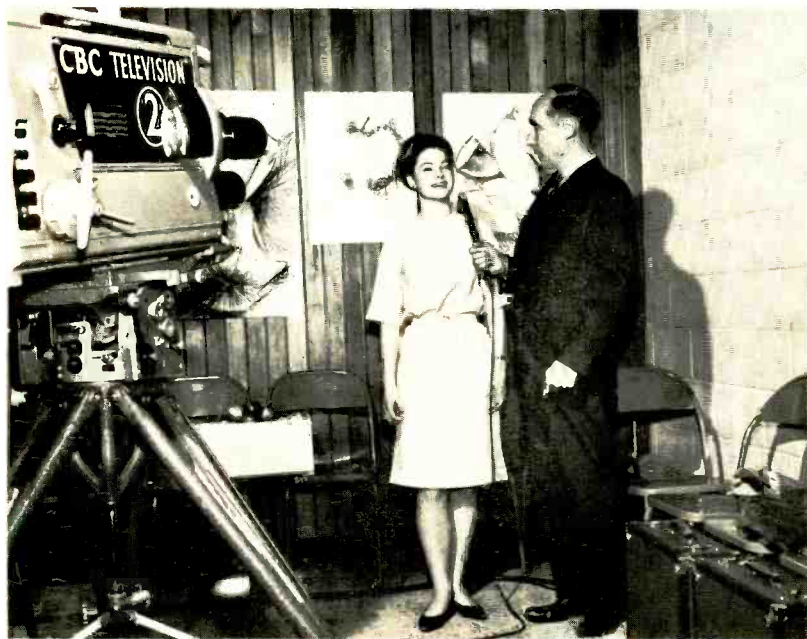


Now in our twenty-third year of reaching people who reach people



Cy Knight, a veteran of 21 years of broadcasting, at Radio CHAB in Moose Jaw, Saskatchewan, talks to a happy youngster at CHAB's annual Christmas party for needy children. The station raises \$2000 each year in a pre-Christmas campaign, and sends half to orphans in Europe before staging its party at the Orange Home, a Saskatchewan institution for children whose parents are unable to care for them. CHAB records a special children's concert at the party, for playback a day or two before Christmas.

Apples may keep the doctor away, but they seem to be an irresistible lure for Vancouver television cameras — or isn't that the story behind this photo? Actually, art school student Linda Rubin was one of the prize winners in a recent apple-drawing contest sponsored in Vancouver by the National Apple Month committee. She's seen here being interviewed on TV by Ross Mortimer of the CBC's CBUT-TV. Linda's drawing, in black and white, is immediately behind her on the wall. Students submitted nearly 40 apple sketches in all shapes and sizes during the contest, and admitted enjoying "eating the apples after drawing them".

To help a Calgary woman win a free overseas trip, Hughie Green, host of the *Double Your Money* show on the CTV television network, flew to Cracow, Poland, to visit Mrs. Wanda Pierzchalski in hospital there. If a contestant on *Double Your Money* fails to answer questions leading to a free trip, the jaunt is still awarded if the person they wanted to visit gives the right answers. In this case Green brought back a taped film, prepared in co-operation with Polish TV people and the authorities, to earn the Polish woman's Calgary daughter-in-law an expense-paid trip to Europe.

Frank Eyrl (left) and Eric Riel read a news wire announcement of Riel's appointment as general manager of United Press International of Canada Ltd., succeeding Eyrl, who has held that position since 1961. Riel, who was manager for Australia and New Zealand, and later a regional executive in Los Angeles, is now in charge of all Canadian UPI services. Eyrl, appointed continental European manager, responsible for operations in France, Germany, the Netherlands, Luxembourg, Belgium, Spain and Portugal, is making his headquarters in Paris.

In this issue

1964 in Revue



Thanks
for making
Our Christmas
a happy one,
We wish you
a happy one too.

STOVIN-BYLES *Ladies*



SIGHT & SOUND

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

▲ Negotiations for the sale of 1965-66 football telecast rights are at a temporary standstill.

Bouchard, Champagne, Pelletier Ltée., the Montreal agency that purchased the close-to-million-dollar Eastern Football League package and, more recently, the Western Football League rights, has discovered that two provisions of the contract negotiated with the EFL are meeting network resistance.

. . . So much so that at least one of the networks, according to a spokesman, has suspended further talks with BCP until the agency tries renegotiating with the EFL business executive.

One of the contract sticklers is a reported increase in the TV black-out area to 85 miles from boundaries of game-originating cities. The corresponding figure in previous contracts was 75 miles.

To the networks, the increased distance means markets like Kingston and Wingham will be blacked out during Ottawa and Hamilton home games. The extra ten miles actually increases the blacked-out area by over 500 square miles.

