

Radio

television

vertising

the
radio and television
executives club



Canadian
BROADCASTER

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

22, No. 14

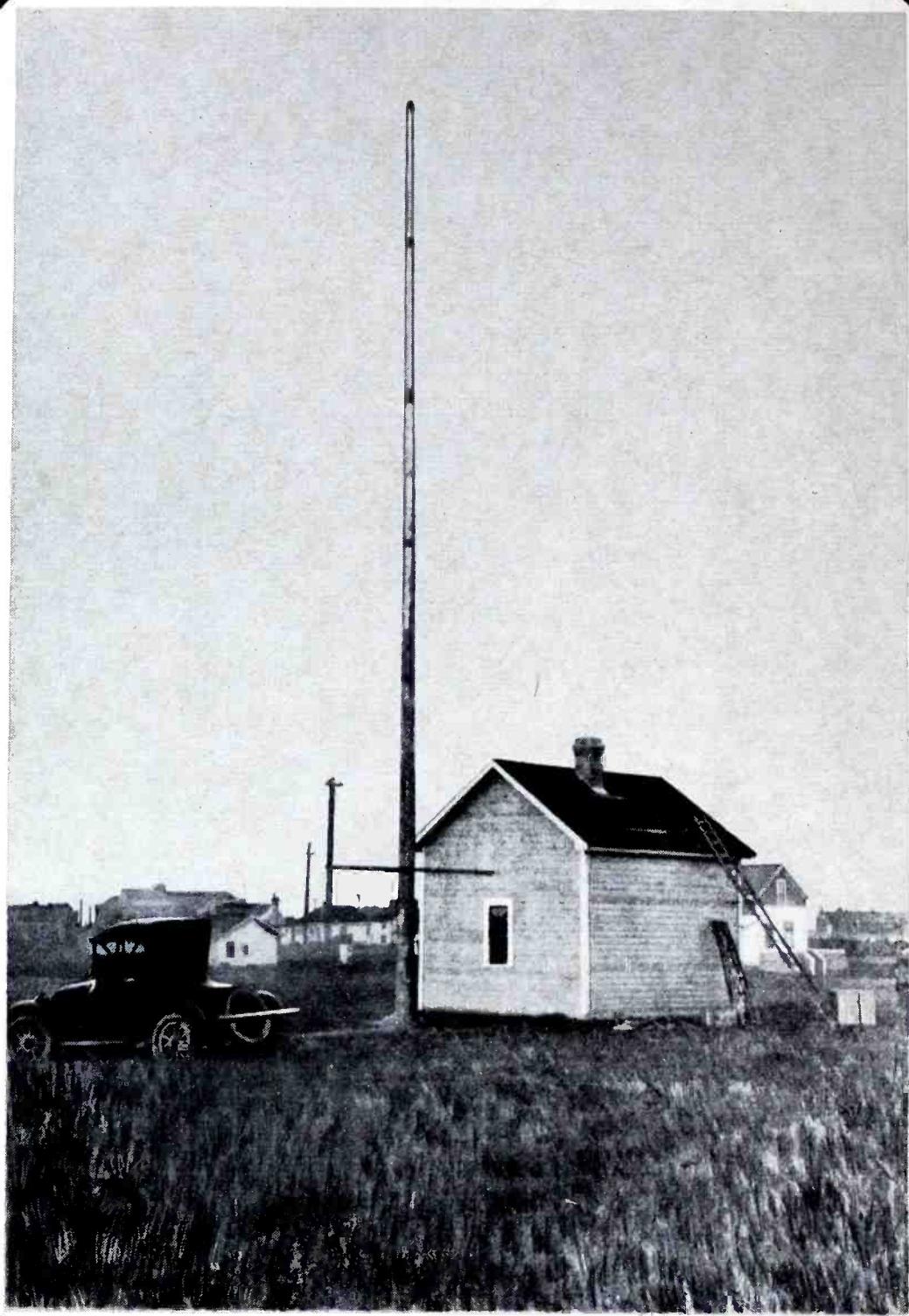
TORONTO

July 18th, 1963

The Radio & Television Executives Club started on a new tack during its July meeting when it presented an award for outstanding contribution to broadcasting and hopes to do more from time to time. The first winner was Jack Webster, CKNW, New Westminster commentator, for his handling of a jail break. See "Over the Desk" on page 12. Photo by Ron Vickers.

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Who put the Crystal Sets in Mr. Murphy's Electrical Shop?



The day was a little too hot for selling refrigerators to Eskimos. Instead, the young man in the neat grey suit sold Adelbert Arthur Murphy and partner a big batch of crystal sets. As the young man pointed out, it was quite a coup for a Saskatoon electric shop to stock the new-fangled sets in the year 1922. He wasn't quite so quick to point out that the town had no radio station! ■ Never a man to say die, A. A. Murphy set out to sell

those crystal sets by the most effective route. He simply started a radio station — an eloquent gesture of faith in the infant industry. His station went on the air July 18, 1923 . . . call letters CFQC. And, as CFQC celebrates its 40th birthday from the front ranks of Canadian broadcasting, it salutes A. A. Murphy . . . one enterprising young man . . . and a batch of shiny crystal sets.



Radio Saskatoon

SIGHT & SOUND

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

FOR THE FIFTH consecutive year, British American Oil Co. Ltd., through James Lovick & Co. Ltd., will co-sponsor telecasts of Canadian professional football, which this year will involve some 73 or 74 games broadcast on CBC and CTV networks. Co-sponsor in the East will be John Labatt Ltd. through J. Walter Thompson Co. Ltd. Co-sponsor for the West has not yet been announced.

HOCKEY BROADCASTS on television next winter will start at 8.30 p.m. instead of 9, it has been announced, and the CBC will carry the full schedule of Saturday night games while CTV will carry 14 Wednesday night games.

Imperial Oil Ltd., through MacLaren Advertising Co. Ltd., will co-sponsor the broadcasts from coast to coast on both networks, with other advertisers picking up the other half on a regional basis. Molson Breweries Ltd. will co-sponsor the telecasts in Ontario, Quebec and Newfoundland. It is rumored that Ford Motor Co. of Canada Ltd. through Vickers & Benson Ltd. will be the western co-sponsors.

DELUXE READING Canada Ltd., newly formed Canadian subsidiary of one of the largest toy manufacturers in the U.S., has appointed Cockfield, Brown & Co. Ltd. to handle its advertising, effective immediately.

Advertising will be primarily television in major markets, participation and spots in children's programs for pre-Christmas promotion. The toys are manufactured in Canada and will be distributed through food chains exclusively.

Account supervisor is Ray Collington and Barry Nicholls is account executive.

Cockfield, Brown has also acquired the account of E. R. Squibb & Sons of Canada Ltd., Montreal.

ACCOUNT SUPERVISORS Peter A. Webb and John A. Venner have been appointed vice-presidents of MacLaren Advertising Co. Ltd. Webb joined the agency two years ago. Venner has been with the company since 1947.

FOUR SENIOR ACCOUNT executives, each with more than ten years' service, have been appointed vice-presidents of Muter, Culiner, Frankfurter & Gould Ltd. The new veepees are Harry Gallant, Gerald A. Rafelman, Jack Sturman and Murray E. Buckstein.

New vice-president of the Public Relations Board of Canada, a division of the agency, is Sam Crystal, who joined the company in 1959 as managing director.

AT AN ORGANIZATION meeting in Toronto last month the Trans-Canada Advertising Network was formed and William S. Whitehead, president of Whitehead, Titherington & Bowyer Ltd., was elected its first

president. Vice-president is Gordon Rowntree of Gordon Rowntree & Co. Ltd., Vancouver; secretary is G. Philip Backman of Backman Advertising Ltd., Halifax; and treasurer is John Doherty of John Doherty & Co. Ltd., Ottawa.

Directors are M. Dunsky of Dunsky Advertising, Montreal; Albert Lippman of Lippman Advertising Associates Inc., Buffalo; and John Anderson, John C. Anderson and Associates Ltd., London, England.

The network has seven members at present.

THE BAKER Advertising Agency Ltd. has named Earl Kliman as research director, to head up already-extensive research programs and to concentrate on new psychological studies into advertising creative effectiveness.

For the past four years Kliman was a research officer with the CBC, engaged in studies of audience perceptions and television usage and the application of clinical psychological test techniques to the study of television audiences. An M.A. in psychology, he was a practicing clinical psychologist for a number of years.

THE CANADIAN Advertising Research Foundation (CARF) elected its 1963-64 officers and directors at the annual meeting held in Toronto last month.

Chairman is J. N. Milne, MacLaren Advertising Co. Ltd.; vice-chairman is W. C. Derry, Cockfield, Brown & Co. Ltd., Montreal; and secretary-treasurer is B. Ernest Legate of the Association of Canadian Advertisers.

Directors are: Alan L. Bell, Canadian Association of Advertising Agencies; J. B. Doyle, General Foods Ltd.; W. H. Erskine, J. Walter Thompson Co. Ltd., Toronto; Alec Lee, Trans-Canada Air Lines, Mont-

real; R. E. Merry, Lever Bros. Ltd.; W. H. Poole, Young & Rubicam Ltd.; Allan E. Ross, Goodyear Tire & Rubber Co. of Canada Ltd., New Toronto; W. H. Wilkes, Tandy-Richards Advertising Ltd.

• • •
NEW PROMOTION manager with the CTV Television Network is Robert S. Macpherson, recently returned from a 40,000-mile, ten-month tour of the South Pacific, New Zealand, Australia, the Middle East and Europe. He replaces Ed Hausmann who leaves in mid-August for a two-or three-year expedition through Europe, Africa, India, the Far East, during which he will free-lance to radio, newspapers and magazines.

Macpherson, once with CBC's press and information department, was advertising and public relations manager of Royalite Oil Co. Ltd. in Calgary for eight years and most recently as an account executive with Brown, Mitchell & Wright Ltd. in Calgary.

• • •
RALPH S. BUTLER, former manager of the Toronto office of Benton & Bowles Inc., has established a new firm called New York Services for Advertising Inc., with U.S. veteran agency executive Robert Weenolsen. Butler is executive vice-president of the operation, which provides New York branch office facilities to out-of-town and foreign agencies and supplies assistance and supervisory services in TV, radio and other media, marketing, research and all phases of advertising, on a fee basis.

• • •
TWO OVERSEAS appointments have been announced by the CBC. Morley Safer is now the Corporation's London correspondent, replacing Donald Gordon who will be assistant professor of political science at the Calgary Division of the University of Alberta. Safer has been television assignment editor and reporter at

CBC's London office and prior to going overseas 18 months ago was editor of CBC NEWMAGAZINE.

CBC's first staff correspondent in West Germany is Philip Calder, formerly radio assignment editor and reporter with the London office and prior to that a parliamentary reporter in Ottawa. He will be stationed in Bonn to report on developments in Berlin, Brussels and Geneva.

Appointment CBS Television Network Sales Of Canada Limited



WILLIAM F. COOKE

Mr. James T. Aubrey Jr., President, CBS Television Network, is pleased to announce the appointment of William F. Cooke as General Manager of the newly-formed CBS Television Network Sales of Canada Limited. Mr. Cooke was associated with the Canadian Broadcasting Corporation for the past eight years in a number of sales executive positions, most recently as Television Sales Manager. He will make his headquarters in the Carlton Towers, Suite 1402, 2 Carlton Street, Toronto. Phone: 363-6294.

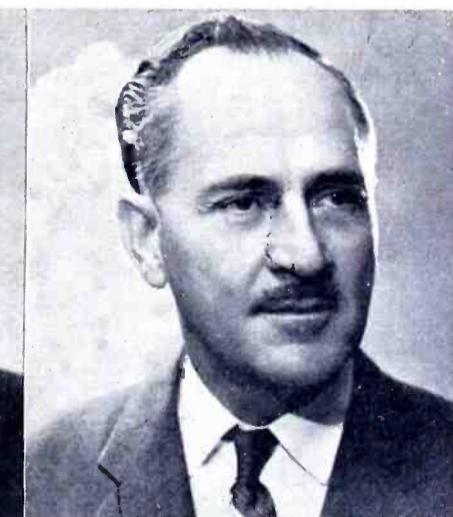
PAUL L'ANGLAIS INC. APPOINTMENTS



Gilles Loslier



A.-L. D'Eon



Fernand Rufiange

Mr. Paul L'Anglais, President of Paul L'Anglais Inc., is pleased to announce the appointment of Gilles Loslier, as National Sales Manager for the Montreal Office; A.-L. D'Eon, as National Sales Manager for the Toronto Office and Fernand Rufiange, as Local Sales Manager, Montreal.

