

# INDUSTRY CALENDAR

## Dates

**JANUARY**

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
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10	11	12	13	14	15	16
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31						

**FEBRUARY**

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**MARCH**

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**JUNE**

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**JULY**

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**AUGUST**

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**SEPTEMBER**

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**OCTOBER**

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**NOVEMBER**

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**DECEMBER**

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### CONVENTIONS

**February 19-20**  
**BCAB CONVENTION**  
 Harrison Hot Springs, B. C.  
*(Summer meeting to be announced)*

**March 21-24**  
**NAB (U.S.) CONVENTION**  
 Hotel Shoreham, Washington, D.C.

**March 29-31**  
**CAB CONVENTION**  
 Bayshore Inn, Vancouver, B. C.

**April 13-15**  
**WAB ENGINEERS**  
 Hotel Vancouver, Vancouver B. C.  
*(All western stations' engineers are invited to attend).*

**May 3-5**  
**ACA CONVENTION**  
 Royal York Hotel, Toronto

**June 7-9**  
**WAB CONVENTION**  
 Banff Springs Hotel,  
 Banff, Alberta

**September 17-18**  
**CAAA CONVENTION**  
*(Site to be announced).*

**September 26-28**  
**AAB CONVENTION**  
 Fredericton, N. B.

**October**  
**CCBA CONVENTION**  
*(Dates and site to be announced)*

**NOVEMBER 21-23**  
**ACRTF (French) CONVENTION**  
 Château Frontenac, Québec

### PUBLIC HEARINGS

of the  
**Board of Broadcast Governors**

January	19	Ottawa
March	25	Vancouver
June	24	Ottawa
September	23	Ottawa
December	2	Ottawa

### SPECIAL EDITIONS of Canadian Broadcaster

February	18	B. C. Issue
March	25	CAB Directory
*April	29	ACA Issue
May	3-15	ACA Dailies
June	3	WAB Issue
June	20	Summer Directory
September	16	AAB Issue
**October	21	CCBA Issue
November	18	"Inside French Canada"
December	2	Christmas Directory

\* Postponed one week to coincide with convention.

\*\* Subject to CCBA convention announcement.

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# **To Lower Production Costs**



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# SIGHT & SOUND

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

▲ New agreements have been announced, forming a united marketing organization for Royalite Oil Company Limited, Anglo-Canadian Oils Ltd., and Purity 99 Oil Ltd., effective January 1.

The new setup (which also ties exploration and production facilities of the companies together) is "a Royalite operation completely", according to a Toronto spokesman for British American Oil Co. Ltd., the parent company. It has R. Valens of Royalite as president.

Royalite is strongly committed to broadcast advertising through Foster Advertising Limited Vancouver, where Dave Catton is account executive.

There's a distinct possibility that the combined organization will adopt a single new trade name for marketing purposes. At any rate the Purity 99 and Anglo-Canadian names are likely to disappear in favor of "Royalite".

British American will supply the entire product requirements of the expanded marketing operation.

▲ Radio CKNW New Westminster has bought exclusive broadcast rights to Western Football Conference games for the next three years, and intends to make some major changes in former broadcast arrangements.

Cities that previously had more than one station carrying the games will be reduced to single-station exclusive coverage. CKNW hasn't yet announced which stations will carry on. It will keep the Vancouver area for itself.

CKNW also hopes to organize the broadcasts on a network basis in each western province, along the lines of an existing arrangement under which it feeds the games over a chain of British Columbia stations.

The success or failure of the

network plan will probably determine whether sponsorship will be largely local, as it has been in the past, or whether it will be available to advertisers on a package basis.

CKNW had the rights for 1964, and is reported to have paid a significantly higher price in order to renew them for more than the usual one year.

▲ CKWW Windsor, Ont. is switching its national representation to Stephens & Towndrow Ltd. CKPM, Ottawa, moves to Air Time Sales Ltd., effective next month. The two stations were previously represented by Stovin-Byles Ltd.

▲ Foster Advertising Ltd. has increased its toehold in the British American Oil Co. account. Foster's Vancouver office has handled advertising for Royalite Oil Company Limited, a B-A subsidiary in Western Canada, for some time.

But a recent B-A announcement says Foster's Toronto office will now "handle work in certain specialized areas". Clarification of the announcement is pending, but B-A's co-ordinator of advertising and purchasing, Roy Carson, says the release was put out partly to reassure James Lovick Limited, who currently have the bulk of the B-A account.

Lovick will continue to be the company's major agency, according to the release.

Despite this, it's rumored that the new Foster account will be worth more than \$1 million, and Carson states that he's unwilling to supply any alternative estimate at present.

▲ Foster Advertising Ltd., Toronto, has also acquired the Canadian portion of the Simoniz Company Ltd. account, which bills in the vicinity of \$500,000, with the bulk going to television.

Dancer-Fitzgerald-Sample relinquishes the Canadian account, but will continue to handle the American Simoniz advertising.

Jim McEwan has been named the account supervisor in the Foster office.

▲ ORC Gruneau Research Limited has taken over the *Telepoll* sampling job for the CTV Television Network.

*Telepoll*, sponsored by CN and CP Telecommunications, surveys the opinions of approximately 1000 Canadians in eleven cities every week, after exploring the issues on the air.

Gruneau Research, with offices in Toronto and Montreal, recently affiliated with the Opinion Research Corp. of Princeton, New Jersey, to form ORC Gruneau.

McDonald Research Ltd. was CTV's previous *Telepoller*.

▲ February 1 is the entry deadline for the 1965 American TV Commercials Festival. All U.S. and Canadian commercials telecast for the first time in 1964 are eligible for the competition, which is open to advertisers, agencies, production companies and television stations.

CLIO awards will go to commercials judged best in the following categories; local market, low budget, retail store, U.S. regional (five awards), and Canadian.

The awards luncheon is scheduled for April 9 in the grand ballroom of the Waldorf-Astoria Hotel, New York.

Entry forms and other details are available from the Festival office at 40 East 49th Street, New York 17, N.Y.

### ANNOUNCEMENT CHWO APPOINTMENT



DON GAUTHIER

Howard C. Caine, President of CHWO Radio Limited, is pleased to announce that Mr. Don Gauthier has been appointed Daytime News Editor of the White Oaks Station.

Mr. Gauthier began his career in broadcasting following service in the R.C.A.F. as a pilot. His first assignment was as a disc jockey at CFCL-TV in Timmins, Ontario, later moving to CKGN-TV, (now CFCH-TV) North Bay, to take part in Canada's first live morning television show.

Another Northern Ontario Station - CKSO Radio and TV - secured his services as a general announcer and sportscaster for three years - and then he moved to CJCH Radio and TV, Halifax, as an announcer and supervisor of night TV operations.

He came back to Ontario to become Program Director of CHIC, Brampton, where he majored in news and sports.

Born in Timmins, 28 years ago, Mr. Gauthier is completely bi-lingual and in addition to his news and editorial duties, will be producing a series of programs designed to bring forward the viewpoint of the French-Canadian living in Ontario. With Mr. Bob Bowman, Night News Editor, Mr. Gauthier heads up the team of experienced broadcasters responsible for reporting the News of the World Today on CHWO.

Have you noticed the  
current **Lipton Onion Soup Mix** spot?  
produced for YOUNG & RUBICAM LTD. by  
**rlp** ROBERT LAWRENCE PRODUCTIONS  
(CANADA) LIMITED  
38 Yorkville Ave., Toronto, WA 5-5561

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IN TOTAL COVERAGE!  
CKRS - Radio Jonquiere - Chicoutimi  
LEADS IN EVERY TIME PERIOD**

	CKRS	STATION A	STATION B
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9:00/12 Noon	10660	6585	4030
12/3:00 PM	6380	2730	1530
3:00/6:00 PM	3550	430	1950

B.B.M. NOV. 1964



**HARDY RADIO & TELEVISION LIMITED**

## CHQR-AM

Quality Music  
Calgary, Alberta  
January 1, 1965

Joins

**QUALITY  
BROADCAST SALES**

Accompanying  
CFAX-AM -

Victoria

CHQM-AM -

Vancouver

CHQM-FM -

Vancouver

CJQM-AM -

Winnipeg

CJQM-FM -

Winnipeg

Quality  
Music  
Stations

With Limited  
Commercial  
Schedule

*Bev Martin*

&

*Greg Paul*

Selling Quality  
Radio exclusively

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Toronto 1, Ontario  
EMpire 8-4545 - Toronto  
Zenith 5-3530 - Montreal

## Mail Bag

# Ethnic broadcasters should be broadcasters

Sir: The December 3 issue of *Canadian Broadcaster* carried an article headed "Language Broadcasters Form Ethnic Association", referring to the founding of the Ethnic Broadcasters Association on November 18 in Toronto.

First of all I strongly object to the name "Ethnic Broadcasters Association" being used by anyone who is not a broadcaster. To the best of my knowledge, there is only one radio station licensed for "foreign language" broadcasting, and that is CFMB Montreal.

It seems to me that those attending the meeting of November 18th were only announcers and producers doing foreign language broadcasts in Ontario. Thus the association should be named the Ethnic Announcers and Producers Association.

I would also like to offer some comments:

Up to now my experience is that any radio station providing time for foreign language broadcasts does so only to sell time that otherwise would go unsold.

BBG regulation 17 (3) says any licensee may apply to the Board for permission to broadcast over 20 per cent in languages other than English and French. (A notation would follow, to the effect that cancellation for "ethnic" programs would require Board consent). To the best of my knowledge, no radio station in this country has applied to the BBG for such permission.

Thus even stations which do broadcast fairly heavily in foreign languages do not take the broadcasts seriously and do not want to be stuck with them.

Personally I think the idea of forming an ethnic broadcasters as-

sociation is excellent provided the stations as such join the association.

But I do not think that the ideas of the new president, Mr. Lombardi, as stipulated in the article are realistic.

Radio stations that broadcast in foreign languages are not equipped to control the broadcasts according to the laws and regulations governing broadcasting in this country.

Mr. Lombardi suggests keeping close track of changes in broadcast rules. It is up to the station to see that broadcast rules and regulations are followed. BBG regulation 17 (3) (c) clearly stipulates that any radio station doing foreign language broadcasts must satisfy the Board with "the methods by which it will exercise control of such programs and the advertising content of such broadcasts".

Radio stations carrying foreign language broadcasts should realize the danger they enter into by performing this type of service without proper methods of control.

Sometime ago a company called Consolidated Broadcasting went into bankruptcy. Mr. Lombardi claims the reason for the bankruptcy was "because they were paying too high a price for time and announcers".

In the name of heaven, how does Mr. Lombardi propose to do so much public service, educate listeners and encourage them to assimilate and so forth, if he is not willing to pay people to do so?

If Mr. Lombardi claims Consolidated paid too much for time and for announcers and still proposes to do this much cheaper, I am very skeptical that the hoped-for results, if any, can be realized.

I am very much concerned with this situation. We face problems of rebuilding the reputation of foreign language broadcasts in this country, broadcasts which have been spoiled by many people. I would more than welcome the creation of a body or organization which would be joined

by stations broadcasting in foreign languages provided such stations could exercise proper control.

I would suggest that the C.A.B. take the necessary steps to prevent misuse of the name and expression "Ethnic Broadcasters Association."

CASIMIR G. STANCZYKOWSKI,  
President and General Manager,  
Radio CFMB,  
Montreal.

## Claims misquotation

Sir: In the recent (and generally well-written) article (December 3) on Automation, ARTEC is quoted in several places. By compressing an hour-long, off-the cuff interview into a couple of paragraphs, your reporter has taken out of context many of my remarks and distorted others.

