history?

"Certainly it shows what intensive use of our media can do," says one station executive, "but it also shows what a well-thought-out, well-researched plan can do — using our media properly in close meshing with other media, each for its proper functions . . ."

What have competitive insurance firms thought?

"Too soon to tell, you know," says one direct competitor, who uses broadcast media; "a most interesting experiment."

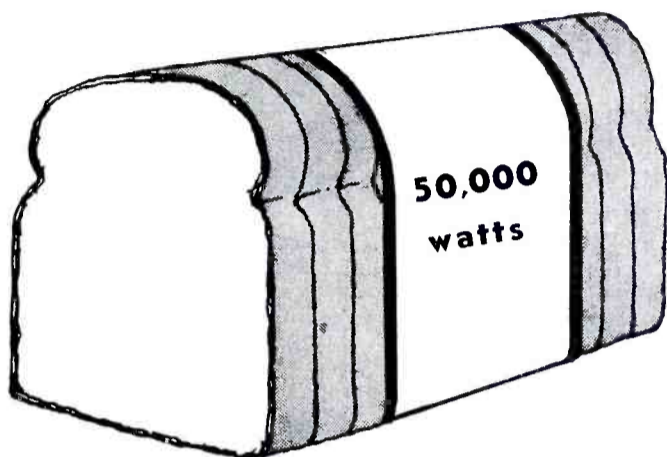
CITED FOR PURIFYING FRENCH LANGUAGE

AN AWARD FOR ITS efforts to purify the French language has been presented to the Canadian Broadcasting Corporation's ten-man linguistics committee by the French Vocabulary Committee (Office du Vocabulaire Français).

was awarded to the CBC committee for its work in publishing a periodical on problems of grammar and style and advising CBC employees on French technical terms.

Head of the CBC linguistics committee is Philippe Desjardins, chief of the CBC translation bureau in Ottawa. The award was presented in Paris to André Payette, assistant CBC representative in France.

The Vocabulary Committee is dedicated to fighting the infusion of foreign words into the French language, and its Emile de Girardin Cup



STAPLE

for selling in Edmonton

CFRN • RADIO

1260 on the dial

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

AUCTIONEER USES LABELS FOR MONEY

BIDDING WITH PRODUCT labels instead of money is the current rage with listeners to CKNW New Westminster as the station swings into its latest promotion, *Radio Auction*.

The seven-week campaign began April 29 with three weeks of on-air re-selling, while the auctioneering itself goes four weeks. Listeners bid with proofs-of-purchase on \$2,000 worth of food certificates and \$6,000 worth of merchandise. In all, 12 major RCA appliances, 112 small General Electric appliances, and 40 food certificates of \$50 each will go the block.

Each label from one of the seven participating sponsors' products has a bidding value of its retail price; the label from a 29¢ item counts as an auction point. Each day from 10:05 to 1:15 p.m., a battery of "Top Big" girls man the phones as bids are called in, posted on special wall charts, and reported on the air.

Half a million brochures are being distributed through leading supermarkets and 4,500 banners and 5,000 channel markers on the store shelves carry word of the promotion to shoppers. The trade was alerted at a special reception and this was followed up by a series of mailers.

The campaign involves a total of 76 radio spots. Participating sponsors are McLaren's Pickles and

Olives, Javex Bleach, Borden's Starlac, Red Rose Tea, Crosse and Blackwell's Nut Rolls, Ralston Cereals and Mir Liquid Detergent.



CKCO-TV KITCHENER - WATERLOO LEADS!

IN NEWS COVERAGE *Best Station News Show — "for alert, hard driving coverage of local news scene and fast airing of spot news stories."

IN COVERAGE OF THE WESTERN ONTARIO MARKET! Spring '63, BBM, 180,800 — households — Nielsen, 181,570 households — Feb./Mar. '63 McDonald 195,400 households.

WITH THE BEST PROGRAMS! Dr. Kildare — Ben Casey — Beverly Hillbillies — McHale's Navy — Have Gun Will Travel — Hennessy — Etc. — and the best movies.

*6th Annual Liberty Awards

For Full Coverage of Ontario CKCO-TV is a Must



Toronto — EM. 3-9433

Montreal — VI. 2-1101

SELL RICH NORTHERN ONTARIO

Canada's 3rd highest wage earners work, play and buy in CKSO's coverage area. These wage earners buy nationally advertised products — the ones that sell with CKSO-TV and Radio.

**RESULTS ARE WHAT
COUNT!**

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

See the All-Canada Man.



Sudbury, Ont.

APPOINTMENT



JOHN FUNSTON

London Broadcasters Limited is pleased to announce the appointment of Mr. John Funston as General Manager of Radio Station CKSL, London.

Mr. Funston came to the radio industry 18 years ago following a service career with the R.C.A.F.

First at CHNS, Halifax, and then with CFCF, Montreal, he has built up extensive experience in all facets of radio broadcasting.

OVER THE DESK

Bureau Boards . . .



photo by Gilbert A. Milne & Co. Ltd.

The Radio Sales Bureau directors for 1963-64, appointed at the annual meeting held May 2, are (left to right): Murdo Maclachlan, CHWK Chilliwack, representing BCAB; Charles C. Hoffman, president of RSB; Malcolm Neill, CFNB Fredericton, representing AAB; Conrad Lavigne, CFCL Timmins, vice-chairman, representing CAB; Allan Waters, CHUM Toronto, chairman, representing CAB; Frank Murray, CJBQ Belleville, vice-chairman, representing CCBA; Ralph Snelgrove, CKBB Barrie, vice-chairman, representing CAB; Don Hartford, CFAC Calgary, representing WAB; Jean-Paul Lemire, CKCH Hull, representing ACRTF. Not present for the photo were Don Jamieson, CJON St. John's, president of the CAB; and Andy McDermott, Radio & Television Sales Inc., treasurer.

