

Radio



Television



Advertising



Canadian
BROADCASTER

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

Dominion-Wide Photographs. Ottawa
PRIME MINISTER "MIKE"
PEARSON says his piece into
a CAB mike, as he records a
message to his constituents
in Algoma East, as one of
the private stations' Radio
Bureau's "Reports from Par-
liament Hill". Story on page 2.

22, No. 15

TORONTO

August 1st, 1963

- Report From Parliament Hill 2
- 21,000,000 Viewers for \$3,000 6
- Garbage Cans Eat Too Much 12

MP'S TALK TO CONSTITUENTS PERSON-TO-PERSON

THIS SESSION OF Parliament, for the twentieth successive year, members of all political parties are broadcasting their own individual reports to their own constituents on their home-town radio stations across the country.

Designed to enable members to deliver reports of a completely personal but non-partisan nature, the programs, called "Report from Parliament Hill", are broadcast on the 70 private radio stations across Canada which subscribe to the Radio Bureau. Recording and shipping costs are borne by the Bureau from its subscription revenue, and facilities and air time are supplied by the stations.

M. P.'s who make use of this gratuitous service, running the gamut from the prime minister and the leaders of the opposition parties to private members, currently number 163, and this includes fifteen cabinet ministers.

While the House is in session, members tape their reports each week in the Radio Bureau studios at the Canadian Association of Broadcasters head office on Sparks Street in Ottawa. Shipping and other mechanical details are taken care of by the Bureau.

Between sessions the "Reports" are kept alive by means of broadcasts delivered by members of the Press Gallery, which are sent to all

subscribing stations. From time to time ambassadors and other members of the Diplomatic Corps avail themselves of the opportunity afforded them by the Radio Bureau to talk to the Canadian people.

In addition to this, daily two-minute commentaries on government activities are prepared by an Ottawa journalist, Frances Oakes Baldwin. These are not "voiced" but are relayed to stations across the country by Broadcast News, on their regular news wire.

Based on a program originally devised for the Hamilton area by Ken Soble, for broadcast as a local service on his Radio Station CHML, the Canadian Association of Broadcasters started the Radio Bureau with a two-fold objective.

First, the CAB saw a useful purpose in supplying radio listeners in the different markets with localized reports from their own members regarding matters of special concern to themselves, vis à vis the necessarily "national" parliamentary reports heard on the CBC networks, which seemed to be getting all the credit for this kind of broadcasting.

In addition to this, the fight for recognition of private broadcasting by the government of the day was a major issue, and it was felt that, by its very usefulness, the Bureau's plan would demonstrate to the authorities the sincere desire of the private industry to pull its weight in terms of service to the country, while itself defraying all the expenses.

ALLARD WAS ORGANIZER

The Bureau came into being in 1944, when the CAB invited the public relations man from CJCA, Edmonton, to come east and head up the new venture in a small office in Ottawa.

Jim Allard accepted the invitation and set right to work organizing the Bureau, and then when it was operative, about a dozen initial station-subscribers taking over the helm.

While he still assumes responsibility for the management of this activity, along with his duties as executive vice-president of the CAB, Allard now uses the services of a Bureau director to handle the day-to-day operation.

First to take over this job was Gerry Acton, who moved over from CAB Traffic Control to the Bureau in 1955.

Gerry stayed in this spot until October, 1962, when he moved to Toronto to take charge of the CAB's

newest brain-child, the Program Exchange.

At this point, his place in the Bureau was taken over by another member of the CAB's Ottawa staff, Jerry Walker, who now steers the ship.

KIND WORDS FROM THE P.M.

The Prime Minister and the leaders of the three opposition parties in the present government tape recorded messages of appreciation for "Report from Parliament Hill" to the stations on which their voices are heard and the industry in general. Here is what they said:

RT. HON. LESTER B. PEARSON, PRIME MINISTER OF CANADA

"This service is, I believe, a valuable contribution to parliamentary democracy. Indeed, if parliamentary democracy is to be healthy, we, as citizens, must not only use our franchise wisely at election time, but we must follow the discussions in and the decisions of the parliament that we have chosen, for an active and informed public opinion is the strongest bulwark against the forces which threaten today, from within and from without, our free democratic way of life.

"The proper discharge of our responsibility, therefore, requires that as citizens, we are in full possession of objective information on political and parliamentary activity, on what our representatives in parliament are doing, for these are your voices in the form of the nation's business, and you should know how that business, which so vitally affects you, is being conducted.

"This 'Report from Parliament Hill' series is making an outstanding contribution to this end and thus promotes the cause of good government.

"I believe that this co-operative effort has proven successful over the years and that it is a tribute to the privately-owned stations and members of parliament who take part in it."

RT. HON. JOHN DIEFENBAKER (P.C.'s)

"It is my pleasure to introduce the new series which is being carried, as a public service, by the privately-owned stations throughout our country. The speakers will be the leaders of the various political parties and, in general, members of the House of Commons.

"The national capital, being the seat of government for our country, is the scene, and has been, of the major political events of our time. It is the home of our parliament. People have a right to know what is going on in parliament. Indeed a primary principle of parliamentary democracy and the only firm assurance of liberty is that the fullest information shall be available at all times to the people as to what is taking place in parliament. Only in that way and with that knowledge

can people exercise their rights and duties. Parliament, indeed, cannot itself operate without freedom of information.

"The private stations which have joined together, through the Canadian Association of Broadcasters, to present these 'Reports from Parliament Hill' are making a significant contribution to Canadian citizenship.

"The series, in the past, has proven its value, keeping the public better informed on national and local affairs. Many of the broadcasts in the past have attracted letters from listeners, and I hope that the programs this year will enjoy an equal response."

ROBERT THOMPSON (Socreds)

"'Report from Parliament Hill' is a regular feature of this station. It is a public service that is extended to the people of Canada and to us, who are the representatives of the people of Canada in parliament, and as such, I think it is basically important.

"It is important because we must be informed as to what is going on and if we would play our own personal part in this business of making democracy work, we must keep ourselves informed. Therefore, I particularly am grateful for this opportunity and I would urge every radio listener to this station and to every other co-operating station across the nation, to listen carefully and attentively to what the members of parliament have to say through this regular 'Report from Parliament Hill'."

T. C. DOUGLAS (N.D.P.'s)

"One of the valuable elements in a democracy is the two-way communication which is required between a member of parliament and the people he represents.

"It is important that a member be kept informed regarding the views and opinions of his constituents. It is equally important that the constituents hear from their member regularly regarding what is going on in the House of Commons.

"The Canadian Association of Broadcasters are to be congratulated for sponsoring the 'Report from Parliament Hill' by which you are kept advised of the day to day happenings in parliament. On behalf of the New Democratic Party, I want to express our appreciation to the Canadian Association of Broadcasters and particularly to your local station for making their facilities available to members of all political parties.

"If this results in the public being better informed regarding what is happening in parliament, and if it spurs members on to greater efforts on behalf of their constituents, then I am sure that these broadcasts will have fulfilled their purpose. I hope that you will make every effort to listen to the reports and that as a result the Government of the people, by the people and for the people will become a living reality throughout our land."

Opening for
**COMMERCIAL
RADIO WRITER**
Experience Preferred

Excellent working conditions
and benefits. 5 day week.

Write giving full background.

Salary requirements to:

KARL MONK

Manager

CHOK

Sarnia, Ontario

or Phone Dlgy 4-1121

Sign on an upholstery truck: On the road
to recovery.

CFCN RADIO/TV
CALGARY

SIGHT & SOUND

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

WHAT IS BELIEVED to be the largest single TV purchase in Canada by a soap company has been made by Colgate Palmolive Ltd., through Spitzer, Mills & Bates Ltd., for sponsorship of six CBC-TV network programs for the '63-'64 season.

The 52-week contracts give the company a program every night of the week except Thursday. Details are: Monday, half sponsorship of *Don Messer's Jubilee*; Tuesday, quarter sponsorship of *Ben Casey*; Wednesday, half sponsorship of *Red River Jamboree*; Friday, quarter sponsorship of *The Defenders*; Saturday, quarter sponsorship of *The Saint*; Sunday, half sponsorship of *Hazel*.

On CTV, Colgate Palmolive has purchased half sponsorship of *Harry's Girls* on Tuesdays, plus a spot schedule on the network.

THE APPOINTMENTS of advertising agencies to government accounts following the federal election have almost all been announced, with the following results.

MacLaren Advertising Co. Ltd. has acquired the Department of Labor account, formerly with McKim Advertising Ltd., and the Government Travel Bureau is split between MacLaren and Collyer Advertising Ltd. This account was formerly shared by Dalton K. Camp & Associates, Burns Advertising Agency Ltd. and Stanfield, Johnson & Hill Ltd.

The Department of National Defence account has been split with Russell T. Kelley Co. Ltd., Hamilton, retaining the Tri-Services division; Breithaupt, Milsom & Benson Ltd. acquiring the Army portion; Crombie Advertising Co. Ltd., Montreal taking the Navy segment; Walsh Advertising Ltd. winning the Air Force account; and Inter Canada Quebec Advertising Agency Ltd. to handle French-language advertising for the Army.

These accounts were previously held by O'Brien Advertising Ltd., Vancouver; Huot Publicité Ltée, Montreal; and James Lovick & Co. Ltd.

Paul, Phelan & Perry Ltd. have been appointed to the Department of Citizenship & Immigration, formerly with Russell T. Kelley.

The Department of Health and Welfare and the Department of Fisheries accounts have been awarded to Tandy-Richards Advertising Ltd., moving from James Lovick & Co. Ltd.

Ronalds-Reynolds & Co. retain the Department of Trade and Commerce account.

TAPPAN-GURNEY LTD., manufacturers of gas and electric ranges, are moving to Foster Advertising Ltd., Montreal, from Ferguson, Mann Ltd., which recently merged with Schneider Cardon Ltd. The

account has been heavy in television in the past. Account supervisor at Foster is J. A. Bowen, account executive is W. A. Matthew.

THE BATA SHOE CO. of Canada Ltd., through Vickers & Benson Ltd., is going into television booked nationally for the first time this fall, though a few local Bata stores have used TV on local budgets. A seven-week flight of one-minute spots during the back-to-school months of August and September have been booked on both stations in two test markets, Ottawa and Calgary.

A further flight of spots is planned for late fall for pre-Christmas selling. Commercials will be on Bata's "Braves", a complete line of children's shoes at one price, sold in the 150 Bata stores and in better shoe and department stores. Account executive Mrs. Elsie Fisher says the company has big plans for 1964 if the test market runs are successful.

NEW MEDIA SUPERVISOR at MacLaren Advertising Co., Ltd., is Kerry Kumpf, formerly assistant radio-TV director with Spitzer, Mills & Bates Ltd., where he had been for nine years.

MEDIA DIRECTOR at Cockfield, Brown & Co. Ltd., Ron Payne, who's been with the agency eleven years, leaves August 1 to become advertising sales representative with *READER'S DIGEST*. Bill Townsend steps up from assistant media manager to director.

THE CONTACT DEPARTMENT of Young & Rubicam Ltd. has two new members. David C. Patton, account executive with Spitzer, Mills & Bates Ltd. for the past four years, has joined the agency as an account executive on consumer goods accounts.

Robert Copp, from Queen's University via a year in the marketing department of Shell Oil Co. of Canada Ltd., is a new contact trainee and will spend the next year in the media department.

TWO NEW PRODUCERS have joined the radio-television department of McKim Advertising Ltd. in Toronto. Peter Thomson moves to the agency from Needham, Louis & Brorby of Canada Ltd. where he was a producer-director for the past year, and prior to that he was a studio director at CFTO-TV Toronto.

Durnie King was previously with MacLaren Advertising Co. Ltd. as a writer, producer and director on the General Motors account.

TWENTY-FIVE TROPHY-winning TV and radio commercials from the

third annual International Broadcasting Awards competition, sponsored by the Hollywood Advertising Club, are now available to advertising and broadcasting groups for meetings and workshops. Seventeen TV commercials and eight radio commercials, selected as the world's best in 1962, make up the reels.

Inquiries should be addressed to Lucille Liets, managing director, Hollywood Advertising Club, 6362 Hollywood Blvd., Hollywood 28, California. A small fee is charged for handling and shipping costs.

AGENCIES WITH BROADCAST-oriented clients are being eyed with interest by John C. Morris, Stovin-Byles Ltd.'s vice-president and manager of the radio division, who's been with the rep house six years. After almost twelve years selling broadcast media at both station and national rep levels, the account side with a broadcast-conscious agency looks good to Morris.

THE BROADCAST DIVISION of A. C. Nielsen Co. of Canada Ltd. has announced that a cross-Canada survey of radio and television listening and viewing, in and out of home, during November and December, will be carried out by mail ballot to 50,000 households. This Nielsen Coverage Study, NCS '64, will be released early in 1964. Last such survey was the NCS '62 and since then there have been many new stations, power increases and satellite installations, creating a need for updated information.

CAM LOGAN & ASSOCIATES has been appointed Toronto and Montreal sales representative for CFPA Port Arthur, formerly repped by All-Canada Radio & Television Ltd. The move was effective July 15.

Logan has opened a Montreal office at 1405 Bishop Street, telephone 849-2076. Manager is Ralph J. Judge, acting independently of his own rep firm.

SCHARF BROADCAST Sales Ltd. has been appointed to represent CFRA Ottawa through British Columbia and Alberta, effective July 1. The station was formerly repped in the west by Radio Representatives Ltd.

ALL-CANADA RADIO & Television Ltd. have been appointed sales representatives in the U.S. for CKEY Toronto, formerly repped in the U.S. by Weed & Co. Effective August 1 All-Canada will represent CKEY in both Canada and the U.S., with the exception of Toronto.