Kids Win Bike and Scholarship



JOHNNY JELLYBEAN (Ted Zeigler), host of CFCF-TV Montreal's *Lunchtime Little Theatre* staged a race with "Toomey", an invisible character from his popular children's show, as an added attraction of the 23rd annual Kinsmen Coaster Classic last month. Johnny's "The Bean" soon left Toomey's tiny racer behind but then his own speedster, specially built by the CFCF-TV carpenters, gradually fell apart and the race was something less than Grand Prix.

"Magic Tom" Auburn, of Channel 12's *Surprise Party* children's show,

was also on hand for the soapbox derby, entertaining the crowds of youngsters with magic tricks. Sports director Dick Irvin called the race heats as they were run at up to 30 m.p.h. down the 730 foot track, and Ron Hill provided color commentary and interviews. Films of the race, which drew 41 contestants, were shown on *Surprise Party* the following week.

First prize in the coaster classic was a \$500 scholarship donated by CFCF-TV, plus a trophy and bicycle from other supporting companies.

Eighty Compete in Student Quiz



THE PROGRAM IS *Touchdown Quiz* and, here, the students who "scored the winning touchdown" proudly accept cheques for \$250 each from Lloyd Westmoreland, assistant general manager of CKCK-TV Regina.

The station provided \$1,500 in cash prizes and "without any doubt, this was the most successful educational quiz panel in the station's history," says CKCK-TV.

It has become station policy to program these educational quiz panels (for two years it was *Knowledge College* for grade eight students) in prime evening time to demonstrate to viewers the progress of education and of local students.

The 26-week *Touchdown Quiz* series, just ended, involved 80 grade twelve students from 20 schools in Regina, Moose Jaw and surrounding rural areas. The programs were emceed by Bruce Cowie, produced by Doug Cowan. The series was a Beckerman-Sojonky feature.

The four members of the winning team from Central Collegiate in Regina received \$250 each; the team

of runners-up from Sheldon-Williams Collegiate, Regina, won \$100 each; and \$25 each went to the third place panel from Martin Collegiate in Regina. A good sportsmanship trophy was awarded to the Milestone High School team.

In another educational endeavor, a crowd of 300 (in a village with a population of 97) saw Westmoreland award a cash bursary to the student with the highest academic average in the graduating class in Colgate, site of CKCK-TV's first rebroadcasting station. Graduation exercises drew some 300 people from Colgate and district to the Town Hall, where one of the twelve graduating students received the Channel 12 award.

MEMORIAL AWARD

THE "WILDERNESS AWARD", an annual television film award, has been established as a tribute to three CBC men who were killed in a plane crash in February while filming a *Camera Canada* production entitled *Wilderness*, producer Norman Caton and cameramen Len Macdonald and Charles Riegler.

The award in their honor will go to a film produced for a CBC local, regional or national program in English or French, either made by the CBC or commissioned by and made under the production supervision of the CBC.

The winning film will be chosen by a panel of five judges of international repute in the arts, only one of whom will be a CBC employee, and the first award will be made early next year for a film produced in 1963.

A committee under chairman Vincent Tovell, public affairs producer, has agreed on an amount of \$5,000 to establish the award and contributions are being made by CBC employees and others who knew and admired the three men and their work and who are interested in continuing achievement in the field of TV film.

SALES HELP

See Page 16

We feel free when we escape — even if it be
just from the frying pan into the fire.

CFCN RADIO/TV
CALGARY

HARDY MEN
HAVE
ALL
THE FACTS

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with

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CKRS-TV-2	ROBERVAL	— Channel 8
CKRS-TV-3	PORT ALFRED	— Channel 9

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**Editorial**

Irresponsible Taxation Defeats Its Purpose

Now, more than ever before in the history of business, the country is looking to business to keep goods selling and so maintain the national economy on a stable level for the benefit of labor and the general public, as well as for itself.

Yet, by its very acts, the government has aimed a crippling blow at the national economy it was elected to restore and protect, by the sudden and unthinking announcement of increased taxation in certain areas of business, without the slightest warning.

Then, in the next breath, it admitted its complete lack of knowledge when it reversed its original decisions, thus providing relief for the time being, but, at the same time, adding to the confusion.

Business, which is the keystone of our economy, had its first taste of astronomical taxation in the war years. It was a necessity born of the emergency, and we learned to live with it.

After the war, we walked into an era when government started getting itself mixed up with all manner of welfare agencies and projects. And here again, business, which had been looking for a relaxation of taxes when the war ended, learned to live with the new order of things.

Nationalized or socialized business, operated by the government, often in competition with tax-paying private enterprises, and usually at a loss, has to be maintained by the tax-payers.

Here again, business has learned to face up with the facts and continue to function usefully, and even profitably, in the face of fantastic odds.

all its profits to the cause of victory, it even administered its own discomfort itself, as top-flight industrialists, financiers and others rallied around as volunteers — dollar-a-year men they were called — to supervise the spending of their own money for the public good, and without putting themselves out of business and so drying up the supply.

In the war days, the difference was that the imposition of taxes was effected by men and women, with complete understanding of what they were doing, and the effect it would have on those to whom it was done.

At the present time though, tax structures are built and imposed by men who have shown, in the past month, that they have neither the slightest conception of what they are doing, nor the initiative or courage to consult those who have.

• • •

Governments derive their revenues from contracts and orders which have been negotiated between one business and another on a mutually profitable basis. These contracts are pledged with the bank to finance the undertakings, whatever they may be. But when these governments suddenly transform this security into a serious liability, by the imposition of new taxes, effective the day before yesterday, they are cutting off the supply of money at the source.

Business is a good citizen, which directly or indirectly, pays the lion's share of the taxes which keep the country going.

For this reason, and because of its experience in administration, before a new set of taxes is imposed, it is the right of every individual industry to be consulted on the most practical methods and timing for levying the taxes it is itself to be called upon to pay.

During the war, business not only cooperated in what amounted to turning over

RADIO RIBS
THE CIGARETTE
PEOPLE HAVE
MOVED TO SPOTS
AFTER NINE TO
MISS THE KIDS.
THATS OK BY US,
BUT . . .

SURE IT'S OK. GIVES
US SOME REAL PRIME
TIME TO SELL. I
WONDER WHO...

by Harkley
BEER
ANYONE?

Canadian BROADCASTER

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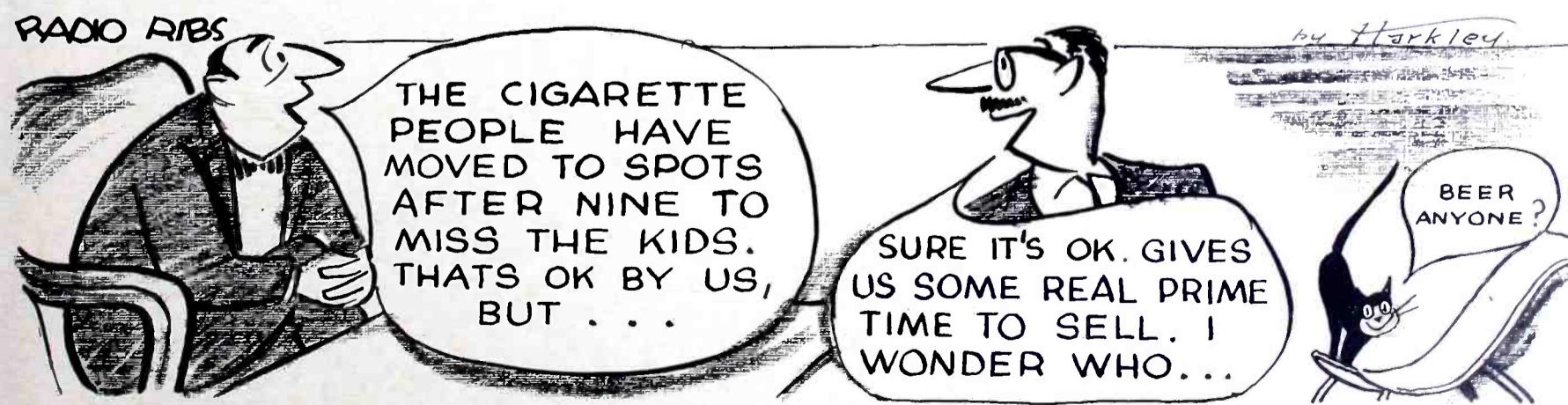
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CKCK BACKS MUSIC FESTIVAL

ONE OF THE THREE largest international band competitions on the continent, the annual Moose Jaw Kinsmen International Band Festival, was "immensely successful" this year and "CKCK must take the lion's share of the credit for making it so" says the festival chairman.

In January chairman Murray Dubinsky, a Moose Jaw lawyer, and two of his committeemen told CKCK management their sad story. After 13 years, in only one of which they showed a profit, the service club might have to give up its pet project for lack of funds. Could CKCK help?

CKCK could. General manager Hal Crittenden offered strong support. The station contributed a \$300 cash scholarship, purchased the radio rights for a three-year period, and gave the festival full promotion.

CKCK-TV aired 13 promotion spots, 26 flashes and 36 IDs. It carried six interviews with Kinsmen members and visiting performers, and launched "Festival Week" with a showing of the film *Stars and Stripes Forever*, the story of John Phillip Sousa.

CKCK Radio, too, carried a promotional campaign, laced programming with more martial music and featured numbers by clarinetist Buddy DeFranco, guest artist at the festival.

The station's chief TV announcer, Garth Dawley, was "donated" to emcee two evening band performances.

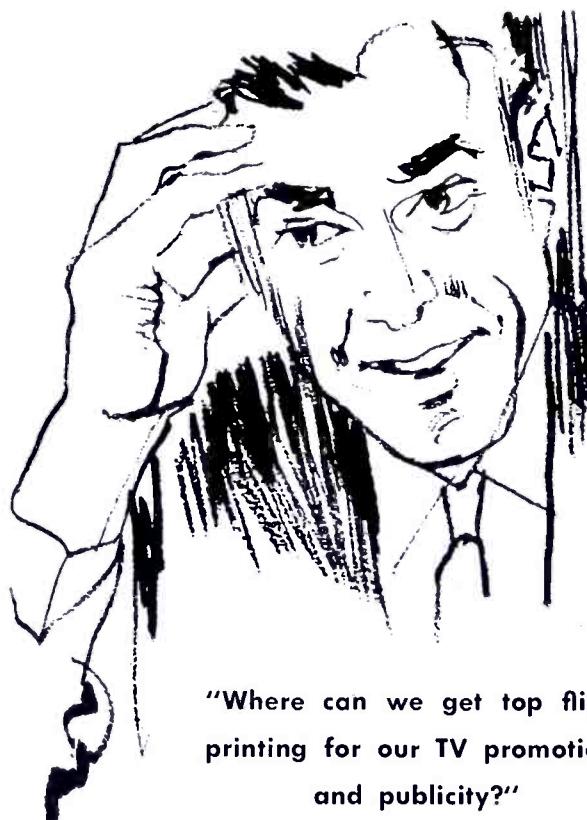
And wow! Attendance at all three evening performances broke records, with Saturday night's concert sold out for the first sell-out in the 14-year history of the event. The collection taken during the big parade totalled \$100 over last year, despite bad weather.

"Basically, our festival this year was the same as in recent years," said Kinsmen chairman Dubinsky. "Our guest artists were of the same calibre and there were even fewer bands. The only thing we did differently was to visit CKCK."

"The ingenuity and enthusiasm of the staff for this project was a revelation to all of us and it must rank with the finest promotions ever done in this country."

The 65 service club members, who work the year round to arrange for adjudicators and guest artists and up to 50 bands from Western Canada and north-central U.S., are confidently planning next year's festival with CKCK's support already pledged.

To promote the festival, the Kinsmen now have a 15-minute color film of "Festival Week", produced by CKCK.



