



*Canadian*  
**BROADCASTER**

IN OUR 22<sup>nd</sup> YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

"And our guest star today — an alligator" says Miss Ellen of CFCF-TV Montreal's "Romper Room". A weekly feature of the daily children's show is a visit from D. F. Aerts, curator of the Garden of Wonders Zoo, here with the baby alligator, who has introduced young viewers to a fascinating variety of birds, animals and reptiles.

2, No. 11

TORONTO

June 6th, 1963

- Concerning the Code of Advertising 6
- Evolution of Video Tape 10



**CJEM, Edmunston, N.B.**

**"La Voix de la Republique de Madawaska"  
Increases power to 5,000 watts**

Station Manager Georges LeBel checks his new RCA Victor Type BTA-5T Transmitter, and seems mightily pleased with the results.

Designed to be completely unattended, and with solid state rectifiers throughout, the 5T effectively covers four counties in New Brunswick, five counties in Quebec, and an addi-

tional 18,000 homes in the neighbouring State of Maine.

CJEM is the only Canadian Station covering this important market. It is also the only private French language station in the Maritime Provinces.



**RCA VICTOR COMPANY, LTD.**

Technical Products

1001 Lenoir St., Montreal 30, Quebec

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

# SIGHT & SOUND

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

THE BEST CANADIAN television commercial, chosen from 89 entries in the TV Commercials Festival held in New York late last month was the situation series for Whitehall Laboratories Ltd.'s Anacin by Young & Rubicam Ltd. Runner up was the research series for Imperial Oil Ltd. by MacLaren Advertising Co. Ltd.

Best French-language commercial was for Kellogg's Rice Krispies by Leo Burnett Co. of Canada Ltd. The judges on five regional councils also considered 15 other English-language and three other French-language commercials as worthy of recognition.

Forty-four entries from stations from Quebec City to Victoria B.C. were submitted to the Canadian TV Commercials Festival on the local level. Winners, announced at the Festival at the Royal York Hotel in Toronto, June 5, were as follows:

Best English - language, "Little Girl" produced for Canadian Motors, Regina, by CKCK-TV, Regina. Runner up, an Oldsmobile commercial for Regina Motors, produced by CKCK-TV Regina.

Best French-language, a commercial produced for St. Alexandre Ice Cream by CFTM-TV Montreal. Runner up, a station promotion, "Gloves", produced by CFTM-TV Montreal.

A special award for the most unique locally produced commercial went to CKCK-TV for "One Day Service" produced for Canadian Motors in Regina.

A full report on the Canadian TV Commercials Festival, sponsored by the Radio and Television Executives Club, will appear in the next issue.

INITIAL MEETING of the Trans-Canada Advertising Agency Network will be held in Toronto June 22 and 23 to organize small and medium size agencies in an association where they can discuss mutual problems, pool knowledge and experience for common benefit, exchange branch office facilities.

Agencies on hand for the first meeting will include Whitehead, Titherington & Bowyer, Toronto, force behind the network; Gordon Rowntree & Co., Vancouver; Dunsley Advertising, Montreal; Backman Advertising, Halifax; Lippman Advertising Associates, Buffalo, N.Y.; John C. Anderson & Associates, London, England. A possible affiliation with a U.S. network will be discussed.

TUCKETT LTD., HAMILTON, has taken over the manufacture and marketing of several brands from its parent company, Imperial Tobacco Co. of Canada Ltd., Montreal, involving some juggling of ad agencies.

Spitzer, Mills & Bates Ltd., Toronto, will handle the advertising for Viceroy and Kool cigarettes, with Viceroy moving from McKim Advertising Ltd., Montreal, and Kool moving from MacLaren Advertising Co. Ltd., Montreal. Allan B. Yeates, senior vice-president and management representative, will head the account group.

MacLaren in Toronto adds Winchester and Bel Air cigarettes and Sir Walter Raleigh pipe tobacco to a number of Tuckett brands already in the shop. Winchester and Sir Walter Raleigh have been handled by Cockfield, Brown & Co. Ltd., Montreal and Bel Air has been with McKim, Montreal. Donald Brockett is account supervisor, Kenneth Gander is account executive.

THE BANK OF CANADA account, based largely on Canada Savings Bonds and estimated at between \$600,000 and \$800,000 annually, has been awarded to MacLaren Advertising Co. Ltd. The account was previously held by McKim Advertising Ltd., Spitzer, Mills and Bates Ltd. and Huot Advertising Ltd.

FOOTE, CONE & BELDING Canada Ltd. has been appointed to handle advertising for Ornal and new products of the Menley & James Laboratories division of Smith Kline & French. This consolidates all consumer product advertising with FC&B, which holds the SK&F account in the U.S., U.K. and Mexico.

ALL GENERAL FOODS LTD. television programming in Canada will be handled by Young & Rubicam Ltd. beginning with the 1963-64 broadcast season. This co-ordination of television services with Y & R will not affect the product responsibilities of General Foods' other agencies, Baker Advertising Agency Ltd., McConnell, Eastman & Co. Ltd., and McKim Advertising.

THE BAKER Advertising Agency Ltd. has been appointed to handle advertising for Coffee-mate, a non-dairy tea and coffee creamer being introduced in the Ontario market by the Carnation Company. The agency handles advertising for all other Carnation products.

The new product is being introduced with a heavy TV spot campaign and newspaper ads. Account supervisor is John E. McEachern and Leonard (Sandy) Akerman is the account executive, assisted by Stan Buda.

NEW PRESIDENT of J. Walter Thompson Co. Ltd. in Canada is William H. Erskine, who will divide his time between the Toronto and Montreal offices of the agency. Erskine has been with JWT since 1946 and has been vice-president and manager in Montreal and a director since 1956. He is a director of the CAAA, the CARF and BBM.

Wilfrid Sanders has resigned as vice-president and director of JWT to leave the advertising field.

VICE-PRESIDENT and director of The Baker Advertising Agency Ltd., R. C. (Bob) Baker, resigned as of June 1 after over 35 years with the agency.

NEW RADIO-TV DIRECTOR in the Winnipeg office of McConnell,

Eastman & Co. Ltd. is Ken Hughes, manager of CESM-TV Thompson, Manitoba, for the past two years. He is marking his 25th year in broadcasting after starting with CFAC Calgary in 1938.

Two new account executives are R. M. Black, formerly office manager and account executive with Brown, Mitchell & Wright in Winnipeg, and F. J. Audet, formerly an account executive with McKim's Winnipeg office.

THE FIRST WOMAN president of the Toronto chapter of the American Marketing Association is Mrs. Eleanor Bow of Brewers' Warehousing Co. Ltd., who was elected by acclamation.

Other officers are: first vice-president, J. M. Philp of McKim Advertising Ltd.; second vice-president, A. G. Fells, Nestlé (Canada) Ltd.; secretary, Miss J. Bliss, Maclean-Hunter Publishing Co. Ltd.; treasurer, G. H. Clements, Young & Rubicam Ltd.; all by acclamation.

Directors for 1963-64 are Dr. R. Vosburgh, University of Toronto School of Business; C. C. Summers, Lever Bros. Ltd.; R. J. Stewart, Ford Motor Co. of Canada Ltd.; J. S. Bull, Dare Foods Ltd.; E. M. Hyman, Triangle Conduit & Cable (Canada) Ltd.; J. C. Robertson, Market Facts of Canada Ltd.; Dave Sutherland, Vickers & Benson Ltd.; G. H. Lusty, Batten, Barton, Durstine & Osborn Inc.

THE ONTARIO Department of Agriculture has appointed Vaughan M. Douglas to the Guelph offices of the Information Branch, to be in charge of the production of agricul-

tural radio and TV programs. Douglas has been with CKNX Radio and TV, Wingham, for the past five years.

## APPOINTMENT



PAT ROWSELL

The appointment of Pat Rowsell as salesman in the Toronto office, radio division, has been announced by A. C. Harrison, general manager, Hardy Radio & Television Ltd. Pat has been a station representative for 5½ years and had seven years sales experience prior to that. He is well known in the Toronto agencies and has a good working knowledge of the Hardy markets. His appointment is effective immediately.

## PAUL L'ANGLAIS INC. APPOINTMENTS



GUY DAVIAULT



GASTON BELANGER

Paul L'Anglais, President of Paul L'Anglais Inc., is pleased to announce the following appointments:

Guy Daviault, Manager of the Montreal Office, and Gaston Bélanger, Manager of the Toronto Office, have been elected as Directors of the Company.

## "For Young Viewers" Wins Peabody Award

A SPECIAL George Foster Peabody award has been made to the book "For the Young Viewer", a study of children's television programming at the local level. Dr. Frederick G. Rainsberry, CBC's national supervisor of school broadcasts, is a co-editor of the book with Ralph Garry, professor of educational psychology at Boston University, and Charles Winnick, consulting research psychologist at Columbia University.

The coveted Peabody Awards are presented to recognize the most distinguished and meritorious public service rendered each year by radio and television. The study on which the book is based was made by the Television Information Office and the National Association of Broadcasters in the U.S. and the award was made to them.

The citation describes the book as "an interpretive compilation of 425 children's programs created by 223 television stations for 146 American communities. Programs are reported, evaluated, and related to known principles of child development... making this study of practical value to broadcasters, parents, creators of programs and educators..."

In addition to providing a wealth of program ideas that can be adapted to local needs, "For the Young Viewer" makes positive recommendations for enriching the content of children's programming, based on sound educational and psychological theory as well as on practical television techniques and experience. The book is published by McGraw-Hill and is \$6.95 in Canada.

## LISTENERS SEARCH JAIL IN CJOR TREASURE HUNT

AN UNUSUAL ITEM on the UPI news wire recently read "hundreds of persons are trying to climb over the fence to get into the British Columbia penitentiary today". The turnabout "prison break" was one of many strange happenings brought on by CJOR Vancouver's *Treasure Hunt* promotion.

Women were prying up manhole covers, men were climbing ladders to peer along the sills over store fronts, one man crawled under CJOR's mobile unit, all in search of a \$1,000 hidden treasure.

The month-long promotion offered four clues a day from "Captain Hook", Vic Waters, to gradually narrow down the treasure hunt.

At the end of the campaign the treasure had been pinned down to

the Sapperton area of New Westminster and CJOR set up remote headquarters at Cap's Cycle Shop there, where the final hints were posted in the window.

Within 20 minutes of the release of these last clues, two young neighbors had discovered the treasure, a voucher for \$1,000.

The treasure was stuffed into an old milk can lying in a lane behind a garage, just a few blocks from CJOR's remote location — and just a few blocks from the prison.

Promotion man Bill Colnett reports the treasure hunt climax (timed to a payday weekend) had shoppers going their way with transistor radios to their ears, and tied up traffic and completely blocked streets in the neighborhood.

## Four Privates - Two Nets Are Cited For Safety

FOUR PRIVATE radio stations and the CBC radio and television networks have been awarded the National Safety Council Public Interest Awards for exceptional service to safety in 1962. Nineteen Canadian entries were submitted, in a total of 695 from the fields of broadcasting, newspapers and magazines, advertising and outdoor advertising. Four hundred and twenty-four awards were made.

The awards were established in 1948 to recognize leadership, initiative and originality in promoting accident prevention, and standards were raised to a new high in the judging for the 1962 awards.

Highlights of the winning submissions, sketched by the National Safety Council, were:

CHUM's seat belt crusade, which ran two and a half months in cooperation with the Canadian Highway Safety Council and involved some \$15,000 worth of free air time plus a contest in which seat belts were given as prizes. Also, the station's Black October campaign with the Metro Toronto Police Department to stall the traditionally high traffic toll in that month.

Continuing from past years were CHUM's black flag campaign in which station cruisers and police cars fly a black flag on the day of a traffic fatality, and a series of recorded messages from children to motorists.

CFAC's air traffic patrol during summer afternoon rush hours, when a CFAC staffer flies over the city while a local police officer, broadcasts traffic reports and advice on how to avoid traffic tie-ups.

CKSO's *Joe Martin, Reporter*, a five-minute narrative program about traffic problems, daily road reports by local police and a two-month saturation campaign on seat belts using accident case histories.

The only retail outlet in Canada to receive an award was the S. S. Kresge Co. Ltd. store in Sudbury, which sponsors CKSO's *Peanut Theatre*, a daily five-minute children's show which closes with a safety message from a local police officer.

## Animals Star on 'CF Romper Room

MANY VISITORS to the Garden of Wonders Zoo in Montreal's Lafontaine Park must wonder at the name of one of the donkeys, who is called "Do Bee". He was christened by the Zoo's curator, D. R. Aerts, in honor of his young friends of CFCF-TV Montreal's *Romper Room* and their friends, "Do Bee" and "Don't Bee", the program's little guides to good manners and good health (Do bee a milk drinker, don't bee a milk leaver).

The *Romper Room* organization provides stations with filmed segments on animal friends, but CFCF-TV is fortunate in having its animal friends live. Mr. Aerts' visits began

over two years ago on an occasional basis, but both viewers and guest enjoyed the appearances so much they are now a regular weekly feature.