Protesting misquotations is a favourite hobby of politicians, and the public generally puts it in the same category as "taking the 5th Amendment". So I won't deny that at least some of the statements attributed to me were made. However, I must object to the following paragraph:

"As Ward puts it, 'These are people who earn on the average only \$4000 a year. You can't expect too much awareness. But we're trying to get through to them'."

Certainly I suggested that most of the people who are presently affected by office automation are junior and intermediate clerical staff. Your reporter specifically asked for their salary range. But the phrase "You can't expect too much awareness" implies an attitude of scorn or derision of these employees' native intelligence.

To those who know me, I do not have to reaffirm my respect for the ability of all of our members, no matter what their job or their income. But it is possible this publication may reach some who do not realize the quotation is taken out of context and is incomplete.

Failure to recognize the long-term dangers of automation is not confined to \$4000-a-year employees. Indeed, some of these, being most directly involved, are far more aware than others. But the whole of our society is groping in the dark for a solution. ARTEC wants first to bring the problem home to its own members, and secondly to tackle those who can do something about it.

JOHN C. WARD,  
Executive Assistant,  
Association of Radio  
and Television  
Employees of Canada.

GERALD W. LEE and Associates  
Consulting Radio Engineers,  
1262 Don Mills Road,  
Don Mills, Ontario.  
Phone: 444-5991 or BA:5-2497

## AWARDS ARE YOURS WHEN YOU USE

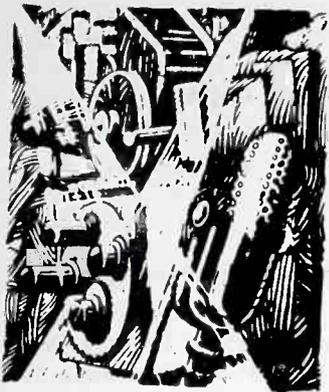
During the winter of 1963-64 CKLC won 4 National and International Broadcasting Awards including 'One of The Ten Best Radio Station Announcements in The World'.



**CKLC  
RADIO**

REPRESENTED BY  
HARDY RADIO AND  
TELEVISION LTD

KINGSTON'S INTERNATIONAL AWARD STATION



# BROADCASTER

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

Published twice a month by R.G. LEWIS & COMPANY, LTD., Room 205, 217 Bay St. - Toronto 1 EMpire 3-5075

25¢ a copy  
(Directory Issues, \$1.00)  
\$5.00 a Year  
\$10.00 for Three Years

Jan. 7, 1965 Vol. 24, No. 1

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Typography and Make-up by Canadian Broadcaster Lithographed by Bickerton Litho

## Editorial

# Why not the 365 days of Christmas?

The twelfth day of Christmas has come and gone, leaving in its wake the usual collection of unwearable ties, unreadable books, enough pommades and potages to stock a beauty salon, but, withal, a happy backwash of neighborly bonhomie, which, for a short space of time, has made the world seem worth living in after all.

And now it is back to the grind for the 353 days which must elapse before we welcome Old Whiskers once again.

Why is this? How come we can only be neighborly, generous, charitable, cordial, bountiful, loving (etc. etc.) for 3.28767 per cent of the year (give or take a percentage point or two for birthdays, weddings and funerals)? What gives with the remaining 96.71233 per cent?

No matter how you look at it - as a religious feast or a shopping bonanza - the aura of happiness which has been brightening everything everywhere these past few weeks is good, and this is not confined to the spirit of goodwill which infects the world every December. Just as good. . . and healthy. . . and desirable. . . is the stimulus it brings to business, with priceless economic benefits, directly or indirectly, to everyone everywhere, and, we repeat, it seems a pity this sort of thing is confined to once a year.

From a straight business point of view, there are all kinds of bargain sales and that sort of thing, but these are not the same as the shopping spree. The difference, as we see it, might be compared to going out for a drive. In one case, we pile into the car, aim it in one direction or another and just drive. In the other instance, we decide we want to visit Aunt Emily or Niagara Falls, plan the trip and go. There is nothing wrong with either of these diversions, but when we decide to go to see someone or something, we have definite *purpose*, and this word, *purpose*, it seems to us, is the key to the whole thing.

Christmas, with all its traditional embellishments, provides us with a *purpose* to be unselfish and generous in the broad sense, and, specifically, to go to our favorite store and buy Aunt Emily a pair of slippers or a chiffon scarf.

If this happened between Christmases, the old lady would be completely puzzled, and probably suspect we were trying to influence her intentions in respect to her will. But at Christmas time, she has already picked us out a mauve sports shirt with green polka dots, and the surprise she expresses when our present arrives is thinly veiled, because it's Christmas, and this is the thing to do.

While we admit that every bargain sale has a purpose too, the motivation falls into a different category, because it will be a completely selfish one on the part of the store or other vendor - to bring in some cash or move some superfluous or otherwise unwanted merchandise.

Christmas gives people an honest and genuine *purpose* in going to the store. In this case the function of the store is not so much to inspire a buying spree, a task it leaves for Santa Claus. What it actually does is help the public fulfil its own purpose, by providing the merchandise and displaying it attractively. And the success of retail business at Christmas time indicates that this is far and away the best plan of merchandising that exists.

So, in theory at least, if the twelve days of Christmas could be extended into 365, the buying and selling spree which is part and parcel of the season could become a round-the-year affair. We admit this is impossible. But we submit that this sort of thinking might be applied to the procedures of merchandising and marketing right round the calendar.

There is an old saying that in the old colonial days, the British went into their possessions and immediately set to work to civilize the natives and teach them to wear trousers. This done, they would go into business selling them the material from which the trousers could be made.

With this example of inspiring the purpose in order to promote business, we can only revert to what was the original purpose of this editorial - to wish you a purposeful and so happy new year.

## RADIO RABS



# Nielsen's new technique separates the men from the girls

by FRANK KELLEY

THE A. C. NIELSEN RESEARCH FIRM has spent the last year ringing in more changes than it made in the previous ten — without fanfare, whistle, siren or other undue disturbance.

In March 1964 the A. C. Nielsen Company of Canada Limited, to give the firm its full title, added "adjacent quarter hour" coverage to its broadcast index reports. At the same time it began rating after-midnight television viewing, and set up a separate listing on program pre-emptions that included ratings on TV specials.

There were minor changes too. Nielsen dropped the largely-meaningless decimals from its percentage program ratings, and added a total viewer figure to its broadcast index to save agencies the trouble of adding man, woman, teen and child figures together.

Now the firm thinks it's topped the year's achievements with something so exciting that, as Doug Scanlan, their vice-president, broadcast division, puts it, "I don't mind telling you some people we've talked to say it's too far ahead for them."

The new service hasn't even been christened as yet. Nielsen people call it the Agency-Advertiser Service, that's all.

It develops out of several other important changes Nielsen is making right now, first and foremost being the addition of man-of-house (MOH) and lady-of-house (LOH) breakdowns to previous male and female (bare) viewer listings.

### More Vertical Analysis

The company believes this change is a vital step along the way to more "vertical analysis" in audience studies (as opposed to the kind of horizontal analysis that counts bodies, any and all bodies).

"I can say that looking at the great mass of TV coming at me," says Scanlan, "more seems directed at the mass of con-

sumers than any vertical audience. MOH and LOH reports offer stations and buyers an alternative to big box car figures, and can only lead to more effective merchandising."

"The man-of-house figure eliminates people like sons and brothers living in the sample home. They're not basic decision makers in purchasing anyway. And in the case of women the manufacturer wants his advertising to reach the homemaker — she's the one who makes the impulse decision in the shopping market."

Age Grouping Analysis and Family size Analysis are the other striking additions to the roster of Nielsen mass audience breakdowns. (Both are available on request as a supplement to the broadcast index.)

Family size studies let the advertiser know how many homes he's reaching in the one-to-two person, three-to-four person or five-and-more person categories. All of which has a distinct bearing on the amount of luxury spending, for instance, or children's spending, the advertiser can reasonably expect from his audience.

"Of course getting a big family audience can simply mean the program carrying the advertising was more acceptable for children, or the parents thought it was," Scanlan points out.

Age grouping does the same job of fragmenting mass figures, but breaks them down into under 35's, 35 to 49's, 49 to 64 year olds, and over 65's.

"Audience research is going deeper and deeper all the time," says Scanlan. "At first TV was a glamor medium and advertisers approached it with stars in their eyes."

### More Businesslike Look

It didn't take advertisers long to start looking at television in a more businesslike way, Scanlan suggests.

"As soon as everybody's competition started using TV," he says, "advertisers began wanting more information. They suddenly realized they had to compete for the viewer's attention."

"For years people were happy with the numbers game. But it's not numbers any more — it's a question of 'who are they?'."

So how does all this add up to the Agency-Advertiser Service? Easy.

It's well known that if a research firm has five facts in hand, and adds one, it doesn't come up with five extra combinations — it comes up with umpteen. (It's the old mathematics of permutations from high school algebra.) Some of the new possibilities are useful, some not.

But A. C. Nielsen has added four significant facts to its reports: MOH, LOH, Family Size and Age Grouping.

The result? Enough valuable combinations to warrant a distinct new service.

All an advertiser has to do is turn over his television schedule to Nielsen in order to get the following specific information on his corporate or by-brand TV expenditures:

(1) total home advertising impressions, overall or by individual market areas;

(2) total people impressions, province by province for example;

(3) average number of messages delivered per home per person;

(Of these three, Scanlan says, "It gives an advertiser

## test with the best



the ideal test market

**CFRN-TV**

**EDMONTON**

For further information contact CFRN-TV, Broadcast House, Edmonton, or: RADIO-TELEVISION REPRESENTATIVES LTD., Toronto Montreal Vancouver

## THE FRENCH VOICE OF THE OTTAWA VALLEY

**RADIO 7**

**CKCH**

HULL

OTTAWA

Representatives:

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

the opportunity to ask himself, 'Am I hitting hard enough in British Columbia, or Quebec?', and to reallocate advertising pressure within his brands.")

(4) total unduplicated person reach and average frequency;

(Average frequency? The advertiser can use this figure to compare his own total advertising weight with the competition's — if he can lay hands on his opponent's TV schedule, or a reasonable facsimile.)

(5) man head-of-house reach;

(6) lady head-of-house reach;

(7) advertising reach by family size; and,

(8) reach by age grouping of man-of-house and lady-of-house.

It may seem complicated on paper, but what the Agency-Advertiser Service really does is let the advertiser do a soul-searching job on his own TV campaign, right across Canada, in relation to the competition's campaigns if necessary — and on a better basis than raw numbers.

As Scanlan says, "Competition in the market place is dictating this. The pressure now among manufacturers is toward more protection of market performance.

"The whole thing to bear in mind today is that a loss of market-share position becomes a difficult, sometimes impossible thing to regain.

"It's the very fact that clients have been coming to us asking for special information that led us into this," he goes on.

"A. C. Nielsen has been a leader for a long time. And instead of following, we intend to keep leading. We think we've got something with this new service. Now we're going to advertisers and asking 'Can you use this?'"

Scanlan notes that reaction has been extremely favorable so far, but considers it too early to get a proper "play-back".

"For one thing," he says, "the Agency-Advertiser Service is so new we haven't really run a complete test on it. We're not sure what it will cost.

"But we can say it's not expensive — surprisingly not, in view of the volume of information it gives."

