

Canadian BROADCASTER

1963 Industry Calendar

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

Vol. 22, No. 1

TORONTO

January 3rd, 1963

JANUARY							JULY						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5		1	2	3	4	5	6
6	7	8	9	10	11	12	7	8	9	10	11	12	13
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FEBRUARY							AUGUST						
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APRIL							OCTOBER						
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23	24	25	26	27	28	29	29	30	31				

February 14 - 15
BCAB CONVENTION
Empress Hotel, Victoria

February 27 to March 1
WAB ENGINEERS
McDonald Hotel, Edmonton, Alta

April 1 - 5
CAB CONVENTION
Royal York Hotel, Toronto

April 29 to May 1
ACA CONVENTION
Royal York Hotel, Toronto

June 11 - 13
WAB CONVENTION
Jasper Park Lodge

August 4 - 6
AAB CONVENTION
Newfoundlander Hotel,
St. John's

Late Sept. or early October
CAAA CONVENTION
Date and place to be announced

November 4 - 5
**CCBA MANAGEMENT AND
ENGINEERING CONVENTION**
Royal York Hotel, Toronto

November 10 - 12
ACRTF CONVENTION
Quebec City

BBG HEARINGS

The Board of Broadcast Governors has announced it will conduct hearings in Ottawa on the following dates. Two further meetings will be announced shortly, one in October and the other in late November or early December.

January 15

March 26

June 4

August 27

You Have To
TELL
If You Want To
SELL

So-o-o

T
S **TELL** *it to the Advertisers**

T
S **TELL** *it to the Agencies**

who have been reading broadcasters'
sales messages for 21 years**

in

CANADIAN BROADCASTER

*Meeting Place
for the industry and its Sponsors*

**219 BAY STREET
TORONTO**

* Ask 'em !

** Stewth !

SIGHT & SOUND

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

THE OTTAWA OFFICE of the Canadian Association of Broadcasters will be moving at the end of January. The association's new quarters will be in the Blackburn Building, almost opposite the present offices on Sparks Street. The postal address will continue to be P.O. Box 627, Station B, Ottawa.

A COURSE IN MARKETING and sales management organized by the University of Waterloo and the Sales and Marketing Executives Club of Toronto starts January 15 at the Board of Trade Building in Toronto. This is a two year course with sessions on alternate Monday nights. This is the first time a course of this kind has been made available without interruption of employment. The fee is \$370.00 and enrolment can be arranged through Roydon Barbour.

RONALDS-REYNOLDS & Company, Toronto, has been appointed to direct advertising for the Professional Products Division of Nestlé (Canada) Ltd., manufacturers of such infant nutritional and drug products as: Pelaron, Lactogen, Eledon, Nestargel and Arobon.

VAMPLEW-PHILP Advertising and McGregor-Deaville Advertising (née Woodhouse & Hawkins) have merged into Vamplew-Philp-McGregor-Deaville Advertising Ltd. with offices at 57 Bloor St. W., Toronto. Officers are Thomas Vamplew, chairman; Don Philp, president; Arthur McGregor, vice-president and secretary-treasurer; Frank Deaville, vice-president and general manager.

THE 17TH ANNUAL Sales Management Conference, produced and directed by the Advertising and Sales Club of Toronto, will be held January 8 at the Royal York Hotel in Toronto.

Keynote speaker at luncheon will be A. A. Thornbrough, president of Massey-Ferguson Ltd. The afternoon session will feature addresses by Jay L. Beecroft, director of sales training for Minnesota Mining and Manufacturing Co.; Sidney Edlund, New York marketing counsellor; and Dr. Charles L. Lapp, professor of marketing at Washington University.

An evening sales rally will be sparked by Larry Wilson, president of Communications Inc.

Tickets for the complete conference, lunch, seminar and rally, are \$15.00; for lunch and the afternoon seminar, \$13.00; and for the rally only, \$3.50; through the Ad & Sales Club.

WILLIAM F. FRANCIS, senior account executive on the General Foods Ltd. account at the Baker Advertising Agency Ltd., is leaving the agency after three and a half years to become advertising and marketing manager of Boyle-Midway (Canada) Ltd.

The Boyle-Midway account is now consolidated with Spitzer, Mills & Bates Ltd., effective January 1, having been split between SM & B and Ronalds-Reynolds & Co. in the past.

NEW MEDIA SUPERVISOR at Young & Rubicam Ltd. is Mrs. Barbara Passmore, who was media supervisor at J. Walter Thompson Co. Ltd. for the past two years and prior to that was with Proctor & Gamble Co. of Canada Ltd. At Y & R she will work on the Whitehall Laboratories Ltd. account, among others.

MARKETING DIRECTOR of Vickers & Benson Ltd., Ted Kober, has been appointed an editorial adviser to the JOURNAL OF MARKETING, published by the American Marketing Association. He is the only Canadian acting in this capacity for the publication.

STANDARD BROADCAST Sales Ltd. has announced the appointment of Fred K. Ursel as a sales representative in the Toronto office. Ursel moves to SBS from CFRB's retail sales department, which he joined in 1961. Prior to that he was sales manager of CKSL London.

CHUM TORONTO has won the Ontario Teachers Federation award for 1962 for "outstanding service in the field of educational broadcasting". The station also won the award in 1959 and is now the first station to have won it twice.

Two features were included in the winning submission, *The Changing Face of Education*, a four-week daily series, and *Let's Talk Education*, a regular Sunday night discussion program.

RECENT STAFF appointments at CKSO radio and television, Sudbury, include: Joe Budd, formerly radio sales manager of CKRM Regina, as television sales manager; Don Mackintosh, previously news director of CKSO Radio and TV, now radio sales manager; Bruce Hogle, from news director of CKRM radio, Regina, to radio-TV news director of CKSO; and Jack Boitson, promotion and public relations director, who joined the station some months ago from the p.r. department of Consolidated Mining and Smelting in Trail, B.C.

THE RECENT MERGER of F. H. Hayhurst Co. Ltd. and Brown, Mitchell & Wright Ltd. reportedly puts Hayhurst in sixth place in billings among Canadian agencies. BM & W, with over 100 accounts, had offices in Vancouver, Calgary and Winnipeg which will now operate as Hayhurst branch offices.

Kenneth M. Wright, a BM & W vice-president, has been appointed vice-president and manager of the western division.

OMITTED FROM the list of advertising agencies enfranchised by the Canadian Association of Broadcasters, published in our directory issue of December 6, 1962, was Tandy-Richards Advertising Limited.

Tandy-Richards' Toronto office is at 20 Carlton Street, telephone EM 3-6361. Media director is A. A.

Pape, broadcast department director and radio-TV time buyer is G. T. Alsop.

The Montreal office of the agency is at 550 Sherbrooke Street West, telephone VI 4-8821. Manager is H. J. Tingle.

TVB OF CANADA'S executive committee is meeting early this month to name a successor to William R. Seth Jr., who has resigned to return to the U.S. Seth was recently made executive vice-president of the Bureau, having been executive director since its formation in August 1961. He was originally appointed to the Canadian operation by Pete Cash, president of the U.S. TvB and has commuted between New York and Toronto since.

Plans for TvB in '63 include a concentrated drive for new members and associate members from allied fields, and accelerated emphasis on local selling. A local-oriented sales director will be appointed, and the bureau will provide more local sales tools and greater assistance to members in the staging of presentations at the local level.

THE CHEMSTRAND account in Canada has been awarded to Cardon, Rose Ltd., Montreal. The ad campaign for Chemstrand's Acrilan will include co-sponsorship of hour-long specials on the CBC-TV network — upcoming February 17 is *A Visit to Monaco* with guide Princess Grace, sponsored with Max Factor & Co.

CFAC APPOINTMENT



GORDON WALKER

D. H. Hartford, Vice-President and General Manager, announces the appointment of Gordon Walker as Retail Sales Manager for CFAC Radio, Calgary. Gordon brings to CFAC an excellent background in broadcasting sales and promotion. His experience includes 10 years with radio in Winnipeg and three years with the Toronto Office of All-Canada Radio & TV Ltd.

CKOC APPOINTMENT



WILLIAM E. BALLANTYNE

Radio Station CKOC, Hamilton, is pleased to announce the appointment of William E. Ballantyne as General Sales Manager. Mr. Ballantyne has long experience in broadcast sales and will be happy to aid in the planning of your radio advertising in the important Hamilton market.

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

CJMS

LA VOIX DU CANADA FRANÇAIS À MONTRÉAL *

THE VOICE OF FRENCH CANADA IN GREATER MONTREAL

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

NOVA SCOTIA PREMIER OPENS STATION

DECEMBER FIFTH was D-Day for CFDR Dartmouth, officially opened by the Honorable Robert L. Stanfield, Premier of Nova Scotia, with the good wishes of the Mayors of Dartmouth and Halifax and other dignitaries.

The province's newest station, operating dawn to dusk with 5,000 watts at 790 kcs, stresses quality music and puts special emphasis on local coverage of news and sports.

The directors of the station, known as Big D Radio, include C. Arnold Patterson, director of public relations for Dominion Steel and Coal Corporation Ltd., president of CFDR; John F. Cruickshank, vice-president;



NOVA SCOTIA PREMIER Robert L. Stanfield congratulates CFDR president C. Arnold Patterson on the opening of the new Dartmouth radio station. Left to right, Mr. Patterson; Mr. Stanfield; CFDR vice-president John F. Cruickshank; Dartmouth Mayor I. W. Akerly; Halifax Mayor John E. Lloyd; Vince Currie, secretary of CFDR; and sports commentator Danny Gallivan.

and Vincent Currie, secretary-treasurer.

Manager is Syd Pilkington, a veteran of 17 years in Halifax radio. Program director is Cy Lynch, who started in Halifax radio in 1946 while still at university there. Heading the

news department is Ben Dalfen, another pro, experienced in the Halifax radio and TV market. Sports-caster is Clary Fleming, also a well-known Halifax radio-TV personality.

The station is repped across Canada by Radio Representatives Ltd.

Woo New Canadians With Ethnic Programs

"NOT FOR SALE" is pencilled across the class AA, 6.30 to 10 a.m. time period on the rate card of Montreal's newest, eleventh, radio station, CFMB, "the station with the continental air". This move to a non-commercial period in prime time on a commercial station — there will be no commercials between 5 and 10 a.m. — is just one of the unique aspects of the new station, which officially went on the air December 21.

Financed mainly by new Canadians, the station is for new Canadians — the estimated 400,000 Montrealers of foreign extraction. This is a market with over \$460 million a year to spend, CFMB claims, with more buying power than Calgary or London and Windsor combined.

To reach and serve this market, the station is licenced to broadcast 40% ethnic programming, the highest proportion of foreign language content ever approved by the BBG. Fifteen languages go into programming this 40%, with 60% in English and French.

"No other commercial station in Canada, or in the world for that matter, with the exception of such state-run enterprises as the CBC, BBC and the Voice of America, has attempted anything on this scale," says president and general manager Casimir G. Stanczykowski.

Fourteen years ago Stanczykowski was a pioneer of ethnic broadcasting in Canada, writing, producing and announcing his own shows on several Montreal stations. He is a director of the Montreal Citizenship Council and devotes much of his time to helping other new Canadians to better assimilate themselves in their new surroundings.

This dedication to the interests of new Canadians looks like paying off with CFMB. Before the station went on the air, the ethnic programming was virtually sold out, well supported by local advertisers and many national accounts.

The ethnic programming is designed to communicate with the new Canadian in his native tongue, interpreting Canada and its way of life (and its products) against a familiar background. Shows "reflect the cultural heritage of the ethnic groups in music, folklore and drama". A feature is lessons in English and French.

Newscasts at five minutes to the hour and on the half hour are mostly English, some French, covering national and international news. Local news is integrated into the ethnic programming in the language of the show.