FIRST SPONSOR TO BUY under the new combined CHAN-TV Vancouver-CHEK-TV Victoria rate card

was Rock City Tobacco, placing the *Tides and Trails* program on CHEK-TV, extending the show to 23 stations. The new rate card was brought out with the acquisition of CHEK-TV by CHAN-TV, offering a combined coverage of Greater Vancouver, Victoria, Vancouver Island and the Fraser Valley.

NATIONAL SALES MANAGER of CFTO-TV Toronto, Tom Reynolds, moves August fifth to 20th Century Fox Corp. as general manager of the television division. He has been with Channel Nine for three years, joining them as Montreal sales manager, and prior to that was sales manager of CJCB Radio and TV Sydney with headquarters in Toronto, and also with All-Canada Radio & Television Ltd. in Montreal.

THE RADIO SALES BUREAU has added CKEK Cranbrook, B.C., to its roster, bringing membership to a total of 95.

THE ANNUAL CONVENTION of the U.S. National Association of Broadcasters has been set for April 5 to 8, 1964, to take place at the Conrad Hilton Hotel in Chicago.

SAY YOU SAW IT
IN
THE BROADCASTER

Where to Stay
in
NEW YORK CITY

Stay on the fashionable East Side . . . one block off Fifth and Park Avenues . . . a stroll from business calls, Rockefeller Center, Radio City Music Hall, shopping and entertainment. Every room & suite has TV, radio, individually controlled air-conditioning.

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

FAMILY RATES
FREE PARKING

Winslow
HOTEL

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

MONTREALERS SEE COPS AT WORK IN 'CF SERIES

FROM THE TRADITIONAL ice cream cone for a lost child to the unique police patrol on skis, CFCF-TV Montreal is exploring all facets of the Montreal Police Department in a series of five-minute film features, *Police in Action*.

Hosted by personable young Constable George Springate, the programs are a regular feature of the Monday edition of *Pulse 6:30*, the early evening round-up of news, weather and sports.

"These programs not only inform the public of our services, but also help to promote a better understanding between the citizen and the police officer," wrote Montreal Police Chief J. Adrien Robert to program director Sam Pitt.

Each show delivers a safety message, outlines steps to take towards accident-free living, discusses crime prevention measures and precautions, or shows a specific division of the Police Department in action.

In the area of crime prevention, the program has discussed such topics as closing one's home for the



STAGING A MURDER SCENE for CFCF-TV's "Police in Action" series, Mr. Poirier of the Montreal Police Department Photo Bureau plays dead for cameraman Jim Grattan, while Sgt. Detective Forcier takes notes and Constable Bolduc dusts the telephone for fingerprints. This episode outlined the role of the Identification Bureau in solving crimes.

summer holidays. *Police in Action* has covered the operations of the Crime Prevention Squad, the Mounted and Canine Divisions, the Fingerprinting and Photography Bureau, the Missing Persons Bureau and the Ski Squad, policemen who patrol the slopes of Mount Royal in the winter.

The station is also running a series of ten-second IDs on the Police Department, illustrating the services of the police and urging Montrealers to support their law enforcement officers.

CFCF-TV is planning to produce several half-hour documentaries on the police force for fall and winter programming, examining in more detail the work of the different divisions.

"We feel that this education helps the Police Department, in that the public, being aware of what the Police Department is doing, will be more co-operative and thereby allow the Department's operations to be carried out more efficiently and effectively," explains CFCF-TV senior producer Don Forsyth.



FRED W. ARENBURG, Station Manager - Director, CHNS, Halifax. Born 1923, Broad Cove, N.S. 1940, Branch Manager, Circulation Dept., The Halifax Herald. 1942, Staff Sergeant, Royal Canadian Army Pay Corps. 1946-55, District Supervisor, circulation and advertising, Halifax Herald Ltd. From 1947, also part time announcer, CKBW, Bridgewater, N.S. 1955, Salesman CHNS. 1959, Program Manager, CHNS. 1961, present position.

Fred Arenburg of CHNS, Halifax says:

" . . . accurate, concise reports within minutes . . . "

"Perhaps no new agency could be more aptly named than 'United Press International'. The service from not only the North American continent, but 'Internationally' around the world, provides our listeners with accurate, concise reports within minutes of their happening. CHNS News and its listeners have a valued asset in the news-gathering field with the services of UPI."

FRED ARENBURG, Station Manager, CHNS Radio, Halifax.

UNITED PRESS INTERNATIONAL

575 University Street, Montreal, Phone 866-9357



People Are the Essence of Unity

The Federal Government has just announced the appointment of a Royal Commission, consisting of some of the best brains in the country, to investigate Canadians' views on "bi-culturalism." We agree that one of this country's major problems is lack of interest on the part of each region in the others. But we are inclined to wonder what a Royal Commission, even as intelligent a one as this, can hope to achieve.

Surely we are not faced with the establishment of yet another board of governors, charged with the task of regulating our conversation over the breakfast table — English language Canadians may only speak English for 55 per cent of the time and French-speaking ones only 55 per cent French — with special dispensations of course for blessings in Latin.

Unquestionably the promotion of understanding between the two language groups is worth encouraging. But there are also a lot of Ontario people who could gain a greater appreciation of their country, and broaden their outlooks, if they would take time out to pay a visit to Calgary, Winnipeg, Vancouver and Halifax, whose citizens have local characteristics as widely divergent as Toronto and Montreal or Hamilton and Quebec City.

These differences are a form of mental isolation — parochialism is the word — which is inevitable in a country with marked differences, from one region to another, in climate, general occupations, religion, sport, entertainment and everything else.

Basically though, underneath it all, there is one thing all Canadians share, and this is that, without fanfare or flag-wagging, we are *all Canadians*.

There is no law that says we have to be, and no law could prevent it. We are Canadians, and that is all there is to say about it.

Canada is not the only two-language country.

Belgium is divided between Belgians who speak French and Belgians who speak Flemish. In Switzerland there is no law to compel it, but it is a general practice for French and German speaking families to exchange children during the school terms. The result is that these youngsters not only learn a second language, but, by dint of living with other families and playing with other children, they learn to like each other, and to understand that even if they speak in different languages, they worship the same God, play the same games and eat the same food.

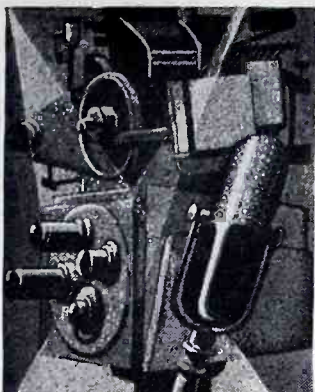
Ability to speak the other language as well as their own results in bi-lingualism being the rule rather than the exception, with everyone from the business magnate to the garbage collector being able to talk French and German.

This situation does not arise because laws are made. It happens because mature Swiss people realize that anyone is richer if he or she can speak two languages rather than one.

While we are inclined to be critical of those who formed this Royal Commission, we in no sense quarrel with its ideals, and if there is any way in which we can help it — perhaps by encouraging the broadcasters to get behind its aims — it will be our privilege.

We earnestly hope the Commission will realize it can do most to create national unity by studying what the country's component regions have *in common* rather than where they *differ*. If the Commission can bring English and French Canada closer together in terms of mutual understanding — while helping maintain the characteristics of each — the purpose it will have served will have been a wonderful one indeed. And the broadcasting industry can certainly help.

RADIO • TELEVISION • ADVERTISING



BROADCASTER

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

Published twice a month by
R. G. LEWIS & COMPANY, LTD.,
37d Floor, 219 Bay St. - Toronto 1
EMpire 3-5075

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

August 1, 1963 Vol. 22, No. 15

Editor and Publisher RICHARD G. LEWIS

Assistant Editor KIT MORGAN

Art Editor GREY HARKLEY

Production Dept. BRIAN McDOUGALL

Advertising Dept. HUGH B. FIDDAMAN

Secretary-Treasurer
and Circulation Manager
T. G. BALLANTYNE

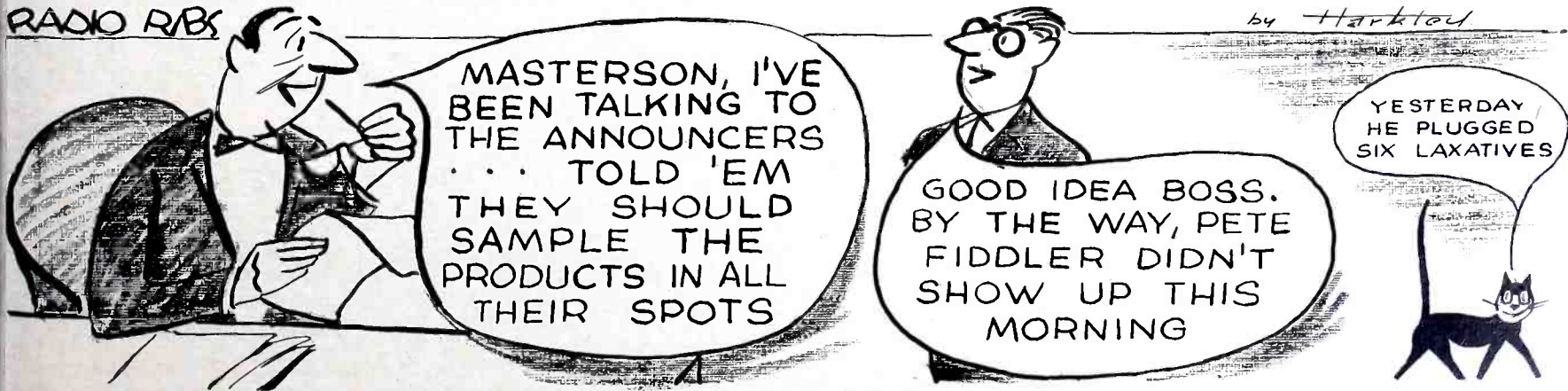
Correspondents

SAM G. ROSS - - - - - Ottawa
DORWIN BAIRD - - - - - Vancouver
LAURETTE KITCHEN - - - - - New York
WALTER R. WATKINS - - - - - London



Printed by
Northern Miner Press Limited

RADIO RIBS



MASTERSON, I'VE BEEN TALKING TO THE ANNOUNCERS . . . TOLD 'EM THEY SHOULD SAMPLE THE PRODUCTS IN ALL THEIR SPOTS

GOOD IDEA BOSS. BY THE WAY, PETE FIDDLER DIDN'T SHOW UP THIS MORNING

YESTERDAY HE PLUGGED SIX LAXATIVES

DRAMA . . . of, by and for the people

By HARRY ELTON

YOU CAN BUY twenty-one million viewers twice a week on Britain's Commercial Television Network for about \$3,000 or 14 cents per thousand. For two years the Monday and Wednesday slot from 7:30 to 8:00 has delivered the U.K.'s largest audience at the lowest cost per thousand. The show is called *Coronation Street* and is made by a group of enthusiastic newcomers to television who live in a centre far removed from London and who work with inexpensive production techniques.

The writers, producers, directors and artists who make *Coronation Street* live in and around Manchester, in the North of England and few of them had been inside the doors of a television studio five years ago.

The North of England is only 300 miles from London but in Britain that's a long way. The rivalry is intense. The North was the home of the Industrial Revolution, the repertory theatre movement, and a hot-bed of a lot of political and economic talk. But that was a long time ago and not much has happened since.

It's dirty, dreary, wet and cold. Thirteen million people are crowded



HERE IS THE CORONATION STREET set, in Studio 2, Granada TV Centre in Manchester, England. This is the 2½-year-old drama series which brought a crop of newcomers into TV. (Inset) Violet Carson, as Edna Sharples, a sharp-tongued old shrew, now regarded as England's second-best-known woman.

in London W.1 firing broadsides for the chairman at the BBC's Director General who's in London W.14. They argue about who's doing most in the North.

ENTER THE AMATEURS

Downstairs from the penthouse, a few natives started coming through the doors and learned how to make television. They made *Coronation Street*.

An amateur playwright stopped off on his way home from work at the Prudential. He was to be the show's first script editor and then its producer.

A young man was pushed through the doors in a wheelchair. Polio had ended his career as a department store floor walker. He became the story editor.

Artists from the folding repertory theatres and music halls came to work as extras and bit players. They became the stars of *Coronation Street*.

A part-time window-dresser became the fulltime designer of the show.

A long-legged, pimply-faced youth called Tony Warren turned up looking for work. He'd outgrown a career as a child actor. He was too nervous and highly strung to put on camera, so he tried writing a script for a detective show. The story was tawdry but he had a remarkable skill with dialogue.

He was given a job writing promotion copy and after reading hundreds of other people's scripts, he drafted two episodes of a North Country serial. The preface read:

A fascinating freemasonry, a Volume of unwritten rules. These are the forces that make life in the working class North of England. To the uninitiated they are unintelligible. "Coronation Street" will examine that way of life and in so doing will entertain.

Then twenty-two-years old, Warren had created a mythical street "somewhere within four miles of the centre of Manchester." It had eight houses down one side, a pub and grocery store at either end and a raincoat factory on the other side.

His original concept was so strong that nine of the twelve characters

Why Choose Tarzian Recording Tape?

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

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

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

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

*DuPont Trademark.

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



into rows and rows of industrial slums in one of the most densely populated regions on earth.

The North produces talent — painters, writers, actors and skilful politicians — but they run off to London as fast as they can get there. Even THE MANCHESTER GUARDIAN has opened a branch office in London and re-named itself simply THE GUARDIAN.

