

Radio

Television

Advertising



photo by Robert C. Ragsdale, arps

Inspired by the Picasso and Man exhibition at the Art Gallery of Toronto, two-time Beaver Award winners Johnny Wayne (left) and Frank Shuster (right) created a skit set in Professor Waynegartner's left bank studio where, as Picasso's strongest rival, he and his model (actress Joanna Myhal) are interviewed on TV. The "Wayne and Shuster Hour" is February 9 on the CBC-TV network.

# Canadian **BROADCASTER**

NOW IN OUR TWENTY-THIRD YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

Volume 23, No. 3

TORONTO

February 6th, 1964

- Basic medium for a basic industry 6
- Marketing in a streamlined world 10
- The BBG says yes 16
- TvB packs 'em in 18

# CJAD NEWSMAN RECEIVES AWARD



## SIDNEY MARGLES HONORED BY MONTREAL FIREFIGHTERS

In the picture above Mr. Armand Durette - Montreal Fire Director (left) congratulates Sidney Margles on the award just presented by the Montreal Firefighters Association. For his dramatic yet accurate broadcast of the tragic fire that gutted the Woodhouse Department Store Annex Mr. Margles received:

### 1st PRIZE - RADIO SECTION Spot News

We are proud of this official recognition of the work of Mr. Margles. More recently his on-the-spot report of the T.C.A. crash at St. Thérèse was relayed to 27 individual radio stations in Canada and the U.S.A., to the entire CBS network and to Radio Press International.

At all times the expert CJAD news team is aware that Montrealers rely on them for prompt and accurate reports of local, national and international events - and take pride in always meeting that responsibility.

Sponsored  
by BA  
and its  
DEALERS



# CJAD

## 800 MONTREAL FIRST WITH THE NEWS

Represented by Standard Broadcast Sales - Montreal and Toronto; Stovin - Byles Ltd., - Winnipeg and Vancouver Young Canadian Ltd., - U.S.A.

**MUSIC DRAMA AND EDUCATION FOR SECOND TV SERVICE**



"ADVENTUROUS AND EXCITING" were the words used in a recent statement by the Director-General of the BBC, Hugh Carleton Greene. (Knighthood in the Queen's New Year's Honors List) to describe the BBC's plans for its second television service, which is due to go on the air in April 20 in the London area. In a scheme designed to give each evening's viewing a distinctive character, one bold stroke is to devote one entire evening a week to adult education.

In this "classroom of the air for adult listeners," Carleton Greene said the BBC meant to offer a real response to the national need. "These programs will range from series to help teachers in the teaching of new trends in subjects such as the New Mathematics, which they did not themselves learn at school, to series aimed at increasing popular awareness of the problems of science and economics and technology as they affect this country and its place in the world."

He believes that the provision of a planned service of adult education at peak hours is a new departure of enormous importance. Hundreds of

thousands of people are watching the new adult education broadcasts recently introduced on the BBC's existing television channel, and the BBC was assured of the co-operation and enthusiasm of the adult education world.

An evening devoted to the tastes and interests of minorities; two evenings of family entertainment, based on the appeal of drama and of comedy respectively; an 'encore' night when viewers can see good programs they may have missed; an alternative to sport on Saturdays; and important programs of music and drama on Sundays are other characteristic evenings planned.

It was stressed that the BBC meant to honor its pledge that, with two channels, it would offer the viewer a genuine range of choice and broaden its programming so as to meet the particular needs and enthusiasms of minority interests on a regular basis.

**FORMIDABLE TASK**

Initially, BBC-2 will be on the air for 20 to 30 hours a week and should reach about 10,000,000 people in the London area, provided they have equipped themselves with sets capable of receiving the 625-line signal (Britain's current television standard is 405 lines). The second

service will spread gradually throughout the country as new transmitters become available.

Mr. Carleton Greene gave some details of the magnitude of the task, both from the technical and program angle, of providing an entirely new television service, particularly starting it 15 months in advance of the date which the BBC originally had in mind when applying for a second channel.

"An entire new transmitter network has to be set up to carry the new programs to the country and provide for the eventual duplication of the existing 405-line network. . . Some sixty main stations and hundreds, or perhaps even thousands, of fill-in stations will be required. . . Studios and presentation suites, tape and film recording equipment, have to be converted to wide-band working while keeping the existing 405-line system in action and being able to operate both systems. Everything from the smallest to the largest piece of equipment has to be dealt with."

In addition to this gigantic task, staff of all kinds — producers, cameramen, designers, editors and technicians — have to be trained, while the present programs continue.

On the program side, the BBC had to find and train some 125 producers and production assistants, some 40 floor managers and assistants, and some 60 secretaries, as well as numerous staff for such supporting activities as make-up and wardrobe.

On the technical side the BBC Engineering division had trebled the normal rate of recruiting and stepped up training facilities. Already some 650 people of all technical categories have been recruited, and by March 1965 the figure will be 900.

**INDUSTRIAL BICULTURALISM**

C'est la TVie!

-:Ralph Ellis

• • •

**SAME TO YOU**

Phyllis Diller offers this salutation to newlyweds in her audience: "I hope you will be as happy as my husband and I thought we would be."

-:Phil Stone (CHUM)  
"Stonethrows."

• • •

**PARODY OF THE MONTH**

Thanks to Screen Gems' "Have You Heard" for relaying Actor Terry-Thomas' "That Was The Weekend That Weakened."

• • •

**AUDREY STUFF**

Then there's the gal who was so dumb, she refused to take the tonic which was guaranteed to prolong her life, in case it affected her pension.

• • •

**BOOMERANG**

There may be a message for the critics in the one about Dr. Johnson, who, when a woman took him to task for putting improper words in his dictionary, said: "Madam, you have been looking for them."

• • •

**GUSTATORY DISCRIMINATION**

"Tongue!" she cried. "I wouldn't touch it! It comes out of an animal's mouth. Give me an egg!"

• • •

**QUIZ ANSWER**

A spine is a long bone. Your head sits on one end of it and you sit on the other.

• • •

**DOMESTIC ECONOMICS**

He never had a nickel in his pocket until he taught his wife to play poker, and then he used to win back half his salary every weekend.

• • •

**MORE OF THE SAME**

The same guy delivered his wife a stern lecture on economy and ended up quitting smoking and drinking.

**IF YOU'RE INTERESTED . . .**

1. In announcing for better than average wages.
2. In demonstrating a mature programming sense.
3. In becoming a part of Western Canada's fastest growing radio and television system.

Write To: Personnel Director  
CFTK Radio and  
Television  
Box 1540, Terrace, B.C.

(Include audition, picture, employment and personal references)

**MOVE UP WITH CKGM**

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

**HELP!**

Apprentice announcer, age 22 seeks further, on the job, training. 2yrs. experience; radio announcing news editing, operation, remotes, traffic, library etc. Available immediately, will relocate anywhere. Tape and references available.

**BOB DUVALL**  
337 East 18th St.,  
Hamilton, Ont.  
385-2273

**PHOTOGRAPHER**

Experienced all phases TV and film. Excellent idea man — strong on sponsor liaison.

Seeks position in progressive TV station.  
Contact John Morton, 145 Queenston Street, St. Catharines, Ont.

**WANTED**

Radio Station manager wanted . . . Excellent opportunity for right man.

Please state experience, present position, expected salary . . . 3 references. All replies treated confidentially.

Soo Line Broadcasting Co. Ltd., Box 1330, Weyburn, Sask.

**ATTENTION WESTERN STATIONS**



Can you keep this man busy in your television operation?

Age 25, good education; 8yrs. experience in scheduling, production cost control, employee relations, studio/technical operation, etc.

Please reply to:  
Box A-719, Canadian Broadcaster, 217 Bay Street, Toronto 1, Ont.

**CHARLES PERSONNEL LIMITED**

Specialists in supplying  
Help of the Highest Calibre  
to the  
Advertising • Marketing  
and Sales Fields  
**HU. 7-1576**  
120 Eglinton East, TORONTO 12

## CBC - FM

### MAY RESUME NET THIS YEAR

THE CBC'S FM RADIO NETWORK linking Montreal, Ottawa and Toronto will likely be restored this year, reliable informants have indicated.

Date of the resumption of the network service, curtailed under the former Progressive Conservative Government's austerity program, has not been definitely set.

However, it is expected to be before or to coincide with the conversion of the CBC's Toronto AM radio station CJBC into a French-language outlet next Oct. 1.

The FM network stations are CBL-FM Toronto, CBO-FM Ottawa and CBM-FM Montreal and CBF-FM Montreal.

The restored network service would probably carry separate FM programming for a few hours every day.

Certain on-air personalities now associated with CJBC also might be heard in a new, revised FM format.

The CBC started operation of an experimental FM radio network in 1960. In June, 1962 the Board of Broadcast Governors approved establishment of the hook-up on a permanent basis.

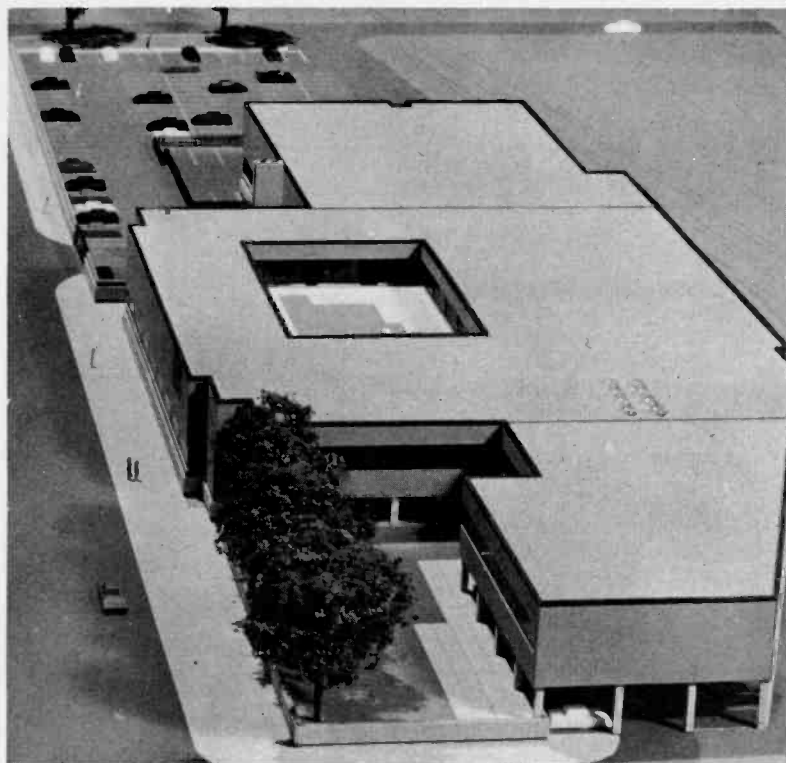
However, several months later the network was suspended when the CBC cut certain operating expenses in line with the federal government's austerity program then in force.

Since then the CBC's FM stations in Montreal, Ottawa and Toronto have been operating as individual outlets, carrying most of the week the same programs as the CBC's AM stations in those cities.

### CBC turns publisher

TAKING ITS TURN, the CBC is now publishing *Rural Broadcaster*, a magazine of information and ideas by and for farmbroadcasters throughout the Commonwealth. The magazine was established at the Commonwealth Broadcasting Conference held in Australia in 1956, and was published by the Australian Broadcasting Commission under the name *Yabba Yabba* (an aboriginal expression meaning "talk, talk") until All-India Radio took over the publication in 1960 following the Conference in India.

As host country for the Conference last year, Canada will be responsible for the magazine until the next Conference, which will probably be held in an African Commonwealth country in three years time. The magazine is distributed to the farm broadcast departments in all the Commonwealth broadcasting organizations, and in Canada goes to a number of private stations which emphasize farm news as well as within the CBC.



FUTURE HOME OF CFPL Radio, London, will double the station's studio space as, in 1965, it moves into its 9,000 square foot second-floor wing (foreground) of the proposed new building for *The London Free Press* and CFPL Radio.

Located on a three-acre site in the heart of London, the new building features a second-floor courtyard (centre) and sheltered street-level customer parking under the radio wing. New plant and equipment involve \$6,400,000.

The radio wing will be divided

into two major sections, administration and broadcasting.

Admin will encompass executive offices, conference rooms, accounting, traffic, promotion and sales departments, AM and FM record library, and the news department with its own small fully-equipped studio.

On the other side of special sound-proof doors, broadcasting will consist of four fully-equipped AM studios, the largest of which will be 20' x 18', two FM studios, and two major control rooms.



FRANK RYAN, president of CFRA Broadcasting Ltd., operating CFRA and CFMO-FM, Ottawa, opened the first radio department for any Canadian advertising agency, Cockfield, Brown & Co. Ltd., and became their Media, Production and Radio Manager. He is president of Kilreen Company Limited and the Ottawa Winter Fair (1962-3). He is a director of the Central Canada Exhibition Association, chairman of the Parking Authority and has been a director of the Better Business Bureau since 1948. As a "dollar-a-year" man, he assisted in setting up the Information Branch of the Wartime Prices and Trade Board (especially the Consumer Branch).

FRANK RYAN of CFRA Broadcasting Ltd, Ottawa, says:

**"...a friend in every port..."**

"I am sure many people tell you of a 'friend in every port'— that is how I came to look upon UPI last winter.