"Where can we get top flight printing for our TV promotions and publicity?"

The first step is to call in Northern Miner Press. They're used to dealing with this problem because they've been doing it for nearly 50 years. Their presses roll night and day. Pick up and delivery any time you want it.

For top quality printing of TV promotion and publicity material:— brochures, house organs, counter displays, banners and other TV aids, call Northern Miner Press.

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ONE SET IN TEN IS LICENCED

By MAC LIPSON

Tokyo (Japan) — Although Canadians threw the system out a number of years ago with great gusto and hurrahs, anyone in Japan with a radio or television set must pay a monthly licence fee by law. The licence fee is the sole revenue of NHK, Japan's equivalent of the CBC which, unlike the CBC, does not permit sponsorship of any of its programs.

The licence fee is collected each month by an NHK collector. If you have a radio and TV set, and most Japanese homes have both, the fee is about 85 cents a month, or \$10.00 a year. Although broadcasting officials claim that most people pay the fee without objection, figures indicate otherwise. Current statistics show 10-million registered radio sets and 9-million TV sets, but other sources scoff at these figures in the light of Japan's population which is nearing 100,000,000. They believe there are more than 25,000,000 radio sets and at least 20 per cent of that number of TV sets in actual use. (The radio figures include transistors.)

Oddly enough, the law says everyone must pay, but does not provide any penalty. It's safe to assume from the law of averages and human nature that quite a few people try to avoid the fee, particularly in places of business, rooming houses or apartments.

Little, if any violence, occurs in Japan over collection attempts at the door. The collector does not have the legal right to enter the premises, but there's a catch. Working on a straight salary, his determination to collect is spurred on by a proffered commission for every citizen he finds trying to evade the law. When he suspects a dodge, he will often march up to the door of the reluctant householder with the landlord whose entry the tenant will not deny. (Real estate is in high demand in many cities and tenants often pay big "key money" to get the right place.)

The majority of set owners go along with the Government thinking that a national broadcasting system must be paid for, even though it may be largely ignored in favor of commercial outlets, (just as taxpayers must pay for public services and facilities they may never enjoy personally elsewhere in the country).

But some people, in the past disdained the more high-brow presentations of NHK for the lighter fare of the numerous privately-operated TV and radio stations, many of whom operate temporary network hook-ups across the week, doing quite reason-

able justice to most types of programming.

A case which became newsworthy was that of a top executive with one of the private television stations who roundly objected to paying the licence, because he said he only watched his own station's productions because it was part of his responsibility.

When the revenue collector reasoned that he was entitled to look at NHK programs, the executive said he would technically eliminate the NHK channel on his set, which he promptly had done. He won his point, too.

Not long ago, such a ruckus was raised by various quarters that pressure was applied in the Japanese Diet to eliminate the licence. Since the licence is NHK's sole source of income (and it proves more than adequate), the move gained little support. However, concessions were made and rates were reduced. Additionally, NHK set up a research bureau whose work is always available to private broadcasters.

There are 42 private broadcasting companies with 114 radio stations in Japan. NHK operates 259 others. There are 75 privately-operated TV stations and 99 NHK video outlets. Radio operates about 20 hours per day; television, 18. Strangely enough, sponsors prefer female announcers doing their commercials as a general rule. Animated cartoon commercials on TV are the rage. And if you think you've seen everything, come to Japan and watch *Popeye and Olive* adventuring over tribulation and spinach in rapid-fire Japanese. Oy vay!

Air Stampede In Stereo

MANAGER ALLAN BARKER of Calgary FM station CHFM reports a successful experiment in broadcasting in stereo the chuckwagon races at the Calgary Stampede.

Mr. Barker says microphones placed approximately 70 feet apart picked up clearly the clattering of the wagons, snorting of the horses and ringing harness bells.

CHFM also broadcast Monday's stampede parade in stereo. Mr. Barker says the stereo separation was excellent and as far as the bands were concerned "I don't think we could have made any improvement."

RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280



RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280

RADIO-1280 RADIO-1280

CLEAR'S WAY FOR CANADIAN UHF

THE FEDERAL Communications Commission has accepted the Canadian government's proposal to reserve for Canada's use some 231 additional ultra-high-frequency television broadcast channels along the border area.

The agreement forms part of a new Canadian transport department plan for ultra-high-frequency TV in Canada, the Commission said.

Eight other Canadian-proposed reservations were withdrawn after they were found unacceptable by the U.S. A Commission spokesman said these were included by Canada inadvertently since they conflicted with U.S. television operations.

However, the two countries are still negotiating three other proposed Canadian channels which would conflict with a proposed U.S. expansion plan. The spokesman declined to name the communities or specific channels involved but anticipated some substitute arrangement will be worked out.

The U.S. now has about 1,500 ultra-high-frequency channels in use for television throughout the country and some 450 additional channels likely will be assigned in the fall. A portion of these will be along the border area.

The Canadian-U.S. agreement would allow Montreal to have five new UHF channels. Toronto would have one additional — switched from Hamilton. Four are reserved for Saskatoon. Three each are reserved for Fort William-Port Arthur; Owen Sound, Ont.; Sault Ste. Marie; Sudbury; Timmins; Regina; Red Deer, Alta. Other assignments of one or two each cover many other communities from Bridgewater, N.S., to Trail, B.C.

Proposed additional UHF television assignments by provinces as approved under the Canadian-U.S. agreement are: Nova Scotia, nine; Prince Edward Island, three; New Brunswick, 14; Quebec, 32; Ontario, 67; Manitoba, 18; Saskatchewan, 31; Alberta, 28; British Columbia, 29.

FRENCH RADIO SAGS IN TO.

THE CBC HAS agreed to study a request for a French language radio and television station in the Toronto area made by a group saying it represents 150 thousand French-speaking residents of southern Ontario.

L'Association de Radio-Télévision Française Sud de L'Ontario also made representations to Maurice Lamontagne, president of the Privy Council, External Affairs Minister Paul Martin and Secretary of State J. W. Pickersgill.

The group, founded four months ago, asked for the immediate linking of CBC radio station CJBC to the French Network, saying Toronto now is the only Canadian city with two CBC English language stations.

CJBC now schedules two hours of French-language programs on week nights and a half hour on weekends.

CBC President Alphonse Ouimet said the French-language programs on CJBC have not gained an important audience and that only a few letters have reached the Corporation commenting on broadcasts.

He added that switching CJBC to French would represent a serious loss of advertising revenues for the CBC and the cost of linking the station to the French network and paying French-speaking personnel would also be high.

M. Y. Giroux of Welland, Ontario, president of the association, replied the small audience of CJBC French programs was due to the scheduling at night when television is preferred.

He said the cost of French radio and television was justified.

"We are persuaded that our young people are leaving us," he said.

"English language radio and television rapidly transforms the young people even if their parents continue to speak French."

The group's brief said the French-speaking residents were not asking

a favor but demanding a right and that they contribute to CBC "the same percentage of its revenues as our English-speaking compatriots."

EARLIER WEATHER

THE DEPARTMENT of Transport's staff magazine, NEWS ON THE DOT, reports that Dorval meteorologist Donald K. Smith has been awarded a briefcase for his suggestion that late afternoon and evening public weather forecasts by the public weather office should be issued an hour earlier than was the practice, to coincide with major radio and TV news broadcasts. This was accepted as an improvement in service to the public and the office expects a decrease in phone inquiries as a result.

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Want a Man?
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Canadian Broadcaster**

MUST NOT USURP BBG DUTIES

STATE SECRETARY Pickersgill says the work of hearing applications for broadcasting licences should not be taken over by the federal cabinet. Such applications are handled by the Board of Broadcast Governors.

Mr. Pickersgill, who reports to parliament for the BBG, was replying in the House of Commons to Stanley Knowles, the New Democrat member for Winnipeg North Centre. Mr. Knowles asked if the cabinet would hear representations by the applicant for a licence to set up a radio station in Winnipeg before, as he put it, the cabinet turns down the application.

Earlier, Transport Minister McIlraith said the application by Jack Shapira to establish a frequency-modulation station in Winnipeg is being studied by the cabinet. It was earlier referred to the Transport Department after hearing by the BBG. The BBG recommended that a licence be given to Mr. Shapira's proposed station.

Mr. Pickersgill said the function of the BBG in hearing applications should not be usurped by the cabinet. He said however, since the

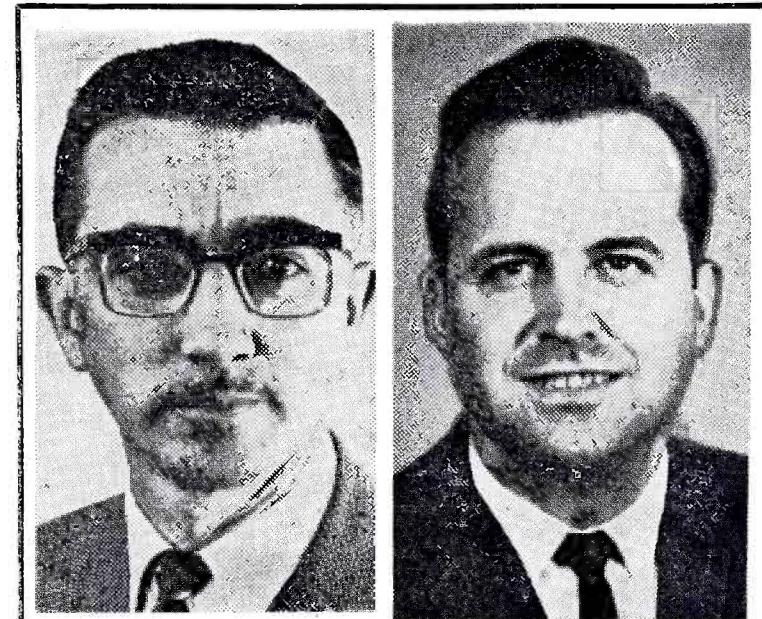
government assumed that since parliament gave the cabinet power to review licence applications after they are passed by the BBG, it is intended that such power should be used.

Mr. McIlraith told Douglas Fisher, the NDP member for Port Arthur, that the government is awaiting clarification from the BBG on conditions it attached to a recommendation for establishing a CBC-owned television station at St. John's, Newfoundland.

STATION LIMITS SPOTS

"YOUR MESSAGE FREE if you hear more than three in any given quarter hour" is the guarantee being offered by CHLO St. Thomas to back up the station's new policy of only three commercials, promos or public service announcements per quarter hour.

The station says the new stand is prompted by "such justifiable criticism of the broadcast industry as excessive commercialization, double-spotting, and failure to provide decent intervals between messages for like advertisers for maximum possible effectiveness."



John A. Funston, General Manager, London Broadcasters Limited, is pleased to announce two recent appointments to the executive staff of Radio Station CKSL. W. H. "Hal" Gibson, left, becomes Operations Manager; Arthur W. "Art" Bartel becomes Program and Sales Promotion Manager.

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

STATION CALLS

CHML, HAMILTON

CHML HAMILTON invited more than twelve hundred kids to join the station for a Theatre Cartoon Party.

For ten days in advance of the *Theatre Party*, they staged an on-air promotion inviting children to mail in box tops from Curad Plastic Bandages, to receive a free ticket to attend the *Curad Cartoon Party*, July 4, at the Tivoli Theatre in downtown Hamilton. They promised the kids a morning of fun, and they promised the parents that they would be a good babysitter while they went shopping leaving their children with the station personnel.

Entries poured in and the station actually gave away more tickets than the theatre could hold. As a climax to the first of two *Curad Cartoon Parties* to be held this summer, CHML personality Stu Daly, with Hamilton Police Department Safety Division Sergeant Charles Forden, gave away a free bicycle to a lucky boy and girl.

CKEY, TORONTO

FROM JUNE 4 to 14 CKEY Radio, Toronto ran a Father's Day promotion with a rather unusual prize; one TTC Streetcar.

To enter the contest, listeners were asked to submit why they thought their father should win this streetcar. From approximately 300

SELL RICH NORTHERN ONTARIO

Estimates for effective buying income in 1963 place Sudbury in 3rd place for all of Canada. Per household buying income is estimated at over \$7,000.

This buying power is available for your client's products!