"An impossible situation," says a network spokesman, who thinks loss of so much audience will continue to make the new provision unacceptable.

Jake Gaudaur, general manager of the Hamilton football club and a member of the EFL business executive, gives the league's reasoning on the issue as follows:

"We just want to get home games clearly outside the area of live TV coverage," he says. "Our reasons are all the reasons that apply against live TV conflicting with the games. We've made these requirements as a result of considerable thought and considerable experience, and I would see little hope that the league would be prepared to revise them."

Gaudaur points out that the London-Wingham TV signal is strong enough to come back as far as Ancaster while Hamilton home games are being played. "The Wingham signal doesn't interfere with Hamilton to the point where Hamilton would object, but it can be pirated from the air by community antenna systems.

"I don't know how many homes that would affect in Hamilton (*TV Fact Book, 1964*, lists four CATV systems reporting service to 7650 households, with two systems' estimates being noted as "conservative"), but people aren't going to buy season tickets if they know they can sit at home and watch the games."

"Of course I can't speak for the league," Gaudaur goes on, "but I'd have to suspect the 85 mile provision could not be changed."

The networks are also reported to be balking at a contract change that switches control of closed circuit and pay TV rights to the league.

"This might be a real killer, I think," says a network official. "Last year's contract recognized the prior existence of Telemeter and one or two others, but provided that broadcast rights could be extended to no others without prior consent of the rights holder, which was us. As networks, both of us have made it clear we're not going to do anything to support pay TV."

The only other area of dispute between the networks and BCP is a minor question of scheduling.

▲ McKim Advertising Limited has announced an affiliation with Maxon Inc. in the U.S., formalized with investments of equal size by each agency in the non-voting common stock of the other.

The agreement will make possible extended advertising services in Canada and the U.S. on behalf of non-conflicting clients. McKim billings are estimated at \$20 million, less than half of Maxon's.

McKim and Maxon are both continuing to look for affiliation opportunities in other countries.

▲ All three divisions of Samsonite of Canada Limited, including the folding furniture and Lego system of educational toys divisions, will move to Foster Advertising Limited as of January 1.

The arrangement with the Foster agency includes appointment of Ripley Preston and Company Limited of London, England, to be responsible for Samsonite-merchan-

dising programs in the U.K. Ripley Preston is a long time Foster associate now linked with the Toronto agency through the Advertising and Marketing International Network.

Foster account supervisor will be Ross Monk, directing a team headed by account executive Larry Jopson.

James Lovick Limited loses the \$150,000 account.

▲ The Guaranty Trust Company of Canada has appointed Ogilvy, Benson & Mather (Canada) Limited as its advertising agency effective January 1. Les Wainwright will be O.B. & M. account supervisor for the former Walsh Advertising Co. Ltd. account.

▲ Spitzer, Mills & Bates Ltd. has assumed responsibility for the advertising campaign on a new Colgate product. Colgate 100, a new kind of oral antiseptic against colds, 'flu germs and bad breath, is being launched in Ontario with a heavy TV spot and magazine program beginning in January. Early evening and prime time spots will cover all of the top Ontario TV markets, and will be supplemented with color print advertisements.

▲ Paul Mulvihill, president of Paul Mulvihill & Co. Ltd., Toronto and Montreal station representatives, succeeds Gordon Ferris, Radio & Television Representatives Ltd., as president of the Station Representatives Association.

Mulvihill, who started his own

representation business in 1950, now represents eleven radio and television stations.

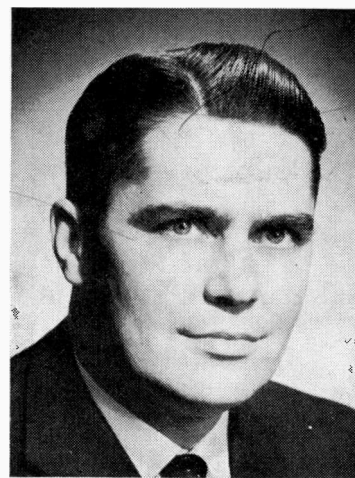
Succeeding Mulvihill as vice-president of the association is Arthur C. Harrison, general manager of Hardy Radio & Television Ltd., Toronto, Montreal and Quebec City.

▲ A Montreal chapter of the Station Representatives Association Inc., (head office, Toronto), was formed November 24. Bill Mitchell, manager of All-Canada Radio & Television Ltd., was elected chairman; Jim McLennan, manager of Radio & Television Sales Inc., secretary, and; Dick Genin, manager of Stovin-Byles Ltd. became treasurer.