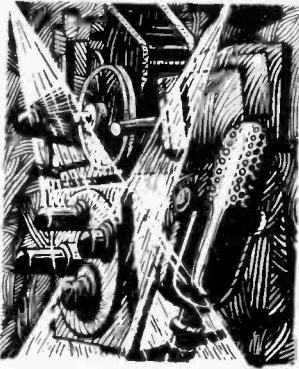
"My wife and I toured Spain, Italy, France, England, Ireland and Scotland. In such 'ports of call' as Gibraltar, Madrid, Rome, Paris, London, Dublin, we were given warm-hearted welcomes by UPI representatives. I was recording programs for my daily 'Farmers Note Book' on CFRA and for my regular Sunday talk on CFMO-FM. These had great acceptance. The assistance and information by UPI offices in all those centres, not only saved me much time and frustration, but frequently gave my broadcasts an air of authenticity that they could not have had, were it not for the help of UPI's staff in those centres."

FRANK RYAN  
President  
CFRA, Ottawa

**UNITED PRESS INTERNATIONAL**

575 University Street, Montreal, Phone 866-9357





# BROADCASTER

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## Editorial

# Controls need controlling

The government has clamped a freeze on new licences for community antenna installations bringing in television programs from outside the country. It has asked the Board of Broadcast Governors to make recommendations for permanent legislation to insure that, "so far as the constitutional jurisdiction of parliament will permit, the use of community antenna television for the dissemination of television programs is subject to similar regulation under parallel conditions to that applied to direct broadcasting."

The National Community Antenna Television Association of Canada, which claims that its members serve 200,000 homes, is actively opposing the threatened restrictions. In a letter to the Prime Minister, F. T. Metcalf, NCATA president, has charged that such action would be "an artificial freeze of the right and ability of a group of Canadians to establish a community antenna system" and goes on to call such a move "rank discrimination . . . as between those people who, by reason of the location of their house, can view a number of broadcasting stations by a simple antenna or no antenna at all, while others require a longer antenna or a longer lead-in in the form of a community antenna system serving their community."

Mr. Metcalf who is an official and part owner of Radio Station CJOY, Guelph, asks in this letter "who considers that there must be some kind of further regulation for aerial systems which will restrict their ability to receive broadcast programs from outside Canada."

"Is it the broadcasters who are fighting to maintain a monopoly in their community or to maintain their captive audience?"

"Is it a government department who seeks some new kind of censorship?"

Contacted at the Ottawa office of the Canadian Association of Broadcasters, Jim Allard, executive vice-president of that organization, said the association had not expressed itself on the subject since a resolution was passed at its annual meeting in 1960. This resolution still applied, he said. It read as follows:

"Be it resolved that the CAB reaffirm its belief that the broadcasting industry should be governed by the general rule of law and not by discretionary regulation but be it further resolved that to the extent such specific discretionary regulation applies in fact to the broadcasting industry the Association adopts the view it should equally apply to all communications devices whose end product is the same or closely parallel to that of broadcasting."

Surely it is obvious that if regular broadcasters are to be regulated as concerns their importation of programs, they are reasonable in demanding that these other purveyors of programs be subjected to the same conditions.

But how far is this regulating business to go?

Hon. J. W. Pickersgill, while still secretary of state, said: "It is the policy of the government to maintain the Canadian identity and character of broadcasting to the greatest extent practicable. . ." But, we ask, when will the control merchants turn their attention to recordings, to wired music, to newspapers, to magazines, to books even?

Controls cannot stand still. They must either increase or diminish. As long as there are these special controls, there must inevitably be more. Controls under the law are necessary, but they are sufficient.

The sinister part of the whole thing is that private broadcasters, basically opposed to the control of their own businesses, find their competition allowed to run rampant in their preserves. Much as they abominate the system of over-regulation under which they are compelled to operate, their business sense tells them they must do what they can to have similar controls placed on these competitors, if they are to stay in business themselves. And so bureaucracy takes another step forward, egged on by those who are already its victims.

The real solution is not for the broadcasters to get the regulatory philosophy applied to others in the communications field. What they have to do is get these controls abolished as far as they are themselves concerned. How they can do this is a very good question.



## Radio is the basic medium for this basic industry

by BEN HOLDSWORTH

CANADA'S BIGGEST COMPANIES have been known over the years to blow hot-and-cold on the value of advertising. One exception to this is the International Nickel Co. of Canada Ltd.

From 1932 to date, INCO has consistently advertised, and is today one of this country's advertisers.

Why? INCO sells nothing, not (forgive the pun) a nickel's worth, to the general public, and never has.

The company has used all media at one time or another, including vertical publications, newspapers, magazines, farm papers, weekends—and radio.

News for 1964 from International Nickel is the increase in radio.

Here is the story.

Some six years ago, Nickel tried radio for its corporate approach over -- get this -- four stations! In 1963, the company used 28 stations for the same purpose.

In 1964 the Nickel Company will use 45 stations, and possibly more.

Today the budget for radio is one-third of the total corporate expenditure, with results regarded as completely satisfactory.

### NOTHING TO SELL

International sells its raw material-products (ingredients, if you wish) to thousands of processors across the country. Often, the nickel goes through several stages before it is in an end-product, ready for use by a consumer. The consumer may not be a member of the general public, but could be a government official, a business executive, a machine tool manufacturer, in the sense of consumer as "end-user."

*"...sells nothing...not a nickel's worth"*

Often, too, the amount of nickel in the end product may be a small percentage--8 percent or less. Thus, the selling of nickel as such is not only in the hands of a number of firms aside from International, but is associated with other metals or ingredients as well.

Aside from influencing the end-users of many types, International Nickel is designed to influence a number of groups within the general population of Canada. These include employees, potential employees,

employees' families and friends, government at all levels, distributors both actual and potential, designers, the investing public at large and International shareholders in particular—and taxpayers.

"International Nickel has over the years endeavored to show the public that it is developing one of Canada's most important natural resources—in which this country is world leader—in an intelligent, public-spirited way," says Kenneth

a look at other uses of the 'spectacular.' On the whole, national television used consistently would just take too many total dollars from our budget," he says.

Television is used in Sudbury, centre for the major activities of International Nickel, as a plant-town relations medium, and presumably would be used for the same reasons at Thompson, Sask., when TV opens in that Northern area.

### ACCENT ON NEWS VALUE

How is radio used? And why?

Both client and agency echoed the same points:

- flexibility;
- economy;
- selectivity;
- immediacy.

Since these terms have different meanings to different advertisers, like the elephant to the blind men, we should probe International's uses and reasons.

Although the greatest proportion of International's radio copy is devoted to carefully thought-out corporate copy in variations on the theme outlined above, certain opportunities for immediate news value copy come up from time to time. "Radio has this flexibility—when we get something hot, we can do something about it while it's still hot. It's not just that radio in itself allows for this rapid change-of-copy, but also that the radio stations are cooperative to such changes at the last minute," says Ken Clarke. (Be it noted that change-of-time-slot is not the feature of flexibility which appeals to International—as some advertisers may think).

We should also take a look at the kind of copy used on radio. It is, largely, says Ross Booth, of the corporate theme pattern with many variations. But from time to time the introduction of a different type of message becomes important, aimed at a specific group of listeners, or for a specific marketing purpose.

This is the different approach: Marketing support copy, in which International backs up a promotion by one of its processor-customers.

"Stainless steel is the biggest market opportunity for us," says CB's Ross Booth. "Often there is a promotion of a given end-product in

H. J. Clarke, sales manager for Canadian operations. "Our aim is to demonstrate that we do not accumulate large profits, but are constantly developing our facilities and techniques for the most efficient utilization of this resource, and for the best effects on the Canadian economy as a whole."

Under this over-all theme, advertising has since 1932 without missing a year developed specific appeals to various groups in virtually all media. Even today with the increased emphasis on radio, general periodicals, trade journals, newspapers, the ethnic press and week end papers have continued to be used.

"With radio assuming a greater role each year," says Mr. Clarke, "we are tending to drop certain of the 'odds and ends' such as the smaller papers. We have found in radio a very strong, effective medium for our message, and will continue to increase our use of radio as the right availabilities open up to us," he said.

### LIGHT ON TV

It may be noted that television was not mentioned in the media list. International did try the medium in a major fashion—once only.

"We sponsored the Peer Gynt spectacular on national television," says Ross Booth, account supervisor at Cockfield Brown, "and we are always reviewing the situation with the client. Our feeling is that television on a national basis must be very specially tailored for our client's needs. The right thing hasn't come along, although we are interested in

## WESTWARD HO!



Name the richest province in Canada for the next 12 months. That's right. Saskatchewan. Little old Saskatchewan, producer of two-thirds of the nation's wheat...the province that has nosed out Ontario as Canada's richest in terms of per capita income due to the recent staggering sale of wheat to Russia. Westward ho, indeed.

Quote *Time*, Sept. 27th: "As it filters into the economy, the Russian wheat money will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet is CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatoon.

**CFQC**

radio — Saskatoon

Parenthood is apparently hereditary. If your parents didn't have children, chances are you won't either.

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

which nickel plays a part, perhaps regional, perhaps national, in which our client wants to carry-through a supporting job to one of his industry customers.... Radio lets us do this kind of thing," he says.

Wherever possible, print and radio are co-ordinated. Even so, say both agency and client, radio is called upon from time to time to carry the message by itself: "Especially when time is important. . .the news is hot. . .and we must rely on radio alone. . ."

#### RIGHT PEOPLE AT LOW COST

Economy? "We can reach the very type of people we want at what has proved to be very reasonable cost, we think and believe," says International's Ken Clarke. "We buy news-sponsorship or news adjacencies—preferably morning, and as close to the eight o'clock news as we can get. It is not just a slide-rule purchase in a way, but buying by instinct. It does, we have learned, get us the kinds of audience we want to reach at a price we can justify," he states.

Selectivity is closely tied to economy in this advertiser's reasoning. Because radio offers such a variety of choices of audience, according to programming and schedule times, the cost-per-whatever of reaching the audience desired is reduced.

What is the key to the term 'audience' for International?

"We can put it down to one simple word, really," says Ken Clarke, "and that is quality. . . We stress quality in our corporate image, in our company's research activities, in our product. We want an audience of quality: In this sense—we are really after the opinion-makers in each group that makes up the general public. We want the people who are in the more alert category by reason of socio-economic circumstance and education."

With the exception of a few long-term associations such as the 6:30 Jack Dennett News on CFRB Toronto, International is looking for the morning news audience. Interestingly enough, this now includes a proportion of CBC news-adjacencies ("Too bad you can't buy the news sponsorship on CBC, but many listeners think we already do because we have the commercial time adjacent to it anyway," said an agency spokesman!).

Immediacy. That is what the advertiser said. What does it mean to International Nickel? Says Ken Clarke: "People are fresh at the time we get them in the morning, at newstime. . . . They're exposed to the association we want." They act, evidently, when they're asked to act during a market support series on such things as stainless steel promotions when International supports a secondary processor or other type of stainless-steel promotion group. (The *Broadcaster* learned that such promotions as Stainless Steel Kitchens have produced definite response felt by the trade at all levels. This was a joint promotion by many companies, including a major participation by International).

#### DIGNIFIED SOFT-SELL

Over the long period of time in which International has acted in corporate advertising, including radio, how has the company kept

track of results? Sales correlations would be difficult if not impossible.

"We do detailed attitude studies from time to time," says International's Ken Clarke. "We are satisfied about the job being done by our total program, including radio. . . ."

The dignified, so-called soft-sell program of International Nickel may be one of the great case histories of Canadian advertising. It far outdates the market-support (but not necessarily corporate-image programs) of many other firms in the

country's advertising history, including CIL and many others, much more often touted.

Why is this a classic case, really?

Because there are many large industrial concerns, many groups and associations in the economy, which do not sell 'directly' to the end-user, but who do NO ADVERTISING WHATEVER, or who restrict their advertising to vertical publications, or who use specific direct mail and

--shall we say it? — rest their case.

This is the heart of the corporate advertising problem: The understanding of ADVERTISING as an arm of communications to the many people and groups of people who make up the health and success of any enterprise. Any enterprise, say the International Nickel people by their example, may improve its lot, its reputation, its values to the community, by telling its facts, its reasons, its purpose to the people who own it, who buy from it and who benefit by it.



## How big a bite do you want?

We have bites worth 2 billion dollars. Three billion dollars. Four billion dollars. All the way up to one great chomp worth about 17 billion dollars.  That's a lot of dough. No matter how you look at it.  That 17 billion dollars represents the net effective buying income of the audience blanketed by the 8 CBC owned and operated stations. We call them the Big Seven Plus One.  They're located in the major markets across Canada. (Plus our one station in Corner Brook, Nfld.)  What about coverage? These 8 stations offer you a potential of over 60% of the TV households in Canada. And more than that, CBC effectively gets through to these people. Take a quick look at our rating data.  Seeing is believing.  No matter how big a bite of this market you want, call the CBC. In a matter of minutes we can give you availabilities on all of the Big Seven Plus One. The same goes for information on programming. Ratings. Audience information or market data.  Give us a ring in the morning. In the afternoon our salesman will have all the facts you need on your desk.  If you're only interested in a little nibble, call us anyway.  We'll be glad to discuss your problems. But don't be surprised though, if you end up getting quite a mouthful.

CBC NATIONAL SELECTIVE TV SALES — CBUT Channel 2 Vancouver / CBXT Channel 5 Edmonton / CBWT Channel 3 Winnipeg / CBLT Channel 6 Toronto / CBOT Channel 4 Ottawa / CBMT Channel 6 Montreal / CBHT Channel 3 Halifax / CBYT Channel 5 Corner Brook (Nfld.)