This segment of the show has "starred" an alligator, a penguin, a raccoon, an ocelot, a boa constrictor, a python, a swan and a parrot, to name just a few. Young fans have seen baby chicks emerge from their shells, seen a poisonous snake being milked of its venom, and they've been promised a circus of 50 trained mice.

"Nowhere else could city children come in such close contact with animals," says the program's Miss Ellen. "The children on the program can actually touch them, but it's just as wonderful for those at home because television is such an intimate medium."

Mr. Aerts also discusses pet care on the show, answers letters from young viewers about their pets, and even takes part in the exercises and games on the program.

If we can produce enough properly guided men  
who needs guided missiles?

# CFCN RADIO/TV CALGARY

TELEVISION DIVISION



All-Canada Radio & Television  
Limited

HAPPY BIRTHDAY TO US

On June 1, 1953, All-Canada led the sales representation field with the opening of its Television Division. Today, All-Canada Television is the recognized leader, representing 22 stations, with offices in 11 major North American Cities.

TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER  
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA • DALLAS

# That Was the CBC's Week That Wasn't

Both facets of radio and television, public and private, are in complete agreement that a reappraisal of the broadcasting system is overdue.

The chairman of the Board of Broadcast Governors is holding a succession of meetings with the presidents of the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters in an effort to determine where they agree and where they disagree and what can be done about it.

Secretary of State J. W. Pickersgill, the responsible minister, indicated at the CAB Convention that the government is at least not opposed to the reappraisal idea.

So it seems strange that the officials responsible for programming the erudite *CBC Wednesday Night* chose this particular time for what came through as an attempt to disparage the efforts of the private broadcasters in a national network broadcast on May 22.

This, at least, was what this extraordinary program appeared to be doing, when it was not indulging in communications with somebody's dead mother by means of a recording she had made previously, or emitting what several listeners we know interpreted as communist propaganda.

Undoubtedly much of the material was intended as a satirical shaft aimed at private broadcasters and their advertisers. But satire is necessarily funny, an adjective which could by no stretch of the imagination be attached to this effort. Instead, it came through to us as an unintelligible jumble of nothing, disagreeably laced with vulgarity, obscenity and complete lack of taste, an obvious but fatuous imitation of the BBC's *That Was The Week That Was*.

We are in no way opposed to criticism, favor it in fact. Satire is a valuable weapon for the critic in two ways. First, it points up and emphasizes the point being made. Second, its humorous side takes the sting from the criticism without losing the effect.

But this effort was completely humorless — just vulgar nonsense, which must have affronted the small but loyal body of listeners, including this writer, who look forward to the *CBC Wednesday Night* programs as a regular source of "something for the mind."

The fact that this outrageous insult to the national intelligence on the national network was perpetrated by the national broadcasting body, which is maintained out of the public purse to develop and promote the Canadian identity, makes the whole business absolutely unspeakable.

• • •

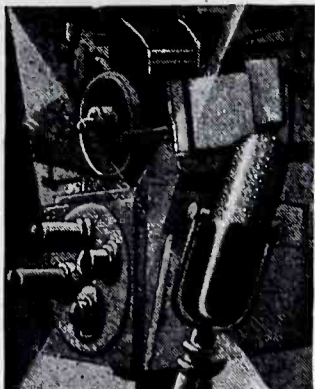
Under the Broadcasting Act, the Canadian Broadcasting Corporation and the private stations are placed under the regulatory direction of the Board of Broadcast Governors, whom we would urge to listen to the tape of this program in order to determine whether disciplinary action should be taken against the CBC.

The BBG's own regulation, 5 (1) (c) reads as follows:

"No station or network operator shall broadcast any obscene, indecent or profane language."

We submit that the CBC is guilty of a flagrant contravention of this regulation, and that the Board of Broadcast Governors should damn well take appropriate action.

RADIO • TELEVISION • ADVERTISING



## BROADCASTER

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June 6th, 1963 Vol. 22, No. 11

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### RADIO RIBS



# WHAT PRICE RETAIL ETHICS?

by BEN HOLDSWORTH

SEVERAL WEEKS AGO, on April 29, the Association of Canadian Advertisers heard Allan B. Yeates describe the new Canadian Code of Advertising Standards as "a first in the world for Canadian advertising". His remarks were made at the association's 48th annual meeting.

Mr. Yeates, appearing as vice-president of the Canadian Advertising Advisory Board, presented the 12-point Code and suggested that it was remarkable "... as the result of several years of co-operative achievement by all phases of organized advertising in Canada ...". Many of the ACA members were heard informally afterward to agree that the code was indeed an achievement — but that the next step would be the hard one.

Said Mr. Yeates: "The next step is for a committee representing the sponsoring organizations, under the chairmanship of Einar Rechnitzer, CAAB president, to work out proposals for the implementation and policing of the code by the industry."

Since it is generally agreed that all phases of advertising must apply reasonably equal emphasis to the policing of the code, broadcasters may have some concern about the attitudes of working members of other

media, and of other levels in the industry.

This reporter has interviewed a cross section of advertising people as well as working members of the sales sections of industry itself, to get a reaction to "Phase II, Operation Code of Standards".

Interviews were held during the ACA annual meeting and since that time. No attempt has been made to "lead" the questioning.

## How do you think the new Canadian Code of Advertising Standards will work out in practice?

• An agency account executive said: "It's no doubt an achievement to get the entire industry to agree on such a code — and no doubt such a code is the first needed step. But I'm afraid the problem of application — of policing — will be a different matter. Where I think it will break down, at least at the beginning, is at the level of retail and local advertising. Agency-prepared copy is thoroughly checked not only for appeal but for accuracy. Advertisers who do not use agencies don't worry about these things ... they either write their own copy or let the newspaper or radio station do it

— and there's no attempt to check these 12 points at that level ..."

• A salesman of local display advertising for a metropolitan daily newspaper gave this comment: "That's a lot of wishful thinking. You can't really expect us to police a code like that." (Ed. Note: he had never seen the code before being shown it by this reporter).

"What would my paper say if I told a valuable retail customer, who runs thousands of lines in newspapers a year, that we didn't like his claims? I wouldn't last long in this business ... I have to compete with the other newspapers ... and the local radio and TV boys are tough competition, too!"

"Sometimes we prepare the copy for our customers; sometimes they like to write it themselves. Anyway, we run it the way the customer wants it ... and if we lost an account because of some high-and-mighty thing like this, I'd have a lot of explaining to do with the front office ... those boys are accountants, they don't know about all this."

• The assistant advertising manager of a large national advertiser (consumer goods) stated: "I believe our record in national advertising is largely unblemished. I'm not talking just about my own firm, but of national advertisers, members of ACA, and the like. Most of us have been following such a code, whether instinctively or not, and we have done so not for reasons of piety or purism, but as national brand name advertisers, we have found over the years it's good business — and that's why we do it."

"Now, you take a question of taste, or a question of a touch of humor, for instance, in our ads ... we just won't offend anybody. We'll

yank a commercial or a magazine message in a hurry if it will offend ... and that's not even covered in the code!"

• Another advertising manager (title: assistant to the General Sales Manager) commented: "We are in the consumer hard goods field, and you can't find more cutthroats than we have as competition, or have as distributors and retailers ... No matter what we think we want to do in being high-minded — and we subscribe to this code all the way in principle, and hope it may work some day for all of us — we still have to stay in business. Our own copy is competitive, and maybe we've just taken the nicest points of excellence in our products, and maybe we don't mention some of the things we can't do as well as a few competitors ... but what is advertising for?"

"The real problem is going to be in controlling our retailers' local advertising claims. We don't have any control over their claims for us, or any other people ... and the local media don't seem to care either ..."

• The general sales manager of a major national-advertising firm (manufacturing both consumer and industrial products) said: "I've come up through the sales end of the business. I say this is going to be hard to manage and control. Look, I've got every sympathy with the code, or at least the idea of the code; but I've no faith in that point 'A' about false and misleading advertising since it's too loose to administer even within my own advertising department and its agency. What, in heaven's name is 'exaggerated'? My competitors say 'most' when I think they should say 'more' or maybe a 'little bit more'. How can you set standards like that? I'm an engineer. I want to see standards that I can measure. And another thing ... what am I going to do with an important customer of mine who does his own advertising? Cut him off, if he doesn't use our copy? He's an independent businessman ... and he doesn't subscribe to our code, even if WE do. I think it's up to the

(Next Page Please)



"The Sound of Service in Montreal"

## HARDY STATIONS SELL

### FRENCH RADIO STATIONS

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

### ENGLISH RADIO STATIONS

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

### TELEVISION

CHAU-TV — Baie des Chaleurs CKBL-TV — Matane  
 CKRT-TV — Rivière-Du-Loup CKRS-TV — Jonquiere  
 CFCM-TV — Quebec CKMI-TV — Quebec  
 CKRN-TV — Rouyn CKCO-TV — Kitchener

\*Toronto only



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

**OUR  
 SPONSORS  
 ARE  
 BUSY  
 PEOPLE!**

**CHOV  
 RADIO-PEMBROKE**

See Paul Mulvihill

(Continued from Previous Page)

media people to start the ball rolling, don't you?"

• The national advertising sales manager of a magazine, subscriber to the code, had this to say: "I think we've gone about a quarter of the way in getting acceptance of this in principle, as far as the total industry is concerned. A good and a large part of the people who create . . . and who authorize . . . advertising in this country have not even been approached. What about the retailers? What about the department stores with their own advertising departments? (Although I think, in most cases, those boys don't sell anything but price, anyway, do they?) What about the foreign advertisers and agencies? I think the committee has got a lot of groundwork to do yet. After all, we got this code together, as I understand it, because we were worried about government interference and regulations: haven't we got a lot of that already, but doesn't it apply just to the national Canadian advertisers?"

"I imagine the broadcasting people must go crazy with their 'Act' problem as they call it . . . we don't have quite the same thing, do we? But it seems to me the government 'Act' only applies to national broadcasts . . . or am I right? . . . since I think I hear a lot of stuff on local radio stations . . . and maybe TV . . . which can't be regulated . . . is it only on network? That would be the same as with us, you know. You should look at the difference between our copy and what the local newspapers, especially in the smaller cities, carry for copy for some of our own advertisers' retail outlets, that we couldn't even consider for our own use from the national advertiser."

"I think there's a missing link in this thing . . . don't you? What about talking to the retail merchants' people? After all, if government regulation ever came in, it would be the national boys who would get it in the neck, because the local advertisers couldn't be 'policed' by the government unless they hired another RCMP just to do that! I guess the real problem is up to the media, especially at the local level . . . newspapers and radio stations especially."

• And the departmental sales manager of a large department store, with branches in many Canadian cities said: "I've never seen this code before. I suppose it's good, and I guess our higher-up executives must know about it. But I run my department . . . that's my job, and I have to meet competition."

"I get some of the salesmen in from the suppliers. They tell me about what national support we're going to get, and show me a few advance proofs or story boards of TV spots, but they don't leave me any copy unless they say they want to co-operate with us on an insert; so we prepare our own stuff most of the time, with the advertising department, saying what we want, to meet our competition. What's the choice?"

## All-Canada Fact Book

# IS GUIDE TO CANADIAN BROADCASTING

A PIECE OF Publicity-with-a-Purpose has emerged from the Toronto office of All-Canada Radio & Television Ltd. in the form of a 44-page booklet called "All-Canada Broadcasting Fact Book".

Prepared by the A/C Research and Promotion Department, and printed for them by Northern Miner Press, the FACT BOOK briefly and simply deals factually with all facets of the industry.

It starts off with an abbreviated explanation of the three Royal Commissions, which have delved into industry problems since the Aird Commission sat in 1927 to create the Canadian Radio Broadcasting Commission, from which was developed the state system we know today, the Canadian Broadcasting Corporation.

Next it describes the functions of the Board of Broadcast Governors in a 300-word "digest".

The Radio and Television Regulations get a page as does a description of the functions of the Canadian Association of Broadcasters.

Then there are two pages devoted to the Canadian national market.

The various racial origins and industries are treated, again briefly, with emphasis on the development of new sources of energy — oil, natural gas, uranium and the continuing expansion of low-cost hydro-electric power, which has greatly advanced Canada's industrial base.

Agriculture, it is pointed out, employs about one tenth of the total working population of Canada and produces nearly a sixth of all exported commodities.

The pulp and paper industry, the booklet discloses, has grown during the last 50 years to become the country's leading industry, and newsprint production is more than three times that of any other country and accounts for more than 44 per cent of the world's total.

Next it breaks down \$17,457 millions of retail into various categories and then comes a statistical breakdown of population by age groups; and a table showing that 66 per cent of households are single-detached dwellings, 96 per cent have radios, 87 per cent televisions, 97 per cent refrigerators, and so forth.

The next section of the booklet is devoted to market notes on each of the ten provinces. All commercial radio and television stations are listed, with All-Canada represented stations printed in black-face type.

The balance of the booklet consists of short articles concerning "Radio and Television Networks", "FM Broadcasting", "Radio and Television Production", "Radio and Television Sales Bureaus" and "Broadcast Audience Measurement".

A page of short squibs, under the general title "Did You Know?" gives

short facts of special value to assessors of the Canadian market.