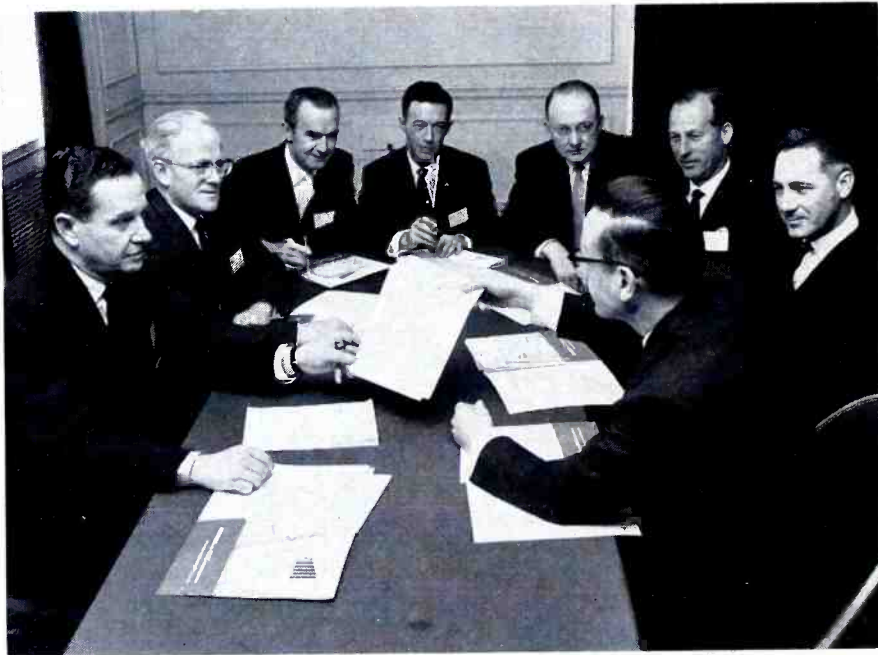


photo by Feature Four Ltd.

THE TELEVISION BUREAU of Advertising of Canada directors for 1963-64, appointed at the annual meeting this month, are (left to right) Reo C. Thompson, All-Canada Radio & Television Ltd., representing the Station Representatives Association; Wm. D. McGregor, CKCO-TV Kitchener, representing CCBA; Wm. D. Byles, Stovin-Byles Ltd., vice-president of TvB; J. A. Pouliot, CFCM-TV and CKMI-TV Quebec, re-elected president of TvB; O. J. W. Shugg, CBC Ottawa, vice-president of TvB; G. Blair Nelson, CFQC-TV Saskatoon, representing WAB; R. G. Chapman, CHBC Kelowna, representing BCAB; and (back to camera) Henri Audet, CKTM-TV Trois Rivieres, representing ACRTF.

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

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

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

RSB RECRUITS

A BLITZ TO RECRUIT new members for the Radio Sales Bureau is under way by RSB member station executives in co-operation with regional directors of the CAB, Allan Waters told the Station Representatives Association of Canada at its meeting this month. Waters, president of CHUM Toronto, is chairman of the Bureau's board of directors and CAB's vice-president, radio.

This campaign answers the reps' demand that RSB president Charles C. (Bud) Hoffman be freed of the task of recruiting new members in order to devote more time to promoting the medium.

Outlining the plan of attack, Waters said that Frank Murray, manager of CJBQ Belleville, will visit stations in BC; J. Conrad Lavigne, president of CFCL Timmins, will tour Prairie stations; Don Hartford, manager of CFAC Calgary, will call on Ontario stations; Howard Caine, president and manager of CHWO Oakville, will tackle non-members in the Maritimes; and Waters will cover Quebec.

The full co-operation of the reps was requested and the members voted full support of the activities of the Bureau in general and its current membership drive in particular.

Andy McDermott, Radio & Television Sales Inc., president of SRAC, said that in the past reps were kept in the dark about what RSB was doing because the Bureau was reluctant to have advertisers swamped by reps and station salesmen following a presentation. "That story is not true today," he said.

"We have had several excellent meetings with RSB and have set up new lines of communication that are going to be very valuable to all of us in the industry in the future. Today you will find all reps thoroughly alive to the fact that RSB is providing an extremely valuable service and must be supported to the fullest."

TA/TA FOR NOW

AND HERE WE ARE at the bottom of the column. For a while there I didn't think we would make it, having, in the process, lost my watch, broken my uppers, started breaking in new glasses (nose one that is), busted my hearing-aid which is now repaired again, and so forth.

Now we're all set to get all fussed up again with our Directory Issue which emerges, D. V. June 20, and for which you lovely advertisers will please, pretty please, have your copy in our hands June 6 at the very latest.

Well, 'bye for now, and, under circumstances forget to buzz me you hear anything.

Dick Lewis

Canadian Broadcast

CFNB Radio Atlantic

*"Your
Strongest Voice
in the
Maritimes"*

**50,000
watts**

**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

*Representing these quality
radio stations*

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



ELECTED DIRECTORS OF CANADIAN ASSOCIATION OF BROADCASTERS for the year 1963-4 are, left to right, standing: Don Hartford, CFAC, Calgary; Campbell Ritchie, CKLW, Windsor; Robert Large, CFCY, Charlottetown; Howard Caine, CHWO, Oakville; Jack Fenety, CFNB, Fredericton; Ray Peters, CHAN-TV, Vancouver; Richard Misener, CFCF, Montreal; Aurèle Pelletier, CHRC, Quebec City; Ralph Snelgrove, CKBB, CKVR-TV, Barrie; — seated — Edward Rawlinson, CKBI, Prince Albert; Conrad Lavigne, CFCL, Timmins; Allan Waters, CHUM, Toronto, vice-president (radio); Don Jamieson, CJON, CJON-TV, St. John's, Nfld., president; Jean Pouliot, CFCM-TV, CKMI-TV, Quebec City, vice-president (television); Norman Botterill, CJLH-TV, Lethbridge; William Speers, CKWX, Vancouver. Missing from picture — Maurice Dansereau, CHLN, Trois Rivières, Lloyd Moffat, CKY, Winnipeg, Roy Chapman, CHBC-TV, Kelowna.

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

CHARLES PERSONNEL LIMITED

*Specialists in supplying
Help of the Highest Calibre
to the*

Advertising • Marketing
and Sales Fields

HU. 7-1576

120 Eglinton East, TORONTO 12

THANK YOU...
ALL OF US AT CJBQ ARE VERY HAPPY AND
VERY PROUD TO BE AWARDED THE
RADIO STATION OF THE YEAR AWARD
COMMEMORATING JOHN J. GILLIN JR.
WE DO OUR BEST TO PROVIDE OUR AUDIENCE
WITH GOOD VARIETY IN PROGRAMMING... AND
OF COURSE OUR MUSIC IS OUR PRIDE AND JOY.
WE ARE VERY HAPPY THAT OUR EFFORTS HAVE
BEEN NOTICED AND APPRECIATED.

ALL OF US SAY, THANK YOU.

DR. GERALD A. MORTON—PRESIDENT	FRANK C. MURRAY—GENERAL MANAGER
J. H. MACDONALD	LEE JOURARD
PHIL FLAGLER	AL HALL
JACK DEVINE	TED SNIDER
JACK BUCHANAN	BILL MCKAY
TOM HOOKINGS	DAVE SOVEREIGN
	MARG BATES
	MARGO HALL
	MARCIA WILDGEN
	CAROL PALMER
	ETHEL MCQUAID

CJBQ-RADIO—BELLEVILLE, ONTARIO
THE QUINTE BROADCASTING CO. LTD.