# STATION CALLS

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

## CHML, HAMILTON

A NEW PROGRAM scheduled for the 11:15 to midnight time slot on CHML Hamilton will feature the elements of mystery, romance, soft lights and sweet music, and the host will be a girl.

Young ladies were invited to register for this position, and the station received over 200 letters from applicants. Through various processes of elimination, that number was cut to about 50 girls, all of whom were invited to come to the station to record a sample program.

Applications were received from Toronto, Galt, Brantford, Ridgeway, Buffalo N.Y. and other centres besides Hamilton.

From the 50 or so girls who auditioned, 10 finalists were selected and these were put on the air, one per evening, on the program with R. O. Horning Jr. The CHML board of judges had to make the final selection from these on-air auditions.

It is planned to have the successful applicant make personal appearances at the movie houses in downtown Hamilton, and there will be displays in the theatre lobbies. Though primarily a broadcasting personality, the Mystery Gal will also be an ambassador of the radio station, meeting and chatting with movie patrons in the show lobbies and being introduced to movie audiences on the stages of the local houses.

of the cast were staff people who had had some kind of professional acting experience.

A highly successful new daytime show on CKGM is a daily documentary-discussion program, *The Naked Truth*, broadcast from 9 to 10 am each day.

The first half hour examines a social problem, in documentary form, produced by CKGM's *Open Mind* moderator, Tom Cherrington. The second half of the show features telephone discussion with listeners, moderated by the Reverend Robert Johnson.

With the addition of this new show, the station's talk content on AM now exceeds 30 hours weekly.

**Want a Man?**

**Want a Job?**

TRY A SMALL AD  
in

**Canadian Broadcaster**

## CKGM, MONTREAL

CKGM HAS MADE ITS FIRST attempt at live stereo drama! Included in the special Christmas programming of CKGM-FM was a live performance of an original adaptation of A Christmas Carol, by Charles Dickens.

Although a couple of pros were used, the majority of the 12 members

## CHAB, MOOSE JAW

FORTHE SEVENTH CONSECUTIVE year, CHAB Radio has promoted extensively its Citizen of the Year campaign. Any Moose Jaw resident who has contributed time and energy to a civic project may be selected for the honor by an anonymous panel of judges, who conduct an intensive investigation to determine who is most deserving of the award.

The 1963 winner, Dr. D. C. Heal, is a fellow of the Royal College of Physicians of Canada and the American College of Physicians.

The panel spoke highly of Dr. Heal's humanitarianism. "He has given unstintingly of his time and energies," they said, "despite a heavy work schedule and without fanfare, personal gain or expectation of public recognition."

Dr. Heal is a practising physician in Moose Jaw. He serves as a director of the local Senior Citizens Centre, is president of the local Gerontology Society and chairman of the Saskatchewan Rheumatic Fever Committee. In 1960 he chaired a provincial conference on needs of the elderly.

## CJKL, KIRKLAND LAKE

CJKL ENDED 1963 AND welcomed '64 on a very happy note when it made its On-Air telephone facilities available to listeners.

For 2 1/2 hours, 2:30 to 5:00 p.m. on Christmas and New Years Day listeners were invited to call the station and air their own personal Christmas and New Year's greetings to friends and relatives throughout Northern Ontario and Northwestern Quebec.

A call was received from as far as Bird, Manitoba.

A group of young couples, one from Kirkland Lake and two from district communities, called in on New Year's Day referring to their party the night before and letting their friends know how they were feeling the day after.

At the end of the program, on Christmas Day, the station realized that a call had been received from every community in its coverage area except one local place called King Kirkland, about 3 miles east of Kirkland Lake.

The program was extended 1 1/2 minutes so that they could get their call in and make it 100 per cent community participation.

The phone rang continuously; the program was originally scheduled to go on from 2:30 to 4:00 p.m., but the response was so great they had to continue until 5:00 p.m. and plans for next year will include an extra hour.

The long distance operator from Rouyn, Quebec had as many as three call at a time waiting to get through. The local operator called in to say the board was jammed and to see if the station could take calls on its regular line and just read names.

Time ran out before this could be set up and the station feels it is just as well, as the impact would have been lost by this system.

The usual humour involved in a venture of this kind was present, as quite a few of the calls were received from those who were "feeling no pain."

## THE FRENCH VOICE OF THE OTTAWA VALLEY



HULL OTTAWA

Representatives:

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

TELEVISION DIVISION



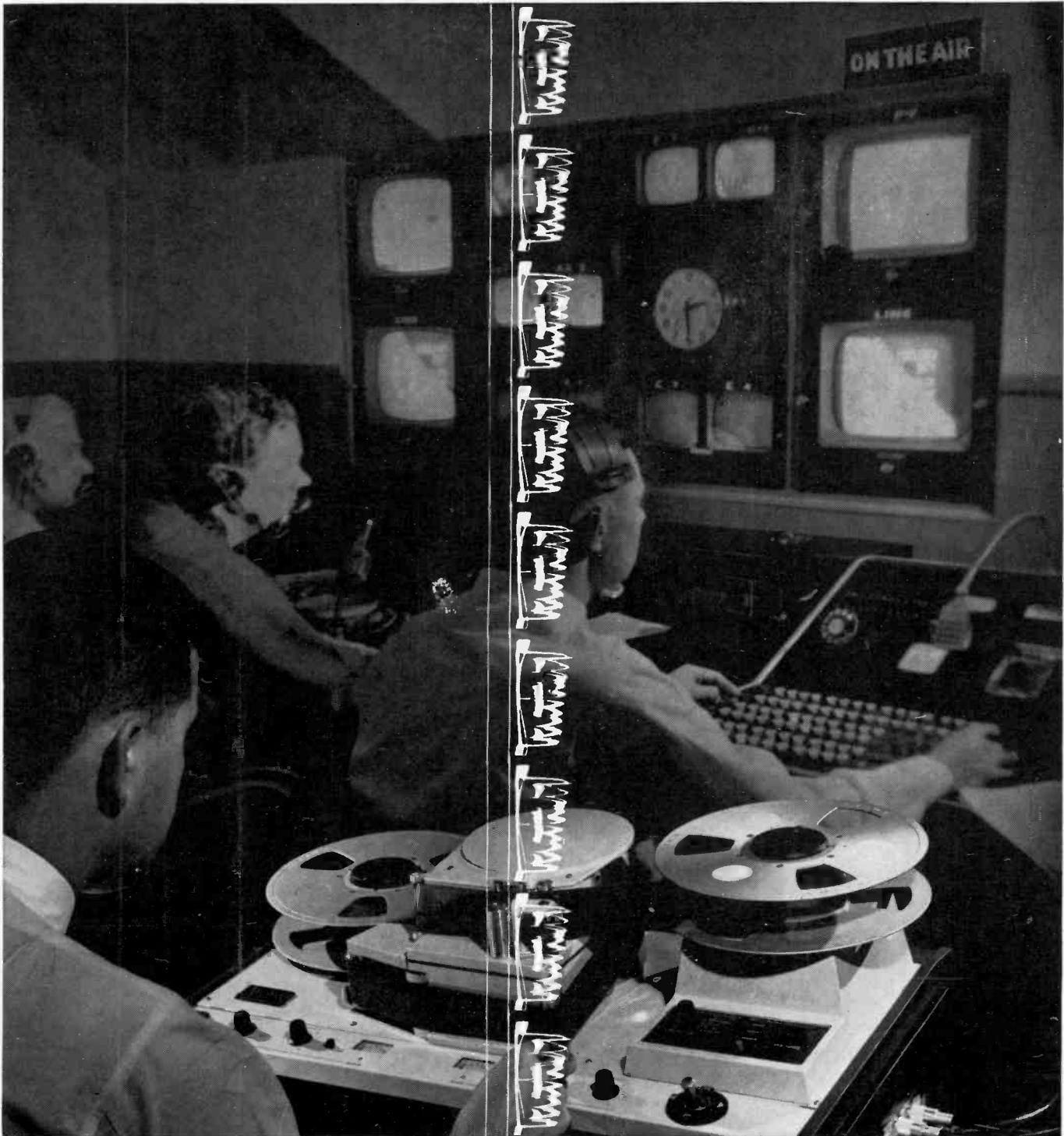
All-Canada Radio & Television  
Limited

## SELECTIVE TELEVISION IS YOUR BEST BUY

Selective television allows a market by market approach of pinpoint accuracy in matching media dollars with distribution patterns.

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NEW YORK CI.6-1425	CHICAGO 312-372-2528	SAN FRANCISCO 415-362-7159	HOLLYWOOD 462-6676	
ATLANTA 404-875-6644	DALLAS 214-747-3723	DETROIT WO. 1-5438		

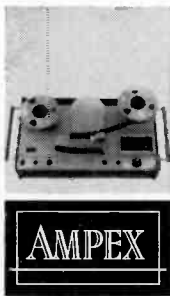




What's new in broadcast VTRs?

AMPEX VR-660

Now: Ampex has a low-cost, portable VTR with full broadcast stability—the VR-660. It is capable of handling any broadcast application. And the complete price is less than half as much as other Ampex video recorders. It weighs less than 100 pounds and is small enough to fit in a station wagon for a mobile unit. It's ideal for recording special events, local sports and news—even on-the-spot spots. It has signal compatibility with all other VTRs. And, when played through your station's processing amplifier, its signal meets



broadcast specifications. The new Ampex VR-660 has two audio tracks. It records at 4.1 ips—or more than two and one-half hours on a single 10½ inch reel. (60 cps versions travel at 3.7 and can handle up to five hours of tape.) It is extremely simple to operate. It's easy to maintain because it's fully transistorized. And it offers Ampex reliability. For more information, write to Ampex of Canada Ltd., 1458 Kipling Ave. North, Rexdale, Ontario. Telephone: Cherry 7-8285. Sales and service offices throughout the world.

# A changing world needs streamlined marketing

Excerpt from an address to the Advertising & Sales Club of Toronto

by THE HONORABLE WILLIAM HAMILTON

IT IS THE JOB OF THE MARKETING man to move the goods from the end of the production line into the hands of the consumer. He deals daily in human personality, in wants, aspirations, desires, hopes, and the frustrations which are inevitably involved. Because of this, the marketing executive is deeply involved in the social revolution of our time — in a very direct way, anything which affects our social or economic structure is going, in some way, to affect marketing operations in a free society.

On this broad scale, we are seeing the development of government action and economic measures in various nations which, hopefully, may ensure the consumption of all we can economically and efficiently produce. We are even beginning tentatively in Canada to talk about such things on the part of our old line political parties — which means that the ideas must be pretty far advanced in other parts of the world.

A concept of markets is developing which is becoming more and more international rather than national, and economic forces completely outside their own businesses are forcing marketing executives to think along these lines.

Here in North America in particular, sweeping social changes and

living habits are developing as a result of a better education, more leisure time, and more mobility of our population, as well as a higher level of disposable income.

The fundamental forces that move marketing — the force of income, the force of science, the force of government, the force of the marketplace, the force of individual desires, and the force of world trade — are at work today as they have always been, steadily changing the nature of the world in which the marketing man must operate.

What makes marketing so fascinating is that all of these things I have mentioned, plus a myriad others, are intertwined with the work. Each affects in one way or another some aspect of the movement of the product from the end of the production line to the consumer; each is a matter to be weighed and considered in a rounded evaluation of a marketing problem.

In most of these areas, however, the shape of things to come is still so indefinite and uncertain that we can only engage in guesses as to what, even a year or two, lies ahead, and we can only estimate our normal framework of operation several years hence.

There are other areas, however, in the field of marketing where most

of us lag several years more than necessary to take advantage of developments in the state of the marketing art. It is this area — the practical area in which we can up-date ourselves and put ourselves ahead of the competition — I want to talk about today.

It is my simple thesis that to the extent a company improves its marketing techniques, its marketing methods, its marketing approach, today instead of tomorrow, it will make more profits today, as well as tomorrow.

Of course, if you are the sort of sales manager whose deity is volume, and who equates volume with profits, this whole question of profits will seem a little foreign. You had better resign yourself, however, to being passed over when the time comes for selecting a vice-president of marketing, or whatever the top post is in your company for that field, and particularly, when it is a question of who is going to head your organization as its over-all chief executive officer.

The reason is simple — management has found out enough about cost analyses and profit ascertainment in the last few years, and management has been given enough new tools, that volume in itself is no longer the most important criterion for a well-managed company.

Instead, the touchstone and the guide is profitable volume — the combination of sales and sales effort which will bring the greatest net over-all profit to that company over a period of time.

Sometimes, surprisingly enough, this will even result from lower total volume, and, so often as to be commonplace, profits will increase while volume remains stable because they have improved their marketing mix.

Not so long ago I was talking along these lines to a sales and

marketing executives club, and afterward one of my listeners commented in the question period that his company's sales effort had led steadily to the elimination of sales effort as far as certain customers were concerned because it had been concluded that they just weren't worthwhile bothering about.

Curious about this, and since my friend was in the airline business, I decided to check with our own national airline, Trans-Canada Air Lines, to determine their philosophy and approach to sales, because whatever their troubles at home, they have an international reputation as a well-managed, progressive organization which extends to their marketing activities as well as other departments.

## PROGRESS VIA COMPUTER

First, it is well to note that the progress they have been able to achieve to date is largely the outgrowth of computer installations which had a capacity to obtain what they always felt to be essential information but which in the past had been too time-consuming and costly to obtain early enough to be truly effective.