The final two pages are devoted to "The All-Canada Story" and a list of the addresses of the company's eleven branch offices in Canada and the United States.

Planned to appear at the time of this year's Association of Canadian Advertisers' and Canadian Association of Broadcasters' conventions, the basic purpose of the booklet, which had an initial run of 7,000 copies, was to acquaint U.S. advertisers and agencies with facts about Canada and Canadian broadcasting. It was also hoped the FACT BOOK

would serve as a "Broadcasting Primer" for the many new young people who are starting in various phases of the advertising business.

The booklet has been distributed in the States, the U.K. and Canada, to universities, trade schools and broadcasting organizations as well as to advertisers and advertising agencies.

All-Canada reports that several stations they represent have written to ask for additional copies for their local salesmen to distribute, in order to impress the merchants and others they serve with the stature of Canadian broadcasting.

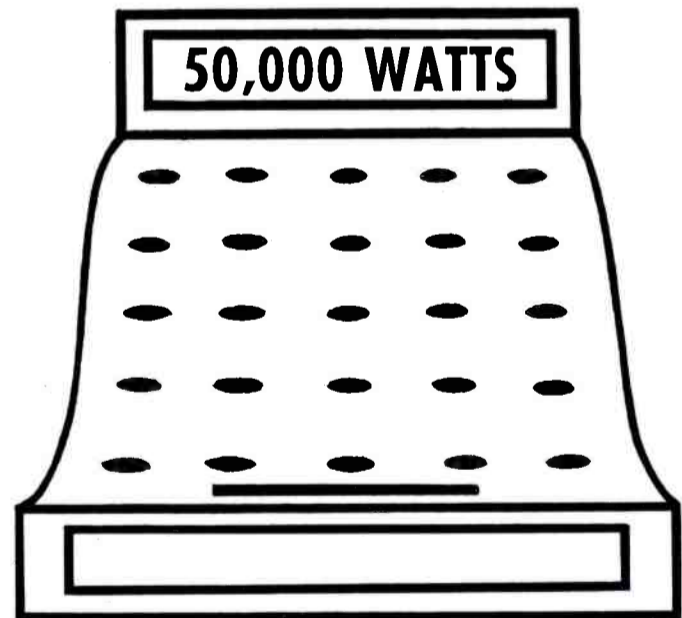
## State Patrol and RCMP Team For Initial Safety Campaign

SPANNING THE Canada-U.S. border to deal with a problem common to both countries, KARI Blaine, Washington, is airing a program on highway traffic safety with the Washington State Patrol and the Royal Canadian Mounted Police.

The twice-monthly 15-minute discussion program features Sgt. Merideth Rowden of the RCMP and Sgt. Randy Jordan of the Washington State Patrol, heads of their local

detachments. The show is organized by the KARI news department.

CJJC Langley, B.C., also broadcasts the program, which is called *Your Safety, Our Business*, and KARI will make the show available to other stations on a limited basis if sufficient interest is shown. Inquiries should be directed to Don McKinnis, program director, KARI, Box X, Blaine, Washington.



## INCREASE

your sales in Edmonton

CFRN • RADIO

1260 on the dial

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

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

# CJFX

has the largest  
increase in  
circulation in the  
Spring BBM in  
Nova Scotia

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

# OV-TV



OVERALL VALUE —  
TELEVISION

Upper Ottawa Valley viewers watch  
CHOV-TV, Pembroke almost 3 times  
more than other stations.

BBM Spring '63 —  
Call Paul

# OVER THE DESK

ONTARIO EDUCATION minister W. G. Davis has said it is hoped to have province-wide educational television programs in operation in about a year. Officials of the education department are studying what subjects should be taught and the age groups to receive them.

The programs will not attempt to give basic teaching, but will serve to enrich the curriculum.

Nova Scotia, Quebec, Alberta and Manitoba beam regular shows into the classroom, and four western provinces have joined with CBC to establish a western regional educational series.

For three years the Metro Educational Television Association has beamed 50 shows a year to Metropolitan Toronto. The province has contributed to this experiment.

In setting up a program for the province, the education department has to work out a program schedule with some 20 CBC-affiliated stations, plus private outlets. Establishing a separate Education TV Network for high school courses is considered too expensive.

Ontario university residents would like to establish a province-wide Educational Television Network which would offer university degrees via televised lectures from top professors.

Their idea is to build a four million dollar network and spend three million dollars a year to operate stations in three university cities and connect them with a microwave line.

The Metropolitan Toronto group wants to increase to more than 60 shows a year, and it also would like to establish a separate Educational TV channel in the Metro area.

More than 600 Ontario schools have been equipped with television sets. TV sets are part of equipment at teachers' colleges where student teachers are trained in their use as a classroom aid.

## WILL TEST RESEARCH

THE PRESIDENT of the National Association of Broadcasters in the U.S., Leroy Collins, told congress the broadcast industry plans its own system for testing and accrediting audience measuring services. Collins told a house commerce sub-committee in Washington that the industry is using a three-way approach to what he termed a system of valid,

reliable, effective and economically viable rating services.

The three points are:

(1) Establishment of minimum standards for audience measurement, and accrediting principles based on them.

(2) Organization of a rating audit service with a professional staff.

(3) Continuing research in rating methods.

Collins said the first step in putting the system into effect would be the appointment of a rating council. He will name the members, providing for both radio and television representation. The council will set up the initial standards and invite applications for accreditation.

Collins said the rating audit service will check on the practices of audience measurement services and see that they meet the industry-set standards and the claims made by the rating service.

## MEETING IN MANITOBA

EIGHT MANITOBA radio stations were represented in Winnipeg at the opening of a two-day convention last month.

Delegates heard reports on the Canadian Association of Broadcasters and the Western Association of Broadcasters and a presentation on behalf of the Radio Sales Bureau as made by Conrad Lavigne of Timmins, Ontario.

Delegates decided to make representation to the Manitoba Telephone System on overtime and line charges and suggested the Bureau of Broadcast Measurement provide announcements to be aired by Radio stations during bureau survey week.

At the meeting were: Mike Tadmán, CESM-TV, Thompson, Manitoba; Bill Young, CFOB, Fort Frances, Ontario; Roland Couture and Steve Bohemier, CKSR, St. Boniface, Manitoba; Dick Hughes and Jack Follett, CFRY, Portage La Prairie, Manitoba; Elmer Hildebrand and Dennis Barkman, CFAM, Altona, Manitoba, Ev Smallwood, CFAR, Flin Flon, Manitoba; Hugh Dunlop, CKDM, Dauphin, Manitoba; John Craig and Ernie Holland of CKX, Brandon, Manitoba.

## CBS — CANADA

THE CBS TELEVISION network has formed a wholly-owned subsidi-

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

ary company, CBS Television Network Sales of Canada Ltd., with offices in the Carlton Tower, 2 Carlton Street, Toronto. General manager, directing the sale of CBS television network programs in Canada, is Bill Cooke, who has been with CBC for the past eight years, most recently as television sales manager.

The Board of Directors of the new company includes one Canadian lawyer, Willard Z. Estey, and others are executives of CBS.

## NEW RECORD COMPANY

A NEW CANADIAN record company, Tamarack Records, has been formed by Stan Klees, formerly sales manager of Astral Records. "Ultimately" — which he hopes will be in two years — Mr. Klees plans to be strictly Canadian, compositions, artists, recording and all, but for the moment circumstances in the record industry dictate and his first record was cut in Nashville.

The first record, a single, features 23 year old Larry Lee of London, Ontario, singing "Stood Up" and "Little Lana", both rock 'n roll numbers. Lee, a musician as well as a singer, has his own group, The Leisures, on the Canadian club circuit.

After two weeks of play, "Stood Up" placed 50th on this week's CHUM chart.

## CJBR TO SBS

CJBR RIMOUSKI has joined the recently-formed French Division of Standard Broadcast Sales Ltd., bringing the total of French-language stations to six, covering 95% of the radio homes in Quebec. Other stations are CKCH Hull, CKAC Montreal, CHLN Three Rivers, CKCV Quebec City and CJMT Chicoutimi.

## AL SCOTT JOINS VB

NEW VICE-PRESIDENT with Vickers & Benson Ltd. is Allan J. Scott, who has held senior executive positions with McKim Advertising Ltd. and MacLaren Advertising Co. Ltd.

## T. T. F. N.

And this fills up my allotted space, so don't do anything I wouldn't do, which means don't do anything, and — bear this in mind particularly — buzz me if you hear anything.

*Dick Lewis*

# CJBQ

RADIO

BELLEVILLE and  
TRENTON, ONTARIO

Another  
STOVIN-BYLES  
Station

SAIL INTO BRISK SUMMER SALES  
IN THE BAY OF QUINTE.

RESULTS ARE ASSURED WITH THE  
EXCITING SOUNDS  
of  
CJBQ



# AIRS THOUSANDTH PROGRAM

THE ONE THOUSANDTH broadcast of CJOR Vancouver's *Town Meeting in Canada* was celebrated April 25 with congratulatory letters and telegrams from such prominent people as Prime Minister Lester B. Pearson and Dr. Andrew Stewart, chairman of the BBG.

"This meeting marked the longest sustained record of any public service program in North America," says CJOR. The first program was November 19, 1943.

*Town Meeting in Canada* originates from the CJOR Radio Theatre Thursdays at 8 p.m. and is taped for later broadcast on several Canadian and U.S. stations. At one time it was heard over the ABC network and armed services radio at the same time by a combined audience estimated at 100,000,000. Arthur Helps, who devised the show, has been its moderator for all of the one thousand programs, which are run by a group of businessmen known as Town Meeting Ltd., directed by CJOR.

The program has travelled across Canada, taking place in major cities and towns under the auspices of Chambers of Commerce and Boards of Trade, and this month it is off to various centres in B.C. Topics vary from current affairs and educational programs to controversial political and civil affairs.

Officials of the Association of Canadian TV and Radio Artists were among those saluting the program's

one thousandth broadcast — non-ACTRA members appearing on the show have included Opposition Leader John Diefenbaker; Joey Smallwood, Premier of Newfoundland; Tommy Douglas, NDP leader; BBG member Monseigneur Henri Levesque; the Bishop of Hong Kong.

## CBC "Closeup"

### WILL EYE THE "JINGLES"

"JINGLE JUNGLE" is the title of a television program which should be of interest to the broadcasting and advertising fraternities, to be seen on CBC-TV's *Close-Up* on June 23 at 10 p.m. EDT.

The documentary studies the effect of musical commercials on the public and shows how jingles have become the rule rather than the exception in radio and TV advertising.

Appearing on the program with host J. Frank Willis will be Maurice Rapkin, the "grand old man" of Canadian jingles, who wrote what may have been the first jingle ever broadcast; Mitch Leigh, a New York musician who operates one of the most successful U.S. jingle production houses, Music Makers Inc.; Robert Swanson, musician and jingle writer in New York; and Barbara Chisholm, a Toronto psychologist.

The program will also take a look

Other Canadian stations carrying the *Town Meeting* series are:

CKUA, Edmonton; CJGX, Yorkton; CKEK, Cranbrook; CKYL, Peace River; KVOW, Seattle, Washington; CFAB, Windsor, N.S.; CKEN, Kentville, N.S.; CKAD, Middleton, N.S.

at the performers who make up to more than \$100,000 a year singing the praises of soaps, cigarettes and beer.

The jingle jungle was explored by Jim Carney, produced by John Kennedy. Executive producer is Jim Guthro.

## FCC's MINOW RESIGNS

NEWTON N. ("VAST WASTELAND") Minow, chairman of the Federal Communications Commission for the past two years, has resigned. He is succeeded by E. William Henry, a lawyer from Memphis, Tennessee, who was appointed as an FCC commissioner less than a year ago. Minow moves to Encyclopedia Britannica as executive vice-president and general counsel.

## Cancer Drive

### BROADCASTERS JUMP WITH PRO SKYDIVERS



"GET THE JUMP ON CANCER" was the slogan for a recent CHAB Moose Jaw public service promotion that saw radio and television personalities Ross Miller (left) and Ted Kelly lead a ten-man parajump team in a display of parachute jumping that drew a crowd of some six thousand people.

High winds delayed the exhibition for four hours and even then conditions were far from ideal but the two broadcasters, each making his second jump, gamely joined the team of professional skydivers headed by RCMP officer Dan Rosie who was making his 77th jump. First jump for the two CHAB staffers was two weeks earlier, when their daredevilry tied up traffic for miles around.

The skydiving show was staged by the station to promote the Moose Jaw Branch of the Canadian Cancer Society's fund raising campaign and a silver collection was taken at the airfield.

## 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.**

To cover the entire Ottawa Valley — you need CHOY-TV, PEMBROKE

Paul Mulvihill & Co. Ltd. TORONTO — MONTREAL

Representing these quality television stations

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

Too-many-necessities is the mother of tension

# CFCN RADIO/TV CALGARY

# VIDEO TAPE IS A FIVE YEAR WONDER

by KIT MORGAN

"METEORIC WOULD be putting it mildly," says one exponent of television tape, or video tape, in describing its rapid progress in its brief history.

Just last month a Canadian production house produced the world's first animated commercial on video tape.