MARKET NOTES

INVESTMENT — Newfoundland had a record capital investment of \$273-million in 1962, exceeding the \$226-million anticipated a year ago by 21 per cent. A report by the Atlantic Provinces Economic Council says the biggest element was \$128-million spent by primary and construction industries.

MUNICIPAL — The city of St. John's has announced a \$870,000 capital works budget for 1963. Largest single item on the schedule is a \$350,000 project to pave seventeen streets and to install curb and gutter on twelve others. Another \$140,000 will be spent to extend water and sewer services to 400 building lots to be made available this fall.

MINING — More than 250 new jobs will be opening up shortly at Labrador City when a new \$60,000,000 pelletizing plant goes into operation. The work force now at the site of an Iron Ore Company of Canada iron ore development totals 2,429. The plant is expected to provide an additional 265 jobs.

INDUSTRY — A hog breeding industry is to be established in Newfoundland. Premier Smallwood made the announcement in the Legislature during discussion on a bill providing for construction of a \$500,000 feed mill near St. John's. The mill is to be operated by Robin Hood Flour Mills.

QUICK FACT — Newfoundland has 120 salmon rivers, providing the best salmon fishing in North America.

LIVE TELECAST OF CONVOCATION IS ANNUAL UNIVERSITY EVENT

CJON - Television again shows its deep interest in education in Newfoundland by televising live the annual Convocation of the province's Memorial University. The telecast also included the address by the Convocation speaker and the conferring of several honorary degrees.

TWO-HOUR CEREMONY

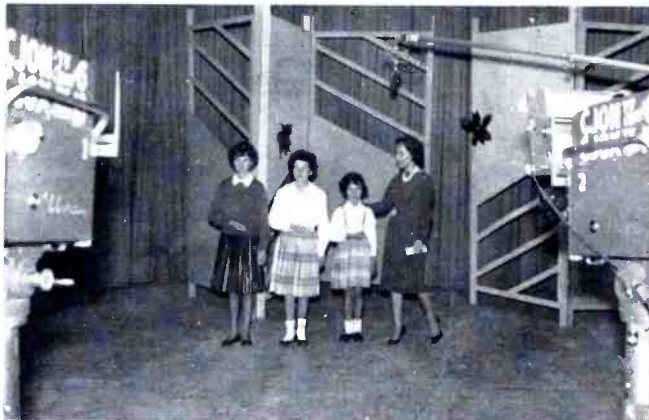
Some two hundred degrees and diplomas were awarded during the two-hour ceremony set for 2.30

ANNUAL AFFAIR

The Convocation telecast has been an annual public affairs presentation on

p.m., Saturday, May 18th, a great many years. The station's interest in the University, and recognition of its important role in the life of Newfoundland, was demonstrated as well when the Station covered all the important functions during three days of celebrations officially opening the new university campus in October 1961.

TALENT SHOWCASE JUNIOR EDITION



One of the happiest and most valuable programs on CJON-CJOX-CJCN - Television is TALENT SHOWCASE — JR. EDITION, a weekly program presented on Saturdays and featuring young Newfoundland talent.

NO LAGGING IN INTEREST

TALENT SHOWCASE — JUNIOR EDITION (a senior edition is presented three times a week), started off in October 1961 as a 13-week series. It proved so popular that the 13 weeks now have stretched into two seasons with no lagging in interest.

HOSTESS — MISS SHIRLEY

Hostess for the thirty-minute program is Miss Shirley, young and attractive mother of a three-year-old boy, who also stars on CJON-TV's ROMPER ROOM. The musical director is Eric Abbott.

CALIBRE IMPROVED

Miss Shirley says that since the program started, it has averaged ten performers each week, and the majority of them never were on television before. "I would say", she added, "that the calibre of the program has improved one hundred per cent since the first one".

Public Service Programming

There can be no more important part to the broadcasting job than Public Service Programming. CJON Radio has always striven to excel in this kind of performance.

SPECIAL PROGRAMS

One of the ways in which CJON Radio has built up a fine reputation for Public Service is through special programs specifically aimed to take care of the public service needs of listeners. Of course, this is a factor in overall programming, but with this specific objective are: MINUTE MART (for those with things to sell and needs to buy); PERSON TO PERSON (messages to isolated parts of the province); and BULLETIN BOARD (a daily roundup of public service announcements) just to name a few.

The importance of these programs in Newfoundland cannot be over-emphasized. As many as one hundred and fifty Public Service Announcements have been broadcast in a single program.

See Our Hard-working Reps

STOVIN-BYLES
in Canada

WEED & CO.
in the U.S.

ANOTHER FIRST

All our TBA's are pre-releases and exclusive in the Canadian market.

—:Kevin Holen
CFTO-TV, Toronto

WONDER WHERE THE SMELL-O WENT

There's a new deodorant on the market, which makes you disappear when you apply it, and everyone wonders where the smell is coming from.

AND THE BULGE WAS ALGY

Then there's the one about the maid who went in the service entrance and came out the family way.

AUDRY STUFF

Then there's the gal who was so dumb she found out that at cocktail parties people drank so much she couldn't remember their names.

—:Phil Stone
CHUM, Toronto

IT ISN'T THE HEAT

Now comes the warm and sultry season when even the people in Toronto are humid beings.

—:Lew Roskin
CKLG, Vancouver

FLAT OUT

A man we know was run down by a steam roller, and it took us an hour to scrape up an acquaintance.

COST EFFICIENCY

You just can't stop the Toronto barber who, when a customer complained that he had just been over to England where haircuts come at 65 cents, came right back with: "Yeah, but look at the fare."

ESCAPISM

Then there's the errant husband who told the court he wasn't a deserter but a refugee.

WHAT'S IN A NAME?

Don't call me a disc-jockey; I'm an all-night people-sitter.

—:Bill McVean
CFRB Owl's Nest

Party Line

"ALL UNDER ONE ROOF" was the theme of a CFTO-TV Toronto presentation early this month to switch complete production facilities and a summer production discount plan that offers discounts ranging from 5% on production budgets of \$5,000 to \$9,999 to 20% on \$20,000 and up budgets.

About 60 production and creative people from leading agencies gathered in the big Studio 3, which wore a festive air with two bars and a laden buffet, low-key color lighting, and big panels exhibiting still photographs of visiting personalities, shows, commercials, and graphics.