The mention of computers tends to frighten a lot of people who envision expenditures of thousands of dollars a month or alternative capital investment of tens of thousands of dollars. Later I want to say a few words on this subject because I feel these computer techniques are available to anyone and that cost is not a barrier, so please don't feel these remarks apply only to the big organizations.

Out of its work, TCA is becoming more knowledgeable with respect to markets, sales analyses, sales controls, and the supervision of sales representatives' activities — and there are indications they are not only becoming more knowledgeable, but they are also increasing their effectiveness.

Because they have information in the fields I have mentioned, management emphasis is changing, with the effort being laid upon becoming "results oriented," and with less emphasis placed on what they define as "activities."

## WORK VS. INTELLIGENT WORK

Leaving aside the description of how TCA accomplishes their end — and that is an interesting story in itself — I think that one paragraph from vice-president of sales Gordon Wood's letter to me pretty well sums up their philosophy.

"We are hopeful that this approach will enable us to avoid the pitfall of being 'very busy' with a multitude of activities, even though our desired end results are not achieved. Properly managed, I believe we should be active in those areas where we have opportunities or problems. In essence, the approach should provide us with the ability to

Money makes money and the money money makes makes more money.

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

**Memo**

from Radio-Television Reps Ltd.  
to Fred Weber,  
CFTK-TV,  
Terrace-Prince Rupert. B. C.

Your satellites in Bulkley Valley and Smithers are coming in loud and clear. With Burns Lake soon to open, your coverage of Northern B. C. is terrific where it counts most.

GORDON FERRIS  
Radio-Television Reps Limited

differentiate between 'work' and 'intelligent work,' leading to more effective action."

To this I would only add that the mere production of volume, which comes in the "work" category, is not enough today — it is the production of profit through "intelligent work," which really matters.

While some companies have not even got hold of this concept as yet, a great many are paying at least lip service to the ideal. Far fewer, however, are the organizations which are actually taking effective steps in their marketing operations to put into actual practice what they approve in theory. The ones who do are making money today that the rest of you will make only in years to come, if ever.

In a way, this is understandable because one of the great problems in bringing about changes in marketing techniques is that the essence of salesmanship and marketing doesn't change — it is pretty much in the same class as the eternal verities — for it is simply the persuasion of people, one by one, to do something which the marketing executive wants them to do.

This basic principle does not change, and since it does not change, marketing executives in general are often not quick to seek out and apply developments in other fields which might be helpful, nor to apply generally advanced which one of them has made in their own field.

I do not think it irreligious in any way to suggest that some 2,000 years ago the Sermon on the Mount was a great sales talk; it set forth persuasive arguments which have motivated people toward a good life ever since.

A thousand years hence, we can expect that the business of selling, of motivating people, of persuading people, on a person-to-person basis, will still be going strong. The tools used may be different, the things sold certainly will be, the conditions of trade will have changed — but the basic principle of one man using his intelligence and his tongue to sell something to someone will remain as long as man remains.

Because of this constant — the factor of personal element and personal involvement — the whole structure of direct selling and, to a lesser extent, all marketing, revolves around the individual. Thus, there is a tendency for progress to be relatively slow, because individuals change but slowly.

Progress is made, of course, but in most organizations, it is not made with the same degree of rapidity as in other departments such as production where machinery and physical processes are dominant and can be changed overnight if desired.

Yet, all really successful marketing organizations depend on one element in common. That element is change, or, more accurately, progress. It is the very flesh and blood of marketing.

This is no secret, of course. In fact, it is almost so obvious that it has become a cliché, an overworked sentiment that clouds the extreme difficulty and infrequency with which it is actually practiced. Change is more difficult than it seems to be.

#### THE CURSE OF STABILITY

Much of the normal, everyday marketing effort is directed hell-bent

toward stability, not change. Sales managers send their men out to quote prices identical to the competitors'; ad directors pull the switch on ad campaigns distressingly similar to the others in the industry; product development works feverishly to create a carbon copy of its biggest enemy; consultants are hired to create a corporate image that essentially

they will be in use today, at least in elementary form, by a minority of far-sighted people.

At this moment, you may not believe this condition to be as general as I have indicated, so to prove my point, I suggest you think for a moment about the work of your own sales force.

**THE HONORABLE WILLIAM HAMILTON was Postmaster General in the Progressive-Conservative government. He is now president of Canadian Park & Tilford Ltd. A further excerpt from this speech will appear next issue.**

mirrors the one the competitors' consultants are trying to create.

Consciously or unconsciously, necessarily or unnecessarily, marketing' rank and file spend most of their efforts trying to stand still. From package design to field warehousing and delivery, the frame of reference is largely the past and the present, what has always been done and what the competition is doing now.

When change does occur, it is more than likely that someone else had made a move, and marketing must also move in order to restore the old stability.

If you think these are harsh words and unfair, they are not mine. *Sales Management Magazine* used them in an editorial slightly over a year ago and then proceeded to lay the emphasis on the requirement that marketing leadership must avoid such preoccupation with the status quo.

This willingness to accept the status quo without questioning how it may be changed means there is a cultural, a social, a business lag due to man's apathy which affects most of us.

Almost always we have with us either the physical realization of things, or the fully developed concept of ideas which will be generally accepted and used several years later. The bulk of the community will only catch up with these ideas later, but

your customers and clients. You are selling new types of office machinery and equipment, new types of production mechanisms, new types of building materials, new types of chemicals, new types of almost everything.

You are meeting resistance every day and in almost every case in the initial stages, from a prospect who is satisfied with the status quo. In a percentage of cases you overcome this and make the sale, but everyone of you in this room knows a long list of prospects for your product or service who have not bought and who are still operating in your field with something you feel is completely outdated. That is the status quo in operation, and when you view it that way, you may realize it is far more prevalent than we are first inclined to think.

Having established the fact that this frictional condition exists and that we are not as up to date in marketing, on a hundred percent basis, as we might be, the next question is: what will we do about it?

The toughest age to be is too old to cry and too young to cuss.

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

## RADIO NEWFOUNDLAND

**VO**<sub>59</sub>**CM** · **CK**<sub>62</sub>**CM** · **CH**<sub>56</sub>**CM**  
10,000 watts 10,000 watts 1,000 watts

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

#### RADIO

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

#### P. S...

It sometimes makes the big difference on a successful campaign. These stations recognize the value of promotion and they know how to make it work for your products. When planning your next campaign be sure to include these stations because you can depend on the proper support. — — —

**P**ROMOTIONAL **S**UPPORT

**Paul Mulvihill & Co. Ltd.**  
TORONTO MONTREAL

# OVER THE DESK

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

## GOSPEL LIKE COLD PORRIDGE

*THE DESK* has received an outspoken letter regarding religious broadcasting from the Reverend E. Geoffrey Tenneson, B. D., of Rosemount First United Church, Montreal. Here is what Mr. Tenneson says.

On the nineteenth Sunday after Trinity I heard something I thought you'd like to hear, and so I'm buzzing you. Buzzing you with some news about our cousins in England. Seems they've just appointed a new Director of Religious Broadcasting in the British Broadcasting Corporation, and already he's shot off his mouth to good purpose. He's got a big job over there, but he knows how to get organized. He doesn't call up the local clergyman and ask him to drop by for a cup of tea, and then suggest he says a few words for the microphone before he goes home. No...he gets hold of his producer and tells him that the Rev. Mr. Suffering Snakes is coming in to broadcast, and he'll probably have a deadly dull script, and maybe he'll want to reproduce his funeral voice on the air. "Don't let him do it, Mr. Producer, get busy on the guy and make him do a good job. We don't want a poor show. Too many people 'out there' want to hear the church's message, and they'll only listen if its 'up to snuff'. So, Mr. Producer get busy on the clergyman." The BBC's motto seems to be, "What you say is your business, how you say it, is ours."

Mr. Kenneth Lamb, that's the new Director's name, says there are two classes of people who listen to religious broadcasts.

The first class includes people who want to go to church but can't. They're good people, but far too sympathetic to make good critics of

religious programs. The second is the largest class and includes the indifferent and the hostile. They're not going to listen to anything about religion unless it's served up good and hot. Mr. Lamb says it's the clergyman's job to make it "good", and the producer's job to make it "hot".

We've lots of critics of religious broadcasting in Canada. All of them are well-meaning, well, most of them anyway, but I think they're barking up the wrong tree. Don Jamieson's one of them. I've read a lot about him in the *Canadian Broadcaster*. Most of what I read I like. But I'll quote something he said recently which I think is "way out". Seems he made a speech in Jasper, Alberta. You reported it in the September 19 edition.

After discussing competition in the industry, he turned his attention to the clergy. "We give the clergy and the universities our facilities to use as they please, and the result is often deadly dull stuff. Why don't we get into the education business ourselves?"

It was a mighty fine speech apparently, and I don't want to take anything away from it, but I think he was looking at the problem of religious broadcasting from his own point of view, forgetting that a clergyman might have something else to say.

There are some clergymen who are "passionately desirous of being good broadcasters", to quote Mr. Jamieson, as I'm sure he knows only too well. They are concerned to communicate the Gospel to the best possible advantage.

But there are far too many clergymen without the "know-how" really to make their message click when they go on the air. The result is

disaster both for the message of the Church and the Industry. I've discovered a champion who might be able to persuade all of us to take another look at this particular feature of modern broadcasting in Canada.

In the BBC, Mr. Lamb isn't going to concern himself with training ministers. Naturally, he admits, if a minister has some of the technical ability required it will help a lot, but he puts the responsibility on the producer. Now Mr. Jamieson, and every other broadcast manager from coast to coast, just think a minute, would you please? Ask yourself this question. How many times in your career have you shown a minister into a broadcasting studio, told him when to start reading his script, and then turned to sort out records or chat to the Girl Friday? Did you rehearse him? Did he hear his voice played back? Maybe he just came from a funeral. Did you make sure he was at ease before he recorded?

Now don't get me wrong. I'm certainly not going to put all broadcasting people in the same pot, any more than managements will lump all religious broadcasters together and pronounce them all "deadly dull". We are discussing a sickness in the industry, and in spite of some very bright spots, religion on the air is not good. Thus far I agree with Mr. Jamieson, and anyway he knows the industry better than I do. I'm afraid that overall we must accept this judgment on this point. He calls it "deadly dull stuff". Speaking personally, I say we have the most exciting Gospel in the whole world and we make it sound like cold porridge.

I am mighty grateful to those friends in the industry who have helped me and who continue to help me whenever I go in front of their

microphones. Some of them have bent over backwards to help me. Because of the help they gave me, I should like to see this principle extended far and wide throughout the industry.

Please, Mr. Lewis, would you buzz Don Jamieson for me and ask him not to try and educate ministers for broadcasting, but to train a whole army of producers, able and willing to help ministers do the job they want to do. After some forty years of broadcasting couldn't we turn the cart and horse around, (perhaps I ought to say, couldn't we put the engine in the rear), and try it another way? Certainly, ministers of religion should do better, speaking generally, if they want to use your facilities, but couldn't the industry recognize a clergyman's problems, and try to help him some other way than in the past?

A corps of well-trained producers, such as Mr. Lamb at the BBC seems to have, determined to raise the standard of religious broadcasting throughout the country, would have far-reaching effects. Both the church and the industry would benefit, even the listeners.

Sir, you may buzz me back anytime.

## SPRING CLEANERS AHOY

ANYONE WHO HAS TAKEN the "why wait for spring, do it now" suggestion and launched into spring cleaning in the record library is asked to keep an eye out for an old World Library transcription, "We'll Never Know" by Ray Bloch and the Swing Fourteen. Lyman Potts of CFRB and CKFM Toronto would like to hear from anyone who has a copy, and as a clue in this treasure hunt he says the cut number should be in the region of 2996.

## ATTENTION TV GUIDE

AFTER A GOOD MANY YEARS of TV Channel-hopping people are becoming more and more discriminating, and pick their programs from newspaper listings, fan magazines such as *TV Guide* or what have you.

This particular viewer is addicted to certain programs regardless of the time of airing.

When his favourite *Blood & Guts* or other show disappears from its usual spot on the schedule, he would like to know where it can be found, if anywhere.

For this purpose why doesn't *TV Guide* publish an alphabetical list of programs stating where and when they are to be seen? It would mean a lot of extra work for the editorial staff, more probably than it would be practical for a newspaper to undertake. But it might interest new readers — including this one.

Buzz me if you hear anything.

*Dick Lewis*

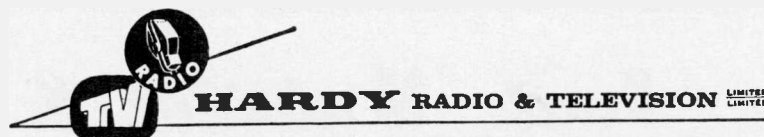
## CKBL-TV, Matane and two of its satellites at Manicougan and Gagnonville completely cover the North Shore - New Quebec



Saguenay County, with a 10 yr. growth rate of 92%\* compared with a provincial average of 27%,\* is Quebec's fastest growing area.

The "North Shore" has a population of over 91,000 with a personal disposable income of over \$90 million\* and retail sales of over \$70 million\*, with full distribution of nationally advertised products. You cannot afford to overlook this rich area!

\* Survey of Markets 1963.



TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

# They vied with violets



**COLOR THIS PICTURE VIOLET.** The climax of a unique promotion by Télévision de Québec, CKMI-TV and CFCM-TV Quebec City, saw (left to right) Mrs. Jean Pouliot, wife of the stations' general administrator, awarding a bouquet to Mrs. Gerard Reny, winner of the promotion, while Mr. Reny was congratulated by Jean Lenoir, director of publicity and promotion for the stations.

