

Radio

Television

Advertising



*Canadian*  
**BROADCASTER**

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

Tom Bochsler Photography

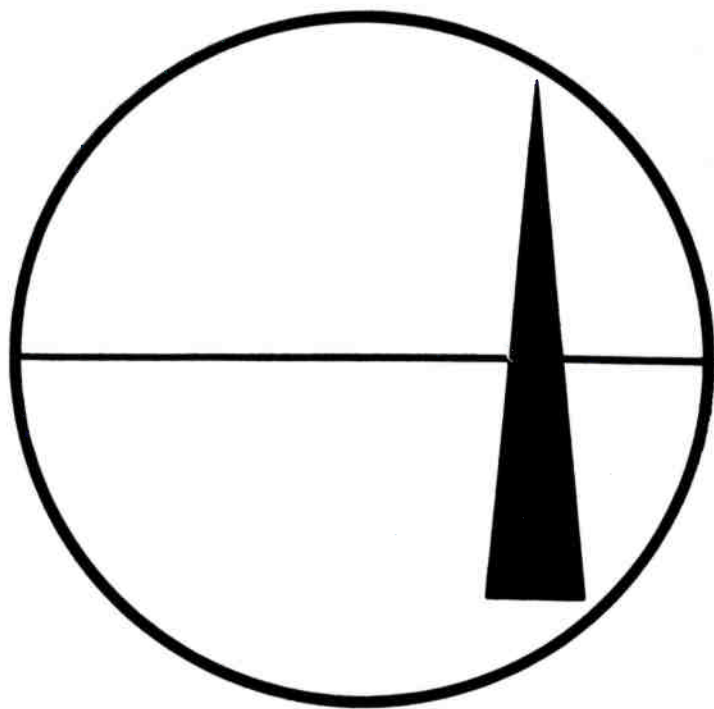
**SISTER IRENE OF THE** Order of St. Joseph, Administrator of the House of Providence in Hamilton, enjoyed her first helicopter flight recently when the Sunoco-sponsored CHML 'copter and announcer Stu Daly "dropped in" on the annual House of Providence picnic. The station is now into its sixth consecutive season of regular helicopter traffic reports.

22, No. 16

TORONTO

August 15th, 1963

- **AAB Convention** 4
- **The Nashville Sound** 6
- **Heat On The Consumer** 12



# CANADA'S No. 1 TELEVISION

## No. 1 NETWORK\*

Here's how the Radio-Canada French Network in Quebec compares with the other networks in their respective areas in % of TV homes reached with sponsored programs, 6 p.m. to midnight, Sunday through Saturday:

	Radio-Canada	Net A	Net B
Maximum for a single program:	69	42	27
Minimum for a single program:	35	13	5
Average:	51	29	11

\*Nielsen Television Index, March, 1963.

## No. 1 STATION\*\*

Here's how Metropolitan Montreal's CBFT compares with the other French television station in Montreal in % of TV homes reached with sponsored programs, 6 p.m. to midnight, Sunday through Saturday:

	CBFT	Other Station
Maximum for a single program:	50	29
Minimum for a single program:	9	7
Average:	26	19

\*\*Nielsen Broadcast Index, March, 1963.

These figures show why Radio-Canada TV is CANADA'S No. 1 TELEVISION . . . in Montreal and throughout French Quebec. It delivers the audience! This is true of women (afternoon TV reaches an average of 203,000 homes Monday through Friday on the network) and children too (an average of 410,000 homes Monday through Friday).

And this makes it the medium of choice for your sales message when you want the most impact to the widest audience for your money.

One call does it all: Contact CBC Sales (Network or Selective), | The number is: in Montreal 868-3211 - in Toronto: Zenith 6-3500  
Radio-Canada, Montreal. | in New York: EN 6350.

# SIGHT & SOUND

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

THE CANADIAN ASSOCIATION of Advertising Agencies' marketing mission to Britain departs September 28 with some 75 advertising executives and their wives making the trip. Meetings have been scheduled for September 30 and October 1, 2 and 3 in London, when the Canadians will meet advertising and business leaders from the U.K. and several European countries. CAAA officials are wrapping up details now and the program of meetings will acquaint Canadian admen with the problems of selling in the European Economic Community.

BENSON & HEDGES (Canada) Ltd. has awarded a number of additional brands to Leo Burnett Co. of Canada Ltd., which already handles Alpine and Fairmont cigarettes. New brands are Parliament cigarettes, Gold Band Coronas, Extras and Queens, Cabinet, Merit, Perfectos, Demi-Tasse and Trump cigars, all formerly with James Lovick & Co. Ltd.

Burnett also acquires the advertising for all products of the newly formed American Safety Razor Division, which initially includes the new stainless steel Personna razor blades. For the present time at least, the new brands and products will be administered by Burnett's Benson & Hedges' account supervisor H. C. Johnston and account executive W. R. Bryce.

SUNBEAM CORPORATION (Canada) Ltd., through McConnell, Eastman & Co. Ltd., has contracted for full 39-week sponsorship of a new Roy Ward Dickson television quiz to premiere on the CTV network on October 4. Called *Think of a Word*, the new game combines anagrams, word-building and vocabulary tests with two contestants competing with each other for cash prizes.

In an unsolicited testimonial, Sunbeam's director of advertising, E. L. Trelford, said "only through the power of television can we showcase our appliances to their best advantage in support of our strong dealer organization."

WELL-KNOWN ADVERTISING executive A. Z. "Tony" Pengelly has returned to the Canadian scene, after almost two years in the U.S., as vice-president and senior account supervisor with McKim Advertising Ltd., Toronto. He has been advertising and merchandising manager of the Kool-Aid Division of General Foods Corp. in the U.S., having joined the parent company in 1961 after seven years with General Foods Ltd. in Toronto, where he rose from product manager to director of advertising and merchandising. Prior to joining

General Foods he was with Lever Bros. Ltd.

Pengelly is a former director of the ACA and was a member of the executive committee of CARF.

THREE SENIOR vice-presidents and management representatives of Spitzer, Mills & Bates Ltd. have been elected to the agency's board of directors. They are Jack H. Randle of the Montreal office and, from the Toronto office, George E. Cross and Allan B. Yeates, this year's ACA Gold Medal winner.

TWO ACCOUNT supervisors have been appointed vice-presidents of MacLaren Advertising Co. Ltd. New vicepres are F. Cameron James, who joined the agency in the p.r. department in 1950, and William F. Burden, who joined the Norris-Patterson agency in 1935 and became a member of the MacLaren staff when the agency took over N-P.

NEW VICE-PRESIDENT of Foote, Cone & Belding Canada Ltd. is creative director James Drain, who has been with the agency 15 years. John Tomlinson, media supervisor for the past two years, has been made media manager. Kirk Murray, formerly an account executive with J. Walter Thompson Co. Ltd., has joined FC&B as account executive on the Clairol account.

GOODIS, GOLDBERG, Soren Ltd. has added Frances Sandford to its staff as assistant media director. She was formerly supervisor of media services and analysis at Young & Rubicam Ltd. where she had been for the past five years.

THE MANITOBA Telephone System has appointed Foster Advertising Ltd., Winnipeg, to handle all advertising and an overall campaign within the province will begin shortly. Account supervisor is manager Laurie Mainster and account manager is Kelly Sveinson. The account was formerly held by McConnell, Eastman & Co. Ltd.

GENERAL FOODS LTD.'S Dream Whip-Fresh Strawberry recipe contest campaign on 40 radio stations from coast to coast in June offered, in addition to prizes to consumers, awards to the six stations drawing the largest number of entries in proportion to their estimated audience.

Winning stations were: first place, for \$400 cash and a Dream Whip Strawberry Bowl, CJMT Chicoutimi; second place, for \$100 and a trophy

Bowl, CJKL Kirkland Lake; third through sixth places, for inscribed awards Bowls, CHSJ Saint John; CKCV Quebec City; CKOM Saskatoon; and CJLX Fort William. General Foods sales representatives in the territory are presenting the station prizes. The \$1,000 grand national prize consumer winner was an entrant in the CJLX Fort William contest.

AGENCIES PRODUCING French-language TV commercials in English-speaking Toronto are offered a new service by Editing Associates, which now has a French-Canadian film editor. André Perrault, formerly with CFTM-TV Montreal, has joined the staff to specialize in editing filmed TV commercials for French-speaking markets.

The company also produces TV commercials, English and French, and recently completed a program on the "look-young-keep-fit" trend for CBC-TV's *Telescope*. Next step is into the production of educational, industrial, training and public relations films.

FIRST OF A SERIES of new appointments to the Board of Broadcast Governors has been announced by Secretary of State J. W. Pickersgill. Ottawa lawyer John M. Coyne has been named as a part-time member to serve for a five-year term. Coyne, a Rhodes scholar, was counsel to the Fowler Royal Commission on broadcasting during 1956 and 1957. He fills the vacancy left at the

resignation of Charles R. Chambers of Toronto.

THE CBC HAS appointed Weed & Co., New York, as sales representatives in the U.S. for its owned and operated English-language television stations. Weed will handle national selective sales to U.S. advertisers for CBLT Toronto, CBMT Montreal, CBOT Ottawa, CBWT Winnipeg, CBXT Edmonton, CBUT Vancouver, CBHT Halifax, CBYT Corner Brook.

NEW SALES representative with Standard Broadcast Sales Ltd. in Toronto is Peter Gassyt, who has been with CBC radio and television sales for the past five years. He replaces Wally Shubat, who leaves SBS after two years to become director of sales of CJAD and CJFM Montreal. Also at the Montreal stations, Bill Valentine has been named sales manager of CJFM, moving over from CJAD.

CKGM-FM MONTREAL will officially go on the air on September 1, 24 hours a day, with full stereo broadcasting, programmed separately from CKGM-AM. The station is already on the air 16 hours a day conducting tests in monaural.

## Quality Broadcast Sales



TERRY BATE

Effective August 1st, Quality Broadcast Sales with offices in Toronto, Winnipeg and Vancouver will represent radio stations CHQM and CHQM-FM, Vancouver and CJQM and CJQM-FM, Winnipeg. Terry Bate is Manager of Quality Broadcast Sales in Toronto with offices at the Lord Simcoe Hotel, King & University Streets, telephone 368-4545. In Montreal call toll-free Zenith 5-3530.

The newly formed representative company will offer a unique service to advertisers and Advertising Agencies in these major markets.

The new stations in Winnipeg, scheduled to begin operation early this fall, will bring to Winnipeg the same quality radio standards that have made CHQM Vancouver one of the most talked about radio stations on the continent.

## COCKFIELD, BROWN APPOINTMENT



W. C. TOWNSEND

The appointment of W. C. Townsend as Manager of Media Services for the Toronto Office of Cockfield, Brown & Company Limited is announced by R. M. Turner, Vice-President and Manager of the agency's Toronto Office. Mr. Townsend has been in advertising agency media work for 12 years — the last four with Cockfield, Brown as Assistant Manager of Media Services. He is a director of the Toronto Chapter of the Association of Industrial Advertisers.

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

# JAMIE MacLEOD HEADS EASTERN BROADCASTERS

JAMES MacLEOD, of CKBW, Bridgewater, N.S., was elected president of the Atlantic Association of Broadcasters at its annual convention in St. John's Newfoundland last week. Other officers elected were: first vice-president, Robert Wallace, CKMR, Newcastle, N.B.; second vice-president, Willard Bishop, CKEN, Kentville, N.S.; secretary-treasurer James Cameron, CKEC, New Glasgow, N.S.

Retiring president J. Marvin Nathanson of CJCB, Sydney, N.S., was appointed the association director of the Canadian Association of Broadcasters for a two-year term, beginning in 1964.

The 1964 annual meeting of the AAB will be held in Sydney at a date to be announced.

## QUALITY AND CHARACTER

Recognition of standards, rather than quantity and awareness of the capacity to perform within their own group and with relation to the CBC, should be given private television broadcasters, said CAB president Don Jamieson in his report to the convention.

Jamieson said the dominant factor of any study will be that the public, in the last analysis, "wants alternative viewing." But, he added, "we must bring public interest into line with the practical point of view."

If the economics of a given area are such that it cannot support extra services, "the tendency is to depress the existing standards," he said.

Jamieson suggested that what is necessary is a new approach and willingness "to take up experiments in increasing and improving service."

In the "radio arrangement", he said there is a basic inequity of which the Board of Broadcast Governors is cognizant. A good deal of study had been given to the divisions and extensions of radio service but "no final answer has been given."

The CAB president dealt extensively with the 55 per cent Canadian content factor in television broadcasting and the differences of opinion that exist on what is meant by the term "basic" as applied to Canadian content.

He said there was no "slide-rule way" to determine program character. The BBG, he said, was aware of problems such as the requirement for the station with 15,000 home viewers being obliged to do "precisely the same" as the station which reaches 300,000 homes.

Jamieson, said it was his contention that performance was the only basis on which to judge content. A point system might be devised as one of the yardsticks so that broad-

casters could get "quality and character recognition", he said.

Under present conditions, a one-hour guitar-playing performance had "the same value as a Shakespearean production with all the time, effort and cost involved."

## MORE BUT DIFFERENT CONTROLS

A national advertising agency representative told the Atlantic broadcasters there was a need for a redefinition of controls in the broadcasting industry.