RESULTS ARE WHAT COUNT!

RESULTS ARE WHAT YOUR CLIENT WILL GET!

See the All-Canada Man.



Sudbury, Ont.

entries received, the winner was Miss Jannell Lang, whose entry read as follows:

I want to win a streetcar for my dad for Father's Day because: He's "T.T.C." — Terrific, Talented, Considerate. As a "Token" of my appreciation for keeping me on the right "Track", a streetcar would be just the "Ticket".

Thrilled as he was to receive this unusual Father's Day present, Mr. Lang had no place to put it. So, with the help of CKEY listeners, he decided to donate the \$17,000 streetcar to the Metropolitan Toronto Association for Retarded Children, where it will be used in their playground.

So he would have something to remember his prize by, CKEY gave Mr. Lang a cheque for \$100, a motorman's cap, fare box and an LP of streetcar noises.

To give interested people a chance to see this unusual prize, the station arranged to have the streetcar on display at Sayette City, a local shopping plaza, for a week prior to its final move to the playground.

* * *

A COMBINED TOTAL of 1435 letters were received by Radio Station CKEY, Toronto in response to a two-fold seat belt promotion that started in April.

Seat Belts Save Lives drew 582 entries in the two weeks it ran. 58 of these received two pairs of Guardian Seat Belts in their choice of 11 available colors, plus a CKEY Good Guy Safety Seat Belt Society windshield sticker.

CKEY Good Guy Safety Seat Belt Society has 843 members to date. Listeners whose cars are equipped with seat belts are eligible to belong to the Seat Belt Society, and during the first 2 weeks of the campaign, were eligible to win one of the 12 portable metal coolers filled with Coke and Sprite.

The Good Guy Safety Seat Belt Society is continuing throughout the summer months, with Go Patrol spotters (CKEY cruisers) watching for cars with the window sticker membership and they will be awarding prizes to members.

The majority of the Good Guy Safety Seat Belt Society members are from the Toronto area but a letter recently arrived from a couple living in Medicine Hat, Alberta, who heard about the Society on CKEY while attending the Players 200 at Mosport.



"The Sound of Service in Montreal"

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

CKSL, LONDON

CIVIC DIGNITARIES, advertising men and 125 local sponsors recently gathered to help CKSL Radio, London, celebrate its 7th anniversary. The event also gave the station an opportunity to introduce John Funston, CKSL's new general manager.

CKGM, MONTREAL

AS A FOLLOW-UP ON their recent promotional series stressing the need for National Unity, CKGM Montreal celebrated St. Jean Baptiste Day, the French national holiday, by pre-taping its Morning Show with Mayor Drapeau substituting for Charlie, the Morning Mayor of Montreal, one of the station's personalities.

All the CKGM air personalities learned special French phrases, and throughout the day, delivered greetings in French, wishing warmest regards to the French population of greater Montreal and giving some of the historical background and tradition of the St. Jean Baptiste Day celebrations.

Special announcements were obtained from Premier Lesage, which were used exclusively on CKGM, and also from Lionel Chevrier, Senior French member of the Federal Cabinet, and from a host of other leading French Canadian citizens.

"Reaction to the station's efforts to honor St. Jean Baptiste Day was extremely gratifying" reports CKGM. "It was remarkable, the number of French listeners who phoned to extend their thanks that French Canada had been so honored by an English station in greater Montreal."

CFMB, MONTREAL

TOPPING THE LIST of CFMB's public service features is a special half hour series entitled *Basic Canada*, a program designed primarily to acquaint the station's New Canadian listeners with Canada's history, geography, economics and government. The program has been widely accepted and praised by native-born Canadians.

Basic Canada, presented in cooperation with *Canadian Scene*, is narrated by Paul Fox, Political Science professor at the University of Toronto, and is heard every Saturday noon at 12:15.

CFRA, OTTAWA

CFRA SHOWMANSHIP caught the imagination of its listeners with a three-day Air Force feature promot-

ing National Air Force Day, June 8, in Ottawa.

Almost before the crack of dawn on June 6, early-morning personality "General" Grant, together with members of the engineering and promotion department staffs, had bacon 'n eggs with airmen in their dining hall at Uplands air base. The "General" conducted several interviews with top-ranking RCAF representatives, including Base Commanding Officer, Group Captain "Gil" Gillespie.

At eight o'clock the CFRA contingent zoomed over to the briefing room of 410 Voodoo Fighter Squadron for the final hour of the broadcast.

The station's promotion department saw this occasion as a perfect opportunity for product sampling, and Rothman's Cigarettes, Mennen Products, Coppertone and Clan Pipe Tobacco all made a great hit with the airmen. Numerous mentions of the product were made on the air during the three hour remote stint.

The next day, CFRA's afternoon personality, Cliff Fletcher, "took to the air" with officers from the RCAF station at Rockliffe in a Dakota C-47, flying over the station's entire coverage area.

After pre-flight testing the engineering department decided to construct a sound-proof booth in the plane to achieve proper broadcast quality; the extra precautions paid off with near-perfect sound reproduction during the Friday trip. Both the pilot and co-pilot were interviewed by Cliff during the flight. Also, a simulated bad weather landing was explained "on-the-air" in a conversation between the Dakota's pilot and Ottawa Ground Control.

On the morning of the 8th, CFRA's Les Lye devoted his entire nine to noon program to the Air Force. Sound sketches about the early days of flying, interviews with the world famous RCAF Golden Hawks and music with a marshall air were presented.

This turned out to be a very successful promotion for CFRA, and also for the Air Force, as 84,000 people turned out to see the show.

CKY, WINNIPEG

THE JULY-AUGUST issue of SESAC Music devotes almost a full page to a story on CKY Winnipeg, which it calls "perhaps the most promotion-minded station in North America". Sesac tips its cap to CKY's origination of the North American Broadcasters Idea Bank, which now covers 64 broadcasters in five provinces and 29 states.

Six of the "hundreds and hundreds" of CKY promotions are described in some detail, and its sharing of these promotional ideas through the Idea Bank is saluted as "a genuine service to all of the industry".

Another article in the same issue covers the presentation of the John J. Gillin Jr. Memorial Award to CKPR Fort William-Port Arthur, and also deals with the station's promotional efforts.

FIRST AUTOMATIC DELAY CENTRE



GORDON F. KEEBLE, CTV's exec. vee-pee (right) visits the new automatic video tape delay centre in Calgary — first of its kind in the world — where CTV programs are picked up, delayed and replayed for CTV affiliates in Calgary, Edmonton and Vancouver.

A NEW VIDEO TAPE DELAY centre at Calgary, the first fully-automatic unit of its kind in the world, has become part of the transmission facilities of the CTV Television Network.

Purpose of the centre, which incorporates unique engineering, is to improve network service to affiliate stations from Calgary westward. CTV also has underway an eastern development — the completion of its microwave system from Montreal to Halifax which will allow CTV's Halifax station CJCH-TV to carry TV programs simultaneously with the rest of the network.

The video tape delay centre, at Calgary, is owned and operated by Alberta Government Telephones, and leased by CTV under a long-term agreement.

Previous to the opening of the centre, programs for CTV's three western stations (CFRN-TV, Edmonton, CFCN-TV, Calgary, and CHAN-TV, Vancouver) were video taped by the stations for playback later, due to the time difference. The delay centre now takes over this function, recording the programs transmitted from Toronto, for playback to each of the stations at appropriate times.

The program delay centre permits

unlimited recording and play-back as required. At present it is staffed but it can, if necessary, be programmed to operate completely automatically.

A timing control system selects the appropriate circuits which in turn will record, rewind, delay, and then replay the program material.

Sufficient facilities have been installed to accommodate the different time zones encountered in Western Canada. Innovations involved in the system include utilizing two tape transport mechanisms with a common set of electronics.

Completion of the microwave link connecting the nine stations of the CTV network similarly refines transmission procedures.

In September of 1961, when CTV first began telecasting, only three stations were linked by microwave; Ottawa (CJ OH-TV), Montreal (CFCF-TV), and Toronto (CFTO-TV). In the fall of 1962, five more stations were added. The addition of Halifax will complete the coast-to-coast hookups.

The microwave link from Montreal to Halifax was built by the Bell Telephone Company for CTV, and is leased by CTV under a long-term contract.

REVENUES STILL DECLINE

THE CBC's COMMERCIAL revenues continued to decline last year under the advertising squeeze from the new TV private stations and their CTV network, and the loss had to be covered in effect by the Federal Treasury.

The CBC's annual report for the year ended last March 31, tabled in the Commons last Friday, shows a total outlay of \$108,365,882 for all domestic operations.

Normally the CBC gets one-third of its revenues from advertising and parliament votes the rest of its funds.

But last year, after a \$4,000,000 drop in commercial revenues the previous year, CBC income fell by a further \$1,917,258, and parliament's share had to rise by \$2,403,465 to a record \$70,252,273.

In spite of this, the CBC again stayed within its combined parliamentary and commercial budget. It had been voted \$73,244,000 by parliament, and the \$589,262 left over — the CBC's budgetary surplus — goes back to the treasury.

REVENUES CAN'T GROW

J. Alphonse Ouimet, CBC president, said in his report that "there is every indication that the trend of decreasing revenues has been materially arrested."

But he said these revenues can't be expected to grow significantly in the years ahead, since the CBC was selling virtually all it had to sell and there were no large untapped sources of advertising available to TV.

Ouimet referred to two other more recent problems — wired TV systems and the growth of TV rebroadcasting stations.

Stating that at this time the CBC was neither for or against wired TV systems, Ouimet said: "They are capable of seriously impairing the operation of our existing stations."

On the subject of rebroadcasting stations, he said the CBC English and French networks were supplemented by 72 of these — 10 CBC and 62 private.

Originally, like wired-TV, they were intended to fill a need for television in remote areas which would otherwise get no TV at all.

"There are now indications that some broadcasters are seeking to use such rebroadcasting stations for an entirely different purpose," Ouimet said.

He said there is a danger that rebroadcasting stations in some areas could block the future establishment of full-fledged TV stations. In addition it was possible a single station could get so many rebroadcasting outlets, it would have a virtual regional or provincial network.

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YOU ARE WANTED BY

The Powerhouse on the West Coast
Send resume and tape to:

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CANADIAN BROADCASTER
219 Bay Street, Toronto 1, Ont.

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SPONSORS
ARE
BUSY
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See Paul Mulvihill

The trend is to balanced programming

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TORONTO
433 Jarvis St.
WINNIPEG
171 McDermott

CFAC
CALGARY

Contact your
ALL-CANADA man

RADIO
1

**FOR
FOOTBALL**

AVERAGE VIEWERS LIKE AVERAGE PROGRAMS

A Book Review
by KIT MORGAN

GENERALIZING, "The general public feels generally good about television in general!" says Gary A. Steiner in his book *The People Look at Television**. Specifically, the people look at television and say things like "I just love every minute. It's the most thrilling thing of my life" and "TV engineers are going to roast in hell till eternity as a result of what they have done".

The book, the "overview" of the results of two-hour interviews with a national sample of some 2,500 Americans, delves into three areas:

- TV as a medium, in general and in comparison with other mass media;
- TV as viewing, the rewards and costs of watching television;
- TV as content, the viewers' responses to programs and commercials.

"The people have been watching television, and the critics, commentators and educators have been watching the people watching television. On the whole, the one has liked what it saw; the other, not," states the foreword by Bernard Berelson, director of the Bureau of Applied Social Research at Columbia University when it sponsored the study.

The purpose of the book, it says,

Simcoe county accounts for \$40,421,000. in food sales annually — and it's just one of 22 counties served by Channel 3, Barrie.

*Sales Management

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these quality television stations

CKVR-TV, Barrie

CJCH-TV, Halifax

CHOV-TV, Pembroke

CFCL-TV Timmins

is to add the voice of the viewer to the debate between the industry and its critics, and having listened to the voice of the viewer, Steiner feels he gives the industry an overall grade of B plus, 85%, three stars.

SOMETHING FOR ALL

In its 422 pages, *The People Look at Television* contains much of interest to anyone with any link with the television industry.

Network and station programmers, program producers and distributors, will be most interested by the extensive study of reaction to program types, suggestions for improvement, criticisms of the current fare, and the selection of favorites over TV's short history.