The promotion began in mid-November, when local sponsors were sent an African violet in bloom. Each week the station sent out an attractive card with a violet-growing aid

attached — a fertilizer pill "to revive its vitality like advertising on television does your business," a stake "to help its growth, and for your business the best stake is advertising on television," and a new cover for the flower pot.

In late December, the sponsors and their violet-pampering wives were invited to bring their violets to CKMI-TV and CFCM-TV's annual reception at the station. In studio D, be-decked with flowers, the violets were judged and the winner, Mrs. Reny, was awarded a prize of flowers each week for a year.

## New concepts are criticized but most are successful

A. E. BEEBY, newly-elected president of Salada Foods Ltd., said at the company's annual meeting:

"In Canada, new advertising concepts were tried, most were successful, most were criticized. In an industry where the peak of perfection means an unending stream of unimaginative, full, safe, and sometimes idiotic, pale carbon copy of Madison Avenue discards, it is not considered necessary to consider the feelings or intelligence of the audience. If it were, you would not see those fantastically crude commercials on TV which consist of the owner of the business squatting in a too small chair, obviously ill at ease, attempting to tell you in a high, squeaky voice about the merit of his next sale, nor would you have to put up with the obvious disdain that these advertisers seem to have for your intelligence.

"This company believes that our customers are intelligent, and that they do appreciate something new in advertising, and we also believe that in order to get through the fog of something like 600 TV commercials a week, to say nothing of hundreds of radio commercials and thousands of print ads, our advertising has to be different, has to be fresh, has to be interesting just to survive in the general fog, never mind produce any business.

"That our advertising did survive the fog and did produce business is evident — and further evidence, one of our largest competitors is now imitating one of our TV commercial series. Your company is in the forefront of the move to present the consumer with intelligent, interesting advertising!"

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

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

# at your SERVICE

## ADVERTISING SPECIALTIES

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

## PRIZES FOR QUIZ SHOWS

COMPLETE PROMOTION  
PACKAGES FOR BROADCASTERS  
**Contests Associates**  
PRIZE BROKERS  
10 Castleknock Rd., Toronto. HU. 8-8601

## RESEARCH

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

## MISCELLANEOUS

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

## FILM SERVICES

### Association-Industrial Films

131 Peter St., Toronto, Em. 2-2501

Formerly:  
Industrial Film Maintenance  
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**THIS SPACE**  
will deliver your message  
**TWICE A MONTH**  
**FOR ONE YEAR**  
for \$5 per insertion.

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1262 Don Mills Rd., Phones:  
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### SAY YOU SAW IT

IN

### THE BROADCASTER

## PRINTING

### IMPERIAL PRESS LIMITED PRINTERS

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

### Telephone **A**nswering **S**ervice

Answers your phone  
whenever you are away  
from your office or  
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### Want a Man? Want a Job?

TRY A SMALL AD  
in

**Canadian Broadcaster**

RADIO-1280 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

# More RHL equipment has been bought in the last two months than in the previous two years

**Who buys it?**

Nearly all the big names in the Canadian broadcast industry.

**What do they buy?**

Video test sets; synchronizing generators; vertical interval switchers; special effects amplifiers; stabilizing and processing amplifiers.

**Caution:**

If you are planning to update your station this year and counting on RICHMOND HILL LABORATORIES equipment to do it, better act now. The boom is already causing an order backlog to build up.

**Who sells it?**

We do --exclusively.



**AMPEX OF CANADA LIMITED**

1458 Kipling Avenue North, Rexdale, Ontario • CHerry 7-8285

# 10 reasons why the Ampex VR-1100 is the best VTR seller in Canada

- 1. WE DELIVER.** Whether you want the basic machine alone or with the full range of accessories, we'll guarantee delivery. More than 80 VR-1100s have been shipped in the last two months. Accessories available now or whenever you want them, including: Electronic Editor (for maximum production versatility); Editec (programmer for editor); Amtec (for flawless reproduction) and Color-tec (for hi fi color that can be dubbed).
- 2. SOLID STATE** electronics using military type component boards, blue ribbon connectors and an Ampex transport proven in more than 1,000 installations.
- 3. SINGLE CAMERA CAPABILITY** when used with the Electronic Editor and the vertical lock board lets the VR-1100 do the work of a three camera system at a fraction of the cost.
- 4. MINIMUM CONTROLS & MAINTENANCE.** The VR-1100 is set up about once a month, and from then on only a minimum of controls are touched. Maintenance time is reduced by a factor of 4.
- 5. NO PICTURE KINKS.** With Amtec, the VR-1100 cannot produce geometric picture errors. No manual or mechanical servos are required. All tapes or strange tapes are automatically accommodated.
- 6. HALF THE WEIGHT** of the older recorders, the VR-1100 is a natural for stations that want the freedom to move it about, or for mobile installations.
- 7. LOW POWER CONSUMPTION** means the VR-1100 can be left on all the time without undue cost. It uses about the same power as an electric kettle. No special installation wiring is required.
- 8. HALF THE FLOOR SPACE** allows the VR-1100 to fit into any convenient corner. Two can go where one old one would have been crowded before.
- 9. NO AIR CONDITIONING** need be specially installed. The VR-1100 runs cool using a convection cooling system, with no need for blowers.
- 10. AMPEX--**Canada's first name in television recording equipment. More than 90% of VTRs now in use in Canada were designed, manufactured, sold and serviced by Ampex.



AMPEX

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## Governors in "yes" mood at January hearings in Ottawa

THE SEAL OF APPROVAL of the Board of Broadcast Governors was wielded liberally following the January 14 public hearings in Ottawa, with all but one application recommended for approval and a decision on that exception has been reserved.

### NEW AM, AND FM STATIONS

Two new AM radio stations were given the BBG nod:

To be established by Newfoundland Broadcasting Co. Ltd. at Grand Bank, Nfld., with another studio at St. John's, at 710 kcs with a power of 10,000 watts;

To be established by Newfoundland Broadcasting Co. Ltd. in Central Newfoundland with studios on High Street, Grand Falls, and Prince of Wales Street, St. John's, at 680 kcs with a power of 10,000 watts.

Two new FM radio stations were also recommended for approval:

To be established by Hyland Radio-TV Ltd., licensees of CJIC and CJIC-TV Sault Ste. Marie, at 100.5 mcs with an effective radiated power of 3,600 watts, omnidirectional antenna, EHAAT 10 feet;

To be established by Algonquin Radio-TV Co. Ltd., licensees of CKCY Sault Ste. Marie, at 104.3 mcs with an effective radiated power of 6,760 watts, omnidirectional antenna, EHAAT 97 feet.

The Board made mention of separate FM programming in approving both applications.

### TV REBROADCASTING STATIONS

Two new TV rebroadcasting stations were recommended for approval:

To be established by Skeena Broadcasters Ltd. at Kildala, B. C., to pick up the programs of CFTK-TV Terrace and retransmit them on channel 5, with a transmitter pedestal power of 0.12 watts, directional antenna;

To be established by Skeena Broadcasters Ltd. at Kemano, B. C., receive CFTK-TV Terrace programs by off the air pickup from the proposed rebroadcasting station at Kildala and retransmit them on channel 2, with a transmitter pedestal power of 5 watts, directional antenna.

A CBC application to establish eight low power relay transmitters was recommended for approval, to be established in Labrador City (bilingual) at 1240 kcs; Wabush, Labrador (bilingual) at 1400 kcs; Port aux Basques, Nfld. (English) at 1370 kcs; Mont Brun, Quebec (French) at 990 kcs; Gagnon, Quebec (French) at 1140 kcs; Grande Vallée, Quebec (French) at 1340 kcs; Spanish, Ontario (English) at 1400 kcs; and Sturgeon Falls, Ontario (English) at 1400 kcs; all to have a power of 40 watts.

### POWER BOOSTS

Power boosts were given the nod in three applications:

Radio Iberville Ltée, to increase the power of daytime-only station CKRS St. Jean, Quebec, from 1,000 watts to 10,000 watts;

Sunwapta Broadcasting Co. Ltd. to increase the effective radiated power of CFRN-FM Edmonton from 810 watts ERP to 16,200 watts ERP;

Radio NW Ltd. to increase the power of KKNW New Westminster from 10,000 watts daytime and 5,000 watts night-time to 50,000 watts. This application also involved a change of antenna site, which was also recommended for approval.

### OWNERSHIP & CONTROL

Six applications for stock transfer were recommended for approval:

All issued shares in the capital stock of CJCS Ltd., licensee of CJCS Stratford, to Countryside Holdings Ltd.;

5,000 common shares and 10,000 preferred shares of capital stock in Sarnia Broadcasting Ltd., licensee of CHOK Sarnia, from the present owners to William Andrew McKenzie of London, Ontario.

2,446 common shares and 165 preferred shares of capital stock in Midland-Penetang Broadcasting Ltd., licensee of CKMP Midland;

12,296 common shares and 3,600 preferred shares of capital stock in Muskoka-Parry Sound Broadcasting Ltd., licensee of CKAR Huntsville and CKAR-1 Parry Sound;

84 common shares of capital stock in Frontier City Broadcasting Co. Ltd., licensee of CKSW Swift Current;

1 common share and the issuance of 300 common shares of capital stock in Colonial Broadcasting System Ltd., licensee of CHMC Marystown; CKCM Grand Falls and VOVM St. John's, Nfld.

### CHANGES IN FACILITIES

Numerous and various changes in facilities were recommended by the Board for approval:

Club Social du Nord-Est, North-east Social Club, for an increase in power and change of antenna site of TV rebroadcasting station CKHQ-TV-1 Manicouagan, Quebec, from 11.9 watts ERP to 55 watts ERP video, from 6 watts ERP to 27.4 watts ERP audio, from EHAAT 529 feet to 71 feet;

Transcanada Communications Ltd. to change the radiation pattern of the proposed TV rebroadcasting station at Marquis (Moose Jaw) from that proposed in the original application;

Radio Iberville Ltée to establish the main studios of CHRS at Jacques-Cartier, Quebec, with the existing studio in St. Jean to be used as an auxiliary studio.

Sunwapta Broadcasting Co. Ltd. to change the location of the main studios of CFRN Edmonton to the Broadcast House Building on the Jasper Highway;

Northern Broadcasting Corp. Ltd. to establish a standby transmitter at the new studio site of CF-GP Grande Prairie, with a power of 250 watts on the assigned frequency of 1050 kcs;

CBC to change the frequency of low power relay transmitter CBDA Fort Nelson from 860 kcs to 1110 kcs, and change the antenna site.

Decision was reserved on an application by Saanich Broadcasting Co. Ltd. to change the frequency of CFAV Victoria to 1070 kcs, to operate the station full-time, and to change the antenna site. The Board will study the application further before making a recommendation.

BBG also recommended for approval a request by the Metropolitan Educational Television Association of Toronto to extend its contract with CFTO-TV Toronto to broadcast educational programs approved by META.

## Teachers salute three stations and CBC

"OUTSTANDING CONTRIBUTIONS in the field of educational broadcasting" were saluted by the Ontario Teachers' Federation last month with awards to CJOY Guelph, CKNX-TV Wingham, and the CBC.

CJOY was honored for its Junior Current Events Programs for grades four, five and six, which are monitored in the schools. The station also encourages parents to listen and discuss the programs with their children. The series was cited for its "imagination, style and expression." The plaque was accepted for the station by Norm Jary, news director.

Looking Ahead, a weekly series designed to encourage students to stay in school and to acquaint them with job opportunities, won the award for CKNX-TV. The station was

praised for the content, interest level and photography of the programs. G. W. Cruikshank, general manager of the station, accepted the award.

Although the annual awards are open to private stations only, this year the CBC was given a Special Award "in recognition of its many significant contributions in recent years in the field of educational broadcasting." W. John Dunlop, supervisor of institutional, international exchange and religious programs for the CBC, was presented with the special award plaque by Reg. A. Cozens, president of the Ontario Teachers' Federation.

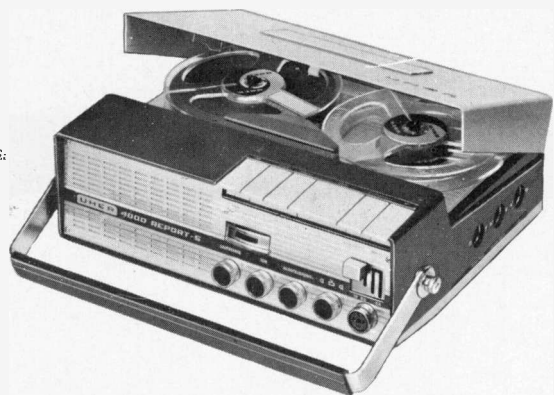
The OTF, which represents 57,000 teachers in Ontario, has presented annual broadcast awards since 1958.

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## CKPR

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**TO SELL** the consumers in the Lakehead area  
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See — **Stovin Byles Limited**  
Toronto Montreal Winnipeg Vancouver

# 1700 see show from agencies advertisers stations and reps

THE WINNER, LADIES AND GENTLEMEN . . . the Television Bureau of Advertising Canada!

In that continuous competition to stage a presentation that will attract crowds, offer something new and different, and hold attention, TvB triumphed last month. It attracted what must be the record audience for a presentation — 1,700 in all, advertisers, agency personnel, reps, broadcasters. It offers something new and different — not only in the film, *Heartbeat*, a non-statistical "beyond the numbers" look at TV — but in the staging of it, presenting it simultaneously in Toronto and Montreal in the atmosphere of TV commercial production studios, and presenting it in both English and French in Montreal.

