



CHUM, TORONTO played good Samaritan to the burned out George Moody family just before Christmas when they lost all their belongings as their house went up in smoke. Sparked by CHUM Newsman J. J. Richards, CHUM went all out with an SOS campaign, described in "Station Calls" on page 12 of this issue. Photo is by Neil Newton.

*Canadian*  
**BROADCASTER**

NOW IN OUR TWENTY-THIRD YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

Vol. 23, No. 2

TORONTO

January 23rd, 1964

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**KIDDO**



**The Sports Hot Seat**



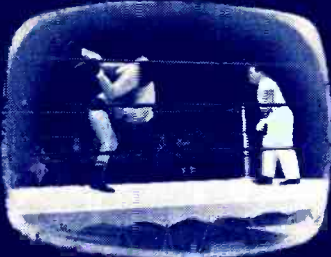
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# SIGHT & SOUND

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

GENERAL FOODS LTD. and Baker Advertising Agency Ltd. have announced a parting of the ways over "policy differences." The client/agency relationship will terminate an association of 42 years during the next six months, with the Maxwell House Coffee and Jell-O desserts portion of Baker's share of the account going to McKim Advertising Ltd. and Sun-Up moving to McConnell, Eastman & Co. Ltd.

One of the world's largest advertisers, the General Foods account is estimated at \$6,000,000. The loss to Baker has been calculated at \$2,500,000, of which McKim has gained well over \$2,000,000 and McConnell, Eastman the balance.

In a further shuffle, McKim hands over to McConnell, Eastman the advertising for instant Postum, Jiffy chocolate drink, Baker's chocolate products and Certo pectins. In turn, McConnell, Eastman passes its segment of Post cereals along to Young & Rubicam, GF's third agency, which already holds the balance of the Post cereals.

The account split will see McKim handling Maxwell House, Sanka and Yuban instant and ground coffees, Jell-O desserts and Hostess food products; McConnell, Eastman will have Minute Rice, Kool-Aid, Dream Whip, Gaines Meal, Sun-Up, Baker's chocolate products and Certo; Young & Rubicam will handle Post cereals, Birds Eye frozen foods and Gravy Train dog food.

SOUP'S ON AT OGILVY, Benson & Mather (Canada) Ltd. with the acquisition of the million-dollar-plus Campbell's Soups account. The agency already handled advertising for Pepperidge Farm products, also made and distributed by the Campbell Soup Co. Ltd. This consolidates the company's Canadian advertising with two agencies, OB&M and Leo Burnett Co. of Canada Ltd., which has Swanson frozen foods, Red Kettle soup mixes, V-8 vegetable juice and Franco-American products.

In charge of the account at OB&M is Robert Miller. Campbell's Soups had been with Batten, Barton, Durstine & Osborne Inc. since 1960.

NU V CORPORATION LTD. has appointed Goodis, Goldberg, Soren Ltd. to handle its advertising, with an advertising and promotion budget that could total approximately \$500,000 in '64. In addition to its Nu V Diet Bar, the company plans to introduce a number of new products in the future, the first of which is the Sta-Wake Bar.

Account supervisor is GGS vice-president Reuben Blazer; account executive is Garth Jowett. The move from Maquinna Advertising Agency Ltd. was effective January 1.

THE WESTMINSTER PAPER COMPANY'S \$1,000,000 account is mov-

ing from James Lovick Ltd., Vancouver, to the Vancouver office of J. Walter Thompson Co. Ltd. Products involved include Purex, Scotties, Cut-Rite, Scotkins, ScotTowels, and Soft-Weve. JWT handles the account of the U.S. parent company, Scott Paper Corp.

A THIRD AGENCY HAS been appointed by Nabisco Foods Ltd. F. H. Hayhurst Co. Ltd. will handle advertising for Shreddies and 100% Bran, resigned by J. Walter Thompson Co. Ltd., last month; Cream of Wheat, which moves over from Walsh Advertising Co. Ltd.; and a new assignment yet to be announced. Frank Convery is account supervisor at Hayhurst.

JWT retains Rose Brand pickles and Jams and Milk Bone and Fetch pet foods. Walsh will continue to handle Shredded Wheat and Rice Flakes and will pick up a new assignment. Nabisco Foods billings run a little better than \$1,000,000 and marketing director H. A. Skinner says the account is split between the three agencies on an "equitable basis."

COMPLETING THE REALIGNMENT of agencies handling the Best Foods division of Canada Starch Ltd., McCann-Erickson (Canada) Ltd. has been awarded the Hellmann's line of salad dressings, mayonnaise and sandwich spread. Management service director is R. K. Bythell, and Bruce Currie is account executive. The account, estimated at something under \$200,000, has been with Stanfield, Johnson & Hill Ltd. for the past two years.

Other Best Foods products are split between Vickers & Benson, Montreal, and Baker Advertising, which recently took over several lines from Donahue & Coe and will also handle advertising for an as yet unannounced new product. Total Best Foods billings top \$1,000,000.

THE \$200,000 REYNOLDS Aluminum Co. of Canada account moves April 1 from Stanfield, Johnson & Hill Ltd., Montreal, to the Montreal office of Ronalds-Reynolds & Co. The account includes Reynolds Wrap and industrial, packaging and building products. Management supervisor will be H. J. Ronalds and account executive will be W. A. Matthew, who recently moved to SJ & H from Foster Advertising Ltd.'s Montreal office.

ADVERTISING FOR LEVER BROS. Ltd.'s tablet-form detergent, Exact,

has been moved from Cockfield, Brown & Co. Ltd. to Batten, Barton, Durstine & Osborn Inc., where Jack Baldwin is the account manager. Exact was regionally introduced in 1962, and is now sold in the four western provinces and in Quebec City.

No budget has been disclosed.

DEADLINE FOR ENTRIES in the 1964 American TV Commercials Festival is February 1. Competition is open to any commercial telecast for the first time in 1963, submitted by an advertiser, agency, production company or TV station. Entry forms can be obtained from the Festival.

## CJAY - TV WINNIPEG MANITOBA APPOINTMENT NOTICE



The appointment of Mr. Robert E. Allan as Marketing Supervisor of C-JAY TV, Winnipeg, is announced by General Manager Jack M. Davidson.

The new executive position will provide a complete advertising and marketing service for both National and Local advertisers.

Mr. Allan has served as sales and marketing director of several organizations in the Chicago area for the past twenty years. He is a graduate of Illinois University, majoring in economics, advertising, sales and research. He has written many articles and lectured on personnel selection, merchandising and sales development.

The appointment is effective January 15th, 1964. Mr. Allan will be the senior executive in C-JAY's sales and marketing organization.

R. L. "Pat" McGhee is National Sales Supervisor and Ian Lillie Local Sales Supervisor.

office at 40 East 49th Street, New York 17.

The U.S. Festival and awards luncheon will be held in New York May 15 and the Canadian Festival will take place in Toronto June 4 under the auspices of the Radio and Television Executives Club.

## CHML APPOINTMENT



W. E. "Bill" HALL

Tom Darling, Vice-President and General Manager of Radio Station CHML, announces the appointment of W. E. "Bill" Hall as Station Manager, effective immediately. Mr. Hall has been associated with CHML for the past 11 years, more recently as Production Manager of the Hamilton Station.

## CFCF RADIO APPOINTMENT



J.D. WRIGHT

S.B. Hayward, Manager, Broadcasting Division, Canadian Marconi Company, announces the appointment of J.D. Wright to the position of Manager, CFCF Radio, Montreal.

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

# Will a French CJBC advance biculturalism?

CONVERSION OF CBC'S CJBC TORONTO INTO A completely French language radio station by October 1 of this year has opened up barrages of argument for and against.

CBC made its decision, stated that it would stand pat on it, and then, for reasons best known to itself invited discussion on the air between a panel of press people (excluding the trade papers) and politicians and its vice-president in charge of corporate affairs, R. C. Fraser.

CBC implies that the purpose of its decision — decision and not proposal mind you — is to further the cause of Canadian unity through biculturalism by taking this step. It is hard to find fault with this aim, but one cannot but ask if it is going to accomplish this purpose by the arbitrary establishment of a mono-lingual (French) radio station in English-language Canada. Can the CBC further the cause of bi-culturalism by depriving a sizable English-language audience of the programs it has learned to enjoy through the years in order to bring French-language programs to Canadians whose mother tongue is French, but who have chosen, without coercion presumably, to establish residence in a part of Canada where the dominant language is English?

This paper, along with many of those who criticize the CBC's arbitrary action in this particular matter, believes steadfastly and sincerely that Canada has to remain a bi-lingual and bi-cultural country or face up with the inevitable consequence of being swallowed up by the United States. It believes and has frequently avowed its belief that there is no such thing as a French-language Canadian and no such thing as an English-language Canadian. It is the fact that a Canadian is a citizen of a bi-lingual and bi-cultural country that gives him the national individuality he must have, if he is to survive with a nationality of his own, apart from his gargantuan neighbor to the south.

The fact that this basic ideal is necessary for the country's survival, and also that there is no ready-made answer to the problem, has led the government to establish a Royal Com-

mission on Canadian Bi-culturalism to explore, at considerable public expense, possible solutions.

Some such solution as the language change on CJBC might easily be included in the recommendations of this Royal Commission when it tables its report. But the

**Bi-culturalism is very necessary if Canada is to survive as a nation. But is our state broadcasting system competent and qualified to judge how this goal may be attained.**

CBC has chosen not to await public opinion as it will be expressed through the Commission. Rather it has gone ahead on its own, claiming its board of directors is empowered to act in such matters under the Broadcasting Act, without reference to parliament through the standing committee on broadcasting, the Secretary of State, who reports to parliament for the CBC or the Board of Broadcast Governors which has been established by parliament to regulate both private and government broadcasting.

### EACH MAN FOR HIMSELF

The CBC has studiously shut its ears to the cries of the talent unions which are protesting at the top of their voices because they see English-language performers losing work to invading French talent. Obviously the opinion of talent is biased in its own favor.

It is also choosing to disregard the objections of politicians, notably those of the Liberal member for the Toronto riding of York-Humber, Ralph Cowan, who said one language — English — was sufficient to unite Canada, and MPs should have been consulted before the CBC's decision to change the Toronto station's programs to French was ratified.