Advertisers and agencies will be most concerned with the chapter dealing with commercials, with which viewers are far more unhappy than with their programs. If they were more unhappy with their programs, it seems the sponsors and their agencies would bear the brunt of the blame there, too, for 45% of the respondents think advertisers have most to say about what kinds of programs are on the air. Only 27% credit the TV industry with making programming decisions, and 26% feel the public has the say.

Even TV's competitors will find the book worthwhile, with quotable goodies like "as education increases, magazines gain and TV loses in general acceptance".

Newspapers may grasp at the chart showing 33% for newspapers, only 27% for television, as presenting things most intelligently.

Radio can gloat over the 57% that say radio brings you the latest news most quickly. But these figures look best taken out of context.

Television's critics may pounce with a triumphant "ah-ha" on the 63% of the respondents who say TV has not enough programs that provide education; the 53% that say there is not enough information; the 42% that say there is not enough food for thought; and the 15% saying there is too much escape (obviously, multiple responses).

But later the critics must face the hard fact that even the most discriminating viewers choose trivia more often than not, even when a serious, informative program is available to them.

Finally, one facet of the book that will appeal to all is the element of humor in many of the interviewees' responses, though your laughter may be stifled by the realization that the reply was given in all seriousness.

It's a sort of sick humor. For example, "TV is mostly to blame for all this race trouble. I suspect that TV people started half this trouble just so they'd have something to show on TV. I believe half of these lunch room sit down strikes are deliberately staged by TV stations."

POINT OF INTEREST

Perhaps this falls into the category of sick humor rather than being of actual value, but this reviewer was caught by the question: "If you personally were in charge of a leading television network, what changes would you like to make?" and the reply "You might as well ask, 'What would you do if you were God?'" Among several other answers, maybe the wisest was, "The first thing I would do is change places with somebody else."

To that same question, one person replied, "I'd put *I Love Lucy* on for four hours a day for my family; and I'd put *Restless Gun* on every day for two hours; and *Air Power* for nine hours every day, and that's it."

Which seems to add credence to the opinion expressed by critic Jack Gould in *The New York Times Magazine* (and quoted in the book) that "a mass audience . . . generally will choose candy over spinach. To surrender to this tendency on the ground that doing so epitomizes 'cultural democracy' or 'giving the public what it wants' is hogwash."

Dr. Steiner, associate professor of psychology at the Graduate School of Business of the University of Chicago, also quotes past chairman of the FCC, Newton Minow, on this

question: "It is not enough to cater to the nation's whims — you must also serve the nation's needs."

Pursuing the problem of cultural democracy in television, Steiner deals with public service versus entertainment, entertainment as a vast wasteland or a mass wasteland, and balance. He does not come up with any good answers but with several good questions.

PROGRAMS ARE "GOOD"

When viewers were asked what one word they would use to describe most television programs, "Good" was the most common answer. In comparing TV with other mass media, 45% said TV has the hardest job to do and 49% said TV seems to be getting better all the time. In general, 36% said they couldn't live without TV, 22% said it is a waste of time.

This feeling that TV is a waste of time was found to be widespread when television viewing was compared as an activity with reading, playing golf, visiting, going to a movie, and bar-hopping. The thought "am I lazy!" was linked with TV by 49% of the respondents, and the largest percentage, 31%, also matched TV to the thought "I really should be doing something else".

Mind you, TV also took the lead, but a smaller one, in conjunction with such thoughts as "a perfect way to relax" and "This is what I call real pleasure." Which brought Steiner to sum it up as "Watching TV, the perfect way to relax for lazy people who should be doing something else."

"Relaxing" and "interesting" were the two adjectives most often applied to television in general. But television is considered more good than good for you.

While TV has three times as many unqualified enthusiasts as unqualified critics, Steiner found, naturally, that subgroups respond differently, the most marked differences being: critics tend to come from a small but influential minority.

People with a higher-than-high school education are less favorably disposed to TV; groupings by income show a similar, but not as strong, trend away from the medium as the bracket rises; broken down by religion, Jews are significantly more critical of TV; as age increases, so does the extreme positive reaction to television; and the differences between men and women in their attitudes to TV are negligible.

TV FOR CHILDREN

"So far as adult judgments are concerned," says Steiner, "television helps to educate the child, but watching it interferes with his education. It helps keep him busy and out of mischief, but it also keeps him too busy to do his chores. It keeps the kids in when you want them in — which is good, except for some of the bad things they see. And it keeps them in when you want them out — which is bad even if they see good things."

CKTB ST. CATHARINES

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

Reps:

Paul Mulvihill & Co Ltd.
Toronto

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Dial 610

CKTB
ST. CATHARINES

"Ideally, then, TV should provide interesting, educational programs that intrigue children when parents don't want to be bothered with them — but not when they ought to be outside or doing something else."

The book covers TV for children only from the parents' point of view, and it seems that the closer people are to having young children in the home, the more apt they are to conclude that TV's virtues outweigh its vices.

The prime virtue of programming for children is cited as TV's educational role, with 65% of the respondents giving education as its main advantage. 28% bless TV as a babysitter, and 19% mentioned its entertainment value.

The disadvantages of television viewing by children are mainly that (a) they see things they shouldn't, mentioned by 51% of parents; and (b) it keeps them from doing other things they should do, 36%. The chief complaint is that of violence, particularly realistic violence a child might imitate.

THE SCREEN WENT BLACK

An excellent example of the importance of TV to its viewers is shown in the speed with which they have the set repaired when it breaks down. 26% have the set repaired within half a day, 46% within a day, 67% within three days, 83% within one week.

And what happens while the set is on the fritz? "The family walked around like a chicken without a head. It's like a lost friend." "It was terrible. We did nothing — my husband and I talked."

Or "We got acquainted with each other all over again." "We went back to living normally. I'd have liked to have left it broken."

AVERAGE PROGRAMS OK

"By almost any criterion — ratings, survey or commercial — the average viewer is not only satisfied with average programming, but most satisfied with average programming," says Steiner.

"What kind of people do you feel most of the programs on the air today are designed for?" the survey asked. "People like me," said 31%; "the general public," said 26%; "there's something for everybody," said 21%.

Said one respondent, "Most of the programs on the air today are designed for ignoramuses. Just the general public like you and me. Begging your pardon, lady. I didn't mean to call you an ignoramus."

The bulk of programming falls into the category of light entertainment, and 82% of those surveyed named a light entertainment program as their favorite show.

The main, and by now familiar, criticisms of programs were that there should be more or better informational programs, fewer westerns, less violence, and a generally higher level of programming. Steiner finds

it significant that, in a question explicitly worded "where is the greatest room for improvement in television programs?", 13% criticized commercials.

It is also interesting, in view of the ever-increasing number of movies being programmed, in prime-time as well as late shows, that only 1% mentioned movies as their favorite programs and only 1% said they would like to see more of them on TV.

PROGRAM HIGHLIGHTS

"By almost all measures of the impact of regular programming . . . those shows that have made people laugh seem to have made the most lasting impression," says Steiner of a question dealing with regular shows no longer on the air that viewers would like to have back.

This preference for comedy was also seen in response to the question, "are there any personalities or stars that you especially liked who aren't on any more?". Leading the field (this was in 1960) were Sid Caesar and Imogene Coca, Jackie Gleason and Art Carney, Arthur Godfrey, Milton Berle, and Lucille Ball and Desi Arnaz.

When it came to naming a single program, not a series, worthy of being re-run, drama came into its own with *Playhouse 90* mentioned most often.

"This suggests that the repertory concept may not be inherently inapplicable to television," says Steiner. "Over time there may develop a selected sample of 'classics' that bear repetition on an annual or even a more frequent basis."

However, fully two-thirds of the viewers couldn't single out any one broadcast they would like re-run. And 29% couldn't name one highlight or special moment in TV that stood out in their minds. Of those who could, most mentioned the Jack Paar show and specifically his dramatic exit scene.

CRITICAL OF COMMERCIALS

In terms of air time, commercials are the number three content category, seldom taking up less than 10% of the time, rarely exceeding 20% (based on a content analysis of seven New York stations over an eight-week period during "the season"). They are on the TV screen less than movies with 32% of air time and comedy-variety shows with 17%, but more than action shows with 13% and ahead of eight other program categories.

When asked what they liked most about commercials, viewers responded as they did with programs and mentioned entertainment as the primary appeal. 38% voted for entertainment, cartoons and jingles; 22% for information; 18% said commercials pay for TV; and 3% like the break they provide to go for a snack or to whip through a household chore. Significantly, in a question asking what they *liked*, 28% gave a negative response, saying directly or indirectly

that there's nothing to be liked about commercials.

As for what is disliked most about commercials, it's a tie between content and their timing and frequency, with 48% mentioning each in multiple responses. The objections to content rise in proportion with education, while annoyance with timing is equal at the educational extremes and is the most general complaint.

In a footnote, Steiner says "... relevant to the interests of the advertisers is the general psychological principle that an individual in a state of 'interruption' . . . is especially unreceptive to unrelated intervening material . . . if this is applicable to commercials within the context of a program, it suggests that a commercial placed at the point of maximum program interest pays for its minimized loss in physical audience with maximized audience apathy, possibly even resentment."

Regarding the content of commercials, the points of audience dislike are well made in their own words:

"They are just constant, repetitious, always the same."

"You have a feeling that some of the big statements they put on are not exactly that way. They stretch it just a little."

"I dislike the tendency they have to regard me as an idiot."

"There's one about deodorants. You know, with the armpits. That's sickening."

"I think all those headache pills where they show a hammer pounding your head are bad. Boy, if you didn't have a headache before, you'd sure

have one after seeing that hammer pound you."

Viewers dislike being bored, exaggerated claims, being talked down to, "bringing the bathroom into the living room", and symbolic assaults on the body.

The audience *does* have favorite commercials, and they are drawn from beer commercials with amusement value, food commercials that are entertaining and informative, and car commercials that have news value.

SUMMING UP

Concluding, Steiner creates a composite viewer who, judging from the mass of material in the study, would like television to improve all its programs by 10% rather than tossing a few excellent specials into the average fare. This viewer would like more shows that are both fun and worthwhile, to ease that pang of wasting time with TV, and more opportunity to participate. Fewer westerns and more of the really funny programs of TV years gone by would be welcomed, and shows that would entertain youngsters without violence they can imitate.

As for commercials, "I know they pay for the shows and I appreciate that" but the viewers want shorter, fewer, less distasteful commercials that don't interrupt at the crucial moment.

"By and large, you're doing a good job."

* "The People Look at Television" by Gary A. Steiner is published in Canada by Random House of Canada Ltd. The price is \$10.00.

STELLAVOX

WORLD'S SMALLEST STUDIO QUALITY
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Less than 6 lbs.



As convenient to use as a miniature camera.

- RADIO AND SPECIAL EVENTS
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Write for prices and information

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G.N. MACKENZIE LIMITED HAS *the* SHOWS

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TORONTO

433 Jarvis St.

WINNIPEG

171 McDermott

St. Catharines

is 3rd in Canada
per household income
and completely covered
by

CKTB

*Sales Management —
June '63

•
**Paul Mulvihill
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TORONTO — MONTREAL

Representing these quality
radio stations

CJFX, Antigonish
CKBB, Barrie
CFNB, Fredericton
CJCH, Halifax
CKLC, Kingston
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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

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

THE MEMBERS of the Radio & Television Executives Club turned out in full force for their July lunch meeting, anticipating a speech on the future of broadcasting from the Secretary of State, Hon. J. W. Pickersgill. But this was not to be. Instead of the expected guest speaker, they were regaled by one of the most charming members of the government, Yvon Dupuis, member for St. Jean-Iberville-Napierville, pinch-hitting for Mr. Pickersgill, who was detained in Ottawa. Mr. Dupuis is Mr. Pickersgill's parliamentary assistant.

Mr. Dupuis is the kind of man you know you are going to like as soon as he rises, and you do.

On the hustings and in the House of Commons, he is a live-wire to say the least of it — his chief, Mr. Pickersgill, nicknamed him "the Caouette Killer" after his many pre-election brushes with the deputy leader of the Socreds — but at social receptions and lunch meetings, his bonhomie comes through so sincerely, you realize that this is the real Dupuis.