In the keynote address to the opening session of the Atlantic Association of Broadcasters, Rafe Engle, media and programming director for the J. Walter Thompson Co. Ltd., Toronto, said he did not agree that the broadcasting industry was over-controlled and over-regulated.

He felt there was a need for greater control, but "redefined controls of slightly different orientation over and above and perhaps replacing some of those by which we are now directed."

A request by Secretary of State J. W. Pickersgill for a co-ordinated investigation of public policy involving the Board of Broadcast Governors, the CBC and the Canadian Association of Broadcasters, is welcomed by advertisers and agencies, "as it appears to be by broadcasters," he said.

## NON-TV AREAS FIRST

State Secretary J. W. Pickersgill said, at a luncheon during the AAB Convention, he believes the areas without television should "be taken care of first," before there is duplication in areas already served.

He said there will be alternative viewing, but in Newfoundland, more than half the province still has no television.

In Labrador, he said, there is virtually no broadcasting, either by radio or TV. Labrador and Eastern Canada, he said, is the "real frontier" in Canada today.

Mr. Pickersgill was to leave St. John's that day for the inaugural meeting of the Atlantic Development Board in Halifax the following day. He said the board is a symbol of the

new frontier, and it is hoped the Atlantic provinces can be made into the richest part of Canada.

At the same luncheon, which was sponsored by the City of St. John's, Mayor H. G. R. Mews told the broadcasters that Newfoundland is rich in social life and friendships, although it may lack some material comforts.

"Newfoundland," he said, "is an island of open fireplaces and the kitchen stove, whose people are mostly English and Irish with some Scotch to add flavor."

## POLITICAL PRESSURE

While the convention was in progress, Thomas Wise, a member of the St. John's Citizens' Committee, working to get a second television station in the city, said delay in establishing the CBC station is "due to political pressure."

Mr. Wise, an associate economics professor at Memorial University, said he suspected Don Jamieson, who runs the only TV station in St. John's (CJON-TV), of putting pressure on his friend State Secretary J. W. Pickersgill to "deliberately delay" granting a licence to the CBC.

Emphasizing he was expressing a personal opinion, Mr. Wise was speaking at a press conference called by the Citizens' Committee after meeting with Carlyle Allison, vice-chairman of the BBG.

Jamieson said he was flattered anyone should think he could successfully apply pressure to the government, the BBG and the CBC. "This, of course, is utterly ridiculous," he said.

After the meeting with Carlyle Allison, the committee said it felt there had been a delay "which we feel it difficult to understand."

## SEE NEXT ISSUE

Three items on the AAB agenda — presentations by Peter Harricks and Ed Lawless, of the Radio Sales Bureau and the TV Bureau of Advertising, respectively, and a four-man panel on automation in broadcasting, chaired by Willard Bishop of CKEN, Kentville — will be given detailed coverage in the next issue of THE BROADCASTER.

# 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

**C** KEY  
TO  
BUSINESS

IN THE

**WHOLE NIAGARA PENINSULA**

Reps.

**PAUL MULVIHILL & CO. LTD.**

Toronto

Montreal

DIAL **610**

**CKTB**

ST. CATHARINES

# The Broadcasting Renaissance

As the broadcasting medium emerges from a doldrum period — growing pains for television and finding a new pattern for radio — sounds of contentment are emerging from the industry's collective thorax.

These signs are particularly evident at industry conventions, where the trend of discussions is definitely more positive than has been the case for several years.

While the inclination in the recent past has been to use these meetings as sounding boards for an exchange of ideas for coping with some crisis or series of crises, now they are talking about shortcuts to meet and beat inflationary overhead of course, but back of it all is a reborn interest in bigger and better radio and television broadcasting.

Nobody ever battled harder against a ruthless tide of heightened competition from within and without the industry than have the Canadian private broadcasters, and it is heartening indeed to see them regaining their rightful position on top of the heap.

This new competition comes from many quarters.

Both radio and television have had to face dilution of their audiences through the advent of new stations.

In the case of television, the new (CTV) private network is splitting the audience which once belonged entirely to the CBC and its affiliates.

New rebroadcasting stations are paring away at the sets-in-use cake, which tends to make every slice thinner.

A regulatory board, made up of full-time and part-time governors, but doing a full-time job of regulating, has been a time consumer for the broadcasters beyond belief.

However, on the credit side of the ledger, new competition from new stations, new repeaters and the new network has resulted in

renewed efforts, born very possibly of desperation but definitely effective in their end results, to improve the broadcasting product.

As far as the BBG is concerned, the industry has learned to live with the Board, and profit from the hardships it imposes by anticipating its moves and introducing the changes it will require on a voluntary basis, often to the great advantage of the industry.

The problem in this area is the frequent conflict in ideas between those of the governors who are only devoting a relatively small part of their time to broadcasting, and the full-time members of the board who are concerned with nothing else, but can be — and actually are at times — outvoted by the part-timers.

However, there seems to be a reasonable hope that a change will be made, and the BBG will be transformed into a Board of about five governors, all devoting their entire time to the job.

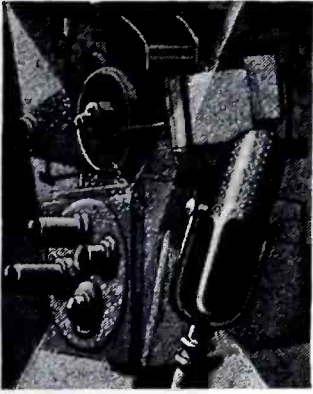
As this new and brighter day dawns for the industry, there seems to us to be one danger.

This is the good business practice of making it easier for the advertisers and their agencies to buy time and spots on radio and TV.

To this end, there is a tendency, perhaps a subconscious one, to make the different regions of Canada conform as closely as possible in their broadcasting, so that advertisers can buy "A" type programming from Vancouver Island to Newfoundland.

Not just in radio and television, not just in other forms of advertising, but in every walk of life, Canadians in every region *must* maintain their individual local characteristics, or Canadian advertising and Canadian life entirely will grow into something like a chain of hotels, all so similar that it is necessary to phone down to the desk when you check into your room to find out the name of the town you are in.

RADIO • TELEVISION • ADVERTISING



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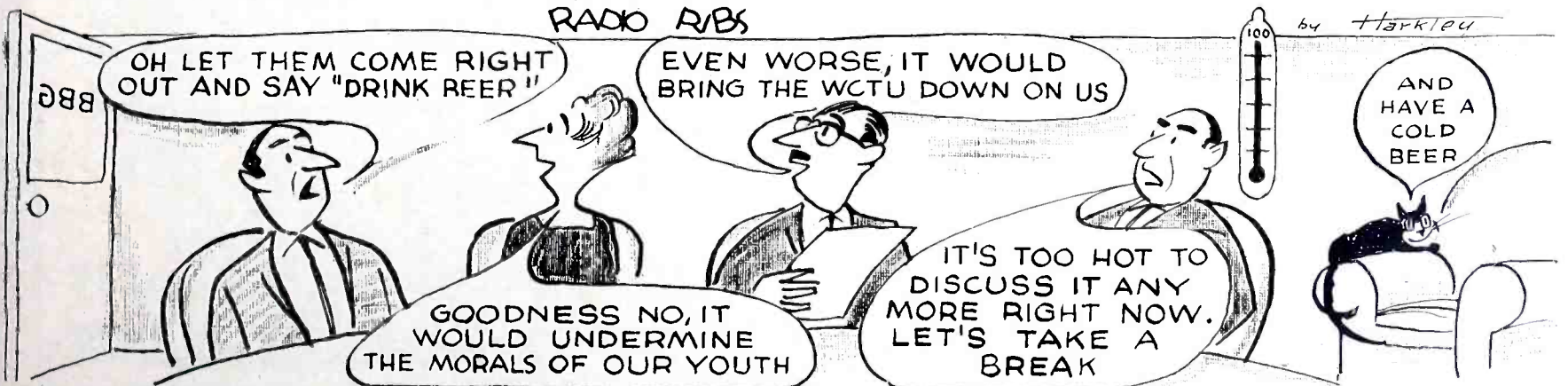
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# COUNTRY MUSIC HAS GONE TO TOWN

by KIT MORGAN

THERE ARE those who, at an early age, were frightened by a "western" singer — with a name like Ferlin Husky, twanging out a song about meeting his boots and saddle again some day up yonder — and they haven't touched the stuff since. For them, there's news. Like, it's movin', man.

Nashville, Tennessee, home of western music and once a poor relation to Tin Pan Alley, has now become Tin Pan Valley, with a \$35-\$40 million economy centred on a recording industry second only to New York.

The U.S. trade magazine BROADCASTING says half of all U.S. recordings originate in Nashville, over 60% of all singles show country influence, and over 75% of the successful singles are country oriented. Last year WALL STREET JOURNAL took note of the phenomenon and reported that "four out of every ten records sold are known to the trade as country music."

And as music goes, so goes radio. A Country Music Association survey taken this March shows 115 U.S. radio stations programming country and western music full-time, 1400 playing some country music.

In Canada, five stations program C & W exclusively, another

fifty devote from two to twelve hours a day to country music, and only twelve are completely C & W - less.

Columbia Records of Canada's manager of advertising and sales promotion, Bob Martin, says Canadian sales of pop records average about 6% of U.S. sales, while country and western records in Canada reach about 12% of U.S. sales. Other record companies go along with these figures.

Reckoning that a sale of over 100,000 copies in Canada is the equivalent of a million-seller in the U.S., Columbia recently awarded country artist Claude King a Canadian Gold Record for his "Wolverton Mountain", which went well over the top.

## AIN'T WHAT IT USED TO BE

This is not the western music of 25 or 30 years ago, with the lonesome cowpoke lyrics and the music of a git-fiddle, with the occasional whoomp of a sideman blowing into a likker jug. The old western classics have their place and it's a hallowed one, but now, though the music is most often referred to as "country and western" or "C & W", its people prefer to drop the "western" and call it just "country" music, thereby

dropping the lonesome cowpoke-git-fiddle-likker jug image.

"Country" as opposed to "western" has been defined by the example of Hank Williams' "Cold, Cold Heart", which made the pop charts back in the fifties. The lyrics retain the honesty and sincerity, the homeliness of western music, which has none of the innuendo of some rock and roll lyrics, but the music has lost its hill-billy twang and wail, while keeping a characteristic simplicity.

Then there's something big called the "Nashville Sound", which may feature either pop vocalists or country music singers, performing material that may have its roots in either country or rock and roll, but with the distinctive relaxed and swinging sound of backing by Nashville musicians and vocal choruses.

Some country music stations play the "Nashville Sound", some don't. CJOR Vancouver, which switched from country and western to "town and country", really digs the "Nashville Sound". But CFGM Richmond Hill - Toronto tries to toe the country line by vetoing pop artists, even singing country-based music, while spinning country music artists, even doing near-pop material, with the danger that the librarian may go blind peering at the fine line that separates the two. This is the country-based music that really climbs the pop station charts.

## COUNTRY FANS GO BUY-BUY

This "Nashville Sound" music is also the thin edge of the wedge by which country music stations are getting through to more national advertisers and their agencies. These city slickers greet the salesman from the country music station with "Where's your hoss, Tex?" and then hear, on the presentation tape, the same top - forty tunes they hear on the pop stations.

Too, the advertising manager or agency man who prefers Bach chorales to back corrals may find that the president of the company is a country music fan. Craig S. Rice, president of Royal Crown Cola, for example, strums a mean guitar and likes country and folk music.

The country music stations' pitch goes something like this:

The big gun is fantastic listener loyalty. No Canadian figures are available, but a Pulse study on KCUL Fort Worth, Texas, a 50,000 watt full-time C & W station, showed that of its sizeable audience, 96% never

listened to any other station. They listen longer, too, another survey showed.

Another study, in Los Angeles, showed the country and western and folk music audience is a 93% adult audience, 63% women, 30% men, 7% children.

In general, it's a blue-collar audience. Again, U.S. figures are being used while Canadian ones are being gathered, and the U.S. Department of Commerce reports that the blue-collar middle income majority controls 58% of spendable income, spends more than that, and accounts for over half of big-ticket sales.

The country music listening family is more likely to be a multi-income family, too, with the wife working and college-age children at work rather than at university.

And, wrap up the country music stations, this is a responsive audience, easier to motivate than the upper brackets.

Look what one country music station has done for sales for a non-advertiser. Fred Ryles of the A & A Record Bar in downtown Toronto, one of the city's two largest record outlets, says "it's fantastic, but country music record sales have multiplied about ten times since CFGM switched to C & W. A lot of customers ask for the station's chart or mention hearing the record on CFGM. Others don't mention the station, but it must be that that's doing it, nothing else in the country music market has changed."

## BIGGEST SUCCESS STORY

Biggest country music success story is that of the stations themselves.

CFGM (formerly CJRH) Richmond Hill - Toronto, latest convert to C & W, went on the air in 1957 as a low power dawn-to-dusk local station, then went 24 hours with a power boost to 10,000 watts in '61. Now it covers Toronto (the GM of the new call letters stand for "Greater Metro") and about two million listeners. When it went big time it went Singalong, and did rather well until the fad faded, then moved to middle of the road.

"But we weren't offering listeners anything they couldn't get on the better known stations," says program manager Gordon Symons, who played guitar in the CKNX Wingham staff orchestra in the early fifties, then became a country music announcer.