The half-hour color film was



produced by the U.S. Bureau, with liaison with the Canadian Bureau, and its message is international — that the many elements that make up TV's "total communication" mean the difference between knowing and feeling, between indifference and involvement. The moment a viewer is emotionally involved and "feels" the message is the "moment of truth," a phrase that might be the subtitle of the film.

### MOMENT OF TRUTH

The elements that fuse to produce this "moment of truth" are demonstrated to be:

- **Movement**, which attracts attention and stirs curiosity.
- **Image**, those expressions of human experience that need no words: a smile, a caressing hand, a quiver.
- **Time and Space**, with which images are impressed on the mind: devoting, or seeming to devote, more time to the more meaningful, the the pleasant; in terms of space, important things loom

large, things to which we're indifferent fade into space.

- **Natural Sounds**
- **Spoken Word**, and *how* words are said can mean more than the words themselves.
- **Music**
- **Color** (but not yet, here)

All these elements of "total communication" are like the colors on an artist's palette, just the right ones are chosen to evoke the right response.

That changing just one element can change the entire meaning was illustrated in the film by a sequence showing an elderly man walking in the park with a little girl — a change in the mood of the background music transformed the man from a loving grandfather to a child molester.

"Emotional involvement is the mainspring of the effective commercial," says *Heartbeat*. "Humor, or any emotionally charged message, is hard sell on television, and achieves far greater impact (than using TV as a teacher).

### TRENDS IN TV

"Letting the product speak for itself, in motion and music, is a far cry from mechanical demonstration and is a characteristic of the new lean look in commercials.

"The trend is to demonstrate how people react to the product, not to demonstrate the product.

"The latest and most significant successes in television advertising do not rely on duplicating reality, or on teaching or informing, but on convincing the viewer that what he has seen must be true because he is emotionally responding to it.

"The close-up is a natural for delivering the moment of truth . . . is another way that the camera gives you color, even in a black and white film . . . and with slow motion also creates the feeling of softness . . . the illusion of texture.

"Music can say more than 'listen,' it can help the viewer remember the product's moment of truth . . . you don't even have to waste time saying your product name when you have established your sound in music."

But, *Heartbeat* warns, "just because you can use all of the eight basic elements of total communication in television doesn't mean you must."

Quoting a study conducted by Motivation Analysis Inc., *Heartbeat* says that "no other medium comes anywhere near matching the emotional impact of television."

Reflecting on TV's short history, the presentation states that TV has developed faster in the past ten years than the written word in the last 500 years. "The dissolve, the fade, the close-up, the long shot, and motion and image and sound have become even more meaningful than the dot, the dash, the exclamation point, the italic, or the still photograph in four colors.

"As the public's responsiveness to visual and aural suggestion grows, you will be able to communicate more in ten seconds than you do today in 60 seconds.

"For tomorrow, count on measuring the time it will take a television communication to get to the moment of truth in terms of heart beats."

### ROLL CREDITS

Hosts of the two Toronto presentations were executive vice-president of TvB, Ed Lawless, "live," and the Bureau's president, Jean Pouliot, on film. The entire staff of the Bureau was on hand to greet the 1,400 guests at Robert Lawrence Productions.

Three hundred guests at Omega Productions Ltd.'s studios in Montreal were welcomed by TvB director Henri Audet and sales director Dave Brydson.

Courtesy of CHCH-TV Hamilton, two Admiral Color TV sets were door prizes at the Toronto presentations, and the winners were Bill Anderson, account representative, and John Connellan, assistant account rep, both with J. Walter Thompson Co. Ltd.

*Heartbeat*, which premiered in Canada at the ACRTF convention in Quebec City last November in French, and in Calgary in December in English, goes on the road again next month, with presentations scheduled in Winnipeg, Edmonton and Vancouver, then Ottawa and Halifax. Individual screenings to national and retail advertisers are also coming up.

### TvB recruits two

NEWEST MEMBERS OF the Television Bureau of Advertising of Canada are CFRN-TV Edmonton, KVOS-TV Bellingham-Vancouver, and MCA Canada Ltd. KVOS has told TvB it is the first Canadian organization to invite the station into its membership.

# "ACTION STATIONS!"

## CFCN RADIO/TV CALGARY

The trend is to balanced programming  
**G. N. MACKENZIE LIMITED HAS  SHOWS**  
 MONTREAL TORONTO WINNIPEG  
 1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

# Party Line

by KIT MORGAN



photo by Robert C. Ragsdale a.r.p.s.

**KEEP YOUR SPONSORS SMILING**, they say, and Imogene Coca did at a press-luncheon conference during her one-day visit to Toronto. (left to right) Elwood Glover, who interviewed Grindl on his "Luncheon Date" CJBC-CBLT radio-TV simulcast; Barry Thomas, media-programming manager of P & G; Miss Coca, star of Grindl; Bill Vanderburgh ad manager of Coca-Cola; and Allan Stone, supervisor of TV network sales with CBC.

**SID CAESAR, BEWARE!** There's a Screen Gems press rep gunning for you. Travelling with Imogene Coca on a personal appearance tour of eight U.S. cities and Toronto to promote the television comedy series *Grindl*, he's found that more radio, TV and press interviewers ask about the old *Show of Shows* days than the present *Grindl* days — and come on, fellas, it's renewal time and it's *Grindl* we're pushing.

But it's a new generation out there in Televisionland, says Miss Coca, who made her TV debut in '39. Most of her mail comes addressed simply to Grindl, and about 75% of it is from children who write to confide in the beleaguered domestic who goes from muddle to muddle with a different employer each week.

Fresh from the news that she had been voted one of the three top comediennes on U.S. TV (with Lucille Ball and Carol Burnett) in *Television Today* and *Motion Picture Daily's* annual poll for *Fame* magazine, Miss Coca met and charmed the Toronto press. In a day almost as confused as those she lives in her TV scripts,

she faced six radio interviews, one television interview, three private press interviews and a general press conference-luncheon-get-together with local Screen Gems brass, CBC network executives, and her sponsors on the CBC-TV network, Procter & Gamble Co. of Canada Ltd. and Coca-Cola Ltd.

If she'd only marry a man named Cola, mused Coke's ad manager, Bill Vanderburgh, watching Miss Coca mug and clown for the photographers. But she's happily married to actor-director King Donovan, who is directing the filming of the next, 26th, episode of *Grindl*.

The happy household did meet a crisis recently, when Donovan had a role in *Arrest and Trial* on ABC opposite *Grindl* on NBC. "We watched *Arrest and Trial*," confessed Miss Coca, and her Screen Gems escort shuddered again.

"How is *Grindl* doing?" asst. ed. asked CBC. "Very well." "Would you renew it?" "Could I get you another pastry?" And a new slogan for the press conference circuit was coined — if you can't get facts, get fat.

**ASST. ED. HAS ADDED** "movie previews" to the long list she's compiling of fringe benefits enjoyed by media buyers, account execs, station reps and such-like folk. (First on the list is alcohol, but she's not saying whether the list is in alphabetical order or order of importance).

Warner Bros. feted some seventy members of this group recently in its comfortable little screening theatre, with two advance showings of its new comedy movie, *Mary, Mary*, starring Debbie Reynolds and Barry Nelson.

Just the day before, *Toronto Telegram* film critic Clyde Gilmour commented in his column that more and more people are being invited to previews, and offered some choice non-committal replies, "what to say when they ask you how you liked the picture" (a jovial, "well, you've done it again, Charlie" or "boy, that's what I call a movie"). But with hospitality, not instant movie reviews, in mind, our hosts at Warner Bros. limited their questions to "can I get you another one?" and no one needed suggested non-committal replies to that one.

held a well-attended "meet the stars" reception to herald it.

The stars were there — Francis Hyland, James Douglas, Irena Mayeska, Mary Savage, Don Francks. And the production staff — director Don Haldane, now president of Westminster Films; director of photography Reg Morris, CSC, now shooting *Forest Rangers* for ASP; editor Kirk Jones, now with Pied Piper Films Ltd.; sound man Clark Daprato, now with Group Four Productions (this begins to read like the minutes of an NFB alumni meeting).

"Saying a few words to our friends in the press," Don Francks wondered "why the fuss about *this* NFB film, when the Board has been making marvelous films since I first saw them in my church basement?" A "hear, hear" ran through the gathering like the proverbial titter.

Film Commissioner Guy Roberge said *Drylanders* had played to over 800,000 people in 170 theatres on its trek east, proving that "there's room here for Canadian films. This is our first feature length film using actors," he said, "and it shouldn't be our last."

Toronto critics had mainly praise for the film — "universal human qualities that can ignite the imaginations of people who have never been further west than Fort Arthur" said Clyde Gilmour in the *Toronto Telegram*. But, P.S., perhaps the imaginations of Toronto audiences were dampened by an unseasonable wet spell, because they weren't easily ignited and *The Drylanders* had only a nine day run. "Being Canadian-made doesn't help," the assistant manager of the Eglinton Theatre said. "People don't appreciate the National Film Board."

## Party Line

**RALLYING ROUND AFTER THE** shock of having a feature film, and something of a hit, on its hands, the National Film Board has been giving the Hollywood treatment to its full-length movie, *The Drylanders*. It was launched with much ado in Swift Current, its locale, in the fall, and when it left the grass roots and hit the concrete jungle of Toronto, NFB

The trend is to balanced programming  
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**Important** These new machines provide the same kind of tapes (quadruplex) and the same proven superior quality recordings as RCA's de luxe TR-22 Recorder. They use many of the same modules and components. There is no compromise on either quality or compatibility.

# brand-new TV tape recorders!

... compact, fully transistorized, standard modules



## Playback Special

A simple low-cost high-quality quadruplex machine for playback of all standard tapes. Ideal for on-air playback, for editing, for checking tapes for client-agency previews, etc. Allows present recorders to be used full time for recording. Space for color modules. All in one 22" x 22" x 66" unit.

*Orders already received  
from CKNX-TV Wingham  
and CFQC-TV Saskatoon*



## Mobile Recorder

Transistorized high-quality quadruplex recorder with limited playback feature for checking purposes. Small size (28" x 22" x 32" with casters). Can be transported in a station wagon. Makes tapes in the field that you can play back on your standard recorders. Space for color modules.



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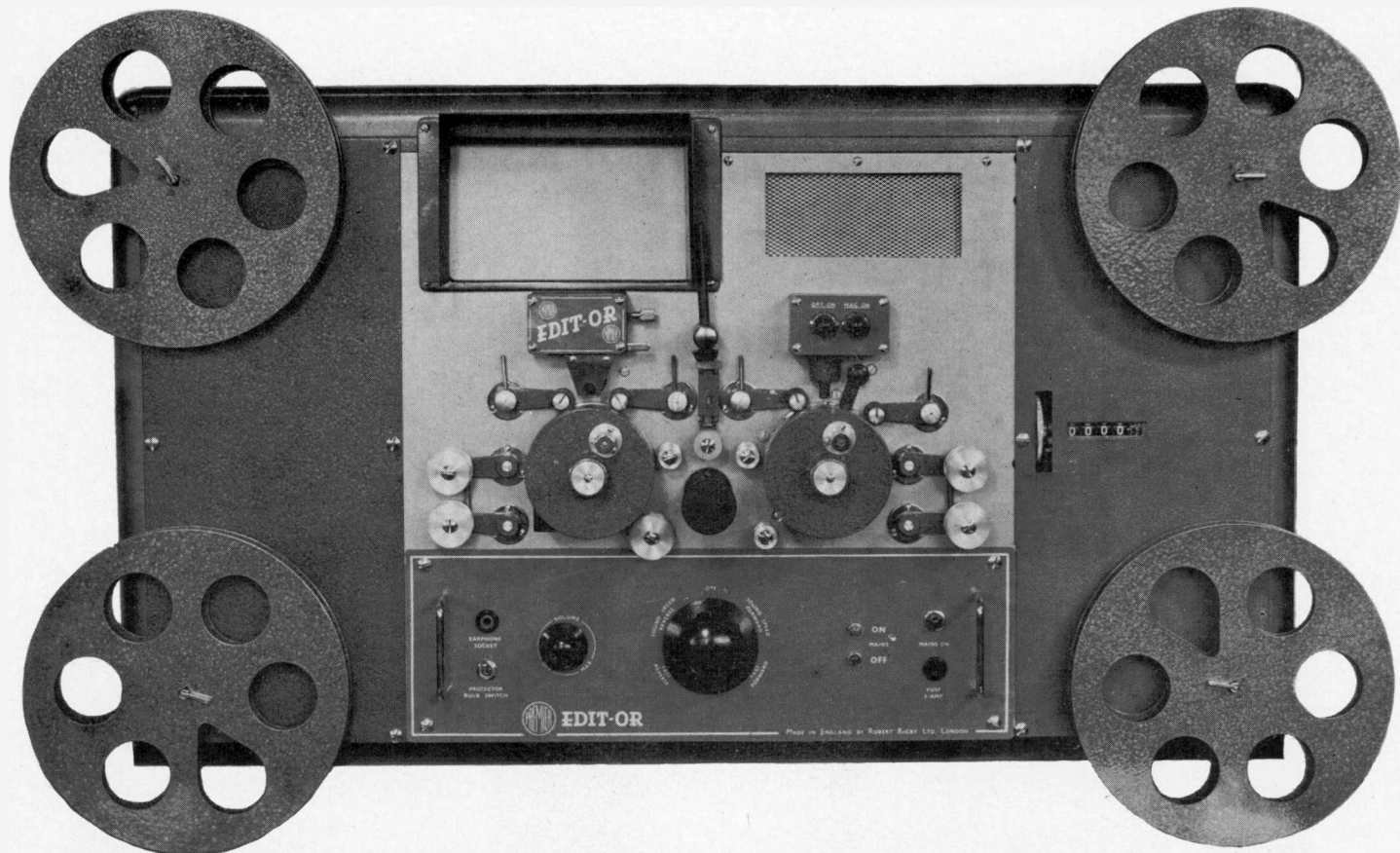
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# CUTS & SPLICES

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

A ONE DOLLAR INVESTMENT in the film rights to the RCAF's 5BX and XBX physical fitness plans has snowballed into "a great big screaming success" says Hugh Moreland, president of Moreland-Latchford Productions Ltd.