### HOYLES, NIBLOCK AND ASSOCIATES

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NORTH VANCOUVER, CANADA

## Computerization

# IBM lists station needs

INTERNATIONAL BUSINESS Machines Co. Ltd. has issued a brief list describing applications of data processing to the radio and television industry. The list highlights a new logging system soon to be implemented at CFTO-TV in Toronto.

Although CKLW-TV Windsor was the first Canadian station to computerize its logging, Howard MacLean, traffic manager at CFTO says, "Theirs was quite simple and basic. Ours will be quite a lot more."

According to IBM, the general procedure at CFTO will be as follows:

(1) Program master cards will be sorted to select items for broadcast, day of week and start date;

(2) Daily program cards will be duplicated; then sorted to schedule time;

(3) Traffic schedule will be printed;

(4) Master cards will be sorted and filed;

(5) Spot announcements will be noted on traffic schedule and cards will be selected from spot announcement file. Changes in time will be noted at this point;

(6) Corrections will be punched. Date, announcer and studio also. Cards will be maintained in scheduled time sequence;

(7) Program schedule will be printed;

(8) Corrections will be punched and actual time punched if not the same as scheduled. Cards in exact order of program.

(9) Program log will be printed. All cards then placed in log file.

### Eliminate Human Error

MacLean says, "Right off the bat I can assure you it's not going to make any changes as far as employees are concerned. But it'll help to eliminate human error.

"With the number of advertisements and spots we have in a given week, I worked it out once and found there were something like 7,000 places where human mistakes could occur.

"This will free our people to do more important things, like checking for product confliction and making sure spots come up in the proper positions in programs and so forth."

MacLean says CFTO has been ready to go with the new system since September, but has held off because of the heavy fall business period. The change will be made early this year.

CFTO considers computerized logging a natural development for any station with an IBM installation.

### Other Applications

IBM describes several other computer applications specially geared to broadcasting — such as availability reporting, cataloging, inventory control, and checking cost and contract obligations for film and videotape.

One station in the southern U.S. uses IBM in its film library:

"From the film contract, a file detail card for each play date and a film master card are punched and filed in the film department file. Using the program log, the appropriate film detail card is selected. Film

date and title are punched into the card. Cards are then sorted with program title cards (hand-pulled from the files) and sorted to program code. Cards are then used to prepare the film cost report on the accounting machine. This report is used as a basis for payment to film distributors."

CFTO general manager Bill Crampton is quoted as saying, "We know now that setting the machine in the centre of our overall control system is the only way to run a big TV station."

### Laidlaw Heads RTNDA

RON LAIDLAW, NEWS DIRECTOR of CFPL-TV London, Ontario, was elected president of the Canadian division of the Radio Television News Directors' Association meeting at Houston, Texas. The parent international organization chose Toronto as its convention meeting place in Canada's centennial year 1967.

The Canadian group adopted a number of measures to strengthen its organization including the hold-off of regional meetings across the country in the coming year, and elected a slate of officers representing most geographical areas of the country.

For vice president, radio, Don Watson, CHFI Toronto; vice president, television, Les Edwards, CFQC-TV Saskatoon; secretary, John Strong, CKNX Wingham, Ontario; treasurer, Charles Edwards, Broadcast News, Toronto; Atlantic region, Graham Allen, CBC Halifax; and Claude Cain, CKCW Moncton; Quebec, Claude Lapointe, CFTM-TV Montreal, and Guy Lemieux, CHRC Quebec City; Bill Hogg, CBC Toronto; Prairies, Frank Flegel, CKRM Regina; Bill Love, CFCN-TV Calgary. British Columbia to be appointed.

### RADIO

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

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## SARNIA MARKET

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TORONTO MONTREAL

## CHWO APPOINTMENT



ROBERT T. BOWMAN

Howard C. Caine, President of CHWO Radio Limited, announces with pleasure the appointment of Robert (Bob) T. Bowman as Night News Editor of the White Oaks Station.

Born in Prescott, Ontario, Mr. Bowman graduated from McGill University in 1932 with his Bachelor of Commerce degree. After two years as a reporter with the Ottawa Citizen, his broadcasting career began with an appointment as news editor for the British Broadcasting Corporation in 1934. He became well known in Britain as a sportscaster.

Mr. Bowman returned to Canada in 1936 to join the newly-formed Canadian Broadcasting Corporation as assistant Director of Programs, and later became Director of Special Events. In this capacity he directed the Royal Visit broadcasts in 1939.

He became one of Canada's first officially appointed war correspondents after the outbreak of the 2nd World War — a distinction he shared with Gil Purcell, now General Manager of The Canadian Press.

After covering the London blitz and the Battle of Dieppe, Mr. Bowman was sent on special assignment to Australia and New Zealand, returning after the war to Canada to join the Southam Newspaper chain. He became Washington correspondent for the group.

In 1946 Mr. Bowman joined the ranks of private broadcasting and managed, in turn, B.C. stations CKMO and CKLG and New Brunswick station CFBC, Saint John.

In addition to his new duties at CHWO, Mr. Bowman produces a daily network program, "It Happened Today" for the CBC, and writes a regular feature of the Toronto Star Syndicate "Flashback on Canada" — both features being about Canadian history, in which Mr. Bowman has a great interest.

Mr. Bowman rounds out a team of experienced newscasters now reporting on CHWO, including Don Gauthier, former program director of the Brampton, Ontario, station.

## Commercial Acceptance

## Networks have their own taste standards

"GOOD ADVERTISERS suffer because a few don't follow the rules. They drag down the whole medium."

That's how Bob Switallo sees it, and he should know. As supervisor of commercial acceptance for the CBC in Toronto, he makes the rules.

Actually he and Tom Atkins, general sales manager for the CTV television network, sound much the same when they talk about the problem of allowing or disallowing commercials.

In Atkins' words, "You can summarize CTV's position by saying good taste is the standard, and that's about it."

Switallo's position is more complicated, but similar. He says the CBC view is that nothing should be introduced into a commercial that wouldn't make it an ordinary topic of conversation in mixed company including children. The TV set is a guest in the home, he continues, and has the same responsibility as any other visitor for proper deportment and good manners.

Then why, if the networks think so much the same, do they exhibit different overall commercial looks? — in the matter of denture adhesives, for instance, which the CBC doesn't even accept?

And why does Switallo say he's seen commercials rejected by the CBC, later aired on private stations?

According to Switallo, it's because the CBC differs from the private stations in standard and scope.

## CBC is Different

"There are two theories about broadcasting," he says, "the one that you give the people what they want, and the one that you give them what they should want."

Switallo views his office as having a dual function: to protect the people ("against the small amount of razzle dazzle you do get"), and to help protect the advertiser against himself ("If we can get acceptance for commercials, if the viewer sits there and believes 'this stuff is really going to clean my floor', I think it would be something wonderful for the industry.")

Of course it's ultimately the people's job to protect themselves, says Switallo, but the TV audience is a cross-section, and contains the ignorant and unthinking.

To illustrate his argument, he brings up an example of viewer reaction to a TV commercial:

"We were running a spot that showed a piano player applying penetrating liniment to his fingers before sitting down to play. The commercial hadn't been on very long when a guy wrote in to say he had used the liniment and still couldn't play the piano."

Viewers should have a fighting chance, Switallo maintains, an even-steven break.

"And research after research shows viewers tend to distrust advertising," he goes on, mentioning a survey by the Gilbert Youth Organization in the U.S. "That survey indicated the teen-ager tends to disbelieve the general news items on the radio stations he listens to most and where he is exposed to the most commercials.

"That's a very extreme example," says Switallo, "but other studies, like one by the Analytical Research Institute, suggest that as people mature they tend to believe print more and more, TV less and less."

He feels that by enforcing integrity ("means truth") in the CBC commercial acceptance office, "We're doing a service for the industry."

A sample list of products forbidden from appearing on CBC airwaves reads as follows: sleeping tablets, hair restorers, hair removers, social clubs, health studios, professional services, funeral parlors, denture cleansers or adhesives, laxatives, women's undergarments, or any product or form of advertising prohibited under the regulations of the BBG."

Atkins says CTV doesn't have any list as such.

What the advertising agencies say is something else entirely.

## As Agencies See It

Bob Amos, broadcast director of F. H. Hayhurst Co. Ltd., and Ted Hough, in the same capacity at MacLaren Advertis-

ing Co. Ltd., agree that the CBC commercial screeners are reasonable ("easy to do business with," says Hough), but Amos notes:

"I'm sure that the CBC's clamped down on things that later, people have seen in a different light."

And as he says, "They go by the book but nobody's ever seen the book."

As a result, Amos states, there have been occasions when his agency and the CBC have had some bitter battles. Some of the CBC people have been a bit sticky and stuffy, he thinks.

And Hough believes the absence of a CBC policy manual on commercial acceptance poses a lot of unnecessary difficulty.

"Policy is kind of an ethereal thing," he claims. "I'd like to get a copy of their manual if in effect they have one."

As far as Hough's concerned, advertisers can get things on the private stations that they can't get on the CBC, but the private network observes the same level of good taste.

Switallo freely admits the ad agencies could probably make acceptable, tasteful presentations on many products tabooed by his office, but he feels a large segment of TV viewers would reject them because of the product displayed, no matter how inoffensively.

The final decision is subjective and arbitrary, he concedes, but someone has to make it.

Ninety per cent of the network commercials the CBC uses are now pre-cleared, he says. "That's out of the 1000 or so we see a month."

Most problem areas have cleared themselves up as agencies come to understand the CBC's attitudes, according to Switallo. "One field we still have trouble with is U.S. copy," he says, "from agencies that have never had experience with our policy. One girl in a bath oil commercial — we saw just about all of her."

In the last analysis, maybe the whole difference in the pattern of commercial acceptance by the private stations and the CBC boils down to one point brought up by Switallo:

"You have to remember that only 30 per cent of the Corporation's content is sponsored," he says. "We're under no pressure to accept a doubtful commercial."

The trend is to balanced programming

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

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## Television Bureau

### Advertising-to-Sales ratio must rise

THE TELEVISION BUREAU of Advertising held its annual film presentation for advertising agencies and television broadcasters December 2, at the Ryerson Polytechnical Institute in Toronto, with about 600 in attendance.

The theme, besides delivering another "thanks for the best year yet" message, highlighted the idea that the television industry has a huge future ahead of it, one that will make the present pale by comparison.

Prologue emphasized the idea by screening excerpts from 129 TV commercials for half an hour, with a voice-over commentary discussing some 48 communications concepts.

Ed Lawless, executive vice-president of TvB, delivered the principal talk for the occasion. He said in part:

"This is the television age, and Canada above all places is the television country. We have more television coverage, more television sets and we spend more time watching TV than any other people on earth.

"This is now a television nation and no communicator dare ever forget it.

"The advertising industry's responsibility to society is going to increase a hundredfold, a thousandfold.

"From here on in there will be almost endless production capacity in our society. Production is now limited only by demand. This means it is now in the hands of the consumer — and it is advertising's role to increase consumer demand.

"The competition today and from now on is in communications, not in production. The competition is no longer to build a better mousetrap, but to implant in the minds of Canadians a desire for such a mousetrap.

"TV by its power of involvement not only reaches customers but creates customers.

"Face it — advertising budgets are going to keep getting larger to meet the constantly growing need to sell an ever-increasing productive capacity.

"Fortunately we have found by a market to market comparison that television advertising in Canada actually costs considerably less in terms of reaching people than it does in the United States.

"But to deal with another suggestion made by the film — you should judge your product's progress by its share of total discretionary dollars, not by its share of market.