# YORKTON: THE MONEY MARKET OF THE MID-WEST.

# CJGX: THE SELLING SOUND IN THIS MARKET.

Yorkton and area boasts a net farm income of more than \$207 million and there's only one daytime medium repetitively penetrating the entire area. That's CJGX — your sound selling medium in the fast-spending mid-west farm market. Average farm income \$5,888.00 — some 600.00 more than the National average.



YORKTON, SASKATCHEWAN

REPRESENTATIVES: Tyrell & Nadon Broadcast Representatives Limited, Toronto, Montreal; Scharf Broadcast Sales Ltd., Vancouver; A. J. Messner & Co., Winnipeg; Young Canadian Ltd., U.S.A.

A hick town is one where there's no place to go where you shouldn't be

# CFCN RADIO/TV CALGARY

## "... our chance to offer listeners something unique"

"Our all night show was country music, though, and it was sold out. We thought maybe country music was our chance to offer listeners something unique."

So the station's owners, John Graham and Stewart Coxford, national sales manager Jim O'Brien and retail sales manager Andy Mitchell, went to Nashville for a look-see.

In June they quietly started experimenting with full-time country music broadcasting. Even without any promotion, their Elliott-Haynes rating rose from .2 BC (Before Country) to 1.2. Then July 1 CFGM went officially "country music Toronto style", advertised in newspapers, distributed a country music chart to record shops, and watched that rating double to 2.4.

used to be one, or even nothing, in every time period, but the February report showed us with sixes and sevens and now we're waiting for the latest report."

Proof of the cornpone, however, is in the sales figures, and CHIQ's manager, Ralph West, says "Our gross billing for June this year is more than double the June billing last year, and we expect July to be more than double the '62 figure, too."

Billing Hamilton as "the country music capital of Canada" on station breaks, CHIQ has brought three big stage shows and several individual artists from Nashville's *Grand Ole Opry* to Hamilton. The latest show starred Nova Scotia-born Hank Snow, "The Singing Ranger", and drew 3,500 fans to the Palace Theatre.

### C & W CONVENTION

This three-hour show will wind up the first Canadian convention of Country and Western Broadcasters, being held at the King Edward Hotel in Toronto August 30 and 31, supported by the record industry.

Convention director Joe Forster reports that some 100 broadcasters from across Canada have already made plans to attend and he expects further registrations will bring the total to 150 or 200. Overall theme is the answer to the question, "where does my station fit into the C & W picture?"

Naturally enough, country music will be the featured entertainment, Canadian country performers at the get-acquainted party Friday night, and Saturday night's performance at Maple Leaf Gardens with Faron Young, Webb Pierce, Carl and Pearl Butler, Skeeter Davis, Lefty Frizell, Minnie Pearl, Bill Anderson, Billy Walker, Carl Smith and Stonewall Jackson. The *Opry* stars will be on hand for a Meet-the-Stars reception Saturday afternoon, with facilities laid on for delegates to tape interviews and get photos.

Getting down to business, RCA Victor Records will host the Saturday morning breakfast with a prominent guest speaker. Twin workshops, one for management and programmers and one for deejays, will be held in the morning.

Columbia Records will host a luncheon with guest speaker Frank Jones, formerly advertising and sales promotion manager here and now A and R producer in Nashville, co-winner of the *BILLBOARD* award for the largest number of consecutive hits in 1962. The convention committee will entertain delegates at dinner, with another guest speaker from the country and western field.

Canada's growing interest and importance in the country field was also reflected in the choice of Toronto for the third quarterly meeting of the executive and board of directors of the Country Music Association, four year old trade association with 904 individual and 36 organizational members.

The board of directors includes

Canadians Harold Moon, assistant general manager of BMI Canada Ltd., and Bob Pampe, vice-president and managing director of Columbia Records of Canada Ltd., with such country figures as Tex Ritter, Mac Wiseman and Bill Anderson, met at the Inn on the Park July 30 and 31.

The publisher of *Billboard*, Hal B. Cook, a CMA director, was guest speaker at the August luncheon meeting of the Radio and Television Executives Club of Toronto (see page 14).

### WESTERN MUSIC OUT WEST

First full-time country and western station in Canada was CFCW Camrose, Alberta, which went C & W 24 hours a day in September 1960.



HANK SNOW (centre) brought greetings from the Governor of Tennessee to Hamilton's Mayor Copps (left) when CHIQ presented the "Grand Ole Opry" star in person to over 3,000 fans at the Palace Theatre recently. A motorcade through the city took him to City Hall to sign the visitor's book.

CHIQ Hamilton made its move to country music in November last year for the same reason — "the market had a good middle of the road station in CHML and a good rock station in 'OC, and country music gave us the opportunity to establish our own identity" — after the same sort of study, "every U.S. station that had gone country had been successful, country music shows were pulling good BBM ratings on radio across the country, *Don Messer's Jubilee* and *Beverly Hillbillies* were the top-rated TV shows" — and with the same success, "our BBM

Biggest venture in this field is a four-night tour of Hamilton, London, Port Colborne and Maple Leaf Gardens in Toronto, coming up the end of this month. It will star eleven top *Opry* performers, plus 'IQ deejay Bill Long, star of CHCH-TV Hamilton's popular country music show, *Jamboree*.

The trend is to balanced programming

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

MONTREAL TORONTO WINNIPEG  
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A RADIO  
MARITIME STATION

represented by All-Canada



# CFAC

CALGARY

RADIO

# 1

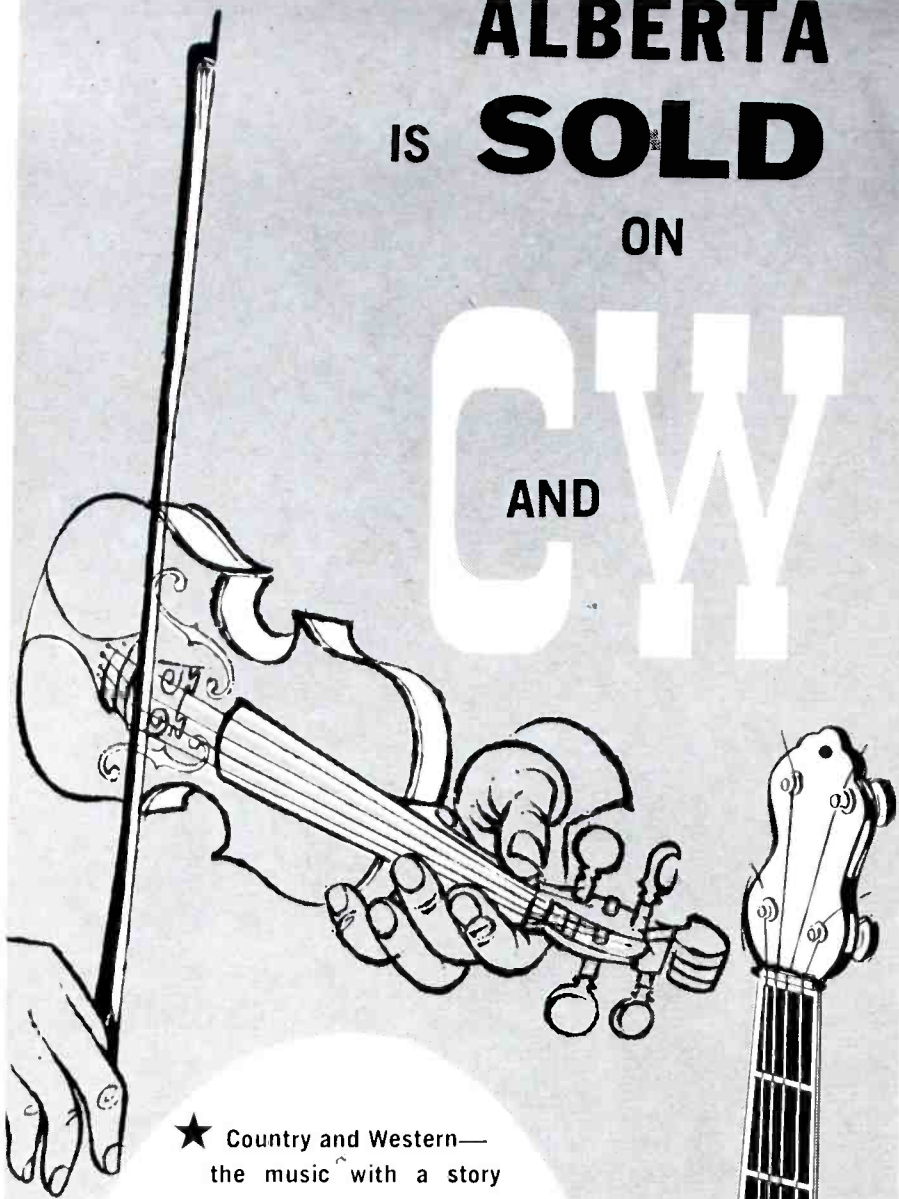
## FOR SALES

Contact your  
ALL-CANADA man

ALBERTA  
IS SOLD  
ON

CW

AND



★ Country and Western—the music with a story to tell—tells a sales story unmatched in Western Canada:

★ CFCW was Canada's first full-time country-and-western music station, beginning full-time C and W programming in September, 1960, and now broadcasting 24 hours a day with 10,000 watts power.

★ Latest BBM total shows CFCW has 60,000 homes—by far the largest non-metropolitan BBM in Alberta and one of the largest non-metropolitan BBMs in Canada!

★ Tie your sales message to the up-surg-ing interest in folk music (particularly among the younger set and university students).  
CW-it on C-anada's F-irst  
C-country and W-estern  
radio station!

CFCW

COUNTRY'N WESTERN SELLS

CFCW

10,000 WATTS 24 HOURS DAILY

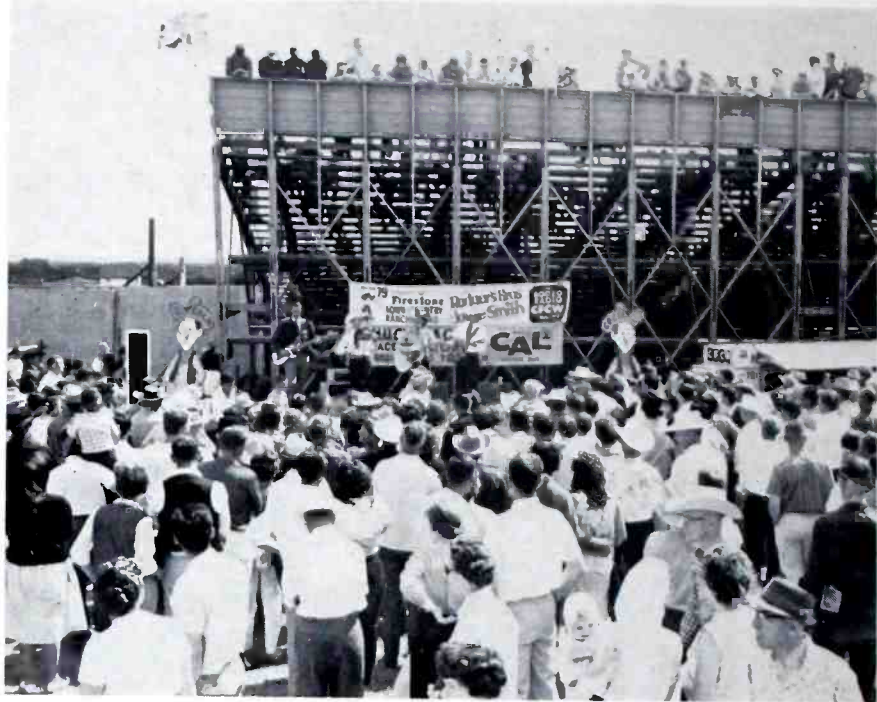
HEAD OFFICE: RADIO BLDG., CAMROSE, ALBERTA. REPS.: LORRIE POTTS & CO., TORONTO..MONTREAL; A. J. MESSNER & CO., WINNIPEG; SCHARF BROADCAST SALES LTD., VANCOUVER.

... personalities to match the music

It turned to country music for the simple reason that it offered a unique programming identity in the market, and also because its country music shows were turning up the best ratings on the schedule and the music matched its image as "Alberta's farm station".

the largest non-metropolitan BBM's in the country, and sales have shown a steady increase since C & W.

CFCW stresses the importance of having personalities to match the music policy, and points with pride to its Curley Gurlock, one of the



COUNTRY MUSIC fans gather round at the Ponoka Stampede to see and hear the CFCW Town and Country Ranch Gang, who visit fairs, rodeos and stampedes all summer, broadcasting "literally hundreds of hours of live entertainment" on CFCW Camrose, Alberta.

Country music came in with a power boost to 10,000 watts so the station can't compare ratings or sales figures on a before and after basis. General sales manager Warren Holte just happily reports that it has a BBM of almost 60,000 homes, one of

first Canadians to receive the "Mr. DJ — USA" award and "Mr. Country Music" to thousands of Albertans. And CW's Hiram Higsby has been associated with country music for over 26 years, with such shows as *National Burndance* and CBS's *Brushcreek Follies* in the U.S.

AMPEX

Professional Recording Equipment



Always in Stock Always Costs Less

AT

CAVECO

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CALDWELL EQUIPMENT CO. LTD. TORONTO

Such personalities are surrounded by fans when CFCW takes its country music entertainers to broadcast from fairs, rodeos and stampedes in Central and Northern Alberta throughout the summer.