Granada got a licence to provide television in the North from Mondays to Fridays. They built a marvellous eight-storey production centre in Manchester with four large beautifully equipped studios. Most of their senior staff were dragged up from the big city to live in the North and pine for the delights of the civilized south.

The company's directors, who have never persuaded their wives to make this sacrifice, built a penthouse on the roof and bought an airplane to ease their weekly shuttle back and forth from London. The publicity director sits in his office

RADIO NEWFOUNDLAND

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

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

... early transmissions met scorn from the critics

in the first draft are still "alive" — and the most popular in the series.

Ena Sharples, the sharp tongued old shrew is a universal figure in England today and is called the country's second best known woman.

260 EPISODES—26 WRITERS

A dry run was scheduled and Warren wrote the first twelve scripts. Obviously more writers would be needed to sustain the program, but he would set the conception and characterization.

In its first two-and-a-half years, 260 episodes have been written by 26 different authors. Fifteen of them had never written for television before. All from the North, they included a bookmaker, an ad agency copywriter, an optometrist and a clerk from the Ministry of Pensions. The door is still wide open to any writer who can prove his adaptability to the show.

There is a stable of six regular writers but they are free to write for other programs. Association with *Coronation Street* provides a good introduction and they write for other commercial companies and the BBC as well.

Scripts are finished, ready for the directors three weeks before the start of rehearsals. Two episodes are made together as a one hour project and the production fits a five day schedule from the start of rehearsals Monday morning to video taping Friday afternoon. The recordings are continuous with no editing.

There has been virtually no filming for the series but increasing use is being made of mobile video tape inserts. These two or three camera location segments are quick and easy to produce. They are less expensive than film and, because the pictures are made on the same electronic system as the studios, the quality is better than film.

ROTATING DIRECTORS

Three directors work in rotation on the series and each gets two weeks of preparation for each week of production. There have been nine regular directors and for five of them, *Coronation Street* was their first dramatic program. When they're rolling, series like these make good training for all production staff.

Geoff Holmes, now at CFTO-TV, Toronto, worked on the original designs for the show and since he left one designer has serviced the production. Only 5 per cent of new material is built as the regular sets are stored for re-use.

Coronation Street is about a group of people who live in a Manchester back street. They celebrate births, deaths and marriages, but mostly get on with the business of living together as neighbors. No one has

been shot and there's not a beautiful man or woman in it. They have opinions about the world they live in and their lot in it. They hold a mirror up to contemporary British life and the public finds the reflection stimulating, amusing and entertaining.

"Coronation Street" was a "slow burn" for its audience and had to struggle for acceptance from people in the business.

The early dry runs found little favor with the company's executives and the project was nearly scrapped. It was felt the show was too dull, too slow moving and the dialect so thick, only people in the North would understand it — and they wouldn't like it.

This was not entertainment. People wanted to be taken out of themselves, to see a romantic picture of life as they would like to live it. The dreary life on that street would surely be a switch off.

U.K. AND N.A. TASTES CONCUR

In the early days of commercial television in England the most popular programs came from Hollywood. *Wagon Train* was the undisputed champion for two years. British dramatic product found some favor. The broad farce of *The Army Game* and the high tension hospital drama of ATV's excellent *Emergency Ward Ten*, were comfortably placed in the weekly ratings. The various play series did well and Sidney Newman's individual brand of regular Sunday night drama did particularly well.

But the biggest audience catchers along with *Wagon Train* were *Cheyenne*, *77 Sunset Strip*, *Highway Patrol* and *I Love Lucy*.

England's mass audience showed no appreciable difference in their taste to those in the United States and Canada.

Nor was there any reason to suppose they would. The film industry had proved the biggest box-office was the same on both sides of the Atlantic.

SCORN FROM THE CRITICS

Against this background, *Coronation Street* started December 12, 1960. The network was incomplete because Newcastle and Birmingham wouldn't take it.

The early transmissions met scorn from the critics who all found different reasons to dislike it. They all agreed however, that the public would never take to it.

The loudest cries came from the Northern critics. They wanted to prove that they were astute enough to work for the London papers. They fell over themselves disassociating from this vulgar work.

Program executives around the network were outspoken in their criticism and Granada started to look for a replacement.

It was a difficult time for the people on the show. Doing a flop is much harder than working on a successful program.

But this didn't feel like a flop. The crews liked it. Friends and neighbors made pleasant noises. And most important, conversations were overheard on buses!

EVERYONE'S FANCY

The early ratings showed a rising audience. First in the North, which was predictable, but then in the Southern Television region which is based on Southampton. This is an area of retired ladies and gentlemen of elegant taste and wit.

The figures rose steadily from London to Glasgow and by the first of March, Newcastle picked up the show and then Birmingham got on the bandwagon.

Early in May, five months after it started, *Coronation Street* fixed itself at the top of the chart and has stayed there ever since.

The posh critics took another look when it had been on for a year and discovered the show was a remarkable sociological phenomenon. For a time the smart Sunday papers and the literate weeklies were filled with discussions about this little effort that had caught the fancy of the masses

and became the darling of the intellectuals.

When a character in the show took a bath in a tub in the middle of the kitchen floor because there was no indoor sanitation, a member of the Labor party used the incident to attack the government's national housing program.

Some of the best people announced they'd come from streets just like that, or at least their mothers and fathers had.

THE NEWS OF THE WORLD, which normally uses sin, sex and scandal to hold the world's largest circulation, serialized "The Inside Story of *Coronation Street*" and put on the biggest increase they'd ever had.

The audience kept building and in December, 1962, it had topped eight-and-a-half million homes to play to the largest audience that ever watched a show in Britain.

The North country dialect has become popular for commercials and sells everything from Oxydol to life insurance.

The BBC got the message and set *Z-Cars* in Liverpool.

Coronation Street had arrived. It was imitated.

HARRY ELTON, writer of this article, has just returned to his native Toronto from England, where he was executive producer of *Coronation Street* until the end of last May.

WHAT IN THE EVER- LOVING BLUE-EYED WORLD HAS A

FATTYACIDNITROGENDERIVATIVECHEMICAL GOT TO DO WITH GROWTH IN SASKATOON?

Plenty, son. The first fatty acid nitrogen derivative chemical plant in Canada will be completed late in 1963 2½ miles north of Saskatoon. The Armour Industrial Chemical Co. plant is the latest in a series to choose Saskatoon as a site . . . making this a fast-growing chemical complex (and, incidentally, f.a.n.d.c.'s are used in mining, petroleum, road construction, among other things.)

A thriving community, Saskatoon . . . third fastest growing urban centre in Canada. That's why CFQC can produce a pleasant chemical reaction on your behalf. Include it in your plans soon.

CFQC
SASKATOON

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

STATION CALLS

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

CKSO, SUDBURY

AS SOON AS WORD of the new three-year contract between the International Nickel Company and its Sudbury employees was announced, CKSO Radio and Television broke with a "Happy Days Are Here Again" promotion, sparking a spending spree in Sudbury that is expected to last for years to come.

On the next late shopping night following the signing of the agreement, CKSO arranged to have Sea Cadets at street corners tagging bustling shoppers with "Happy Days" tags. Store clerks also wore "Happy Days" tags, plus a happy day smile as they helped the shoppers select merchandise long longed for.

All station breaks on both Radio and TV featured a few bars from the song "Happy Days Are Here Again", and colorful window banners made their appearance in store windows.

CKY, WINNIPEG

WACKIEST PROMOTION ever scheduled on a station noted for unusual promotions was CKY Winnipeg's *Wacky World Tour*. The station promised listeners that two winners would visit Norway, Paris, Mexico, Peru, Poland and Naples, all within 24 hours, but that there was a catch to it.

There certainly was. All these exotic, far-away sounding places have counterparts in name, if not in glamor, in the State of Maine, and that is where the two winners went, accompanied by a CKY personality and program director Dave Lyman, whose father is the mayor of Naples, Maine.

Twenty-eight sponsors participated in the promotion and listeners registered their entries in sponsors' stores, guessing how the tour could be made in 24 hours and voting on the station personality they would like to have accompany them.

On the four-day tour winners and station personnel were entertained royally in each "foreign" centre, presented officials of the towns with greetings and gifts from Winnipeg's Mayor Juba, and were interviewed by local press, radio and TV.

CHWO, OAKVILLE

AN ELECTRONIC BEEPER pitched to over-ride the noise of boat motors announces the British American Oil Company marine weather forecasts on CHWO Oakville several times daily, just one of several station services to boating and water sport enthusiasts.

Six thousand handy pocket guides giving broadcast times, information on Ontario port numbers and the latitude and longitude of the station's tower as an aid to navigators, are being distributed in the area by B/A dealers.

The station has a small cruiser on Lake Ontario to report by telephone on water, wind and weather conditions, adding local information to the official marine forecasts.

CHWO is also co-operating with the local Water-Air-Rescue Force to erect a marine weather beacon at the entrance to Oakville Harbor, to alert boaters when a small boat warning is issued for Southern Ontario. The station hopes this beacon will lead to a chain of safety beacons along the coast of the lake.

C-FUN, VANCOUVER

IN CO-OPERATION with the Vancouver School Board, C-FUN Radio is presenting a ten-month series of current events programs titled *High School Views on the News of the Week*.

Seven Vancouver secondary schools and more than 100 students have taken part in this unique fifteen-minute public service program since *High School Views* was established last December.

Presented each Saturday evening at 6:30 and repeated Sunday afternoons at 12:30, the program captures the attention of the adult and school-age listening audience through thought-provoking and topical discussions.

In preparation for these programs, teachers at the schools arrange for the students and offer guidance; students then work in teams and write their material on the significance of top news stories; the School Board staff co-ordinates the activities; the C-FUN production manager and morning announcer Al Jordan host students with news commentator Roy Jacques adding his evaluation of the presentation.

CKBI, PRINCE ALBERT

JULY FOURTH DAWNED bright and warm in Choiceland, a community of 400 about 90 miles east of Prince Albert, and the Sports Day Committee looked forward to a stirring parade through town to launch the day's festivities. Then came the word that the public address system, which was to have provided the martial music for the parade, had broken down.

Who ever heard of a parade without music?

Not Choiceland. A quick-thinking member of the committee phoned an SOS to CKBI Prince Albert and the station saved the day. House radios, car radios and transistor sets along the parade route were set at 900 and turned up full. The station programmed 35 minutes of uninterrupted band music from 10:55 a.m. and the parade was a huge success.

CFPL, LONDON

CFPL RADIO, LONDON, offered Canadians wanting an "all new"

Canadian Flag an opportunity to express their opinions on this controversial subject.

A flag outline appeared in *THE LONDON FREE PRESS*, and listeners were asked to complete the drawing and send it in, along with an explanation regarding the significance of their design. First prize in the contest was a day in Ottawa, all expenses paid. Ten additional prizes of \$5.00 each were given to runners-up.

First prize winner, Edmund Daly of Seaforth, Ontario, went to Ottawa Monday, July 15, as a guest of CFPL Radio.

He spent Sunday night in London, was given a tour of CFPL Radio and left by plane for Ottawa Monday at 7:30 a.m. He was met by a personal guide in Ottawa who chauffeured him through the day's activities.

The schedule included lunching at the Parliament Buildings with the member of parliament for Huron, L. E. Cardiff; attending the afternoon session of parliament; and following this, a complete sight-seeing tour of the capital, ending with a dinner at a select restaurant and returning home that evening.

CKY, WINNIPEG

A NEW CONTEST ON *The George Dawes Show* over CKY Radio has captured Winnipeg's imagination. It's the Mad Marriage contest. Listeners are asked to name famous people who, if married, would create unusual name combinations. Examples of the entries received are: "If Pearl Bailey married Red Buttons, her name would be Pearl Buttons". Or, "If Giselle MacKenzie married Lefty Frizzell, her name would be Giselle Frizzell." Each day CKY awards five gold pens for the best five entries.

• • •

CKY was especially delighted when Miss Manitoba of 1963 was crowned at the Red River Exhibition, held recently in Winnipeg. The winner was none other than Miriam Martin, who, less than two months previously had won the Miss Golden Girl competition sponsored by CKY and the Winnipeg Jaycees.

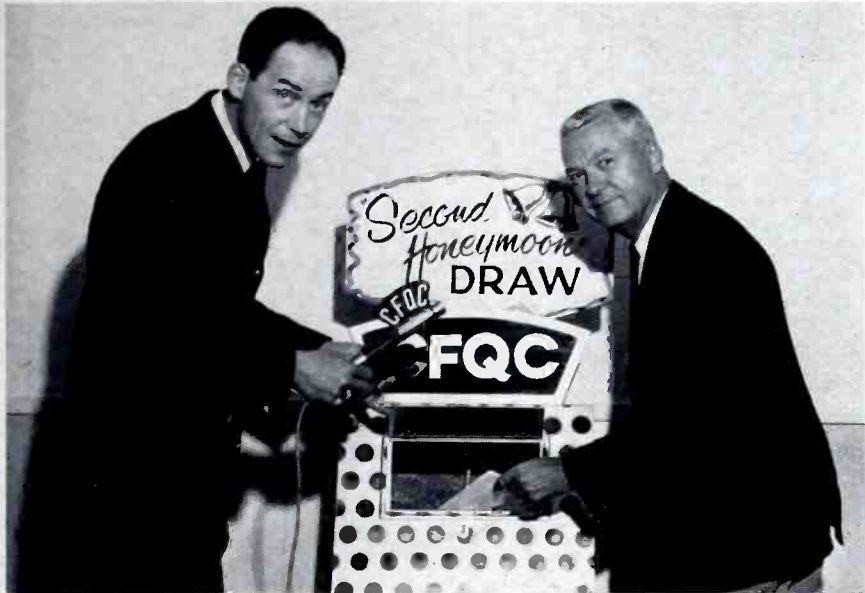
RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280

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

FOR
HOMEMAKERS

Contact your
ALL-CANADA man

LIFE BEGINS AT FORTY



CFQC GENERAL MANAGER VERN DALLIN draws the winning entry in the Saskatchewan station's 40th anniversary "Second Honeymoon Contest" while announcer Gordon Ross holds the mike to carry the winner's name onto the air. Below, Mr. and Mrs. Robert McIntyre, married in 1923, the year CFQC started are seen with Gordon Ross, as he tells them they have won the "Second Honeymoon Contest", an all-expense paid trip to Hawaii.