The station is on the air 20 hours a day through the week, longer on weekends, with 10,000 watts. Confident of a large ethnic listenership, CFMB is wooing English and French speaking audiences with such fare as the commercial free morning show, hosted by Bob Holiday, and not just a "good music" but a "better music" policy.

The station's national sales representatives are Stovin-Byles Ltd.

OUR SPONSORS ARE BUSY PEOPLE!

CHOV RADIO-PEMBROKE

See Stovin-Byles

For the best in balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

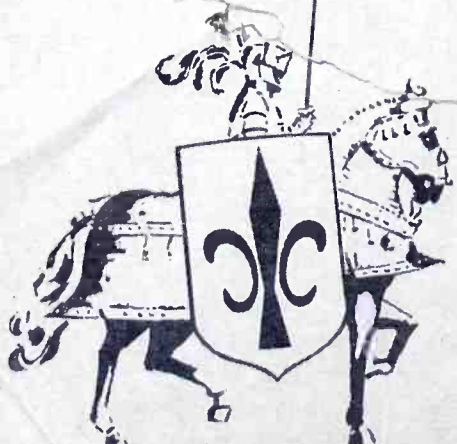
MONTREAL 1434 St. Catherine St. W. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1131 Richards St.

Say You Saw It

in THE BROADCASTER

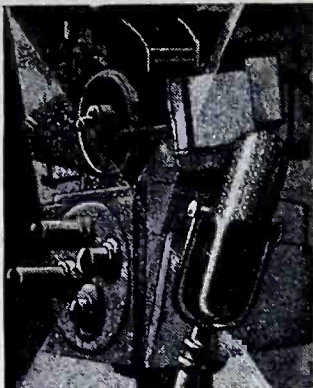
FACTS about FRENCH CANADA

With an average weekly wage of \$99.86, Jonquière-Chicoutimi ranks 1st in Quebec province and is 3rd highest in Canada. In the region there are 381 industrial plants, including aluminum, pulp and paper, and chemical industries. These plants have over 15,000 employees with yearly pay rolls exceeding \$64 million. Jonquière-Chicoutimi is Quebec's 3rd market.



HARDY RADIO & TELEVISION LTD.

Toronto: — Suite 715, 2 Carlton St., EMpire 3-9433
Montreal: — 1500 Stanley St., Victor 2-1101,
For French Coverage



BROADCASTER

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 3rd Floor, 219 Bay St. - Toronto 1
 EMpire 3-5075

25¢ a copy
 (Directory Issues, 50 cents)
 \$5.00 a Year
 \$10.00 for Three Years

January 3rd, 1963 Vol. 22, No. 1

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- DORWIN BAIRD - - - - - Vancouver
- LAURETTE KITCHEN - - - - - New York
- WALTER R. WATKINS - - - - - London



Printed by Northern Miner Press Limited

Editorial

New Years Always Dawn

A new year dawns.

There really isn't anything especially newsworthy in this statement, because it happens every January. But it is the custom of such journals as this to hold forth oracularly, as though greeting the millennium, instead of a new pad on the old calendar.

We are wont to climb up on Cloud 9 and sententiously prophesy what the new year will bring forth. This is the crystal ball bit, which, deep down inside us, seems to be nothing but a bash of crystal balderdash, because our successes and failures in our business enterprises in the year to come will be measured entirely by the quantity and the quality of the effort we put into them.

Economics will play a hand, but rather than assessing it in terms of graphs and computing machines, we believe that the tougher things get, the more and the more intelligently we shall have to work. As simple as that.

• • •

It is our forecast that success will come most to those in the advertising craft who concentrate more on the quality of the advertisement and less on the attendant statistics. After all an advertisement is designed not so much to gain listeners, viewers or readers as to sell the product.

There are advertisements which are exposed to fewer consumers but which, nevertheless, sell more goods.

Also there is the telephone survey conducted at the close of a program, which drew a complete blank, because the entire sample had done as it was told and rushed right out to the nearest drugstore before the program was over.

There is also the finance company, which tested its commercials on two stations in the same market. Station A's share outnumbered Station B's, yet Station B won the contract.

Why?

The reason was that the sponsor traced more loan applications to the station with the smaller audience. In other words Station A, the dominating one, lost the deal because its audience was too well off to need to borrow.

Play that on your IBM machine and see what comes out.

Then there is the regulatory problem.

After deep and prolonged thought we feel we can prophesy that the business of broadcasting will continue to be subjected to regulation through 1963.

There could be a remedy though.

Take the little girl whose fond mother was always goading her into brushing her teeth after every meal.

The poor child's life was barely worth living.

Every day when she was leaving for school, going outside to play, settling down to watch her favorite program, it was the same thing. "Millicent! Go and brush your teeth."

The precious days of Millicent's childhood were slipping by, but they were not as happy days as they should have been because of this constant maternal nagging.

Millicent wore a perpetual pout. Her gleeful screams and shrieks were absent from those of the happy throng of youngsters out there in the street. She would have loved to have joined the fun, but there was always the dull dread that between her hops, skips and jumps, a strident feminine voice would interrupt the proceedings with — "Millicent! Go and brush your teeth."

Then Millicent got a wonderful idea, which changed the whole pattern of her life. It was so simple, she wondered why she had never thought of it before.

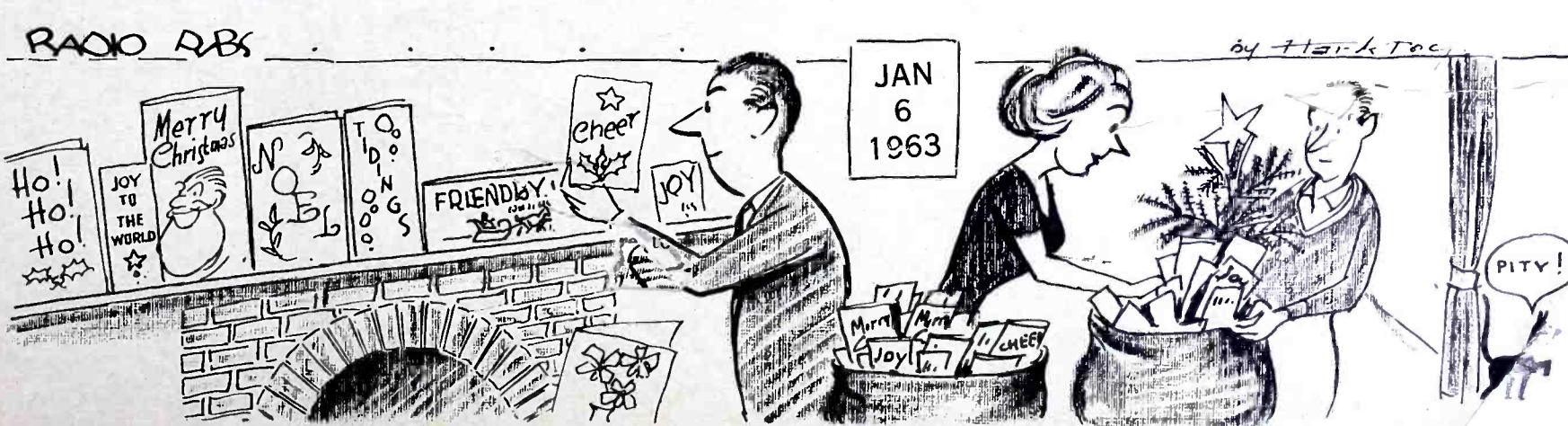
After every meal, without waiting for Mother to tell her, she rushed into the bathroom and brushed her teeth.

The world took on a new look. She started to play with the neighborhood kids and thoroughly enjoyed it.

At first Mother was a bit put out. Something had gone out of her life. But she soon got used to it and started nagging Dad about wearing his rubbers and changing his underwear.

You see, Mother had felt that nagging Millicent was an important and essential part of her life. Then she found that it wasn't nagging Millicent that really mattered, as long as she had *someone* to nag.

So Millicent lived happily ever after. And this was a very good thing.



MUSIC FOR THE MARKET THAT MATTERS

by KIT MORGAN

Just celebrating its third birthday, CHQM Vancouver lives up to the Gesell Institute of Child Development's analysis of this age group as typically "vigorous, enthusiastic and energetic" but "not easy to have around the house".

CHQM's vigor, enthusiasm and energy are reflected in its quick climb to a close second in seven-station competition in Canada's second-largest English-speaking market — and the six other stations must indeed find it not easy to have this bustling three-year old around.

TIME, in an article on CHQM in its November 30, 1962 issue, said "Vancouver's newest radio station has become a top money maker in Canada's most fiercely competitive radio market. It has also persuaded listeners that it is perhaps the best private radio station in Canada."

President and managing director Bill Bellman, with a small but swinging staff of 28, has charted this success story by programming "the sound of music" to "the market that matters".

The market that 'QM aims at is the less than one-third of Vancouver families who account for more than two-thirds of the total income. To hit this target the station plays music matched to the mood of the moment — light and bright arrangements in the early morning, serious music and classics in the late evening — with just two soft-sell commercials at each quarter hour.

When Bellman, an ex-CBC announcer and producer (and host of CBC-TV's summertime *Some of Those Days* for the past two years), presented his brief to the Board of Broadcast Governors, he vowed to increase the number of sets in use in Vancouver by 25% by wooing non-listeners to the AM station with the FM sound. Before and after BBM reports show that this figure has risen some 25% in the past three years.

Nine months after it went on the air on December 10, 1959, the AM station with the FM sound went FM as well, simulcasting through the 19 hour schedule. A little over a year ago, CHQM pioneered FM multiplex stereo in the west. The next step was the introduction of segments of separate FM programming. September first last year the station went round-the-clock. Last November it broadcast its first "live" stereo concert, a two-hour program by the Vancouver Symphony Orchestra conducted by Sir John Barbirolli, who was flown in from Houston by the station for the benefit concert.

BUILDING AN EMPIRE

In addition to continually expanding and improving its AM and FM broadcasting, CHQM has been empire-building. In March of last year it launched Q Music, a background music service — in November it published the first issue of "Q", a guide to entertainment and the arts

The station frankly admits that the magazine is patterned after WFMT Chicago's publication, which is so successful that it's said its program guide nets more than the station operations.

'QM's venture into publishing looks like being equally profitable, with the entertainment guide cum program schedule "in the black" on its second issue. Three thousand subscriptions, at \$2 per year, were received before the 34-page December edition went to press, with the balance of its run of 15,000 copies being sold on news-

SWEET SOUND OF SUCCESS

The first new station in Vancouver in 32 years, one of CHQM's biggest stumbling blocks is communicating to national advertisers and agencies that they are a station with a different sound — one that, they insist, is unique in spite of other stations' attempts to duplicate it.

The sound is based on music, with a library of 10,000 records, one-third classical and semi-classical and the other two-thirds light classics, standards, show tunes, film scores, fine jazz and humor.

Except for the 6 to 9 a.m. slot, the music is programmed in uninterrupted 15 minute segments, and announcers are just voices, albeit friendly voices, not chit-chatting personalities.

The station has taken a strong editorial stand since it first went on the air and its three daily editorials (five minutes at 9.05 a.m. and 12.05 noon, and ten minutes at 6.15 p.m.) have been applauded by political leaders, run as guest editorials in the Vancouver press, and quoted in Hansard.

Written by full-time editorial writer Ralph Daly, they are vetted by Bellman and reflect the station's often controversial, almost-always stimulating, opinions on international, national and local issues. Frequently copies of the editorials are sent to people or groups involved or interested in the topic under fire, and reaction from listeners and from this audience-by-mail leads the station to believe that air editorializing has more impact than print.

Newscasts — sans bells, beeps or buzzers — are broadcast every hour on the hour from the newsroom of the VANCOUVER SUN. Stock market reports issue four times daily from the board rooms of one of the leading investment houses.

Separate FM programming is concentrated in three areas, opera, theatre and adventures in stereo sound. *FM Opera House*, every Sunday from 9 to 10 p.m., presents "everything but the Met's gold curtain for the opera lover", according to "Q".