Yet it's just five years since, in July 1958, tape came to Canada. Seven Ampex Videotape Recorders were installed at the CBC's delay centre in Calgary, and then their only function was to delay. They recorded television shows fed from the east and, after a delay to adjust to the difference in time zones, played back the recorded programs to western stations.

Video tape buffs are quick to point out that in this five years tape has mastered almost all the production concepts of film with its over 60 years of evolution.

From St. John's, Nfld., to Vancouver, B.C., about 35 TV stations are tape equipped, with about 100 machines in all. It's estimated that about 80%, 85% or more of the buying power in Canada can be reached via video tape; though it may only cover 70% to 80% of the population, it blankets all the major markets with their concentration of buying power.

## THE BIG FOUR POWERS

Tape offers the advertiser four big pluses:

- **Quality** — Video tape electronically records an electronic impulse and transmits it back electronically to the electronic medium, television, producing both picture and sound so technically perfect, the average television viewer can't tell tape from live production.

- **Control** — The see-it-now-ness of tape enables the production team, via monitors, to keep a finger on the pulse of the commercial as it is produced, controlling every creative and technical element every inch of the tape. The director, the agency producer, the client representative, all can, figuratively, put their eyes to the camera's view finder.

- **Speed** — Tape is immediate. A commercial shot straight through "live" can be played back on the air immediately; simple post-production can be completed in hours; more extensive editing and mixing can be done in a matter of a day or two. With no processing, no lab work, a commercial can go "to tape today, to air tonight".

- **Cost** — Cost is no longer the prime factor it was originally, though tape is still much more economical

than film for "live" commercials shot straight through, and considerably less expensive for stop motion and animation techniques. In live action and on-location commercials using sophisticated production techniques, however, the cost advantage diminishes in direct ratio to the resultant post-production.

## UP, UP AND AWAY

In retrospect, many enthusiasts feel video tape got off to a bad beginning as a medium of commercial production. It was sold on a "cheap and speedy" pitch that had unpleasant, though not necessarily valid, connotations of shoddiness, and some sweeping claims were made that it was not yet capable of fulfilling.

A few of the advertisers who were first into video tape were disgruntled but — as there's nothing like a disgruntled advertiser to spur things on — perhaps they served early tape better than it served them.

From the limitations of strictly a recording and playback device, the first forward step was the basic physical edit. A complicated, time-consuming manoeuvre technically, it was rather crude aesthetically because the picture tended to twitch and even to roll, but it made tape a production tool.

Stage three came with the development of a synchronization system called Intersync by Ampex and Pixlock by RCA, which made possible single camera shooting, shooting out of sequence, and combining studio and location shooting, in what is called the A and B roll technique. This involves three tape machines, A with scenes 1, 3, 5 and 7 on one tape and B with scenes 2, 4, 6 and 8 on a second tape, played back in sync and recorded on a third machine in their proper sequence.

The fourth stage was the introduction of electronic editing, which speeded up, simplified and refined the editing process and opened up the fields of stop motion and animation, doing away with the physical cut.

A further advance in this area is a "frame counter", actually an electronic impulse counter, which is a computer that can be programmed for electronic editing. Ampex has its in production now for delivery late this year, the Editing Time Error Control or Editec. RCA is developing a similar device.

There have been other improvements, notably one which automatically wipes out all geometric playback errors, eliminating such trouble spots as "venetian blinds". Ampex calls it Amtec, RCA's is A.T.C.



A FORD STATION WAGON gets the "birdman from Advertel" treatment with Advertel's unique camera boom for location shooting. The company's mobile unit, custom-built from their own design, roves the U.S. as well as Canada and has already been booked by NBC for an August 1964 political convention.

Next? Both manufacturers and producers are doing experimental work on improvements and refinements in several areas and "what we can't do at all today we may well be doing a lot of by next month," says Peter Elliott, in charge of the commercial side of video tape production at Robert Lawrence Productions (Canada) Ltd.

The industry does indeed advance that rapidly. Two months ago stations, producers, advertisers, were bemoaning the problem of drop-out, little particles of the tape's coating flaking off and producing fleeting white specks on the home screen. Last month the Mincom division of Minnesota Mining and Manufacturing, leading video tape manufacturers, stepped into the broadcast equipment field with a Drop-out Compensator to solve the problem.

## PROGRESS HAS PROBLEMS

With the scope of video tape widening so swiftly it is easy for agencies to lag behind by a development or two, and education is something of a problem.

"There are still some agencies that think you should only use video tape for live commercials," says John Lowry, president of Advertel Productions Ltd. "Too many people don't know what can be done with tape. They stick with film because they're used to it, they're comfortable with it. They don't know what they're missing."

"To keep on top of what can be done, you should review video tape advances at least every six months," says freelance director Jack Lingenman. "And every agency should know what's going on in tape. Sooner or later you'll want, or need, to use it, or a client will ask about tape. Don't wait till you're going to produce in tape to learn all about it."

"This isn't nearly the problem here that it is in the U.S.," says Peter Elliott of Robert Lawrence Productions. "Our advertising community is smaller, more centralized, and, per capita, both creative and production people in agencies have a wider grasp of video tape and keep up more with day by day developments in the industry."

Elliott attributes this, and a greater use of tape in Canada than in the U.S., to Canada's smaller ad budgets and therefore a need to explore and use more economical production methods. Also, Canadian tape techniques are more advanced and sophisticated, making the medium more exciting to learn about and use.

Last year RLP conducted a series of two-hour seminars for individual agencies, a sort of basic course in video tape for creative and production people. This year another round of seminars will delve more deeply into various facets of tape, in response to interest shown by knowledgeable people in more specific information on technical advances.

Roughly 15% of the national commercials produced in the U.S. now are made on tape. It is difficult to estimate the percentage in Canada, though most people agree it is probably higher than the U.S. figure.

Certainly tape is a blessing to the local advertiser on a local-size budget. Almost every tape-equipped station produces local commercials and a little imagination combined with the equipment's abilities can dress up the local spot with dissolves, supers, and other optical effects to make it more competitive with the national commercials.

## THE NATIONAL SCENE

The production of video tape commercials for national advertisers

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

" . . . comparisons are odious . . . but inevitable"

in Canada is pretty well split between two independent production houses in Toronto, Robert Lawrence Productions, which opened in Canada in 1955 as a film production house and moved into video tape late in 1960, and Advertel Productions Ltd., which opened just two years ago and works only in tape.

A third independent production house, Meridian Films Ltd., last month pooled its equipment with RLP's and all sales and production are now under the RLP aegis. Key Meridian tape executive, John Winter, is now in charge of all production outside the commercial field, programs, new developments, tape-to-film transfer, with RLP.

Comparatively few national commercials are produced by TV stations in major markets. CFTO-TV Toronto recently launched a concerted drive for more national business, offering discounts of from 5% to 20% on summertime production. Last year about 90% of Imperial Oil's commercials were on video tape and the majority of these were produced at CFTO-TV.

CBC also produces commercials, only for its shows, but has never "sold" its commercial production service and no longer maintains a full-time commercial production department. Commercials featuring the performers on a CBC show and integrated into the show are, of course, most logically produced at CBC (e.g. Player's Cigarette commercials featuring Juliette in *The Juliette Show*). Sponsors of one-shot specials often have CBC produce the commercials for use on the one occasion (e.g. Hallmark commercials for the *Hall of Fame* specials) and occasionally a sponsor requiring an audience to add veracity to a product demonstration commercial will have CBC produce.

Advertel and RLP, while fiercely competitive, have a policy of peaceful co-existence in the best interests of their industry. "To knock them, or their product, would be to knock video tape, and would therefore harm us as well as them," said one. Advertel rents one of RLP's mobile units when its own is tied up, and RLP handles Advertel's tape-to-film transfer work.

Each company did a business of about \$500,000 last year. Advertel is forecasting an increase of 30% or even 40% this year. Last year video tape accounted for about 30% of the commercials produced by RLP and looks like increasing its share to at least 40% this year.



**A TABLE-TOP CLOSE-UP** is video taped for an Arnold Bakers Inc. commercial at Robert Lawrence Productions, where experience with literally hundreds of food commercials a year has proved that food products in particular are especially enhanced by tape's "live as live" quality.

Among its leading clients, in terms of billings, RLP counts Kraft Foods, with six commercials a week, 52 weeks a year, CN-CP Railways, Chrysler, Rambler and GM. General Motors is also ticked off as a leading client by Advertel, along with Ford, Labatt's, Timex. CFTO-TV has also produced commercials for GM.

"The nature and needs of each individual commercial dictate the choice of production house," says Russell Moore of MacLaren Advertising Co. Ltd., supervising producer on GM, Imperial Oil, Wrigley's, Bulova and Heinz Baby Foods. "The decision on tape or film also rests on the nature of the individual commercial and account."

About 80% of video tape business is placed after quotes, but a number of clients call for quotes as a control measure, to check the price being quoted by the company they have already decided will get the business.

If a client is working solely on price, he may switch back and forth between the two independent houses or may go to CFTO-TV, whose prices are often lower because its prime function of producing local and network programs and local commercials

covers overhead. Or a client may feel one production house is more efficient for a particular type of commercial, the other better for another type.

Or, "switching production houses from time to time keeps them on their toes," says Phil Wiegand of Ronalds-Reynolds & Co., supervising producer on Timex, Nestlé's, Warner-Lambert's DuBarry products and Fashion Quik home permanents, Salada, and Chartered Trust. "Perhaps it's natural to slack up some when you think you have a sure thing, and a little jolt brings back that extra bit of attention."

Moore echoed this sentiment.

The production houses, of course, prefer to serve a client on a continuing basis and this does produce a rapport, a deeper understanding of aims, objectives, problems, preferences.

#### ODIOUS — AND DIFFICULT

Marlow said comparisons are odious, but he might have added they are inevitable. Advertel is compared with RLP, RLP is compared with Advertel. If CFTO-TV has its way, both will be compared with it. "There are areas in which each is superior," says Russell Moore.

(Continued on Page 12)

## Why Choose Tarzian Recording Tape?

■ Tarzian Tape is manufactured to professional quality specifications by Sarkes Tarzian, Inc., a leading manufacturer in the electronics and communications industries. Given good sound in the first place, Tarzian Tape will keep it for you—and give it back undiminished and undistorted. There are four sizes, from which you can choose the right one for every recording requirement:

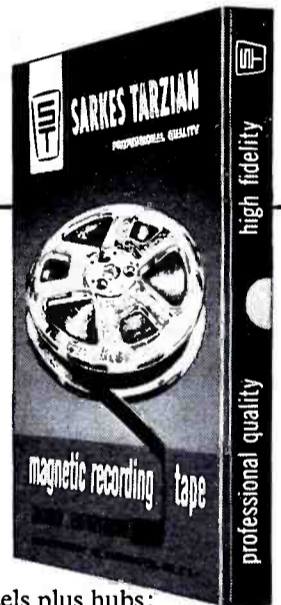
- 1½-mil acetate in 3, 5, 7, 10½, 14-inch reels plus hubs;
- 1-mil acetate or 1-mil Mylar\* in 3, 5, 7, 10½, 14-inch reels plus hubs;
- ½-mil tensilized Mylar in 3, 3¼, 5, and 7-inch reels.

Look at a reel. The oxide surface is smooth, tightly bonded—your protection against flaking, abrasion, wow and flutter. The windings are perfectly slit, perfectly wound—that's tape to capture every high, to give you virtually flat response for all recording frequencies. Now listen. You'll find distortion less than 2½% at maximum recording level (as measured by U. S. Navy Specification W-T-0061); uniformity that stays within plus or minus ¼-decibel from "Record" or "Playback" to "Stop."

We don't know where you can find better audio tape than Tarzian—at a price that makes it practical for every recording assignment. We'll deliver a reel or a carload. Just say the words. Tarzian Tape. Write for a free sample and attractive prices.

\*DuPont Trademark.

**E. J. PIGGOTT ENTERPRISES, Limited**  
Instantaneous Recording Service Division  
40-42 Lombard Street • Toronto 1, Ontario, Canada  
Authorized Canadian Representative  
for Sarkes Tarzian, Inc., Magnetic Tape Div.



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

# "Video Tape is looking for new improvements, new concepts . . ."

(Continued from Page 11)

In the area of equipment RLP comes out on top since the pooling of RLP and Meridian equipment.

It has four Ampex Videotape Recorders and a fifth machine on order, nine camera chains, three sound stages, two 21-channel audio systems, Intersync, Amtec, electronic editing, Editec on order. It has two mobile units; number one carrying up to four cameras, number two carrying up to two.

This equipment pool means RLP can double last year's production load comfortably, even triple or nearly quadruple it. Two or three productions can be in the shooting stage simultaneously and, also at the same time, post-production editing and mixing can be in progress.

CFTO-TV is challenging RLP's equipment superiority with one of the most modern TV station complexes in North America. It has three RCA machines and another on order, plus one in its mobile unit which is not too often available for commercial production.

But, "Give me one camera and two tape machines and an electronic editor and we can do anything anyone can do, and do it better," says Advertel president John Lowry, with the confidence that is a company trademark.