The company bought the world copyright for films from the government for \$1 and went into production "on spec." Now it has in the works ten ten-minute instructional films and 50 five-minute TV shows based on 5BX and XBX, and has already recouped its production costs on the sale of the TV shows to ad agency J. Walter Thompson Co. Ltd. for its client W. F. Young Inc., manufacturers of Absorbine Jr. The TV programs are already on the air on stations across the country, both English and French, and the accompanying commercials were also produced at Moreland-Latchford.

Boggling at the potential of the property, M-L are negotiating with two distributors — Sterling Educational Films in New York, to handle TV sales in the U.S. and all international sales except TV and government; and Ralph C. Ellis Enterprises Ltd. in Toronto to handle international television sales.

Moreland-Latchford will handle government sales itself, with negotiations already under way with the Canadian and U.S. governments for use by the armed services, and Moreland goes to Paris in mid-March to sell NATO.

Re-vamping for international use is already in progress. The English-language films feature Fran Dempster (for XBX for women) and Al Hamel (5BX for men) explaining the exercises and talking health, in synch sound. These segments will be replaced in the international version by illustrations by George Feyer, with new sound track in the foreign language. Gymnasts doing the exercises in the films are physical education teachers, and Moreland-Latchford is already thinking ahead to re-shooting the exercises with Negro gymnasts for sales to African countries.

Variations on the theme are also under consideration — 8 mm films, filmstrips, slides.

CFTO-TV TORONTO has moved into the production of sponsored films with *Viaggio Italiano* (Italian Journey) for American Export and Isbrandsten Lines.

In November and December each year, more Italians than any other nationality travel between Canada and Europe by sea and air, in a mass sentimental journey to the homeland for Christmas. *Viaggio Italiano* follows a young Italian couple from Toronto to their "home town" in Italy, through the planning of the trip, to American Export's office to get their tickets, to Union Station,

to New York, through customs, aboard the S.S. Constitution, throughout the voyage, to docking in Naples and the happy family reunion.

It's a documentary, a travelogue, a drama and a TV special. Lucky crew to make the voyage was made up of CFTO-TV director George Santander, station cameraman Frank Gardiner, freelance sound man Terry Cooke, story editor and narrator Leon Kossar. Peter Skofic, Canadian manager of American Export and Isbrandsten Lines, accompanied the crew.

The half-hour black and white film debuts on CFTO-TV February 9; then it will be available to other television stations and used as a promotion film within the company and travel circles. Skofic is also considering making it available to Italian TV with narration in Italian.

"POCKET-SIZED FILM FESTIVAL" is the title of the February 14 edition of *Telescope* on the CBC-TV network. The program is made up of three "mood" films, two Canadian and one U.S.

*Mother and Daughter* is a ballet conceived and directed by CBC producer Paul Almond, now in the U.K., and it features his wife, ballerina Angela Leigh and their 14-year old daughter Stephanie.

The 14-minute film was commissioned by *Telescope* and was produced at CBC with Almond as director, using techniques such as stop motion that are unusual in ballet films. The ballet was danced to music by Elgar for filming, then Canadian Harry Somers composed a score to match the movements of the ballet after editing had been done, for a new sound track.

Second Canadian film also commissioned by the program, is an abstract cartoon produced by James MacKay, president of Film Design.

*Like Sing* is inspired by the long playing record of the same name, with Jackie Cain and Roy Kral singing André Previn tunes. The film has impressions in animation of three songs, "Sing Me an Abstract Song", "Control Yourself" and "The Run-around" with the Jackie and Roy sound track.

Third film in the program is *Daybreak Express*, produced by D. A.



PETERSON PRODUCTIONS LIMITED  
TV Commercials

Pennebaker in New York. It is a visual expression of the Duke Ellington jazz classic "Take the 'A' Train", with a roving camera picking up sights of New York to match the music.

DATE HAS BEEN SET for the fifth Montreal International Film Festival, to be held in the new Place des Arts from August 7 to 14. The second Festival of Canadian Films will be held as part of the International Festival, and the organizers have also announced an Italian Film Week at the Place des Arts from May 31 to June 5.

Festival president Pierre Juneau has announced that a Board of Trustees formed, made up of leaders from all levels of government, from business, the trade union movement and the Canadian film industry. A European committee has already been formed, to make the Festival better known abroad and give it effective representation in European film circles, and among the members of the committee are Roberto Rossellini, François Truffaut and Philippe Goursat.

GRAPHIC PRODUCTIONS is a new company formed the first of the year to handle the motion picture side of activities at Graphic Artists, Toronto. President and chief cameraman is Don MacMillan, formerly with Best Film Industries Ltd., and Gail Muggford, also ex-Best, is in charge of the film lab.

Special service of Graphic is the in news clip syndication covering either 19 Ontario TV stations or a national list of 68 stations (world-wide syndication is being negotiated).

The company will cover any event which has either news or public service value — introduction of a new product, a sponsored sports event, etc — and have a one-minute news clip on its way to TV stations within a matter of hours. Extra-fast service is due to Graphic's own processing and printing facilities.

The company also produces sponsored films and, on a small

scale thus far, TV commercials. Headquarters is with Graphic Artists at 611 Yonge Street, telephone 923-3516.

A MERGER OF INDUSTRIAL Film Maintenance, Toronto, and Association Films Inc. of New York has produced Association-Industrial Films (a division of Jay-El Ltd.) at IFM's offices at 135 Peter Street, Toronto. General manager is Mrs. Jean Lewis, former president of IFM, and James Bach, formerly president of Cine-sound Ltd. is vice-president in charge of sales.

Association is one of the oldest and largest distributors of sponsored films in the U.S., with such accounts as United States Steel, Kimberley-Clark, and Prudential Life Insurance. Canadian accounts include those and the Electrical Bureau of Canada, General Motors Products of Canada Ltd., Seagram-Distillers Ltd., and Philips Electronics.

All existing IFM TV-Film services will be available from the new company. A recent addition to services is Perma-Film Protection, to protect film against scratches, warping or curling, brittleness, dust and dirt.

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Toronto, Ontario.  
Telephone: 921-4491

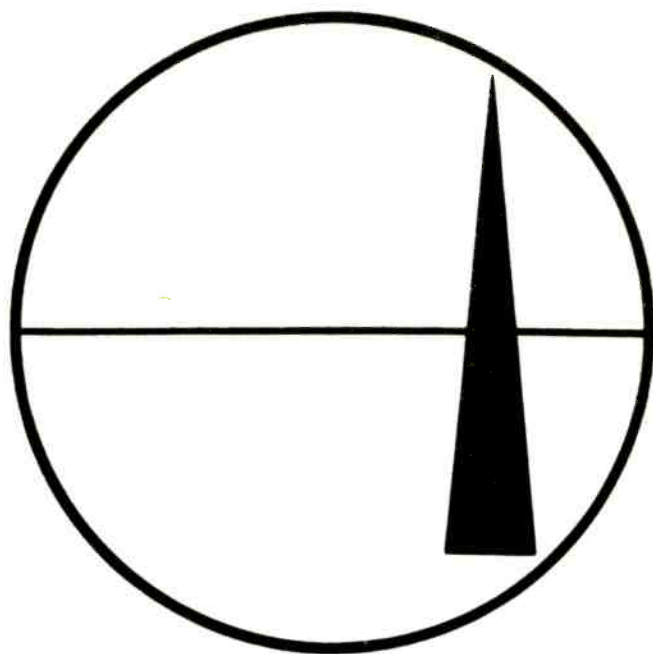
## CANADIAN MUSIC SALES CORPORATION LIMITED

58 Advance Road,  
Toronto 18, Ontario.

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

**DON WRIGHT**  
Productions

77 Chestnut Park Rd., WA. 5-1631



# CANADA'S No. 1 TELEVISION

## No. 1 NETWORK\*

In Québec, RADIO-CANADA'S FRENCH NETWORK leads 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:	63	46	33
MINIMUM for a single program:	30	17	6
Average: .....	49	30	17

\*Nielsen Television Index, Nov. 1963

## No. 1 STATION\*\*

METROPOLITAN MONTREAL'S CBFT leads the other French television station in Montréal in % of TV homes reached with sponsored programs, 6 p.m. to midnight, Sunday through Saturday:

	CBFT	Other Station
MAXIMUM for a single program:	46	36
MINIMUM for a single program:	9	8
Average: .....	26	20

\*\*Nielsen Broadcast Index, Nov. 1963

## No. 1 OPPORTUNITY

Radio-Canada's audience bears this out. Take women: afternoon TV reaches an average of 175,000 homes Monday through Friday. Take children: 340,000 homes on the same basis.

138 national advertisers and agencies bear this out . . . and more are joining their ranks weekly.

Take you: there are still some afternoon availabilities if you want your sales message to make the most impact, on the widest audience, and get the best value for your advertising dollar.

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



## News

### BUP BECOMES UNITED PRESS INT'L

ONE OF THE PIONEER NEWS services in Canada, British United Press Ltd., has adopted the name of its parent firm, United Press International, to become United Press International of Canada Ltd.

"The new name of our Canadian subsidiary company is symbolic of the world-wide scope of UPI services," said Frank Eyrl, UPI general manager for Canada and managing director of the Canadian company. In Canada UP provides newspaper and broadcast subscribers with news, news pictures, news film, news features and related services, and also operates a commercial photography department.

UPI is the only international news service operating directly and independently across Canada, Eyrl says, and is the world's largest news service in terms of total number of subscribers. Its budget exceeds \$42,000,000 a year.

UPI was founded in 1907 by the late E. W. Scripps as United Press Associations and added the "International" to its name when it absorbed International News Service in 1958. British United Press was founded in Canada in 1922 by the late Charles Crandall and control of the news operations in Canada was taken over by United Press in 1941.

## U. S. A.

### RAP AGENCY FOR CLIENT'S CLAIMS

FOR THE FIRST TIME in the history of advertising in the United States, according to all reports, an advertising agency has been indicted for writing copy at the request of a client. The client is the Drug Research Corp., the product is a reducing drug called Regimen, and the agency involved is Kastor, Hilton, Chesley, Clifford & Atherton, a "top fifty" agency billing more than \$12 million a year with a long list of respected accounts.

A federal grand jury indictment containing 58 counts of fraud and conspiracy followed government laboratory tests which revealed the pro-

duct is useless in reducing weight. The federal attorney who asked for the indictment of the agency said that in future agencies "will have to check closer on the claims they make in advertising copy for food and drug products." Authorities charged that the advertising was "complete falsification."

One report said the case has shaken Madison Avenue to the roots "because ad agencies seldom worry about the copy they turn out, preferring to shift the blame to their clients, who specify what the copy will say."

### PUBLIC INTEREST AWARD

ONLY CANADIAN RADIO STATION to win a 1963 National Safety Council Public Interest Award for exceptional service to farm safety is CHEX Peterborough.

In addition to emphasis on safety in the regular farm broadcasts by ex-EX director Cliff Robb, a farmer himself, within the year the station scheduled twelve special farm safety programs in A time, two B time announcements per day, and numerous farm safety references.

Farm safety efforts will be given even more emphasis in '64, said station manager Wally Rewegan.

### SPONSOR RENEWS 12 YEARS

"HYMNS OF THE WORLD" a disc-recorded 15-minute series distributed by G. N. Mackenzie Ltd., is sponsored on CKBW, Bridgewater, N. S. by Wainback's Funeral Home of that city. This will make the twelfth successive year of sponsorship of this same program on this same station.

*Hymns of the World* is a non-sectarian musical series of 156 quarter hours. The vocalist is John Charles Thomas, and he is accompanied by "The King's Men."

### CCBA CHANGES DATE

TIME AND PLACE of the '64 CCBA Convention has been changed. Convention chairman Frank Murray advises it will now definitely take place at the Park Motor Hotel, Niagara Falls, Ontario, October 18 to 20.

It is hoped that delegates and guests will arrive on the Sunday (18) for social activities. A golf tournament is being planned for the Monday, and the annual dinner will take place that evening. Tuesday will be devoted to association affairs. A very special invitation is being extended to advertiser and agency people.

### OPENS EDMONTON AGENCY

JACK SAYERS, one-time sales manager of CKWX, Vancouver, and more recently in a similar position at CKEY, Toronto and C JCA, Edmonton has just opened an office in Edmonton for Goodwin-Ellis Advertising Ltd. at 1, Thornton Court.

Say you saw it  
in  
The BROADCASTER

Western Association of Broadcasters Delegates attending the Engineers' Convention are invited to attend a Reception, Wed., Feb 19th, at 5p.m. in the North Room of the Palliser Hotel, Calgary, Alberta.