CJGX Yorkton, Saskatchewan, went full-time country and western in the fall of '60, too, climbing aboard the chuckwagon before it became a bandwagon, after several years of experimentation that showed C & W pulling the best BBM.

Now, says promotion manager Ken Dodds, "BBM shows per half hour audiences continually gaining, with some now as high as 200% or 300% over our previous programming. This enables CJGX to offer a one-time sixty-second announcement at the national rate card at the lowest cost per thousand of all privately-owned English language stations in Canada."

Radio 98  
CKGM  
Greater Montreal

"The Sound of Service in Montreal"

Canadian Broadcaster



## ...as much ivy-league as western

Like CHIQ, CJGX presents stage shows featuring personal appearances by such top country stars as Marty Robbins, Jim Reeves, and Homer and Jethro. Audiences come from centres up to 125 miles away to keep setting new one night stand records at Yorkton's Tower Theatre.

Town and country has replaced country and western on CJGX now, with its interpretation of T & C ranging from quality C & W to orchestral pop numbers programmed at meal hours and ethnic music in the evenings.

### TOWN 'N COUNTRY

CJOR Vancouver claims to be the first station in North America with the town and country sound full-time.

After two years of C & W, CJOR went T & C on March first this year, cutting out what it calls "honky tonk, blue-grass and western music" to program the modern "Nashville Sound" full-time, which is 6 am to midnight. Since then its BBM shows an average daily increase of 10%, with an increase in sales to match, and Peter Kosick, national sales manager and assistant to the president, is confident of more to come.

"This is the new concept in total music that's going to sweep the nation," he says, which certainly isn't "Hi y'all, peapickers" talk.

Just as country music has had its adenoids removed, the "we're all cowhands together" approach to it has had its day. "We've cut out the 'waal naow podner' crap," one announcer puts it, succinctly if not delicately. And most stations have sent the embroidered shirts, ten gallon hats and cowboy boots back to the costumers. Country music announcers, like many of the top country stars, now appear in public in well-tailored suits that are almost as much ivy league as western. The "country gentleman" tie is a distinguishing mark.

### BREAK FOR OUR TALENT

The swing to country music seems to be a break for Canadian talent. "We find in this new town and country sound, many more Canadian artists are appearing on our top sixty. Canadian artists for the first time in many years are appearing on the Hit Parade, and ours in particular," says CJOR's Kosick. "About ten percent of the records we play are Canadian," says Holte, CFCW.

CHIQ has a "Canadian hour" from 5 to 6 pm every Wednesday, when only Canadian C & W performers are played, and the Canadian content is also boosted between 10 pm and 1 am every night on the station.

**Prime example of the popularity of country music in Canada, of course, is Don Messer, who has been broadcasting country music with a down east flavor for 33 years, now going into his fifth season on CBC-TV.**

Comparing the top ten records in a recent week's charts, only one was common to both CJOR's town and country sound and the country music of CFCW, CFGM and CHIQ, "Still" by Bill Anderson. And this record was also on CHUM Toronto's pop music chart, though not right up top. Three other T & C records were right in there on the CHUM chart, as were three from the country music station charts.

With country-style records making the pop scene, is there any danger of country music getting lost in the pop shuffle? "No!" chorus the country music stations and the record companies. It's the "native" music of North America. It has roots and strength, simplicity and sincerity, and its new popularity today may reflect a search for those basic values.

And it has ratings, climbing sales charts, and loyal, easily motivated fans.

CFRN, Edmonton

## COMMEMORATES TRAIL OF '98 WITH "KLONDIKE MIKE"



**MEET KLONDIKE MIKE**, first permanent structure to symbolize the new "Klondike Days" theme of the annual Edmonton Exhibition, erected by CFRN Radio and TV, Edmonton.

WHEN OFFICIALS of the Edmonton Exhibition declared "Klondike Days" the new name and theme of the annual event, CFRN Radio and TV created a figurehead for the yearly exhibition with a giant statue of a Yukon prospector. His name is Klondike Mike and he's a monument to the prospectors of the gold rush days who blazed the trail of '98 from Edmonton to the Yukon.

The station reports that the figure is the largest of its type and construction in North America. Klondike Mike stands 36 feet tall and weighs over 4,000 pounds, and he wears shoes seven feet long and a hat

nine feet in diameter. Some 1,500 pounds of resin and more than 500 pounds of fibre glass were used in the construction of the figure, and the colors are impregnated in the quarter-inch fibre glass skin so that it will withstand the weather for years.

Klondike Mike was designed and built in Edmonton, constructed in four sections that were assembled at the CFRN site at the Exhibition grounds.

His mighty voice boomed out over the grounds, welcoming crowds to the radio programs and telecasts originating at his site during CFRN's coverage of the Klondike Days activities.

## THE WORLD'S FINEST Brand Of COUNTRY & WESTERN Music On COLUMBIA RECORDS

Roy Acuff  
Harold Bradley  
Johnny Cash  
Chuck Wagon Gang  
Jimmy Dean  
Little Jimmy Dickens  
Flatt & Scruggs  
Lefty Frizzell  
Stuart Hamblen  
Freddie Hart  
Bobby Helms  
Stonewall Jackson  
Claude King  
Wilma Lee-Stoney Cooper  
Joe Maphis  
George Morgan  
Carl Perkins  
Marty Robbins  
Ray Price  
Carl Smith  
Hank Turner  
Billy Walker  
Charlie Walker  
Johnny Western  
Marijohn Wilkin  
Marion Worth  
Carter Family  
Masters Family  
Nash Family Trio

## PAPER SIR?

You'll have to bring your own daily newspaper if you're visiting the Rouyn area of Northwestern Quebec.

There is NO DAILY NEWSPAPER to serve the 33,200 households in Quebec's 4th market.

ASK YOUR HARDY MAN

about

RADIO NORD INC.

operating

CKRN — Rouyn

CHAD — Amos

CKVD — Val d'Or

CKLS — La Sarre

CKRN-TV — Rouyn

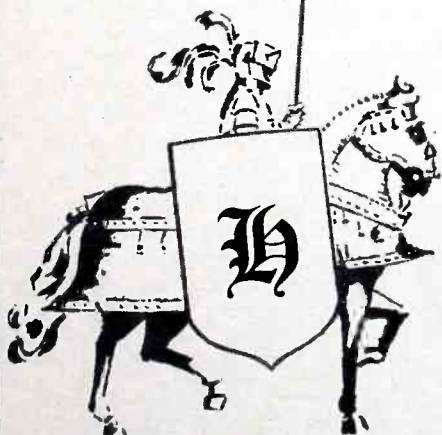


**HARDY RADIO & TELEVISION**

TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

HARDY MEN  
KNOW  
THEIR  
MARKETS



# STATION CALLS

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

## CJAD, MONTREAL

FIVE DAYS A WEEK for almost 18 years, "Mac" McCurdy, now vice-president of CJAD Montreal, has conducted a program called *News Quiz*, in which listeners write to him, enclosing proof of purchase of a sponsor's product. From the letters received, three or four are drawn and the writers called on the phone. "Mac" then asks them a five part question based on one of the station's morning newscasts, the news in question being broadcast on one newscast only during the morning.

On July 31, *News Quiz* muffed and came up with an indication of listener loyalty. "Mac" asked the questions as prepared for him by the CJAD Newsroom. No one could answer all the questions and accordingly "Mac" announced that the jack-pot was growing. When he got off the air he quickly learned why no one could answer the question. On the newscast in question the announcer, pressed for time, neglected to read one of the items lined up for the quiz.

The station's switchboard was lit up like a Christmas tree, as housewives phoned in to let "Mac" know he was at fault. And next morning he received a number of letters, one

of which gave him a complete transcript of the news, the listener having recorded all CJAD newscasts on a tape recorder in order to be sure of her answers, if she was phoned.

The next day "Mac" made amends by phoning all the same contestants as the previous day and giving them a chance to win.

• • •

MINUTES AFTER the Quebec Provincial Police confirmed reports that seven young Boy Scouts and their leader were lost in the Laurentians, the CJAD-Texaco helicopter was on its way to aid in the search.

On the afternoon of August 2, instead of his usual traffic reports, CJAD personality Vance Randolph was broadcasting details of the search. After a rendezvous with the police near Val Morin, the helicopter set out to find the boys. Within a few minutes they spotted the exhausted group on the shore of a small lake where they had just been joined by ground searchers. After 30 hours in the dense bush the boys were hungry, wet, exhausted and suffering from fly and mosquito bites.

Lloyd Ayres, pilot, landed the helicopter on the lake and with Vance's help paddled the craft to shore where they handed out emergency rations to the youngsters who averaged about 12 years of age. The youngest and most exhausted lad was taken aboard the helicopter and quickly flown back to camp.

## CHNS, HALIFAX

HALF OF CANADA'S 30,000 Negro population lives in Nova Scotia and the group annually celebrates the anniversary of the passing of Britain's Emancipation Act which brought an end to Negro slavery.

August 1, the 130th anniversary of this Act, was marked by five stations with a special program done by the colored community and taped at CHNS, Halifax for distribution throughout the province.

Halifax Colored Citizens' Improvement League President, B. A. Husbands, admitted the program wasn't top notch. There were some off-key notes by some of the three-year-old choristers, and once or twice the exuberance of the altos inundated the fragile soprano theme. But the sincerity was unmistakable. What mattered was that every word spoken or sung came from the heart, and it showed.

The simple half hour program featured spirituals by a chorus of the Nova Scotia Home for Colored Children, the only orphanage of its kind in Canada. There was a brief message by Mr. Husbands, a couple of solos and even a brief appearance by American Negro singer Al Hibler.

The program, which was carried over stations CHNS, CKCL, CJCB, CKEN-CFAB-CKAD, CJFX, didn't break any records and it wasn't a technical milestone, but it was one of the things that makes radio mean more.

• • •

## CFCH, NORTH BAY

IT'S BEEN AN eight-year tradition at CFCH Radio to feature Christmas music on July 25, when temperatures are in the 90's.

This year CFCH added a little something extra to the promotion. When the thermometer was hitting 94 and local residents and tourists were converging on beaches, Santa Claus decided to leave the North Pole and visit the North Bay beaches.

Although he wore his bright red suit, due to the heat he substituted Bermuda shorts for his trousers, and socks for his big black boots. He

had another slight problem, in that his reindeer couldn't pull his sleigh on asphalt and sand, so CFCH Radio came to the rescue with a Mobile Unit. This was a big help to Santa since his gift bag was filled with soft drinks.

When he arrived at the crowded beaches, women ran up and hugged him, men shook his hand and the children shouted with glee as he handed them a cold soft drink, supplied by the local Pepsi and Coca Cola bottlers.

A photographer was on hand filming the reaction to the Santa in July idea. The film was used on CFCH-TV News — since this was definitely the first time Santa himself had come to North Bay in July.

• • •

## CHOV, PEMBROKE

ABOUT 15 YEARS AGO Bill "K" Kutschke, now manager of CHOV Radio, used to record the odd sportscast on disc, to allow him to get away on time to broadcast an out-of-town hockey game. After the recordings were used, they were disposed of every few months.

July 20 of this year three boys from Pembroke presented Bill with a strange gift, one which has now been added to CHOV Radio's collection of memorable experiences over the past 21 years.

While exploring in the Southwest of Pembroke, the boys came across an old, badly scratched but still playable record. And sure enough, it was one which Bill had recorded some 15 years ago. It had been stuck in the sand all this time without being broken.

On being played, it referred to some present-day businessmen who at that time were flying around the local arenas with skates and hockey sticks.

CHOV Radio celebrates its 21st birthday August 26.

• • •

## CKGM, MONTREAL

IN RAISING FUNDS for one of its favorite projects, CKGM Radio, Montreal recently sent its air personalities out, dressed in aprons and chefs' hats, to barbecue hot dogs for the residents of Lasalle.

From a vantage point close to the Miracle Mart parking lot, CKGM staffers at the bright red and white satellite served Coca-Cola, distributed tickets for Coorsh hot dogs and Humpty Dumpty Chips, and collected the quarters for the Foster Parents' Plan Fund.

Serving went on from 5 to 9 p.m., followed by a boisterous Sing-Along session led by station announcers.

When U.S. Radio and TV star Dick Clark made a surprise appearance at the CKGM Bar-B-Q, a regular mob scene developed. His helpful plugs kept the cash register ringing until nearly midnight.

# RADIO MARITIME

The Modern Way to Reach a Market of 202,400 Radio Homes

CHSJ: SAINT JOHN  
CFCY: CHARLOTTETOWN  
CHNS: HALIFAX  
CJCB: CAPE BRETON

Radio Maritime Package gives you one order, one "rep" convenience.

**OUR SPONSORS ARE BUSY PEOPLE!**

**CHOV RADIO-PEMBROKE**

*See Paul Mulvihill*

# RADIO NEWFOUNDLAND

**VOCM**  $\frac{59}{10,000}$  watts • **CKCM**  $\frac{62}{10,000}$  watts • **CHCM**  $\frac{56}{1,000}$  watts

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

represented by All-Canada



## MARKET NOTES

**EMPLOYMENT:** The Atlantic Provinces Economic Council says the job market in Newfoundland was more vibrant than in the Maritimes during the first part of 1963. APEC disclosed in a recent report that an average of 103,000 Newfoundlanders held jobs from January to May, or 22 per cent more than the 85,000 at work in the province last year.