IN 1923 a new radio station went on the air for the first time in Saskatchewan, Saskatchewan. Also in 1923, a young couple were married in Medicine Hat, Alberta.

July 22, 1963, 40 years later, the radio station, call letters CFQC, and the couple, Mr. & Mrs. Robert McIntyre, celebrated their 40th anniversaries together.

CFQC's celebrations included a "Second Honeymoon Contest", open to couples married in 1923, a lucky couple to be awarded a week's second honeymoon wherever they wanted to go.

Over 300 entries were received, among them one from the McIntyres who, 40 years and four children later, were living on their grain farm about 120 miles south west of Saskatoon, near D'Arcy, Sask.

When all the entries were placed in

the contest drum and radio station manager Vern Dallin picked one out in the on-air draw in CFQC's control room, a phone call went out to Robert and May McIntyre at D'Arcy to inform them they were the lucky winners of the "Second Honeymoon Contest."

CFQC's promotion manager Dennis Fisher and chief announcer Gord Ross went out that afternoon to visit the excited McIntyres and discuss plans for their trip. The McIntyres decided they wanted to visit Hawaii, and a departure date was set for August 3.

The date and hotel reservations were confirmed and the couple have now started on their "Second Honeymoon" trip. They are also planning a stopover to visit relatives in Vancouver on their way back to Saskatchewan.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Quality Broadcast Sales

NEW REP FOR 'QUALITY' STATIONS

THE 'QM's — CHQM Vancouver and CJQM Winnipeg, scheduled to go on the air approximately November 15 with a programming policy identical to CHQM's — have established Quality Broadcast Sales, national sales representatives, in Toronto.

Terry Bate, formerly national sales manager of CHQM, is general manager of QBS, currently spending four days in Toronto and one in Montreal each week, with a direct Montreal-Toronto telephone line.

QBS also plans to open a commercial production arm in Toronto within a year, for more convenience in serving Toronto clients who meet with the 'QM policy of creating new commercials tailored to suit their sound to replace national commercials which don't fit the programming (BROADCASTER, January 3, 1963).

CHQM was formerly repped by Standard Broadcast Sales but the

granting of the licence in Winnipeg, where CJOB is repped by SBS, spurred on the opening of a "QM" rep organization to specialize in the selling of the unique 'QM sound, with limited commercial content and quality programming.

SET SALES SOAR

RADIO AND TELEVISION set sales to dealers continue to show substantial gains over last year, reports the Electronic Industries Association of Canada. Radio sales in May were up 30.2% over May, 1962, with 48,575 sets sold. On a year-to-date basis, sales are up 5.4% over the first five months of last year.

Television set sales showed an increase of 34.1% in May, with 28,468 receivers sold to dealers during the month. Sales the first five months of this year are up 4.6% compared with the same period in 1962, with most of the gain registered in the portable set field.

*Who but a paratrooper could climb down a tree
he didn't climb up.*

CFCN RADIO/TV CALGARY

TELEVISION DE QUEBEC (CANADA) LTEE

LOCAL SALES MANAGER REQUIRED

possessing at least three years of experience. Must be bilingual. Knowledge of advertising and television techniques preferable. Starting salary: \$10,400. per year, plus commission. Only written applications will be considered.

Please write:—

Assistant General Manager,

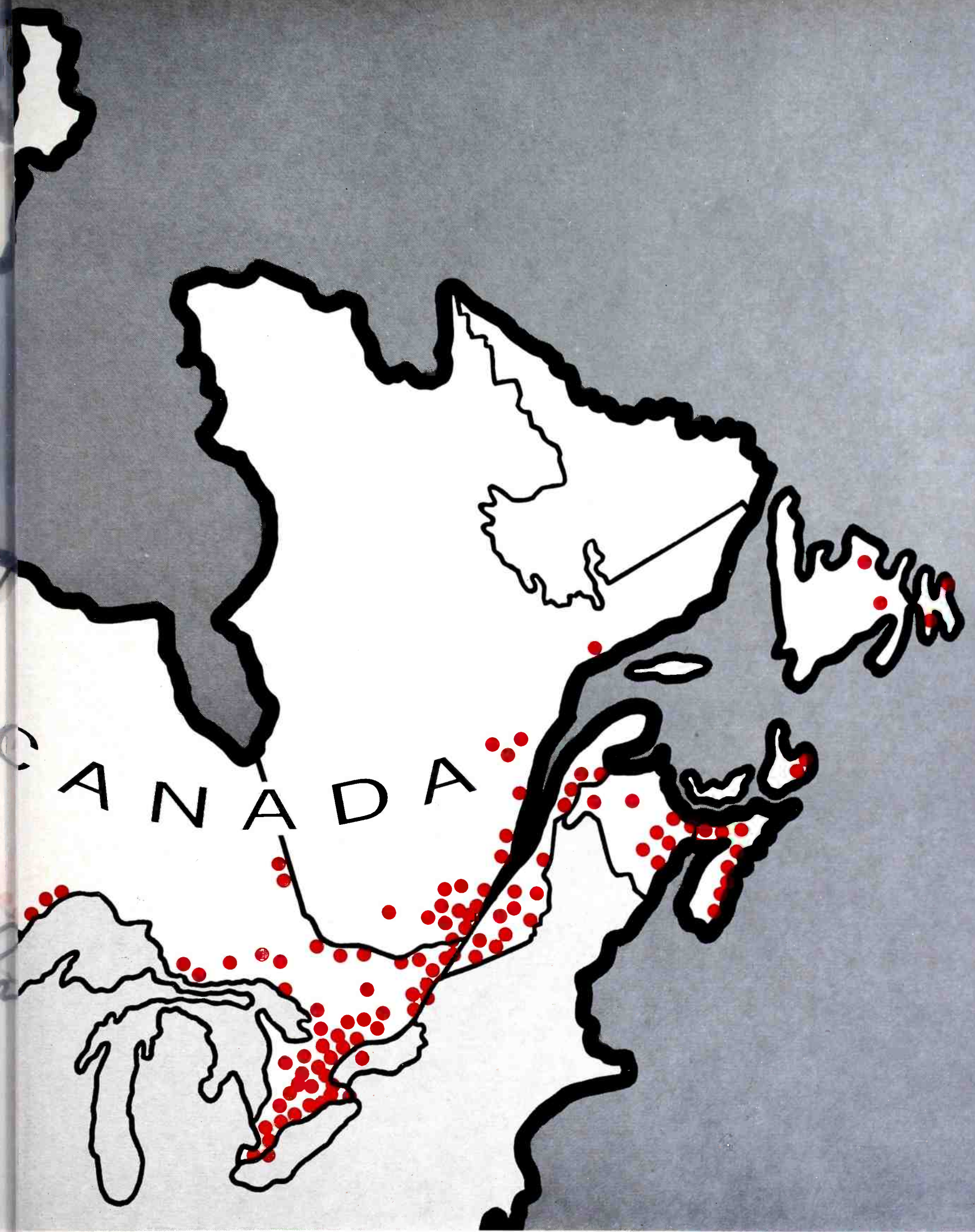
Télévision de Québec (Canada) Ltée,

P.O. Box 2026, Québec 2, P.Q.

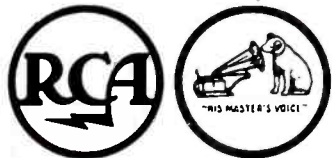


RCA VICTOR HAS BECOME A DAILY
VISITOR IN EVERY CANADIAN HOME

Each red dot in this map of Canada represents one of the 168 TV, FM or AM stations regularly broadcasting with an RCA Victor Transmitter of 100 watts or more. Only long-term acceptance



the quality of RCA Victor equipment,
the service backup provided, and of
the never-lagging interest of our staff
in the overall welfare of the broadcasting
industry, has made this map possible.



RCA VICTOR COMPANY, LTD.

Technical Products, 1001 Lenoir St., Montreal 30, Quebec

THE MOST TRUSTED NAME IN ELECTRONICS

KNOW THE MEDIUM... MEET THE PEOPLE

By BEN HOLDSWORTH

"I'D LIKE YOU TO MEET a friend of mine. This is a happy, well-adjusted garbage can. Like most North Americans, he consumes a little too much..."

Allen Farrell, promotion director of CHUM Radio, Toronto, used these words first in November, 1960. They were used to arouse the public relations people of the 200 public service organizations which supply Toronto's broadcasting industry with pleas and charitable requests.

The place was a meeting room in a downtown Toronto hotel. CHUM's Phil Stone and Allen Farrell had determined that the time was ripe for some education of the charities and public service organizations.

The problem?

Said CHUM vice-president Phil Stone: "Every radio station is expected to provide a certain amount of public service time. Most radio stations, we believe, do much more than a bare minimum — and we're no exception. But, so much of the original material that comes in from the various organizations we want to help is just fit for the garbage can — nothing more!"

Since every broadcaster is faced with much the same problem, the CHUM plan is of universal interest. Since the points made in the CHUM "seminar" presentation are directed at the professional PR people as well as the volunteers of the Ladies' Aid Societies, the station's experience in the past two years is significant. (Advertising agencies may also pay attention!)

Key points in the presentation by the station are:

- Radio copy must be for radio — not for newspapers or handbills.
- Know the right people and the right procedures at each station.
- Follow up with a personal "Thank You."

FAR AFIELD

Since the first presentation of the seminar, CHUM's efforts have gone far beyond the station's signal area. On each occasion the message has been the same; some of the seminars have been for "local" groups, some for national organizations.

In each case, the script has been the same, usually presented by the basic cast of Phil Stone and Allen Farrell.

Since the first effort, which was to a group of organizations invited by the station, the seminar has been presented to a number of other meetings — to which CHUM was invited. As recently as one month ago, the CHUM seminar was presented in Winnipeg to the United Appeal officials of Western Canada. On this one occasion the Canadian Association of Broadcasters footed the bill.

During the past two years, CHUM's public service seminar has been given to such widely differing interests as Easter Seal, the Salvation Army (for its officers-in-training for overseas missionary activity), the Canadian Arthritic Society, several groups from the Canadian Red Cross, and for the

national directors of the United Appeal (given in Windsor — well beyond the CHUM signal!). Besides Toronto, Windsor and Winnipeg it has been presented in the Ottawa area.

BOOST FOR RADIO

What has the seminar to say?

The presentation points up the importance of radio:

"There are more than 200 private stations on the air in Canada now... this year... Canadians will buy more than one-and-a-half million radio sets (1½ million new sets!)."

"Canadians are buying more than four times more radio sets than television sets. There are now three radios in use for every family in Canada... plus 2,273,500 car radios..."

The seminar script goes on to point out that Canadians spend more time with radio than they spend with newspapers and magazines combined.

"In fact," says the CHUM presentation, "the average Canadian home listens to radio more than four hours daily!"

STATIONS AND STATIONS

The station goes on to point out to each seminar that radio stations differ widely in size, and in staff facilities: "We now have a staff of over 70 people at CHUM... we work hard. We want to help you, but we have an interest in profit... in running a good business... so when we have

to waste time, or use up valuable manpower in the production of a public service message that we want to broadcast just because we haven't received material from you that we can use right away... you can see our problem..."

The seminar says, in effect: "Radio stations vary a great deal in size and personnel... we have 70, and we are a big-city station... some may have only a dozen..."

"Some stations are frankly music stations; others want talks and interviews. Some feature frequent news breaks; some have personality programs into which interviews can be interjected for public service... they all differ:

- Some will use only one-minute announcements.
- Some will want a personality for interview.
- Some will aid local causes; some will favor national causes.
- Some have the manpower and facilities and the interest to produce a "special" for certain causes in which they are convinced that this extra effort is worthwhile.

• Some just don't have the time to help you unless your material is ready to be used..."

CHUM broadcasts more than 13,000 public service announcements a year, says Phil Stone, and these make up more than 140 hours of donated time in a year.

"This is comprised of 140 hours of public service time — all of announcements of one minute or less," he said.

"We can't accurately state exactly how much time each station contributes to its community's causes... but if they all did the same as we do... it would be more than 28,000 hours!" states the CHUM presentation.

"If one station were to do it in one city, broadcasting only in one city in Canada... it would take three years to put on all these public service messages!" says Mr. Stone.

CJBQ

RADIO

BELLEVILLE and
TRENTON, ONTARIO

Another
STOVIN-BYLES
Station

SAIL INTO BRISK SUMMER SALES
IN THE BAY OF QUINTE.

RESULTS ARE ASSURED WITH THE
EXCITING SOUNDS

of
CJBQ

TELEVISION DIVISION



All-Canada Radio & Television
Limited

SELECTIVE TELEVISION IS THE BEST APPROACH TO YOUR SALES PROBLEMS

Why? Because it allows the advertiser to select only those markets he needs. Whether it be one or many, in one province or across Canada, Selective Television works with you market by market.

All-Canada men can help with your marketing problems. You can reach them in 11 major North American cities.