From 9 to 11 p.m. Tuesdays, *FM Theatre* offers "the finest in drama, poetry and prose". Last month, for example, CHQM-FM scheduled Shakespeare's "Troilus and Cressida"; a BBC production of Strindberg's "The Dance of Death"; the New York Pro Musica's performance of the 12th century musical drama "The Play of Daniel"; and Menotti's "Amahl and the Night Visitors" for the Christmas season.

Adventures in Sound on CHQM-FM Fridays from 7 to 9 p.m. is listed as a sound spectacular for the stereo enthusiast and subject matter varies from, to take last month as an example, the excitement and noise of an amusement park to a stereo tour



"an invitation to the program Candlelight and Wine... with the sparkle of crystal and the gleam of fine silver, we offer a quiet background to add pleasure to the elegance of dining...."

Courtesy Len Norris, Vancouver Sun.

in Vancouver — and, also in November, it brought out the first in a series of lp's. All of these allied enterprises are flourishing under the 'QM midas touch.

Q Music, recorded from the station's own library, is currently piped into some 165 Vancouver supermarkets, including such big chains as Super Valu, Safeway and Shop Easy, and into over 150 restaurants, businesses, and doctors' and lawyers' offices.

The first edition of "Q" magazine was delivered free to 150,000 homes, giving listeners and potential listeners day-by-day program line-ups for the month, plus a general guide to entertainment in the city, and columns on music; theatre; gourmet cookery; sports cars; book, movie and record reviews; and advertisements from on-air advertisers.

stands at 25¢ each, or distributed free to more homes on a selective basis.

First lp on the Q label is titled "Candlelight and Wine" and features Reg Owen and his orchestra in lush string and muted brass arrangements of standards like "You and the Night and the Music", "It's Magic", "September in the Rain", typical fare of 'QM's 6.30 to 9 p.m. program of the same name.

The album is a promotion with Craven A cigarettes, sold through the station at \$1.49 with proof of purchase, or at major supermarkets at \$1.99 for the record and two packs of Craven A. Original plans were for four lp's a year (the next is due early this year); now there's talk of a monthly release.

Record companies advised the station that a top lp in Canada hits about 30,000 in sales, of which Vancouver accounts for some 10%. 'QM accordingly ordered 3,000 copies of "Candlelight and Wine", and sold out in four and a half days. An additional 8,000 were ordered and the station expected the full 11,000 to be sold within two months. Interesting sidelight is that sales are usually split 75% mono and 25% stereo, while the Q label ratio is running 55% stereo, 45% mono.

Give some people an inch and they want to be a ruler

CFCN RADIO/TV CALGARY

through history from biblical times to the present.

SPOTS TAILORED TO MEASURE

Having devoted its all to programming music to match the moods of the market that matters, 'QM refuses to have that mood shattered by shouting, screaming commercials or jangling jingles.



Photo by Schiffer
President, general manager and driving force behind CHQM, Bill Bellman steps out of the executive suite and into the studio every morning to host "Q on the Aisle", the nine till noon program of light classics, standards, show tunes, jazz and humor, and interviews with visiting celebrities. "The whole station is an extension of Bellman," said one employee.

When an agency or advertiser prefers a commercial that's out of sync with the program policy, the station points out that while it may be an excellent commercial for other stations, there's a better approach to their audience. Then they come up with the better approach, a freshly written and produced commercial at no extra cost.

As Terry Bate, national sales manager, puts it, "we create the problem by operating a specialized station for a specialized audience, so we solve the problem by creating specialized commercials."

Clients for whom 'QM writes and produces special commercials include Craven A, Peter Stuyvesant, Colgate-Palmolive, CPA, BOAC, and The Tea That Dares. Many advertisers give the station carte blanche in creating new commercials.

Often a campaign combines nationally-aired commercials with 'QM-produced ones. For Wildroot, for example, 'QM logged the client's own jingle about Charlie's "whistle, a wink and Wildroot" during the up-tempo hours, then produced its own less exuberant version of Charles' conquests for low-key moods.

Not only does 'QM dictate the quality of commercials, but also the quantity. Aside from the basic ruling of only two spots at each quarter-hour break, no more than nine are logged for any one advertiser in a day, and no one commercial is repeated in less than two hours.

Domination of its audience is possible with just nine commercials a day, the station claims. Under the policy of only two spots every 15 minutes, 'QM believes these two commercials gain maximum attention, competition for that attention is eliminated, comparison with competitors is minimized — and there's little competition from the station itself, which is identified quietly every quarter hour, separating the commercials.

Bate feels that broadcasters who hammer the station itself at its audience with the "CXXX time", "CXXX weather", "CXXX hit parade number one" are only adding to the confusion of the listener, who submits to some 300 advertising messages a day as it is. "No advertiser has the money it would take to compete with these stations for their listeners' attention", he says.

CHQM's commercial policy has been called "dictatorial", but either because of it or in spite of it (and the station thinks it's because of it) business last year increased 65% over 1961. TIME quoted Bellman as expecting a \$100,000 profit before tax last year, and some consider that a conservative estimate, which doesn't include the Q Music - "Q" Magazine - Q label "empire".

As of September 1, '62, CHQM has offered advertisers a split rate card, offering both AM and FM, or either one separately. Thus far, FM only has attracted such national advertisers as publishers Clarke Irwin & Co., Philips tape recorders and Rootes Motors. At present FM's ratio is 65% local to 35% national, an imbalance that suffers from the lack of "numbers", figures on FM ownership and FM ratings. Overall ratio is approximately 45% national, 55% local.

SNOB APPEAL

Juggling BBM and DBS, CHQM reckons its listeners spend over a million dollars a day. The station programs to please this affluent society, sells advertising on the basis of reaching this stratum, and has a definite snob appeal. One local automobile dealership, in giving its location, qualifies it with "opposite the art gallery".

Promotion is sophisticated, off-beat, tongue-in-cheek. The station occasionally throws in a mock commercial for the Hong Kong and Shanghai Bank, which opens, "When next in Singapore . . ." Since its listeners are the sort that might well take them up on such lines, these commercials-for-fun are carefully researched. Indeed, some listeners did, as the copy suggests, "drop a line to the manager, I. J. O. Cruikshank". Their letters arrived on manager Cruikshank's desk in Singapore, and his letters, in turn, have arrived at CHQM.

Vancouverites give the station a gentle ribbing about its upper crust image. VANCOUVER SUN columnist Jack Wasserman, who refers to Bellman as "the Q-master", once reassured his readers that "it is not true that you have to have an income of over \$10,000 to listen to CHQM."

SUN cartoonist Len Norris took the mickey out of the *Candlelight and Wine* program with a scene of a slovenly housewife and her under-shirted husband at the table, with a loaf of bread, milk bottle, catsup and all plunked upon it, in the midst of a laundry-strewn cold-water flat kitchen. The caption was a take-off on the opening format, ". . . with the sparkle of crystal and the gleam of fine silver, we offer a quiet background to add pleasure to the elegance of dining . . ."

The dig had Bellman crying all the way to the bank, as they say. Brightened by the balance there, perhaps, 'QM reproduced the cartoon on the back of the "*Candlelight and Wine*" record jacket.

WHY CFQC?

There might be some misguided person who thinks that the initials QC refer to Queen City. Far from it! CFQC is in Saskatoon, the fastest growing big city in Saskatchewan.

Really, QC means many things, all of them good. To any engineer, QC means Quality Control. That is a constant concern of everybody at CFQC. CFQC's signal has a Quaquaversal Contour — it points in every direction for hundreds of miles around Saskatoon. CFQC's programming staff is the Quintessence of Competence.

There are many more definitions of our Quadri-nomial Colophon, and we invite you to join a Queer Contest, the winner to receive an RCA Victor stereo (or LP) album. Submit as many definitions of CFQC as you wish. We will cherish only entries that set worthy ideals for CFQC. Send your entries to Dennis Fisher, CFQC, Saskatoon.

SELL A LEADING MARKET THROUGH A LEADING STATION

In Saint John there is a difference !!

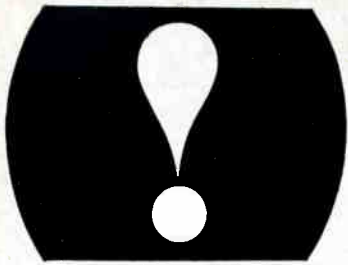
The difference is CHSJ Radio with its enthusiastic — experienced — and wide-awake personalities! Local and regional advertisers know the difference. Try CHSJ RADIO and you'll find a difference too! Sell the prosperous Saint John market through the facilities of the "FIRST STATION" —

The Pacesetter in New Brunswick

CHSJ

SAINT JOHN

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



OVER THE DESK

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

HEALTH AND
BEAUTY AIDS
ADVERTISERS
SWING TO
TELEVISION



of television programming in Canada that will bring new standards to Canadian production, affording a valuable opportunity for private broadcasters to participate in and contribute to a unique programming endeavor."

STOP LOOK AND LISTEN

BEFORE WINDING OFF this first effusion of 1963, I have a thought which might interest my legion of readers. But then it may not. Be this as it may, I want to get rid of it anyway, so here's with it.

All of us, in some way or another, have been taking a closer look at costs. There are so many little things which are nothing in themselves but which added together become quite a consideration, in terms of time, and time, we are often told, is money.

One of the biggest time leaks in the advertising business is waiting for copy. I know this is the case in our business, and am sure the same thing applies in yours, whatever your place in the advertising picture.

Actually the preparation of advertising, whatever the medium, can be accomplished far more effectively if the work is done before the heat is on. At any rate, it takes just as long when it is left to the last moment, as it would have taken had it been looked after ahead of time.

One thing is sure, and this is that you cannot record a commercial or set a display ad without the copy. And when a crew of sound engineers or cameramen or printers is standing by to do our jobs, we are either ready for them at the appointed hour or we face inevitable waste in loss of time, and — perish the thought — overtime charges.

I have no doubt we are as likely to offend in this respect as anyone else, so the resolution I would make for 1963, were I making any, would be to see that I get my stuff to the printer on time, thereby keeping this kind of cost at a bare minimum. And as this applies all round, perhaps a little of this will rub off on you, to everyone's advantage.

With this hunk of philosophy, I'm going to take a swig of my own medicine by winding off and getting this over to the printer, but not before the usual parting thrust — to buzz me if you hear anything.

Dick Lewis

THIS CHRISTMAS was brightened with a post card, reproduced above, from Horace Stovin, at his Florida home in St. Petersburg. Here is his message:

"This is part of the setting in which I placed the enlargement of CANADIAN BROADCASTER'S Christmas cover, by Grey Harkley.

"It provides us with a touch of home, and a daily reminder of good friends."

"Brickee joins in all good wishes."

Another voice out of the past (not too remote a past but past nonetheless) was a Christmas card from Bobby and Grace Gimby, date-lined c/o Rothman's, Kuala Lumpur, Malaya, where he said they have dug in for 18 months.

Another old friend heard from was Dave Price who has moved his "Productions Limited" from Toronto down to Plantation, Florida, where by means of a Broadcast News wire service he does his Canadian newscasts for the benefit of those of our fellow-citizens who prefer shovelling snow in that southern clime.

Dave has had a special broadcast studio built right into the house,

presumably to enable him to do his "work" in his bath robe. To which crack he will undoubtedly reply: "Doesn't everyone?"

My own Christmas was spent in Winnipeg, where Les and Hazel Garside were my gracious hosts, supplying all the trimmings which go hand in hand with the traditional Yule season, including five grandchildren and Bob Buss.

TV PROGRAM EXCHANGE

FAST IN THE WAKE of its radio counterpart, the CAB's TV Program Exchange has embarked on two major activities.

(1) Under the direction of Vice-chairman Bob Reinhart, CFPL-TV, London, the Exchange will gather and distribute existing program material available from CAB member television stations.