And four monitors. On these the guests watched a videotaped presentation of some of the station's more outstanding commercials, for which they had produced such special effects as rain, fog, a mammoth camera and a 24-foot rear screen.

Supervising technical director Ron Sacharuk introduced commercials for CN-CP Telecommunications, Labatt's, Imperial Oil, and GM, with notes on the various video tape techniques used in them.

While some guests feasted on an excellent stew (recipe on request), other types toured the vtr facilities — very educational, asst. ed. now knows that a transistor is "a little button with three wires hanging out of it."

Party Line

THE FORMAT OF CTV's National News, which originates at CJOH-TV Ottawa, was the hook on which that station hung its recent luncheon presentation to some 350 advertiser and agency types in Toronto. It was a familiar scene to CTV viewers, the National News team of Peter Jennings and Baden Langton at the big desk, backed by the rear screen.

Tossing the commentary back and forth as in their network format, the two newsmen "broke" the story of Ottawa and the Seaway, Channels 3 and 8, Canada's fifth largest market. Video tape, film and slides illustrated the story, opening with an interview between newsmen Ab

Douglas and station president Ernie Bushnell.

As armchair tourists, the guests were driven via film through the station's coverage area, with a commentary of market data. Next there was a tour of CJOH's production facilities with guide Stu Griffiths, vice-president and general manager. Justifiably proud of about 40 hours a week of live programming, the station reviewed some of its productions, both to the network and local.

Then, the hard sell, backed up by slides which were in turn backed up by copies of the script and slides to take back to the office and put next to the order book.

First in Ottawa and the Seaway, CJOH-TV was also first with a presentation at the newly-opened Inn on the Park, Toronto's newest show-place.

Peter Williams, F. H. Hayhurst Co. Ltd. account executive, won a handsome portable TV set which Bushnell warned was fixed on channels 13 and 8.

Party Line

TRANS-CANADA AIRLINES had a complaint from CHCH-TV Hamilton one evening last week that a low-flying plane was messing up TV reception, but TCA didn't tattle that the hedge-hopping culprit was a courtesy flight for CFTO-TV Toronto executives and their guests. Or so the story goes. Sabotage, however, was not the flight's mission, though word of the Channel 11 complaint was met with muffled chortles.

Mission was to emphasize the huge coverage area of the station and this was accomplished in the grand manner by flying along the border of the station's contour. Guests were some 40 top food and drug executives and their wives who, literally, had their noses pressed against the windows for a bird's eye view of some of the 971,000 households (DBS) within range of CFTO-TV.

Announcer Jim Corey punctuated the hour-long flight with tidbits of market data on the areas 2,500 feet below and his brief points were

elaborated upon after a buffet dinner at the Constellation Hotel.

Co-host for the occasion was Bristol-Myers Co. of Canada Ltd., whose executive vice-president and general manager Robin Hall was on hand to welcome the guests, while general sales manager Jack Kemble told them they would be seeing more, much more, of Bristol-Myers products on TV. The company has increased its ad budget for Vitalis to two and a half times last year's figure, doubled the Bufferin budget and upped Ban's expenditure to 160% of last year's.

Bristol-Myers' advertising will cover 81% of all TV homes this year, Kemble said — and more of those homes will be reached by CFTO-TV than by any other station in Canada, CFTO-TV general sales manager Ted Delaney added.

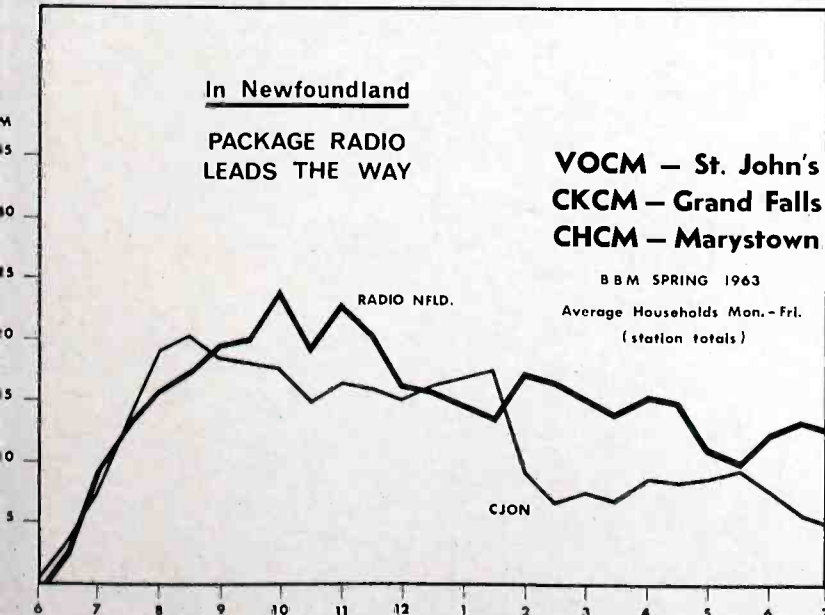
OUR SPONSORS ARE BUSY PEOPLE!

CHOV RADIO-PEMBROKE

See Paul Mulvihill

They're Tearing the Heart out of SASKATOON!

And it's an operation every bit as drastic and ruthless as it sounds: 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.**



Here's your real winning radio sales combination

Check that new Spring '63 BBM. You'll find only Radio Newfoundland, with its weekly reach of 96,300* households delivers the entire Tenth Province.

And here's even greater tangible proof. Radio Newfoundland's contest mail on VOCM, CKCM and CHCM in a single week totalled a whopping 40,919, certified by notarized affidavits!

* Includes optional fourth station, CFCB - Corner Brook

RADIO NEWFOUNDLAND PACKAGED FOR SALES

represented by All-Canada



CUTS & SPLICES

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

TOP HONOR AT THE 15th annual Canadian Film Awards, held in Montreal this month, was carried off by *Lonely Boy*, the National Film

Board's candid study of Paul Anka, which was named Canadian Film of the Year. This special award was last made in 1960, to *Universe*.

The film, which has won seven international awards, was cited for "its achievement as a work of art as much as a document on a phenomenon of our times, distinguished by its conception, camera work and editing".

Two special awards were presented, to Dorothy and Oscar Burritt of Toronto, "for their pioneering work over three decades in contributing to the development of appreciation of film in Canada", and to Gaudry Delisle of Quebec City "in grateful recognition of his many years of devoted service to the promotion of wider understanding and better use of films for educational purposes".

A record number of films was entered in the competition this year as 44 Canadian film producers submitted 175 films. The greatest increase in entries was seen in the Television Information and Travel and Recreation categories.

Winner in the Theatrical field was NFB's *Nahanni*, a ten-minute short in color, "for its successful exploitation of a dramatic story in a remarkable setting and the excellence of its presentation".