TORONTO 925-9361	MONTREAL UN. 1-5656	WINNIPEG WH. 2-6861	CALGARY 244-2455	VANCOUVER MU. 4-7461
NEW YORK CI. 6-1425	CHICAGO ST. 2-7494	SAN FRANCISCO DO. 2-7159	LOS ANGELES HU. 3-9671	
	ATLANTA RI. 7-3723	DALLAS TR. 5-6644		

"...stations don't have to donate..."

In round numbers, Canada's Association of Broadcasters . . . who sponsored the trip to Winnipeg. Invitations have come in from both coasts, and from points in between.

The Canadian Association of Broadcasters is looking at the possibility of working with CHUM on the project and is currently querying member stations in other parts of the country.

From Winnipeg, in response to the June presentation by the CHUM group (sponsored by the CAB) for the Community Chest, the following comment has been received by the CAB's executive director, Jim Allard, from George N. Barker, executive director of the Community Chest of greater Winnipeg.

"The directors passed a motion expressing the thanks of the board of the Community Chest and its finance-members, for the presentation by Messrs. Stone and Farrell, and for the understanding and thoughtfulness of your association in covering the expenses for these people, to make it possible for the public service presentation on June 20 . . ."

The station feels it cannot take on the job of correcting a situation that exists in most communities, all by itself.

"We have to think of ourselves, too," says Phil Stone, "but we want to help and we will. It just means we don't have the resources to go everywhere in Canada just at an invitation, although we're always willing to put on the show in and around Toronto.

"The interesting thing to me is that the material is not only better when it is sent to us, but we're getting more requests for help . . ." says Allen Farrell, "and this was the purpose of the seminar, wasn't it?"

"Some public service groups have been known to buy space in newspapers to advertise their campaigns . . . then become belligerent if a radio station doesn't give greatly and freely of its time . . ."

"Remember: the radio stations don't *have* to donate air time to your cause or crusade . . ."

"Don't expect stations to agree to interview the chairman or chairlady of your committee . . . you have to ask yourself: 'Do I honestly think that this would really interest the majority of the people listening?'"

DOS AND DONT'S

"The key point, however, is that many good causes — whether the local church or an organized charity — do not send in the kind of material which we can use! The easier you make it for us . . . the better your chance of having your material used on radio . . . in the smaller stations, there simply is not the manpower to re-do your material . . . and remember radio wants to help you!

"Very few stations have a full-time public service director on staff . . . at a great many stations the material should go to the program director . . . but send the right material . . . we are not a newspaper . . . and we can't use the same release you may send to the local paper . . ."

"If you send to the station any material addressed personally, make sure you have the right name . . . not somebody who retired a few years ago!

"Phone the station yourself . . . it does nothing but good to find out how the station wants material submitted . . . when it should be in . . . and so on. There is nothing that will lose you ground faster than making sure that the public service director or the program director knows that you never listen to his station . . . or that you know absolutely nothing about it . . ."

"Remember: the radio stations don't *have* to donate air time to your cause or crusade . . ."

"Don't expect stations to agree to interview the chairman or chairlady of your committee . . . you have to ask yourself: 'Do I honestly think that this would really interest the majority of the people listening?'"

MORE TO COME

Plans for the CHUM Seminar in the near future depend in large part on the present plans of the Canadian

SRO FOR OUTDOOR HOOTENANNY



MALKIN BOWL IN VANCOUVER'S Stanley Park, home of the Theatre Under the Stars, was the scene of CHQM Vancouver's first Hootenanny Under the Stars recently with a sell-out crowd of 5,300 and 2,000 more turned away. The station conceived the two-hour folk singing festival, carried a two-week spot schedule, made all arrangements — and then the rains came. Skies cleared in late afternoon, the announcement that the show would go on was made on 'QM's news and over 7,000 folkniks responded.

THE FRENCH VOICE OF THE OTTAWA VALLEY



HULL OTTAWA

Representatives:

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

SEPTEMBER 5
is the next Directory



AUGUST 22
is closing date for ads

Memo

from Radio Reps Limited
to Vern Dallin, CFQC, Saskatoon

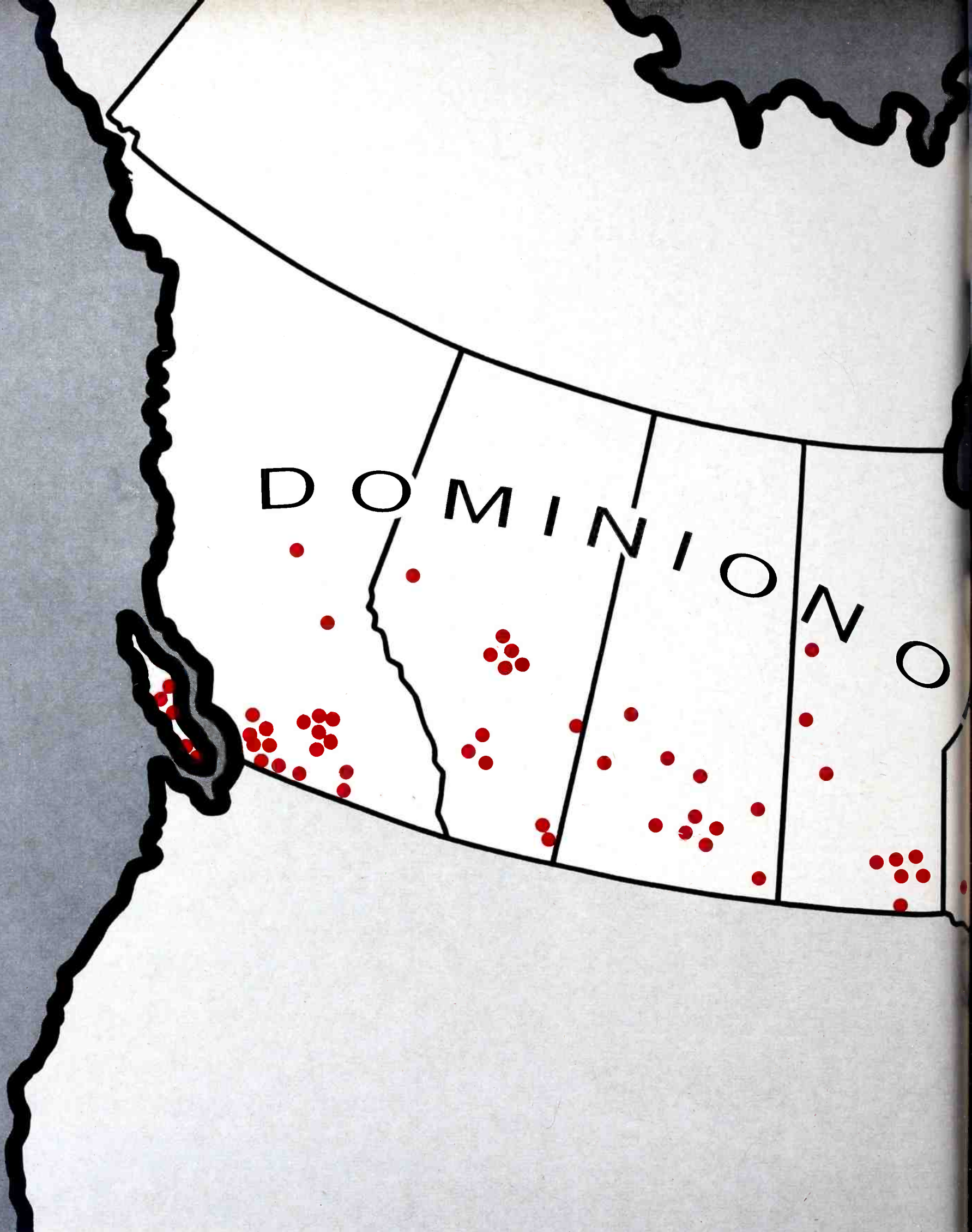
Seems only 40 years ago that Babe Ruth had joined the Yankees and Bobby Jones had not won his grand slam. Our best wishes on 40 years of broadcasting service to Saskatoon and district. Amazing how BIG Saskatoon has grown in that time. Let's grow another 40 years together.

GORDON FERRIS
Radio and Television Reps Limited

OUR
SPONSORS
ARE
BUSY
PEOPLE!

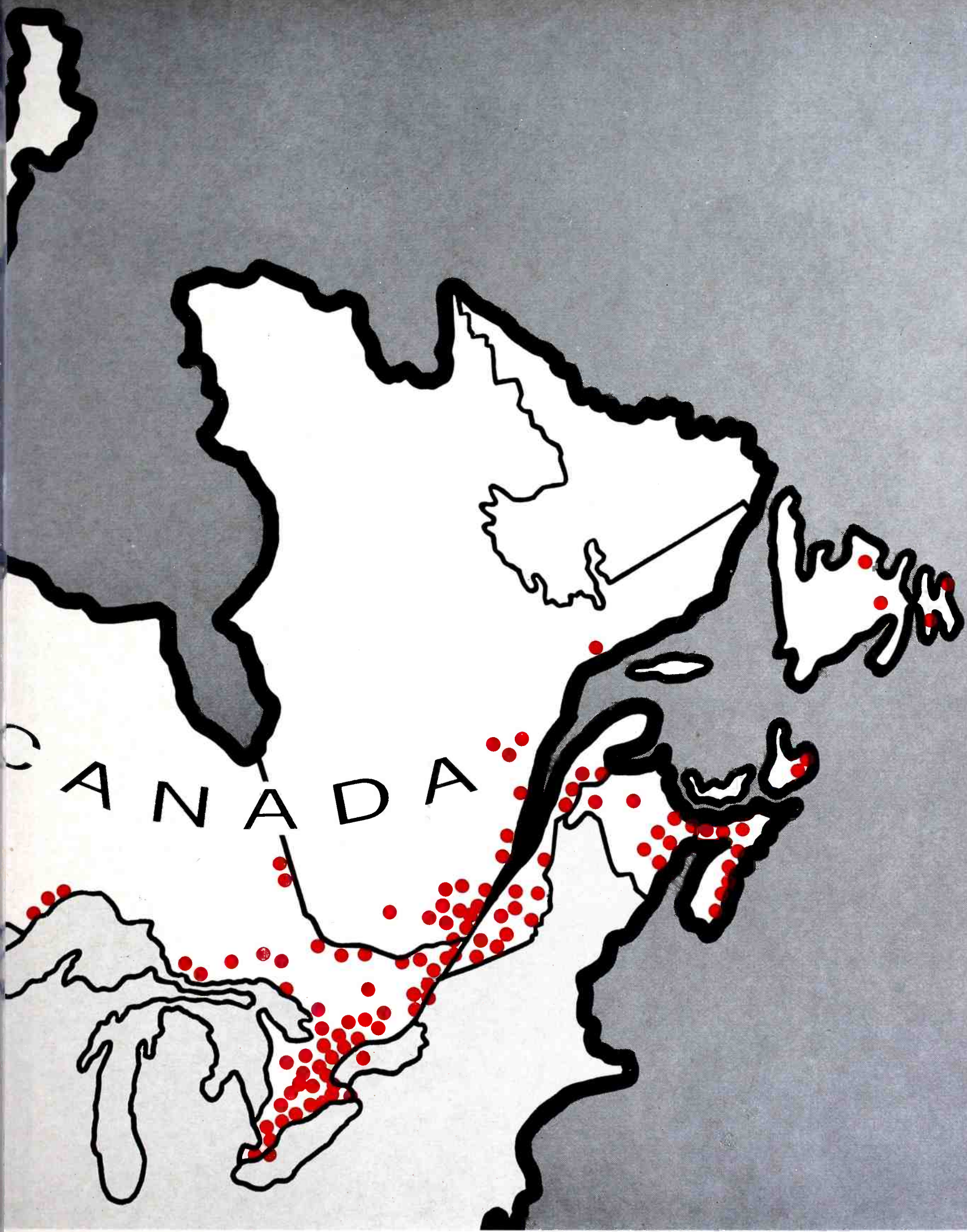
CHOV
RADIO-PEMBROKE

See Paul Mulvihill

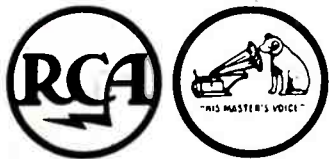


RCA VICTOR HAS BECOME A DAILY VISITOR IN EVERY CANADIAN HOME

Each red dot in this map of Canada represents one of the 168 TV, FM or AM stations regularly broadcasting with an RCA Victor Transmitter of 100 watts or more. Only long-term acceptance



the quality of RCA Victor equipment,
the service backup provided, and of
the never-lagging interest of our staff
the overall welfare of the broadcasting
dustry, has made this map possible.



RCA VICTOR COMPANY, LTD.

Technical Products, 1001 Lenoir St., Montreal 30, Quebec

THE MOST TRUSTED NAME IN ELECTRONICS

KNOW THE MEDIUM... MEET THE PEOPLE

By BEN HOLDSWORTH

"I'D LIKE YOU TO MEET a friend of mine. This is a happy, well-adjusted garbage can. Like most North Americans, he consumes a little too much..."

Allen Farrell, promotion director of CHUM Radio, Toronto, used these words first in November, 1960. They were used to arouse the public relations people of the 200 public service organizations which supply Toronto's broadcasting industry with pleas and charitable requests.

The place was a meeting room in a downtown Toronto hotel. CHUM's Phil Stone and Allen Farrell had determined that the time was ripe for some education of the charities and public service organizations.

The problem?

Said CHUM vice-president Phil Stone: "Every radio station is expected to provide a certain amount of public service time. Most radio stations, we believe, do much more than a bare minimum — and we're no exception. But, so much of the original material that comes in from the various organizations we want to help is just fit for the garbage can — nothing more!"