▲ The results of an Elliott-Haynes research study commissioned by CHFI-FM Toronto show that 40 per cent of Toronto's 476,200 radio homes are equipped with FM radio receivers. The study is based on 1,435 random telephone interviews.

The new FM penetration figure of 39.7 per cent contrasts dramatically with 1957's 3 per cent, 1961's 15 per cent and 1963's 26.7 per cent.

radio **OB** ltd.
WINNIPEG
APPOINTMENT



TED D. AXFORD

R. M. MacLennan, General Manager, Radio Station CJOB and CJOB-FM, Winnipeg, announces the appointment of Ted D. Axford as National Sales Manager.

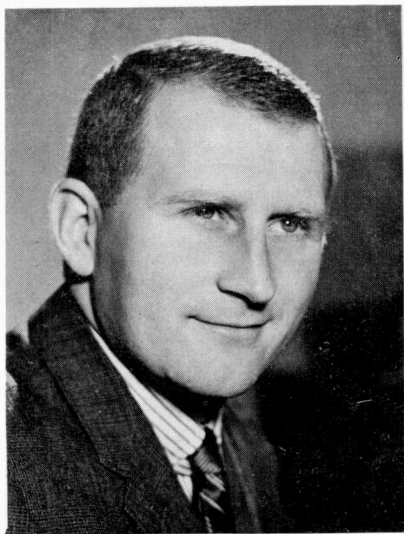
In his new capacity, effective November 15, 1964, Mr. Axford will serve as the 'stations' contact with National Advertisers in the Metropolitan centres of Canada and the United States.

He brings to his post extensive experience in Merchandising and Promotion as well as in National Radio Sales. For the past five years he has served with the National Sales Department of another broadcasting organization in this market.

A life-long resident of Winnipeg, Mr. Axford resides here with his family.***

ANNOUNCEMENT

BATON BROADCASTING LIMITED



PAT HURLEY

Mr. E.J. Delaney, Vice President and General Sales Manager of Baton Broadcasting Limited announces the following appointments. Mr. Pat Hurley as Account Executive on the air time sales staff of CFTO-TV Channel 9 Toronto and Mr. Dale Falconer as National representative to Production Services.

Mr. Hurley will be calling on Advertising Agencies in Toronto. With extensive experience in the Broadcast field, Mr. Hurley is well known throughout the industry.

Mr. Falconer will be working with National Advertisers and Agency Producers on commercial and programme production. With an impressive background in television production in Britain and Canada, Mr. Falconer joined Production Services in 1960.



DALE FALCONER



BRUCE HAWKINS

Son of a prominent advertising manager, the late Tait M. Hawkins of Studebaker of Canada Ltd., Bruce Hawkins has joined the Toronto office of Paul Mulvihill & Company Ltd. as sales representative - radio.

A graduate in Radio and Television Arts of the Ryerson Polytechnical Institute, Toronto, Bruce Hawkins has had broadcasting experience in the local radio sales field with CKKW Kitchener and CHIC Brampton.

Enjoyed broadcasters' respect and affections

A STAUNCH CHAMPION of French-language broadcasters and the voice of the only practical broadcaster are lost to the Board of Broadcast Governors with the death in Montreal on December 1 of its third full-time member, Bernard Goulet.

An enthusiastic participant in broadcasters' Conventions, both on a business plane and socially, Barney told his friends at the ACRTF convention last month he was going into hospital the following week to be operated on for an ulcer. He appeared quite cheerful about the prospects, and went through the convention with his usual friendly conviviality.

Last fall, at the Hardy Seminar in the Laurentians, he addressed the broadcasters, not as a BBG member but as a broadcaster himself, urging them to give more thought to their pro-

grams from the standpoint of their listeners.

After his talk he gave this reporter a copy, and said, "If you print it, I hope it will not hurt 'the boys' but do them good, because I feel these things need to be said."

A digest of his speech appeared in our October 15 issue, under the title, "A Rise, a Fall a Resurrection and Then What"?

Barney was active in French language radio from 1939 to 1961; he was chief producer at CKAC, Montreal from 1940 to 1950. He then opened his own B. Goulet Radio Productions, where he produced everything - commercials, amateur hours and dramas - and wrote innumerable

soap operas. His clients included many of the major national advertisers and more than twenty top agencies.

In 1945 he won the Canadian Drama Award. He joined the BBG in January 1962.

Barney leaves his wife, Evelyn, a son Richard, of Montreal, and two daughters, Roxanne (Mrs. Verkenpinck) of Montreal and Pat (Mrs. Nelson Timmins) of New York.

Barney Goulet performed his share of the BBG's task of regulating the broadcasters conscientiously and impartially. In return he earned and received the respect and affection of those he was called upon to regulate.