(2) The general production of a television series to be announced later. This series will be jointly produced by CAB stations and made available for exchange in 1963. This "New Material Committee" will be under direction of Vice-chairman Bud Hayward of CFCF-TV, Montreal.

Stuart MacKay, general chairman of the CAB Program Exchange Committee, embracing both radio and television, last month named the newly-formed Television Program Exchange Sub-committee, which besides Reinhart and Hayward includes Ray Peters, CHAN-TV, Vancouver; Cam Ritchie, CKLW-TV, Windsor; Ken Soble, CHCH-TV, Hamilton and Don Jamieson, CJON-TV, St. John's.

The chairman of the TV sub-committee, Cam Ritchie, sees in this move the beginning of a "new phase

1956

44%*
OF BUDGET
IN TELEVISION

*% OF TOTAL BUDGET - NIELSEN

1961

76%*
OF BUDGET
IN TELEVISION

*% OF TOTAL BUDGET - NIELSEN

TELEVISION...
THE SELLINGEST
MEDIUM
IN CANADA

TvB
CANADA

Television Bureau of
Advertising of Canada
500 University Avenue
Toronto 2, Ontario

TvBC-6

The greatest
French advertising
medium
in
Quebec

300 000 KV
CHLT-TV CHANNEL 7

SHERBROOKE
We cover
the Montreal market

National Representatives
Canada: Paul L'Anglais Inc.
Toronto and Montreal

RADIO NEWFOUNDLAND

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

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

NO 2nd COMM'L NET FOR UK

A SECOND COMMERCIAL television network for Britain was rejected by the government in a new television bill presented to Parliament last month. A second channel for the BBC has already been authorized.

In a major policy statement, the government said it intended to exercise greater control over the existing commercial network and would take a greater share of its profits.

The recommendations were made in response to last summer's report from the committee on broadcasting headed by Sir Harry Pilkington, although the present proposals are generally less drastic and in some cases take the opposite course to Pilkington's recommendations. For example, the government agreed to permit Pay-TV companies to conduct experiments in several areas to learn whether such service is justified.

The move to tighter control of commercial television programs was evident in a recommendation for a committee headed by the Independent

Television Authority and representing the television companies. It would "approve and supervise the arrangements for the buying and selling of programs" and "be responsible for the shape, content, balance and quality of the service as a whole".

The ITA, appointed by the Postmaster-General, owns and operates the stations. It rents these facilities to privately-financed companies which produce the programs and sell advertising. The Pilkington committee recommended that ITA shoulder the responsibility for program planning and time sales, but the government said it saw no structural defect in independent television to call for such a radical change.

The government statement also recognized some of the sharp criticism that was directed at the Pilkington report's blanket condemnation of independent TV and high praise for the BBC. It said some of the criticism of independent TV was exaggerated, while some applied equally to the BBC.

New TV Tape Recorder

Playback Is Almost Instantaneous

AT A PROGRAM titled "A Peek into the Future of TV Techniques", members of the Academy of Television Arts and Sciences in New York were recently introduced to a new, completely transistorized, television tape recorder. The new device was demonstrated by Frank Marx, president of ABC engineers, who said television will become a more flexible medium than ever before with its use.

ABC has ordered four of the machines and plans to use them extensively in news and sports coverage.

The MVR-10, developed by Mach-Tronics Inc., Mountain View, California, is two and a half feet wide, less than a foot high, slightly over 13 inches deep, and weighs only 65 pounds. It uses only one quarter the tape required by other video recorders for equivalent programming, employing one inch tape running at seven and a half inches per second.

The machine accepts composite

video from any image orthicon or vidicon camera. The video signal is placed on the tape by the helical scan method using 180 degree tape wrap and two long-life, high-output heads. A control track governs a unique servo system which insures that all tapes made on the MVR-10 are completely interchangeable.

It records 96 minutes of program on a ten and a half inch reel. Starting time is four seconds and rewind time for the full reel is 90 seconds, providing almost instantaneous playback.

Operation involves only: removing the cover, plugging in the cord, connecting the video and audio cables, threading the tape through a simple positive tension and speed system, and pushing a button. Tape movement and mode of operation are controlled by push buttons; audio and video level adjustments are made with front panel controls. All connections are made at the rear with standard plugs and jacks.

CKSO-TV SKED HAS NEW LOOK

Unique approach to the standard printed program schedule is CKSO-TV Sudbury's new pictorial schedule, which has gone out locally and to national advertisers and agencies. Designed and created by the station's art department, the folder introduces CKSO-TV's executives, looks back on its pioneer days as the first privately-owned TV station, and tells of its present expansion and streamlining.

Unfolded to its full 11 by 26 inches, the folder illustrates programming from 5.30 p.m. through the late

night movie, seven days a week, by means of pictures sized to fill the time slot, showing representative scenes and personalities from the shows.

Reverse line drawings show the quarter million dollars worth of new equipment: Ampex videotape recorder, sound control centre, automatic lighting system for the enlarged studio, and the video control centre with RCA transistorized solid-state switcher and two new Marconi Mark IV cameras for three-camera production.

Works every time!



CJCA radio sells Edmonton NUMBER ONE in all ratings

Get full details from your All-Canada Man, or Weed & Co. in the U.S.A.



"The Sound of Service in Montreal"

A familiar sight and sound to thousands of Metro motorists: the CFRB Traffic Helicopter, which patrols the main arteries during rush hours and weekends. Eddie Luther is the airborne reporter whose birdseye view of traffic and road conditions warns drivers of tie-ups and guides them to the clearest routes.

News Director Bill Hutton and his assistant Gil Murray discuss one of the taped voice reports which Hutton considers one of the most vital elements of CFRB Radio News.



KEEP ON TOP OF THE NEWS *LISTEN*

ONTARIO'S AUTHORITATIVE NEWS VOICE

Most people in Ontario keep on top of the news by listening to CFRB 1010. This continuing leadership is no accident; it's the result of concentrated planning, progressive expansion of news facilities. It's because CFRB gives the RIGHT news, FAST—accuracy, plus immediacy. Most important, CFRB Radio News is in the hands of the discerning, probing and articulate team of newsmen pictured here.



CFRB newsman Jim Fleming takes a story from one of CFRB's many correspondents in Metro, Ontario, and key cities.

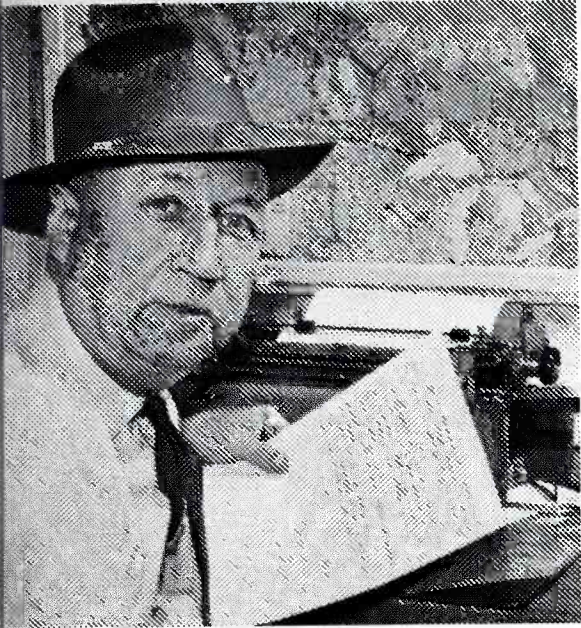


Hartley Hubbs, another of CFRB's reporter-newscasters, here checks facts for one of his hourly and half-hourly newscasts, heard from midnight till 6 a.m.



Bill Stephenson is CFRB's Sports Director, here seen broadcasting one of his three daily sports features. Bill is your play-by-play commentator for the Argonaut football games.

"The Living Legend," Canada's most controversial commentator Gordon Sinclair finds news with greatest human interest, delivers it no-holds-barred twice daily; 11:50 a.m. and 5:50 p.m.



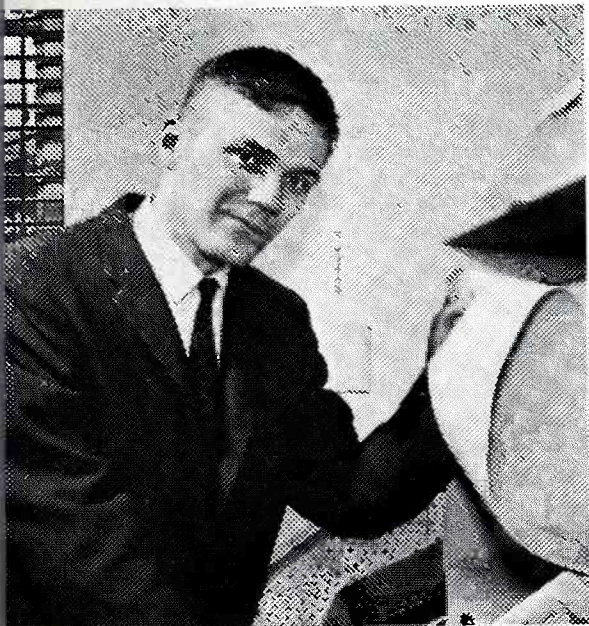
Bob Hesketh has a dry, inventive wit and a flair for unusual sidelights, making his daily 1 p.m. and 5 p.m. newscasts colourful and packed with interest.



The Dean of CFRB News, Jack Dennett conveys his own comprehensive grasp of world affairs in terse, incisive language, twice daily: 8 a.m. and 6:30 p.m.



HERE: CFRB 1010



Torben Wittrup keeps afternoon listeners informed, noon till 6 p.m. Here Torben checks one of the four wire services in the CFRB News Room.



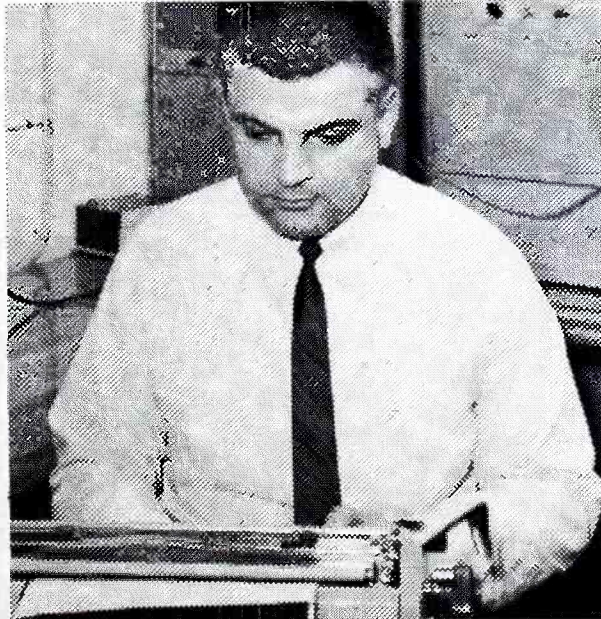
Bill Gilmour combines careful preparation of news with authoritative delivery; handles the majority of morning newscasts on CFRB between 6:30 a.m. and noon.



Tom McKee in CFRB's "Bulletin Centre." Here, by pushing a button, the News Room can instantaneously take control of both CFRB and CFRB-FM to air an urgent story.



Reporter Ron McAllister travels wherever the news is hottest, supplying eye-witness reports and taped interviews. Ron is also Press Information Officer for CFRB.



Gerry Farkas in the News Room writes up the story of a news event he has personally covered for one of CFRB's 35 daily newscasts.



John Collingwood Reade, distinguished news analyst and broadcaster, presents his enlightening commentary on the day's happenings, each week night at 10:50 p.m.

MOVES INTO ACTION

THE CHOIR OF Cochrane Street United Church in St. John's, Newfoundland, carolled across the Maritimes, Central Canada, the Prairies and the Western provinces during the festive season, while the B.C. Telephone Choir of Vancouver was also heard across the country, as the CAB Radio Program Exchange went into action.