VISUAL ELECTRONICS CORPORATION (CANADA) Ltd. will have on display several representative items from their complete line of QUALITY BROADCAST EQUIPMENT.

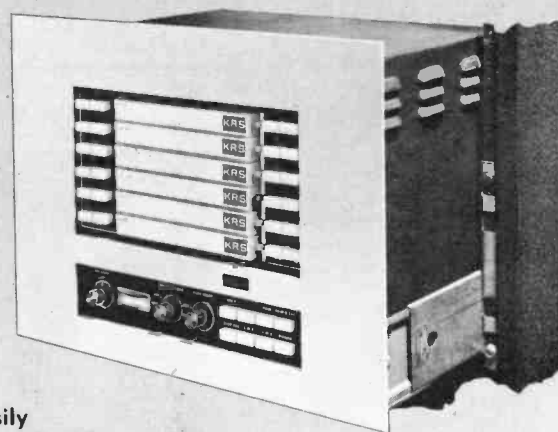
**KRS** STACT BROADCASTER  
ELECTRONICS

### Reversible Continuous-Loop Cartridge Tape Unit

Professional reel-to-reel quality with tape cartridge convenience.

Now...

- **A BROADCAST CARTRIDGE** — provides reversible continuous-loop operation. Eliminates reel-to-reel production and transfer to cartridge.
- **QUALITY** — the first cartridge tape unit with the superior quality of professional reel-to-reel. Full-length program capability.
- **MULTI-DECK** — holds six tape cartridges in less space than normally required for one reel-to-reel unit. Five playback decks plus one combination record-playback deck.
- **AUTOMATIC CUEING** — provision for separate, automatic (1) stop cue, (2) end of message cue, and (3) random cue, can be used as automation building block.



KRS Unit easily mounted on rack slides in a 19" standard rack.



Sold In Canada By

Visual... the first to offer a complete solid-state broadcast facility.

VISUAL ELECTRONICS CORPORATION (Canada) LTD.

# SIGHT & SOUND

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

NEW AGENCY, CUSACK Advertising Associates Ltd., has been formed by C. Frank Cusack, formerly account supervisor with H. V. Petersen Advertising Agency Ltd. Prior to Petersen he was general manager of the Toronto office of Collyer Advertising Ltd. for over six years.

Accounts announced thus far are Templetons Ltd., Kelly Springfield Tire Co., the Sylacin portion of W. K. Buckley Ltd., Prentice-Hall Canada Ltd. and several trade and industrial accounts. The staff has not yet been announced.

Offices are at 2 Carlton Street, Toronto, telephone 363-9421.

JUGGLING AGENCIES, Canadian National Railways is retaining one, adding three and dropping one.

Retained is McConnell, Eastman & Co. Ltd., Montreal, with a large portion of the account, added are Ronalds-Reynolds & Co. Toronto, taking over CN Telecommunications from McConnell, Eastman on May 1; Canadian Advertising Agency Ltd., Montreal, to handle advertising for the St. Lawrence region and French-language advertising for passenger services, effective May 1; and MacLaren Advertising Co. Ltd., Toronto, taking on the U.S. account on July 1. Dropped will be McCann-Erickson, New York. The total CNR account is estimated at over \$1,500,000.

THE "PARTY CASE" portion of the John Labatt Ltd. account has been awarded to James Lovick Ltd. and although it won't move from J. Walter Thompson Co. Ltd. till May 1, planning is already under way under the supervision of account executive H. E. 'Bud' Pellow. Lovick already handle advertising for Labatt's India Pale Ale.

The "Party Case" contains 12 bottles of 50 Ale and 12 Pilsener Lager, and its budget is estimated at \$100,000 and growing.

SALADA ICED TEA MIX and Salada Instant Tea have moved along to Goodis, Goldberg, Soren Ltd. from Ronalds-Reynolds & Co., joining the bulk of the Salada Foods Ltd. account there. Vice-president Sam Goldberg will supervise the new accounts, which have been estimated at \$250,000 for '64. Salada Iced Tea Mix, introduced in test markets last year, will go national this year with a seasonal campaign, and a GGS-created campaign for Salada Instant Tea will be launched shortly.

Ronalds-Reynolds & Co. continues to handle the Salada packaged tea and tea bag advertising.

CONSOLIDATING ITS ADVERTISING with one agency, Pet Milk Canada

Ltd. moves its Numilk and Old Cherry Hill Cheese House products to Vickers & Benson Ltd. effective April 1. This advertising has been handled by Crombie Advertising Co. Ltd., while V & B already handle Pet Instant Powdered Skim Milk and Van Kirk Chipits.

The Pet Milk account is estimated at something over \$100,000 and growing.

THE ELGIN WATCH CO. LTD. takes its first step into television sponsorship with *Jonathan Winters Presents: A Wild Winters Night* on the CTV network February 17. The hour-long special is being pre-released in Canada.

Elgin's first use of TV was a high frequency-limited market campaign of eight second ID's just before Christmas.

NEW VICE-PRESIDENT AND GENERAL MANAGER of Erwin Wasey, Ruthrauff & Ryan (Canada) Ltd. is J. T. "Jack" Fry, who is also a director of EWR&R's subsidiary, Directed Marketing.

He succeeds Edward W. Karthaus, who has moved to the U.S. as senior vice-president and manager of the agency's Chicago office, after five years building their Canadian operation. Karthaus will remain a director of the Canadian company and the Toronto and Montreal offices will report to him in Chicago.

Other recent promotions have Lloyd Hefford, previously media director, now supervisor of media and account services; and John J. Marley

Jr., who has been with the company about a year, is now an assistant account executive.

NEW MEDIA PLANNER at McKim Advertising Ltd. is David C. LaFerle, who has been with Lever Bros. Ltd. as a media analyst and French TV programming administrator.

NEW RADIO AND TV PRODUCER with Vickers & Benson Ltd. is John Lyons, who has been with Rabko Television Productions Ltd. for the past six years as a producer. He was formerly radio director of J. Walter Thompson Co. Ltd.

NEW SALESMAN WITH QUALITY Broadcast Sales, representing CHQM Vancouver and CJQM Winnipeg, is John Grant. He moves from four years in the sales department of CHQM, most recently as national sales manager, and prior to that was a media buyer with MacLaren Advertising Co. Ltd.

SALES DIRECTOR FOR WESTERN CANADA of the Radio Sales Bureau for the last year and a half, George Macdonald, has moved to CFGM Richmond Hill as general sales manager. Prior to joining RSB Macdonald was general manager of CKRM Regina, operations manager of CJON St. John's, and general manager of CJQC Quebec City.

HARDY RADIO & TELEVISION LTD. has added two English-language radio stations to its list, CKLC Kingston, formerly with Paul Mulvihill & Co. Ltd., and CHIC Brampton, previously repped by Tyrrell and Nadon. Both moves were effective February 1.

February 15 CHIC begins day and night broadcasting with a power of 1000 watts, from 250 watts daytime only. The station's frequency changes from 1090 to 790 kcs.

Both stations will issue new rate cards effective April 1.

THE CANADIAN ASSOCIATION of Broadcasters has welcomed CKVL AM and FM Verdun-Montreal to its membership, bringing the total to 196 radio and 55 TV stations, with 65 associate members. The recent joining of CJCH-TV Halifax, with CJCH Radio, brought all affiliates of the CTV network into CAB membership in addition to the network's corporate membership.

RECENT ADDITIONS TO THE membership of the Bureau of Broadcast Measurement are CJOH-TV Ottawa, CFTM-TV Montreal, CHUM Toronto, CJLR Quebec, CFJR Brockville, CHIC Brampton, Tyrrell & Nadon Broadcast Representatives Ltd., Heggie Advertising Ltd. and Compton Advertising Inc., New York.

THE BOARD OF BROADCAST GOVERNORS has announced that its September 1 public hearing will be held in Halifax, N.S. All other 1964 hearings are to be held in Ottawa, March 10, April 28, June 16 and November 3.

## ANNOUNCEMENT

### ADMEN FORM NEW ADVERTISING AGENCY



JACQUES BOUCHARD

JEAN-PAUL CHAMPAGNE

PIERRE PELLETIER

Jacques Bouchard, Jean-Paul Champagne and Pierre Pelletier announce the formation of the Bouchard, Champagne, Pelletier, Limitée advertising agency. Jacques Bouchard is president and director of marketing services; Jean-Paul Champagne is vice-president in charge of administration and client service; and

Pierre Pelletier is vice-president and director of creative services. The new Montreal-based firm, located at 1500 Stanley Street, is a fully departmentalized, French-oriented advertising agency geared to provide its clients with complete advertising and marketing services.



Stephens & Towndrow Ltd.



CFPL  
980 LONDON

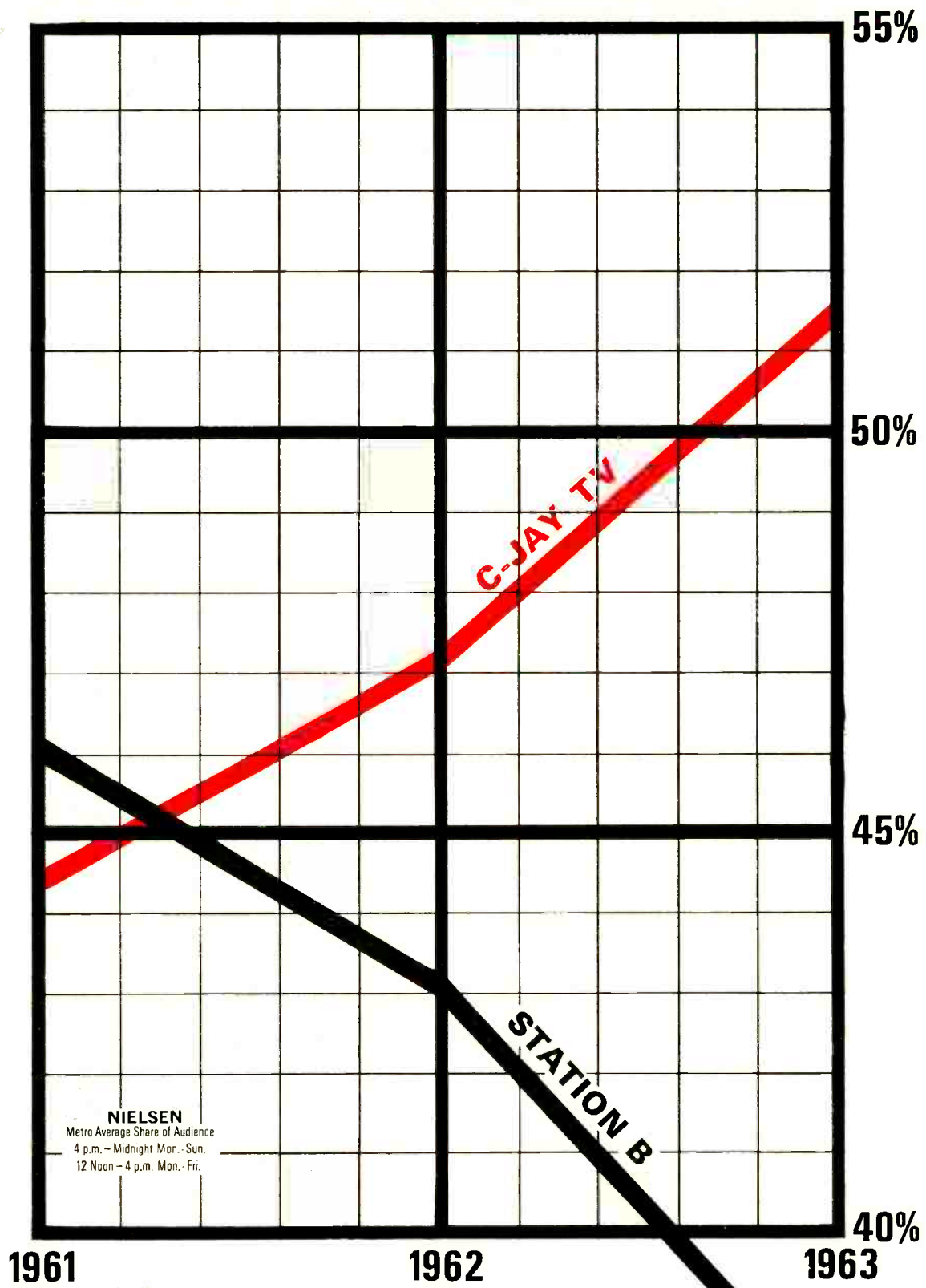
***“EFFECTIVE”***

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***February 1, '64***

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# C-JAY TV *DOMINATES*



**NIelsen NOV. 63**

Metro Average Share of Audience  
4 p.m.-Midnight—Mon.-Sun.  
12 Noon-4 p.m.—Mon.-Fri.

C-JAY TV .....	51.7
STATION B .....	35.7
OTHERS .....	12.6

**BBM NOV. 63**

Metro Average Share of Audience  
12 Noon-12 Midnight

C-JAY TV .....	52.1
STATION B .....	37.5
OTHERS .....	10.4

**ELLIOTT-HAYNES**

Metro Average Share  
of Audience  
10:30 p.m.

C-JAY TV .....	54.1
STATION B .....	36.4
OTHERS .....	9.5

**STOVIN-BYLES HAS PRIME AVAILABILITIES NOW**

**C-JAY TV CHANNEL SEVEN TELEVISION LTD. WINNIPEG, MANITOBA**