:R.G.L.

TELEVISION NETWORKS

CTV TELEVISION NETWORK LTD.

TORONTO - 42 Charles Street East, Toronto 5. - WALnut 4-5454. Telex: CTV Toronto 02-2678.

MONTREAL OFFICE - 1420 Sherbrooke St. West, Telephone: 849-8021 Telex: 01-20229

NEW YORK and CHICAGO - Telephone: T.B.J. Atkins, General Sales Manager. Ask long distance operator for ENTERPRISE 6868 - no toll charge.

Spencer W. Caldwell - President.
Gordon F. Keeble - Executive Vice-President.

Michael Hind-Smith - Vice-President, Programming.

T. B. J. Atkins - General Sales Manager.

R. E. Misener - Director of Sales Development.

Richard P. Morgan - Director of Legal and Business Affairs.

S. S. Wilson - Vice-President, Vincent Dittmer - Business Manager,

R. S. MacPherson - Director of Information.

Arthur Weinthal - Executive Producer.

Ron Raisman - Chief Accountant.

O.F. Babirad - Production Manager.

William C. Bain - Research Manager.

Robert A. Aiken - Sales Representative.

Lincoln A. Mayo - Manager, Montreal.
Gene Plouffe - Sales Representative

CANADIAN BROADCASTING CORPORATION

Head Office: 1500 Bronson Avenue, Ottawa, P.O. Box 478, Postal Terminal A. (613) 731-3111.

Toronto - 354 Jarvis St. Box 500, Terminal A, WALnut 5-3311.

Montreal - 1425 Dorchester St. W. 368-3211. Box 6000.

Principal officers:

President - Alphonse Ouimet.
Vice-President - Capt. W. E. S. Briggs.

Vice-President Programming - E. S. Hallman.

Vice-President Personnel and Operations - J. P. Gilmore.

Vice-President Corporate Affairs - R. C. Fraser.

Comptroller - V. F. Davies.

General Manager English Network Broadcasting - H. G. Walker.

Asst. Gen. Mgr., English Network - R. W. McGill.

General Manager French Network Broadcasting - Marcel Ouimet.

Director Quebec Region and French Networks - G. Lemarche.

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

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

"ACTION STATIONS!"

CFCN RADIO/TV CALGARY

RADIO NEWFOUNDLAND

VO $\frac{59}{CM}$ · **CK** $\frac{62}{CM}$ · **CH** $\frac{56}{CM}$
10,000 watts 10,000 watts 1,000 watts

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



RADIO • TELEVISION • ADVERTISING

BROADCASTER

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

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

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

Dec. 17, 1964 Vol. 23, No. 24

Editor and Publisher RICHARD G. LEWIS

Assistant Editor FRANK KELLEY

Art Editor GREY HARKLEY

Makeup Editor BRIAN MacDOUGALL

Composition ELIZABETH BROWN

Advertising Dept. HUGH B. FIDDAMAN

Secretary-Treasurer and Circulation Manager T. G. BALLANTYNE

Correspondents

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



Typography and Make-up by Canadian Broadcaster

Lithographed by Bickerton Litha

Editorial

Seeking new fields to conquer

With business so very definitely on the up-trend, and, by all indications likely to remain so, there seems to be only one step open to the broadcast media, and this is to improve the product. This, it seems to us, with advertisers growing more and more broadcast-minded, is one logical open sesame to greater sales.

Obviously wider appeal in programming will turn on sets now not in use; will increase the audience and invite more advertisers.

This may be an over-simplification, but we believe most people will agree it is a practical statement.

While advertisers, whether they admit it or not, are interested primarily in numbers, it is still a fact that (1) there are periods in the day when the sets-in-use figures drop off and (2) they are not going to be turned on with the same programs that they are now avoiding.

We should like to suggest that a greater effort might be made to do negative research in the off-hours in an effort to find out what sort of people are *not* listening or viewing and also *why*.

Naturally there are times when people are at work, and nothing can be done in this quarter. But every station, radio and television, has its off-times, and the problem of attracting new audience among people who are available is a ticklish one which has to be tackled by each station individually.

For some reason best known to themselves, the sales bureaus, which exist to promote the sale of advertising time, seem to close their eyes to the fact that to make a commercial effective it has to be seen and/or heard, and that unless programming is effective in attracting audience, the best produced and most effective commercial will be a complete loss. We still believe the two sales bureaus, with their highly-experienced staffs, would be performing signal service to the industry by undertaking research, or causing it to be undertaken, which would relate programs to audience in terms of increasing the effectiveness of advertising, by interspersing it with the right kind of programming at the right time.