Over 50 CAB stations programmed the Exchange's Christmas library, two tapes with thirteen selections by

seven choral groups. These were chosen from material submitted by several stations and Jack Hill of CKOC Hamilton and Wally Slatter of CJOY Guelph, faced with selecting the best of the contributions, were mightily impressed by the calibre of the music and the excellent technical quality of most of the submissions.

The music chosen for distribution was recorded by CJON St. John's; CKCW Moncton; CKSO Sudbury; CFPL London; CKLW Windsor; CKRC Winnipeg and CKWX Vancouver, featuring local choral groups. Included in the selections were French, Norwegian and Ukrainian carols and an original composition by one of the choirmasters.

Many stations programmed the Exchange material as a half-hour program on the "Christmas in Canada" theme. Others used individual cuts integrated into their own programs, and some utilized the new library in both ways.

The Radio Program Exchange also provided some 60 members with Christmas and/or New Years greetings from the Governor-General of Canada, Prime Minister Diefenbaker and the Honorable Lester Pearson — plus, for English language stations, greetings from Dr. Andrew Stewart of the BBG and Don Jamieson, president of the CAB, and, for French language stations, messages from BBG member Bernard Goulet and CAB vice-president Jean Pouliot.

Gerry Acton, manager of the program exchange department, reports that a selection of short features should be ready for distribution late this month. Also, material contributed by the BBC is currently being considered.

The new BBM report shows that Channel 3's household penetration is greater than ever before — circulation is now 117,400 homes.

Paul Mulvihill & Co. Ltd.

TORONTO — MONTREAL

Representing these quality television stations

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

BOOKS By Mail

Book Dept.
Canadian Broadcaster
219 Bay St., Toronto

SERIES AIRS DRUG THREAT

THE POWERS THAT be, Members of Parliament and other officials in Ottawa, have been listening to CKLG Vancouver, via tape, and hearing a dramatic documentary series titled *Narcotics Exposé*.

The series of ten programs — presented at 9.30 a.m. and repeated at 10.05 p.m. Monday through Friday for two weeks — developed from a general discussion of the narcotics problem on LG's nightly *Voice of Vancouver* show. Following the broadcast, producer Don Wilson received a telephone call from a man whose daughter had become an addict and turned to prostitution to earn money for drugs.

The caller offered his services as a contact with a number of addicts, whom he was hoping to help rehabilitate — and he and CKLG joined forces to arouse public opinion and bring the situation to the attention of the government.

A number of interviews with anonymous addicts uncovered startling facts. Intelligent, attractive women were turning to prostitution to earn the thousands of dollars a month it costs to buy drugs on the illicit market. Male addicts were engaged in theft, of cash or goods, to a staggering extent.

Interviews revealed that an addict with a "six a day" habit must have \$90 a day for drugs. Disposing of goods through fences, who pay only about 30% of retail value, a man would steal \$9,000 worth of merchandise a month to support his habit. At a conservative estimate of 500 male addicts in the lower mainland area, thefts would total four and a half million a month.

In addition to this cost to society, the series pointed out, there is the expense of narcotics law enforcement, the judicial and penal systems, rehabilitation efforts.

Narcotics Exposé also presented interviews with an ex-drug squad officer, a lawyer experienced in de-

fending addicts, and several addicts who had "kicked the habit".

One interview, not recorded, took place between Wilson and the narcotics detail of the police department, as he was apprehended leaving the home of known addicts after taping material. It took a few minutes of fast talking and presenting of credentials to convince police the interviews were not a cover-up for the distribution of drugs.

The final program was a "remote", as Wilson visited an east end cafe where addicts make contact with the "runners" who act as go-betweens for the "pushers" of drugs.

With a battery-operated tape recorder concealed and the mike hidden under his raincoat, he recorded an addict trying to sell a stolen TV set, details of passing heroin capsules in midnight movie houses.

Winding up the series, Dr. Robert Halliday, director of B.C.'s Narcotics Foundation, appeared on *Voice of Vancouver*.

The station reports that listener reaction was "impressive", and the mail response was forwarded to Ottawa with the tapes, "in the hope that these men will come to grips with the problem and use their powers to take some definite steps toward eliminating the criminal element from the disease of drug addiction."

Want a Man?
Want a Job?
Equipment for Sale?

Try a
SMALL AD

in
Canadian Broadcaster

Letters

RSB CLAIMS 3.6% INCREASE

THE DECEMBER 20th, 1962 edition of your influential magazine credits the Television Bureau of Canada with an analysis of net advertising revenues for Canada in 1962, based on figures released by

Maclean-Hunter Publishing Co. The Radio Sales Bureau has studied TvB's figures and cannot reconcile them with those of Maclean-Hunter.

We quote from TvB's release:

"Magazine revenue (for 1962) will decrease by 5.8%; national weekend papers decrease by 4%; daily papers by 2% and radio by 1%".

We also quote from Maclean-Hunter's estimate of net revenues:

"Radio 1961: \$53,000,000; Radio 1962: \$55,000,000".

This is an increase of 3.6%, not a decrease of 1% as claimed by TvB. We trust you will publish this correction, in the interests of all concerned.

M. L. THOMAS,
Promotion Manager,
Radio Sales Bureau.

For the best in balanced programming

G. N. MACKENZIE LIMITED HAS the SHOWS

MONTREAL 1434 St. Catherine St. W. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1131 Richards St.

32,000
HOMES

CJBQ

RADIO

BELLEVILLE

and

TRENTON, ONT.

You'll Get The Full Story

Anytime From

STOVIN-BYLES LIMITED

Toronto — Montreal

Winnipeg and Vancouver

STATION CALLS

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

CKSO, SUDBURY

THE COMBINED EFFORTS of CKSO and the Crown Life Insurance Company brought five thousand Northern Ontario youngsters, along with their fathers and hockey coaches, to the Sudbury arena to attend a Hockey Rule School.

The School was preceded by heavy television and radio promotion on the sportcasts of Hub Beaudry and Joe Spence, CKSO sportscasters.

A display by the Sudbury Figure Skating Club started the activities, followed by a thirty minute training routine by the Sudbury Wolves. Coach Murph Chamberlain and CKSO's Hub Beaudry explained to the hockey fans why each phase of the training was necessary.

One period of hockey followed, complete with penalties. Each time an infraction occurred, the play was stopped, and the infraction was explained to the fans by the referees. Accompanying the explanation, the Wolves restaged the infraction in slow motion.

To the amusement of the young onlookers, there was a hockey fight, with mock blows exchanged and equipment scattered over the entire rink.

Following the demonstration, there was a draw made by Clarence Campbell, president of the NHL, for an all-expense trip for a boy and his father to NHL hockey games in Toronto and New York.

The afternoon concluded with an autograph session which lasted an hour and a half.

CJOH-TV, OTTAWA

AGAIN THIS YEAR the high school students in Ottawa and district will have a chance to show viewers of CJOH-TV just how well versed they are on the subject of current events.

It's Your World, last year's popular show, returns to CJOH-TV on January 6. The program features school teams in competition with each other on current events.

Host for this program is Lloyd McQuiggin and permanent judge this year is Greg Guthrie of the OTTAWA CITIZEN. Nancy Fraser is the show's producer.

The aim of the program is to stimulate the interest of high school students on the subject of current events, and to give them a chance to demonstrate their knowledge publicly. Questions will deal with subjects of national or international importance and will test the competitors' general knowledge.

CHML, HAMILTON

FOLLOWING THE recent Hamilton Civic Election in which Vic Copps

was elected Mayor, CHML Program Manager Bill Hall devised *Operation Election Clean-Up*.

With a record number of candidates in the race for Mayor, the city was heavily plastered with election posters on every available tree, fence-post and wall.

The day following the election, CHML went on the air with an offer of 2 cents for every poster collected by children, and offered an additional \$25 to the youngster bringing in the most posters.

The station estimated that between 2,000 and 2,500 posters would be brought in, but final figures at the close of Saturday's count showed an amazing total of 6,225. Winners of the \$25 were Ron and Steve Collens of nearby Fruitland, who collected a grand total of 833.

CKNW, NEW WESTMINSTER

EACH YEAR CKNW sponsors a gigantic picnic at a popular resort and Christmas festivities and special event booths at the annual Pacific National Exhibition to gather money for the 'NW Orphans Fund, which is set up completely separate from the radio station and registered under the B.C. Societies Act.

This year members of the United Fishermen & Allied Workers Union contributed their boats, equipment and time in a one-day fish party marathon.

Over 100,000 pounds of fish were netted, and the fishermen and CKNW staffers were hard at work selling them at 50 cents a bucket.

The \$2,083 obtained from the sales was turned over to the CKNW Orphans Fund for their benefit.

CFOX, POINTE CLAIRE

A RECENT SURVEY taken at five of the Lakeshore High Schools shows that CFOX-JA Radio, Canada's first "Junior Achievement" Radio Station, is followed quite closely by teenagers of the Lakeshore area.

Using the facilities of CFOX Radio, CFOX-JA first went on the air in November of 1962, with CFOX's Program Director Roger Wiltshire and Sales Manager Rod Campbell as the advisers to this Junior Achievement Company.

The station's staff of sixteen young people, between the ages of 16 and 19 is headed by Dave Knapp of Pointe Claire. So far, over forty sponsors have purchased advertisements on the program which is broadcast every Saturday evening from 6 to 7.

To further the promotion of the whole Junior Achievement "learn by

doing" campaign, messages of an institutional nature are broadcast during the program so that listeners can get a better understanding of this method of preparing teenagers for the business world they will soon enter.

CHCH-TV, HAMILTON

BEGINNING JANUARY 12, CHCH-TV will telecast its second season of *Introduction to Music*, the educational program presented by Frank Thorolfson, professor and director of music at McMaster University.

Introduction to Music is a television version of the regular Music 1A6 credit course on the university arts curriculum. The complete credit course is offered to viewers over a 21 week period with the concluding telecast on June 3.

Last season, Professor Thorolfson's telecasts attracted hundreds of regular viewers and 74 registered in the TV extension course.

The three part TV course consists of "The Rudiments of Music", "The History of Music" and "Aesthetics and Criticism of Music".

Besides being used for academic credits, this course is of interest to those who simply want to enlarge their knowledge and understanding of music, to better appreciate musical performance, and to acquire a broader background for the technical study of music.

"The reaction of our television audience last winter was most gratifying," said Professor Thorolfson. "Comments from viewers indicate that there is a widespread cultural as well as educational interest in this music series."

CKX, BRANDON

FOLLOWING A HEAVY promotion over CKX Radio and CKX-TV, a

Presently employed, ambitious, experienced TV producer-director seeks challenging opportunity with progressive TV station or ad agency. Good background in commercial production.

Box A-663
CANADIAN BROADCASTER
219 Bay Street
Toronto 1, Ontario

CHARLES PERSONNEL LIMITED

Specialists in supplying
Help of the Highest Calibre
to the

Advertising • Marketing
and Sales Fields

HU. 7-1576

120 Eglinton East, TORONTO 12

crowd of parents and children estimated at over 6,000, greeted Santa Claus as he stepped from his helicopter onto the roof of an office building on 10th Street in Brandon.

Over 4,500 bags of candy and 6,000 candy canes were distributed among those gathered to greet the jolly old gentleman and his helpers.

Marvin Freeman, CKX promotion manager, received a letter from the merchants of 10th Street, who sponsored the promotion, thanking CKX for their support.

CJLX, FORT WILLIAM

CJLX RADIO presented a two-hour live broadcast of their second annual *Christmas Carol Concert*. Over 1,800 people, including three generations of one family, joined in the group-singing a few days before Christmas at the Lakehead Auditorium in Fort William.

The Lakehead Choral Group led the Yuletide community sing-song, while the Port Arthur Community Players presented *The Nativity Scene*.