Auguste Choquette, also a Liberal MP, from Lotbinière, Que., lashed out at Cowan for showing an "old-fashioned, fanatical attitude."

Larry McCance, spokesman for Actors' Equity Association, said Italians in Southern Ontario, of whom there are over 200,000, should get their own CBC station before French-Canadians who number only 163,000 in this area, and that if the CBC is going to cater to ethnic groups, the area's German element should also be considered. A letter to the BBG from the 2,000-member stage actors' union says the switch would be an "appalling blunder."

In a letter to Prime Minister Pearson, The French-Language Education Association of Ontario says persons protesting against the conversion of CJBC into a French outlet are motivated by financial interest.

Speaking in the House, Reid Scott, NDP member for Toronto-Danforth heavily criticized the CBC for

the way it plans to introduce the French-language station.

"From a public relations standpoint, the whole job by the CBC has been botched," he said.

Admitting there was a case to be made for a French-language station in Toronto, he said that so far the

CBC had not made a satisfactory statement to prove there is no other way than to deprive English listeners of one of the best stations in Toronto.

Mr. Scott spoke as the House considered the spending estimates for the Board of Broadcast Governors. He said a public hearing must be held so that the CBC can present its case.

"We have heard a lot about the rights of the French. I want to make a plea for the rights of the English," he said.

The NDP member said the growing anti-Quebec feeling in Toronto emerged clearly in a survey he made of his riding. The only French voices being heard in English-Canada were those of extremists and those issuing ultimatums.

Mr. Scott said there is too much "irresponsible and wild talk" about the station in Toronto, and unless the CBC establishes its case, this will continue to grow.

No statement has been forthcoming as far as we are aware from Hon. Jack Pickersgill, secretary of state, the minister who reports to parliament for the CBC. However the minister did announce a number of salary increases to top CBC officials including a boost from \$20,000 to \$40,000 for the CBC president, J. Alphonse Ouimet. No one has suggested that this step, taken at this time, implies a favourable attitude towards this new CBC development as well as a vote of confidence in the CBC's dedicated president, who is a French Canadian.

### RATIONALIZING THE CBC

In the panel discussion presented over CJBC, R. C. Fraser, who, as vice-president for corporate affairs is speaking for the CBC in this matter, rationalized the actions the CBC had already taken with these seven points:

- (1) Few people object to French being introduced in Ontario by CBC radio.
- (2) There is no technical way to distribute French-language programming in Ontario other than by CJBC.
- (3) A committee will discuss how English-speaking broadcasters

with CJBC can be employed elsewhere by the CBC.

(4) The CBC used its discretion in interpreting the Broadcasting Act, including the clause that specifies that each language group should be treated as equitably as possible.

(5) Making CJBC into a two-language outlet is not feasible; there are no examples of Canadian stations performing successfully under such conditions.

(6) A public hearing into the matter is unlikely because few listeners have objected to the switch.

(7) There is no real justification in carrying on two CBC English-language stations in Toronto; use of CJBC as a key station was scrapped when the two CBC radio networks were consolidated and all CBC programming can be carried on its other station, CBL.

### THEY COULD BE WRONG

Crux of the matter, in our view, is not so much that the CBC is anxious to give 163,000 French-language listeners and others who might be interested in exposing themselves to Canada's second official language, programs in French. The main bone of contention is the arbitrary way in which it took the step, without consultation or conference.

Mr. Fraser's seven points appear as statements of fact, rather than his and his principals' opinions.

The fact that "few people object to French being introduced..." is not enough. What we should like to know is how many are anxious to have it happen.

It cannot be said there is no technical way to distribute French-language programming in Ontario other than by CJBC. Has the CBC offered to supply privately-owned English-language stations with taped versions of their programs? Or has the Corporation investigated the feasibility of buying time from these private stations for these programs, thus enabling it to save the expense of operating CJBC?

In citing the Broadcasting Act — "each language group should be treated as equitably as possible" — is CBC meting out fair treatment to CJBC listeners by depriving them of their English-language programs in favor of French ones.

As purveyors of information and entertainment over the air, is the CBC competent to formulate policies concerning Canada's vital two-language problem?

Since, on the CBC's own statement, there is no real justification in carrying on two CBC English-language stations in Toronto, would it not be sound business for the CBC to sell or otherwise discontinue operation of this station. In other words, could it be that deep down inside them, the Corporation is making a stupendous effort to find some new purpose for the station rather than suspending operations and saving the tax-payers money?

**OUR SPONSORS ARE BUSY PEOPLE!**

**CHOV RADIO-PEMBROKE**

See Paul Mulvihill



# BROADCASTER

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## Editorial

# Getting the most from the Supplier Lines

One of the most notable developments in business since the war has been the disappearance of an attitude of subservience on the part of people with a product or commodity to sell, and one of superiority on the part of those whose occupation it is to do the buying.

Not so long ago, a salesman's general practice was to crawl into the office of a prospective buyer, submit to interminable delays until the great man was ready to see him, and then, after being subjected to whatever abuse the customer felt disposed to hurl in his direction, to take out his pad with trembling hands and write out the order, inundate his benefactor with a flow of obsequious thanks and then back his genuflecting way from the presence.

Plenty of those who will read this article are old enough to remember that this is not as much of an exaggeration as it might appear at first glance.

Business today is conducted on a plan of mutual co-operation between buyer and seller, because each party to a transaction realizes that the buyer is just as eager to buy, being employed for that purpose, as is the salesman, whose income depends on the volume of his sales.

To boil down the question to a point of simplification, buyers and sellers are equally dependent, the one on the other.

In the broadcasting business there is an equivalent if not identical situation in the relationship between members of the industry and those whose business it is to supply them with the goods and service they need to conduct their businesses, from engineering equipment to research.

These suppliers in this wide range of fields make their livings by being helpful to the industry -- by giving them the products and the services they want.

his ability to be useful to the buyer. The buyer succeeds when he can get the utmost in co-operation from the salesman.

To accomplish this, the buyer must choose a supplying company or other concern in which he has confidence, with a sales representative with whom he has a two-way channel of communication.

In actual fact, the buyer gets the most for his money when he takes down his hair and lets the salesman in on his problems. In other words, it is to the buyer's definite advantage to make it easy to do business with him.

If we may be forgiven for using our own line of business as an example, the trade and other press can only be useful to the broadcasters if they will keep a chain of information flowing into the editors' offices, bearing in mind that the purpose of a publication is to interest its readers rather than flatter them.

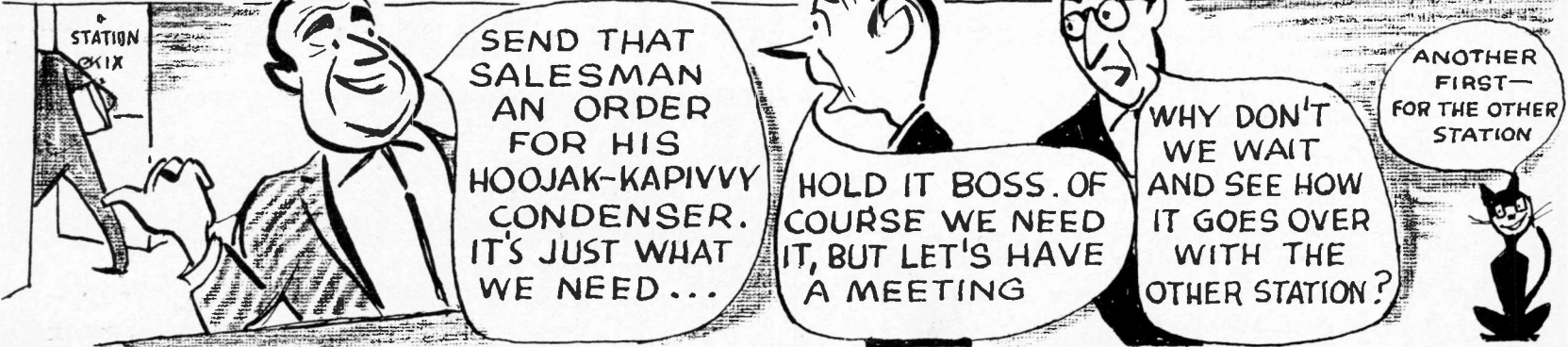


In recent years, the broadcasting industry has established service bureaus of its own. Besides the Canadian Association of Broadcasters, the three notable ones are the Bureau of Broadcast Measurement, the Radio Sales Bureau and the Television Bureau of advertising.

Each of these organizations exists as the broadcasters' own mechanism to further the sale of broadcast advertising.

Getting the most out of these built-in "suppliers" is not accomplished by fighting, opposing and resigning when some function performed by a bureau does not please an individual member. Such organizations as these cannot hope to perform usefully for the whole industry without the unqualified co-operation of everyone in that industry. Neither can they function on a sound economic basis, if a large part of their budgets has to be devoted to the costly procedure of persuading stations and others to become members of their own association or bureau.

### RADIO RIBS





STUART MacDONALD

Whose appointment as Vice President of Stovin-Byles Ltd., Western Television Division, Toronto, is announced by W.D. "Bill" Byles, President, effective January 1, 1964.

Stuart MacDonald brings to his new position 23 years of experience in radio broadcasting, magazine, outdoor and television advertising sales.

## Radio Advertising

# Rothmans pay \$250,000 tribute to radio



The "Music Till Dawn" team (left to right, standing) Dave Penn, CFAC Calgary; Ed Ross, vice-president, Stephens & Towndraw, Montreal; Donn Kirton, CKY Winnipeg; David Broome, advertising manager, Rothmans; Don Wall, CKGM Montreal; Jerry MacDonald, Rothmans' p.r. director; Jim Taylor, general sales manager, Rothmans; Don Ferguson, All-Canada Radio & Television Ltd.; Hal Blackadar, CHNS Halifax; Bill Reid, CHML Hamilton; Bill Murray, CFPL London; Gary Walsh, CHED Edmonton; Phil Jones, p.r., F. H. Hayhurst Co. Ltd.; Jack Fox, CFAC; Peter Frize, Craven A advertising assistant; Bob Laine, CHUM Toronto; Fred Arenburg, CHNS; George Mulligan, account supervisor, Hayhurst; Dave MacLeod, account executive, Hayhurst; Wilmat Tennyson, marketing director, Rothmans; Wes Armstrong, CHUM; Carly Dyck, CHED; (front) Don McDermid, C KY; Roch Demers, CJMS Montreal; Mel Cooper, CKNW New Westminster-Vancouver; Ernie Towndrow, Stephens & Towndrow; Gerry Davies, CKNW; Jacques Desormeaux, CJMS; Roy Newton, assistant advertising manager, Rothmans; George Gowling, CFRA Ottawa; Brian Leboe, CFRA; George Morris, CKGM.