"If you are a manufacturer and your business is 50 per cent ahead of where it was ten years ago, you may think you are doing all right. But you're not — in a way, you are failing.

"In the past ten years in Canada, the amount of money Canadians each had available to spend at their own discretion increased by about 55 per cent. So if your sales increased by only 50 per cent, your share of total spent dollars dropped by 10 per cent.

"If you had done nothing else but hang onto the coat-tails of our rising population for the past ten years, your sales should have risen by 30 per cent. If you'd kept up with the combination of rising personal expenditures and rising population, your sales should have risen by 74 per cent.

"If you are using yesterday's advertising budget to compete with yesterday's level of competition, it will likely leave you with yesterday's sales.

"Tomorrow's total competition will force business to re-think its entire approach on sales-to-advertising ratios. Instead of allocating 3 or 5 or 7 per cent of gross revenue to advertising, the ratio may well become 15, 20 or 25 per cent — and still be highly profitable."

**"We got desired impact & recognition"**

W. G. Kay, vice-pres. sales,  
COUTTS-HALLMARK CARDS  
re: TV Network commercials

produced for  
FOOTE CONE & BELDING CANADA LTD.

by

**rlp** ROBERT LAWRENCE PRODUCTIONS  
(CANADA) LIMITED  
38 Yorkville Ave., Toronto, WAunt 5-5561

## NEW CBC DIRECTORS

THREE NEW MEMBERS have been appointed to the CBC board of directors: Dr. Stephanie Potoski of Yorkton, Saskatchewan; André Raynauld of Montreal, and E. B. Osler of Winnipeg.

They fill vacancies created by the expiry of non-renewable terms of former directors. Two more directors will be appointed shortly, according to State Secretary Maurice Lamontagne, to bring the CBC board to its full strength of eleven.

## FILM FESTIVAL AT CANNES

THERE SHOULD BE NO shortage of willing delegates to the 12th annual International Advertising Film Festival. It's to be held in Cannes, the famous Riviera resort, June 21 to 26.

The organization behind the festival, Screen Advertising World Association Ltd., recently elected Jo Linten as its new president. Linten is managing director of Movierecord S.A., Madrid Spain.

Keep smiling! It makes people wonder what you're up to.

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**RADIO-TV**  
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at your **SERVICE**

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W. K. (BILL) MOYER NAMED  
SEVEN ARTS' CANADIAN SALES  
DIRECTOR



W. K. (Bill) Moyer, well known veteran broadcaster who has served for 27 years with the Canadian Broadcasting Corp., has been appointed Canadian Sales Director for all television distribution for Seven Arts Productions Ltd., effective January 4, 1965, it is announced by Chas. S. Chaplin, Vice-President and Canadian General Manager.

Moyer, who will report directly to Chaplin, will headquarter in Seven Arts' office in Toronto.

Moyer, a pioneer of Canadian Broadcasting, serviced the C.B.C. in all phases of their Radio and TV operations including his most recent assignment, since 1954, as Chief of Film Buying for the C.B.C.

## Money! Money!! Money!!!

# Bingo boosts ratings...sponsor cries uncle

ONE OF THE HOTTEST PROGRAMS to hit television rating schedules in the past long while has been a tersely-scripted, suspense-filled serial called "Bingo". It's been an outstanding audience-getter almost everywhere it's hit the airwaves so far. In the highly competitive Toronto market it pulled as high as 38 per cent of a pre-noon audience according to one Nielsen report.

But the game's big test just got underway a few weeks ago with its invasion of prime time over CFTO-TV in Toronto.

Nielsen ratings on CFTO's *TV Bingo* aren't out yet, but if the game beats the likes of *Andy Griffith*, *No Time for Sergeants*, *90 Bristol Court* and a Perry Como special, it's likely to make advertisers take another good hard look at its merits.

The sponsor, Loblaw's Groceries, isn't all that sure how *TV Bingo* will fare. Neither is Tom Reynolds, president of bingo-packaging Idea Research and Development Co. Ltd. (IRDC) in Toronto.

Since the show runs in the 8:30 to 9:00 PM Monday time slot over CFTO, both Loblaw's and Reynolds have taken the view that bingo needs a little dressing up—in evening clothes. So *TV Bingo* has been given an elaborate 27-foot-plus set,

much enlarged over the daytime show's studio space. And the show has qualified for yards of velvet, some Roman columns, and plenty of flashing bulbs for effect.

Still, it's only a test pattern, shaping Toronto into a Canadian proving ground for the evening version of *TV Bingo*. But the five Canadian markets presently running bingo, and the six markets IRDC is contemplating, can expect Toronto to be their guidepost.

How does bingo get that way — "popular", as Reynolds would describe it?

### It's the Money

The game's lure isn't particularly subtle. It's money. "There's nothing like the old long green as an incentive," says Reynolds.

But he feels there's considerably more to bingo's appeal.

As far as he's concerned, the game works because it's almost universally known and understood. And magnetic — "People will go down in all sorts of nasty weather and actually pay money to play," Reynolds notes. "We bring it into the comfort of their homes and don't charge a cent."

"I think the important thing is that it's audience participation," he adds. "These people aren't just sitting back as passive viewers."

Reynolds says viewers are conscious they're competing with others in the TV station's immediate coverage area. Winning seems less of a long-shot proposition than in sweepstakes.

"People tell themselves, 'At least I've got a chance to win something,'" says Reynolds. "We have an in-town jackpot and an out-of-town to make it completely fair."

### Amount Doesn't Matter

Does the size of the prize have much bearing on the game's audience draw? (CFTO's night bingo gives a Pontiac and \$500 a week.) Could bingo outpull *Bonanza*, for instance, if game

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### Radio-Television Representatives Ltd.

as

### National Sales Representatives

in Toronto, Montreal and Vancouver

for

## KCND-TV

PEMBINA, NORTH DAKOTA

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Effective

January 1st 1965

sponsors wanted to up the ante enough?

Reynolds doubts it, doesn't think the size of the jackpots is the key.

He points to the record of bingo on CJOH-TV Ottawa, where the game's run has extended better than 80 weeks for M. Loeb's IGA Stores, and has given away not much more than \$20,000, according to Reynolds.

He claims that even at this modest rate, TV bingo has built CJOH's daytime ratings substantially, and actually cornered 78 per cent of the available 2:30 to 3:00 afternoon audience on a single day in a recent Bureau of Broadcast Measurement telephone survey. (IGA Stores hand out 450,000 bingo cards a week in Ottawa, says Reynolds.)

The American parent of IRDC Toronto has people playing bingo in 131 U.S. television markets, after getting started only three and a half years ago. But at the time the Canadian subsidiary went into TV bingo promotion, about a year ago, there was a lull in bingo activity on Eastern Canada's airwaves.

#### Question of Cost

*Domino*, Canada's first large-scale TV bingo, had been sponsored from 1962 by Dominion Stores Ltd. in about seven markets, as Reynolds believes, and it had gone off the air after 65 evidently successful weeks.

"I think it got a little too costly," says Reynolds, who adds: "In our IRDC contracts we have price protection written right in, for as long as the show continues on an uninterrupted basis up to 52 weeks."

Trouble is, he contends, bingo boosts ratings, in turn boosting station rates, and the spiral goes on until the sponsor hollers uncle.

On the subject of cost A. Hargreaves, director of advertising at Loblaw's says, "Promoters claim bingo's supposed to pay for itself in increased sales, and some people from across the line came up here and started promising a 20 per cent increase. But you never get it. We've had an uplift from it, but not too spectacular."

IRDC claims its daytime bingo package comes in at a cost of one-half of one per cent of retail volume. "A very acceptable allowance," says Reynolds.

And payout can apparently be controlled. To use Reynolds' words, "Our show is mathematically formulated. The cards go in a strict numerical sequence. There are only 24 numbers to play on each card, and we know it's mathematically impossible for anyone to win if less than 50 numbers are called. In other words we don't have to have a winner, that's all I know. Or we can have one, or two. . ."

Some of the women know the mathematics behind the cards too, Reynolds says. A few "system players" keep track of every number called, and every combination.

The big trick is to bring as many players as possible within a few numbers of winning. "If too many are stuck with cards half full, they'll say 'the heck with this; there's no chance, and give up,'" Reynolds believes. "Using our formula, 68 per cent of everybody playing comes within two or three numbers of winning."

Has TV bingo raised a hue and cry with the anti-bingoists? Not noticeably.

Retailers admit they shied away from sponsorship in the

*(An Elliott Haynes Ltd. telephone coincidental survey based on a sample of 400 Metro Toronto homes, has just given the following indications for "TV Bingo's" second showing, December 7:*

Program	Per Cent Share
CFTO TV Bingo	24
Sta. 1 Show of the Week	16
Sta. 2 Twelve O'Clock High	16
Sta. 3 Andy Griffith	22
Sta. 4 Have Gun Will Travel	14
Sta. 5 No Time for Sergeants	8

*Total viewers - 253,900. Figures were quoted by Idea Research and Development Company.)*

beginning, fearing unfavorable reaction. But, discounting the occasional crank letter, opposition simply hasn't materialized.

"We were a little doubtful at the start," says Loblaw's Hargreaves. "But we've tried to keep it a very clean game. For instance, putting together our night show, we interviewed a lot of girls to get what we considered the right girl for a family-type show."

And the lottery problem? It's been sidestepped in traditional fashion by making potential winners answer pre-prize "skill-testing" questions.

But the lottery issue isn't really involved, by Reynolds' reckoning, because there's no contractual "consideration" involved in picking up free cards while shopping.

In order to make this point doubly safe, Loblaw's stores give bingo cards to anyone, says Reynolds, without obligation to purchase. Hargreaves adds, "Recently we've been relaxing a bit. If someone asks for two or three cards, he gets them."

As might be expected, churches are against TV bingo. But if the Anglican Church of Canada's position is any indication, opposition is mainly on the ethereal level of questions of principle.

Canon Wilkinson, a Toronto spokesman for the Anglicans, says, "The basic concern of our Council is the whole philosophical approach of gambling. Seeking something for nothing is



Albert Hargreaves, Loblaw director of advertising, is flanked by two pretty girls at a "TV Bingo" early fall promotion. The girls are Ann Bennett (left) and Marion Wright (right!). Alongside Marion, in order, are Bob Grier and Tom Reynolds of Idea Research and Development Co. Ltd. C. K. Myers, merchandising manager of Loblaw's, is in the dark glasses, which accounts for his clutching a food broker present for the occasion as tightly as he holds Ann.

neither moral nor immoral in itself, but is undermining to strength of character.

"It seems to me," he continues, "that soap opera, for example, has at least a potential for doing some good. But I see

no such possibility for bingo." Reynolds has his answer ready:

"Considering the sex and violence in other shows on TV," he says, "bingo in that light should be required participation."

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# Board opens 1965 with lengthy agenda

PROPOSALS TO ESTABLISH SIX new television rebroadcasting stations in four provinces will be heard by the Board of Broadcast Governors at hearings opening in Ottawa January 19.

The Board listed applications to set up rebroadcasting units at Murdochville, the Gaspé mining town, and at Grand Bank, Newfoundland, Malartic, Quebec, Ashmont, Alberta, and Chilliwack, B.C.

**ANNOUNCEMENT**

**CJLR QUEBEC**



Mr. Jacques LaRoche, President of CJLR Radio, Quebec City, announces the appointment of Joseph A. Qessy to the position of Promotion Director for CJLR. In this position Mr. Qessy will be responsible for National Sales and Promotion at the station.