Following many requests from listeners, the program was re-broadcast twice, and R. P. "Mac" MacGowan, president and general manager of CJLX, has announced plans to continue sponsorship on a larger basis next year.



NOW
DELIVERS
MORE
VIEWERS
FOR YOUR AD DOLLARS

CHOV-TV
BBM
SPRING '62
SHOWS
INCREASES

IN 95% OF TOTAL
TIME PERIODS
OVER
FALL '61

Check This Out With
STOVIN-BYLES

Don't be afraid to take big steps. You can't
cross a chasm in two small jumps

CFCN RADIO/TV
CALGARY

MARKET
NOTES

TRADE: Roy Cheeseman, President of the Newfoundland Board of Trade, says 1962 was "a reasonably good year" for Newfoundland. Mr. Cheeseman said that generally speaking the province had "gone forward" in 1962 and he sees no reason for gloom over the outlook for the coming year.

EDUCATION: The Newfoundland government estimates that its expenditure on education during the 1963-64 fiscal year will be at least \$25,000,000. Premier Smallwood gave the estimate. It would be four million more than the \$21,000,000 being spent on education this current 1962-63 fiscal year.

MINING: Newfoundland is far and away the biggest producer of iron ore in Canada, accounting for approximately 38% of the nation's total production in 1961. Iron ore shipments from Newfoundland last year amounted to just over 7,600,000 tons. The province's overall mineral production in 1961 was valued at \$92,681,000.

BUILDING: The Newfoundland government is calling tenders for a new Home for the Aged and Infirm to be built in St. John's. Premier Smallwood announced that the new home would have "comfortable accommodation for 200 persons", making it twice as large as the existing more-than-a-century-old government home in the city.

QUICK FACT: Drug stores in Nfld. now total 62 — 30 in St. John's — almost doubling in the last 12 years.

See Our
Hard-Working
Representatives

Stovin-Byles in Canada
Weed & Co. in the U.S.

Television Soft-Sells Cameras



The pioneer photographic sales and service store in St. John's — TOOTON'S LTD. — this year employed the personal approach to bring its message to Christmas shoppers.

The President of Tooton's, Mr. Ray Tooton, chose CJON Television to explain the products and services offered by his firm,

doing the commercials himself, not with the hard sell approach, but in a pleasant, informal manner, throwing in suggestions along the way on how to operate various types of cameras and get the best use from them.

Mr. Tooton obviously enjoyed his appearances on the magic medium, and

thousands of viewers took the trouble to tell him how much they enjoyed it, too. Television is new to the young businessman, though broadcasting is not, because he once ran a disc-jockey show on radio (in the days before Confederation between Newfoundland and Canada).

CJON Plans Power Boost



Plans are underway for the expansion of CJON's broadcasting facilities in Newfoundland.

Vice-President DON JAMIESON disclosed December 15th that the Newfoundland Broadcasting Co., owners and operators of CJON Radio and CJON-CJOX-CJCN-TV, will apply in January to the Board of Broadcast Governors for permission to increase the power of CJCN-TV, Grand Falls, and the satellite CJOX-TV, Argentia.

These projects, scheduled for the first half of 1963 if

BBG approval is obtained, would extend television coverage to the fast-growing Baie Verte Peninsula area and the Burin Peninsula.

Mr. Jamieson made the announcement at the annual Christmas party for CJON employees. He said the projects, expected to cost \$150,000, would mean very little additional revenue for the Company, but are designed as part of CJON's policy to serve the people of Newfoundland as best it can.

SPORTS V.I.P.

CJON Radio and TV Sports Director, HOWIE MEEKER, conducted a hockey school for referees and club officials in Charlottetown, Prince Edward Island, December 11-12.

Meeker, who had a long career with Toronto Maple Leafs in the National Hockey League, was invited to direct the school by Dave Boswell, PEI's Director of Physical Education. He gave instruction on skating, stick-handling, passing, shooting and refereeing.

Meeker, his wife and their six children (three boys and three girls) live in St. John's where, in addition to his work as Sports Director for CJON Radio-TV, he coaches several junior and senior hockey teams.

The former NHL star has also enjoyed success in still another field. He is a former Conservative member of the House of Commons, serving one term and retiring undefeated.

LEFTOVER

I don't care who you are, Fatso! Get them goddam reindeer off my roof.

SIGNUS TROUBLE

We have to credit Bob Buss of CKRC, Winnipeg, with "Honest Karr — the New John Dealer."

PAN MAIL

It was with mild interest I read in your last issue that your paper is now of age with the celebration of its 21st birthday, to which I can only comment — "You should live so long."
— Elmer Squidge

CRYSTAL BALDERDASH

A new year is dawning, as it always does every January, and indications are that in 1963 we in and around the broadcasting business will get what is coming to us.

LIGHTHEARTED LEXICON

Hypochondriac: A man who can't leave being well enough alone.
— Dell Crossword Puzzles

AUDREY STUFF

Then there's the gal who was so dumb she proclaimed at the party that she didn't drink, and then proved it by passing out cold after one gin and tonic.

FOR SALE — CHEAP

Birks' gift boxes with expensive bows; practically new; ideal for wedding, birthday and other gifts.

'TAIN'T FUNNY

May you have success in Liberal quantities in 1963, Dick!
— Ralph (Who else?) Draper

NO JOKE

If you want to call CAB President at his Swift Current, Newfoundland country home, here is the routing: "Come By Chance — TC Gander — 590 + 709 + 066 + 121." But that isn't all. The payoff is "Cornerbrook will answer." Will somebody tell me why?

"Second" Licences Unlikely Now in "Single" Markets

THE BOARD OF BROADCAST Governors says that conditions in smaller markets, with one or two exceptions, do not offer the prospect of establishing further "second" local television stations at this time.

The Board, in a policy statement on extending alternate TV service in Canada, said potential national advertising revenues and local conditions cannot justify alternative service, by any means, in any of the remaining "single station" markets other than Quebec City.

However, the BBG said it is willing to hear applications from the publicly-owned CBC for reservation of channels in St. John's, Newfoundland, Prince Edward Island, the Fredericton-Saint-John, New Brunswick area, Sudbury, Ontario, and Saskatoon.

But if the CBC does not apply for reservation of such channels in time to be heard at the BBG's June 4th public hearing in Ottawa, the Board will not undertake to delay a recommendation on an application by a private applicant to extend service.

CBC WANTS THREE

At a hearing beginning in Ottawa January 15th, the CBC is applying for licences to establish a new English-language TV station at St. John's, Newfoundland, and French stations at Timmins, Ontario, and Quebec City. A private application for a Quebec station also will be before the Board.

The BBG statement said that operation of network relay stations by the CBC and the rival privately-owned CTV television network offers earlier prospects of extending alternative service in some areas and in extending some service in isolated or remote areas where TV channels are available.

However, the Board is against extending alternative service by means of rebroadcasting stations of existing individual stations in other cities. It feels this would create unfair competition between the local station and the station operating the rebroadcasting facilities, would prejudice the primary service, and could easily im-

pede the establishment of a "second" local station at the appropriate time.

The Board noted that "second" stations have had greater difficulties in getting established than anticipated. In most cases, capital costs exceeded estimates, operating expenses were higher than expected and revenues less buoyant than predicted.

The revenues of the CBC had also been affected. Although the corporation had pursued an increasingly vigorous commercial policy, its revenues from the market have declined.

In two-station cities, national advertisers were buying both stations, the Board said, but the effect also had been to reduce their expenditures in remaining smaller "single" station markets.

LOCAL STATION — LOCAL SERVICE

The Board reaffirmed its belief that the basis of second-station coverage, as in establishment of the original TV outlet, must be of a local station providing local service, as well as being affiliated to a network.

It added: "The Board wishes to state emphatically that it does not intend to approve any developments, whatever their short-run advantages, which would appear to hinder or prevent the achievement of this long-run objective."

The BBG added, however, that it has initiated studies of the regions to determine, and to protect, the allocation of channels so as to ensure the ultimate provision of a second local station in all centres served by one station, as far as possible with the VHF (very high frequency) channels available to Canada.

The statement continued:

"The Board is aware of the desire for alternative services and choice of channels in those parts of Canada now served by one television station, but the limitations to the rate of expansion must be recognized.

"Television service is costly. The additional costs of extending service must be paid for. Payment must come either from the public treasury

or from advertising revenues. Neither source is unlimited."

The BBG said difficulties encountered by competing stations in the major markets, by the networks and by single stations in some of the smaller markets have not reduced interest in extending alternative TV coverage.

The Board added:

"The established 'second' stations, anxious to improve their operating positions are looking for means to increase their coverage, audiences, ratings and revenues without commensurate increases in operating expenditures."

Frequently the rebroadcasting station, operated by an existing station in another city, offered the prospect of accomplishing this with a small additional capital outlay.

The statement said:

"The private CTV network, anxious to spread its overhead and improve its operating position, would welcome the granting of rebroadcasting station licences to its affiliates, and indeed any means by which alternative viewing could be extended."

The BBG noted that granting of additional licences to the CBC would indirectly benefit the CTV network by releasing the existing CBC-affiliated station to join the CTV system.

At the January BBG hearing, a company to be known as Channel Seven Television Limited, is seeking permission to set up a rebroadcasting station in Brandon, Manitoba, to carry the programs of the CTV-affiliated CJAY-TV in Winnipeg. The existing private station in Brandon is a CBC-affiliate.

The Board outlined difficulties which it considered would face a

number of proposals for extending alternative TV coverage. Such suggestions include permitting the established station to operate another channel as a relay of the alternate network; or simply giving the relay licence to the CBC and letting the existing station switch to the CTV.

Concerning the granting of new "second" channels to the CBC, the Board said it is willing to consider applications to reserve channels in certain areas, "in order to establish the principle that the Corporation should operate at least one station in each province, preferably in the capital city, and to help stabilize the short-run situation."

If the CBC applies for reservation of the channels and the request is granted, the Board would be prepared to recommend renewal of the reserved channel after a specified period of time provided there is no opposition.

No time limit was mentioned on how long the CBC might be permitted to retain its reservation in the selected areas.

However, the Board said the CBC could choose to apply for a licence to operate a station at any time, but must have the funds available to proceed within the period normally required by the Transport Department.

At present the CBC's capital expansion plans have been curtailed because of the federal government's austerity program.

The Board also said that a CBC application will be recommended for denial if the BBG is not satisfied that the existing station can survive and maintain its service.

It suggested the initial application might be for a network relay station, without setting up local studios.

It's A Fact



Midland area is a constant hive of activity.

Summer season reaches a high of some 500,000 people in and around Midland for swimming, boating and fishing.

Winter blows cold and the snows fall deep to provide ski facilities for thousands of enthusiasts.

Summer or winter, CKMP, Midland is on the job to sell and serve.

Join in the fun, increase sales summer and winter on CKMP.

Alex Bedard & Co. Ltd.
"Selling With Integrity"
Toronto — EM. 3-4662

Ralph J. Judge & Co.
"Tell It To The Judge"
Montreal — VI. 9-2076

A bachelor is a rolling stone who gathers
no boss

CFCN RADIO/TV CALGARY

COLOR RECEIVERS FROM \$200 ARE COMING

A revolutionary new color television receiver made to sell for as little as \$200 has been developed, and this — incongruous as it may seem — has occurred in a community where no color television reception is possible now, nor is contemplated in the foreseeable future. What makes the achievement even more remarkable is the community itself, the resort colony of Bermuda, situated virtually in the middle of the Atlantic Ocean.

Developed by Owen Harries Consulting Engineers, under contract to Harries Electronics, Ltd., a Bermuda corporation, the new receiver to be known, not surprisingly, as the Harries Color Television Receiver, will present vastly increased clarity and brilliance of color at a cost less than half that of existing sets. The Harries receiver, for the manufacture of which contracts are in the process of negotiation, should be on the market within a year.