Say You Saw It  
in  
THE BROADCASTER

6 x 7 x 52 x 11 = 24,024. That's 6 hours x 7 nights x 52 weeks x 11 stations - what must be THE time buy of all time in Canadian radio - Rothmans of Pall Mall's purchase of

the *Music Till Dawn* show for Craven A cigarettes, midnight to six am, seven nights a week, 52 week contracts, on eleven stations from coast to coast (well, almost - at the moment the buy includes only the hourly newscasts on CHUM Toronto, with the music to follow as soon as the time is cleared. Craven A has the music on all the other stations, music and news on most of them).

This is a quarter million dollar testimonial to the power of night-time radio. Rothmans moved into night-time in April '62 with the first *Music Till Dawn* show on CKGM Montreal, and wound up in April '63 when the show - by then running on five stations (*Broadcaster*, July 19, 1962) - was cut because of "marketing conditions at that time." "But we said then that we'd be back," says Rothmans ad manager David Broome, "and here we are, bigger and better."

They came back for a bang-up reason. Sales went up in the five markets used in the first *Music Till Dawn* flight, and that beautiful upward climb across the sales charts slowed when the shows went off the air.

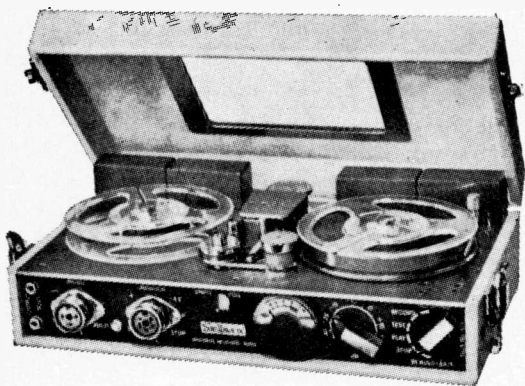
And they came back with a bang. On December 14 Rothmans played host - flying in the all-night men and gm's, pd's or sales managers from "their" eleven stations - at lunch, an afternoon workshop session, cocktails, dinner, a Christmas tree with gifts for the men and their wives, and an NHL hockey game.

All present and accounted for at the gathering were, east to west, CHNS Halifax, CKGM and CJMS Montreal, CFRA Ottawa, CHUM

## STELLAVOX

WORLD'S SMALLEST STUDIO QUALITY  
TAPE RECORDER

Less than 6 lbs.



As convenient to use as a miniature camera.

- RADIO AND SPECIAL EVENTS
- TV INTERVIEWS
- NEWS REELS

Write for prices and information

**PAYETTE RADIO LIMITED**

730 ST-JAMES W.

MONTREAL 3

## AVAILABLE

Program Manager, Production Manager, Promotion Man & DJ looking for new challenge. I have seven years in the radio and TV business. Have ideas and willing to work hard for the station. I am progressive. If you are looking for my type, I may be your man. Write to Box A-717, Canadian Broadcaster, Room 205, 217 Bay Street, Toronto 1.

## RADIO NEWFOUNDLAND

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

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

Toronto, CHML Hamilton, CFPL London, CKY Winnipeg, CFAC Calgary, CHED Edmonton, and CKNW Vancouver, with Stephens & Towndrow, reps for eight of the eleven stations and credited by Rothmans as creators of the concept, and All-Canada, reps for the other three stations. The "old originals" were CKGM, CJMS, CHNS, CKNW and CHUM.

The "one big, happy family" atmosphere which prevailed at the gathering around head of the family Wilmat Tennyson, marketing director of Rothmans, was akin to the relationship of the *Music Till Dawn* deejay with his family of night people, nurses, firemen, cabbies, shift workers, insomniacs and night owls.

#### SOFT SELL & COMMUNITY TIES

This relationship between the night-time deejay and his listeners -- a tangible based on intangibles -- won't be shattered by any shouting Craven A commercials. The announcer will occasionally ad-lib his way around a factsheet for a softest-of-sells commercial, but more likely will mention "his" cigarette brand in the off-hand way he might mention his taste in music, his children, his dog.

"If we have any complaints to make about commercials, it's more likely to be that there are too many than too few," says Broome.

To strengthen the ties between the *Music Till Dawn* man and his audience and his community, Rothmans have labelled somewhere between \$50,000 and \$100,000 of that quarter million for an open promotion budget to be dipped into at the deejay's discretion. If a fire breaks out, the deejay can whip into the mobile unit and off to the scene to provide coffee and sandwiches for the firemen, put evacuees up in a hotel overnight, lend a helping hand however possible and it's all "on Craven A."

Another segment of the budget is allocated to linking the *Music Till Dawn* deejays across the country via tape exchanges and a monthly newsletter, with Ed Ross, vice-president of Stephens & Towndrow, co-ordinating from his Montreal office. In any case of national emergency or when a story of national interest breaks on the local scene, the all-night men are free to activate the "Craven A network" via long distance without a thought for soaring telephone bills.

Locally, each announcer will act as a sort of emergency central for his listeners, with police, fire department, ambulance, hospital phone numbers at his fingertips -- and, in keeping with the image of the night people's friend, will also have on tap information on all-night service

#### NEWSMAN AVAILABLE

Six years experience news writer, editing and reading -- primarily interested in writing and editing but good mature news voice. Age 26, unmarried, good habits, in radio since school. Anxious to locate with goahead station anywhere.

#### IAN PARKER

100 Roehampton Ave.,  
Toronto 12  
Phone 485-5990

stations, towing services, restaurants, pharmacies, and such.

#### SALESMEN CARRY THE TORCH

Tying in with this, Rothmans is putting an all-night sales force into action, to call on open-all-night outlets between midnight and dawn. Along with their order books, these salesmen will carry transistor radios tuned to *Music Till Dawn*, so that the customer being pitched for an additional column in his cigarette machine or counter space for a p-o-p display will hear the announcer mentioning his (e.g.) service station as being open and on the job.

As a further link between the radio advertising and the salesman, Rothmans is supplying salesmen with banners, window cards and other point of sale displays promoting the show, the station, the deejay and, of course, the brand name.

This is the deejay's dream come true, says John Michael, *Music Till*

#### Pay boost for Ouimet

SALARY BOOSTS -- which observers predict will raise storms of protest in Parliament -- have doubled the salary of CBC president J. Alphonse Ouimet to \$40,000 per year and increased the annual income of Corporation vice-president W. E. S. Briggs from \$16,000 to \$25,000.

The raises were approved by cabinet order in council, in line with a general salary revision for senior public service posts, and were the first for both positions since they were created by the 1958 Broadcasting Act. Prior to that the CBC was headed by a \$25,000-a-year chairman of the board.

Although there is no statutory connection, it is felt that the increases for Ouimet and Briggs pave the way for a general revision of CBC executive salaries. The next category involves three corporate veepees, three general managers, the financial comptroller and the directors of engineering, whose maximum salary range at present is \$15,000 a year.

During the past session of Parliament, suggestions that Ouimet's salary be doubled were termed "outrageous" by Opposition Leader Diefenbaker.

*Dawn* man on CHML Hamilton. "Rothmans show a rare understanding of the problems of the man behind the microphone. The meeting in Toronto established a friendly, personal, client-announcer relationship and this, together with the complete freedom we have in programming, commercials, public service and promotion, is sure appreciated by an announcer.

"You do a better job for the man who gives you the chance to do a better job," he said, lighting a Craven A cigarette.

#### Available

"Broadcaster 8 years experience all phases Radio-T.V., Production, Announcing, wishes to relocate. Presently employed as P/D. Television Production/Direction preferred. Radio considered." Apply Box 718, Canadian Broadcaster, 217 Bay Street, Room 205, Toronto 1.

# "ACTION STATIONS!"

## CFCN RADIO/TV CALGARY

## Memo

from Radio-Television Reps Ltd.

to Mike Laverne, CJDC, Dawson Creek  
Mel Stevenson, CKNL, Fort St. John  
John Skelly, CKYL, Peace River

Peace River Parlay going over exceedingly well.

The story of your dynamic area, the need for radio, the service your stations provide and the low cost on a one-card buy are getting lots of attention.

Watch your mail.

GORDON FERRIS  
Radio-Television Reps Limited

# ATLANTA



## OVER THE DESK

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

What's Atlanta to do with it?  
Easy.

Atlanta's one of the 11 All-Canada Radio branches in North America busily selling time . . . national time on 43 prime Canadian radio stations in all first, most second markets.

A-C stations deliver half of all Canadian households, more than half total national retail sales!

And FYI, here are the 11 branch offices that uphold A-C supremacy in Canadian radio station representation.

### MONTREAL

922 Dominion Sq. Bldg. — UN. 1-5656

### WINNIPEG

287 Broadway Ave. — WH. 2-6861

### CALGARY

1230 17th Ave. S. W. — 244-2455

### VANCOUVER

1161 Melville Street — Mu. 4-7461

### NEW YORK

No. 518 10 Rockefeller Plaza —  
246-1425

### DETROIT

Sheraton-Cadillac Hotel — 961-5438

### CHICAGO

No. 1528 333 North Michigan Ave.,  
372-2528

### SAN FRANCISCO

58 Sutter Street — 362-7159

### HOLLYWOOD

6331 Hollywood Boulevard—462-6676

### DALLAS

511 North Akard Bldg. — 747-3723

### ATLANTA

No. 422 1371 Peachtree Street,  
875-6644

ROY HERBERT THOMSON, 67-year-old Toronto-born international broadcaster and newspaperman, starting with a small newspaper and radio station in Northern Ontario, has lived to see his fondest dream come true.