Advertel's mobile unit is unique, designed by Advertel and custom-built to be "mobile, not just portable" says Lowry. Tribute to the mobile unit is a six-month contract signed recently with Videotape Productions in New York, one of the biggest tape producers in the U.S., guaranteeing considerable rental of the unit. Some 20% of Advertel's business is equipment rental, primarily the mobile unit, which in recent weeks has been in Alabama for the CBC, in New York for MGM.

Neither house has a staff director. Lowry is Advertel's director but is no longer on staff and freelances in the U.S. with at least one production per week there for such advertisers as Singer Sewing Machines and Bell Telephone. Entrée to this U.S. work was an experimental reel Lowry put together with Ampex for a demonstration at the NAB convention. He has also done a demonstration reel for Videotape Productions which was seen in a seminar prior to the U.S. Television Commercials Festival.

Similarly Jack Lingeman is RLP's director by virtue of the amount of direction he does there (but while

Lowry is president of Advertel, Lingeman has no such link with RLP and is president of Jack Lingeman Productions Ltd.) "Our policy is to use any director a client chooses," says Elliott, "but nine out of ten choose Jack because they, and we, have such high regard for his work." Kraft, with its 300-plus commercials per year, is Lingeman's top client.

It seems the title of "most progressive" goes to Advertel and the citation might read "for the world's first animated commercial on video tape". It was produced for the Marathon Oil Company in the U.S. through Campbell-Ewald in Detroit, while RLP says "We're not equipped for animation right now but it is in the future, the near future."

The pre-production meeting on the Marathon Gas animated commercial was held on the Thursday, the finished spot was in the agency's hands on the Saturday, Lowry says, for \$5,300. On film, the same spot might have cost twice that, taken weeks to produce. "They're (Advertel) a year ahead of anybody in North America," said Campbell-Ewald's Arthur Melee.

While RLP says "We can do limited stop motion," Advertel says "The stop motion technique is no problem. No one has written it into a script yet but if someone wants an hour of it we'll produce it." A sample stop motion commercial produced by Advertel "to prove we could do it on tape" contained over 140 edits in 15 seconds.

## EXPERIMENTAL WORK

This spot ahead of the pack, both in Canada and the U.S., in animation and stop motion, is due to Advertel's link with Ampex in field research. For the past year the company has had a prototype of Ampex's Editec and its engineer Hans Mantel has worked closely with Ampex in improving and refining the device till, Lowry says, more equipment goes into the refinements than went into the original editor.

RLP is near the top of the list for delivery of an Editec when they are released late this year but in the meantime, they say, where Editec is a sort of programmed computer, they program with humans. CFTO-TV has suggested to RCA that they cooperate on field research as Ampex and Advertel have, and is hoping to get a prototype of the RCA.

"We are experimenting mainly on techniques, and on improvements in our transfer machines," says Peter

Elliott. Through the pooling of facilities with Meridian, RLP now offers the only tape to film process in Canada, the answer to the client with a commercial on video tape to run in markets without tape equipment.

"Our Marconi transfer machine is the finest of its kind in North America," says RLP's John Winter.



**THIS TWO-STORY HOUSE, with each room a shadow box lit separately on cue, was just one of several ambitious sets created by CFTO-TV's staging services department for Imperial Oil commercials produced on video tape at the station last season.**

"We're producing videoPrints of such a superior quality that many U.S. tape producers are sending us more and more of their work to be processed. Of course the resultant 16 mm film can only be of the best quality if the original tape is of high standard. If we don't think a tape will project well in transfer we won't do the job."

CFTO-TV is experimenting with chroma-key, says production manager Don Davis. This is an optical effect produced by combining the image of a color camera with that of a black and white camera and matting in figures or objects. Without color equipment station technicians are using a particular shade of red and a crude optical system and have been semi-successful.

## FIELDS TO CONQUER

There are obstacles to hurdle yet. A major one is the number of stations without video tape equipment. The mate to that problem is that some advertisers will not go into tape till all of Canada can be covered by it. But a tape set-up represents a huge investment to the smaller station, with machines alone averaging \$60,000.

The high cost of tape release prints, about \$25, is a stumbling block to the advertiser who requires a large number of prints. "It is ridiculous that the number of stations the commercial will run on should determine whether it's done in tape or film, but with the high cost of tape release prints that's often the deciding factor," says Wiegand of R-R.

A convert to tape, Wiegand's background is film, where he was a producer-director with Crawley Films Ltd., but now he says "I'm flabbergasted by tape." Still, he says, tape must find the answer to film's optical printer, which prints frame by frame

and can freeze frame, enlarge a frame, slow, reserve, flip, spin and do other tricks.

Smaller issues, a problem at the agency level rather than in production are the playback charges still levied by some stations for running a tape commercial, and the insistence of a few CBC stations on metal reels

instead of lighter, cheaper plastic ones.

And tape still hasn't mastered slow motion, at least in Canada, though there is word of successful experiments in the U.S. It will come, they say, but its development will require a special camera and a lot of time and money. Nor can tape at its present stage handle underwater and aerial photography. But Advertel is investigating a new helicopter capable of carrying transistorized video tape equipment and yet another tape taboo may be on its way out.

The swing to miniaturization, which is a big thing in research because video tape's bulky equipment is one of film's biggest advantages, is already seen in the introduction of transistorized recorders by both RCA and Ampex. Both are about half the weight of the standard models, take up half the floor space, use less power, have simplified controls. Two RCA models are already in use in Canada; Ampex will install six in August.

"So far the manufacturers have stayed with the same size tape, the same heads, for compatibility," says Lowry, but when this policy is dropped, look out.

Look out in general! Video tape is looking for new improvements, new concepts, new areas for tape exploitation in closed circuit, educational, training and public relations production.

"There's a great spirit of adventure in video tape in Canada," says Peter Elliott. "No one is in it just because it's a job, but because it's exciting. We're explorers."

Advertisers and agency people who want to join the expedition in exploring video tape have only to phone their friendly neighborhood production house for the full story and a screening that will vividly illustrate the remarkable advances in a remarkable television production medium.

## RADIO NEWFOUNDLAND

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

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

# STATION CALLS

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

## CKOY, OTTAWA — CKCH, HULL

IN OTTAWA, Canadian Library Week had special attention drawn to it by a "Play Writing Contest", unique in the history of Library Week celebration.

The contest, conceived and directed by the National Liaison Officer of Canadian Library Week, William S. Timblin, had the wholehearted co-operation of radio stations CKOY Ottawa and CKCH Hull. These two stations offered fifty dollar bonds to each of the contest winners, and the winning plays were to be produced on the air — the English play on CKOY and the French play on CKCH. In addition, the Library Associations of Ottawa and Hull gave a book to each winner.

April 10 the prizes were awarded to the winners on CKOY's evening program *Your World Today*. The winners were Marianne Déziel, a student at the Sacred Heart Convent, for her half-hour radio drama, *L'Enfant*, (The Child), and Dick Stanley, a student at Rideau High School, for his play *The Sixth Element*. The books were presented to the winners by Kathleen Bowlby, president of the Library Association of Ottawa, and William S. Timblin, representing Dr. Lucien Brault of the Hull Library Association, who was unable to be present.

Jack Daly of CKOY presented the fifty dollars to Dick Stanley, while Paul Robyn of CKCH presented the fifty dollars to Miss Déziel. Bill Timblin of both CKOY and Canadian Library Week, was present to introduce the participants in the presentation.

Since this contest caused great enthusiasm all across Canada, the Canadian Library Week Council hopes such a contest, or one similar, will be held on a nation-wide scale next year.

## CJDV, DRUMHELLER

MORE THAN 1,250,000 PEOPLE turned out to watch rodeos in Alberta last year, making it the biggest spectator sport in that province.

Taking advantage of this fact, CJDV, Drumheller has tied up the exclusive rights to coverage of 40 Rodeo Days taking place in 22 different centres in Alberta, including Calgary.

CJDV's Assistant Manager, Stan Sparling, considered to be Alberta's premier rodeo commentator and Wilf Gerlitz, an experienced broadcaster and six times winner of the North American Bull Riding Championship, will handle all the broadcasts, includ-

ing a dozen parades, nine chuckwagon races and five infield events.

Starting May 20 at Pine Lake, the CJDV rodeo car will travel some 5,000 miles to handle not only the broadcasts but all public announcements at the events, finishing up at Strathmore August 12.

Rodeos will be staged at Pine Lake, Stettler, Rumsey, Hanna, Hardisty, Handhills, Brooks, Lake McGregor, Wainwright, Alsask, Ponoka, Drumheller, High River, Calgary, Innisfail, Medicine Hat, Lethbridge, Gem, Red Deer, Olds and Strathmore in that order, with the largest being Calgary, July 8 to 13.

The station's plans for sponsorship coverage by advertisers, consists of 160 announcements, four daily on each Rodeo Day, plus 100 promotional announcements, two daily for the entire Rodeo season.

## CKLB, OSHAWA

SINCE THE LATE 1800's downtown Oshawa has had unsightly railroad tracks running along King Street. Visitors to the city have been surprised, to say the least, when they were forced to stop to let a train go by.

But those days are over.

Saturday, May 11 was the day the tracks came up.

A giant parade preceded the track lifting ceremonies, featuring bands, floats, clowns and the final run of a train engine. Over 50,000 people lined the street to watch the proceedings.

Two convertibles, carrying the CKLB Lucky Seven dee-jays dressed as cowboys of the old west swung into the parade. The dee-jays proceeded to stage an old fashioned train robbery. Masked and flashing their six-shooters, they held up the train and relieved the engineer of several money bags, containing poker chips. Many of these chips were stamped KL. The dee-jays then climbed back into their cars, unmasked and scattered the poker chips into the crowd. Anyone coming up with a chip that was stamped redeemed it at the station for a prize.

The train then proceeded to the speakers' platform for the official ceremonies and a six-foot section of track was removed. There'll be no more trains in downtown Oshawa.

## FRASER VALLEY RADIO

WHEN FRASER VALLEY RADIO got behind the Chilliwack (B.C.) Player's Guild's latest production, audiences turned out in tremendous numbers. They sat on the stairs, in

the aisles, stood four deep in the rear of the theatre, tried to buy standing room in the lobby and a great number were turned away.

The Guild, in operation for many years, had the reputation of being a closed group showing the "same old faces" until the men from CHWK and CFVR started spark-plugging the operation. Richard Savage, the station's news analyst, took over as director; Tom Rannie, head of the copy department, accepted the presidency; and Jack Dodge, manager of the CFVR independent satellite, showed up as an actor, all of them combining their talents for the first time in "Out Of The Frying Pan", an old Broadway farce.

Murdo MacLachlan, president of CHWK-CFVR, gave the green light, and the ideas were away and running. Interviews, spots, reminders and plugs of all kinds did the trick. Audiences turned out from points as far away as Vancouver to make the event a victory for the players and the power of radio.

## CFCY, CHARLOTTETOWN

ONE OF THE UNIQUE experiences of Mr. & Mrs. Wally Scantlebury of Charlottetown, Prince Edward Island, during their four-month trip around the world was hearing Don Messer and His Islanders on a radio station while crossing the Sea of Arabia.

The freighter on which they were passengers was crossing the Arabian Sea when the Islanders were amazed to hear the toe-tapping rhythms of *Don Messer* on a program called the *Western Express*.

Later, when the boat was within

100 miles of New York on the last leg of the trip, an American woman passenger told the Scantleburys: "I can't get anything on the radio except Charlottetown."

## CKVR-TV, BARRIE

AND SPEAKING of far reaching signals, CKVR-TV Barrie received a letter from John Callarman of Pampa, Texas. He wrote: "I am very pleased to report reception of CKVR-TV here in Pampa, approximately 1280 miles from Barrie, on Channel 3."

To prove his claim, the Texan viewer listed several announcements seen and heard between 10:30 p.m. and 10:37 p.m. on the night of May 1.

## CHUC, COBOURG

CHUC COBOURG staged a successful Mothers' Day promotion May 12 when 12 mothers took over the entire programming and sound of the station. They handled the news, weather and sportscasts with a professional's touch.

The commercials never sounded better. The Sunday Mayor's report was handled by the Mayor's wife.

Reaction to the program in the listening area was excellent, reports CHUC. The mothers have now challenged the fathers to do as well on Fathers' Day.

The entire afternoon, from 12 to 7 p.m. was sponsored by 14 merchants.

The mothers played requests and dedications, plus their own favorite tunes which made for good listening.