**POPULATION:** Newfoundland has the largest number of people per household in Canada. The Dominion Bureau of Statistics says there is an average of five persons per household in Newfoundland. British Columbia was at the other end of the scale with an average of 3.4.

**ACCOMMODATION:** Newfoundland's Tourist Hotel Inspector, Berkley King, says accommodations provided by the 300 licensed tourist establishments in the province are mostly first-rate . . . and "it's improving all the time". He says the hotels and motels are having their busiest season on record, with no open bookings until Sept.

**HIGHWAYS:** The Newfoundland Government is promising a paved Trans-Canada Highway across Newfoundland by 1965. With \$30,000,000 worth of contracts awarded for work on the highway this summer and \$20,000,000 to go, the Government has erected signs along the route: "We'll finish the drive by '65".

**QUICK FACT:** A 72-year-old widow in Clarke's Beach, Nfld., Mrs. Augustus Clark, is hailed as Canada's champion grand-mother because she has 89 living grandchildren.

## CJON Inaugurates New Award



With a splash of Atlantic sea water, CJON inaugurated a new award recently for people who do an exceptional job of boosting and publicizing Newfoundland.

**ANCIENT ORDER**  
It is known as "The Most Excellent and Ancient Order of the Sou'wester", and the first recipient is Dorymate W. D. (Bill) Byles, President of Stovin-Byles, radio and television sales reps.

**MEMBERSHIP**  
Skipperman Don Jamieson, of CJON Radio and TV, presented a member-

ship certificate to Mr. Byles at CJON's Screech Party, a traditional celebration at annual meetings of the Atlantic Association of Broadcasters, held this year in St. John's.

**EXCEPTIONAL JOB**  
Mr. Jamieson said Mr. Byles has been doing an exceptional job of boosting Newfoundland since 1949, the year Newfoundland became a province of Canada. Said Mr. Byles, after he had donned a black sou'wester and yellow oilskins and ducked under a bucket of sea water: "I'm sure glad you people came into Confederation".

## CJON Boosts Annual Regatta

When a boat CJON has donated to the annual regatta in St. John's, Newfoundland, romped home first in the championship event on August 7th, it completed a perfect day for the radio and television organization.

**PROMINENT ROLE**  
Once again, CJON played a prominent role in what is the oldest organized sporting event in North America.

**LIVE COVERAGE**  
CJON Television presented live coverage of the 135-year-old racing classic from ten a.m. to seven-thirty p.m. CJON Radio was there all day, as well, along

with close to 40,000 spectators. Over fifty station personnel were involved.

**FIFTH YEAR**  
CJON, for the fifth year, offered \$1,000 to the crew that could finish the course in a specified time. This year it was nine minutes thirty seconds (the CJON spot on the radio dial is 930), well off the record of 9.13 set 62 years ago.

**MISS CJON**  
To top it all off, the racing shell donated by CJON to the Regatta . . . the Miss CJON . . . came home with the champion crew of the day and also the two best times — 10.08 and 10.19.

## CJON Hosts Broadcasters' Convention

Broadcasters from all across Canada were in St. John's early in August for meetings of the Canadian Association of Broadcasters and the Atlantic Association of Broadcasters.

### HOST STATION

CJON was the host station for the AAB Convention. Over 90 delegates were registered, representing private radio and television throughout the four Atlantic provinces, as well as some from other areas.

### SPECIAL GUESTS

CJON also was pleased to welcome some special guests, including Carlyle Allison, Vice-Chairman of the Board of Broadcast Governors; B. L. (Barrie) Thomas, Advertising Manager of Procter & Gamble, Toronto; and Rafe Engle from J. Walter Thompson Company, Toronto.

### FIRST TIME

It was the first time CJON had the pleasure of being host for an AAB Convention. Said Jamie MacLeod of Bridgewater, N.S., New President of the Association: "We received a million dollar welcome".

### WELCOME

The Newfoundland Government, the St. John's City Council and the general public of Newfoundland joined in welcoming the broadcasters. CJON's Don Jamieson said he hoped they would all come back again soon.

See Our  
Hard-Working  
Representatives

Stovin-Byles  
In Canada

Weed & Co.  
in the U.S.

## PAN MAIL

**Dear Dick:** As I read your latest Lewisite column — from bottom to top — I was thinking it was the best one you'd ever written, and then I found out you hadn't and Wayne & Shuster had.

—Lyman Potts  
CKFM, Toronto

## ANOTHER LEWIS

Credit Jerry Lewis with "I'm planning to do a book on the TV rat race. I thought I'd call it 'What Makes Sammy Re-Run'."

## FIRST IN THE MARKET

"We run *Wednesday Night at the Movies* on Tuesday night."  
—Kevin Holen  
CFTO-TV, Toronto

## PLACE IN THE SUN

If you want a place in the sun, you must expect a few blisters.  
—Frisky's Newsletter  
CJCI, Woodstock, N.B.

## AUDREY STUFF

Then there's the gal who was so dumb she thought "mass media" had something to do with a fairly high service in the Catholic church.

## MORE OF THE SAME

The same gal said she was just bustin' to get married because she hated quarrelling with strangers.

## TRUE FRIENDSHIP

" . . . a close friend is someone who knows everything that's wrong with you and doesn't care."

—Henry Morgan  
Quoted in TV GUIDE

## SPEAK NO EVIL ETC.

"The (broadcasting) machine is set up merely to be in-offensive."

—Ibid

## QUID PRO QUO

What TV needs is more characters to entertain you in your living room whom you would be willing to entertain in your living room.

# HEAT ON THE CONSUMER VIA TV

by BEN HOLDSWORTH

FINANCIAL PAGES in most major newspapers have discovered a new topic for speculation: the toiletries industry.

The reason: Leonard H. Lavin and his Alberto-Culver Co. of Chicago and Oshawa.

In 1962, Alberto-Culver earned 68.1% on invested capital. Profits were \$2,300,000. And in 1963, to date, the company's over-all performance is even more spectacular with an increase of 48% in sales, 59% in profits.

Marketing and advertising people

are just as interested. Since 1955 in the U.S. and since 1960 in Canada, the Alberto-Culver success story has presented a history of a near-classic case of pure advertising-merchandising in a competitive market.

Broadcasters are naturally overjoyed at the success of Alberto-Culver. All advertising has been in broadcasting, principally television in the early years, and exclusively television today.

In Canada, Alberto-Culver markets the following products:

- "VO-5" dressing and conditioning spray for the hair
- "VO-5" shampoo
- "VO-5" cream rinse

- "Rinsaway"
- "Get Set" hair setting lotion
- "Derma Fresh" body and hand lotion
- "Command" hair dressing for men — spray
- "Command" hair dressing for men — salve (and lotion)
- "Subdue" dandruff remover shampoo
- "Command" Instant shave
- "Command" Men's hair spray

New products to come to the Canadian market shortly include two which are now in test-markets in the U.S., "Mighty White," a children's-appeal tooth paste, with a package cutout premium, and a medicinal spray bandage called "Safe Good".

## MADE IN CANADA

All products sold in Canada today are made in the Oshawa plant. In 1960, when Alberto-Culver moved into the Canadian market, only overflow advertising in border areas had been used, plus a few television exposures in Western Canada via U.S. agencies.

In 1960, the company began its Canadian operations in serious fashion. From that time (in September of that year) with a small manufacturing plant and two salesmen, it has grown to a much more complex manufacturing operation and 24 salesmen across the country.

Has the experience in Canada been comparable to that in the U.S.?

"Yes, we believe so, especially since we had only a three year period in which to catch up," says Cockfield Brown's W. A. "Doc" Lindsey, account executive on the Alberto-Culver account. "We are probably doing as well as the traditional 10% demanded by the experts — that is, 10% of the U.S. market that the Canadian business is supposed to be."

In actual fact, if trade reports from the retail drug and supermarket industries can be accepted, Alberto-Culver may be doing even better than in the U.S. market.

Cockfield Brown took over the Canadian account in December of 1961. Since that time, under the direction of supervisor C. T. Asp and "Doc" Lindsey, Cockfield Brown has worked closely with the Chicago headquarters of the firm, as well as with Jack Soderling, Canadian general manager of Alberto-Culver.

"We make a trip to Chicago every five weeks or so, so that we can make an intelligent use of the U.S. experience, and to propose and discuss our own plans, in terms of media, localized copy, and product-market expenditures," says Mr. Lindsey. "it has become a very close, and happy relationship."

## ENTIRELY TV

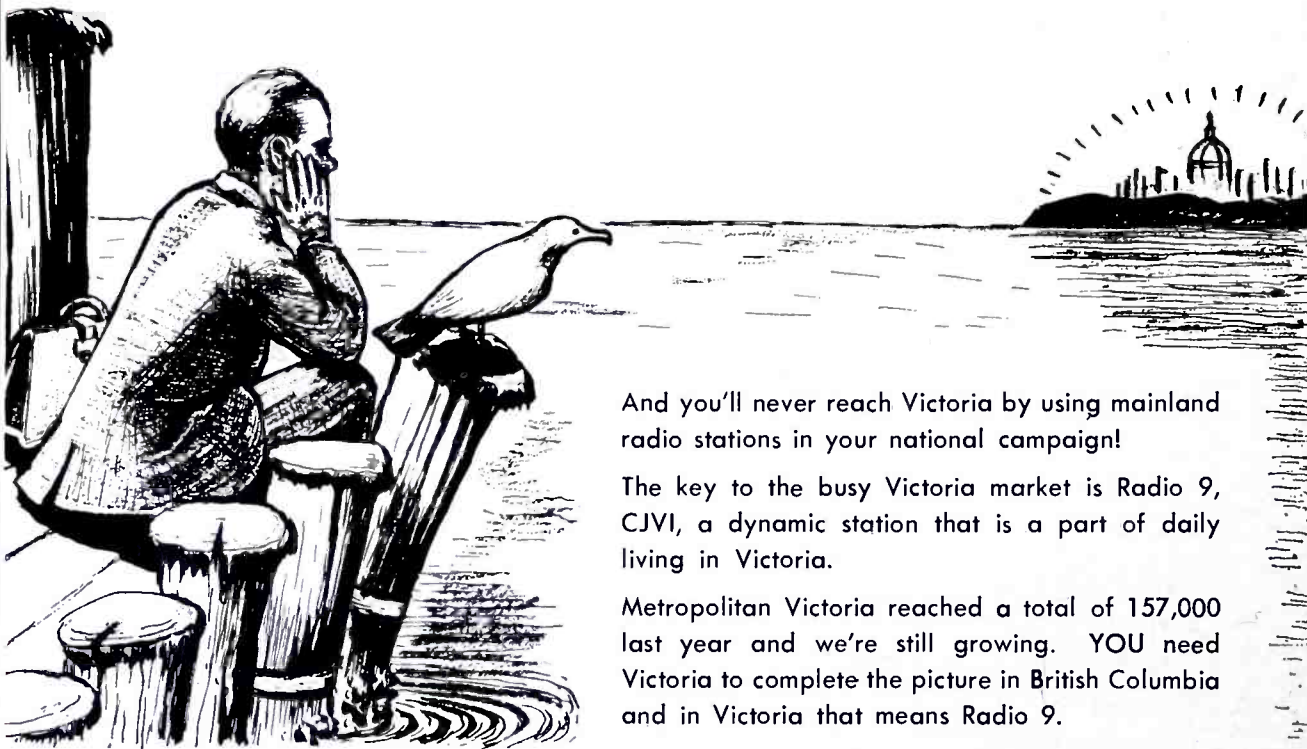
According to the agency, the \$500,000-plus account is entirely in television today, in the following markets: Montreal (English and

A cocktail party is where you meet people who drink so much you can't remember their names

# CFCN RADIO/TV CALGARY

# YOU'LL NEVER GET TO VICTORIA

## UNLESS YOU LEAVE THE MAINLAND!



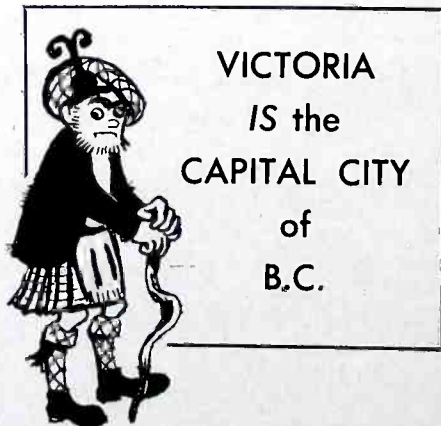
And you'll never reach Victoria by using mainland radio stations in your national campaign!

The key to the busy Victoria market is Radio 9, CJVI, a dynamic station that is a part of daily living in Victoria.

Metropolitan Victoria reached a total of 157,000 last year and we're still growing. YOU need Victoria to complete the picture in British Columbia and in Victoria that means Radio 9.

# CJVI VICTORIA B.C.

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



French), Quebec, Ottawa, London, Winnipeg, Toronto, Calgary, Edmonton, and Bellingham.

Commercials are all 30-seconds in length, and are run back-to-back in 1-minute segments. Some of the Alberto-Culver products are, of course, competitive with each other. These are not used back-to-back, which causes a scheduling problem.