Unfortunately, as he said himself, during his RTEC address, "the better things in life don't make headlines," which corroborates this reporter's opinion that Mr. Dupuis is, very definitely, one of those "better things."

Notwithstanding all this, Mr. Dupuis is quite definite about some things, and one of these is Canadian unity.

He also spoke, with emphatic approval, of radio, television, newspapers and magazines. He had special words of praise for The Canadian Press, whose "CP" he described as a "guarantee of integrity in the news."

Speaking of the recent terrorist activities by *Le front de libération de la province de Québec* (FLQ) he told how, on a visit to Vancouver with his wife immediately after the last elections, he had overheard an old lady expounding her views on French Canada in these words:

"Oh it's so terrible! Here in Canada we have 13 million honest,

good and peaceful English-speaking people, but what can we do against five million French-Canadians with bombs in their hands? It's horrible!"

Mr. Dupuis went to her and said: "I overheard your conversation and I must tell you that I am one of those French-Canadians and I don't have a bomb, so you will have to change your figure to five million less one!"

He said the good lady looked at him in amazement, and he was sure he was the first living French-Canadian she had ever seen. He felt he should become friendly with her to the point where, when they parted, she said: "I guess you are not too bad after all."

At a press conference held in Vancouver, on his arrival, he told how newspaper men were all anxious to hear about Quebec and the FLQ.

He told them he did not think there were more than 20 involved.

"I told them," he said, "that the very great majority in Quebec have no sympathy for Separatism and they really consider it ridiculous."

Stating his estimate had proved to be just about right, he said: "But I must say that 20 people throwing dynamite can make more headlines than 5 million peaceful citizens."

So Mr. Dupuis threw no dynamite and made no headlines. He just came to make some new friends at the RTEC lunch, and perhaps he attained this end. And perhaps if we all took a leaf from his book, and spent more time quietly explaining our viewpoints to one another over a bean sandwich, washed down with a bash of what'sit, we might turn out to be the kind of nice guys no one can help liking, just like Yvon Dupuis.

PROVOCATIVE THANKER

It fell to the lot of Gordon Ferris, president of Radio and Television Representatives when he isn't actively engaged in being RTEC's dynamic secretary, to thank the speaker.

Gordon thanked him warmly for his talk, and then — I guess he couldn't resist it — asked him to

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

Few things can break up a heated discussion as quickly as a fellow who actually knows what he's talking about.

CFCN RADIO/TV CALGARY

relay a message to Mr. Pickersgill, who, as secretary of state, is the minister responsible for broadcasting.

Ferris said Canada's radio and television stations are forced by legislation to conform to rules and that "the opposite of courage is conformity."

He said he hoped a report being prepared by the heads of the Board of Broadcast Governors, the Canadian Association of Broadcasters and the Canadian Broadcasting Corporation might help ease conflict between the government and Canada's communication industry.

He asked Mr. Dupuis to remind Mr. Pickersgill that the radio and television industry contributes large amounts to revenue in taxes to the federal government.

COVER STORY

A FIRST-TIME VISITOR at the RTEC lunch this month was Jack Webster, a news commentator at CKNW, New Westminster, B.C., who is known for his outspoken performances on the air.

Originally a Glasgow newspaper man, Webster takes his mike and his tape recorder anywhere, from the office of the premier to the lowest dens of iniquity. Several years ago, his interview with a shop lifter appeared in this paper as a feature.

Jack Webster came to Toronto to receive a special award from the Radio & Television Executives Club for his part in bringing about a solution to a riot at the B.C. prison last year.

Jack Webster mediated between prison officials and convicts who had seized a guard as hostage. After 14 hours in the prison, he persuaded the prisoners to release the guard and surrender.

HUNDREDTH PERFORMANCE

WHEN "TALENT TIME", a weekly feature on CHEX-TV, Peterborough since March 1961, left the air last month for the eight week summer period, a birthday cake at the studio marked the finish of the 100th show.

This popular variety show offers classical music and ballet, western type and ballad singing cowboys, jazz and rock and roll, and choirs from the whole area.

In a recent BBM survey *Talent Time* came 7th in the top 10 shows.

M.C.'d by Del Crary and sponsored by Keith Brown Motor Sales the show has featured over 1,000 persons to date, from five year olds right up to 76 years.

Talent Time is scheduled to return in the fall with the same host and the same sponsor, with its ever-changing roster of amateur performers.

REUNION WITH FREEMAN

LUNCH WITH THE PRESIDENT of Foote, Cone & Belding Canada, Ltd., at the Carlton Club (Toronto — not Winnipeg), the other day, took on an informal aura because said president was none other than

my old friend Pat Freeman. Pat has been cavorting up and down Advertising Avenue since he quit being the director of sales and research for the CAB in 1951, but somehow we had lost sight of one another.

Pat sat down in the driver's seat at the agency in January 1957, taking over billings of less than a million and a staff of eight people.

Today the billings have risen to four and a half million, and there are 47 people on the staff to put the statements in the mail box.

Pat Freeman, at 54, can look back on a career that started in radio to land him on the top of the advertising heap today.

It was in 1931 that Pat, then a clerk in the comptroller's department in the Calgary City Hall, was visiting CFAC one evening when the station manager — the late Tiny Elphicke — asked him to announce an upcoming piano recital while he (Tiny) went to the station to meet his mother.

Pat gulped, but did it.

Next day, Tiny hired him to read one commercial a week, for a dollar a shot.

The following week, they gave him a program to announce. For this he got three dollars.

The next step up the golden ladder was the offer of a weekly assignment to do the program, *The Christian Science Monitor Reviews The News*. Pat took it. Why wouldn't he? It netted him 20 bucks a month.

From this point there was no stopping him.

In a few short months he had pyramidized that dollar a show into a staggering \$140 a month, but that was it.

When news of this highway robbery reached Tiny, he put a stop to the inflationary whirl by inviting Pat to quit his job and come on full-time permanent staff for — you've guessed it — \$140 a month.

In 1935 Pat rose to the position of chief announcer, but from here on he kept his stipends under wraps.

In 1936 he was production manager, but between times in the 40's, he was doing a command performance in the Edmonton Fusiliers, and then, with his majority, in the Intelligence Corps.

But I've left out another one. He represented, in a year which is obscured in my notes by a piece of dehydrated spinach, the three armed services on the Cabinet Secretariat.

In 1939, he was loaned to the CBC, and functioned as the only private station announcer for the Royal Tour, which he covered completely all over the country.

And this is all the tour you're going to get for the nonce, fair reader, so over-the-river — toodley-oo and olive-oil. Buzz me if you hear anything, won't you?

Dick Lewis

CBC WILL AIR ECLIPSE

A TOTAL ECLIPSE of the sun, a phenomenon which is visible only three times every 1,000 years in any one area of the world, will occur on Saturday, July 20 at 5.20 p.m. EDT and CBC-TV will cover the event for viewers across Canada.

CBC cameras will be at Grand'Mère, Québec, near Trois Rivières, with a camera in an aircraft above cloud cover in the event that clouds obscure the eclipse at ground level.

Percy Saltzman will host the program and Lister Sinclair will be on the scene to alert viewers to watch for such highlights as the corona of the sun and solar prominences (flames shooting out from the edge of the sun).

The half-hour program will be repeated Sunday, July 21, at 10 p.m. EDT. It was arranged by the CBC

public affairs department science unit in co-operation with the special events department. Program organizer is John Livingston, producer is Jim Murray and producer at the remote pickup point is Bill Bolt.

"ROMPER ROOM"

DEBUT IN JAPAN

THE LIVE SYNDICATED television kindergarten, *Romper Room*, will make its debut in Japan in September, telecast in color from Tokyo to the 21 stations of the Nippon Television Network Corporation. The format will follow the pattern of the 98 *Romper Room* editions in the U.S., Canada, Puerto Rico and Australia. The show, handled here by Fremantle of Canada Ltd., is in its eleventh year on TV.

Launch Ottawa Stereo

STEREO WAS introduced to Ottawa and eastern Ontario listeners in a big way the weekend of July 5 to 7 as CFMO-FM Ottawa proclaimed it "Stereo Weekend" at noon Friday and broadcast exclusively in stereo till midnight Sunday.

A demonstration and display of multiplex FM stereo equipment was held Friday and Saturday evenings in the Assembly Hall in Lansdowne Park, with all dials set at 93.9, CFMO-FM. Through the summer there will be a stereo display in the new Royal Bank building. And in the fall there will be three such displays at the Central Canada Exhibition. Manufacturers and dealers are taking part in the displays.

Stereo programming will build gradually on CFMO-FM, from two hours daily the first two weeks up to twelve hours daily in the fall, and the station expects the full 17-hour daily schedule will be multiplex by Christmas.

YOU CAN *never*
REACH VICTORIA
BY STAYING ON
THE MAINLAND!

IT'S A PHYSICAL IMPOSSIBILITY

And it's an electronic impossibility to reach Victoria by using the mainland Radio Stations in your National Campaign. You NEED Victoria in your market plans for British Columbia, and in this busy, bustling, booming market, you NEED Victoria's KEY STATION and that's Radio 9 CJVI.

CJVI VICTORIA
B. C.
FIRST STATION
IN B.C.'S SECOND MARKET



VICTORIA
IS THE
CAPITAL CITY
OF
B.C.



PETER CAMPBELL

Peter Campbell, formerly of Robert Lawrence Productions and MacLaren Advertising, has been appointed manager of Filmpo Limited, as of June 1.

NEW DAY DAWNS FOR RADIO-TV

THE BOARD OF BROADCAST Governors reported optimistically on the state of both radio and television broadcasting stations in its annual report for the year ended March 31, 1962.

The nine "second" television stations, for most of which it was the second year of operation, had a 1962 net operating profit of more than a million dollars, not counting depreciation, the report said.

In the calendar year, 1961, the nine stations, some of them only operating for part of that year, had a \$4,800,000 loss. But in 1962, their gross broadcast revenue went up 57 per cent to give them the operating profit.

The stations are the privately-owned English language stations in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary and Vancouver, the new CBC station in Edmonton

and the privately-owned French-language outlet in Montreal.

The BBG said these stations are still "in an adjustment stage".

Meanwhile, the Board said radio revenue and operating profits went up last year as the private radio industry demonstrated its "ability to adjust to the maturing 'second' television stations".

On the basis of returns from 125 private stations established before 1959, radio revenues last year went up eight per cent after dropping by three per cent in 1961.

Operating profit last year was 13 per cent higher than in 1961, but after the sharp drop of 1961, the decline over the two-year period in operating profit was 19 per cent.

Statistics for the 33 television stations that began before 1959 — which excludes the so-called 'second' stations — shows a 1962 gain in broadcast revenues of 10 per cent.

Operating profit for these established TV stations rose 14 per cent last year. But for the two-year period, profits were off by 28 per cent.

"OUR RATES WILL GO UP when the ratings go up," Jerry Lester quipped to advertisers and agencymen at CTV's *Jerry Lester Show* get-together late last month and Lever Bros. Ltd., through MacLaren Advertising Co. Ltd., took the funnyman seriously, to become his first sponsor with a quarter hour of the hour-long show on a 52-week contract.

Lester, host of the first late night network variety show in TV, *Broadway Open House*, demonstrated his mastery of the fast ad lib on mike, and off-mike talked more seriously about *The Jerry Lester Show*. It, like *The Littlest Hobo*, will be produced in Canada, seen here on CTV, and syndicated in the U.S. at the same time.

Twenty-six shows will be produced at CFTO-TV Toronto (with a live audience to bounce ad libs off) and 13 shows produced last year in the U.S. will be integrated with these to make up the season.

Lester will "do a dozen things", among them feature guest stars from the U.S. and Canada, celebrities and rising young talents.

Regulars on the show will be singer Richard Hayes and a Canadian girl vocalist not yet chosen.

Musicians will also be Canadian, and CFTO-TV's Lorne Freed will direct with Bill Gammie of Lester's Arrowhead Productions as writer-producer.

The show is scheduled to start September 21 at 10 p.m., and CTV is selling an estimated Canadian audience of 550,000 homes for it.