Formal announcement of technical information and market predictions for the new receiver were made in the December 14, 1962 issue of *ELECTRONICS*, a publication of McGraw Hill. Scientific papers will appear later and will be read before various learned societies. Patents have already been obtained in various countries throughout the world. Demonstrations will undoubtedly be given in Bermuda, for curiously enough transmitters need not be used in testing.

Extremely rugged, light in weight and compact, the new color receiver offers obvious applications in space travel, multi-colored radar and for defence and navigational purposes as well as commercial television.

The American color television transmitting system is, Harries believes, a technical triumph. Unfortunately only a small portion of its potential has been realized by receivers to date.

An estimated 55 million black and white receivers are in use in the U.S.A., but only one million color sets, though these have been on the market for over eight years. Poor reception quality and high costs have been responsible for the lack of growth.

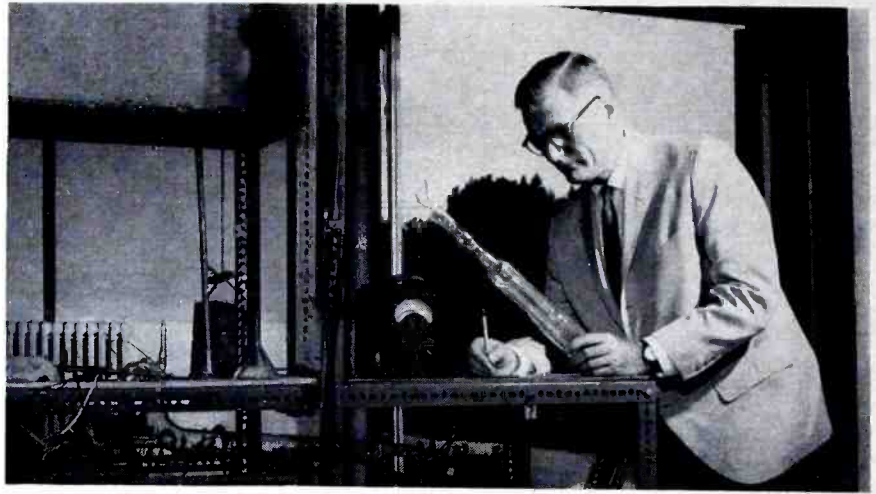
It is predicted that in five years sales of the new Harries color receivers will replace 75 per cent of the present black and white sets, raising industry sales, at good profit margins, from \$0.8 billion to over \$3 billion within three years of marketing.

The American group approached Harries in 1955. Within one year his firm had found the solution to the problem. The next six years were spent in trying to make the theory work.

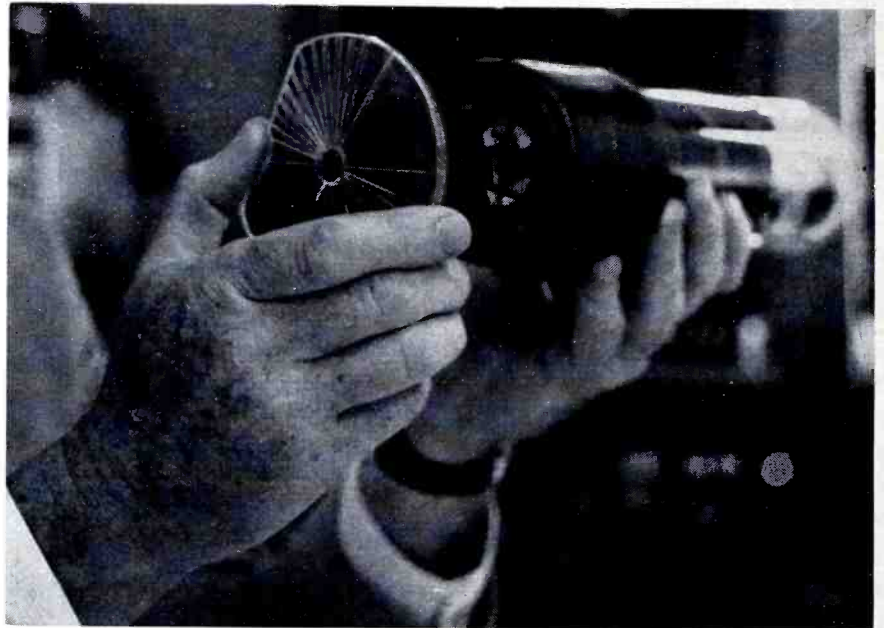
REPLACE \$94 COMPONENT FOR 50¢

The heart of the Harries receiver is a new optical device called a "sunflower". An optical distortion corrector, it takes the place of the selection of nearly 30 million red, blue and green dots per second as used in conventional color receivers. This highly complicated conventional system is responsible for the high costs of sets, which average around \$600.

The "sunflower" structure, a simple moulded plastic disc, eliminates involved and expensive equipment. Its corresponding component



TAKING A READING ON A VACUUM GAUGE in his Bermuda laboratory is J. H. Owen Harries, who has developed a revolutionary new color television receiver which he expects to see on the market within a year.



TWO VITAL PARTS OF OWEN HARRIES' cost-cutting new color TV receiver are (left) a new optical device, a distortion corrector called the "sunflower" which takes the place of the selection of nearly 30 million red, blue and green dots per second as used in conventional color receivers, and (right) one of three tubes used in proposed economy sets, with the number and size of tubes increasing in more expensive models.

in existing sets costs \$94 as compared to the expected cost of 50¢ for the three "sunflowers" necessary in the lowest priced Harries receiver.

The new receiver will provide a greater picture luminance for a given power output, projecting onto a matte screen which eliminates interfering specular reflections from room lights or windows. Contrast will also be visibly improved.

Whereas both black and white and color television receivers now on the market vary not one iota one from the other so far as "the works" are concerned — the price differential being in screen size and cabinet styling — increased price in the Harries receiver will mean increased reception quality due to additional and/or larger color tubes.

A \$300 Harries receiver will be roughly 3/4 the size of conventional sets, having a 23.6" diagonal picture; a cabinet depth of 20"; width of 34" and height of 19". Two red, one green and one blue picture tubes, costing \$5 each, will project the picture through the "sunflowers", one for each tube, the four colors converging.

Best Wishes
for a Happy and Prosperous
1963



VANCOUVER'S INFORMATION STATION

Comprehensive background attracted U.S. backers

Economy models could be built for \$200 with one tube of each color, and luxury sets utilizing 4-5 larger tubes would sell for up to \$900.

REMOTE BUT HANDY

The man behind the development is J. H. Owen Harries, now in his middle fifties, who came to Bermuda from England in 1947 because it was a convenient place from which to conduct his engineering and mathematical consultant work. Much of his work being with American firms, Harries desired a more accessible location than England, and yet wished to operate from British soil. Bermuda seemed the ideal location.

Mr. Harries, now a naturalized Bermudian, feels Bermuda has two very important additional advantages, its quiet, and the secrecy made possible by the absence of similar work being done in immediate proximity.

While geographically remote, Bermuda is only a little more than 1½ hours by jet from New York. With four or five flights daily, necessary equipment and regular supplies, such as frequent shipments of liquid nitrogen, can be obtained quickly and easily.

A pioneer in television since 1928, Harries has remained closely connected with the development of black and white and color television.

In 1930 he published the first analysis which stated the bandwidths needed by commercial television.

On the results of television research, he was granted patents at this time. The sale of these to Marconi financed his first visit to the United States.

He was made a Fellow of the Television Society in London in 1929 while still a young man, and read papers on television before the society that year and in 1930.

In 1958, Mr. Harries developed and published a new technique for constructing and exhausting vacuum tubes for education and research purposes, at the request of Prof. J. R. Zacharias of the Massachusetts Institute of Technology.

He is a member of the Institution of Electrical Engineers, London, and of the British Institution of Radio Engineers. He is also a Senior Member of the Institute of Radio Engineers (U.S.A.), and has published many treatises in the fields of television, vacuum tubes and communications engineering in general.

Mr. Harries developed a high vacuum tube now used in the NIKE guided missile rocket, and did extensive work on the early type of transistor sets.

It was this extensive and comprehensive background which led several American financiers, none of them connected with the television industry, to ask his firm, Owen Harries Consulting Engineers, to produce a color television receiver design which would overcome the problem of high price and not very good performance of the conventional sets.

Mr. Harries and his staff of nine operate from a former soft drink bottling plant in Devonshire Parish. Instead of the grimy buildings usually surrounding establishments of

this kind, they have as neighbors a government arboretum, a valley of arable land, various pastel-tinted houses and a former British Garrison, now a school and residential area.

The three-storey white building contains the consulting firm's offices, machine shop, chemistry and optical laboratories, vacuum pump machines, a storeroom and a technical library.

This is the third structure to be utilized by Mr. Harries, who began operations in 1950 in a house on Bluck's Island, Hamilton Harbor, moved to the mainland of Bermuda and a larger house, "Granaway", in Warwick Parish before increased operations led him to the present location.

When not working on the color television receiver, which has occupied 95% of their time, the rest being spent on various research projects for such customers as Philco, Allen B. du Mont Laboratories, General Electric, Raytheon, Plessey (England), etc., the all-British staff avail themselves of the many opportunities Bermuda affords for sailing, fishing, tennis, golf, water-skiing, skin-diving, etc.

Mr. Harries, who is 57, is married. He lives with his wife Barbara and their two Bermuda-born sons, John (age 11) and James (age 5) at "Dealton" on the Harbor Road in Warwick Parish.

Obituary

WILBERT BROCKHOUSE SMITH

A MAN WHO CONTRIBUTED much to the technical side of broadcasting, Wilbert Brockhouse Smith, superintendent of radio regulations engineering with the Department of Transport, died in hospital in Ottawa December 27.

Mr. Smith joined the department in 1939, having been chief engineer of CJOR Vancouver. He was active in the fulfilment of the first North American Regional Broadcasting Agreement of 1937, and participated in the negotiation of the Canada-U.S. FM Broadcasting Agreement of 1947 and the Canada-U.S. TV Allocation Agreement in 1952.

He took a strong personal interest in the formation of the Canadian Association of Broadcast Consultants,

and played an important role in liaison between the Transport Department and the Canadian Radio Technical Planning Board.

A native of Lethbridge, Mr. Smith was noted for his investigations of "unidentified flying objects" in the early 50's. He was one of the founding fathers of the police village of City View, southwest of Ottawa, and was chairman of its board of trustees in 1955.

CHOK

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dominates rich
Lambton county.

BBM fall '62.

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& Co. Ltd.