"Canadian television messages are adapted to our own needs, but not changed basically," says the agency. "In effect, we do a re-vamp of the audio, but normally do not change the video, since it has been designed from the start of production as a very simple, point-by-point demonstration of the product's benefits . . ."

In the French-language market, the same procedure is used: the video is retained, but great attention is paid to the new audio, by both the agency and the client.

Is program TV in the plan for the future in Canada?

"Not at the moment," says Cockfield Brown, "even though some program sponsorship is used by the parent U.S. company currently."

The company in the U.S. and Canada does not believe in retailer promotions or deals aimed at stock movement through wholesale.

The firm in the U.S. as well as in Canada holds to the line of heavy consumer pressure through television (up to 50% of gross on some products) and meticulous research and design on product.

Legend tells that Leonard Lavin, now 44, took over the company in 1955 in order to drop over 20 products "which were going no place in particular," he said at the time . . . "and we'll go with VO-5 hair dressing, while we develop other products . . ."

#### ACCENT ON CONSUMER

Packaging has come in for a large part of the marketing pattern. According to Cockfield Brown, the client pays as much attention to all aspects of the product packing as it does to its advertising requirements.

"That seems to be the pattern," says Doc Lindsey of the agency. "A designer in the U.S. spends as long on his part of the job, that is packaging in all of its dimensions, as the company does on its consumer advertising messages — and that is important to note. These are the two points of greatest importance."

Sales of the company last year in the U.S. and Canada amounted to \$57,000,000, of which over 10% were in Canada, according to Bay Street sources. In 1963, with some "20 or more products in test-markets and others in the laboratory", Alberto-Culver appears to be worth watching as a marketing organization, and as an advertiser.

As a stock, however, the shares are very hard to find. Mr. Lavin owns complete control — and evidently has no intention at the moment of giving up his share.

Since he bought the company in 1955 for less than a half-million — who can blame him?

## All-Canadian Emmy Show

AN ALL-CANADIAN EMMY Awards show may be one of many projects set up by the newly-formed International Council and Academy of TV Arts and Sciences, offshoot of the National Academy of TV Arts and Sciences, best known for its Emmy Awards.

The new organization is dedicated to the world-wide advancement of television and some of the planks in its platform are: to set up chapters in Canada and other countries; to establish Emmy Awards shows in member countries; to organize a lecture bureau and travelling displays of graphics and top TV shows from around the world; to select shows to compete in world-wide competitions; to ease the customs problems of sending TV shows from country to country.

Temporary president of the Council is Ted Cott, who is executive vice-president of the parent organization. A New York television executive, Cott is active in Canadian television with such shows as *Telepoll*, *Answering Service* and *Here's Looking at You* on CTV and CFTO-TV Toronto.

Murray Chercover, programming vice-president of CFTO-TV, is the Canadian representative to the Council, which is chaired by Rod Serling of *Twilight Zone* renown. The Council will present its objectives to the trustees of the National Academy for final approval in September.

"The Canadian television industry has long felt a need for an organization such as this," says Chercover,

"and I'm delighted that plans are in motion to bring these objectives to reality."

Ted Cott is quoted in TV critic Jon Ruddy's column in the *TORONTO TELEGRAM* as saying "Canadian television must export the fruits of its talent instead of its talent. What you need is a mass emigration of programs instead of people."

## Memo

from Radio Reps Limited

to Clary Flemming  
CFDR,  
Halifax-Dartmouth

Congratulations on carrying the largest food outlets in the Maritimes. With Simpsons, Eaton's, Dominion Stores, IGA and Sobey's on the CFDR air regularly, you dominate food advertising in your area.

GORDON FERRIS

Radio and Television Reps Limited

## Will Re Allocate 80 FM Channels

A WORKING ARRANGEMENT between Canada and the U.S. for the allocation of frequency-modulation broadcasting stations on 80 channels was announced last week.

A 1947 agreement governs the use of FM broadcasting channels by Canada and the U.S. within 250 miles of the international border.

According to the agreement, there are 10 channels assigned to Newfoundland, four to Prince Edward

Island, 31 each to Nova Scotia and New Brunswick, 67 to Quebec, 144 to Ontario, 36 to Manitoba, 49 to Saskatchewan, 46 to Alberta and 64 to British Columbia.

In parts of Canada removed from the border areas, many additional channels are available if demand warrants them, but special arrangements had to be made for the highly-developed area between Windsor and Quebec.

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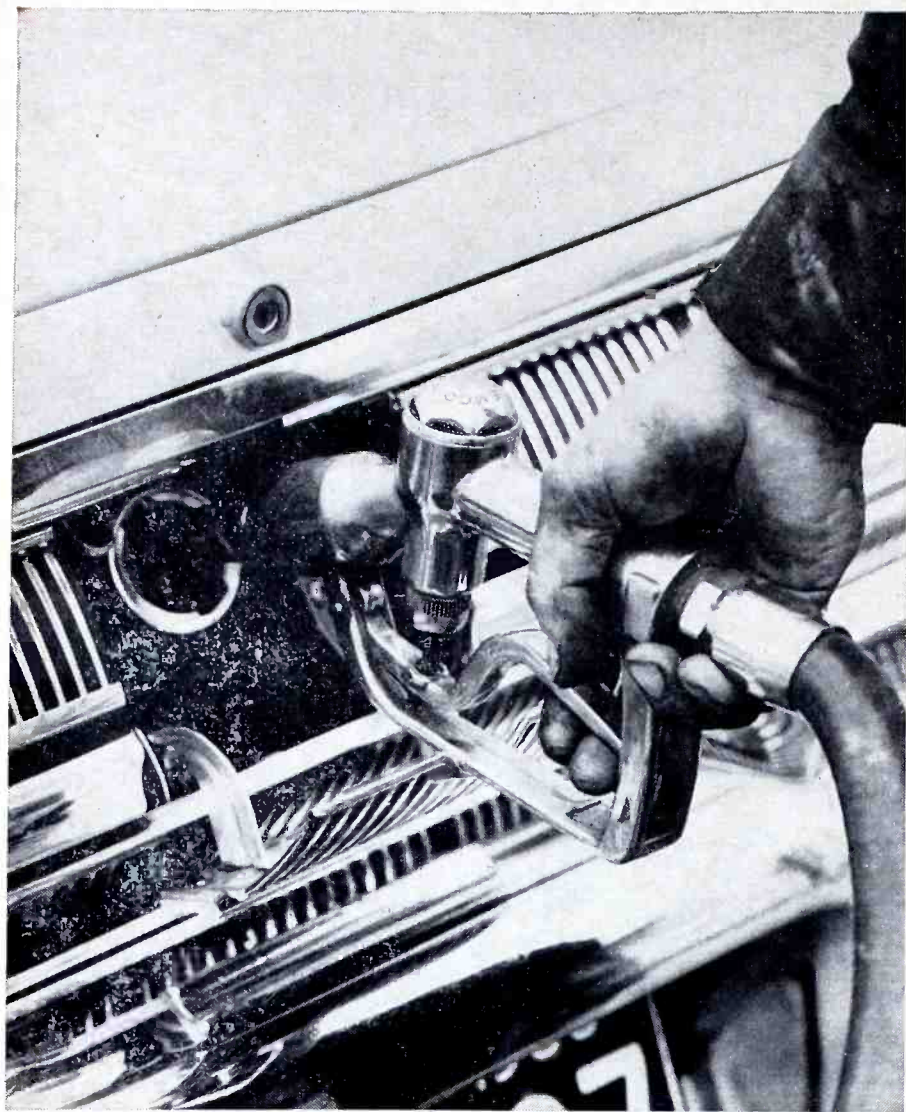
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MONTREAL 3



## A SALE HAS BEEN MADE

No need to sell this motorist on the quality of the gasoline he's buying. He was pre-sold by CFPL-TV.

Latest statistics\* show that residents of London and Western Ontario spend more than 38 million dollars a year at area service stations for gasoline, oil, tires, batteries and accessories. Total retail sales for the area are over one billion dollars. How big is your share?

CFPL-TV will help you sell gasoline, oil and everything that service stations will be selling in years to come. Remember too, that CFPL-TV covers Canada's Number One Test Market.

*No other major market is so dominated by one television station.*

Call your All-Canada man or contact CFPL-TV, London, Canada.

\*Sales Management.



T634

### RTEC Meeting

## Simple Message of Country Music

THOSE WHO STILL think country music appeals only to the "rubes" should have seen the toes tapping in \$45-a-pair shoes at the Radio and Television Executives Club luncheon in Toronto the first of the month.

It was country music day, from the moment the head table guests appeared, all of them involved in some area of country music, to the final note of a country music session with the Rhythm Pals.

The few selections by the Rhythm Pals demonstrated the wide variety of the sounds labelled "country" — from the old western favorite, "Tumbling Tumbleweeds" to a hit from the pop charts, "Abilene", from their own country music hit parader, "Broken Hearts and Faded Dreams" to the folk song "If I Had a Hammer", and even boogie guitar.

"The music of today" said guest speaker Hal B. Cook, publisher of the music and record industry "bible", BILLBOARD, and a director of the Country Music Association, which had just concluded a two-day directors' meeting in Toronto.

"Ask one of our CMA members or fans to define the appeal of country music, and you'll get something like this," Cook said. "The appeal of a country song lies in the simple, down-to-earth message it brings to us. It is the prayer of a sinner; the dream of a lover; the lament of the weary; the tears of the forsaken; the story of the vagabond; the blessing of true friendship; the remorse of a cheater; the praise of a Divine God; its possibilities are limitless."

Another appeal of country music, that to broadcasters and advertisers, was shown in the success stories Cook quoted from the CMA scrapbook.

KRAK Sacramento, California, he said, was sixth in a six station market when it switched to country music, and ten months later was second in the market in all audience studies.

WBMD Baltimore, the only 100% C. & W. station in the market, has more local advertisers per broadcast hour than any other AM station in the city. One of these, a car dealer, puts his entire budget of \$3,000 a month into WBMD, cancelling other stations and newspapers for a live country music show every Saturday

from his showrooms, and has more than tripled his new and used car sales.

The Baltimore country music station also promotes "country music spectaculars" and, Cook said, drew crowds of 12,300 and 13,400 to country music shows while Louis Armstrong drew only 592 and a competing station's rock and roll show pulled only 3,300.

Offering programming and selling tips to country music stations, Cook quoted two executives of WSEN Syracuse who say, above all, know your audience.

To get to know it, go to the meetings of any kind of country music organization in the area. Study fan mail and look for such things as dedications to indicate the work and listening habits of the audience. Stage live shows, not only as money-makers but as good public relations and the best way to get an in-person view of a large segment of the audience.

To sell, say the WSEN-men, document your story by carrying around a boxful of your mail, supported by a mail count tabulation. Use result stories, backed up by pictures taken at the scene of successful store promotions. And take pictures of the audience at live shows.

"Pictures are the best way in the world to overcome some advertisers' belief that country music fans are all unwashed hillbillies," Cook quoted the Syracuse station. "When you can convince the prospect that country music listeners are a type of people rather than a class, you've got it made."

Irving Zucker, president of CHIQ Hamilton, and Stewart Coxford, vee-pee of CFGM Richmond Hill, both full-time country music stations, were head table guests at the luncheon. Gentlemen, did you get pictures of some of our leading broadcasters, national advertisers, agency men and reps listening intently and applauding what Cook called his "country music commercial", keeping time with the country music of the Rhythm Pals, and crowding around to get copies of "The Sounds of Country Music", an lp recording of a presentation made earlier this year by the Country Music Association to the Sales Executives Club in New York?

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

**CJMS**

LA VOIX DU CANADA FRANÇAIS À MONTRÉAL \*

THE VOICE OF FRENCH CANADA IN GREATER MONTREAL

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

# LIST 37 FOR AUGUST 27 HEARING

A TOTAL OF 37 applications has been announced for the Board of Broadcast Governors' public hearing scheduled to begin August 27 in Ottawa.

Two applicants are seeking release from their CBC network affiliations. Central Ontario Television Ltd., licensee of CKCO-TV Kitchener, is bidding for authority to switch its network affiliation from CBC-TV to the CTV Television Network, while Muskoka-Parry Sound Broadcasting Ltd., licensee of CKAR Huntsville, is applying for permission to terminate its affiliation with the CBC Radio Network.

## NEW TV OUTLETS

A new television station at Churchill, Manitoba, is being sought by N. J. Rondeau on behalf of a company to be incorporated.

Applications have been filed for new TV rebroadcasting stations at:

Enderby, B.C., by Okanagan Valley Television Co. Ltd., to pick up the programs of CHBC-TV Kelowna and rebroadcast them on channel 72;

Perry's, B.C., by Mount Sentinel TV Society, to pick up the programs of CHMS-TV-2 Passmore and rebroadcast them on channel 5;

Moyie Mountain, B.C., by Raymond McL. Cooper on behalf of a society to be incorporated, to pick up the programs of CJLH-TV Lethbridge and rebroadcast them on channel 5, and at

Mt. Thompson, B.C., by Raymond McL. Cooper on behalf of a society to be incorporated, to pick up the signal of the proposed rebroadcasting station at Moyie Mountain and retransmit the programs on channel 13.