While he has slowly but surely acquired over a hundred newspapers and innumerable radio and television properties in Canada, the U.K. and all over the world (including Scottish Television and the U.K. *Sunday Times*,) these perquisites were not the dream I mean.

What Roy Thomson has been working for ever since he took up his residence in Britain is a title, and lo and behold, just as he has always achieved almost everything he sets his heart on all his life, his name appeared on this year's British New Year Honors list, and as soon as it has all been ratified, he will take his seat in the House of Lords as *Lord Whosis*, first *Baron of Whatsit*. And it couldn't have happened to a nicer guy.

Ever since I first met him back in the thirties — it was the time he outfumbled me for the lunch check in Martin's Cafeteria in Hamilton — I have watched this amazing man, son of a Toronto barber, go out to make a financial success of business, piling up in the process a mountain of moola which has been estimated as high as 83 million dollars.

My second encounter with Roy was early in 1942, shortly after I had launched this paper.

At this time Roy's Northern Broadcasting had its head (and I think only) office in the Victory Building, 80 Richmond Street W., Toronto. It was on the third floor, right next

door to the old All-Canada office. Roy had made a deal with Guy Herbert, ACRF Manager, to share his switchboard while the two concerns competed for business.

I bumped into him in the elevator one morning. After a warm greeting, he said: "Dick! I think you are going to put your new paper over."

I was duly pleased and asked him what made him feel this way after only two or three issues. Roy looked at me through the prisms he was already wearing for glasses and said: "Because you write good."

• • •

Roy Thomson, who told an interviewer the other day he didn't know how many people he employed in his various enterprises, but guessed it would be close to 20,000, was never known for the high salaries he paid.

At the same time, no broadcaster (and it is safe to assume no newspaper publisher) can possibly have given as many beginners their first jobs as did Roy.

He would be the first to deny that he did this in any spirit of do-gooding, and would, I am certain, assure you it was a matter of economic expediency — good business — to get the help he needed as cheaply as possible.

All over the country, in every phase of broadcasting, publishing, advertising and similar fields, are people who will look at you with a wry expression when they tell you they got their start at \$110 a month (or whatever it was). They will reminisce a little about the ardors and rigors of those impecunious days. But then, invariably, they will say they wonder how they would have got a start at all if it hadn't been for Uncle Roy.

Another of Roy Thomson's characteristics is his relationship with his station managers and publishers.

When it comes to the balance sheet, Roy will examine it with a high-powered microscope. But as far as the operation of the station or newspaper is concerned, he has never pretended to be a broadcaster or writer, and is perfectly satisfied to leave supervision to the top man he has chosen, who more likely than not was the manager or publisher at the time he bought it.

Through his long business career, Roy has gathered a wide circle of friends and a commensurate number of enemies. Personally I am proud to include myself in the former category.

His treatment of friends and enemies is precisely the same. He invariably says exactly what he thinks.

He admits freely and openly his life objective is to make money. "I want to buy more papers to make more money to buy more papers," he told the Toronto Radio & Television Executives Club not long ago.

From where I sit, Roy, with his fantastic history of business development, the opportunities he has given others to learn from his genius, his insistence on getting value for his money from the things and the people he buys makes him the typification of private enterprise in its truest sense.

At the time of writing nobody knows just what title Roy Thomson is going to assume. It occurs to me though that had there been no Roy Thomson through all these years, the cry instead of Lord Thomson would be Lord Help Us.

Buzz me if you hear anything.

*Dick Lewis*

### AVAILABLE IMMEDIATELY

Young Radio announcer seeks position. Two years experience in smaller Cndn. Mkts.

High school education. Graduate of two radio trade schools. '61 sponsored grad. (C.A.B.) Ryerson Radio & T.V. Arts, Toronto.

Am familiar with most depts. of radio & willing to relocate anywhere in Canada.

For complete resume and tape address all replies: Mr. J. Todd 393 Thompson Dr., Wpg. 12, Manitoba, Tel. VE.2-2461.

In the final analysis, what a woman looks for in a man is fiscal fitness.

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

TO REACH

ALL CANADA  
TALK TO  
ALL CANADA



All-Canada  
Radio & Television  
Limited

HEAD OFFICE: 1000 Yonge St., TORONTO

**CJBQ**  
RADIO  
BELLEVILLE and  
TRENTON, ONTARIO

Another  
STOVIN-BYLES  
Station

HAVE YOU CHECKED  
OUR  
COST PER THOUSAND  
LATELY ..?



## Travelogues and strategies

stud Shell's

WW of G

**THE NETWORK-HOPPING** *Wonderful World of Golf*, sponsored by Shell Oil, moved into its third season on Canadian television last week -- on the CBC-TV network this year, making the score two to one for CBC.

*WW of G* debuted on the CBC-TV network in 1962. Last year it switched to CTV, to make a 22-week package of eleven weeks of *WW of G* followed by eleven weeks of *Careers* (Beaver-winning vocational guidance series) because CBC classified *Careers* as a public affairs program, which its policy dictates must be CBC-produced or purchased, and unsponsored.

This season, with *Careers* not scheduled to follow in the spring anyway, and a more attractive time slot available on CBC, *Wonderful World of Golf* returned to the CBC-TV fold.

The eleven-week hour-long series is produced in the U.S. by Sutherland Associates Inc. under the supervision of Kenyon & Eckhardt, agency for Shell's institutional advertising. Filming for the show began in May in Belgium and wound up in India in September.

The nine shows shot (two of this year's series are outstanding matches from last year) include a match between Stan Leonard, long considered Canada's top pro golfer, and George Knudson, fast-rising young Toronto golfer, played at the Capilano Golf and Country Club in West Vancouver. Golfing champion Gene Sarazen, one of *WW of G's* commentators, describes this match (scheduled for February 16) as one of the most exciting he has seen in 40 years of golf.

More than 40 TV, film and golf experts worked on the 1964 series. The crew travelled 50,000 miles to cover matches in Canada, Hawaii, Puerto Rico, Colombia, Belgium, Portugal, Switzerland, India and Japan, airlifting 6,600 pounds of equipment from match to match. Six camera crews filmed each hole played simultaneously, while a seventh crew shot commercials and travelogue material. In all, about 460,000 feet of 35mm color film was exposed (the series is shown in color on NBC-TV), about 50,000 feet for each program, of which only about 4,500 feet make the TV screen.

In addition to covering 18 holes of golf, the program analyzes each course and the strategy of the players, and the players conduct a clinic of tips on technique and demonstrate their most effective strokes in slow motion.

Each show opens with a travelogue about the country in which the day's match takes place, and the commercials blend in smoothly with the travelogue atmosphere.

D. R. Prior, Shell Oil Co. of Canada's public relations director says in the U.S., *WW of G* tops all other regularly-scheduled golf shows, with similar success in Canadian markets where it competes with these shows on U.S. border stations.

## CKX OPENS FM

A THREE-WAY SIMULCAST — AM, FM and TV — marked the debut of CKX-FM Brandon last month as Mayor S. A. Magnacca snipped the ribbon to officially open the new station, the only FM station between Winnipeg and Calgary.

First program on the new FM station was a half-hour pre-recorded

*Concert in Stereo* featuring members of the faculty of music at Brandon College. CKX-FM is now broadcasting twelve hours a day, from noon to midnight, in full stereo, with a new stereo library of over 12,000 selections. There are just four newscasts each day, at noon, 3 pm, 7 pm and 10 pm, and the commercial policy limits commercials to four per hour.

The FM arm is a completely separate operation within the broadcasting centre which also houses CKX AM and TV, and an estimated \$100,000 was invested in FM equip-

ment at the station and the transmitter.

When Western Manitoba Broadcasters, headed by president and general manager John B. Craig, bought the station from the Manitoba government in 1948 it had a staff of 14 and a power of 1,000 watts. Now the staff numbers 55; AM has 10,000 watts power; TV has a video power of 100 kilowatts and an audio power of 49.1 kilowatts, with satellites at Foxwarren and Melita; and the new FM station has an effective radiated power of 29,000 watts.



## This remarkable device can help prevent a 17 billion dollar robbery

Hurry. The robbery is taking place now. And tomorrow. And the day after tomorrow. But you can stop it if you act quickly. Simply follow these instructions:  Phone the CBC. Ask them about availabilities on their 8 owned and operated TV stations. (They're called the Big Seven Plus One and they're located in the major markets across Canada. Plus one station in Corner Brook Nfld.)  Jot down some of the more staggering facts.  For instance, that these eight CBC O & O stations blanket 60% of the TV households in Canada. And that one phone is all that's needed to fill you in on availabilities for all of the Big Seven Plus One. (Same goes for information on programming. Ratings. Audience information or market data).  One Phone call. A few minutes. That's usually all it takes. A CBC rep will have all the facts on your desk that same afternoon.  Next, approach your clients. Explain to them that if they're not advertising on the Big Seven Plus One, they're robbing themselves of a share of 17 billion dollars. (The net effective buying income of the area covered by these stations).  If more proof is asked for, show them our rating data. (It's very impressive).  And, for the finishing touch, produce a list showing the cost per M situations offered by the Big Seven Plus One. (They're ridiculously low). So low in fact, you might even call them . . . a steal.

Oops.

CBC NATIONAL SELECTIVE TV SALES — CBUT Channel 2 Vancouver / CBXT Channel 5 Edmonton / CBWT Channel 3 Winnipeg / CBLT Channel 6 Toronto / CBOT Channel 4 Ottawa / CBMT Channel 6 Montreal / CBHT Channel 3 Halifax / CBYT Channel 5 Corner Brook (Nfld.)



# "NOBODY SWEATS"



*Read these candid, unexpurgated comments*

"It's an absolutely professional unit. Has all the built-in features of a station control room."