As far as the advertising content itself is concerned, a great deal has been done through the two annual Commercials Festivals to encourage the production of "better" commercials on both radio and television. So far, most of the stress has been laid on the selling effectiveness of these. Economy of production is another factor worth consideration, especially for TV. But perhaps of greatest importance, as well as the most likely to be overlooked, is the question of palatability from an audience standpoint.

We admit there is room for argument on this point, but we are of the opinion that while a commercial may be eminently successful in attracting audience, its reaction on a long-term basis may be negative in various ways.

In the first place, the fact that people look or listen does not necessarily mean they buy. This raises a question which might rate the sales bureaus' attention along the lines of what kind of commercial best suits a specific kind of program.

Then there's the tortuous question of that nebulous thing we now call "image". How would a blood-curdling mystery series with a tremendous audience react on a bank's depositors or an insurance company's policy holders?

By the same token, if a hypothetical trust company sponsored a highly erudite series of historical dramas or, let us say, famous trials, even though they attracted a limited audience of people from the upper crust of society, would they induce these people to name the sponsoring company their executors in their wills?

These are questions we believe need answering, if the broadcast media of advertising are to continue their progress to the limit.

Heaven forbid that the sales department of any broadcasting station be allowed to dominate the program department. At the same time there is a community of interest between the two, especially when a salesman has a prospect who wants a vehicle likely to attract buyers for his exotic perfume, his hearing aids or his stamp albums.

RADIO RIBS

by Harkley.



Bigger business is leit motif of Broadcasting - '64

UNCERTAINTIES CONCERNING REGULATION and the internal politics of the industry reared their heads during the past year, but were eclipsed by the surge of business which has revitalized broadcasting after a mild doldrum period.

This paper, which acts as a fairly accurate barometer of industry conditions has enjoyed an extremely good year, which, we earnestly believe, reflects the state of the entire broadcasting industry.

January

ROTHMANS GOT THE new year off on an auspicious note for broadcasters, when Craven A cigarettes signed for one of the biggest single purchases of radio time on record in Canada. Craven A bought the night owl *Music Till Dawn* show for six hours a night, seven nights a week, 52 weeks of the year on eleven stations.

With a soft-sell ad-lib commercial line, the cigarette maker hurried back into radio advertising after notable sales sluggishness resulted from killing the *Music Till Dawn* show in April 1963.

A new Montreal based ad agency was launched by Jacques Bouchard, Jean-Paul Champagne and Pierre Pelletier, incorporated as Bouchard, Champagne, Pelletier Ltée. Though the agency was starting small, it had the most billing per square foot in Canada, claimed Bouchard (a little more than \$1 million for 2000 square feet of office).

The agency opened with a staff of seven.

United Artists Television Inc. set up a full-fledged "of Canada"

operation under general manager Pat Donato, previously six years with Screen Gems (Canada) Ltd.

The storm over conversion of Radio CJBC Toronto into a completely French language station continued to rage, with the *Broadcaster* taking the position that the CBC had overstepped its bounds by ordering the conversion without awaiting "public opinion as it will be expressed through the Royal Commission on biculturalism and bilingualism."

The *Broadcaster* felt the CBC should investigate the feasibility of selling CJBC to private interests.

CBC President J. Alphonse Ouimet received a pay raise to \$40,000 a year as a result of a cabinet order-in-council, doubling his salary.

The BBG held its first public meeting of the year, in Ottawa January 14.

S. W. Caldwell Ltd's. film laboratory division was purchased by

Clare Burt and re-named Medallion Film Laboratory Ltd.

A report on CFTO-TV Toronto's "antenna check up time" campaign stated that Kevin Holen, CFTO advertising and promotion manager, was disappointed by industry reaction — particularly in the lack of participation by other TV stations.

"Of course the campaign is of direct and immediate benefit to CFTO," said Holen, "but it was designed to benefit the whole industry as well."

As usual, the first of the year was switching time for several major advertising accounts:

Baker Advertising lost \$2.5 million in billings at one blow when the General Foods Ltd. account swung over to McKim Advertising (for over \$2 million) and McConnell-Eastman & Co. Ltd. (for the balance).

Campbell's Soups shifted to Ogilvy, Benson & Mather (Canada) Ltd., taking a million dollar billing from Batten, Barton, Durstine & Osborne.

The Westminster Paper Company moved its seven-figure account (just) from James Lovick Ltd. Vancouver, to the Vancouver office of J. Walter Thompson Co. Ltd.

It was also announced that the \$2 million Robin Hood Flour Ltd. account would go to Vickers & Benson Ltd's. Montreal office in a consolidation move, effective April 1. The account was formerly split between McCann-Erickson (Canada) Ltd. and Young & Rubicam Ltd.