Since every broadcaster is faced with much the same problem, the CHUM plan is of universal interest. Since the points made in the CHUM "seminar" presentation are directed at the professional PR people as well as the volunteers of the Ladies' Aid Societies, the station's experience in the past two years is significant. (Advertising agencies may also pay attention!)

Key points in the presentation by the station are:

- Radio copy must be for radio — not for newspapers or handbills.
- Know the right people and the right procedures at each station.
- Follow up with a personal "Thank You."

FAR AFIELD

Since the first presentation of the seminar, CHUM's efforts have gone far beyond the station's signal area. On each occasion the message has been the same; some of the seminars have been for "local" groups, some for national organizations.

In each case, the script has been the same, usually presented by the basic cast of Phil Stone and Allen Farrell.

Since the first effort, which was to a group of organizations invited by the station, the seminar has been presented to a number of other meetings — to which CHUM was invited. As recently as one month ago, the CHUM seminar was presented in Winnipeg to the United Appeal officials of Western Canada. On this one occasion the Canadian Association of Broadcasters footed the bill.

During the past two years, CHUM's public service seminar has been given to such widely differing interests as Easter Seal, the Salvation Army (for its officers-in-training for overseas missionary activity), the Canadian Arthritic Society, several groups from the Canadian Red Cross, and for the

national directors of the United Appeal (given in Windsor — well beyond the CHUM signal!). Besides Toronto, Windsor and Winnipeg it has been presented in the Ottawa area.

BOOST FOR RADIO

What has the seminar to say?

The presentation points up the importance of radio:

"There are more than 200 private stations on the air in Canada now... this year... Canadians will buy more than one-and-a-half million radio sets (1½ million new sets!)."

"Canadians are buying more than four times more radio sets than television sets. There are now three radios in use for every family in Canada... plus 2,273,500 car radios..."

The seminar script goes on to point out that Canadians spend more time with radio than they spend with newspapers and magazines combined.

"In fact," says the CHUM presentation, "the average Canadian home listens to radio more than four hours daily!"

STATIONS AND STATIONS

The station goes on to point out to each seminar that radio stations differ widely in size, and in staff facilities: "We now have a staff of over 70 people at CHUM... we work hard. We want to help you, but we have an interest in profit... in running a good business... so when we have

to waste time, or use up valuable manpower in the production of a public service message that we want to broadcast just because we haven't received material from you that we can use right away... you can see our problem..."

The seminar says, in effect: "Radio stations vary a great deal in size and personnel... we have 70, and we are a big-city station... some may have only a dozen..."

"Some stations are frankly music stations; others want talks and interviews. Some feature frequent news breaks; some have personality programs into which interviews can be interjected for public service... they all differ:

- Some will use only one-minute announcements.
- Some will want a personality for interview.
- Some will aid local causes; some will favor national causes.
- Some have the manpower and facilities and the interest to produce a "special" for certain causes in which they are convinced that this extra effort is worthwhile.

• Some just don't have the time to help you unless your material is ready to be used..."

CHUM broadcasts more than 13,000 public service announcements a year, says Phil Stone, and these make up more than 140 hours of donated time in a year.

"This is comprised of 140 hours of public service time — all of announcements of one minute or less," he said.

"We can't accurately state exactly how much time each station contributes to its community's causes... but if they all did the same as we do... it would be more than 28,000 hours!" states the CHUM presentation.

"If one station were to do it in one city, broadcasting only in one city in Canada... it would take three years to put on all these public service messages!" says Mr. Stone.

CJBQ

RADIO

BELLEVILLE and
TRENTON, ONTARIO

Another
STOVIN-BYLES
Station

SAIL INTO BRISK SUMMER SALES
IN THE BAY OF QUINTE.

RESULTS ARE ASSURED WITH THE
EXCITING SOUNDS

of

CJBQ

TELEVISION DIVISION



All-Canada Radio & Television
Limited

SELECTIVE TELEVISION IS THE BEST APPROACH TO YOUR SALES PROBLEMS

Why? Because it allows the advertiser to select only those markets he needs. Whether it be one or many, in one province or across Canada, Selective Television works with you market by market.

All-Canada men can help with your marketing problems. You can reach them in 17 major North American cities.

TORONTO 925-9361	MONTREAL UN. 1-5656	WINNIPEG WH. 2-6861	CALGARY 244-2455	VANCOUVER MU. 4-7461
NEW YORK CI. 6-1425	CHICAGO ST. 2-7494	SAN FRANCISCO DO. 2-7159	LOS ANGELES HU. 3-9671	
	ATLANTA RI. 7-3723	DALLAS TR. 5-6644		

"...stations don't have to donate..."

In round numbers, Canada's Association of Broadcasters... who sponsored the trip to Winnipeg. Invitations have come in from both coasts, and from points in between.

The Canadian Association of Broadcasters is looking at the possibility of working with CHUM on the project and is currently querying member stations in other parts of the country.

From Winnipeg, in response to the June presentation by the CHUM group (sponsored by the CAB) for the Community Chest, the following comment has been received by the CAB's executive director, Jim Allard, from George N. Barker, executive director of the Community Chest of greater Winnipeg.

"The directors passed a motion expressing the thanks of the board of the Community Chest and its finance-members, for the presentation by Messrs. Stone and Farrell, and for the understanding and thoughtfulness of your association in covering the expenses for these people, to make it possible for the public service presentation on June 20..."

The station feels it cannot take on the job of correcting a situation that exists in most communities, all by itself.

"We have to think of ourselves, too," says Phil Stone, "but we want to help and we will. It just means we don't have the resources to go everywhere in Canada just at an invitation, although we're always willing to put on the show in and around Toronto.

"The interesting thing to me is that the material is not only better when it is sent to us, but we're getting more requests for help..." says Allen Farrell, "and this was the purpose of the seminar, wasn't it?"

DOS AND DONT'S

"The key point, however, is that many good causes — whether the local church or an organized charity — do not send in the kind of material which we can use! The easier you make it for us... the better your chance of having your material used on radio... in the smaller stations, there simply is not the manpower to re-do your material... and remember radio wants to help you!

"Very few stations have a full-time public service director on staff... at a great many stations the material should go to the program director... but send the right material... we are not a newspaper... and we can't use the same release you may send to the local paper..."

"If you send to the station any material addressed personally, make sure you have the right name... not somebody who retired a few years ago!

"Phone the station yourself... it does nothing but good to find out how the station wants material submitted... when it should be in... and so on. There is nothing that will lose you ground faster than making sure that the public service director or the program director knows that you never listen to his station... or that you know absolutely nothing about it..."

"Some public service groups have been known to buy space in newspapers to advertise their campaigns... then become belligerent if a radio station doesn't give greatly and freely of its time..."

"Remember: the radio stations don't *have* to donate air time to your cause or crusade..."

"Don't expect stations to agree to interview the chairman or chairlady of your committee... you have to ask yourself: 'Do I honestly think that this would really interest the majority of the people listening?'"

MORE TO COME

Plans for the CHUM Seminar in the near future depend in large part on the present plans of the Canadian

SRO FOR OUTDOOR HOOTENANNY



MALKIN BOWL IN VANCOUVER'S Stanley Park, home of the Theatre Under the Stars, was the scene of CHQM Vancouver's first Hootenanny Under the Stars recently with a sell-out crowd of 5,300 and 2,000 more turned away. The station conceived the two-hour folk singing festival, carried a two-week spot schedule, made all arrangements — and then the rains came. Skies cleared in late afternoon, the announcement that the show would go on was made on 'QM's news and over 7,000 folkniks responded.

THE FRENCH VOICE OF THE OTTAWA VALLEY



HULL OTTAWA

Representatives:

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

SEPTEMBER 5
is the next Directory



AUGUST 22
is closing date for ads

Memo

from Radio Reps Limited
to Vern Dallin, CFQC, Saskatoon

Seems only 40 years ago that Babe Ruth had joined the Yankees and Bobby Jones had not won his grand slam. Our best wishes on 40 years of broadcasting service to Saskatoon and district. Amazing how BIG Saskatoon has grown in that time. Let's grow another 40 years together.

GORDON FERRIS
Radio and Television Reps Limited

OUR
SPONSORS
ARE
BUSY
PEOPLE!

CHOV
RADIO-PEMBROKE

See Paul Mulvihill

OV-TV OVER THE DESK

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

IF I WERE A BETTING MAN, which I am, I would be willing to wager that before 1964 is very old, McMaster University, in Hamilton, Ontario, will have its own FM radio station.

afternoon which accounts for him counting me in), did not want anything in particular, except information — any kind available.

The reason I feel this way is the enthusiastic and at the same time orderly approach these students are making towards the achievement of their aim.

He was armed with a news release, which I said I would use to run a note in "The Desk". Now, having read and digested it, I see no course to follow except to run it, practically verbatim. So here it is.

It started when, one day last week, a young man dropped into the office and told me about it. The Y. M. in question was Bruce McKay, hailing from Embro (near Stratford), Ontario, an engineering student at "Mac".

A MOVEMENT to establish a students' radio service at McMaster University, Hamilton resulted in the formation of a Students' Radio Committee toward the end of the 1961-2 academic session.

Bruce, who said he was putting in the day dropping in on "key people in the industry" (it was late in the

Encouraged by the success of campus radio both in Canada and the United States (Queen's University at Kingston, Ontario operates both AM and FM services) the committee sparked a detailed study by another committee (of staff members and students) of the station at Cornell University in Ithaca, N.Y.

Acting on behalf of the entire student body, the Students' Council considered a report prepared by a faculty committee during the summer months of 1962, and declined to

accept its recommendation that a wired closed-circuit service be established to serve only the campus buildings.

In November 1962, acting on advice that AM bands are saturated with local stations and that FM frequencies are available, the Council asked those working on the Student Radio Committee to carry out additional studies on the possibility of establishing an FM station.

Since that time, studies carried out to determine any reason why an FM operation would not be possible have revealed no major problems.

The next step was a more intense investigation of various aspects of the operation, begun by the student committee under the direction of Drs. E. O. Gadamer and C. K. Campbell, of the Department of Electrical Engineering.

The Department of Transport has been contacted and, in the light of the information and sentiments expressed by the DOT, the committee has been encouraged to work quickly, laying the groundwork to put McMaster on the air.

The programming group has made many contacts with potential program sources and the technical section is gathering technical data and beginning design work in an effort to produce an estimate of the funds which will be required from the university and the Students' Council.

This fitting demonstration of dedication to the business of broadcasting is a heartening sign, indicating that there is still a chance for a broadcaster to transfer his golf club membership somewhere where the climate is more temperate one of these days. And with this pleasant thought I can only add my au revoir, and buzz me if you hear anything, won't you?

Dick Lewis



OVERALL VALUE —
TELEVISION

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

BBM Spring '63 —
Call Paul

ARE YOU READING
THE BROADCASTER
over someone else's
shoulder?

\$5 a year — \$10 for 3 years

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

My heart leaps up when I behold a parking
space ahead. My heart droops when I
detect a sports car there instead.

**CFCN RADIO/TV
CALGARY**

SARNIA

ninth in Canada
per capita income
Covered Completely
by

CHOK

Sales Management — June '63

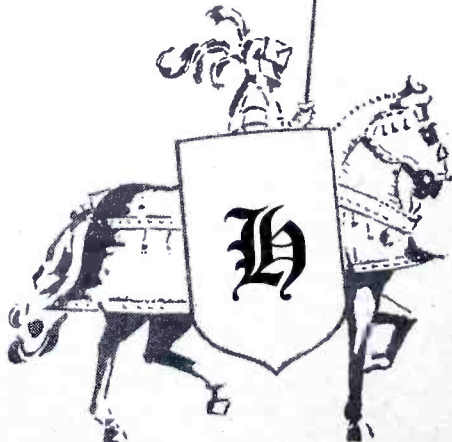
Paul Mulvihill
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality
radio stations

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

HARDY MEN
HAVE
ALL
THE FACTS



It takes ...
Nine Weekly Newspapers

or
only ONE TV STATION

to cover the
38,000 TV Homes

in the Gaspé, Saguenay
and Matapedia areas

ASK YOUR HARDY MAN
about

CKBL-TV

Matane



TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

WAB PRESENTS FIRST AWARD



COMMITTEEMEN BEHIND THE WAB AWARD are, standing, from left to right: Norm Lacey, CBC; Andy Martin, CKSB; George Hellman, CFMW-FM; Rory MacLennan, CJOB (chairman); Steve French, CJOB. Sitting, in the same order: Bill Stewart, CJOB (secretary); Roy McGuire, CKRC; Reg Durie, CJOB. Missing from the picture are Jack Stewart, CKY; Roly Couture, CKSB.

THE OLDEST BROADCASTERS' association in Canada has presented its first annual award to the youngest broadcasters' association in the country. The Western Association of Broadcasters has presented its first University Broadcast Award to the University of Manitoba Student Radio Group.

The U of M won the award with a 15-minute radio documentary, *Religious Education in Manitoba Schools*, broadcast on CJOB Winnipeg last April. It was judged as a well researched and prepared program employing a fast-moving interview technique, which sustained interest throughout the time period.

The Award, a plaque and \$100 cash, will be presented at the annual meeting of the WAB at Jasper on September 9.

Student broadcasters from the Universities of Alberta, Saskatchewan and Manitoba submitted a total of eight entries, two dealing with the engineering side of radio and six on programming. The programming entries ranged from ten promotion

spots to a full hour program of contemporary organ music.

The award was established to recognize the most significant achievement, programming or technical, by a university student broadcasting association or a member.

Runner-up entries were rewarded by pieces of broadcast equipment donated by six manufacturers and distributors: RCA Victor, McCurdy Industries, Canadian Marconi, Collins Radio, CAM Gard Electronic Distributors and Sparling Sales.