TORONTO — MONTREAL

Representing these quality
radio stations

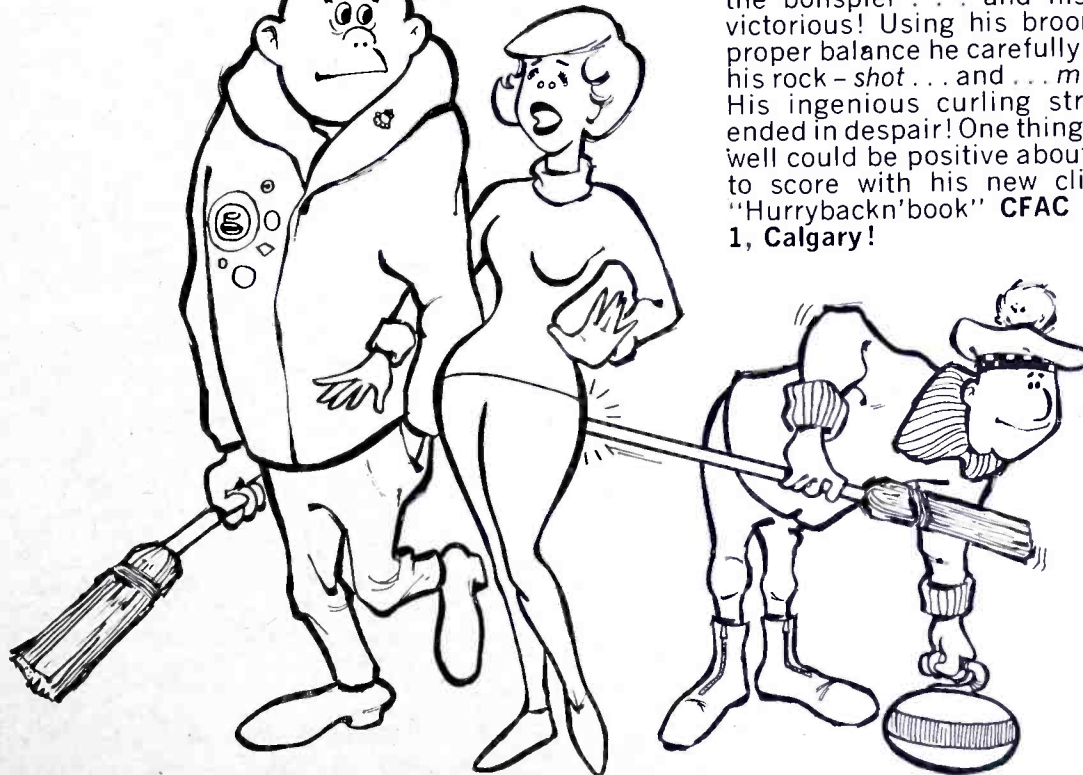
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MONTREAL	TORONTO	WINNIPEG	VANCOUVER
1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott	1131 Richards St.

HIT OR MISS



"Right down the centre . . . knock the two opposing rocks out while setting up a nice guard for his team's shot rock!" Yes, Bemwell had his next clever move all figured out. He would be hero of the bonspiel . . . and his rink victorious! Using his broom for proper balance he carefully lifted his rock - shot . . . and . . . missed! His ingenious curling strategy ended in despair! One thing Bemwell could be positive about, how to score with his new client - "Hurrybackn'book" CFAC Radio 1, Calgary!

CUTS & SPLICES

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

THE NATIONAL FILM BOARD production *Lonely Boy*, a candid look at the phenomenon known as Paul Anka, has won one of four special awards at the International Film Festival held in Tours, France, last month. Last summer it was awarded Grand Prix mention at the Cannes Festival and won the documentary-sociology prize at the Vancouver International Film Festival.

The 27 minute black and white film has been seen on the CBC-TV network and is a popular NFB title at home and abroad. *Lonely Boy* was directed by Wolf Koenig and Roman Kroiter.

• • •

THE MYSTERIES OF ATOMS, fission, heavy water and other technical terms bandied about by scientists are solved in a newly released film produced by Crawley Films Ltd. for Atomic Energy of Canada Ltd., Canadian General Electric Co., and Ontario Hydro.

Titled *Nuclear Power Demonstration*, after Canada's first nuclear power station of that name, the 27 minute color film depicts Canada's contribution to peaceful exploitation of the atom. It clearly explains the inner workings of the highly complex power generating station, and shows the vast amount of scientific and en-

gineering knowledge that went into its design and construction.

The film covers the building of NPD from the initial excavation to the finished structure, against the scenic background of the Ottawa Valley. It also illustrates the manufacture of reactor components at CGE's Peterborough plant. Animation is skilfully used to show the functioning of the reactor and the association with conventional generating units.

Nuclear Power Demonstration was shown, to wide applause, at the official opening of the NPD plant and is now available on loan to all interested parties. It has been cleared for television showings, and can be obtained through the public relations departments of the three sponsors, Ontario Hydro, CGE, and Atomic Energy of Canada Ltd.

• • •

GROUP FOUR PRODUCTIONS are currently offering a new children's TV series titled *It All Began*. Taking everyday objects from a child's world, host Jan Rubes traces the history of the object — balloons originated in France, ice cream came from Italy — then sings songs about the object both in English and in the language of the land of origin.

Filming is being done at Group Four's Rexdale studios, under the supervision of Lou Applebaum, with Emile Harvard, script supervisor and Clark Daprato on sound.

A series of 104 five-minute episodes is planned, with several shows already completed and being screened for interested programmers.

Due to go into production in the near future is a series of 104 five-minute episodes of *The Chimp Family*, to which Group Four holds North American rights. Footage is Japanese and literal translations of the scripts have Group Four executives agog at the latitude of TV there. A search is on for scriptwriters with a sense of the zany, and new scripts will be written, the footage re-edited, and sound track with character voices and sound effects added. Probable vehicle will be children's programs.

HOT PROSPECTS FOR the '63-'64 television season were among the topics discussed at MGM-TV's three-day sales conference in New York last month, and Canadian sales manager Bill Robinson brought back word of several likely series.

The future looks bright for: an hour-long, or possibly 90-minute, series based on Robert Lewis Taylor's Pulitzer Prize winning book, "The Adventures of Jaimie McPheeters", to star Dan O'Herlihy; a half-hour series based on Saroyan's "The Human Comedy", with Arthur O'Connell and Phyllis Avery; *Mr. Novak*, the adventures of a high school teacher.

Canadian actor Lloyd Bochner is being considered for the lead in a series about a young writer, *Jonathan Croft*, to feature a number of guest stars. *Harry's Girls*, to star Larry Blyden, based on the movie "Les Girls", would be filmed in England and on location in Europe, which would qualify it as Commonwealth content.

MGM-TV executives at the meeting expressed delight at the success of such shows as *Eleventh Hour*, *Dr. Kildare* and *Sam Benedict*, which contributed largely to its being a banner year. Robinson reports that with the TV department of Metro-Goldwyn-Mayer steadily expanding, more and more interest is being shown in specials, spectaculars and live television productions.

• • •

NOT ALL THAT well-known outside Toronto as a source of films suitable for children, the Metropolitan Toronto and Region Conservation Authority is making a hit with schools and youth groups with its *Pioneer Village at Black Creek*. Prints have been sold to school boards, libraries and the National Museum in Ottawa, and the Authority's small film library reports considerable activity, mostly in Ontario thus far.

The 27 minute color film was shot at the Pioneer Village just north of Toronto by MTRCA cameraman Ernie Hultay. Crawley Films Ltd. took it from there, editing and adding narration, sound effects and authentic folk music.

Designed primarily for classroom use, particularly preceding a school visit to the Pioneer Village (17,500 school children toured it last summer), the film is also suitable for television. Although it was planned to appeal to children, adult audiences have found it interesting and entertaining.

The picture takes the viewer on a tour of the village, restored and re-created to portray the days prior to Confederation. It visits the homes, outbuildings, church, blacksmith shop and other buildings, and shows a prayer meeting, the blacksmith shoeing a horse, the bustle of gathering

maple syrup — typical activities in a typical Upper Canada settlement a hundred or more years ago. The MTRCA considers it one of the finest of the few films of its kind.

Another film available from this source is the award-winning *Legend of the Valleys*, a comprehensive study of conservation work produced by the Authority in 1960, also in color, approximately 27 minutes in length.

Enquiries re films are welcomed through Box 720, Woodbridge.

• • •

TAYLOR - ROFFMAN Productions Ltd. have announced production of a feature length film titled *You Only Live Twice*, based on the novel "The Well" by Sinclair Ross. The script is being written by novelist-playwright Charles Israel, whose book "The Mark" was made into a highly praised British film.

Producer-director Julian Roffman is considering stars for the film now, and the cast will include Canadian actors and actresses. Shooting is expected to begin this spring.

VARIETY quotes Roffman as stating that Taylor-Roffman's 3-D feature, *The Mask*, distributed by Warner Bros., has grossed a million dollars thus far and is still playing in the U.S. and abroad.

• • •

MKB PRODUCTIONS LTD., producers of motion pictures for advertising and industry, stop motion and animation, have moved to larger quarters at Suite 201, 62 Richmond Street West in Toronto. The new telephone number is 366-5313.

One of many current projects is a commercial for Belvedere cigarettes scheduled for *The World of Benny Goodman* special on CTV January 17, which combines stop motion, live action and animation. The three techniques are being handled under one roof, MKB's, with a three-week deadline. The company is also producing billboards for the same sponsor.

• • •

Obituary

A COLORFUL FIGURE in the Canadian film industry, Arthur Gottlieb, died in Toronto, December 21. Mr. Gottlieb moved to Canada from the U.S. in the early 30's and founded Audio Film Laboratories of Canada Ltd., Canadian Film Industries and, most recently, Film Laboratories of Canada Ltd.

His studios are among the busiest in the country, with such television series as *Cannonball*, *Last of the Mohicans* and *Tugboat Annie* being filmed at the Lakeshore Road studios.

Mr. Gottlieb is survived by his wife, former Zeigfield Follies star Gladys Glad, who is vice-president of Film Laboratories, and a son and daughter.



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Saskatchewan Government Photo.

IN A PLANNING CONFERENCE on CKCK-TV's new industrial television series are (left to right) T. L. Hill, Associate Deputy Minister, Industry and Information Department; Fred Mullin, CKCK-TV industrial sales representative; Russ Brown, Saskatchewan's Minister of Industry and Information; and Morley Wilson, CKCK-TV producer.

Industrial Television

SERIES SHOWS LOCAL INDUSTRY

CKCK TELEVISION, Regina, has embarked on a new programming series designed to tap new sources of television advertising revenue while providing station viewers with local documentary programming.

The series, to be seen monthly, features the industrial progress of the Regina area. The first show, telecast in December, was *The Library Story*, a production on the building of the Regina Central Library, recently completed at a cost of over a million dollars.

The show was sponsored by the architects, contractors and suppliers involved in the construction of the library. Sponsors received silent credits superimposed over film of the new building at the open and close of the show, in addition to a name mention for each sponsor at an appropriate time in the program. There were no formal commercials throughout the thirty minutes.

The program was the first opportunity many of the sponsors have had to display their services and products in a mass communication medium.

The program opened with a history of Regina's Library system, with graphics from the Saskatchewan Provincial Archives showing Regina's first library in 1908 and the partial destruction of the Regina Library by a cyclone in 1912.

The story progressed to the campaign for a new library, the vote on the money by-law, opening the cornerstone of the old building, its demolition, construction of the new library and a film tour of the new building.

Most of the show was film with commentary and there were pre-filmed interviews with the chairman

of the Library Board, the design architect and the chief librarian.

The arrangements for the programs in the series are handled by Fred Mullin, a member of the Regina City Council who is CKCK-TV's industrial sales representative.

The Saskatchewan Power Corporation has taken this month's program which will feature the industrial development made possible in Saskatchewan with the recent introduction of Natural Gas to the province.

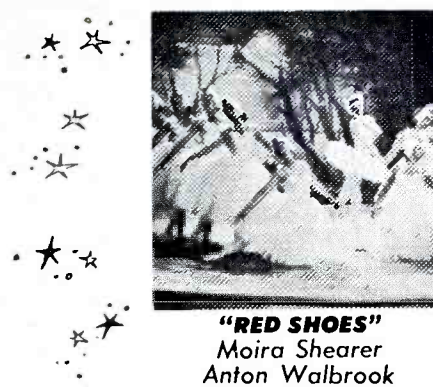
The February show will document the province's steel industry. Other programs planned for the series include the forty million dollar Potash plant recently completed at Esterhazy, the use of agricultural by-products for secondary industries, and a number of major construction projects currently under way in Regina and vicinity.

The Saskatchewan Department of Industry and Information is participating in the series financially, as well as assisting the station's production department in the research involved in the project.

Each show is produced on video tape and the sponsors have the option of having the program telecast on other Saskatchewan stations with video tape facilities.

CKCK Television sales manager, Don Tunnicliffe, claims the new series is a natural for television, yet it's never been successfully explored by the medium.

"We anticipate", said Tunnicliffe, "that this series of programs will provide a valuable community service, in addition to a vehicle for institutional advertising for companies who have a limited opportunity to reach the public".



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