February

THE BBG PUT ITS STAMP of approval on all but one of the applications submitted in the previous month's hearings.

Newfoundland Broadcasting Co. Ltd. got a green light for two new AM stations, one at Grand Banks and another in central Newfoundland, both powered at 10,000 watts.

Hyland Radio-TV Ltd. (CJIC and CJIC-TV, Sault Ste. Marie) had its FM station application approved, as did Algonquin Radio-TV Co. Ltd. (CKCY Sault Ste. Marie).

Two private and eight CBC television rebroadcasters were cleared, and the following power boosts okayed: Radio Iberville Ltée, for CKRS St. Jean, Quebec, from 1000 to 10,000 watts; Sunwapta Broadcasting Co. Ltd., for CFRN-FM Edmonton, from 810 to 16,200 watts ERP, and; Radio NW Ltd., for CKNW, New Westminster, B.C., from 10,000 watts daytime and 5,000 watts night, to a straight 50,000 watts.

Six applications for stock transfers were approved, together with a number of changes in facilities.

Decision was reserved on Saanich Broadcasting Co. Ltd's., request to change frequency and operate full time on CFAV Victoria.

1700 advertisers, agency personnel, reps and broadcasters gathered simultaneously in Toronto and Montreal for a Television Bureau of Advertising film (and cocktail) presentation celebrating another year of success for the industry and the Bureau.

TvB imported a U.S. Bureau film for the occasion, *Heartbeat*, an analysis of the elements that lead to emotional involvement in the screen image and total communication for the TV medium.

The British Columbia Association of Broadcasters held its annual meeting at Harrison Hot Springs. President Roy Chapman reported the executive had met with the B.C. attorney general to discuss (none too fruitfully) possibilities for beer and wine advertising.

The delegates voted to reduce dues and equalize them for all stations as an experiment. The reduction became possible because the BCAB had no immediate further prospects in sight for research, seminars or night courses in conjunction with the University of B.C.

CFCM-TV Quebec City got a hefty pre-promotion underway by importing 111 ad agency people for the Quebec Winter Carnival and a studio presentation of French speaking TV talent.

The purpose was to convince agencies that disaffiliation with the CBC, scheduled for October 1, would not affect CFCM's ability to hold audience on an independent programming basis.

Leonard H. Lavin, president of the Alberto-Culver Company, spoke to the Radio and Television Executive Club in Toronto on a radio-spot test campaign over CKNW and CFUN in Vancouver.

He noted that if the spots worked as well in Canada as in the U.S., the company would spread radio advertising across Canada as soon as possible.

Moreland-Latchford Productions Ltd. started negotiations with Sterling Educational Films in New York and Ralph C. Ellis Enterprises Ltd. in Toronto to handle international TV sales of M-L's "great big screaming success", as Hugh Moreland called it — the filmed versions of the 5BX and 10BX physical fitness plans.

BROADCASTER BULLETIN

Volume 23

Number 24

—30—

Upcoming

Our 24th year
of reaching people
who reach people

25% of FM time for "longhair"

CFCF-TV used its *Let's Find Out* program to experiment with the use of newspapers and television as complementary media. The show contrasted a television news presentation of events in the Panama Canal area with *Montreal Star* coverage of the same subject. Separate groups of students were asked to complete a test aimed at demonstrating the gaps in information filled by the alternative media.

Baker Advertising announced formation of an executive committee with Leonard (Sandy) Akerman and David E. Gillespie as executive vice-presidents, joining President W.R. Baker in a management three-some.

The entertainment products division of Philips Appliances Ltd., moved its account from McKim Advertising to Foster Advertising.

Douglas L. Breithaupt succeeded P. S. Milsom as president of Breithaupt, Milsom & Benson Ltd. (At this time Milsom resigned, and the company was reorganized in September as Breithaupt, Benson & Co. Ltd.).

MCA and the CBC started production on the first of a co-produced Canadian-made hour-long series of six documentaries dealing with comedians. Wayne and Shuster were signed to host and narrate the specials, first of which was titled *Wayne and Shuster Take an Affectionate Look at W. C. Fields*.

March

THE CANADIAN TELEVISION Network (CTV) and its affiliates reached agreement in principle on a new 1964-65 contract which would "lay additional stress on year-round programming of an actuality nature."

The BBG laid a controversial revision of section eight of its regulations before broadcasters for discussion at March 10 hearings. The revision would reduce commercial time to 12 from 16 minutes an hour, though 20 spots an hour would still be allowed.

The Board also proposed some relaxations in Canadian content rules, and tighter control on FM commercial time and FM separate programming.