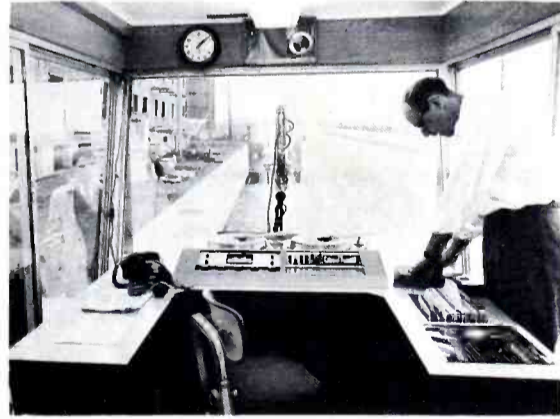
"We made a check-list, then went to all the manufacturers. Nobody had the completely right unit as a standard item — until Northern came up with this one. It has every single item that we specified."

"Best unit I ever worked with. Must have been designed by a broadcaster. All the controls are exactly where they should be."

"Our unit has to take a real pounding on rough roads. But when we get to a remote, we just connect up the lines, plug it in and we're in business."

"Our first unit (of two) is used in our Satellite Studio trailer. Because of its low heat output we saved the cost of extra blowers that other models would have needed."

"Northern are nuts to advertise this only as a remote unit. It would be a natural as a regular studio control room. A smaller



*by some of the best pros in broadcasting*

station could equip itself with a control room for six to eight thousand instead of up to sixty thousand."

"Maintenance is a snap. Just undo three screws and everything is readily accessible."

"The only thing that can stop this unit is lack of imagination by the station."

**TRANSPORTABLE PRODUCTION CENTRE**  
*DESIGNED, ENGINEERED AND MANUFACTURED IN CANADA BY*

**Northern Electric**



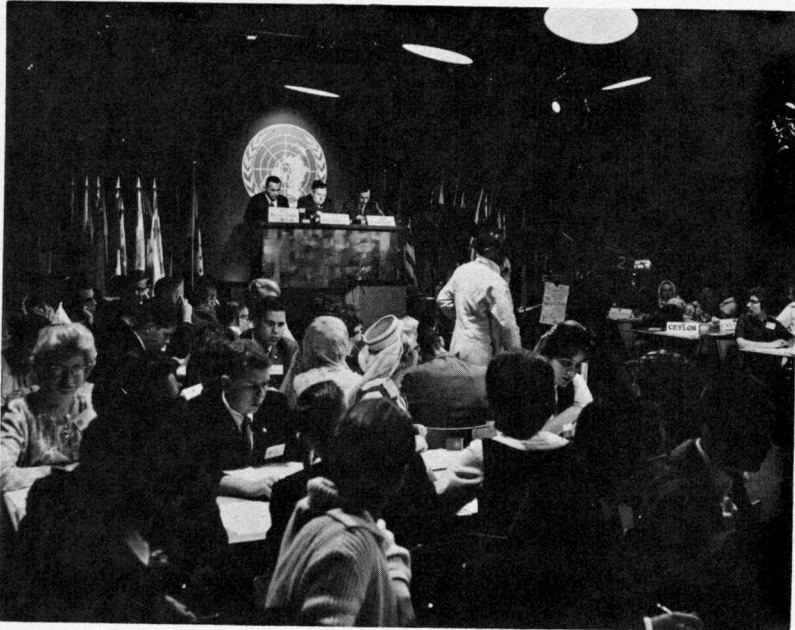
**COMPANY LIMITED**

*An all-Canadian company with over 17,000 employees.*

# STATION CALLS

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

CFQC-TV, SASKATOON



PORTRAYING DELEGATES from fifty countries, high school students from Saskatoon and North Battleford recently presented Saskatoon's first model United Nations Assembly.

The students debated three resolutions: the Cuba problem; ad-

mission of Red China and disarmament.

The debate was opened with an address by Saskatoon's Mayor S. L. Buckwold, and a day-long discussion followed. The closing address was given by President Spinks of the

University of Saskatchewan.

The following Saturday, CFQC-TV presented highlights of the debate in a special two-hour telecast beginning at 10:00 am, when 100 students participated in the debate on disarmament and admission of Communist China to the United Nations.

The program, *Teen's Model U.N. Assembly*, was presented as an educational project instructing Northern Saskatchewan high school students in the procedural activities and content of the United Nations.

The telecast was produced by Stan Thomas, with the assistance of Professor Colwyn Williams, College of Law, University of Saskatchewan.

• • •

## CHUM. TORONTO

'T WAS TEN DAYS before Christmas and all through the house -- flames were raging. Mr. & Mrs. George Moody of Toronto and their two children were left homeless and with just the clothes on their backs.

The Moodys had no insurance and no relatives on whom they could call for help, so CHUM Newsman J.J. Richards started an appeal for clothing, food and furniture for the family on the CHUM *Heartline* program.

CHUM listeners were quick to respond to *Heartline*. So the nine year old daughter could continue at the same school, a new home was located in the same area; Wallace

Transport donated a huge moving van with two men to pick up any items of furniture which had been donated, and CHUM Newsmen Lloyd Lockhart, Shel Turcott and J.J. Richards collected the smaller items in CHUM cruisers.

Furniture, clothing, toys and dozens of household items as well as cash were donated to the Moody family by CHUM listeners.

When it was broadcast that the little girl, who was to attend her school Christmas party the next day, had no dress to wear, one CHUM listener called *Heartline* and arranged to take the little girl out shopping and buy her a new party dress.

CHUM paid the first month's rent for the Moody family to give them a fresh start, and the family was able to get into a new apartment which had been completely furnished in time for Christmas. Gifts were still arriving for the stricken family up until the day before Christmas and on Christmas Eve CHUM Newsman Shel Turcott delivered the final gift, a 14 lb. turkey.

• • •

## CKAC, MONTREAL

THE FOURTH ANNUAL LAVAL Kiwanis Club Christmas campaign ended successfully after a week long effort by top CKAC deejays and announcers selling the club's Christmas stockings to station listeners. The 20,000 stockings objective of the 1963 campaign was reached on the last day of the radio appeal.

Radio salesman Jean Duceppe took charge of a special Saturday night marathon to sell a minimum of 500 stockings between 11:15 pm and 2:00 am. As an added feature, Duceppe offered to double the purchase of Christmas stockings to the person or party calling the station from the furthest distance. This particular appeal brought a great response from the listening public. Three telephone calls within a half hour came from points over 800 miles from Montreal.

The winning call came from Paul Guevin, a member of the RCAF radar station in Moosenee, Ontario, at the southern tip of James Bay, some 1,096 miles from Montreal, who ordered three Christmas stockings.

Other special orders came from Andre Brisson who called from Gagnon, Quebec, some 950 miles away, and Marc Gagnon who phoned from Halifax, some 800 miles from the station.

Close on the heels of these three listeners came orders from Forestville, 450 miles away from Montreal and from Noranda, 425 miles away.

The week-long campaign benefited some 16 charitable organizations on the list of the Laval Kiwanis Club's regular charities.

The way most TV westerns end is a four-gun conclusion.

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

## TELEVISION

CKVR-TV barrie

CJCH-TV halifax

CHOV-TV pembroke

CFCL-TV timmins

## YOU CAN'T BEAT THE FLEXIBILITY OF SPOT TELEVISION

And it is particularly true in these markets. When you buy these Stations selectively you get the type of audience you want through participations in top rated shows — shows that deliver big audiences at a good efficiency. Only spot Television provides maximum flexibility and at the right cost.

**PAUL MULVIHILL & CO., LTD.**

TORONTO

MONTREAL



**DEFINITIONS DEPT.**

An opportunist is a man who, finding himself in hot water, decides he needs a bath anyway.  
—:CFAM Activities Report

• • •

**STERLING IDEA**

Elliott-Haynes' *Trends* comes up with this one, from *Glamour* in a full page four color advertisement for Oneida silverware, "Young Love" pattern. The headline, in extravagant script, read: "Try 'Young Love' on your table tonight."

• • •

**AUDREY STUFF**

Then there's the gal who was so dumb, she thought a Gallup Poll was a Romper Room stick-horse.

—:Vern Furber  
Romper Room.

• • •

**ONLY IN AMERICA**

Joannie Sommers makes her dramatic debut in *Burke's Law* one week and begins drama lessons the next.

—:Screen Gems  
Have You Heard?

• • •

**HAPPY TO MEET**

She made it a point to meet her husband's secretary because he had told her so little about her.

• • •

**OVERDOING IT**

It was quite all right for the new accountant to be careful to the point of always looking around the streetcar to see if he had left anything, but did he have to keep looking around for anything anyone else had left?

• • •

**LAST CHANCE**

Then there's the one about the guy who found a bottle of scotch in the train, drank it and then turned himself in to the Lost and Found.

• • •

**TECHNOLOGICAL TIP**

We are reliably informed that the best way to 'top a car is to 'top on the bweak.

• • •

**LAST LAUGH**

The best thing the reviewer could say about the new show was that it had a happy ending...the viewers all welcomed the closing commercial.

**CBC Newsmen Meet**

THE WORLD IS THEIR BEAT, but once a year CBC's news correspondents leave the news centres of the globe and gather in Toronto for their annual conference and program-planning sessions, and appear on special year-end reviews on radio and television.

(Left to right, standing) Knowlton Nash and James M. Minifie, Washington; (seated) Stanley Burke, Paris; Michael Maclear, Tokyo; Tom Gould, United Nations; Phil Calder, Bonn; and Norman dePoe, Ottawa. Also attending the sessions were Morley Safer, London, and French network correspondents Romeo Leblanc from London, Dostaler O'Leary from Paris and Jean Grand-Landau from Washington.

One item on the conference agenda was the question of which world centres should be next in line for resident CBC news correspondents — Moscow, Africa, South America, Rome, the Middle East?



*Selling the Homemaker*

**CFAC RADIO 1**  
CALGARY

CONTACT ALL-CANADA RADIO & TELEVISION LTD.

**WANTED**  
Radio Station manager wanted...Excellent opportunity for right man.  
Please state experience, present position, expected salary...3 references. All replies treated confidentially.  
Soo Line Broadcasting Co. Ltd., Box 1330, Weyburn, Sask.

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

**HARDY MEN HAVE ALL THE FACTS**

THE CKRS-TV TELEVISION NETWORK \* REACHES THE ENTIRE POPULATION OF 272,700 PEOPLE EACH WEEK IN THE CHICOUTIMI-JONQUIERE-LAKE St. JOHN MARKET - November B. B. M.