Mr. Qessy was born in the province of Quebec and educated in Galt, Ont. He received extensive advertising experience with the Galt and Woodstock newspapers. He spent 12 years with Thomson Newspapers Ltd., 6 of which were as assistant advertising director in the Quebec City market.

Mr. Qessy's extensive background in advertising and promotion will enable him to assist CJLR clients, with promotions and with information on the Quebec City market, of which he has extensive knowledge.

It also will hear applications to open new AM radio stations in Corner Brook, Newfoundland, and Edmonton as well as a new AM and FM station at Chatboro, Quebec, east of Ottawa.

The owners of radio stations CKDH Amherst, Nova Scotia, CFKL Schefferville, Quebec, CKCR and CKCR-FM Kitchener, Ontario, all are seeking to sell to other interests. CKRD-FM of Red Deer, Alberta, seeks to transfer its capital stock to Central Alberta Broadcasting (1961) Ltd.

There are two applications for a TV rebroadcasting outlet on Needle Peak Mountain near Murdochville. They were filed by Murdochville Television Inc. to pick up programs from CKAM-TV Upsalquitch Lake, New Brunswick, and by Télévision de la Baie des Chaleurs Inc. to receive programs from CHAU-TV Carleton, Quebec. Both stations would have a power of five watts.

In all, 28 applications will be heard by the board.

**Other Proposals**

Newfoundland Broadcasting Company Limited seeks a licence for a TV rebroadcasting station at Bennet Hill near Grand Bank to pick up programs from CJOX-TV Argentinia, rebroadcasting with five-watt power on Channel 5.

J. Conrad Lavigne Limited seeks a licence for a TV rebroadcasting station near Malartic, Quebec, to receive programs from CFCL-TV-2 Kearns, Ontario, transmitting on Channel 5 with 9,350 watts video and 4,675 watts audio.

Sunwapta Broadcasting Company Limited, Edmonton, is applying for a TV rebroadcasting outlet at Ashmont, Alberta, to receive programs from CFRN-TV Edmonton, transmitting on Channel 12 with 14,600 watts video and 7,300 watts audio.

Sunwapta also seeks to replace the five-watt TV outlet authorized earlier for Whitecourt, Alberta, with a more powerful outlet on Channel 12 with 9,800 watts video and 4,900

watts audio. This would also pick up CFRN-TV Edmonton programs.

The CBC seeks permission to set up a TV rebroadcasting station on Lookout Ridge near Chilliwack, B.C., to receive programs from CBUT Vancouver, transmitting on Channel 3 with effective power of 590 watts video and 295 watts audio.

A company to be incorporated by Donald H. Atfield of Ottawa seeks licences for an AM and FM radio station at Chatboro, Quebec. AM broadcasting would be in the daytime only with 5,000 watts and a frequency of 1170 kilocycles. FM broadcasting would be on 98.5 megacycles frequency with power of 3,600 watts.

Colonial Broadcasting System Limited is applying for an AM radio station at Corner Brook, Newfoundland, with another studio at Grand Falls, with 10,000 watts on the 790 frequency.

A company to be incorporated represented by Lewis R. Roskin seeks a new AM radio licence for Edmonton, to broadcast on 1110 frequency with 10,000 watts.

Amherst Broadcasting Company Limited seeks authority to transfer ownership to CKDH Amherst, Nova Scotia, to Tantramar Broadcasting Limited.

The CBC seeks permission to assume ownership of CFKL Schefferville, in the Quebec North Shore Area, from Hollinger-Ungava Transport Limited.

Great Lakes Broadcasting Limited is applying to transfer all the issued shares of capital stock in Kitchener-Waterloo Broadcasting Company Limited, which operates CKCR and CKCR-FM Kitchener.

CKRD (FM) Limited of Red Deer seeks authority to transfer all its issued shares of capital stock to Central Alberta Broadcasting (1961) Limited.

Channel Seven Television Limited, licensee for CJAY-TV Winnipeg, is applying to transfer 25,000 class A common shares to undisclosed interests. Channel Seven is also seeking permission to set up a standby transmitter at its main studio site with 8,700 watts video and 4,400 watts audio.

Moffatt Broadcasting Limited, licensee of CKY and CKY-FM Winnipeg, and CKLG and CKLG-FM Vancouver, wants to transfer 383,764 common shares to undisclosed interests.

CJMT Limited of Chicoutimi, Quebec, seeks to transfer 254 common shares to undisclosed interests.

East Kootenay Broadcasting Company Limited, licensee for CKEK Cranbrook, B.C., is applying to transfer 1,928 common and 90 preferred shares to undisclosed interests.

Radio La Sarre Inc. seeks permission to move the main studios of CKLS La Sarre, Quebec.

Saskatoon Broadcasting Company Limited wants to move the main studios of CKOM Saskatoon.

CKRD-FM Limited of Red Deer seeks to change the operating parameters of its FM radio station, recommended for approval by the board earlier.

Rogers Broadcasting Limited, licensee for CHFI Toronto, seeks to change its name to Radio 1540 Limited.

New Brunswick Broadcasting Company Limited seeks to move the main studios of CHSJ and CHSJ-TV Saint John, New Brunswick, from the location previously authorized.

Radio station CJDC (Dawson Creek, B.C.) Limited, seeks to revise its share distribution.

Bow Valley Broadcasting Company Limited, seeks to increase the daytime power of CKXL Calgary to 50,000 watts from 10,000.

The CBC seeks to change the frequency of CBZ Fredericton to 970 kilocycles from 1,480.

The CBC seeks to double the power of its relay radio transmitter CBRO Greenwood, B.C., to 40 watts.

**MAURICE RAPKIN**

MAURICE RAPKIN, 63, who was known in the advertising and radio industries as the jingle king ("People's Credit Jewellers"), died December 20 of a heart attack.

Rapkin believed he was the first to introduce singing commercials to Canadian radio. He enjoyed a long association with People's Credit as a jingle writer, as well as many other advertisers and agencies.

He was a former announcer and manager of Toronto radio station CKCL, (now CKEY), and worked as a free-lance writer for the last few years. Rapkin was one of the organizers of the Association of Canadian Radio and Television Artists.



**NOW  
DOUBLY  
EFFECTIVE**

**IDENTICAL PROGRAMMING  
SEPARATE 10 KW TRANSMITTERS**

**RADIO SOUTHERN MANITOBA**

**1290 CFAM CHSM 1250**

Get the whole story from Radio Reps

Modern wives cook the finest meals you ever thaw.

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

## CAB

### Announces awards for March meeting

THE CANADIAN ASSOCIATION of Broadcasters has issued a notification on the awards to be presented at its annual meeting in Vancouver, March 29-31. Member stations only are eligible.

Separate awards for the Stations of the Year (radio and television) will be made to two non-government broadcasting stations in Canada on the basis of any single or continuing contribution to any form of community service.

Entries should be submitted in quadruplicate to reach the CAB office, Box 627, Station "B", Ottawa 4, not later than January 31st, 1965. They may be in French or English, and in the form of a letter, pamphlet or other written or printed material. Stations desiring to do so may support their entry by tape, disc, film or VTR — only one copy is necessary.

The ACRTF trophies, one for radio, one for television, will also be given for "the best contribution by a CAB English language radio and a CAB English language television station towards a better understanding of French culture in Canada."

The BCAB-WAB-CCBA-AAB award will be repeated from last year, and will be annual from now on. It goes to "that broadcasting station normally operating in the French language which has best conveyed to its listeners or viewers an understanding of English language culture. The program does not have to be produced in English.

The annual Keith S. Rogers Memorial Engineering Award will go to an individual for "outstanding service to the broadcasting industry of Canada in the engineering and technical field." Nomination forms are available from the CAB office.

The sixth available award is the Harry Sedgwick Memorial, presented each year by Ken Soble of CHML and CHCH-TV Hamilton to the outstanding graduate of Radio and Television Arts at Ryerson Polytechnical Institute, Toronto.

### NAZI SHOW AVAILABLE

CANADIAN RADIO BROADCASTERS with a yen to get involved in *This Hour Has 7 Days* CBC-type controversy can take note that Stephen Associates Inc., New York, is offering the following program material:

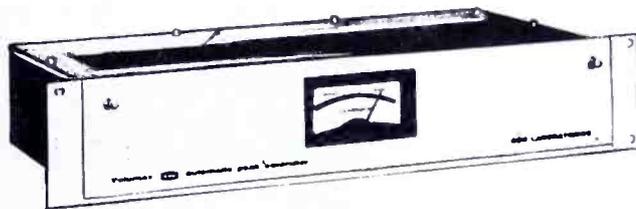
"William F. Buckley Jr., *News and Commentary*. Three five-minute programs per week available for your market on an exclusive basis. Act now!"

Buckley is often called the leader of the American Nazi Party.

# WOULD YOU INVEST \$980<sup>00</sup> TO DOUBLE YOUR EFFECTIVE PROGRAM POWER?

## New VOLUMAX™ Automatic Peak Controller From CBS Laboratories Outmodes Limiters

Expanded effective range, more reliable reception in fringe areas — both can add to your station's audience and both can be achieved by simply replacing your present peak limiter with a solid-state VOLUMAX.



A new development from CBS Laboratories, VOLUMAX is the successor to peak limiters. Unlike conventional limiters, VOLUMAX does not force you to choose between reducing program level or suffering "pumping" and other audible distortions.

### HOW IT WORKS

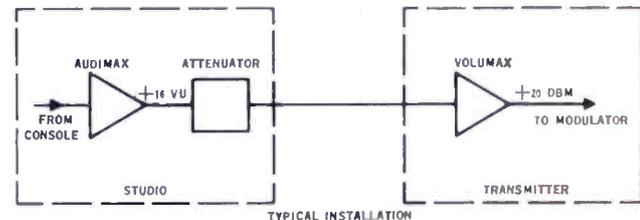
The secret of VOLUMAX's success is its ability to operate automatically at the most appropriate regulation speed for any program waveform.

After limiting a severe peak, conventional limiters use a long recovery time to minimize audible "pumping". Valuable modulation capability is wasted while the unit recovers from reduced gain.

VOLUMAX works in a completely different manner. Operating with dual

regulation speeds, VOLUMAX analyzes the waveform and provides either microsecond or millisecond action.

The net effect is that your effective radiated program level can be doubled.



### AUDIMAX + VOLUMAX = 8-to-1 INCREASE

When VOLUMAX is used in conjunction with CBS Laboratories AUDIMAX automatic level control, the combination permits an astounding 8-to-1 increase in effective program power. The AUDIMAX "rides gain" in the studio to provide a 4-to-1 increase. Then VOLUMAX controls modulation peaks at the transmitter to provide an additional 2-to-1 improvement.

### TRY IT YOURSELF!

Order a VOLUMAX and install it. Try it at your own station in your own market.

Or, if you're still a bit skeptical, we'll be happy to send you more complete details on which to base your decision to order a VOLUMAX.

CALL OR WRITE BUD DE BOW, PROFESSIONAL PRODUCTS DIVISION:



**CALDWELL EQUIPMENT**  
COMPANY LIMITED

443 JARVIS STREET, TORONTO 5, ONT.  
TELEPHONE: 927-4822 TELEX: 02-29428

CANADA'S LARGEST INDEPENDENT DISTRIBUTOR OF EQUIPMENT FOR THE BROADCAST AND ALLIED FIELDS

# MEMO

from the desk of

GORDON FERRIS

We are all pleased to have been appointed representatives of KCND-TV Pembina, N.D., throwing a strong "A" signal into Winnipeg. All research shows a continuing penetration into this market at a cost that cannot be denied. Make sure you see the NEW rate card available.