One new regulation would compel FM stations to devote 25 per cent of their weekly time to longhair material.

A report on the Canadian Advertising Personnel Bureau (CAPB), celebrating its first anniversary, indicated that the Bureau's activities had helped reduce raiding and begun to stabilize salaries in the industry.

J. K. Thomas, managing director of CAPB, said the Bureau had broken even in its first year, had seriously interviewed over 1000 candidates, placed 69 satisfactorily, and filled one-third of requests from agency members.

Dave Rogers was appointed general news editor of Broadcast News Limited in Toronto.



Lloyd Moffat, president of Moffat Broadcasting Ltd. (CKY Winnipeg and CKLG Vancouver), president of radio station CHED in Edmonton, vice-president and treasurer of CJAY-TV Winnipeg and a director of CTV, died on vacation in Hawaii.

Moffat began broadcasting in 1941 with a 25 watt station in Prince Albert, later known as CKBI.

*** A MILLION
HOURS EVERY HOUR**

*** A MILLION
DAYS EVERY DAY**

**CANADIANS WATCH
MORE TELEVISION
THAN ANYONE ELSE
IN THE WORLD !!**

TvB OF CANADA INC.

500 UNIVERSITY AVENUE TORONTO TEL: 363-3133

E. P. LAWLESS
Executive V/P

W. A. ACTON
Research Manager

D. G. BRYDSON
Director of Sales

M. W. AUSTIN
Mgr. Adv. Agency Svcs.

For information about television call

TvB

Representing the responsible Television Broadcasters.

*SOURCE: BBM Mar. '64. Average Total Hours Tuned Per Household.

the voice of french canada in québec

CJMS 1280
RADIO MONTREAL

50,000 WATTS DAY & NIGHT

. . .government had decided to institute an enquiry into radio and TV

McKim Advertising Ltd. won top honors in the international broadcasting awards sponsored by the Hollywood Advertising Club, with Maxwell House coffee's "fresh ground aroma" radio commercial for General Foods Ltd.

Crawley Films Ltd. and Roth-Kershner Productions of Hollywood reported that shooting was well under way for the feature film *The Luck of Ginger Coffey*, starring Mary Ure and Robert Shaw.

CFGM Radio enrolled Toronto Mayor Philip Givens in its Country Music Club after presenting an 18,000 name country-music lover petition before a Metro Toronto council meeting. The Mayor had claimed suburb-dwellers were more interested in country music than the fine arts.

A brief put before State Secretary Maurice Lamontagne by L'Association Professionnelle des Cinéastes claimed the Canadian feature movie industry had been "abandoned to the complete domination of American monopolies, to the detriment of the Canadian people."

The brief asked the Canadian government to promote the establishment of a feature film industry in Canada.

Medallion Pictures Ltd., a newly formed Canadian subsidiary of Hollywood's Medallion TV Enterprises Inc., announced that 13 shows of the 26 for *Star Route* would be produced in Toronto. *Star Route's* format was to be along slick country and western lines. It was considered the first independently produced show in Canada on 35mm three-track stereo.

Another prominent figure in Canadian radio broadcasting, John Adaskin, died in Toronto March 4.

He produced or directed more than 5000 programs for the CBC, and later produced shows of his own, among them *Opportunity Knocks*, *Singing Stars of Tomorrow* and *The Voice of Victor*.

A speech to the B.C. Broadcasters by Ralph Draper, media director of Foster Advertising Ltd., pointed out that Canada has 2410 separate media outlets looking for advertising dollars.

A media man has to work like crazy, said Draper, to learn as much as possible about these outlets.

MacLaren Advertising Company Ltd. again topped Canadian agencies in billings, with \$33 million. Cockfield, Brown & Co. ran second, billing \$24.5 million.

April

THE CANADIAN ASSOCIATION of Broadcasters annual convention in the early part of the month re-elected Don Jamieson as president for a fourth term ("and last," said Jamieson).

Secretary of State Honorable Maurice Lamontagne advised the broadcasters that the government had decided to institute an inquiry into radio and television, and spoke of the lack of clarity and other shortcomings in the Broadcasting Act as passed in 1958.

Dr. Andrew Stewart, chairman of the BBG, told the convention that the board might not feel it necessary to regulate FM content if FM stations voluntarily programmed separately with a non-AM type of material.

He said the board agreed in principle that the public interest would not be served by the proliferation of AM stations.

Minister of Transport Honorable Jack Pickersgill urged the broadcasters to give listeners and viewers more analytical political reporting with less emphasis on impartiality.