TRANSISTOR STEREO

THE FIRST ALL-TRANSISTOR home stereo combination in Canada was announced at Canadian Admiral Corporation Ltd.'s national sales meeting in Toronto last month. The set has no tubes whatever and features 46 transistors and diodes.

The company says the built-in, all-transistor unified FM/AM, FM Stereo Multiplex radio provides long distance AM reception with drift-free FM, AFC, plus built-in antennae. The sound system includes eight speakers. The model is in the \$1,000 price range.

RADIO NEWFOUNDLAND

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10,000 watts 10,000 watts 1,000 watts

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

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- • • a non-profit organization jointly sponsored by broadcasters, advertisers and advertising agencies to measure radio and television audiences.
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CJON
CJOX TV
CJCN
CJON RADIO

THE Newfoundland SHOWCASE

ST. JOHN'S NEWFOUNDLAND

JULY 18th, 1963

MARKET NOTES

RETAIL TRADE: The Retail Section of the Newfoundland Board of Trade has recommended that retail stores in St. John's be open two nights a week, starting on September 1st. Mr. John Murphy, Chairman of the Section, says the stores would be open until 9:30 p.m. on Wednesdays, as well as Fridays. The law requires that employees be paid time and a half for more than eight hours a day or 40 hours a week.

NEW SHOPPING HOURS: A new Shops Act came into effect in Newfoundland on June 30th. The new act removes any restriction on shop opening hours except for 12 statutory holidays and Sundays, as well as an additional five days during the summer months. All the statutory holidays, with the exception of New Year's Day, Good Friday, Christmas Day and Boxing Day, will be proclaimed for observance on Monday.

PULP & PAPER: The Bowaters newsprint mill in Corner Brook, which has more than 1200 employees, went on a six-day week June 24th after operating five days a week since October, 1962. The six-day week schedule will be maintained for at least

the rest of this year. It's expected to mean an additional \$1,250,000 in wages for the company employees.

EXPANSION: Premier Smallwood says that in ten years time Ottawa will be taking from Newfoundland, in the form of revenues, "more than she is now paying us". He says that since confederation (1949) "we have expanded at a faster rate than any other province in history". FINANCIAL Post says that "1980 could see Newfoundland become one of Canada's most progressive provinces".

CONSTRUCTION: Newfoundland is in for a minor construction boom this summer... and maybe not so minor at that. FINANCIAL Post says in a special feature report on the province that the value of construction in Newfoundland this year could hit \$250,000,000. The seasonal construction industry in the province employs between 16,000 and 17,000 men at its peak.

QUICK FACT: Newfoundland had 18,145 persons 70 years and over receiving a total of \$1,182,000 in old age pensions in May 1963.

"Playback" is New CJON Program

A new program made its debut on CJON Radio, June 24th. Entitled PLAYBACK, the program presents listeners' views on the news. Heard daily at 1.35 p.m., it invites people to comment on quotes by newsmakers on matters of public interest.

NEWSMAKER

One quote is given each day, naming the newsmaker and frequently pre-

senting his actual voice. Reaction comments are recorded and presented the following day, along with a new quote.

GOOD RECEPTION

PLAYBACK has a favourable reception right from the start. Among the immediate indications of its value — more interest among listeners in the news of the day.

CJON to Inaugurate

Community Club Awards



CJON is going to inaugurate a program of Community Club Awards beginning in September.

COFFEE PARTY

Aimed primarily at women's groups in St. John's, the proposed 13-week series had a preliminary planning session on June 26th when 90 ladies, representing over 60 women's groups, assembled at a CJON Coffee Party.

DETAILS GIVEN

The CCA program was explained to them by Charlie Pope, Operations Manager of CJON Radio, and Geoff Lewis, a visiting CCA official from Toronto. The ladies showed great enthusiasm as it was disclosed how their organizations could participate in earnings of up to \$5,000 through the program.

DIRECTOR

CJON has appointed a CCA director, Mrs. Lorraine Crane, to handle the details. She reports that the initial response has been "most satisfactory".

Cabot Television System Expands Coverage Areas

The Cabot Television System, now reaching almost three-quarters of Newfoundland's 480,000 population, will have an improved and expanded coverage area before the year is over.

FALL PROJECTS

Mr. Jamieson said it will take two to three months for the equipment to be delivered, but it's hoped to have both projects completed by the end of the year, possibly in time for the start of the Fall television schedule. The work involves erection of a 300-foot tower at Argentia, to improve and expand coverage for the 50,000 people on the Burin Peninsula.

NEW EQUIPMENT

Don Jamieson, Vice-President of the Newfoundland Broadcasting Company, has announced that orders have been placed with RCA for new equipment to boost the power of CJOX-TV, Argentia, and CJCN-TV, Grand Falls. Along with CJON-TV, St. John's, they make up Newfoundland's Big Three in Television... The Cabot Television System.

POWER OUTPUT

The power output of CJOX is to be boosted from 400 to 14,000 watts, and CJCN from 8,600 to 26,000 watts.

See our Hard Working Reps

STOVIN-BYLES

in Canada

WEED & CO.

in the U.S.A.



SWIFTIE

"Get me a new secretary — young, attractive and competent as well," said the president tartly.

• • •

PAN MAIL

Sir: I keep reading your corny old gags in the hope that one day they'll be so old I won't even remember them.

—: *Hopeful Harry*

• • •

EMPLOYMENT WANTED

Professional golfer, approaching retirement, would like job in national sales rep's office.

• • •

WOMB TO TOMB

During a three-hour delay at a certain Central Canadian airport, it occurred to me to enquire whether the insurance-vending machines were equipped to handle endowment policies.

• • •

DO-IT-YOURSELF

Nobody ever calls him "Mister", so he always announces himself on the phone as "Mr. X speaking."

• • •

QUICK PLUG

C. J. Harris' "Quick Canadian Facts" for 50¢ a copy is the quickest Canadian fact we know.

• • •

WE DONE 'EM WRONG

We made a boob or two in our June Directory issue. Would it not have been awful if no one had noticed. (Next directory — September 5).

• • •

ALL WOOL AND A YARD WIDE

It is strange a man will propose to a girl under a light he wouldn't think of choosing a suit by.

—: *Speaker's Handbook of Humor*

• • •

AUDREY STUFF

Then there's the gal who was so dumb she thought the "Don't Walk" signs on the traffic lights were an ad for the bus company.

1942—1963

A Publication With A Purpose

For nearly twenty-two years — a total of 498 issues — Canadian Broadcaster has been fulfilling its original role as a "Meeting Place for the Industry and its Sponsors."

Every issue of The Broadcaster is a "Special Issue", but some of them are more "special" than others, and in 1963 there are still two of our quarterly "Directory Issues" on the schedule, which we commend to the attention of our advertisers.

These "Directories" are used by broadcasters, sales representatives, advertising agencies and the national advertisers for the wide range of information they contain. They offer advertisers added impact, in that readers assure us they keep them handy from one edition to the next.

1963 DIRECTORY DATES

SEPTEMBER 5

Closing date — August 22

DECEMBER 5 — (Christmas Issue)

Closing date — November 22

A NOS AMIS DE LANGUE FRANCAISE

Notre édition spéciale, "INSIDE FRENCH CANADA", paraîtra le sept novembre 1963.

Comme d'habitude, elle sera pleine d'articles préparés spécialement pour informer les commanditaires de langue anglaise des richesses et des puissances des marchés du Canada Français, et des méthodes effectives pour les atteindre par la promotion de ces produits dans vos régions.

Le "deadline" pour cet annuaire spéciale sera le 24 octobre.

Nous vous invitons à tirer avantage de cette édition, que nous préparons chaque année, spécialement pour vos besoins.

•
**RESERVE
YOUR
SPACE
NOW**

Canadian Broadcaster
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Telephone: 363-5075 (Code 416)

Guest Speaker On Tape

IT WAS RADIO to the rescue recently when the International president of Kiwanis International was fog-bound in Sault Ste. Marie while 300 Kiwanians from around Ontario gathered in Kitchener to hear him speak at a banquet.

For the first time in 151 official visits since last fall, it looked as if Kiwanis International president Merle Tucker would disappoint his audience. He was at the railway station in the Soo, ready to board a train for Montreal for the following night's engagement, when CKKW Kitchener had him paged.

Guests at the dinner in Kitchener that night heard their speaker after all, via a message tape recorded by CKKW as Tucker and the Governor of the Ontario-Quebec-Maritime district of Kiwanis sent their greetings from a telephone booth in the railway station. The telerecording was also used by CKKW's news department.

Kiwanian Len Evans, general manager of the station, reports that it was fitting that radio saved the day as Tucker operates a radio station in New Mexico.

JUNIOR ANNOUNCERS

"DON'T FORGET the Alta Sweet, mummie," will be a familiar line to CKLG Vancouver listeners this summer as the station carries the Alta Sweet Junior Announcer campaign exclusively in the Vancouver market.

In addition to 147 commercials in a seven-week period, the campaign includes 70 junior announcer auditions on the air. Several times a week youngsters are invited to call the station within a 15-minute period and record their name, address, age and the catch line "don't forget the Alta Sweet, mummie".

Ten times a week, with a regular commercial, one of the auditions is played on the air minus the caller's name. If the junior announcer hears the audition and correctly identifies his own voice, he wins one of the many prizes, a transistor radio, a sail boat kit, a baseball, baseball glove or bat and so forth.

The station reports audience and trade reaction is excellent, as phone lines jam with youngsters eager to audition. The campaign was placed by L. J. Farwell Advertising Ltd., Vancouver.

SAY YOU SAW IT
IN
THE BROADCASTER

WANTED

10,000 watt southern Ontario station requires two announcers immediately. One morning man, one news announcer. Experienced. Send resumé and audition tape to CKCR Radio, Arcade Building, Kitchener, Ont.

N.Z. Buys "GM Presents"

THE CBC HAS MADE its first sale to the New Zealand Broadcasting Corporation, consisting of 26 dramas from the *GM Presents* series, seen on the CBC-TV network between the fall of 1959 and the summer of '61, plus *HMS Pinafore* from the 1960-61 *Festival* series.

The Gilbert and Sullivan operetta, which was sponsored on CBC-TV by the Trans-Canada Telephone System, is a re-creation of the Stratford Shakespearean Festival production and has been sold previously to NBC in the U.S., BBC in the U.K., and the Australian Broadcasting Commission.

Last month the BBC purchased the 90-minute production of *The Gondoliers*, sponsored by the Trans-Canada Telephone System on *Festival* last fall. The program starred the original cast of the 1962 Stratford Festival production of the operetta using the Stratford settings and costumes, with music by the Festival orchestra.

AIR FIRST FRENCH PLAY ON ENGLISH TV NET

THE FIRST French-language play to be presented on the CBC English television network has been scheduled for the *Festival* series next winter. The Molière classic "Le Médecin Malgré Lui" will be taped this month in Montreal with a cast from Le Théâtre du Nouveau Monde. Jean Gascon, director of the theatre, will work in close association with the show's producer, Franz Kraemer, and will appear in the farce singing brief English comments within the context of the play. The entire 90-minute performance will otherwise be in the original French.

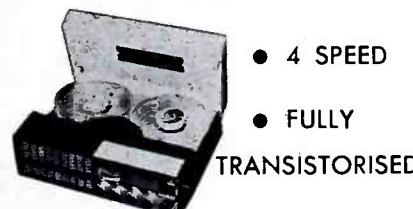
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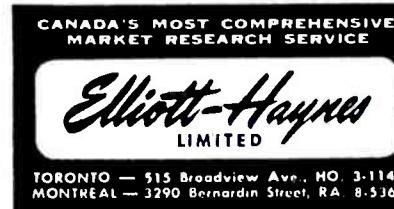
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CLIFF McKAY

music

107 Carlton St.
Toronto Telephone EM. 3-3525

CUTS & SPLICES

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

THE CURRENT issue of CRAWLEY COMMENTARY announces that Crawley's laboratory associate company, Graphic Films, is now offering Eastman color prints via internegative — one of relatively few labs in North America employing this new development.

The interneg has all the fades and mixes, color corrections and timing changes built right into it, with the big advantage of much cheaper raw stock. Cost of the interneg, plus matching sound track and ten prints, is slightly less than the cost of ten prints from the original, and from there the saving over prints from other methods is substantial.