In the Non-Theatrical field, the winners in the various categories were as follows:

ARTS AND EXPERIMENTAL

Jour Après Jour, National Film Board, 29 minutes, black and white, French, "for the intuitive selection and imaginative handling of sound and image to contrast the monotonous routine of men at work with

their thoughts and private interests".

CHILDREN'S

Fantastique, Fantastique, National Film Board, 15 minutes, color, French, "for its skilful use of film in capturing the delight and wonder of children as they discover through microscopes the design and excitement in nature".

PUBLIC RELATIONS

Climates of North America, National Film Board, 16 minutes, color, "for integrating a clear narrative with effective animation at a pace and in a manner most suited for its intended audience".

GENERAL INFORMATION

Lonely Boy, National Film Board, 27 minutes, black and white.

Arctic Island Wildcat, Spence Crilly Film Productions for the Peter Bawden Drilling Co., Calgary, 27 minutes, color, "for its reality and authenticity in the documentary tradition and its achievement of purpose".

SALES AND PROMOTION

Partners for Progress, Crawley Films Ltd. for Manitoba Department of Industry and Commerce, 26 minutes, color, "for its imagination, excellent visual quality and unaffected spirit in presenting the economic philosophy of industrial development".

Patterns, Williams, Drege and Hill Ltd. for Southam Co. Ltd., 17 minutes, black and white, "for its brilliant and humorous treatment of the difficult subject of advertising research."

TRAINING AND INSTRUCTION

Mathematics at Your Fingertips, National Film Board, 29 minutes,

color, "for its well-developed and attractive exposition of a new method for teaching mathematics."

TRAVEL AND RECREATION

Grey Cup Festival '62, Chetwynd Films Ltd. for Molson's Brewery (Ontario) Ltd., 36 minutes, color, "for its dynamic and vivid presentation of a Canadian sports spectacle".

Wilderness Treasure, Wilbur Sutherland and William Mason for Inter-Varsity Christian Fellowship, 20 minutes, color, "for its excellent use of film to capture the beauty, mood and spirit of the Canadian wilderness and its impact on young campers".

TELEVISION — INFORMATION

The Amanacks, Crawley Films Ltd. for the CBC, "for its treatment of a sociological subject with sensitivity and dignity and for its excellent visuals".

Listen With Your Eyes, CBC Vancouver for the CBC, "for its insight and absorbing presentation of the problems of the deaf in learning language concepts".

TELEVISION — COMMERCIALS

Kraft Strawberry, Rabko Television Productions for Kraft Foods Ltd., French, "for its excellence as a product commercial".

AMATEUR

Cathy, Peter Garretson, 11 minutes, black and white, "the best amateur film produced in Canada in 1962" winner of the AMPPLC trophy.

Poison, Derek Davy and Maurice Stevens, 13 minutes, black and white, "one of the best amateur films produced in Canada in 1962".

A special award was presented to NFB's *Four Line Conics* "in recognition of its imaginative and experimental illustration of a specialized mathematic concept".

The Canadian Society of Cinematographers' awards for the best cinematography went to Don Wilder, CSC, for *Nahanni* in the color category, and to Guy Borremans for *Jour Après Jour* in black and white.

The Canadian Film Awards project is sponsored annually by the Canada Foundation, the Canadian Association for Adult Education and the Canadian Film Institute, to encourage high standards of film production in Canada and to bring public recognition to outstanding Canadian films.

"IF CANADA is to develop a healthy film industry it is essential that some method be found to overcome the taxation difficulties," Pied Piper Films Ltd. has told the Royal Commission on Taxation.

The major tax problem, the film company's brief states, is Canada's international tax agreements which allow foreign governments to withhold a 15% non-resident tax on film

Are YOU missing
the
\$127,415,000.00
buying dollars in
the
PEMBROKE MARKET?
A modest budget
ASSURES
COMPLETE COVERAGE
when you buy



See
PAUL MULVIHILL
and SELL
the PEMBROKE MARKET

HARDY RADIO SELLS

FRENCH STATIONS

CHRC — Quebec	CHRC-FM — Quebec	CKRS — Jonquiere
CHEF — Granby	CKBL — Matane	CHNC — New Carlisle
Radio Nord Inc.	CHRS — St-Jean	CJFP — Riviere-Du-Loup
CHRL — Roberval	CKJL — St. Jerome	CKSM — Shawinigan
CJSO — Sorel	CJLM — Joliette	CKLD — Thetford Mines

ENGLISH STATIONS

CFJR — Brockville	CHFM-FM — Calgary
CKNB — Campbellton	*CFTJ — Galt
*CKMR — Newcastle	*CKLY — Lindsay
*CJME — Regina	*CJAV — Port Alberni
*CKCL — Truro	*CKDH — Amherst

*Toronto only

HARDY RADIO & TELEVISION LIMITED

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

royalties. The brief also cites the discrimination between video tape and film for TV production, where-by video tape productions are subject to capital cost allowance at a rate of 100% while the rate for film produced for TV is only 60%.

To illustrate the plight of the Canadian film producer, the Pied Piper submission contains a five-page appendix comparing production in Canada with that in the U.S. of a successfully filmed TV series of 39 half-hours, sold in Canada, the U.S., the U.K. and foreign markets. At the end of the life of the series, the brief demonstrates, the U.S. producer shows a total profit of \$243,300 while the Canadian producer shows a total loss of \$144,800.

"Only in very recent years has any serious attempt been made to produce high quality films which would be acceptable to non-Canadian exhibitors," says the brief. "Consequently there is no history of tax problems relating to the film industry and the difficulties are only now becoming apparent."

By setting up offices in the U.S. the Canadian producer may avoid U.S. withholding taxes and may even operate under the advantages of U.S. foreign tax treaties to avoid foreign withholding taxes as well, but Pied Piper submitted that such a situation is undesirable.

Recommending that Canada re-negotiate its international tax agreements to provide for reciprocal exemption of film royalties, the brief said the loss of revenue to Canada would not likely be significant and this policy would, in the long run, see an increase in income tax revenue from Canadian film producers.

The submission also recommended that no distinction should be made between films produced for TV and video tape productions and that films for TV should be subject to capital cost allowances at a rate of 100%. "A large number of television productions are produced on film, particularly where international distribution is contemplated," says the brief.

"You have made your point well indeed," the chairman of the Royal Commission commented following its inquiry in Toronto this month. "We realize this is a matter of extreme consequence and we will take this fully into consideration."

Pied Piper Films Ltd. is currently producing *Mr. Piper*, a series of 39 half-hour children's TV programs in color for international distribution through ITC.