T.G.F.

*Radio-Television Representatives Limited*

# OVER THE DESK

THERE ARE SEVERAL THINGS done by broadcasters, national advertisers, advertising agencies and others who read this paper besides being engaged in one or another of the phases of advertising, and one of them is driving automobiles.

Everyone carries liability insurance on his automobile, and therefore everyone is a victim of a most ridiculous state of affairs, where it is sometimes cheaper to settle a small liability claim out of their own pockets than to turn it over for settlement by the insurance companies which accept their premiums.

A case in point is an accident experienced by one of this paper's staff, driving a company car, and involving a claim of \$41.33 for damage to another car during a traffic jam.

We checked with the insurance agents who take care of our business and were astonished to learn that the company would pay the \$41.33 without question, but that this payment would result in additions to future premiums to the extent of \$50.00 spread over the next three years. In other words, we were better off by \$8.67 by paying the damages ourselves, than by accepting payment from the insurance company in consideration of the premium we pay them year after year.

You might as well assault a policeman who hangs a parking tag on your car in compliance with a by-law as blame an insurance agent for such a state of affairs, but for want of anyone better to talk to we went to bat with ours on this particular incident.

He knew it was ridiculous, but pointed out how much better off we are living in Toronto, where we buy liability insurance for \$97, than we would be if we took up our abode in Boston where the premium for the same protection would be two hundred and something. This satisfied us no end.

We asked just what was the point of carrying insurance as useless as this. He pointed out that one day we might have a claim which was very much larger and more serious. Which of course is quite true.

We are not casting any reflection on insurance agents. As far as the insurance companies are concerned, they all operate in exactly the same way. The point is though that, while no sane person would drive an automobile without liability insurance, it is absolutely ridiculous to pay for protection which costs more to collect, when the occasion arises, than it would cost to settle the claim out of one's pocket.

Apparently it is literally economically impossible for an insurance company to stay in business and pay smaller claims without exacting a penalty at least as great as the claim.

This being the case, why cannot the companies withdraw from the unprofitable business of providing protection (which does not protect) against minor accidents?

This could be accomplished by applying the same principal to liability as they already apply to collision insurance. For a substantial reduction of premium, we can insure our cars against this hazard by paying the first \$25 ourselves. For even greater "deductions" — \$50, \$100 or \$250 — the premiums will be still less. Why not apply the same principal in the case of liability insurance, using the same sort of deductible clause, which would eliminate the petty claims the insurance companies do not seem capable of meeting?

All insurance policies are good — until they become claims, that is.

## Boomerang

GOVERNMENT-SPONSORED television commercials urging high school students to stay in school may be doing more harm than good, says Don Sinclair, executive director of the Ontario Division of the Canadian Mental Health Association.

Many parents have become "extremely anxious" because of the nature of this propaganda which infers that high school drop-outs may end up as skid road drunks, Sinclair told the Ontario Legislature's Select Committee on Youth.

The commercials, sponsored by the Federal Department of Labor, depict dejected drop-outs knocking on employers' doors but being shunned by all because they failed to complete high school.

In an interview, Mr. Sinclair said in some cases this has led concerned parents to push their children to academic heights far beyond the students' abilities.

Mr. Sinclair said someone should look over this propaganda and "start to ask questions as to whether it's achieving a good end or a bad end."

He suggested the commercials should be aimed at encouraging each child to work to the best of his individual ability.

And this is precisely what I have reached — the end of mine — so buzz me if you hear anything, won't you?

*Don Sinclair*

The trend is to balanced programming

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

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

# "ACTION STATIONS!"

## CFCN RADIO/TV CALGARY

**Color TV**

**Color commercial for Noront Brew claimed Canadian first**

A CANADIAN-MADE COLOR commercial for a Canadian company was broadcast to Canadians for the first five times in the period between December 22 and 31, according to Gordon Forsyth of Paul, Phelan & Perry Ltd., Toronto.

The 60-second animated job was produced in color and black and white for Doran's Northern Ontario Breweries Ltd. in June 1963, after being conceived by PP&P.

It went on the air via the *Johnny Carson* show on WDSM-TV Duluth, claimed to be the only station in the border area equipped for transmitting non-network color. Fort William, Port Arthur, Kenora and other Lakehead points were able to pick up the signal by means of WDSM's special cable link to the area.

A black and white version of the commercial has been given con-

siderable exposure in Northern Ontario. The color opus has only been used "as a curiosity" so far, says Forsyth. "Our salesmen have taken it out and shown it around, that's about all."

"We're putting it on the air now just for the mere fact of doing it and being first," he states. The commercial is built on a parade theme. "What's that cheerin' all about?" provides a jingle accompaniment as banner-bearers come around a corner to get on camera. Last banner plugs Doran's Lager, naturally, and coincides with the jingle's punch line - "I could do with a Doran's".

Animation for the filmed commercial was handled by Manuel Covera of Toronto, with music by Cliff McKay. Credit for supplementary production goes to Film Design, also of Toronto.



GROWTH 10-YR RATE	14%
POPULATION JULY 1964	174,000
HOUSEHOLDS	33,500
RETAIL SALES	\$121,100,000
PERSONAL DISPOSABLE INC.	\$193,000,000

**THERE IS MONEY TO BE SPENT**

CONTACT

HARDY in Toronto & Montreal  
 SCHARF in Vancouver  
 WEED & CO. in the U.S.A.

ANNOUNCEMENT

**CFCF-TV  
 APPOINTMENT**



WALTER MACHNY

D.W.G. Martz, Manager, CFCF-TV, Broadcasting Division Canadian Marconi Company, Montreal, announces the appointment of Walter Machny to the position of National Sales Supervisor, CFCF-TV. Mr. Machny has been with the CFCF Radio and Television Sales staff for the past nine years, most recently as Supervisor of Retail Sales, CFCF-TV.

ANNOUNCEMENT

**HARDY RADIO & TELEVISION LTD.**



PIERRE CHAMPAGNE

Art Harrison, General Manager, Hardy Radio & Television Ltd. is pleased to announce the appointment of Pierre Champagne to their Montreal TV Division. Mr. Champagne has an excellent background to fill this position having been with the Commercial Department of Radio Canada for four years. He has also completed courses in Advertising at the University of Montreal and Radio and TV Production at Laval University in Quebec City.

**RADIO NEWFOUNDLAND**

**VO 59 CM · CK 82 CM · CH 58 CM**  
 10,000 watts    10,000 watts    1,000 watts

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

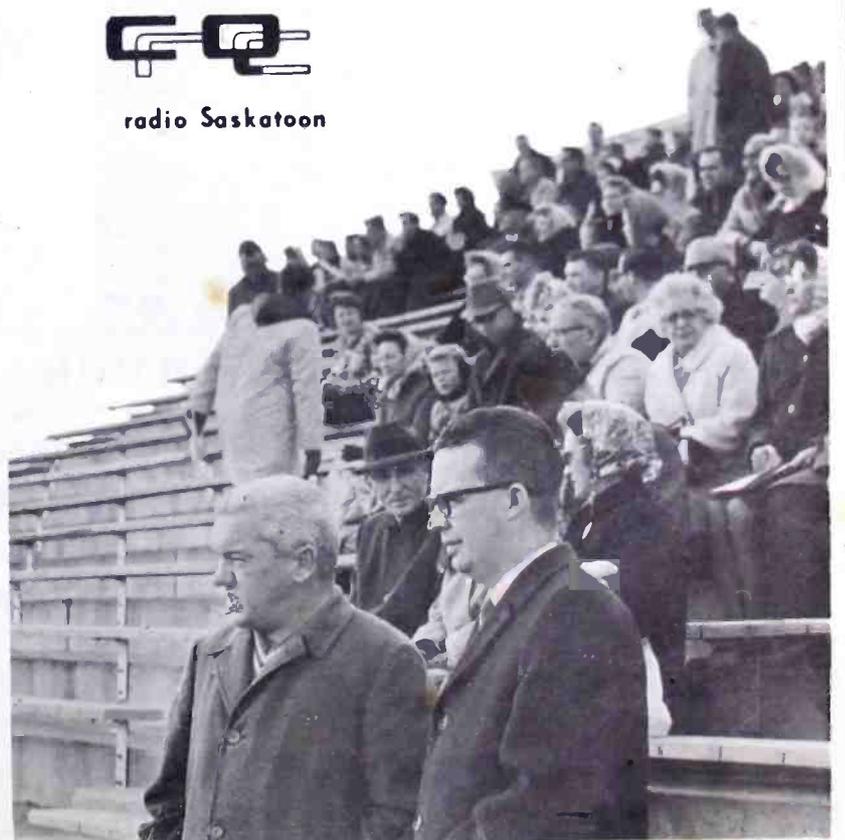
**double-header**

And what a pair of heads! On your left Chuck McManus and to the right Ned Powers, the Huntley-Brinkley of sports here at CFQC. This is a team to beat, indeed. Two veteran sportscasters and reporters busily engaged in bringing the good people of Saskatoon comprehensive sports coverage. Two heads, in this case, are enormously better than one.

Chuck and Ned are typical of the double or nothing way in which CFQC serves the community. May we go to bat for you?



radio Saskatoon



# STATION CALLS

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

## CFOX MONTREAL

LOCKSMITHS LAUGH AT LOVE these days, if the experience of CFOX Radio, Montreal is any guide.

CFOX had been playing a country music record telling the story of a man's regret for the way he mistreated his light of love. At the height of the record's popularity, the station received a letter from a man doing time in a prison near Montréal.

The inmate asked CFOX to send a copy of the record to his estranged wife in Toronto, to show her he had repented his misdeeds, and wanted to turn over a new leaf.

CFOX sent the record to the wife, along with her husband's letter and a note from the station explaining what had transpired. Several days passed. No reply.

Then, after about two weeks, CFOX received an answer.

The wife thanked the station, saying she enjoyed the record very much.

But, she said, the record didn't alter things between her husband and herself, and would the station please play "Release Me", by Kitty Wells, over the radio for her husband.

## DUTCH RADIO

THE NETHERLANDS GOT a taste recently of the scare that hit the U.S. in 1938 when Orson Welles broadcast his version of the "War of the Worlds".

This time, the radio audience that tuned in to a Dutch local program titled "Goldwater's New World", thought they were listening to the start of the Third World War.

The program, complete with news bulletins carried in regular news style, proved so realistic that the Dutch station was flooded with calls from frightened listeners.

A spokesman said the listeners scared by the program apparently ignored lengthy special announcements that preceded and followed it, as well as articles published in current issues of radio magazines.

## TV STARS CLUB

"WELCOME TO THE 'All Stars Fan Club'. This is the club that caters for the fans of the TV shows and all their stars."

That's how the blurb starts off on promo material for a new star-

worshipping club based in Sheerness, Kent, England, and organized by a good old chap named Syd Cresswell.

Photos of Lorne Green, Richard Chamberlain, Dorothy Provine and other video big names are being touted at one and nine pence apiece, post free (26 cents or so in Canadian money), or five for seven and six.

At five shillings a year for each star ("you can join as many stars as you wish"), members get: a club membership card, fullest details of the star, a signed copy of the star's latest portrait - "and other news and offers which we get from time to time."

Alas for declining Hollywood - this was bound to come.

## CKAC MONTREAL

QUIZ-METROPOLE, a contest program carried by CKAC Radio Montreal for chain store operator Couvrette & Provost Ltée, is being revamped to hand out bigger prizes and, to quote CKAC, "will offer a \$15.00 bill to be given away every day of the week."