- \*CKRS-TV, Jonquière - Channel 12
- CKRS-TV, Chicoutimi - Channel 2
- CKRS-TV Roberval - Channel 8
- CKRS-TV, Port Alfred - Channel 9

**HARDY RADIO & TELEVISION LIMITED**

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

# Bay Street and Madison Avenue must meet

by BEN HOLDSWORTH

THIS SPECIAL SURVEY of the financial community and its relationships with the advertising world has raised a number of questions.

One of the most prominent of these has been the requirement for much more information—a need felt in perhaps equal terms by both the investment analyst and the advertising researcher.

In the previous article in this series, in which a study by Bache & Company indicated the correlation of company disclosure policies with the market price of its shares, the real values of public information were brought out. In brief, the argument goes: If a publicly owned company is enlightened in its shareholder re-

lations it is likely to be enlightened in its advertising and marketing administration.

Thus, the advertising agency and all media carrying that company's advertising—including broadcast—have as much at stake in the encouragement to progressive shareholder relations as has the investment counsel. To put it bluntly, as one investment man did, "A healthy firm financially is a healthy firm in sales, just as much as the reverse; the dollars are the same in the long run."

From many sources, the series of reports has received repeated pleas for a greater exchange between the financial community and advertising. A broad invitation has been issued

for liaison between advertising men, and broadcasting men, and the Investment Dealers Association and the Securities Analysts Association.

## TWO WAY COMMUNICATIONS

What could advertising men offer these groups?

Many of those interviewed (on both sides of the fence, so to speak) felt that each group has much to learn from the other—and each has a common objective in sharing both information and experience: The health of the business and industry of the country.

What are these areas? First, and perhaps foremost in the short run

is "getting to understand each other...our language is often technical on both sides, and we need to understand each other on that plane to begin with," as one analyst said. "You remember that little song in *The King and I* about 'Getting to Know You'?...well that's the first thing, I believe," said an advertising agency man. "We must understand by learning not only the other language but the approach and attitude," he said.

More specifically, a number of those interviewed stressed the need for sharing of information, details, market data. But there are difficulties.

"Take the case of the tobacco industry," said David Hennigar, researcher for Burns Bros. and Denton Ltd. "A number of analysts and investment houses have tried to assess this industry, both in terms of Imperial Tobacco and of Rothmans. It's a volatile situation, with a number of investors very concerned about it. It's the cancer scare, it's the Rothmans acquisition of Rock City, and it's other factors, too. We wonder why, for example, the industry hasn't reached the same per capita consumption of some other countries. Maybe we need some information and interpretation of the advertising people," he said.

"The problems start with market information—I mean the market for consumer sales. We are out-of-date on this industry, simply because we can only use published figures from government sources—the companies in the industry give us very little (as is true of many others). So we use DBS, which is now up to 1960, and preliminary 1962, with partial 1961 as our best source -- this is the best?" he said.

"We can only estimate the promotion and advertising expenses of these companies by deducting from statements of cost and profit, if we get such a statement. We call this an 'outside expense'. Let me give you the best example we have for this industry right now, the estimate made by W.C. Pitfield & Company of the Imperial Tobacco picture, based entirely on published figures: And guesstimates, since nobody in our group has any access to other figures, much as we have given our best efforts to it," he said.

Several of us, he said, have estimated the effect of the Rothmans entry into the Canadian market on the Imperial position. "We only had the published sources to go on, since the company sources were very tight-lipped. For example, the advertising expenditures of Imperial as a total group we estimate as follows:

1957:	\$1,600,000
Rothmans came into market	
1958:	\$5,900,000
1959:	\$7,300,000
1960:	\$9,400,000"



## TEA FOR TEN

Mrs. Patricia Smith, (R) of Sidney, B.C. recently won \$900 in the "Joe's Notebook" contest held at CJVI. She promptly turned over her winnings to her church to help furnish an apartment in the building, so the congregation can have a full time minister. Eight other members of the church's W.A. also entered the contest for the same purpose.

Mrs. Smith, with her daughter Josephine beside her, pictured here with the members of the auxiliary, were guests of CJVI at tea recently in a downtown hotel.

These women are all loyal listeners of CJVI and form a cross section of the station's listening public.

**CJVI VICTORIA B.C.**

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



**VICTORIA IS the CAPITAL CITY of B.C.**

"Were these accurate?" said Mr. Hennigar, "we doubt it." But all he and his compatriots in the analyst field have to go on are the public figures, from the out-of-date DBS figures plus company statements of one kind of another--perhaps plus rumors from various centres.

The profits, volumes, costs and other factors published by this tight-lipped industry are, in some ways, typical of other industries.

"We consider it a major triumph that people now can get sales figures for the first time," said an analyst. "Can you imagine?" We were the last to know about these things--we imagined all sorts of outside sources as getting the sales figures before we did, maybe people such as the advertising agencies--but I don't know..."

#### AVAILABILITY OF FIGURES

Far more important to many analysts interviewed, however, than advertising expenditures, are sales and market share figures. In many cases, David Hennigar pointed out, it is only recently that company sales figures have been made available. "We regard it as a major triumph when a firm discloses its sales, so we can't expect advertising figures for a few years yet, important as it is for us to have a fair picture of all elements in a company's growth position... all too often we are hampered by out-of-date figures, as in the instance of the tobacco industry, in working out share-of-market for a given company and its competitors..." said Mr. Hennigar.

"Brands and their strength in a market are very important to the investment analyst," affirmed the Burns Bros. and Denton researcher. "In order to assess the future prospects for a firm or an industry for that matter, we are interested in past history and present performance quite naturally," said David Hennigar, "and we look at all aspects of costs, volumes, prices etc."

"Advertising and marketing planning, on the other hand," he said, "may be much closer to our interest than many people imagine, since that aspect of a company's activity may be the key to the future. That's why we would welcome a much closer knowledge of advertising and promotion than most analysts now possess."

This thought was echoed by other investment men. A fuller understanding of the advertising function may be the most important piece of education wanted by the investment community. Not just advertising expenditures as such, but a grasp of the meaning of such figures--this is what the advertising world can do to help the analysts.

#### KNOWLEDGE OF NEW METHODS

There is another side to this coin, too. A number of investment men saw the need as not only for a better grasp of the place of advertising in judging a company's financial prospects, but as a means to planning for a longer-term goal.

"If securities are to be marketed

to the millions, then new ways of reaching those millions must be used," said the partner in one of the country's largest investment houses. "We are used to the traditional methods of offering securities to traditional buyers--and that is a complex technical matter, since the traditional buyers are usually sophisticated in investment matters."

As David Chandler of Bache & Company pointed out, "It is the person who has not yet been motivated to this form of savings that we must reach."

Advertising men are equally agreed on the need for closer understanding between the financial community and advertising-marketing people.

"This may be one of the greatest challenges for advertising in this century," said an agency executive, "but we on our part need to learn a lot more than we know now about the whole process of investing in shares. This is what we can learn from the analyst groups."

What of the broadcasters?

"We must be brought up to date on radio and television," said David Hennigar. For example, the announcement by Rothmans of a plan to spend approximately \$1 million in late-night radio has excited interest in the investment community. "Here is a company with no immediate prospects of substantial dividends," says the Burns Bros. and Denton analyst of the tobacco industry, "but from the standpoint of both sales and earnings, Rothmans appears to offer above-average growth potential."

That broadcasters would be welcome indeed in the meetings of the securities analysts and investment dealers was made clear in a number of interviews.

"We just don't have a proper appreciation of the place of television today," said one investment man.

"Most of us spend so much time in the examination of facts and figures we don't have time to watch TV, and we really have no way of assessing its value," said an investment dealer.

"Radio seems to be coming back, I hear," said a chartered accountant, "or so my friends tell me... I'd like to see the facts..."

In this series, we have viewed some of the problems of the relations between investment people and advertising. The most immediate suggestion offered, on both sides, is the need for much closer liaison between the two communities. Virtually an open invitation has been extended by the financial people to advertising to do so.

Meetings can be arranged (one is now in the process). Advertising speakers can appear before the securities analysts, and perhaps vice versa. There remains the surprisingly deep gulf separating the two groups in both language and training--and perhaps some suspicions too.

The most important observation, nevertheless, was made by one investment man: "Our aim is the same!"

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RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280  
  
LA VOIX DU CANADA FRANÇAIS À MONTRÉAL  
THE VOICE OF FRENCH CANADA IN GREATER MONTREAL  
RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280

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



THESE SQUINTSTONES are sitting watching TV, see, and singing along, when this voice asks them why they're singing. It's the *Singalong with Whatsisname* show, they say. You're crazy, this voice tells them, that's the hockey game that's on. Can't be, the Squintstones say, there's too many meh on the ice, it must be a chorus. There's not really that many men on the ice, the voice says, it just looks that way cuz your TV set is ghosting.

That's the gist of one of the promotional announcements being run on CFTO-TV Toronto in that

station's "antenna check-up time" campaign. The promo ends with the explanation that the home TV antenna is the weakest link in the chain between the television station and the television viewer, and if home reception isn't good, the viewer should have his antenna checked.

Backing up the schedule of TV announcements, CFTO-TV has bought large ads in two of Toronto's daily newspapers, a full-page ad in *TV Guide*, and a saturation campaign on CHFI radio. And not one radio or TV commercial, only one newspaper ad, mentions CFTO-TV!

The three-month campaign, for which CFTO-TV budgeted some \$250,000, was planned as an industry-wide, non-partisan endeavour, though it has proved to be that more in scope than in support.

The station's advertising and promotion manager, Kevin Holen, isn't trying on any halos. "Of course the campaign is of direct and immediate benefit to CFTO," he says, "but it was designed to benefit the whole industry as well and for that reason we omitted all station identification."

#### ALERTED THE INDUSTRY

Before launching the campaign, Holen contracted every would-be, should-be or might-be interested party within the industry and allied fields, either by letter (over 3000 went out) or phone ("till I was hoarse") -- CBLT-TV, the CBC's Toronto station, and CHCH-TV Hamilton; well over 1,000 TV sales and service firms; TV set manufacturers; antenna manufacturers; TV components manufacturers and distributors; the electronics industry association; various city departments; Ontario Hydro; Bell Telephone; National Research Council; the organization of apartment house owners; the insurance underwriters; newspapers; trade papers; many more.