THE 15th ANNUAL MEETING of the Association of Motion Picture Producers and Laboratories of Canada was held in Montreal this month, with the election of a new slate of officers. Charles H. Everett, vice-president and treasurer of Crawley Films Ltd., was elected president of the 60-member association. First vice-president is Dean Peterson, Peterson Productions Ltd., and second vice-president is Roger Beaudry, Pathé-DeLuxe of Canada Ltd.

Directors for 1963-64 are: Sydney Banks, S. Banks (in-Television) Ltd.; David Bier, David Bier Studios & Film Laboratories; Wally Hamilton, Trans-Canada Films Ltd.; Wm. C. Kennedy, Crawley Films Ltd.; Findlay Quinn, Trans-World Film Labora-

tories Ltd.; Michael Spencer, National Film Board; Fred Stinson, Adfilms Ltd.

Committee chairmen for the coming year are as follows: Taxation and Duty, F. R. Crawley, Crawley Films Ltd.; Industrial Relations, G. S. Kedey, Motion Picture Centre Ltd.; Planning and Development, John Ross, Robert Lawrence Productions Ltd.; Canadian Film Awards, Michael Spencer and Bill Kennedy; Publicity, David Bier and Bob Wilson, Chetwynd Films Ltd.; Membership, Roger Beaudry.

Six new active members were welcomed: Cine Audio (Alberta) Co. Ltd., Edmonton; S. Banks (in-Television) Ltd., Toronto; Douglas Sinclair Film Productions, St. Jovite Station, Quebec; Academy TV Film Productions of Canada, Toronto; ASP Productions Ltd., Toronto; Rodesfilm Inc., Montreal. Two new associate members are Polaris Films Ltd., Toronto, and Educational Film Distributors Ltd., Toronto.

NEW PRESIDENT of the Canadian Society of Cinematographers, elected at the annual meeting held this month in Montreal, is Dennis Gillson of the National Film Board, Montreal, who succeeds Don Wilder of Peterson Productions Ltd., Toronto. Josef Seckeresh, Toronto, is vice-president and secretary is George Fenyon, Montreal. Roy Tash of Associated Screen News, Toronto, was re-elected treasurer. Committeemen are John Gunn, NFB, Montreal, membership; Sam Corlett, Ferrania Photo Sales Ltd., Toronto, public relations; Wally Gentleman, NFB, Montreal, educational.

Simcoe county
accounts for
\$30,976,000.
in automotive sales
annually —
and it's just
one of 22 counties
served by
Channel 3, Barrie.

*Sales Management

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

Representing these quality
television stations

- CKVR-TV, Barrie
- CJCH-TV, Halifax
- CHOV-TV, Pembroke
- CFCL-TV Timmins

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.

MAGNETIC FILM STRIPING
RAW STOCK 16 MM

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

PERSONNEL

Looking For A Better **JOB?** We Cover North America!
PERSONNEL PUBLICATIONS
9 Adelaide Street, E., Toronto
Open Saturdays 'til 1 p.m.

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

PRINTING

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

PRIZES FOR QUIZ SHOWS

SERVING BROADCASTERS
FOR OVER 15 YEARS
Contests Associates
PRIZE BROKERS
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

Watch for
CANADIAN BROADCASTER'S
DIRECTORY ISSUE
OUT JUNE 20

CLIFF McKAY Music
107 Carlton St. Telephone
Toronto EM. 3-3525

CUTS & SPLICES

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

TOP HONOR AT THE 15th annual Canadian Film Awards, held in Montreal this month, was carried off by *Lonely Boy*, the National Film

Board's candid study of Paul Anka, which was named Canadian Film of the Year. This special award was last made in 1960, to *Universe*.

The film, which has won seven international awards, was cited for "its achievement as a work of art as much as a document on a phenomenon of our times, distinguished by its conception, camera work and editing".

Two special awards were presented, to Dorothy and Oscar Burritt of Toronto, "for their pioneering work over three decades in contributing to the development of appreciation of film in Canada", and to Gaudry Delisle of Quebec City "in grateful recognition of his many years of devoted service to the promotion of wider understanding and better use of films for educational purposes".

A record number of films was entered in the competition this year as 44 Canadian film producers submitted 175 films. The greatest increase in entries was seen in the Television Information and Travel and Recreation categories.

Winner in the Theatrical field was NFB's *Nahanni*, a ten-minute short in color, "for its successful exploitation of a dramatic story in a remarkable setting and the excellence of its presentation".

In the Non-Theatrical field, the winners in the various categories were as follows:

ARTS AND EXPERIMENTAL

Jour Après Jour, National Film Board, 29 minutes, black and white, French, "for the intuitive selection and imaginative handling of sound and image to contrast the monotonous routine of men at work with

their thoughts and private interests".

CHILDREN'S

Fantastique, Fantastique, National Film Board, 15 minutes, color, French, "for its skilful use of film in capturing the delight and wonder of children as they discover through microscopes the design and excitement in nature".

PUBLIC RELATIONS

Climates of North America, National Film Board, 16 minutes, color, "for integrating a clear narrative with effective animation at a pace and in a manner most suited for its intended audience".

GENERAL INFORMATION

Lonely Boy, National Film Board, 27 minutes, black and white.

Arctic Island Wildcat, Spence Crilly Film Productions for the Peter Bawden Drilling Co., Calgary, 27 minutes, color, "for its reality and authenticity in the documentary tradition and its achievement of purpose".

SALES AND PROMOTION

Partners for Progress, Crawley Films Ltd. for Manitoba Department of Industry and Commerce, 26 minutes, color, "for its imagination, excellent visual quality and unaffected spirit in presenting the economic philosophy of industrial development".

Patterns, Williams, Drege and Hill Ltd. for Southam Co. Ltd., 17 minutes, black and white, "for its brilliant and humorous treatment of the difficult subject of advertising research."

TRAINING AND INSTRUCTION

Mathematics at Your Fingertips, National Film Board, 29 minutes,

color, "for its well-developed and attractive exposition of a new method for teaching mathematics."

TRAVEL AND RECREATION

Grey Cup Festival '62, Chetwynd Films Ltd. for Molson's Brewery (Ontario) Ltd., 36 minutes, color, "for its dynamic and vivid presentation of a Canadian sports spectacle".

Wilderness Treasure, Wilbur Sutherland and William Mason for Inter-Varsity Christian Fellowship, 20 minutes, color, "for its excellent use of film to capture the beauty, mood and spirit of the Canadian wilderness and its impact on young campers".