CKAC can take pride in being the first to announce that French Canada is printing its own new currency.

## CFUN VANCOUVER

RADIO CFUN SEEMS STARTLED to have uncovered 40,000 Greater Vancouver high school students that love a party.

The station invited students of 65 high schools to vote for their favorite school. The winner would receive an entertainment package consisting of the CFUN Classics dance band, two CFUN m.c.'s, free refreshments, and record give-aways for a regularly scheduled school dance.

32 of the 65 schools entered.

For a time the contest, originally scheduled to last three weeks, threatened to get out of hand. 15,660,267 votes (student's name and high school in handwriting) were cast, and some school princi-

pals feared that prolongation of the contest would eventually disrupt classes.

As a result CFUN shortened the contest by eight days, and broke the winner announcement on November 3.

Because of the huge response, CFUN expanded the prize list to include the top 20 schools. The grand winner received the original dance package. Second and third won the CFUN Classics for one dance. The remaining 17 schools won the services of one of twelve popular Vancouver dance bands arranged for by CFUN.

Negative comment came from a very small minority who complained that CFUN had usurped their authority over their children, says CFUN.

The station believes most people, including businessmen, parents and teachers, applauded the contest.

## CFCL-TV TIMMINS

CFCL TELEVISION in Timmins' supper hour show, *Focus*, recently added a mystery melody idea, which has won immediate and enthusiastic approval with Northern audiences. Each week, *Do You Remember?* pits two challengers against each other in an effort to name the titles of a series of old musical favorites correctly. Then the host, Jean DeVilliers, invites the home audience to join in the fun, and test their musical knowledge. A mystery melody is played, and the people at home are asked to write in their answers. The first correct answer wins a free long playing album.

Response? By the time the last of the letters for the third show reached the station, the mail count was well over the thousand letter mark, just for the possibility of winning a long playing record. Entries came from as far west as Wawa near the shores of Lake Superior to Mattagami in Northern Quebec to Moosonee on the shores of James Bay, as well as urban population centres in Northern Ontario and Northwestern Quebec, served by CFCL Television.

## FULLY TRANSISTORIZED



## FOR MONAURAL OPERATION

This Magnecord recorder/reproducer, model 1021, has tape speeds of 3.75 and 7.5 inches per second and has a timing accuracy of plus or minus 0.2%. Inputs are Lo-Z microphone, balanced bridge, unbalanced bridge, mixing bridge and auxiliary bridge.

Price, including Federal Sales Tax \$999.00.

There are also other Magnecord models available. For literature and further information together with the name and address of your nearest Magnecord dealer call or write:-



**magnecord**  
CANADA LTD.

3751 Bloor St. W., Islington, Ontario. BE 1-3303

A highbrow is a man who thinks he has found something more interesting than women.

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

## CAB Exchange wants editorials

THE CANADIAN ASSOCIATION of Broadcasters' Program Exchange Department is hoping for an increase in submissions from member stations that air editorial opinion.

Program Exchange sends a monthly summary of views expressed by broadcasters to all House of Commons members, on the theory that the legislators follow newspaper opinion, but don't necessarily hear all broadcast editorial matter.

CAB manager Gerry Acton says, "If we had a lot of material, we would put out an editorial summary sheet once a week." At the moment, there are few stations participating.

The lively November "Editorial" sheet carries the thoughts of CKCW Moncton, CFNB Fredericton, CFOX Pointe Claire, and CKGM Montreal. Here are some excerpts:

- Suggest there is a steady widespread concern over continuing diminution of federal authority primarily caused by demands of Quebec for licence to run what it considers its own affairs.

- Editorial opinion in newspapers generally following Her Majesty's visit skirted the extent to which the newspapers themselves were responsible for the tenseness of atmosphere in Quebec.

- Maritimers are authors of their own fate. If the economic gap between the Maritimes and Central

Canada is to be closed we must strive to make our economy level with the rest of Canada.

- Suggests people uninformed about broadcasting are unable to distinguish between the public rights and the privileges which are extended to minorities.

- Believes that if auto workers, radio stations and cheese salesmen can have conventions without closing their places of business, then so can school teachers.

## CHUM SCORES THREE TIMES

RADIO CHUM TORONTO has won the Ontario Teachers' Federation radio award for outstanding service in the field of educational broadcasting for 1964.

This marks the third win for CHUM, which captured the award in 1959 and 1962. CHUM is also the only station to have won more than once.

The station's primary contribution for 1964 was a *High School Quiz* series last spring. The quiz pointed up serious deficiencies in young peoples' knowledge of Canadian history and current affairs.

## Sales management conference Jan. 12

THE ADVERTISING AND SALES Club of Toronto (ASC) will hold its 19th annual Sales Management Conference on January 12 at the Royal York Hotel in Toronto.

The day will be devoted to a discussion of the "automated future" and its challenge to sales management. Speakers on the program will be D. E. Mundell, president, Canada-Dominion Leasing Corp. Ltd.; R. C. Scrivener, vice-president operations, Bell Telephone Co. of Canada; J. H. McQuaig, president, McQuaig Ferguson Ltd.; J. H. Devlin, president and director, Rothmans of Pall Mall Canada Ltd., and J. C. Lockwood, president, Lever Brothers Ltd.

Advertel Productions Ltd., CTV Television Network Ltd., and Robert Lawrence Productions Ltd. have co-operated to stage a demonstration of the latest techniques for closed circuit TV.

The Conference will see live telecasting between outside points and the hotel, and the use of video tape and film to produce a simulated sales conference.

## MacLAREN APPOINTMENT



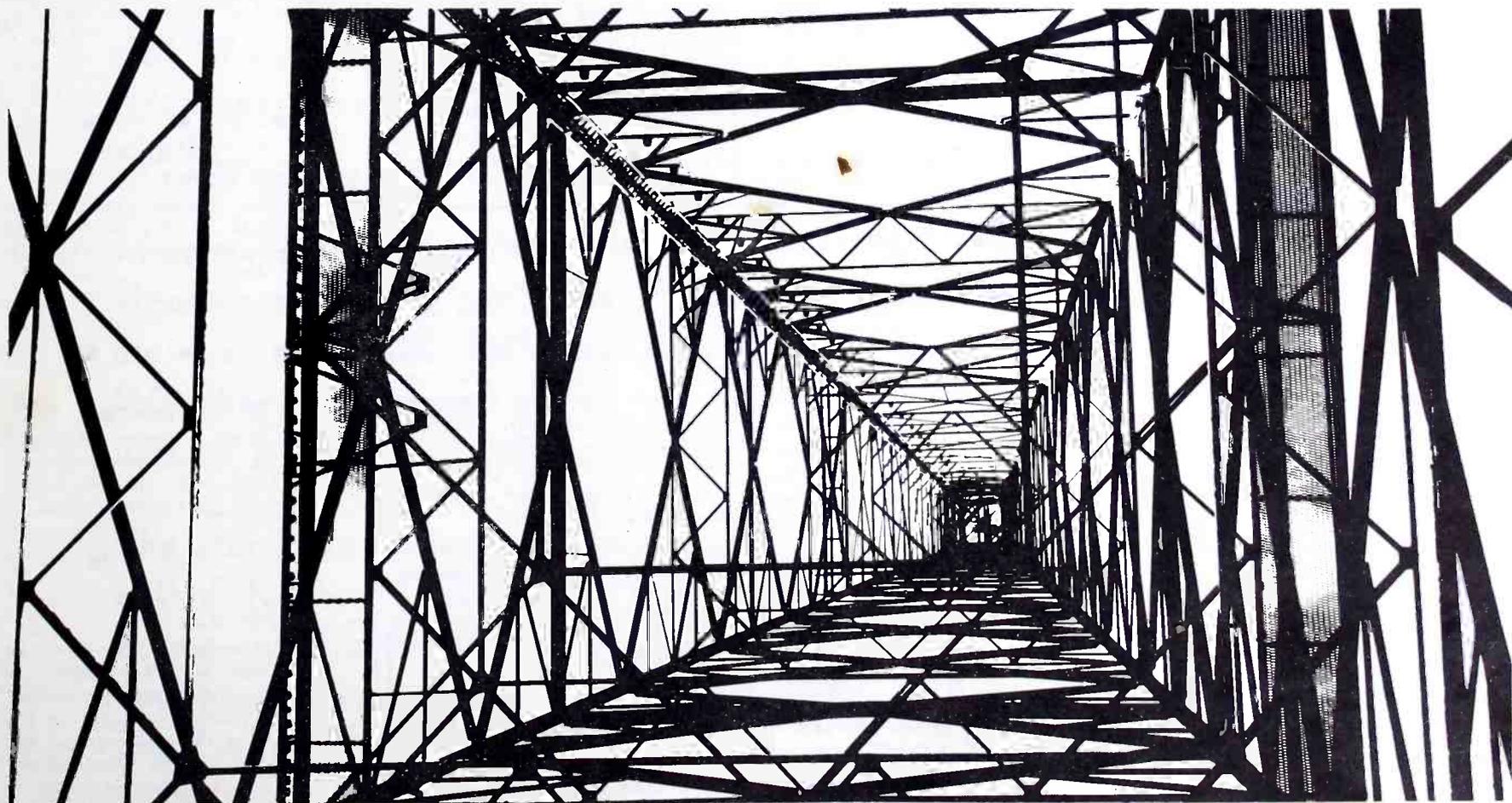
Michael B. Callaghan

George G. Sinclair, President, MacLaren Advertising Co. Limited, announces the appointment of Michael B. Callaghan as Executive Assistant to the President. Mr. Callaghan will direct MacLaren corporate dealings with the press and public. He joined MacLaren in 1961 after having worked with The Telegram, in Toronto, and The Canadian Press news service.

The trend is to balanced programming

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

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



## WE BEND OVER BACKWARDS!

To get shots that are different, exciting and meaningful, whether it be outside our studios (like the shot of our tower above) or inside our 3 studios 25' x 25', 24' x 36' and 75' x 50'. We have 3 Marconi 4 1/2" and 2 Dumont Studio cameras. Three Ampex video tape recording facilities — a Kinescope recorder — we also have a mobile unit equipped with a video tape recorder, three cameras with lenses including one Varotal III and one

Varotal V. (Our mobile comes very handy during our famous Winter Carnival. We cover all major events on the spot!) We have a separate mobile unit for film equipped with a SOF camera. We could go on like this for pages as we are equipped as well as any big network station and furthermore we do really bend over Backwards to produce the best!



**CFCM-TV \* CKMI-TV**

Télévision de Québec (Canada) Ltée.

# Private net lands Xerox U.N. series

THE CTV TELEVISION NETWORK has successfully negotiated for one of the most challenging series of prestige programs to come along in some time.

A new organization called the Telsun Foundation is making six 90-minute dramas for the American Xerox Corporation. CTV aired the first program on

December 28, and others will follow on February 19 and May 5, with the balance to be shown this fall.

The intention is to minimize sponsorship, as such, though Xerox is paying for the necessary broadcast time. Xerox is to have no official control over program content, and no mention of Xerox products will be made during the shows. An opening statement will simply say that "Xerox presents..."

CTV's program director, Michael Hind-Smith, had hoped to have the first program, *Carol for Another Christmas*, for Christmas day. As it is, CTV went on the airwaves with *Another Christmas* two-and-a-half hours ahead of ABC in the United States.

"That's in line with our general policy of pre-release on all American programs," says Hind-Smith. "It makes a great deal of difference to us to get in first like that."