Okanagan Valley Television has also applied for authority to replace the existing low power rebroadcasting station at Salmon Arm, B.C., CHBC-TV-4, with a TV rebroadcasting station on channel 9, to rebroadcast the programs of the proposed rebroadcasting station at Enderby.

Princeton Television Ltd. is bidding to replace the existing UHF TV rebroadcasting station at Princeton, B.C., CHGP-TV-1, with a low power VHF rebroadcasting station at the same site, with an increase in antenna height.

## NEW RADIO LICENCES

A new AM radio station in Ottawa has been applied for by James A. Stewart on behalf of a company to be incorporated, to operate at 1440 kcs. with a power of 10,000 watts.

Two applications will be heard for a French-language AM station in Dolbeau, Quebec. Radio Roberval Incorporée proposes a 250 watt station at 1230 kcs. to be programmed part-time from CHRL Roberval, while Jean-Marie Duchaine on behalf of a company to be incorporated bids for the same frequency with a power of 1,000 watts daytime and 250 watts night-time.

A new AM station in Kitimat, B.C. is being sought by Skeena Broadcasters Ltd. to be programmed part-time from CFTK Terrace and part-time from studios at Kitimat, at 1230 kcs. with a power of 1,000 watts daytime and 250 watts night-time.

A new bilingual AM station at Lachute, Quebec, has been applied for by Jean Lalonde on behalf of a company to be incorporated, to broadcast part-time with programs from CKJL St. Jerome, at 1330 kcs. with a power of 1,000 watts.

The Department of National Defence (Air) is bidding for a new low power AM station at RCAF station Moosonee, Ontario, at 1450 kcs. with a power of 50 watts.

The CBC is applying for three low power relay transmitters at Elliott Lake, Ontario, at 1090 kcs.; at Shelburne, N.S., at 1140 kcs.; and at Riviere Au Renard, Quebec, at 1550 kcs., a French-language LPRT; all with a power of 40 watts.

## POWER BOOSTS

Great Lakes Broadcasting Ltd. is seeking an increase in the daytime power of CFCO Chatham from 1,000 to 10,000 watts, with the night-time power to remain at 1,000 watts.

Radio Saguenay Ltée has applied for an increase in the power of CKRS Jonquiere from 1,000 watts to 10,000 watts daytime and 5,000 night-time, with a change in antenna structure.

La Compagnie de Radiodiffusion de Matane Ltée is bidding for a power boost for CKBL Matane from 5,000 watts to 10,000 watts daytime, night-time power to remain at 5,000 watts, and also for a change in the mode of operation.

Radio Mégantic Ltée proposes a daytime power increase for CKLD Thetford Mines, from 250 watts to 1,000 watts daytime, 250 night-time, with a change in antenna site.

The CBC is applying for a slight increase in power and authority to change the antenna of the TV rebroadcasting station it has been authorized to establish at Kapuskasing, Ontario.

## BABY NETWORKS

Three applications have been filed to form radio networks to broadcast sporting events.

**CHARLES PERSONNEL LIMITED**

*Specialists in supplying*

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**HU. 7-1576**

120 Eglinton East, TORONTO 12

CFRB Ltd. seeks authority to form a network with CJBQ Belleville to carry the regular scheduled games of the Toronto Argonaut Football Club and the Eastern Conference Playoffs, from August 9 to November 23.

Radio Laurentides Inc., licensee of CKJL St. Jerome, is applying for permission to form a network with CKAC Montreal to carry race highlights from Blue Bonnets and Richelieu Race Tracks in Montreal from April 5 to November 24.

Foster Advertising Ltd. is bidding to form a network of Western Canada radio stations to carry the league and playoff games of the WIFU and the Grey Cup Game.

## STOCK TRANSFERS

Four applications are being made for the approval of stock transfers:

Transfer of shares of capital stock in Yorkton Television Co. Ltd., licensee of CKOS-TV, CKOS-TV-1, CKOS-TV-2 and CKOS-TV-3, with 552 common shares from the present shareholders to R. L. Skinner and G. S. Skinner jointly and 550 preferred shares from the present shareholders to Skinner Holdings Ltd.;

Transfer of 2,763 common shares of capital stock in Eastern Ontario Broadcasting Co. Ltd., licensee of CFJR Brockville;

Transfer of 684 common shares of capital stock from the present shareholders in Northwestern Broadcasting Co. Ltd., licensee of CJNB North Battleford, to Northwestern Broadcasting Co. (1963) Ltd.;

Transfer of 600 common shares of capital stock in Saanich Broadcasting Co. Ltd., licensee of CFAV Victoria.

## MISCELLANEOUS

Two applications will be heard for a change of frequency, from Radio CJFP Ltée for a change from 1340 kcs. to 1240 kcs. for CJAF Cabano, Quebec; and from the CBC for a change from 860 kcs. to 1110 kcs. for low power relay transmitter CBUS at 100 Mile House, B.C.

Two stations are bidding for a change in the location of their main studios, CFCF Montreal to 405 Ogilvy Avenue, and CFBP Grand Prairie to 10008 103rd Avenue.

Moffat Broadcasting Ltd. is applying for a change in the mode of operation and the daytime and night-time antenna radiation patterns of CKLG Vancouver.

Lethbridge Broadcasting Ltd. is seeking an increase in the overall height of the antenna structure of CJOC Lethbridge.

Canadian Marconi Co. wants authority for a further one-year agreement between CFCF-TV Montreal and the Thomas More Institute for the station to broadcast educational programs approved by the Institute, commencing October 1.

# CKLC

reaching 90%

of the food sales in  
Frontenac County.

*Sales Management, June '63*

**Paul Mulvihill & Co. Ltd.**

**TORONTO — MONTREAL**

*Representing these quality radio stations*

- CJFX, Antigonish**
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- CJCH, Halifax**
- CKLC, Kingston**
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Mature radio man with more than 20 years' experience, programming, administration, promotion and community service, specializing in editorial/commentary and saleable features. Capable, reliable, excellent references. For tape and resumé, please contact:

Box A-700  
CANADIAN BROADCASTER  
219 Bay Street, Toronto 1, Ont.

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An excellent opportunity exists with a top Montreal radio station (AM & FM) for an experienced, bilingual, national radio time representative. Position calls for a man with radio, other media or agency experience and particularly the know-how to discuss plans with account executives and time-buyers. Excellent future with all benefits. Please send resumé to: Box A-699, Canadian Broadcaster, 219 Bay Street, Toronto 1.

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THE BIG BANNER and bigger crowds tell the success story of CJCA Edmonton's free pancakes-and-bacon breakfasts, one of several station promotions during Klondike Days, the annual Edmonton Exhibition.

EDMONTON'S ROLE in the Alaska Gold Rush was highlighted during the city's annual Exhibition this year as the festivities from July 15 to 20 were christened the Klondike Days, and a combination of downtown entertainment and activities at the Exhibition grounds drew all-time record crowds.

CJCA Edmonton's participation began at the same time planning for the Exhibition began, the station reports, when assistant manager Dalt Elton and commercial production director Peg Miller served on volunteer plenary committees.

The Klondike Days were launched with a mammoth parade on the Monday morning and CJCA was the only Edmonton radio station to enter the parade. It had two floats, one featuring the station's Flying Tiger helicopter, used for daily traffic reports, and the other float carried teenage singing star Bobby Curtola, with live music broadcast to the 150,000 people along the parade route.

Added attractions in the parade were the CJCA cheerleaders, in trim for the upcoming football season, and the station's "Air Force", deejays piloting go-karts fitted out as aeroplanes, which darted in and out of the parade and even "flew" under some of the floats.

At lunch hour on opening day CJCA sponsored a street dance downtown, starring Bobby Curtola, and 2,000 fans turned out to jam the block so tightly that dancing was almost impossible. Teaming up with Teen, Pepsi-Cola's lemon-lime soft drink, the station also presented Curtola in nightly performances at the Exhibition grounds, packing 11,000 dancers into a large wooden-floored tent in five nights.

Curtola also drew large crowds in two guest appearances with CJCA's Barry Boyd, at Eaton's record bar where 1,000 fans were on hand, and at Zeller's department store where 800 crowded around.

Four mornings, from 7 to 9, CJCA entertained huge crowds at a free Klondike Days breakfast at a main intersection. The mayor and officials of the Exhibition were among the thousands that downed pancakes and bacon, using eight cases of Aunt Jemima Pancake Flour, 340 pounds of Canada Packers bacon, 60 gallons of milk and some 4,000 cups of coffee.

Music to breakfast by was provided by a Dixieland jazz band and deejay Vik Armen broadcast his morning show live from the breakfast each morning.

Twice a day during the Exhibition CJCA's helicopter was in the air for Rothman's, dropping ping-pong balls over the midway, with prizes offered for any ball stamped with a letter from the name Rothman. Of 1,400 ping-pong balls, 85% of the marked balls were returned to the special booths on the grounds.

Almost 350,000 people celebrated Klondike Days at the Exhibition grounds, an increase of about 25,000 over the 1961 record, making the 1963 Exhibition the biggest success ever. And it was a big success for CJCA and its participating advertisers, report national sales promotion manager Joe Hawryluk and local promotion director Don Wiebe.

"It was one of those weeks that every radio promotion man dreams about," they said.

Want a Job?  
Want a Man?  
Equipment for Sale?  
Try a  
SMALL AD  
in  
Canadian Broadcaster



# OVER THE DESK

LAST WEEK, the Atlantic Association of Broadcasters staged its annual convention in St. John's, Newfoundland and there should be a law against it.

What I mean is, I missed the beginning of the affair because the air line experienced considerable difficulty getting the plane on the ground, resulting in a one-night nap in a motel in Metropolitan Stephenville, Nfld. Then, when the affair was over and I was hoping we'd be grounded for another day or two (or even three) because of unfinished business along the line of Newfy entertainment, the damn thing took off so punctually, I all but got my left hand caught in the door of the aircraft.

Actually it wouldn't have mattered so much, because I am definitely a right-handed character.

Even my departure from Toronto, three days before the convention-proper began (for my annual weekend with Helen and Fred Lynds at their Shediac cottage, just outside Moncton N.B.) was fraught with adventure.

There seemed to be a slight gum-up in my communications with a certain air line, owned and operated by the people of Canada, which shall be nameless.

I explained to one of those charming feminine voices they employ in such numbers — to make you forget it isn't a private enterprise line you're hoping to fly with I guess — that I was all set from Toronto to Moncton, but needed a seat — or a comfortable lap at least — for my Sunday hop from Lyndsville to St. John's.

Well they had me booked from Moncton to Halifax Sunday evening. That was easy. But as far as Halifax to St. John's was concerned, all they had was a corner in the plane scheduled to leave that "Eastern Port" at — listen now — 5.35 a.m. Monday.

But they were working at it. Oh yes, they had been working at it for the past several days.

I suggested I might call a friend in the office, who had helped me before.

The charming voice said, "By all means, Mr. Lewis. The only thing is our booking is all done by electrical computer."

I said "Oh!"

"Infallible, you know."

I said "Oh!" again, but not quite as convincingly.

After a moment I asked her if she would mind checking again, to see if I'd been promoted from my spot on the waiting list.

There was a long pause; then: "Thank you for waiting."

I told her not to mention it.

"About the computer I was mentioning . . ."

"Oh yes", I said. "The infallible one."

There was another pause . . . then what might have been interpreted as a suspicion of a chuckle . . . another pause . . . then "it's broken down."

This time I paused. I just couldn't think of a fitting rejoinder. So I took a cue from her and said: "Thank you for waiting." After all, noblesse oblige and all that sort of thing.

She assured me, with unabated charm, that she would call me as soon as it was in order again.

I thanked her, before she could thank me, for waiting again.

Then, as an afterthought, I asked her for her name, just in case I needed to pick up the threads.

There was a gurgling sound at the end of the line. "Ha! The infallible computer is back in business", I thought.

But it wasn't. Instead the voice said: "My name is Mrs. Wait."

This time it was my voice's turn to gurgle. But I resisted the temptation of saying, "Thank you for waiting."

I never did get that reservation at a human time out of Halifax. However, Fred Lynds, who had intended flying to the convention himself suddenly found he was unable to attend, so he got them to switch his seat over to me.

The Tor Bay (St. John's) airport was fogged in Sunday night, and we had to fly to Gander, only to find there were no rooms. Then on to Stephenville, where there were. I arrived at the convention about 2.30 p.m., Monday. By way of incidental information, the 5.35 a.m. flight out of Halifax arrived on schedule, 10:15 a.m. I think it was, that same morning.

## THE FISHING WAS FINE

On the entertainment side, Don Jamieson and his staff really laid it on. We picked Jim Thoms, CJON news editor, for the Press Table Trophy (a Hermes Baby portable typewriter) because we felt he was a fitting representative of the station's willing workers, and also, tacitly of course, because, as news editor, we felt it safe to assume he could read and write.

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

The board of directors of the Canadian Association of Broadcasters was meeting in St. John's immediately before the AAB foregathered there, so they just kept on going.

Actually it was the beginning of a new system under which the CAB will always meet at the place of a regional convention immediately before it starts. Then the first day of the regional affair will be made over to the CAB as it was last week in St. John's.

But I started in on the entertainment side at the AAB, which besides tours and trips consisted of a pre-convention Dutch Treat dinner, a lunch hosted by the mayor and city council, a cocktail party staged by the provincial government and the headliner of them all, the CJON Screech Party.