TELEVISION — INFORMATION

The Annanacks, Crawley Films Ltd. for the CBC, "for its treatment of a sociological subject with sensitivity and dignity and for its excellent visuals".

Listen With Your Eyes, CBC Vancouver for the CBC, "for its insight and absorbing presentation of the problems of the deaf in learning language concepts".

TELEVISION — COMMERCIALS

Kraft Strawberry, Rabko Television Productions for Kraft Foods Ltd., French, "for its excellence as a product commercial".

AMATEUR

Cathy, Peter Garretson, 11 minutes, black and white, "the best amateur film produced in Canada in 1962" winner of the AMPPLC trophy.

Poison, Derek Davy and Maurice Stevens, 13 minutes, black and white, "one of the best amateur films produced in Canada in 1962".

A special award was presented to NFB's *Four Line Conics* "in recognition of its imaginative and experimental illustration of a specialized mathematic concept".

The Canadian Society of Cinematographers' awards for the best cinematography went to Don Wilder, CSC, for *Nahanni* in the color category, and to Guy Borremans for *Jour Après Jour* in black and white.

The Canadian Film Awards project is sponsored annually by the Canada Foundation, the Canadian Association for Adult Education and the Canadian Film Institute, to encourage high standards of film production in Canada and to bring public recognition to outstanding Canadian films.


"IF CANADA is to develop a healthy film industry it is essential that some method be found to overcome the taxation difficulties," Pied Piper Films Ltd. has told the Royal Commission on Taxation.

The major tax problem, the film company's brief states, is Canada's international tax agreements which allow foreign governments to withhold a 15% non-resident tax on film

Are YOU missing
the
\$127,415,000.00
buying dollars in
the
PEMBROKE MARKET?
A modest budget
ASSURES
COMPLETE COVERAGE
when you buy



See
PAUL MULVIHILL
and SELL
the PEMBROKE MARKET



HARDY RADIO SELLS


FRENCH STATIONS

CHRC — Quebec	CHRC-FM — Quebec	CKRS — Jonquiere
CHEF — Granby	CKBL — Matane	CHNC — New Carlisle
Radio Nord Inc.	CHRS — St-Jean	CJFP — Riviere-Du-Loup
CHRL — Roberval	CKJL — St. Jerome	CKSM — Shawinigan
CJSO — Sorel	CJLM — Joliette	CKLD — Thetford Mines

ENGLISH STATIONS

CFJR — Brockville	CHFM-FM — Calgary	
CKNB — Campbellton	*CFTJ — Galt	*CKLY — Lindsay
*CKMR — Newcastle	*CJAV — Port Alberni	
*CJME — Regina	*CKCL — Truro	*CKDH — Amherst

*Toronto only



HARDY RADIO & TELEVISION LIMITED

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

royalties. The brief also cites the discrimination between video tape and film for TV production, where-by video tape productions are subject to capital cost allowance at a rate of 100% while the rate for film produced for TV is only 60%.

To illustrate the plight of the Canadian film producer, the Pied Piper submission contains a five-page appendix comparing production in Canada with that in the U.S. of a successfully filmed TV series of 39 half-hours, sold in Canada, the U.S., the U.K. and foreign markets. At the end of the life of the series, the brief demonstrates, the U.S. producer shows a total profit of \$243,300 while the Canadian producer shows a total loss of \$144,800.

"Only in very recent years has any serious attempt been made to produce high quality films which would be acceptable to non-Canadian exhibitors," says the brief. "Consequently there is no history of tax problems relating to the film industry and the difficulties are only now becoming apparent."

By setting up offices in the U.S. the Canadian producer may avoid U.S. withholding taxes and may even operate under the advantages of U.S. foreign tax treaties to avoid foreign withholding taxes as well, but Pied Piper submitted that such a situation is undesirable.

Recommending that Canada renegotiate its international tax agreements to provide for reciprocal exemption of film royalties, the brief said the loss of revenue to Canada would not likely be significant and this policy would, in the long run, see an increase in income tax revenue from Canadian film producers.

The submission also recommended that no distinction should be made between films produced for TV and video tape productions and that films for TV should be subject to capital cost allowances at a rate of 100%. "A large number of television productions are produced on film, particularly where international distribution is contemplated," says the brief.

"You have made your point well indeed," the chairman of the Royal Commission commented following its inquiry in Toronto this month. "We realize this is a matter of extreme consequence and we will take this fully into consideration."

Pied Piper Films Ltd. is currently producing *Mr. Piper*, a series of 39 half-hour children's TV programs in color for international distribution through ITC.

THE 15th ANNUAL MEETING of the Association of Motion Picture Producers and Laboratories of Canada was held in Montreal this month, with the election of a new slate of officers. Charles H. Everett, vice-president and treasurer of Crawley Films Ltd., was elected president of the 60-member association. First vice-president is Dean Peterson, Peterson Productions Ltd., and second vice-president is Roger Beaudry, Pathé-DeLuxe of Canada Ltd.

Directors for 1963-64 are: Sydney Banks, S. Banks (in-Television) Ltd.; David Bier, David Bier Studios & Film Laboratories; Wally Hamilton, Trans-Canada Films Ltd.; Wm. C. Kennedy, Crawley Films Ltd.; Findlay Quinn, Trans-World Film Labora-

tories Ltd.; Michael Spencer, National Film Board; Fred Stinson, Adfilms Ltd.

Committee chairmen for the coming year are as follows: Taxation and Duty, F. R. Crawley, Crawley Films Ltd.; Industrial Relations, G. S. Kedey, Motion Picture Centre Ltd.; Planning and Development, John Ross, Robert Lawrence Productions Ltd.; Canadian Film Awards, Michael Spencer and Bill Kennedy; Publicity, David Bier and Bob Wilson, Chetwynd Films Ltd.; Membership, Roger Beaudry.

Six new active members were welcomed: Cine Audio (Alberta) Co. Ltd., Edmonton; S. Banks (in-Television) Ltd., Toronto; Douglas Sinclair Film Productions, St. Jovite Station, Quebec; Academy TV Film Productions of Canada, Toronto; ASP Productions Ltd., Toronto; Rodesfilm Inc., Montreal. Two new associate members are Polaris Films Ltd., Toronto, and Educational Film Distributors Ltd., Toronto.

NEW PRESIDENT of the Canadian Society of Cinematographers, elected at the annual meeting held this month in Montreal, is Dennis Gillson of the National Film Board, Montreal, who succeeds Don Wilder of Peterson Productions Ltd., Toronto. Josef Seckeresh, Toronto, is vice-president and secretary is George Fenyon, Montreal. Roy Tash of Associated Screen News, Toronto, was re-elected treasurer. Committeemen are John Gunn, NFB, Montreal, membership; Sam Corlett, Ferrania Photo Sales Ltd., Toronto, public relations; Wally Gentleman, NFB, Montreal, educational.