Asking a fisherman what he caught may have  
far-reaching effects

# CFCN RADIO/TV CALGARY

THE FRENCH VOICE  
OF THE OTTAWA VALLEY

# RADIO 7

# CKCH

HULL OTTAWA

Representatives:

STANDARD BROADCAST SALES, TORONTO, MONTREAL  
WEED & CO., New York

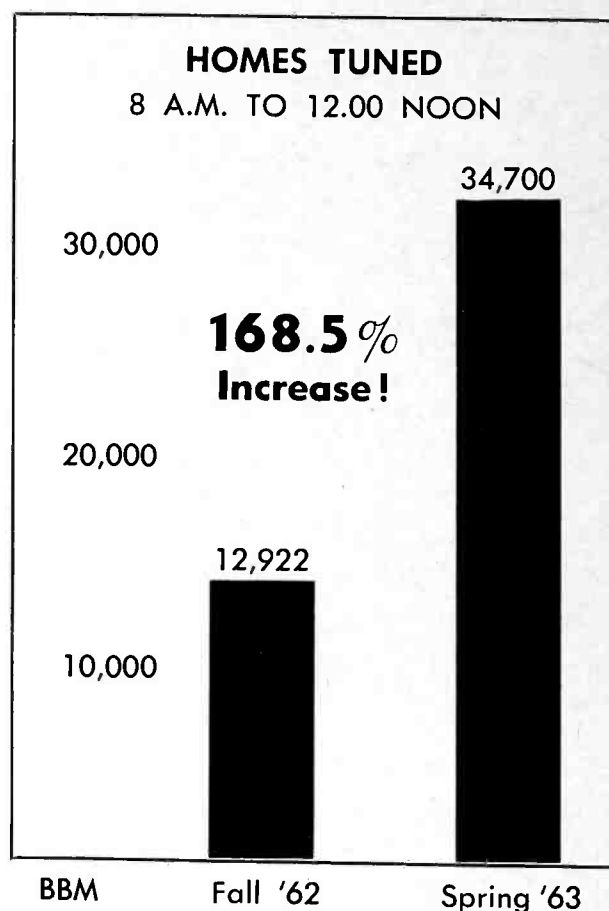
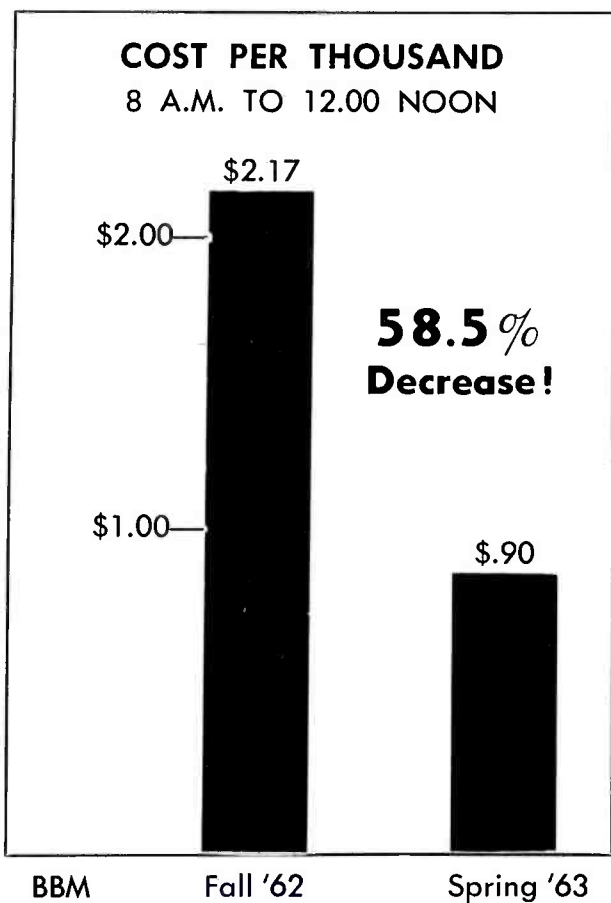
The trend is to balanced programming

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

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

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BY KIT MORGAN



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And he certainly is the perfect host, the luncheon guests all said, as they met at the lobster-laden buffet for seconds . . . and thirds . . . and fourths, etc., etc.

## EXPERIENCED RADIO BROADCASTER

- 18 years in the industry . . . past ten years as station manager.
- My record is one of the finest in the industry.
- Interested in Management or National Sales Management.

BOX A-690  
CANADIAN BROADCASTER  
219 Bay St., Toronto 1

## RYERSON GRAD 1963

wants to break into either radio or TV news department. Main assets:— three years' practical course at "Rye" and determination to get into the business.

Doug Sheppard  
110 Maitland Street  
Apt. 304  
Toronto, Ont.  
Phone WA. 2-3008

# at your SERVICE

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Hats • Balloons • Rulers, etc.  
FOR TRADE SHOWS—CONVENTIONS,  
DEALER MEETINGS  
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Free Scripto Pen  
if you mention this ad with your enquiry  
1652 Bayview Ave. Tel. 485-0781  
Toronto 17

## RESEARCH

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MONTREAL — 3290 Bernardin Street, RA. 8-5360

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**M**onitoring TV  
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RAW STOCK 16 MM

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

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**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

**T**elephone  
**A**nswering  
**S**ervice

Answers your phone  
whenever you are away  
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Phone for Booklet in

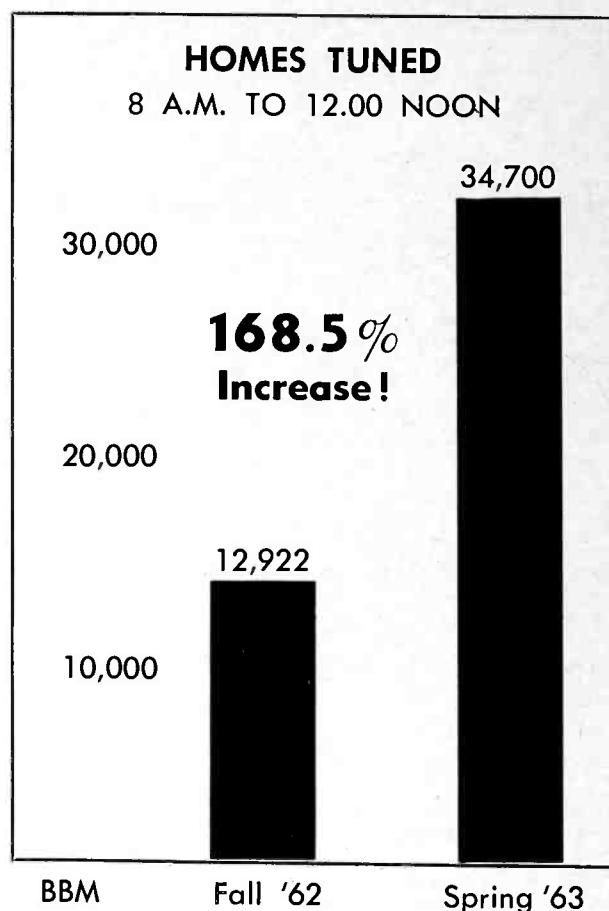
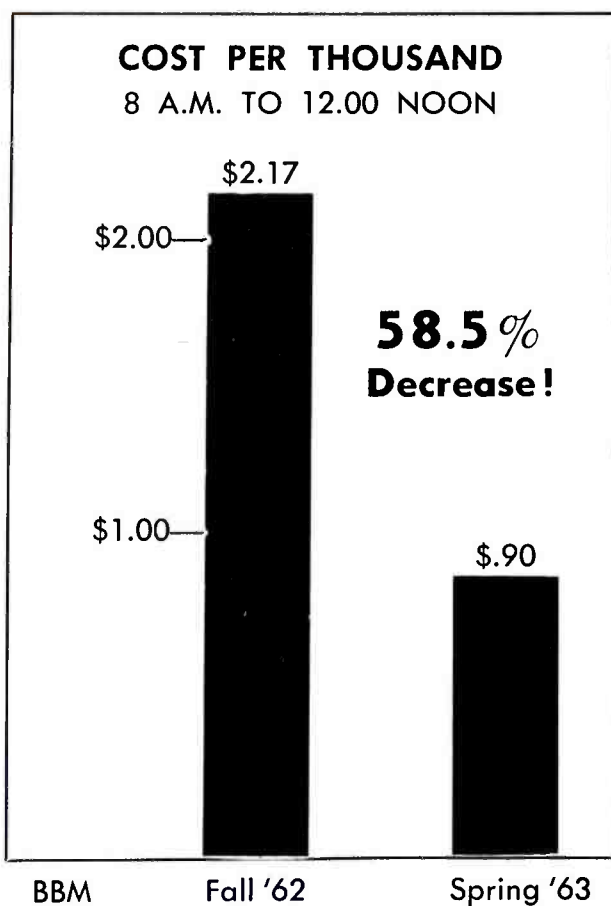
Toronto 924-4471 Montreal UN. 6-6921

Watch for  
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DIRECTORY ISSUE  
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**CLIFF McKAY**  
**Music**  
107 Carlton St. Telephone  
Toronto EM. 3-3525

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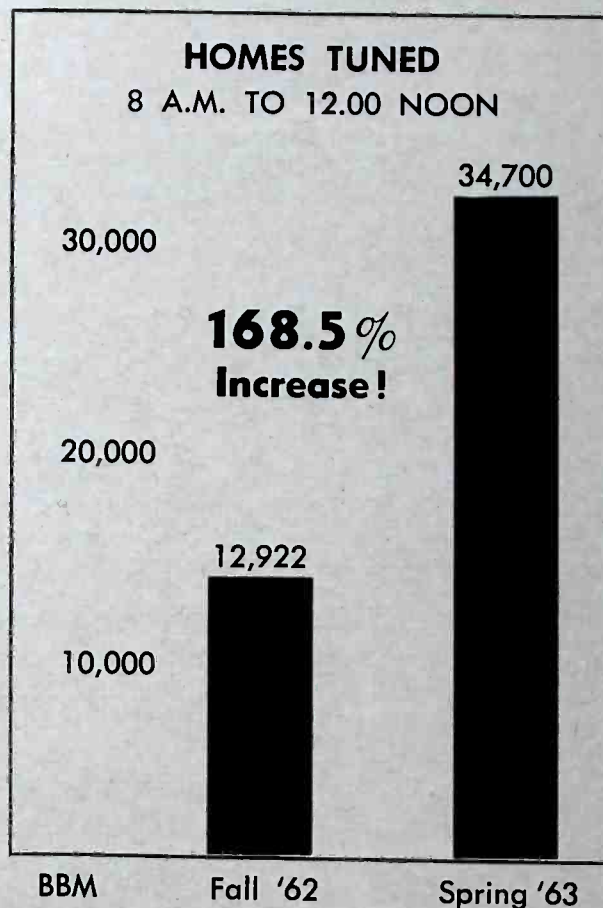
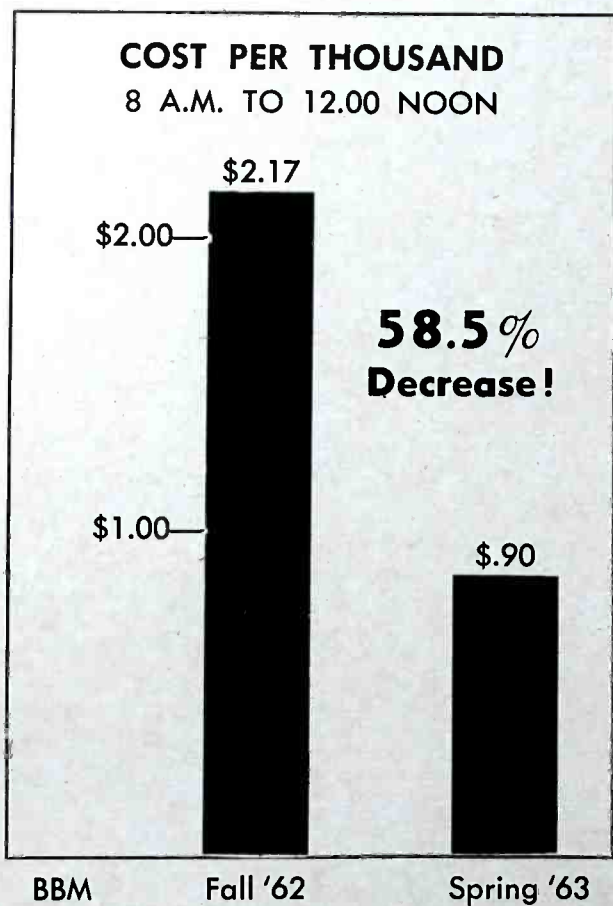
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Toronto EM. 3-3525

## MARKET NOTES

**HIGHWAYS:** More contracts have been announced for Trans-Canada Highway construction in Newfoundland. Highways minister Dr. F. W. Rowe has listed thirteen, totalling \$6,000,000, adding another 95 miles of paving to the 200 miles already paved along the 600-mile highway across the island. The aim is to have all uncompleted sections of the TCH under contract by September and the highway completed in two or three years.

**PULP & PAPER:** Plans are being considered to boost production at the Grand Falls newsprint mill from 850 to 1,000 or 1,100 tons a day. T. Ross Moore, President of the Anglo-Newfoundland Development Company, is quoted in a company publication as saying that "installation of an additional paper machine is under consideration" but it won't be done this year. Mr. Moore said Canadian mills are expected to operate at about 84 per cent capacity during 1963.

**HYDRO:** Premier Smallwood expects that a start will be made next year on developing the 7,000,000 horsepower potential of Newfoundland's Hamilton Falls. He says the project will take ten years to complete and will employ 5,000 men at peak construction.

**EDUCATION:** Newfoundland's Memorial University has graduated the largest class in history. At the University's spring convocation students were awarded 209 degrees and diplomas. Also in St. John's, the Grace Hospital School of Nursing set a record of 62 in its 1963 graduating class.