Chairman of the Awards Committee was Rory MacLennan, general manager of CJOB. Judges were Steve French, retail sales manager, and Reg Durie, chief engineer, CJOB; Ken Babb, assistant program director, and Roy McGuire, engineer, CKRC; Syd Boyling, general manager, CKY; George Hellman, manager, CFMW-FM; Norm Lacey, assistant to the director of the Prairie Provinces, CBC; Jack Stewart, production manager, CKY — all of Winnipeg — and Roland Couture, manager, and Andy Martin, engineer, CKSB, St. Boniface.

DIAL 546-9960 FOR INSTANT NEWS

"INSTANT NEWS" is the latest innovation at CKWS Kingston, a 24-hour telephone news and weather service directed by the station's news director, Floyd Paterson, and sponsored by Hertz Rent-A-Car.

By dialing 546-9960 (960 is the station's spot on the dial) the public can catch up with the latest news headlines and weather forecast, recorded by station announcers and brought up-to-date every hour or oftener. Callers are, of course, reminded to dial CKWS for full details.

When the new service was introduced June 25 calls flooded in and continued right through the night. Even yachtsmen with ship-to-shore

phones can dial CKWS's "Instant News Line."

FRENCH CANADIAN SECRETARY

French and English speaking with Agency or Station experience in Radio and TV. New York Representatives of Canadian Stations. Mail history to

BOX A-698

Canadian Broadcaster
219 Bay Street
Toronto 1, Ontario

PACKED AGENDA FOR AAB

Time Out for Fun and Games

RAFE ENGLE, media director and program advisor for the J. Walter Thompson Co. Ltd., Toronto, will set the theme for the AAB convention at the Newfoundland Hotel, St. John's, Aug. 4-6, with his keynote address, "Too Many Media for Too Few Ears".

Along with traditional Newfoundland hospitality, delegates will hear speakers on the first day, including: Don Jamieson, CAB president; Carlyle Allison, vice-chairman of the BBG; and the new executive vice-president of TvB, Ed Lawless.

Lunch will be hosted by the mayor of St. John's and the city council. Towards sundown, CJON will be staging its customary screech party.

Tuesday starts with a discussion on "Automation in the Broadcasting Industry", with Willard Bishop, CKEN, Kentville and CFAB, Windsor, N.S. in the chair. Panellists will be: Glen Robitaille, CFPL-AM-FM-TV, London, Ont.; Arthur Manning,

CKCL, Truro; Court Broad, RCA Victor Co. Ltd., Montreal; James Watson, Canadian General Electric Co. Ltd., Montreal. Following the panel, Peter N. Harricks will make a presentation for the Radio Sales Bureau.

Marven Nathanson, of CJCB-TV, Sydney and AAB president, will entertain at a buffet lunch.

Tuesday afternoon, Dr. Bill Byram will report on his BBM. Then the convention moves into closed session for the annual business meeting including the election of officers.

The final evening, Newfoundland's Premier Joe E. Smallwood will entertain at a reception, followed by the annual dinner, which will be chaired by Jamie MacLeod, CKBW, Bridgewater. During the dinner, there will be a presentation of the "Press Table Trophy" for the most newsworthy contribution to the convention.

BBG IS BACK ON THE BOTTLE

BEER ADVERTISING comes before the Board of Broadcast Governors once again August 27, with the announcement that it has been included in the agenda for the open hearings scheduled for that date.

The BBG will discuss with interested people a proposal to set a 30-second maximum on radio and television beer and wine commercials and to alter their form.

The meeting is to be held in Ottawa, and the BBG will hear representations on a proposed set of regulations governing beer and wine commercials in provinces which approve of such advertising. This follows conversations which have been conducted between the Board and provincial liquor control authorities for some time.

The proposed regulations continue the current requirement that commercials must not be designed to promote the general use of beer or wine.

Present regulations break up a 60-second beer and wine commercial into two parts. These consist of a 48-second "fill" in which no mention may be made of product or brand

name and a 12-second sponsorship announcement.

The proposed new regulation would eliminate the "fill" portion and permit a maximum commercial of 30 seconds. It also sets a schedule of the number of commercials for programs of different lengths, ranging between two for a 10-minute program to 10 for a 90-minute show on TV.

The new regulation would also permit "billboard" type commercials of a maximum of 10 seconds in which the name of a program and its sponsor may be used.

FOR SALE

One General Electric Limiting Amplifier Model BA 7 A 3 Factory Overhauled. With one Complete Spare Set of Tubes, \$850.00.

Chief Engineer, CJLX,
Fort William, Ontario.

*If you'd like to go where,
The fishing is terrific,
The hunting, quite superb,
With skiing, golf and cricket —
old chap,
A rousing, jolly and interesting
third,
Certainly the sunny south is not
the place for you.*

Responsible Radio requires a mature, experienced Staff Announcer for permanent residency — in the same category — a News-caster with a nose (not blue) for News. Send resume and audition tape immediately please, to Nova Scotia.

W. F. HARVEY,
Program Manager,
CKCL,
Truro, N.S.

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

MARKET NOTES

CONSTRUCTION: There's a housing boom in St. John's. The city is preparing 2,500 building lots with the first stage of about 130 lots scheduled for completion this year. The St. John's Housing Corporation is making another 300 lots and 172 apartments available during the summer. In addition, hundreds of private homes are being built.

RETAIL TRADE: Dominion Stores Limited, which acquired five supermarkets in St. John's through association with Ayre's earlier this year, held its first directors meeting in the Newfoundland capital July 8th. Thomas G. McCormack, President of the Company, said that Dominion Stores proposes to establish supermarkets across Newfoundland, including Labrador. The company now is represented in all ten provinces of Canada, with a total of 363 stores.

HYDRO DEVELOPMENT: Newfoundland Light and Power Company is opening a new 8,000 horsepower hydro plant at Sandy Brook, eight miles from Grand Falls, in October or November, to supplement 17,000 horsepower now available from nearby Rattling Brook. V. A. Ainsworth, President of the Company, says the Sandy Brook plant will enable the Company to meet increased demands for electricity in the rapidly-expanding central areas of Newfoundland, served by CJCN-TV.

TOURIST TRADE: There's a great upsurge of travel in Newfoundland during the summer months. Eastern Provincial Airways reported that its traffic in May was up 27% over the same month last year. The CNR has assigned three other ships to assist the ferry WILLIAM CARSON on the route from North Sydney to Port Aux Basques. Hotels and motels are booked solid for the rest of the summer.

QUICK FACT: Newfoundland in June had 18,147 people 70 years of age and over, 28 more than in May.

CJON-TV FEATURES FAMOUS CHOIR



The famous Princeton Theological Seminary Choir appeared on CJON Television recently in one of its rare television appearances.

FIRST VISIT

The 16-member choir, directed by Dr. David Hugh Jones, Professor of Music at Princeton, was in New-

CHORAL MUSIC

foundland in early July on its first visit to the province. Dr. Jones led the group of college graduates in a half-hour program on CJON - CJOX - CJCN - TV. The choir's repertoire included choral music by such composers as Bach, Handel and Mendelssohn.

U.S. SHIP'S COMBO PRESENTS TV CONCERT



Viewers to CJON-CJOX-CJCN-TV in Newfoundland thrilled recently to an impromptu concert by a musical group from a visiting American warship.

COURTESY CALL

When the USS Bristol arrived in St. John's on a five-day courtesy call early in July, a combo from among her crew members

welcomed people aboard on public inspection tours.

TV PROGRAM

The group displayed such talent and skilled performance that they were invited to present a half-hour program on CJON Television. Afterwards, dozens of viewers phoned to request a repeat telecast.

NEW PUBLIC SERVICE ON CJON RADIO

Nearly eight hundred east coast Newfoundland fishermen who have gone to Labrador for summer fishing operations have taken CJON Radio with them.

CJON RADIO

Bill Flynn of Brigus wrote from Comfort Bight, Labrador: "We listen to CJON Radio all the time when we are not working at fish".

MARINE FORECAST

On behalf of his fellow-

fishermen, Mr. Flynn passed along a request. Would it be possible to broadcast the marine forecast for south and north Labrador at 9.45 p.m. each day?

GREAT SERVICE

"It would be a great service for us", he said. The service started on July 11th, and next year it will be extended for the full period of the Labrador fishery.

NOW YOU'RE TALKING

CJON Radio's new public service feature "Now You're Talking" is becoming a sounding board for public opinion in Newfoundland on major issues of the day.

LISTENERS' VIEWS

The program presents listeners' views on the news, providing a guide on what

the public thinks about the more controversial matters and what the general reaction of people may be to some proposed move or measure.

FEATURED DAILY

"Now You're Talking" is featured daily on CJON Radio at 1.35 p.m., following a major newscast.

See our Hard Working Reps

STOVIN-BYLES

in Canada

WEED & CO.

in the U.S.A.



(This issue's column is the work of Canada's inimitable comedy team of Wayne & Shuster, who just finished "Wayne & Shuster Week" at CFRB, where they were pinch-hitting for vacationing deejay Bill Deegan. The only thing is W. & S. know nothing about it as we swiped their gags off their program.)

OPENING SHOT

We began at CFRB in 1941 and if you really wanna be honest about it, this is a re-run.

HIDDEN TREASURE

It's easy for M.P.'s to get a raise, because all they have to do is vote for it. If the rest of us want money, we gotta go look under bottle caps.

BETTER NEVER

Now we are disc jockeys and — just our luck — we're four years too late for Payola.

CIRCULATION SWITCH

Since the Christine Keeler case broke, everyone's throwing away PLAYBOY and reading the front page of THE GLOBE & MAIL.

FIFTH COLUMNIST

CFRB's Eddie Luther, up in his helicopter, is not really trying to spot traffic. His real job is to damage the towers of the other stations.

FIGHT NIGHT

The Liston - Patterson dance went so fast we got a refund on our hot dog.

POWER BOOST

There are 50 HFC offices within the sound of my voice — and if I talk louder there are 53.

SABOTAGE

We're at CFRB as under-cover agents for the CBC, trying to undermine private broadcasting.

DRIVERS' LICENCE

Attention everyone driving a stolen car! Please drive carefully! You're in enough trouble already.

SLONG

Bill Deegan is our winter replacement.

Mexican Holiday



HIGHLIGHT OF A MONTH-LONG western vacation for C. W. "Scott" Hannah, radio-TV producer with F. H. Hayhurst Co. Ltd., was the presentation of two Canadian Pacific Airlines tickets to Mexico, grand prize in CFAC Calgary's Caption Contest. Here station manager Don Hartford, in Stampede Week regalia, presents the tickets to Hannah while Mrs. Hannah, daughter Barbara and son Brian, watch.

Agency personnel were invited to write new captions for the cartoon ads run by CFAC in trade publications last year. Tip to contest entrants — Hannah created four-word captions with the words beginning with the letters C, F, A, C. He plans to take the Mexican holiday sometime when Toronto is snowbound.

Await 3-Man Committee

THE HON. J. W. Pickergill, Secretary of State, said last week in the House that no decision will be made on whether or not a Royal Commission on Broadcasting will be established until he gets his report from BBG Chairman Andrew Stewart, CBC President Alphonse Ouimet and CAB President Don Jamieson.

Mr. Pickergill said the contents of the report of these three men, who have been meeting since he asked them to do so last April, would influence the terms of reference set for any Royal Commission. He said he expects to receive the report some time in September.

The minister, who reports to parliament on broadcasting, has asked for a report on the extent of agreement and disagreement in Canadian broadcasting.

The three-man committee has had several informal meetings, with more to come. No information about their discussions and deliberations has been disclosed.

Will broadcasters, reps, agencies and others who have received our Directory Issue questionnaires please return them as soon as possible

PREMIER Film Handling Equipment



- SPLICERS
- PROJECTOR TABLES
- SOUND READERS
- SYNCHRONIZERS
- REWINDS

Exclusive Canadian Distributor



Phone 922-2103



"The Sound of Service in Montreal"

at Your SERVICE

ADVERTISING SPECIALTIES

Pens • Pencils • Memo Books
Hats • Balloons • Rulers, etc.
FOR TRADE SHOWS—CONVENTIONS,
DEALER MEETINGS
NEIL S. O'DONNELL LTD.
Free Scripto Pen
if you mention this ad with your enquiry
1652 Bayview Ave. Tel. 485-0781
Toronto 17

RESEARCH

CANADA'S MOST COMPREHENSIVE
MARKET RESEARCH SERVICE
Elliott-Haynes
LIMITED
TORONTO — 515 Broadview Ave., HO. 3-1144
MONTREAL — 3290 Bernardin Street, RA. 8-5360

FILM SERVICES

I F M INDUSTRIAL FILM MAINTENANCE
131 Peter St., Toronto, Em. 2-2501
Film Scratch Removal
Monitoring TV
off the air.

MAGNETIC FILM STRIPING
RAW STOCK 16 MM

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

PERSONNEL

WANT A MAN?
WANT A JOB?
TRY A SMALL AD IN
Canadian Broadcaster

THIS SPACE
will deliver your message
TWICE A MONTH
FOR ONE YEAR
for \$5 per insertion.