Simcoe county
accounts for
\$30,976,000.
in automotive sales
annually —
and it's just
one of 22 counties
served by
Channel 3, Barrie.

*Sales Management

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

Representing these quality
television stations

- CKVR-TV, Barrie
- CJCH-TV, Halifax
- CHOV-TV, Pembroke
- CFCL-TV Timmins

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.

MAGNETIC FILM STRIPING
RAW STOCK 16 MM

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

PERSONNEL

Looking For A Better **JOB?** We Cover North America!
PERSONNEL PUBLICATIONS
9 Adelaide Street, E., Toronto
Open Saturdays 'til 1 p.m.

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

PRINTING

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

PRIZES FOR QUIZ SHOWS

SERVING BROADCASTERS
FOR OVER 15 YEARS

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

MISCELLANEOUS

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

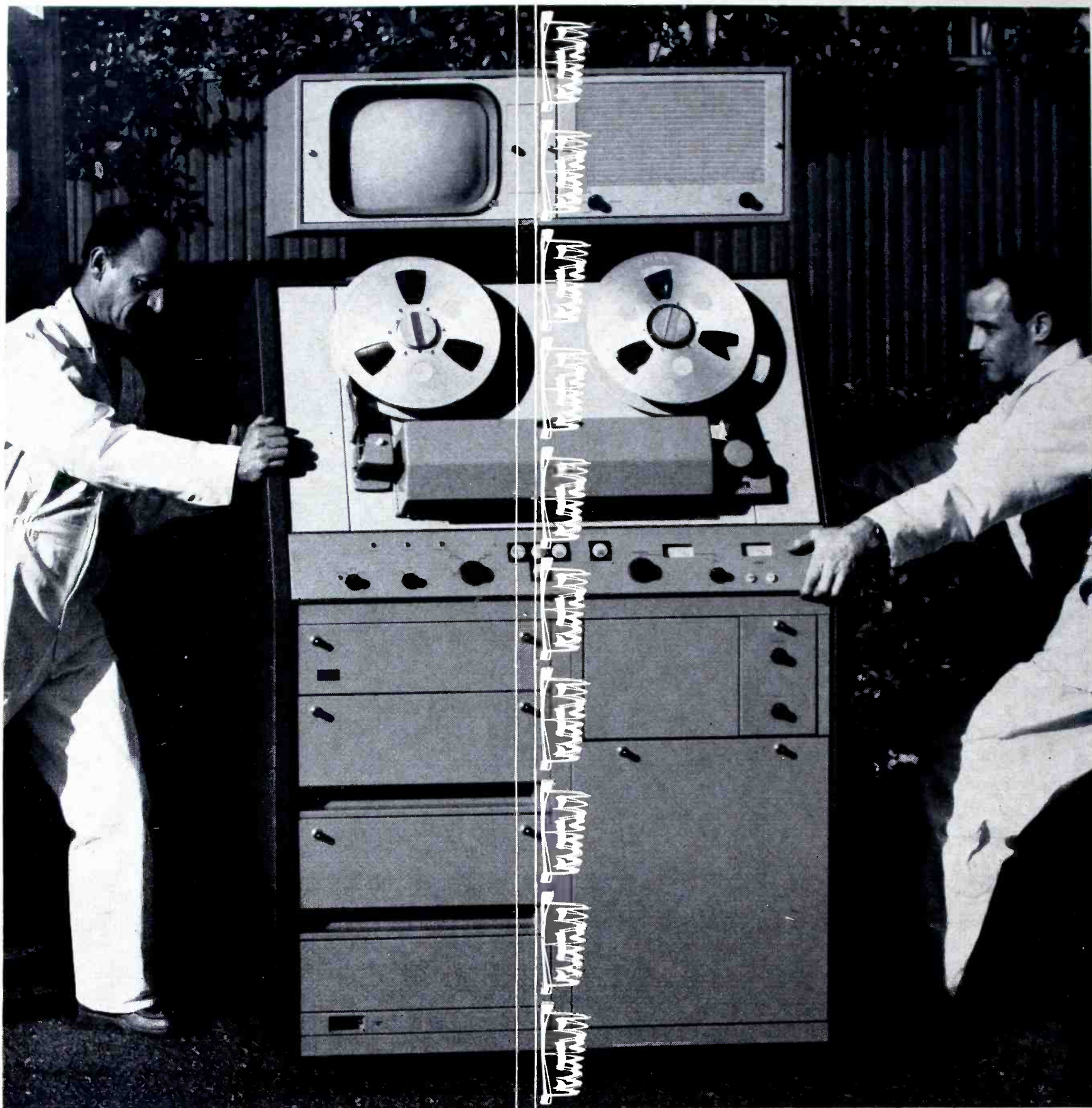
DAVID BRUCE COWPER
INSURANCE ESTATE PLANNING
NEW YORK LIFE INSURANCE CO.
443 UNIVERSITY AVENUE TORONTO 2.
BUS. EM. 3-5311 RES. HU. 5-2956

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

Watch for
CANADIAN BROADCASTER'S
DIRECTORY ISSUE
OUT JUNE 20


107 Carlton St. Telephone
Toronto EM. 3-3525



Who can deliver a fully transistorized low-cost VTR* to your station?

AMPEX

Low cost television tape recording is now a reality. It is possible because of the VR-1100, Ampex's newest Videotape* Recorder. The VR-1100 is an all solid-state recorder that costs about half as much as some other broadcast recorders. It occupies less than half the floor space of previous VTRs and is ideally suited for use in mobile vans and small studios. It weighs half as much as other VTRs and requires considerably less power. This low power requirement, combined with a new convection cooling system, eliminates the need for special air-conditioning or blowers in the van or studio. The VR-1100 has two speeds—7½ and 15 ips. At 7½, three hours of programming can be recorded

*TM Ampex Corp.

AMPEX

on a single reel. The VR-1100 is a 4-head recorder compatible with other 4-head recorders. It comes equipped with the Vertical Lock Accessory which allows use of the Ampex Electronic Editor—permitting complete single camera production. Operation is simple. There are fewer controls. Maintenance costs are very low. Reliability and performance characteristics are high. For additional information on these fully transistorized, low cost VR-1100s, please write the only company providing recorders, tapes and core memory devices for every application: Ampex of Canada Ltd., 1458 Kipling Avenue North, Rexdale, Ontario. Telephone Cherry 7-8285. Worldwide sales and service.

Six VR-1100 Videotape have already been sold in Canada.*