This took the form of a buffet, with lobster and other denizens of the deep to the fore. But before the feed there was a squid-jigging foray out in the ocean for the hardy. Next time I visit the island, I must find out just what squid-jigging is.

Throughout the whole time we were there, anglers had a chance to try their luck with the tuna. One boat managed to hook a modest 416-pounder, with CHNS Halifax' Orville Pulsifer actually landing the brute. According to a local authority, who appeared to know about these things, there were 36 tunas (or is that tunae?) caught over the weekend.

Right now there is no canning factory on the island, so most of the financial joy goes into transportation. However it seems that Premier Smallwood regards the establishment of a cannery as an immediate project, and the shortcoming should thus be remedied.

And now it is time to ring down the curtain on this deathless screed, with one invocation on parting. As we are right now putting together our September 5 Directory Issue, will nobody please change jobs for at least three weeks. Meanwhile, buzz me if you hear anything, won't you?

*Dick Lewis*

## SELL RICH NORTHERN ONTARIO

Sudbury's population has swelled by over 60% in the last 10 years — among the highest increases in Canada.

Coupled with the 3rd highest wage earnings in the nation — CKSO's 200,000 viewers and listeners are a 'must-buy' for National Clients.

**RESULTS ARE WHAT COUNT!**

**RESULTS ARE WHAT YOUR CLIENT WILL GET!**

See the All-Canada Man.



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almost 3 times more  
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Paul Mulvihill  
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Representing these quality  
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The trend is to balanced programming  
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Had you heard about the bar called  
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News from the film front —  
Television — Industrial —  
Features — Syndications

SOMETHING NEW on the Canadian TV scene is about to be launched by Animation Productions Ltd. — a library of what president Allan Ackman has dubbed "Instant Commercials".

These are ten-second animated attention-getters that can be cut for the addition of a slide to make an eight-second flash or followed by live action and/or slides for 20-second and 60-second TV commercials, so that stations can offer local sponsors the appeal and impact of animation within range of a local advertiser's budget.

Over one hundred of the animated instant commercials have already been completed, more are in the works, and Ackman plans to add from 100 to 150 new releases to the library every three months, building it continually to a selection of 1,000 to 1,500 within two years.

With each batch of instant commercials goes a handsome 11" x 14" catalogue of storyboards with ten photos illustrating each commercial. This is the station salesman's selling tool.

Ackman likens the library to a newspaper mat service. The basic attention-getter is supplied — the illustration in the case of the mat service, the ten-second animated film in this case — and the subscriber tailors a custom-designed ad or commercial around the attention-getter.

Some of the instant commercials are designed for a specific field — clothing, drugs, foods, etc. Others are general. Most are one-shots but there are some series with the same characters re-appearing. The films are silent, though later releases may

have sound effects, and prints will be available either with or without punch-line lettering. At slight extra cost, prints will be available with magnetic striping so that the station can add voice.

Just one example: a cartoon-type baby is lying in a carriage crying, its mother rushes in, picks it up and ooh, damp derrière. The lettering reads "time for a change!" The local announcer, of course, can carry on with "time to change to Joe's Motors for the best car deal . . . Joe's Cleaners for fastest service . . . or whatever.

Cost of the library will be based on the station's rate card, and includes unlimited use of the instant commercials with additional prints available at cost. The station can either absorb the cost of the library and make it a strong selling point, or can charge the advertiser a production fee to cover library charges.

While Ackman will sell the library on an exclusive-in-the-market basis for a price, he feels exclusivity won't be necessary with the large number of instant commercials in the library and the fact that the local production following or surrounding the film will give each commercial the custom look.

Looking to the future, the instant commercials are designed to be either originally suited or easily adapted to other languages, and once the library is rolling in Canada (where French is already necessary) Ackman will move into the U.S. and world TV market. Too, the films are designed in color, shot on 35 mm and reduced to 16 mm for TV, and when color television arrives Animation Productions Ltd. will be ready for it with color "Instant Commercials".

TELEPHONE GROUP Four Productions these days and you might well be greeted with "Bon jour, Groupe Quatre". The company is busy with a new venture, a French-language course on TV with accompanying books and records.

Titled *En France, comme si vous y étiez* (In France, as if you were there), the 26 half-hour TV programs were produced in France by Librairie Hachette, the world's largest French-language publishers, in co-operation with Sodete, a French TV production group. Reported cost of producing the TV-books-records package is one million dollars. The series is handled in Canada by Group Four, in the U.S. by Seven Arts.

The television programs feature bilingual actress Dawn Addams as a guide for tourists and businessmen visiting France, and the language is taught through dramatized real-life situations, with basic grammar emphasized with graphics. The shows blend entertainment and instruction by such devices as teaching the future tense through a visit to a fortune teller.

Just as the English say "lift" and English-speaking Canadians say "elevator", there are differences between French-French and French-Canadian. Group Four is clarifying this by producing 60-and 90-second explanation

tags to follow the show, with production values to match those of the series.

Unusual aspect is that Group Four is offering the series to TV stations at no cost and in return takes one commercial to promote the mail-order books and records while the station sells the other spots. The company is also placing full-page ads in *MACLEAN'S* and *CHATELAINE* to sell the books and records and cross-promote the TV stations.

The books and records are not essential, the language can be learned from the TV programs alone, the company says.

Stations signed so far include CHCH-TV Hamilton, CJOH-TV Ottawa, CFPL-TV London, CKCO-TV Kitchener, CKSO-TV Sudbury, CKVR-TV Barrie, CJIC-TV Sault Ste. Marie, CFCF-TV Montreal, CFCN-TV Calgary, CJAY-TV Winnipeg, CJCH-TV Halifax and CKCW-TV Moncton.

Most stations will run the series twice, starting the second flight a month or so after the first run has begun, offering either a second chance to begin or a refresher course. The series will start in late September or early October, usually scheduled for Saturday and/or Sunday afternoons.

The programs are rated as 100% Canadian content by the BBG.

Group Four also plans to sell the films, books and records to schools and businesses.

A.S.P. PRODUCTIONS Ltd.'s children's TV series, *The Forest Rangers*, now in production on location at Kleinburg, has been scheduled by the CBC television network to begin this fall as a regular feature of the popular children's show *Razzle Dazzle*.

The outdoor adventure series was originally planned as 39 weekly half-hour programs, but instead it will be serialized and a five-minute segment will be shown daily Monday through Friday. Production will continue through fall and early winter. Executive producer is Maxine Samuels.

FILMPRO LTD., formed four years ago to handle print distribution, syndicated show editing, and importing and exporting, has now announced affiliate offices in Montreal and New York.

Montreal affiliate is Les Productions Françaises Inc. at 1452 Bishop Street, and the manager is Philippe Chailier. The company will service Filmpro's Montreal clients, handle print distribution and show editing.

New York affiliate is Film Tech at 1604 Broadway, and the manager is Gerry Siegel. The firm will expedite importing and exporting and handle Filmpro's U.S. clients.

New manager Peter Campbell reports that Filmpro has recently been appointed to handle all billboard print procurement for Procter & Gamble Co. of Canada Ltd., and MacLaren Advertising Co. Ltd. has appointed the company to handle all print distribution for Imperial Oil Ltd., H. J. Heinz Co. of Canada Ltd.,

Bulova Watch Co. Ltd. and the Glidden Co. Ltd.

To keep up with increased business the company has added film editor Bob Strain to the staff. He was formerly with the National Film Board and prior to that was with CBC.

INTERNATIONAL Tele-Film Enterprises have moved to larger quarters at 120 Wellington Street West in Toronto.

General manager Sam Vinsen announces the acquisition of six new British feature films, called the Six Star Pac. This includes the movie of Arthur Hailey's *Time Lock*, starring Robert Beattie and Lee Patterson, and comedies *Three Men In A Boat*, *Sailor Beware* and *The Galloping Major*, which feature such stars as Jimmie Edwards, Lawrence Harvey, Shirley Eaton, Joyce Grenfell, Sydney James and Kenneth More.

The company also now has 50 one-reel silent comedies starring such names as Stan Laurel, Ben Turpin, Mabel Normand and Louise Fazenda. Another recent addition is a series on skiing called *Ski Scene* which contains four 90-minute spectaculars and 65 15-minute shows.

Recent sales include the *Great Music from Chicago* series to CBHT Halifax, the Major Eleven and Six Star Pac to CFCN-TV Calgary, and the Major Eleven package to CKCK-TV Regina, CKNX-TV Wingham and CKVR-TV Barrie.

THE WEEK-LONG seminar on "The Art of Film" held last month by the Canadian Federation of Film Societies and the Extension Department of McMaster University drew only twelve students although the course was designed to accommodate 30. Seminar secretary Neil Carson of McMaster said the enrolment was disappointing, but that the University would likely hold another seminar next year and it would probably attract an increased number of students.

"Film-making has always been neglected in Canada," he said. "It is very difficult for anyone interested just to get out and mess about with film. The seminar provided that opportunity for the first time."

The "messing about" resulted in a ten-minute film in seven segments, each directed by a different student under the tutelage of InterVideo Productions' Dick Ballentine, who worked round the clock the final night on the project.

Organized by seminar director Peter Morris of the Canadian Film Institute, there were lectures by film authorities in the mornings, filming on location in the afternoons and screenings in the evenings.

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## 1963 DIRECTORY DATES

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### DECEMBER 5 — (Christmas Issue)

Closing date — November 22

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

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

Le “deadline” pour cet annuaire spéciale sera le 24 octobre.

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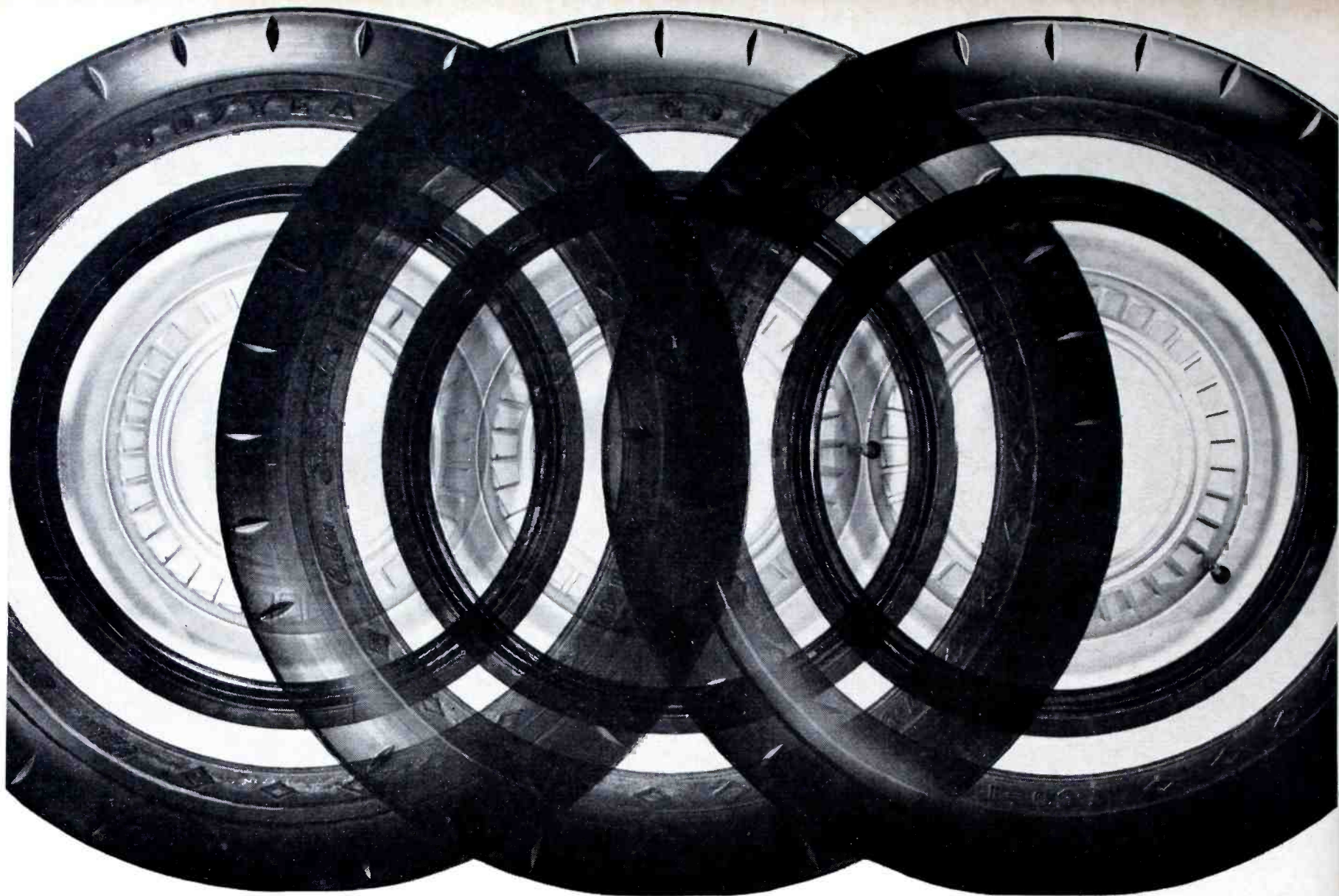
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