**QUICK FACT:** Premier Smallwood has a silver-plated shovel with which he has turned sod for \$88.5-million worth of projects, the latest being a \$500,000 hospital in Happy Valley, Labrador.

## BIGGEST GAME OF CARDS ENDS



A field of tens of thousands of card-playing Newfoundlanders was narrowed to eighteen recently for the playoffs in the Second Annual Good Luck Auction Tournament.

some of the contestants played four and five times a week . . . gathered in St. John's for the final games to decide the winner of a 1963 Comet Sedan and several cash awards.

down to the wire. Indeed, it was not until the last hand of the last game that the winner was decided.

### Sponsors

Mr. Eric Pittman, a director of the Newfoundland Margarine Company, sponsors of the tournament, described it as "very successful." There is every indication that it will be held again next year.

### Top Scores

The nine men and nine women who emerged with the top scores after three months of regular play . . .

### Grand Prize

The grand prize winner: Ivor Rideout of Deer Lake. He came out on top in a contest that went right

## CJON-TV VIEWERS LEARN HOW TO COOK FISH



"We should eat more fish. It's good for us, it tastes good, it's rich in protein. Trouble is we may be in a bit of a rut as far as cooking it is concerned."

she did it with what she described as a "fish smorgasbord."

### Season Ends

Miss Baird was completing another season on Television with her program *At Home With Edna Baird*, a program for housewives and homemakers produced by CJON Television in cooperation with the Extension Service of Memorial University.

### Smorgasbord

So saying, Memorial University home economist Edna Baird set out last week to prove that there are far more different ways to cook fish than there are different kinds of fish. And

### Variety

During the thirty minute program she displayed fish cooked in twenty different ways, and mentioned as many more again. To assist her she had a special guest . . . Mrs. Eileen Hickman, a home economist with the Federal Fisheries Department . . . who says the place where most housewives are apt to go wrong in cooking fish is "over-cooking."

### Rich

Miss Baird points out that fish is rich in iodine, a preventative of goiter. And she believes it could be a reason for the low incidence of goiter in Newfoundland.

### See our Reps

STOVIN-BYLES  
in Canada

WEED & CO.  
in the U.S.A.

### UNITED RATIONS

It had been a rough day at the spaghetti joint, but it finally ended and the staff cleaned up and then tramped out for some Chinese food.

### CHANGE OF PACE

Instead of "Separatism", how how about a little more "Togetherness"?

### ONE IN A MILLION

They stopped her as she walked into the department store, gave her a bouquet of roses, a ticket to Paris and back, all because she was their one millionth customer. Then she proceeded on her way to the Complaint Department.

### AUDREY STUFF

Then there's the gal who was so dumb that when her boss said he had made a killing in the market, she thought he had shot the manager of the A & P.

### CORN FOR SALE

Our salesman, Hugh Fiddaman, confided that he met a pal the other day who said he hadn't had a bite in weeks, so Hugh bit him.

### NOTHING DOWN

One thing about the "good old days" when grandma hauled up the water for the washing from the well, there were no payments to make on the bucket.

### CLASS DISTINCTION

A sleek and shining Cadillac drew up in front of a dilapidated tenement building and a passer-by was heard to remark: "That's what happens when you feed the workers meat."

### BACK SEAT COMMENTARY

"Must be getting into town, we're hitting more people."

### PROMOTION

Our assistant editor dreamed the other night she was about to be gobbled up by the king of the cannibals, but she didn't mind because she realized that any time now she would be editor-in-chief.

# New Plan - Net Gov't. More

BY WALTER WATKINS

FUTURE PATTERN of commercial television in the UK emerged a little more clearly when the new Television Bill was given a second reading in Parliament, here.

Reginald Bevons, the Postmaster-General and minister responsible for broadcasting, proposed that from 1964 — when current commercial TV contracts expire — contractors should make a two-tier payment for their franchise.

First would be an adequate rental for a transmitter which would cover the Independent Television Authority's costs for operating and maintaining it and second would be a levy on gross advertising revenue.

Latter would work on a sliding scale, with the first \$3,750,000 free of the levy in order to give the smaller regional independents a chance to cover operating costs.

Importantly, the Government has decided that when this plan is fully worked out, agreed and brought into operation in 1964, the current 11% excise duty on TV commercials should be abolished.

It has officially been worked out that the Government stands to gain about \$54,000,000 a year from the commercial stations under the new levy plan whereas it collected about \$24,000,000 a year from the duty on advertisements (which, anyway, met with the severest of criticisms from advertisers because it represented a tax on selling effort instead of contractors' profits).

Advertisers have greeted the news of the abolition of the TV ad duty with great enthusiasm. But some sections of the industry are urging the Government to ensure the levy plan is watertight so that, even indirectly, the commercial stations cannot pass it on to advertisers.

J. P. O'Conner, Director of the Institute of Practitioners in Advertising says: "We welcome the decision most heartily — but there still seems every reason for the government to end the 11% tax this year, not next year."

Another industry leader, Commander D. C. Kinloch, Director of the Incorporated Society of British Advertisers, believes: "Removal of the ad duty will make available more money for the second commercial

television service which is so important to healthy competition in this advertising medium."

Another ramification of the dropping of the TV ad duty is ITA's shelving of the plan to re-allocate certain areas covered by the smaller contractors.

These little regional stations have been severely hit by the ad duty because advertisers budgeted without them and the 11% slice of what revenue there was, was large enough to make the difference between winding up in the black or the red.

ITA had planned to relieve the situation in 1964 by re-designing its complicated jigsaw of contractor areas giving the weaker operators a better crack of the whip.

On the second independent outlet, the Postmaster General said in reading the TV Bill, that although the Government did not intend to authorize a second commercial channel in the near future, it certainly did not dismiss the possibility of doing so later.

He said: "I should like to make it plain that the Government's present view is not primarily based on technical or financial considerations, or for that matter even on the wishes of the ITA or the program contractors — although I agree these should not be swept aside."

"The Government view derives from our belief that we ought to see how the re-organization of independent television works (not only the levy plan but the granting of more power to the ITA, official body which administers the network) before we authorize a second dose of medicine, or tonic."

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Advertising • Marketing  
and Sales Fields  
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## Ad & Sales Clubs

# NAME OFFICERS FOR 63-64

THE 1963-64 EXECUTIVE and board of directors of the Advertising and Sales Club of Toronto, elected at the annual luncheon meeting May 28, is headed by new president Frederick P. Kirby, vice-president, client services, at Foster Advertising Ltd.

First vice-president is E. Munro Ashkenase, general manager of Lehn & Fink Canada Ltd. and second vice-president is Ernest J. Fowler, branch typewriter general manager of I.B.M. Secretary is H. Allister Blenkhorn, Ontario sales manager, feed division of Maple Leaf Mills Ltd., and treasurer is Frederick W. Crossley, president and treasurer of Canadian Coleman Co. Ltd.

Directors for 1963-64 are Donald A. Banks, director of sales, Creative Display Advertising Ltd.; M. William Burke, advertising manager of Carling Breweries Ltd.; Eric T. Chisholm, Toronto district sales manager of T. G. Bright Ltd.; Harry T. Davis, vice-president, Grant Advertising Co. Ltd.; R. Keith Garrett, account executive, Ronalds-Reynolds & Co.; Kenneth J. Gray, institutional sales manager, Fry Investment Management Ltd.; Alan S. Morrison, national account supervisor, E. L. Ruddy Co. Ltd.; N. John Weatherwax, national sales director, Northern Broadcasting Ltd.; Jack O. Young, advertising representative, Maclean's Magazine, Maclean-Hunter Publishing Co. Ltd.

The 1963-64 executive and board of directors of the Advertising and Sales Executives Club of Montreal, elected at the 53rd annual general meeting, is headed by new president

A. E. Bowker, account supervisor, Vickers & Benson Ltd.

Executive vice-president is G. L. Van Koughnett, Seagram Overseas Corp. Vice-presidents are S. S. Brott, Ronalds-Reynolds & Co.; M. A. McCaul, Gummed Papers Ltd., and J. E. Stansbury of Stansbury, Gill, Payan & Shanks Ltd. T. W. Birss, Northern Electric Co. Ltd. is treasurer.

Directors for 1963-64 are J. L. Adam, Weekend Magazine/Perspectives; J. R. Alcorn, A. Kennedy & Co. Ltd.; S. M. Anderson, Apex Press Ltd.; Rene Benoit, Le Dimanche-Matin; Norman Birrell, Ronalds-Federated Ltd.; Mrs. Lee Gaffney, freelance public relations; C. B. Grant, T. Eaton Co. Ltd. of Montreal; W. J. LaVigne, Donahue & Coe. (Canada) Ltd.; P. Panneton, Claude Neon General Advertising Ltd.; W. Y. Pratt, Zenith Radio Corp. of Canada Ltd.; J. B. Reynolds, Industrial Acceptance Corp. Ltd.; Ross Smith, Stevenson & Scott Ltd.; Mrs. A. Strachan, Vickers & Benson Ltd.; W. W. Whyte, Texaco Canada Ltd.; W. R. Wright, Tobin's Travel Ltd.

Honorary auditor is E. C. Leetham, C.A., of E. C. Leetham & Co. and honorary legal advisor is M. E. Rioux, Foster Watt Leggat & Colby.

## "Emmy" Anyone?

Barely used during brief sojourn as roving reporter, one E.M.I. ¼" portable tape recorder, case, spares, etc. Electrovoice mike and cable. All new value — \$500. Offers? Gordon Burwash, National Film Board, Montreal.

## WRITERS

Opening for Continuity Editor. Person we are looking for is probably between 21 and 40. Two years' experience writing commercial copy and looking for a promotion. Male or female. Send full details to CKCQ, Box 699, Quesnel, British Columbia.

## If you're a TELEVISION COMMERCIAL WRITER

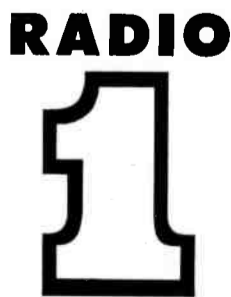
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**R. C. LAFFERTY**  
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C.J.O.H. - TV  
Television House  
Ottawa 5, Ontario

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# CUTS & SPLICES

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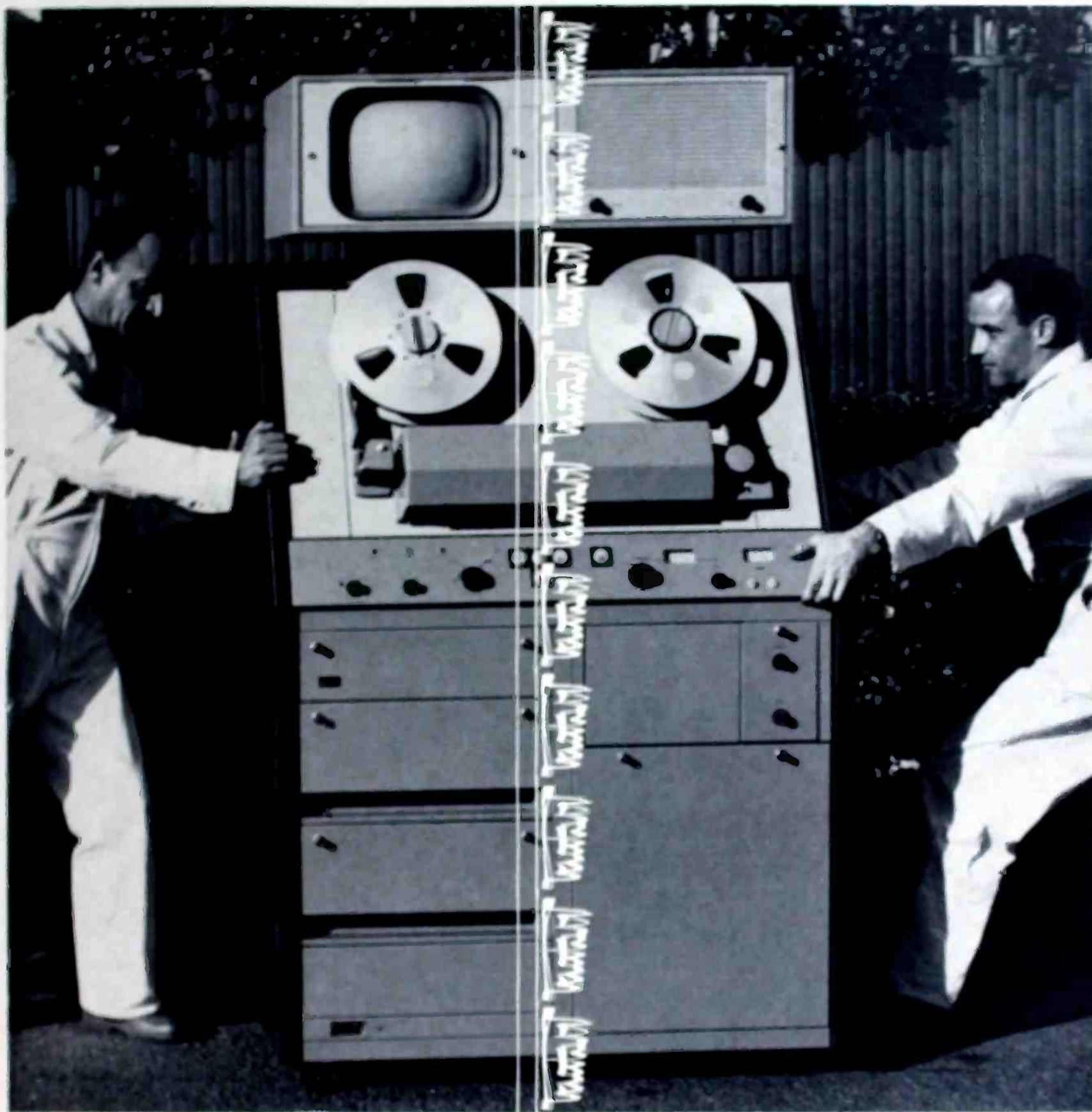
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219 Bay Street, Toronto 1