PRINTING

IMPERIAL PRESS
LIMITED
PRINTERS
We have expanded
to serve you better.
New Address
548 King St. W., EM. 4-9261

PRIZES FOR QUIZ SHOWS

SERVING BROADCASTERS
FOR OVER 15 YEARS
Contests Associates
PRIZE BROKERS
10 Castlcknock Rd., Toronto. HU. 8-8601

MISCELLANEOUS

FLOWERS
for every occasion
WINONA FLOWERS
LIMITED
413 Bloor St. E., Toronto, WA. 1-2303

DAVID BRUCE COWPER
INSURANCE ESTATE PLANNING
NEW YORK LIFE INSURANCE CO.
443 UNIVERSITY AVENUE TORONTO 2.
BUS. EM. 3-5311 RES. HU. 5-2956

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

Telephone
Answering
Service
Answers your phone
whenever you are away
from your office or
residence.
Phone for Booklet in
Toronto 924-4471 Montreal UN. 6-6921

— DUE BILLS —
Save on business and pleasure trips.
Canadian and U.S. hotels, motels
and resorts will exchange accommo-
dations for advertising. Your cost
15%. Canadian monies accepted at
even exchange. Write:
Gamble Coker, Inc., Suite 301
155 East Ontario St., Chicago 11, Ill.

CLIFF McKAY
Music
107 Carlton St. Telephone
Toronto EM. 3-3525

CUTS & SPLICES

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

THE CANADIAN TOURIST Association is holding its second annual competition for 16 and 35 mm films on travel or recreation in Canada, and the deadline for entry forms is August 31, with films to be submitted by September 7.

Travel promotion films, travelogues, and films on sports and leisure time activities are eligible for entry if they were produced or released between August 1, 1962, and July 31, 1963. They may be entered by either the producer or the sponsor.

There are two awards, the Maple Leaf Award for the best 16 mm film and the Canuck Award for the best 35 mm production, with certificates of merit for the runner-up in each class. Last year the 16 mm prize-winner was *Laurentians in White*, produced by Omega Productions of Montreal for the Province of Quebec Film Bureau. Best 35 mm film was *Algonquin Holiday*, produced by 20th Century Fox Corporation for the Ontario Department of Travel and Publicity.

For further information and entry forms, contact the Canadian Tourist Association, 37 King Street East, Toronto 1.

AN ANIMATED FEATURE film is into production at Crawley Films Ltd. for Videocraft Inc., New York, for whom Crawley did the animated TV series *The Wizard of Oz*. The new project will be 50% more animated than the first assignment, but still not full animation.

The hour and a half color feature is titled *Return to Oz* and an hour-long version of it will make a television special.

Reports, not confirmed by Crawley, say the TV *Return to Oz* has been sold to NBC for broadcast early in 1964. The script was written in New York but the sound track is also a Canadian production, recorded at RCA Victor's Toronto studio by Larry Mann, Carl Banis, Peggy Loder and Alfie Scopp.

On other assignments, Crawley will have crews filming in six of the ten provinces within the next few weeks.

A NEW PACKAGE of 25 first-run feature movies for television has just been released by Warner Bros. television division, called "Warner Bros. One". Nineteen of the 25 films were released in '59 and '60, 17 are in color, and none of them has been presented on network television.

Introducing the package, vice-president of Warner Bros. television division, Joseph Kotler, said: "We were guided by talks with many stations who indicated they wanted small packages with only top-flight films. Most stations, particularly the so-called 'movie-stations' you find in each market, have large quantities of film on hand. What they need are a few block-busters to protect their investments in these heavy backlogs of film."

Therefore, he said, all future releases from Warner Bros. will be small and streamlined packages.

"Because of this new philosophy, which we believe sets the trend for the future, stations will have to adjust themselves to the fact that, while the total cost of future packages will be comparatively lower than what they have been paying for their big-volume purchases, the cost-per-picture will be considerably higher.

"They will have to evaluate future purchases in terms of a low-total-

dollars investment in top-flight features to protect their tremendous expenditures in large backlogs of pictures."

The "Warner Bros. One" package includes such films as *Look Back in Anger* starring Richard Burton and Claire Bloom; *The Sundowners* with Deborah Kerr, Robert Mitchum and Peter Ustinov; *The Dark at the Top of the Stairs* starring Robert Preston and Dorothy McGuire; and Audrey Hepburn in *The Nun's Story*.

TOP SECRET PROJECT at Crystal Film recently was a 20-minute black and white documentary for the Racan Photo-Copy Corp. Ltd. Premiere was at the company's special shareholders' meeting July 12 and the film made the front page of THE GLOBE AND MAIL the following day because in the darkness of its showing the company spirited away the prototype of its controversial new electric dry copier.

The film tells the Racan story, announces the acquisition of two new companies and introduces their new products, which include a wheelchair that goes up and down stairs. Having won the applause of the shareholders, the film now goes on the road as a sales tool.

Directed by Doug Patten, the film was shot and edited by Kurt Weber, assisted by Norman Lenz. 2700 feet of film were shot at the Racan offices, the two new companies, and out and around Toronto. 700 feet were used in the documentary and the balance may be used for shorts on the separate operations covered in the overall story.

PLANS FOR THE 94th convention of the Society of Motion Picture and Television Engineers, to be held at the Somerset Hotel in Boston from October 13 to 18, are fast being wrapped up.

Thus far two technical papers by Canadians have been included in the program. Professor Myron Schaeffer of the University of Toronto will deliver a paper on "Synthesis and Manipulation of Natural Sounds in Electronic Music for Films" and Dr. Brian Holmes of Toronto General Hospital, assistant professor of Radiology at U. of T., and Roy Liggins of X-Ray and Radium Ltd. will present a paper on "A Television X-Ray Image Amplifier".

Rodger Ross of the CBC is associate program chairman for papers from abroad.

GRAPHIC FILMS, Crawley Films' laboratory associate company, has devised a handy "ready reckoner" to provide approximate print prices at the twirl of two cardboard discs.

The gadget comes up with instant estimates on five types of lab product: printing materials from A & B roll, i.e. internegative, color master, black and white dupe negative, sound tracks; color positive, sound, single roll; color reversal, sound, single roll; color reversal, sound, A & B roll; black and white positive, sound single roll.

Estimates are based on the number of prints, ranging from a single copy through groupings to 51 and more, and include reel, can and print protective treatment.

For a ready reckoner, write to Bill O'Farrell, Graphic Films, Box 3040, Ottawa 3.

FLORMAN & BABB (Canada) Ltd., offshoot of Florman & Babb Inc. in the U.S., is a new motion picture and television equipment rental and maintenance service opened last month at 1263 Dorchester Street West in Montreal. Manager is Kenneth Jones, formerly manager of the Montreal branch of Alex L. Clark Ltd., and secretary-treasurer of the Montreal section of the SMPTE.

The company's rental department includes all Mitchell cameras, all Auricon cameras, crab dollies, mike booms, various recorders, Moviola and Acmade editing machines and a complete line of lighting equipment. The company also has complete maintenance shop facilities.

SEVEN ARTS PRODUCTIONS was given the half-page article treatment by the TORONTO TELEGRAM last month, which stated that the company has the rights to Hugh MacLennan's book, "The Watch that Ends the Night", and is thinking of filming it in Canada. The article reported that vice-president and secretary Ted Wright says a budget of \$1,500,000 to \$2,000,000 has been set for *The Careful Man*, which will be filmed in Montreal and Toronto.

Seven Arts now claims "the largest TV film distribution in the world", the article said, with distribution in the U.S., Canada, and 29 foreign countries.

NEW WESTERN representative of Fremantle of Canada Ltd. is Gyle Woods, who has been with CJGX Yorkton and CJAY-TV Winnipeg for the past five years and is well known to broadcasters. From headquarters in Calgary, Woods will handle all Fremantle properties, both film and local-live such as *Romper Room*.

For

Maximum Coverage

of

Nova Scotia

use the

CJCH-TV

family:

Halifax	—	CH. 5
Bayview	—	CH. 6
Amherst	—	CH. 8
Canning	—	CH. 10

**Paul Mulvihill
& Co. Ltd.**

TORONTO — MONTREAL

Representing these quality
television stations

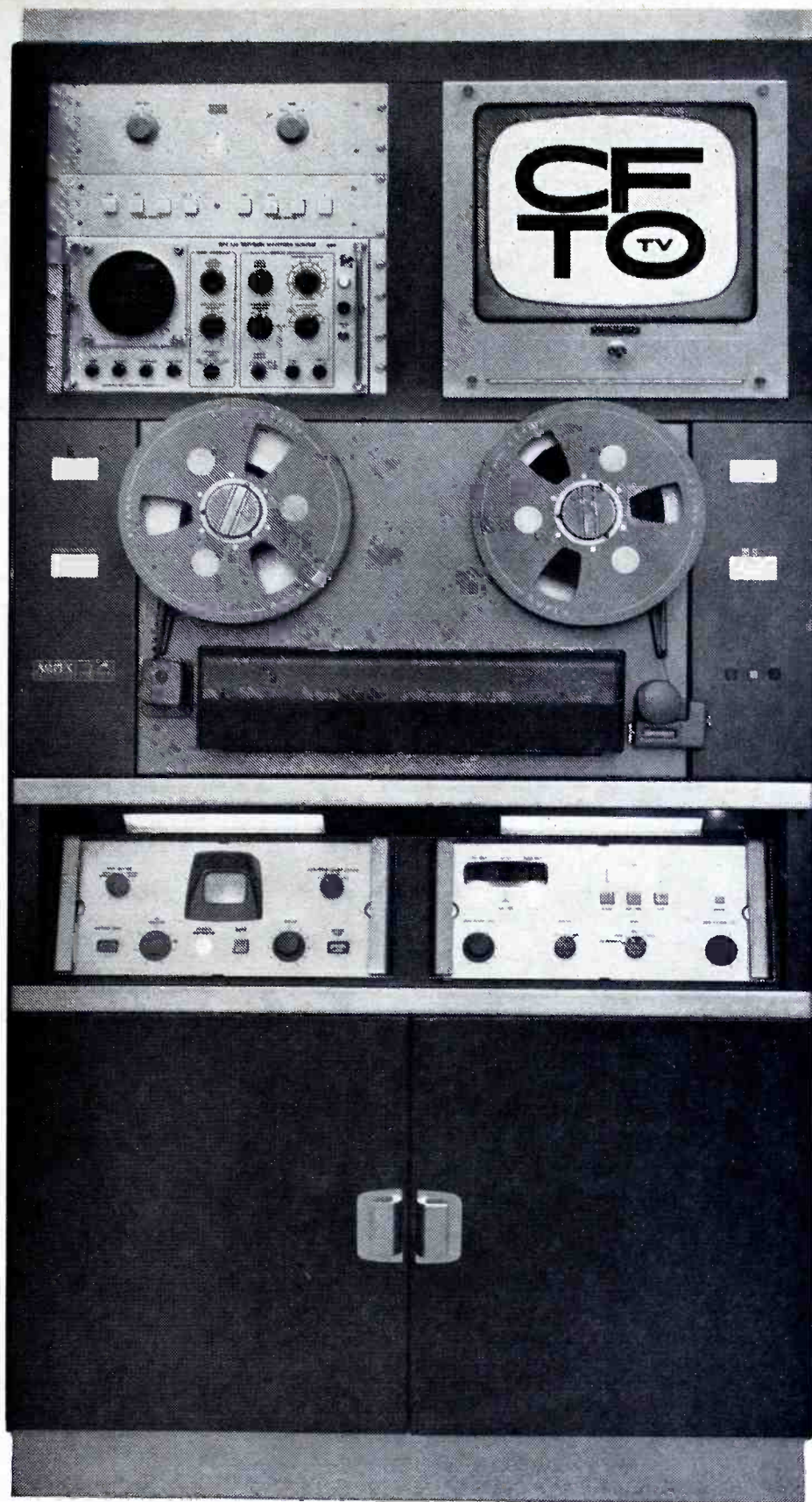
CKVR-TV, Barrie
CJCH-TV, Halifax
CFCL-TV, Timmins

For FILM MUSIC that really puts life in
your picture
and JINGLES that sell and sell!
contact

DON WRIGHT

Productions

77 Chestnut Park Rd., WA. 5-1631



CFTO-TV goes Ampex for full production facilities

"With 'All-Under-One-Roof' production facilities and equipment rated as the finest on the continent, CFTO-TV can produce programs and commercials tailored exactly to any product and budget," says W. O. "Bill" Crampton, general manager of Baton Broadcasting Ltd.

An important factor behind this proud claim is the recent installation of an Ampex VR1002 Videotape* Recorder, complete with Amtec, Intersync and the amazingly versatile Electronic Editor. The exclusive Electronic Editor enables CFTO-TV to add a new program segment onto the end of a previously recorded segment without missing synchronization, or fear of breakup

and roll over. They can even erase an old segment from the middle of programming material — a commercial, for example — and insert a new segment in its place.

The combination of VR1002 and Electronic Editor gives CFTO-TV a broad range of technical capabilities second to none in the world.



For more reasons why only Ampex can give you complete production versatility, write, wire or phone Ampex of Canada Ltd., 1458 Kipling Avenue North, Rexdale, Ontario. Telephone CHerry 7-8285.

*TM Ampex Corp.

NOW
100 *Now over 100 Ampex VTR's in Canada*

Visit the Canadian Electronics Conference Sept. 30 - Oct. 2, Toronto. See Ampex at stand 152.



MADE TO ORDER

It takes a representative with manpower, experience and coverage to sell Canadian television and radio time to U.S. advertisers. That's Adam Young Inc. for tv and Young Canadian Ltd. for radio.



MADE TO ORDER

Manpower/22 salesmen from coast to coast.

Experience/all together over 100 years in Canadian time selling. Coverage/not only in New York.

Adam Young/Young Canadian pursue the extra millions of dollars bought and sold in eight other key advertising centers. That's manpower, experience and coverage.



MADE TO ORDER

ADAM YOUNG

INC.

STATION REPRESENTATIVE

3 East 54th Street, New York 22, N.Y. PLAZA 1-4848

New York / Chicago / St. Louis / Los Angeles / San Francisco / Atlanta / Detroit / Boston / Dallas