For example, says Graeme Fraser, "in quantity, 20-minute sound color prints, complete with reel, can and print protective treatment, cost \$122 from the original, \$101 from a master, and now only \$84 from an interneg."

Graphic, Canada's largest color laboratory, has done extensive testing, running hundreds of prints and scores of internegs, and is now offering the development to the entire industry.

News that didn't make CRAWLEY COMMENTARY is that RCMP has been included in the CBC-TV network fall schedule. The Crawley-produced series has been seen in over 125 U.S. markets, the U.K., Australia, New Zealand, Japan, Belgium, Monaco, Luxembourg, West Germany, Puerto Rico, the Argentine, the Philippines, Venezuela, Uruguay, Peru, Hong Kong, Iran,

Nigeria and Rhodesia, maybe more.

The 35mm Eastman color English answer print of Crawley's English and French feature, *Ville Jolie*, is expected this week at Ottawa headquarters.

ONE OF THE NEWEST and growing-est companies in the film field is Editing Associates, formed just three months ago by Donald Ginsberg as an editing service and now already into TV commercials production and moving into the program field.

Ginsberg, who was supervising editor on Pied Piper Films Ltd.'s *Mr. Piper* TV series before opening his own business, has wide experience in editing and directing in both Canada and the U.K. He has an Oscar replica for his work as editor on *Target for Tonight*, the best documentary of 1941, which he left behind when he came to Canada in '55 to join the NFB for two years as an editor and five as a director-editor.

Editing Associates' modern offices are at 47 Dundonald Street (telephone 923-3155) where complete editing facilities are available to editors or with editors, for TV commercials, programs, and films.

"It's an important addition to the scene," says Ross McLean, producer-director of CBC-TV's *Telescope*. Having edited *Telescope's* essay on gambling, seen this week, Ginsberg has now been signed to direct and edit a half-hour film for the same series on the North American obsession with looking young and keeping fit.

FOR THE FIRST TIME, the Walt Disney organization is putting a TV property into syndication. It's *The Mickey Mouse Club* which was syndicated in the U.S. last fall and is now being sold to stations across Canada.

One hundred and thirty half-hours (a half-hour daily Monday through Friday for 26 weeks) are in release

now, with another 130 half-hours coming up for the second year's supply. These are re-edited versions of 280 hours of the show, produced at a cost of some \$16,000,000 several years ago when it was popular in the U.S. and also on the CBC-TV network.

Bruce Butler, head of Walt Disney Television Sales here, says the show is drawing top ratings in its U.S. markets and on CKLW Windsor. It is running now on CFTO-TV Toronto and KVOS-TV Bellingham in the Vancouver market, and scheduled for fall on CJCH-TV Halifax, CFCF-TV Montreal, CJOH-TV Ottawa, CKCO-TV Kitchener, CHAB-TV Moose Jaw, CFCN-TV Calgary, CHSA-TV Lloydminster. Negotiations are under way with a number of other stations subject to clearing a suitable time slot for the show, which appeals to teenagers as well as younger children.

TWO YEARS AGO Syd Banks, now president of S. Banks (in Television) Ltd., went to the U.S. networks with the idea for a program called *Hooneynanny*, to feature folk singers performing on college campuses around the country, and the executives were underwhelmed. Now a show with the same title and same format is coming on strong on a U.S. network and, far from being bitter about it, Banks is overjoyed to see his pet, folk singing, making good.

As it will on Canadian and worldwide TV, too, if he has his way.

Negotiations are now under way with CBC-TV for Banks' folk singing show, *Sing*, and CBS has the world rights outside Canada. The pilot of *Sing* was shot six weeks ago at Toronto's Casa Loma with about a dozen young Canadian folk singers and host Don Parrish, directed by Sid Wayne.

Planning of the series, a minimum of 39 half hours, is being held up by Banks' involvement as director of the Mariposa Folk Festival to be held in Orillia August 9, 10, 11. But shooting will begin before fall, with

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**Singles: \$5.50-\$13
Twins: \$9.00-\$15**

**FAMILY RATES
FREE PARKING**

Winslow
HOTEL

Madison Ave. at 55th St.
New York 22
PLaza 3-6800

new discovery outdates ordinary hearing aid!

It's a brand new hearing aid that nobody — not even your closest friend — realizes you're wearing. It has no cords, no ear buttons, and no bulk. A super-power electronic masterpiece you wear one way — the correct way — at ear level for full-circle hearing where hearing belongs! This amazing hearing invention is now made possible by transistors developed by Bell Telephone Labs. Defies detection from front, back and sides, on both men and women. Restores the joy of natural hearing as no other hearing aid made. Get the full story. Just mail coupon!

AN ILLUSTRATED BROCHURE IS YOURS FOR THE ASKING.

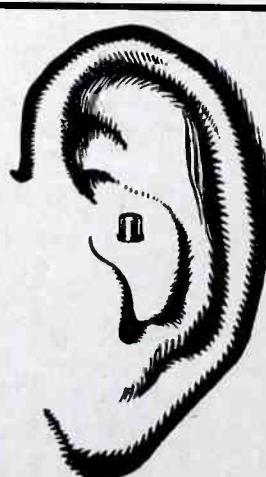
UNIVERSAL 3-DIMENSIONAL

Electronic Hearing Aid Co. Ltd.
2 Carlton St., Toronto, Ont.

Please send me brochure on Top Secrette

NAME _____

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What? Has this new product put into retirement a complete new group of commercial laundrymen?

Has the traditional "Chinese laundryman" gone out of business because of a new P & G product?

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"We will not tell you our plans in detail, but we like these spots," said a member of the Procter & Gamble team on the account.

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"It's not that we have any reason to tell you anything that is wrong, or incomplete. We simply don't want

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"I don't know what the broadcasting department is doing at this particular moment on any particular product . . . so you should talk to White Sonner . . . but you know that Procter & Gamble never says anything that might be of use to a competitor . . ."

Said Mr. Sonner: "Let them find out the hard way. You know that we are in a competitive business . . . like no other."

What of the competition?

"We don't give out anything," said Mr. Sonner. "If you want public information, we'll give it to you . . . as a medium of news . . ."

"What stations are you using in radio and television," said the writer.

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"Well, we can't give you — or anybody else — the list. That's very confidential. Of course, it's also public property in a sense . . . but why should we give our competitors an edge by telling them?"

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"Have you called the client?"

"Yes".

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"What is public knowledge?" asked this reporter. "I assume I could call on all of the radio and television stations and representatives and get the information on your list and frequency . . . isn't that true?"

"Yes, but you won't do it . . . we want our two competitors to do just what you say . . . unless you want to do it and give them the data . . ."

WORK — DON'T WORRY

"Perhaps you will do just what our competitors are going to do . . . dig out the facts . . . and you are welcome . . ." said an agency research man. "If you do, don't by any means involve us or our client . . . but we have used a few research groups over the years, and I suppose you could find out from them some of the things you want to know . . ."

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All's fair in the fall



SET your house in order.

Avoid that autumnal scramble. Make radio bookings now to reach the entire family in more households . . . in better markets . . . selectively or by A-C spot-net.

YOUR place to start, of course, is at your own elbow. (More radios than 'phones in Canada!) Call on All-Canada now for a run-down of some of the finest buys you'll ever find in any of the media.

Dial

ALL-CANADA RADIO

Toronto — Montreal

Winnipeg — Calgary

Vancouver

CUTS & SPLICES

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

THE CURRENT issue of CRAWLEY COMMENTARY announces that Crawley's laboratory associate company, Graphic Films, is now offering Eastman color prints via internegative — one of relatively few labs in North America employing this new development.

The interneg has all the fades and mixes, color corrections and timing changes built right into it, with the big advantage of much cheaper raw stock. Cost of the interneg, plus matching sound track and ten prints, is slightly less than the cost of ten prints from the original, and from there the saving over prints from other methods is substantial.

For example, says Graeme Fraser, "in quantity, 20-minute sound color prints, complete with reel, can and print protective treatment, cost \$122 from the original, \$101 from a master, and now only \$84 from an interneg."

Graphic, Canada's largest color laboratory, has done extensive testing, running hundreds of prints and scores of internegs, and is now offering the development to the entire industry.

News that didn't make CRAWLEY COMMENTARY is that RCMP has been included in the CBC-TV network fall schedule. The Crawley-produced series has been seen in over 125 U.S. markets, the U.K., Australia, New Zealand, Japan, Belgium, Monaco, Luxembourg, West Germany, Puerto Rico, the Argentine, the Philippines, Venezuela, Uruguay, Peru, Hong Kong, Iran,

Nigeria and Rhodesia, maybe more.

The 35mm Eastman color English answer print of Crawley's English and French feature, *Ville Jolie*, is expected this week at Ottawa headquarters.

ONE OF THE NEWEST and growing-est companies in the film field is Editing Associates, formed just three months ago by Donald Ginsberg as an editing service and now already into TV commercials production and moving into the program field.

Ginsberg, who was supervising editor on Pied Piper Films Ltd.'s *Mr. Piper* TV series before opening his own business, has wide experience in editing and directing in both Canada and the U.K. He has an Oscar replica for his work as editor on *Target for Tonight*, the best documentary of 1941, which he left behind when he came to Canada in '55 to join the NFB for two years as an editor and five as a director-editor.

Editing Associates' modern offices are at 47 Dundonald Street (telephone 923-3155) where complete editing facilities are available to editors or with editors, for TV commercials, programs, and films.

"It's an important addition to the scene," says Ross McLean, producer-director of CBC-TV's *Telescope*. Having edited *Telescope's* essay on gambling, seen this week, Ginsberg has now been signed to direct and edit a half-hour film for the same series on the North American obsession with looking young and keeping fit.

FOR THE FIRST TIME, the Walt Disney organization is putting a TV property into syndication. It's *The Mickey Mouse Club* which was syndicated in the U.S. last fall and is now being sold to stations across Canada.

One hundred and thirty half-hours (a half-hour daily Monday through Friday for 26 weeks) are in release

now, with another 130 half-hours coming up for the second year's supply. These are re-edited versions of 280 hours of the show, produced at a cost of some \$16,000,000 several years ago when it was popular in the U.S. and also on the CBC-TV network.

Bruce Butler, head of Walt Disney Television Sales here, says the show is drawing top ratings in its U.S. markets and on CKLW Windsor. It is running now on CFTO-TV Toronto and KVOS-TV Bellingham in the Vancouver market, and scheduled for fall on CJCH-TV Halifax, CFCF-TV Montreal, CJOH-TV Ottawa, CKCO-TV Kitchener, CHAB-TV Moose Jaw, CFCN-TV Calgary, CHSA-TV Lloydminster. Negotiations are under way with a number of other stations subject to clearing a suitable time slot for the show, which appeals to teenagers as well as younger children.

TWO YEARS AGO Syd Banks, now president of S. Banks (in Television) Ltd., went to the U.S. networks with the idea for a program called *Hooneynanny*, to feature folk singers performing on college campuses around the country, and the executives were underwhelmed.

Now a show with the same title and same format is coming on strong on a U.S. network and, far from being bitter about it, Banks is overjoyed to see his pet, folk singing, making good.

As it will on Canadian and worldwide TV, too, if he has his way.

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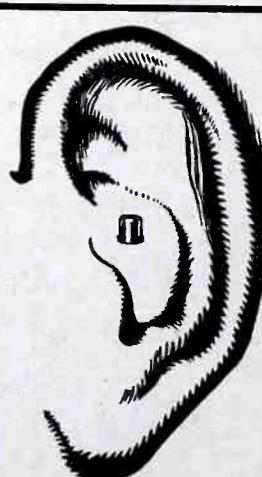
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Dial

ALL-CANADA RADIO

Toronto — Montreal

Winnipeg — Calgary

Vancouver

MICKEY MOUSE COMES TO CANADA

That's our boy, host of the wildly successful "Mickey Mouse Club". By September, this fabulous entertainer and his host of friends will be on TV channels across the country.

Are you looking into the possibility of adding Mickey Mouse to your sales staff? If you aren't, chances are your competitor is.

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FOR FULL INFORMATION CONTACT:

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Toronto Em. 6-2996

Clem Saille,
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