In each instance, the station defined the area of interest (e.g. the safety aspect to the city's buildings commissioner), suggested how the campaign might meet a particular need (e.g. advice to apartment house owners on the installation and maintenance to give tenants best reception), and suggested the support that would aid the campaign (e.g. set manufacturers might include with each new set a tag saying an antenna

check-up would ensure the best reception on the new set).

Reaction was disappointing, Holen admits. TV service firms offered the strongest support, with 50 representatives from leading firms turning out for a seminar at CFTO's studios. At the meeting, RCA Victor's Ontario manager, Bob Norton, gave a talk on the finely-engineered excellence of today's TV transmission, illustrating his points with graphics and charts. Ernie Swan of Ernie Swan Television Co. Ltd. spoke on "antennaplex" systems for apartment house installation, and Cy Collins, president of Toronto TV, discussed domestic installation and reception.

Further support from the service firms has taken the form of banners on their trucks using the ghost that is the symbol of the campaign (basic artwork provided by CFTO) and "hookers" to the newspaper ads placed by the station.

Ontario Hydro has joined the campaign with its own antenna check-up ads, stressing the safety angle by pointing out the hazards of a TV antenna falling onto hydro wires.

Leading department stores have supported the cause in both their TV sales and service departments, taking "hookers" on the print ads for their service departments and placing showcards in their mail order offices in surrounding centres.

Perhaps the biggest disappointment to CFTO-TV was the lack of participation by the other TV stations. To stress the non-partisan nature of the campaign to the last detail, CFTO-TV's proposal to the other stations included the proviso that the TV commercials would not even use personalities connected with 'TO -- the Squintstones are played by actress-comedienne Barbara Hamilton and actor-comedian Tom Kneebone; the voice is that of freelance announcer Brad Crandall. But to no avail, and CFTO carried on with naught from its competitors but *best* wishes for the success of the campaign.

#### USING ALL MEDIA

Biggest item in the campaign is, naturally enough, television. From November 2 through to the end of January, the station has scheduled 50 60-second spots a week, as many of them in prime time as Holen could wangle. This adds up to approximately \$10,000 a week, plus the \$5,000 for production of three announcements.

A saturation schedule on CHFI

## WESTWARD HO!



Name the richest province in Canada for the next 12 months. That's right. Saskatchewan. Little old Saskatchewan, producer of two-thirds of the nation's wheat...the province that has nosed out Ontario as Canada's richest in terms of per capita income due to the recent staggering sale of wheat to Russia. Westward ho, indeed.

Quote *Time*, Sept. 27th: "As it filters into the economy, the Russian wheat money will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet is CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatoon.

**CFQC**  
radio — Saskatoon

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Print Division

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The trend is to balanced programming

## G. N. MACKENZIE LIMITED HAS SHOWS

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

I marvel at the strength of stitches binding seams of Capri britches.

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



radio which reached 20 spots a day at its peak added another \$10,000 to the budget. And the 1000-line "ghosts in your livingroom?" ads each Friday in the *Toronto Telegram* and *Toronto Daily Star* cost approximately \$15,000, including production.

The theme in each medium was simple, informative: the television industry spends millions on the best of programs and the finest equipment to transmit them, but the quality of home reception depends on home equipment; surveys show faulty antennas are most often the cause of poor reception; an antenna check-up is not necessarily expensive. The underlying message was, don't blame the station, the set manufacturer, or the set repairman, look to your roof.

In addition to paid advertising, Ernie Swan appeared on CFTO-TV's *Morning Magazine* with tips for householders and apartment dwellers and apartment dwellers on improving their TV reception by such simple means as not using excess wire to link the TV lead-in to the set and not tacking this wire to baseboards. The *Toronto Telegram*, major shareholder in CFTO-TV, ran an article, "TV Antenna Forgotten Link."

Thus far one trade paper has taken up the cause editorially, with a three-part series scheduled for *Building Management*, which goes to apartment house owners and managers. The articles will deal with the conditions that cause poor reception, how to improve reception, and maintenance for continuing good reception.

And so the campaign goes. Holen says some 25 leading antenna installation and service firms have reported a tremendous upsurge in

check-up calls since the campaign started, and the station has noted a marked decline in the number of calls complaining about reception.

#### INVITATION TO OTHERS

Toronto may be the largest problem area, with some 500,000 TV homes, many of which are equipped with antennas ten years old and older (it's these oldest antennas, geared to distance reception, which cause the majority of complaints to CFTO-TV, the newest local station in the market). But Holen feels that stations in other markets and the industry as a whole might benefit from similar campaigns in other centres.

"Any station interested in launching a public service antenna check-up campaign will have my full support and co-operation," he said, offering full details on CFTO's campaign operations, further suggestions based on its experience, copies of the radio scripts and newspaper mats free, and even the television film if arrangements could be made for residual payments to the performers.

#### Available

"Twenty-eight year old News Director... 10 years in broadcasting, seven in television. Extensive experience as newscaster, writer and producer of TV news and documentaries. Desires employment offering advancement in this field. Will supply brochure and references on request. Write to Box A-715, Canadian Broadcaster, 217 Bay Street, Room 205, Toronto 1, Ont.

"As dedicated broadcasters, we feel very strongly about this," says Kevin Holen. "Broadcasters put millions of dollars into the best possible programming, top people, the finest engineering equipment, and then we're only as good as that chunk of metal up on the roof. Yet there's a frightening lack of interest shown in that chunk of metal by the people who should be vitally concerned about it, the broadcasters, the set manufacturers, the sales and service companies and all the allied fields."

#### WANTED

"Large WEST COAST radio station wants professional Program Director. If you like a challenge, have a track record, are a leader, administrator and doer, here is your big chance. Send complete description of your experience to Box A-716, Canadian Broadcaster. Replies confidential."

Want a Man?

Want a Job?

TRY A SMALL AD  
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#### MOVE UP WITH CKGM

Our continuous expansion into all phases of broadcasting results in a constant need to search for creative Canadian radio talent that wants to move up — so why not move up with CKGM — Montreal, by putting your name confidentially on file now, for top-paying future openings . . . professional air work, professional creative writing, professional production, professional newscasting, professional news writing. Tell us your story in confidence now. Write Don Wall, Vice President, CKGM — Montreal, CKGM Building, 1455 Drummond St., Montreal 25, P.Q.

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# CUTS & SPLICES

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

HAPPY 25TH ANNIVERSARY to Crawley Films Ltd.

In a folder titled "25 Letters to Salute 25 Years" Crawley has collected some highlights from their mailbag, including letters from Prime Minister Lester Pearson ("a quarter century of distinguished accomplishment in the making of motion pictures"); Leader of the Opposition Diefenbaker and other party leaders; the National Film Board; the Canadian Film Institute; the Motion Picture Industry Council of Canada; the International Federation of Film Producers Association in Paris; the Motion Picture Association of America; the British Film Producers Association; the Canada Council, the CBC and the CTV Television Network; the Board of Broadcast Governors; the Canadian Association of Broadcasters; the Association of Canadian Advertisers; Mayor Charlotte Whitton of Crawley's home town, Ottawa ("truly Canadian films of enriching excellence").

Crawley's silver jubilee year will see the company's first feature film, *Ville Jolie*, go into distribution and into competition with the world's best at the Cannes Film Festival. And shooting starts next month in Montreal on *The Luck of Ginger Coffey*.

Switching from client to Crawley, communication and design consultant Henry E. Strub is now the exclusive representative of Crawley Films in the province of Quebec. Strub has been involved with film planning and production on five continents, in his nearly twenty years with the Aluminium Limited Group of Companies in sales development, advertising, public relations, film making and design co-ordination. He brings to Crawley's clients his own experience in seeing film problems from the client side.

*Return to Oz*, one hour television special with art work, animation, photography and editing by Crawley for Videocraft of New York, will be seen in full color on the NBC television network on Sunday, February 9, sponsored by General Electric. It is 160,000 pieces of art work.

"Canadian program producers have now reached a stage of professionalism where their product should be acceptable and welcomed on major U.S. stations and foreign networks," says Ralph Ellis, and he's launched a new television program distribution company based on that belief.

Ralph C. Ellis Enterprises Ltd. is a specialized distribution company to handle Canadian-produced programs in both local and international markets. "Most distributors have been reluctant to handle Canadian productions due to heavy overheads," Ellis says. "They've only been interested in handling full series of, say, 26 half-hours. But my new company will handle even single shows provided they have quality and audience appeal."

The company will also distribute foreign-produced programs in Canada. On the agenda as well is development of live and taped radio and TV programs.

Headquarters is in the new Film House at 22 Front Street West, Toronto.

Ellis was formerly president of Fremantle of Canada Ltd., involved in film program distribution, distribution of the live syndicated *Romper Room*, and developed *Blackouts*, an audience participation contest sponsored by Loblaw Groceries on CFTO-TV Toronto. Ellis is also publisher of the first "Directory of Broadcast Executives."

UNITED ARTISTS Television Inc. has opened a full-fledged Canadian operation -- United Artists Television of Canada -- under general manager Nat Donato, who moved over after nearly six years with Screen Gems (Canada) Ltd. where he was director of national sales.

The new company will handle all UA and ZIV television programs, formerly distributed through Z.I.T. Programs (Canada) Ltd., and also United Artists features released for television. A new package of 22

features, United Artists Showcase Two, has just been released and includes such films as Cannes Film Festival winner, *Black Orpheus*; *Moby Dick*, starring Gregory Peck, Orson Welles, Leo Genn and Richard Basehart; Marlon Brando and Anna Magnani in *The Fugitive Kind*; *The Pearl*, with Pedro Armendariz; and *Separate Tables*, with Burt Lancaster, Rita Hayworth, Deborah Kerr and David Niven.

United Artists Television is preparing six pilot films for the 1964-65 season: a half-hour comedy series, *Pioneer, Go Home*, starring Tom Ewell; *John Stryker*, an hour-long adventure series starring Richard Egan; *Kibbee Hates Fitch*, a half-hour comedy series based on goings-on in the fire department, with Don Rickles and Canadian actor Lou Jacoby; *Mark Dolphin*, a one-hour adventure series with Robert Horton; *Gilligan's Island*, a half-hour comedy with Bob Denver and Alan Hale; and *Calhoun*, starring Jackie Cooper and Barbara Stanwyck in a one-hour series about a County Agent.