The series attempts to present some of the behind-the-scenes drama of United Nations work, in personal story form. Departments of the UN Secretariat have given producer-writer teams factual experiences to go on, and stories of political, social and economic adventures for theme material.

Xerox expects to spend four million on the series, through the

non-profit Telsun Foundation set up for that sole purpose.

Writers, producers, composers and stars have contributed their services at minimum union fees, to the Foundation. Composers of the stature of André Prévin and Richard Rodgers have been lined up. The first program was produced by Joseph Mankiewicz, four-time academy award winner, written by Rod Serling and featured Peter Sellers.

Other high-priced talent in the who's-who of show business cast — Britt Eklund, Sterling Hayden, Ben Gazzara, Steve Lawrence, Eva Marie Saint, Percy Rodriguez, Robert Shaw, Pat Hingle, James Shigeta (of *Hiroshima, Mon Amour*) and Barbara Ann Teer.

Even the technicians were stars in their own right. Director of photography Arthur J. Ornitz just completed the film version of *A Thousand Clowns* and worked on *The World of Henry Orient*. Film editor Robert Lawrence has credits for the *Fall of the Roman Empire*, *El Cid* and *55 Days at Peking*. C. J. DiGangi, production manager, did the movie *Lilith* as well as serving on TV's *The Defenders* and *The Nurses*. Production designer Gene Callahan won an Oscar last year for his sets for *America, America*.

## RX \$10,000,000 FOLLOWS "LOVING CARE"

CFTO-TV TORONTO, winner of the 1964 Central Canada Broadcasters' Association Community Film Award for *Tender Loving Care* produced in conjunction with the Toronto Hospital For Sick Children, has gone ahead with a sequel — *RX \$10,000,000*.

The Sick Children's Hospital has consistently been a leader in research in the highly specialized

areas of brain and heart surgery. Part of the CFTO half-hour documentary is centred in the cardiology department, and shows a heart catheterization — inserting a nylon capsule 1/16th of an inch long into a vein, then to the heart, where the capsule inspects the heart cavities by relaying an image to a TV monitor.

Heart disease is a leading cause of infant mortality.

Ten million dollars was required to build a recently opened 200-bed new wing for the hospital.

## RADIO STATION WANTED IN SOUTH-WESTERN ONTARIO

OUTRIGHT PURCHASE  
Principals only please

Box # A-777,  
Canadian Broadcaster,  
217 Bay St., Toronto 1,

Your confidence respected.

**WANTED**  
**RADIO PERSONALITY...**  
with good commercial approach for metro market radio-tv operation.

**DAYTIME NEWSCASTER...**  
alert, high calibre man.

Both these positions offer excellent salaries and working conditions.

All replies held in strictest confidence. Please send tape, photo and resume to:

Box A-778, Canadian Broadcaster, 217 Bay Street, Toronto 1, Ontario.

### Management Potential?

If you have reached the position of being the top announcer and for PD at your present station and are wondering where you can go from here, a top maritime radio station is searching for members to add to their management team. Station is middle-of-the-road with a strong family atmosphere with little staff turnovers. We are looking for a career man, with ambition to assume greater responsibility than he now has. Salary benefits on a level with any station in Canada. If you are in a rut and believe that you want to earn more and move up to management, this position is for you. Successful applicants will be given a continuing series of responsible jobs to guarantee advancement. Your reply will be considered in strict confidence. Prompt attention will be given your letter.

Reply:

Box A-779,  
Canadian Broadcaster,  
217 Bay Street,  
Toronto 1, Ontario.

### MOVE UP WITH CKGM

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



### CONCERNING PUBLICITY

There's the fellow who always sends all his news to appropriate trade papers, in case they are interested and there is also the guy who never sends anything anywhere, in case they aren't.

### GOLDEN SILENCE

One way to make sure you are not misquoted is never to say anything.

### THIS IS THE QUESTION

Whether to let a paper print a distortion of your true story on account of your refusal to cooperate, or to make sure it comes out right by telling the real facts.

### TERMINOLOGICAL INEXACTITUDE

Then there's the memorable anecdote about the man who protested volubly that he had been misquoted and it finally developed that he was the "Voice from the Gallery" who was reported to have yelled "It's a lie", when what he really said was: "You're a liar!"

### READERS' CHOICE

Editors choose stories and items to interest their readers and not the person the story is told about.

### TIME IS OF THE ESSENCE

You stand a better chance of getting your story printed, if you tell it to the ed. before everyone else knows about it.

### SLOW NEWS DAY

Then there's the oldie about the PR man who was unable to file a story about the annual office picnic, because, in the middle of the proceedings, the chairman of the board eloped with the switchboard operator.

### THOSE IN FAVOR

A politician is less likely to get a wide press for proclaiming he is against sin than if he let's it be known he's in favor of a little of it in the right places.

**Ampex VR-660:**

# SO GOOD — THEY WANT A THIRD

VIDEOTAPE TOR  
ATT WALLY BEBENEK  
CONFIRMING TELEPHONE CALL PLEASE PROVIDE US ONE  
ADDITIONAL VR660 RECORDER AND ONE MORE SOLID STATE  
PROCESSING AMPLIFIER ORDER FOLLOWS  
SANDY DAY  
CJOH-TV OTT  
DEC 30 1964

CJOH-TV Ottawa have had their first two Ampex VR-660 videotape recorders about two months.

After, exhaustive testing and vigorous on-the-job use, they are so impressed with the 660s they have ordered a third unit.

The standards of performance called for by CJOH-TV are among the highest in the industry and we, at Ampex, are proud of the enthusiasm they have shown for our VR-660.

This is typical of the acceptance the Ampex VR-660

is receiving throughout the continent.

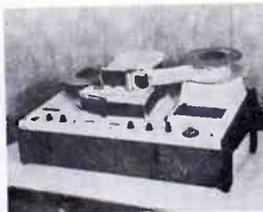
Whatever your television recorder needs may be, chances are the Ampex VR-660 will satisfy them, adequately and economically.

Put the VR-660 to work in your station. You will find it "Really Does Make Money". The price? Only \$16,500\*

Call us today — We deliver.

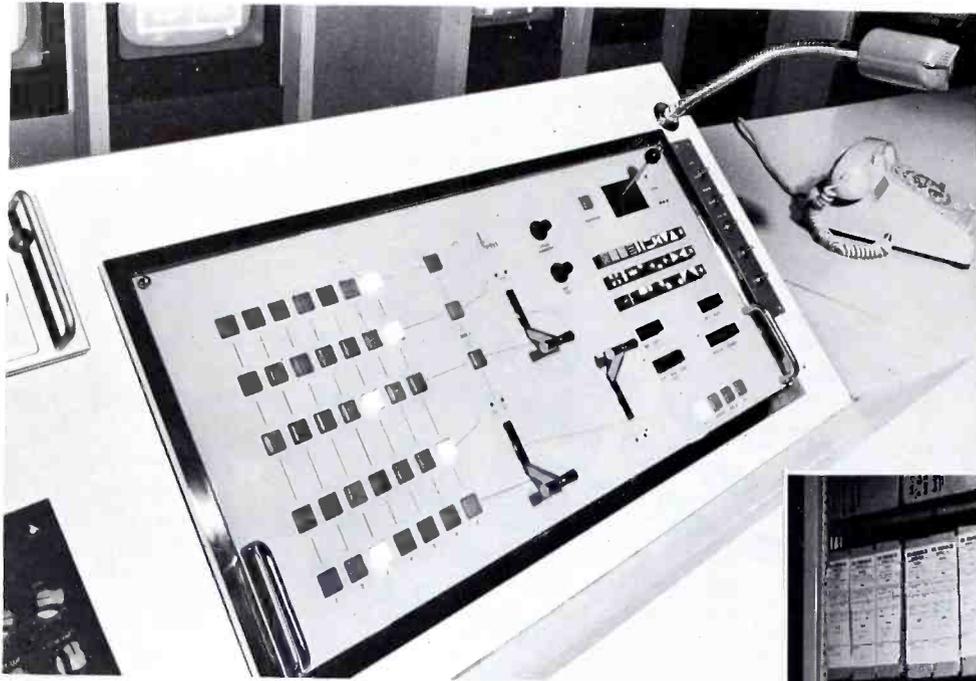
**Ampex of Canada Limited**  
1458 Kipling Ave. North,  
Rexdale, Ontario  
Phone: 247-8285

\* Plus fed. and prov. taxes where applicable.



From R.H.L.

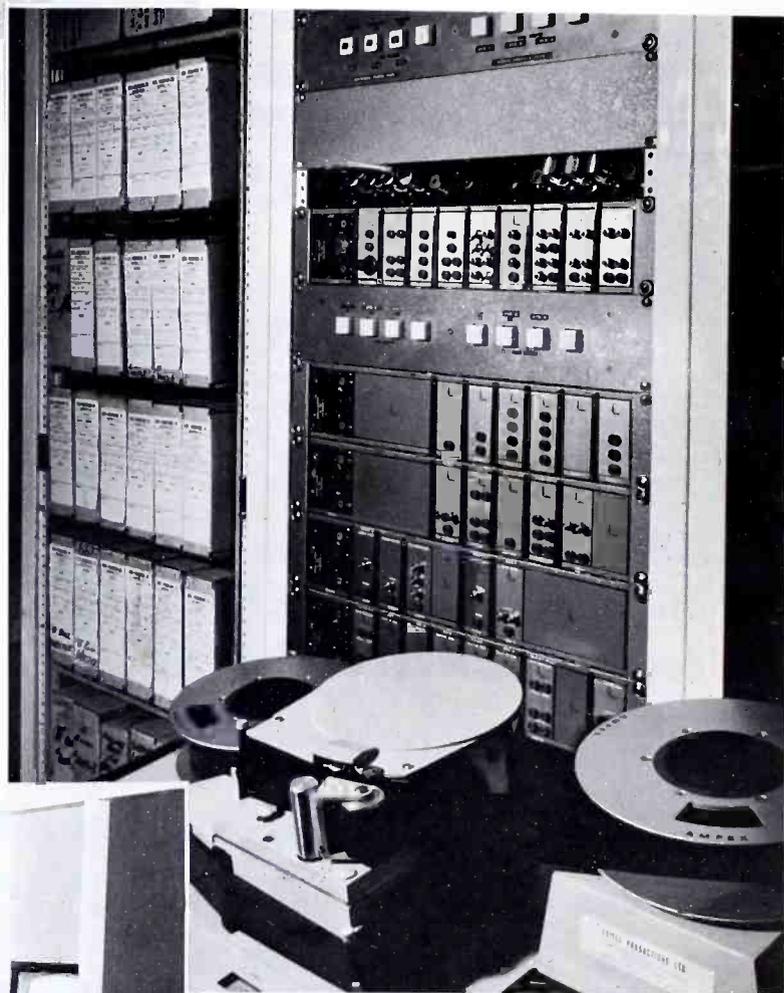
# PRODUCTION FACILITIES AT EDITEL



The production centre at Editel features the R.H.L. Production Switcher, incorporating the new R.H.L. Special Effects Generator.

The entire unit was custom-designed and built by Richmond Hill Laboratories to provide the flexibility essential in videotape production.

Housed in a minimum of rack space is the heart of the Editel operation. This rack contains the highly-acclaimed Richmond Hill Laboratories Sync Generator and Test Signal Generators, along with the Special Effects Generator and the entire Video Switcher.



The control room at Editel reflects an uncompromising, professional approach to videotape production.

The latest R.H.L. solid-state components help to make Editel one of the most modern and best equipped videotape operations in Canada.



**RICHMOND HILL LABORATORIES** Video Equipment

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