For FILM MUSIC that really puts life in  
your picture  
and JINGLES that sell and sell!  
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**DON WRIGHT**

*Productions*

77 Chestnut Park Rd., WA. 5-1631



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

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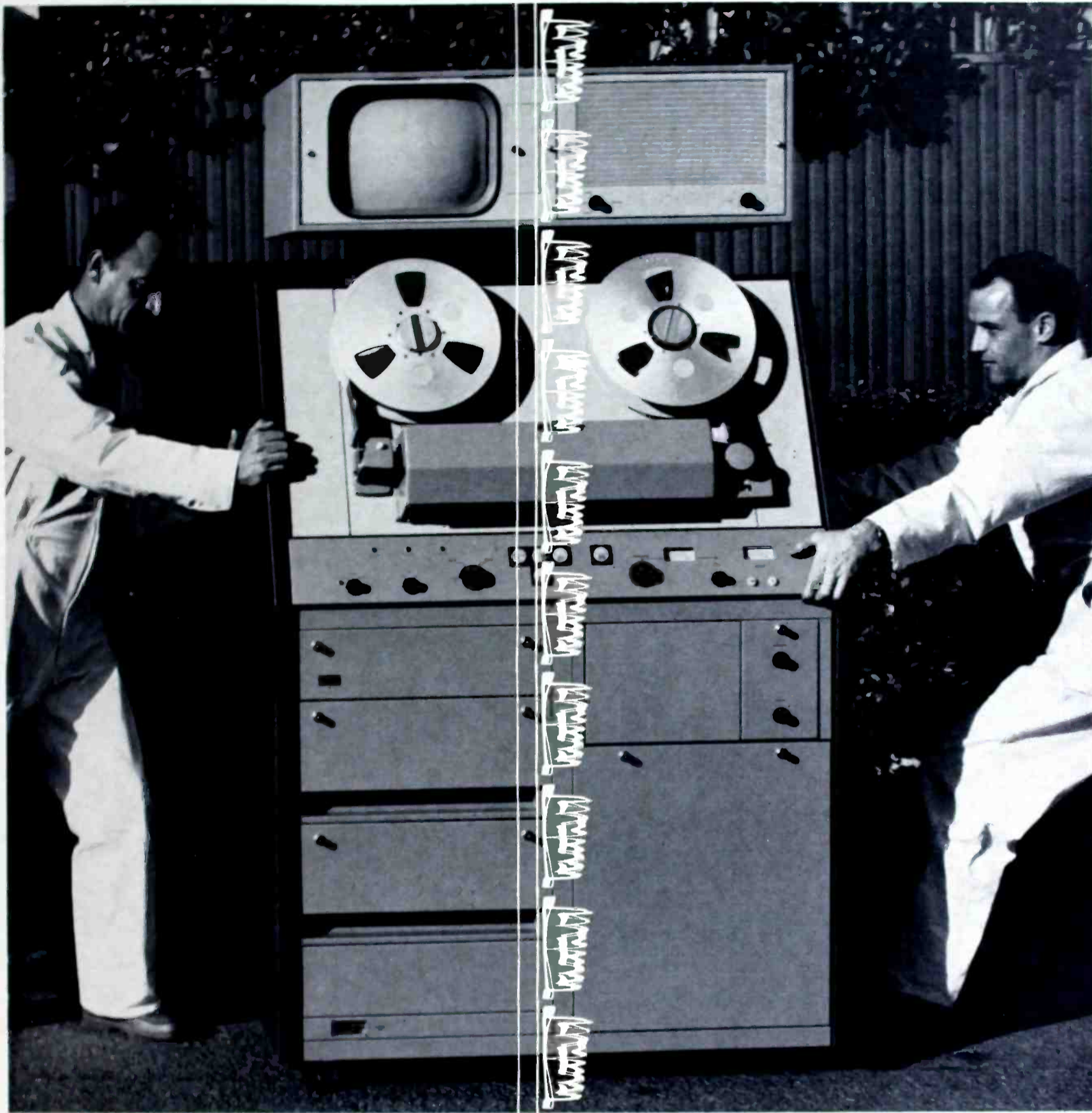
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The award was first given in 1962, to a Polish film, *In the Bay of the White Bears*, an 85-minute documentary on a scientific mission during the International Geophysical Year.

Entries must be made through the Canadian National Commission for Unesco, 14 Wellington, Ottawa 4, which has further information on the competition.

THE ONTARIO Hospital Association is sponsoring its sponsored film, *Stand By for Life*, produced by Crawley Films Ltd. The Association has bought time on 16 Ontario television stations for the 24-minute film, using two 90-second commercials for Blue Cross, a division of the Association, at the opening and closing of the program. The film will be shown again this fall on the same basis.

Shooting was done in the Chedoke General and Children's Hospital in Hamilton with professional actors and actresses only in the leading roles.

Martin Andrews plays the central character, an advertising executive injured in an auto accident. His doctor is played by Larry Zahab and Dinah Christie and Lucy Warner play a nurse and nursing assistant.

Showing three sides to the story of a hospital, the patients', the dedicated staff, and the side of the Board of Governors, the film stresses the need for community support of hospitals. It is the first professionally produced film for the Association, which had Crawley produce three promotional spots over a year ago that are still being used by TV stations.

Color prints of the film are available to hospitals for showings at an-

nual meetings and fund raising meetings and it is also to be shown to community groups. In addition to the sponsored showings the Association hopes for further coverage through free time showings.

"We have had a favorable reaction from our viewers," says Douglas Gale, program director of CHCH-TV Hamilton. "It was tastefully done, combining information with entertainment value, and had added interest to our audience because it was filmed in a local hospital." The film is available through the Ontario Hospital Association, Flemingdon Park, Don Mills, Ontario.

THE SOCIETY OF Motion Picture and Television Engineers, the Society of Photographic Scientists and Engineers, and the Society of Photographic Instrumentation Engineers, are working on a constitution for a proposed consolidation of the three societies. If the constitution and plans for a merger are approved by the boards, they will be submitted to a referendum of individual members.

NEW GENERAL SALES manager of Dola Films Ltd. is Joe Morgan, who was Toronto sales supervisor with Fremantle of Canada Ltd. for the past five years.

FORMER NATIONAL Film Board director Kirk Jones, who joined Pied Piper Films earlier this year, has been promoted to the position of supervising editor on *Mr. Piper*, the company's 39-week children's TV series shot in color.

THE NATIONAL COMMITTEE on Films for Safety in the U.S. has awarded a certificate of merit to the Ontario Department of Transport for its *Right from the Start*, produced by Chetwynd Films Ltd. The 24-minute color film promotes driver instruction courses in high schools. It was the Department's first venture into film and won the award in competition with 86 U.S. and Canadian entries submitted to the National Safety Council.

THREE BLUE RIBBON awards went to National Film Board produc-

tions at the fifth annual American Film Festival held in New York last month. Winner in the category for citizenship, government and international relations films was NFB's *The Cars in Your Life*, a 30 minute exploration of "motor mania unlimited" by an automobile designer, a traffic planner, an architect and city planner, a junkman and a cartoonist.

Two NFB filmstrips placed first in their categories. In the nature and wild-life class the winner was *The Story of Atlantic Salmon*, a color filmstrip showing the life cycle of the salmon and conservation methods. The geography and anthropology prize went to *The Western Plains: Manufacturing*, which deals with manufacturing activities in the prairie provinces.

A HIGHLIGHT of the 60th anniversary luncheons and dinners held this month by the Canadian Picture Pioneers in six centres across the country will be a National Film Board short produced to coincide with the Diamond Jubilee of the Silver Screen.

The 20-minute film about the Canadian motion picture industry, *Anniversary*, is narrated by Canadian-born movie star Walter Pidgeon and includes excerpts from movies starring Mary Pickford. The film was produced by Nicholas Bala, written by William Weintraub, and consultant was Hye Bossin, editor of *CANADIAN FILM WEEKLY* and official historian of the Pioneers. The short will be released to theatres across Canada this month.

THE PHOTOSCRIPT service introduced to Toronto two and a half years ago by Industrial Film Maintenance has now been expanded to Montreal with complete facilities there to monitor off-the-air French market TV commercials, in either French or English, for competitive advertisers.

Photoscrypt provides the client with a photo recording of competitive commercials, shot directly from the TV screen with time lapse photography, plus an audio transcript.

The Montreal operation will also monitor test markets in that area. Enquiries should be directed to the Toronto office of Industrial Film Maintenance at 135 Peter Street.

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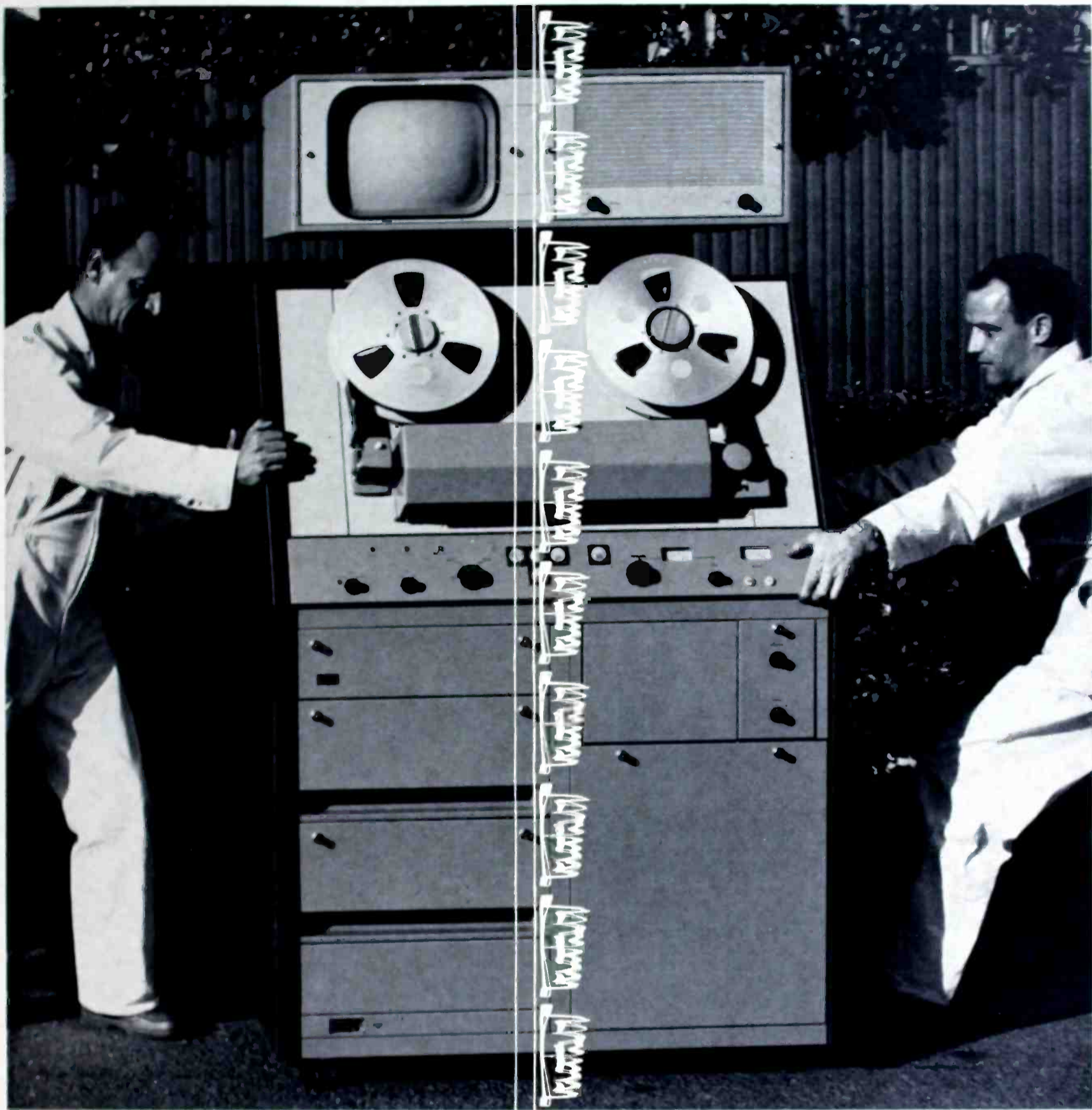
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