THE NEW EMPHASIS on television at Twentieth Century Fox since Darryl Zanuck took over the reins continues, and the Canadian TV division -- headed by TV-oriented sales manager Tom Reynolds, formerly national sales manager of CFTO-TV Toronto -- is moving into distribution of made-in-Canada television shows.

First step is syndication of properties of B.B. Ltd., wholly-owned production subsidiary of Baton Broadcasting Ltd., owners of CFTO-TV.

Reynolds recently returned from a swing through the west pitching several of these 100% Canadian content shows: *Sports Hot Seat*, hosted by Johnny Esaw, sports director of 'TO, with a panel of sports reporters and broadcasters who put well-known sports figures on the "hot seat"; *Kiddo*, popular children's program starring Kiddo the Clown; *Professional Wrestling*, hosted by Lord Athol Layton; *Hi Time*, a teenage dance party show; *Punch and Johnny*, a seasonal sports show with Johnny Esaw and Punch Imlach, coach of the Toronto Maple Leafs hockey club; *Outdoor Sportsman*, hosted by syndicated columnist Pete McGillen; and *Wish You Were Here*, with Ernest Bartlett, travel editor of the *Toronto*

*Telegram*, and guests from foreign countries in an informative travel program.

Future plans for the Canadian television scene involve show development and the possibility of co-production.

FOLLOWING THE TREND IN THE U.S., 20th Century Fox and Fox Movietone News are producing a series of documentary specials from their newsreel footage, instead of leasing it for TV use as in the past. With 75,000,000 feet of news coverage in the U.S. and 21,000,000 feet in the U.K., they have the makings of quite a series.

First of these hour-long shows is *Anatomy of Crime* (first Canadian sale, CHCH-TV Hamilton) and the second is *The War to End All Wars*, from World War I footage.

Twentieth Century has seven pilots in the works for the '64-'65 TV season: *Peyton Place*, planned to run two half-hours per week; *Comeback*, a documentary series on well-known personalities making a comeback after illness, financial loss, and such; *Day to Remember*, a series on famous events in history; *Voyage to the Bottom of the Sea*, a one-hour show featuring Richard Basehart and David Hedison; *Three in Manhattan*, a half-hour romantic comedy series; *Valentine's Day*, an adventure series with Anthony Franciosa; and *Twelve O'Clock High*, a drama series.

THE FILM LABORATORY division of S. W. Caldwell Ltd. has been purchased by Clare Burt and re-named Medallion Film Laboratory Ltd. The lab continues to operate with the same staff, under general manager Ross Smith, with Murray Marshall promoted to sales and service representative.

Burt's introduction to the film business was some twenty years ago with NFB on the rural circuit in Ontario, but since then he has concentrated on free-lance writing and broadcasting in the agricultural field. Last year he took over the radio recording division of Caldwell, now called Clare Burt Recording Ltd.

ADMINISTRATIVE DIRECTION of Fremantle of Canada Ltd. has been taken over by Paul Talbot, chairman of the company, since the resignation of Ralph Ellis as president. Talbot is president of Fremantle International Inc., New York, which distributes TV film programs and develops live production throughout the world.

Film sales will continue to be handled by Peter Buckley in Toronto and Henri Tremblay in Montreal for French Canada, and Vern Furber will continue to direct operations for the syndicated live *Romper Room*, the television kindergarten seen in eight countries.

C

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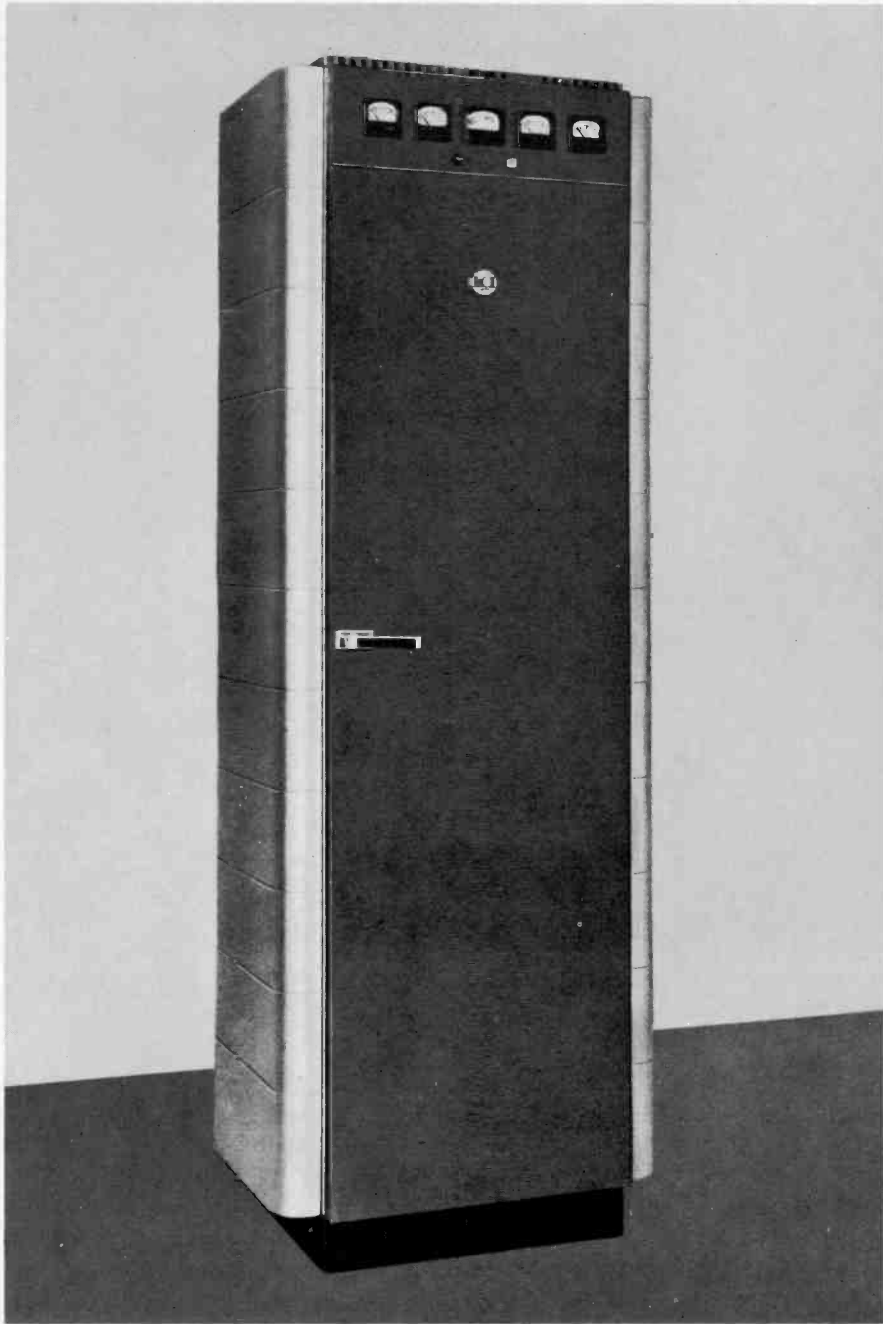
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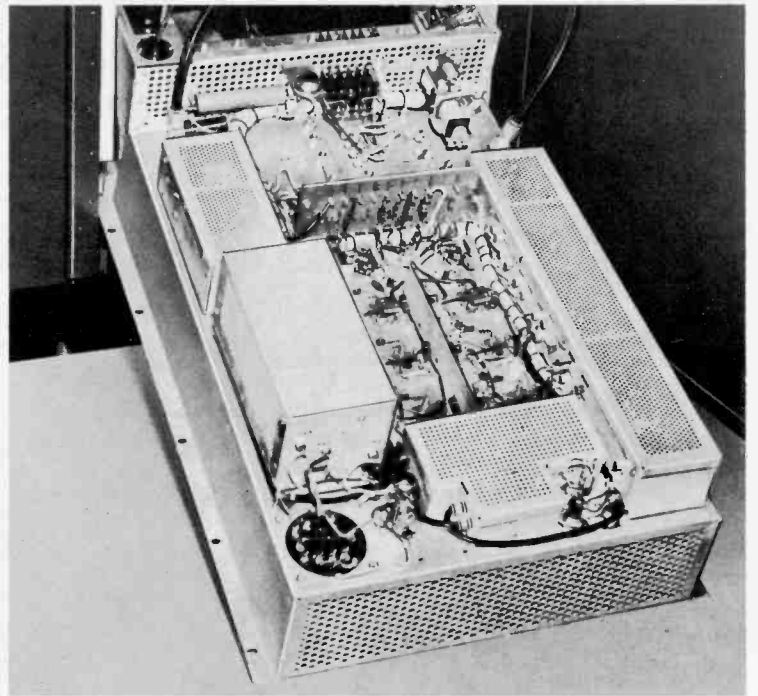
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T H E M O S T T R U S T E D N A M E I N E L E C T R O N I C S



CJOB wins Broadcasters Promotion Association "On-The-Air" Award for "Special Events" spot. TV star "Tennessee" Ernie Ford (right) makes presentation to Bob Somerville, Young Canadian Ltd., acting on behalf of CJOB, in San Francisco, November 19, 1963.

CJOB wins Canadian "Dramatic" commercial award at Radio Commercials Festival in Toronto, November 14, 1963. Festival Chairman W. W. Vanderburgh of Coca-Cola Ltd., presents award to Arnold Stinson (left), Standard Broadcast Sales vice-president, acting on behalf of CJOB.



# CREATIVE RADIO

at it's best . . .



To many in the advertising industry, it came as no surprise that Radio Station CJOB Winnipeg recently received creative honours in both Canada and the United States.

However, the "awards" in which CJOB is most interested are the sales successes it continues to ring up in Greater Winnipeg for sponsors and their agencies. It is to these hourly "honours" that the energies of General Manager Rory MacLennan, Assistant Manager Dick Moody and the CJOB staff are concentrated.

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