Walsh Advertising announced purchase of the radio rights to 35 Toronto Maple Leaf away games for approximately \$175,000, and stated that a network of 50-odd radio stations from coast to coast anchored by CFRB Toronto would carry the game broadcasts.

Schick Safety Razor Company agreed to take up to one-half sponsorship.

"This is creating lots of excitement among stations and advertisers," said Dan Poyntz, vice-president of Walsh.

Radio took all six *Broadcaster* Beaver Awards for 1963.

Top winner was CHQM-AM-FM Vancouver, for specialized music programming to the high income third of Vancouver's families, in the process increasing Vancouver sets-in-use figures by 25 per cent.

CKGM-FM Montreal came second, for its day-long stereo schedule of quality music, sophisticated talk, and limited commercials.

CKLG Vancouver, CJBC Toronto, CHUM Toronto and Northern Broadcasting Company Ltd. followed.

Royce Frith achieved something of a broadcasting coup with BBG approval of his application for the 580 frequency vacated by CKEY Toronto. As a result, Frith became president and manager of CKWW Windsor, which started broadcasting March 29. A sequel to this will be found in the October section of this review.

There hadn't been a frequency available for the 300,000 strong Windsor market for 30 years.

CKWW went on the air with a no-rock policy.

Frith attributed his success in getting to the BBG with a "fustest and mostest" application, to re-collection that applications could be approved for about-to-be-vacated frequencies as soon as moves from them were approved.

The BBG announced it would later hear applications for two new AM stations, four new FM stations, one TV station and seven TV re-broadcasters in hearings to be held in Ottawa April 28.

CBC television and Intertel, the International Television Federation, won the first annual Wilderness Award for *One More River*, a study of racial problems in the southern U.S.

Five Canadian film makers teamed with a small outside-Canada group in an effort to capitalize Amalgafilms Limited for the production of feature films in Canada.

The twenty page prospectus described Amalgafilms as an organization that could be "Canada's United Artists". \$360,000 capital was required to begin production.

Canadians involved were Paul Almond, Michel Brault, Graeme Ferguson, Peter Green and Pierre Patry.

George F. Hayhurst retired as chairman of the board of F. H. Hay-



The RATINGS that COUNT

The BUREAU of BROADCAST MEASUREMENT
75 Eglinton Avenue East, Toronto 12, Ontario.

Phone: (Area Code 416) 485-9464.

Retirement: Twice as much husband on half as much income.

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

. . .advertising's ability to look after its own affairs without outside control

hurst Ltd. He was succeeded by W. Palmer Hayhurst, president of the agency since 1940.

James M. Simpson became president and general manager of Walsh Advertising Co. Ltd. Former president Kenneth G. Anderson moved up to the chairmanship of the board.

Twenty-nine new veteran broadcasters were admitted to the Quarter Century Club at a luncheon held during the CAB convention.

May

THE BOARD OF BROADCAST Governors, announcing the results of its April hearings, also reached a decision to extend the summer 45 per cent Canadian content relaxation period by eleven days, to September 30 from June 21, instead of to September 19 as before.

Two AM stations' applications were approved: Theodore S. Soskin for 10,000 watts on 810 kcs. in Calgary, and W. R. Jeffcot for 1000 watts on 1500 kcs in Duncan, B.C.

Jean-Marie Duchaine's application for an AM station in Dolbeau, Quebec was recommended for denial.

Gordon E. Spackman obtained approval for an FM station of 1330 watts ERP on 98.9 mcs in Red Deer, Alberta. CKLC Truro was cleared for 360 watts ERP on 100.9 mcs FM. Tillsonburg Broadcasting Co. Ltd. had its FM application recommended for denial.

The CBC was granted channel 12 for a TV station in Deer Lake, Newfoundland. Numerous rebroadcasting stations and facility changes were also approved.

The Association of Canadian Advertisers held its annual convention and elected George Meen of Christie Brown & Co. Ltd. to the presidency. Bob Oliver of the Bank of Nova Scotia, retired from the post.

Reports from the Bureau of Broadcast Measurement, the Canadian Advertising Research Foundation, the Canadian Advertising Advisory Board and the ACA-CAAA Joint Committee on Broadcasting began the open sessions of the convention.

BBM reported increased membership (to 413) and an extension of services at no increase in costs.

J. N. Milne, chairman of CARF, spoke of two project possibilities for the future — a study of over-commercialization in TV, and a study of media buying processes in Canada.

The CAAB called the Code of Advertising Standards approved and adopted in 1964 a model code, demonstrating advertising's ability to look after its own affairs without outside control.

The Joint Committee said some of the new BBG regulations on commercial content for TV would probably embody committee recommendations. It also said discussions with the talent union (ACTRA) would probably be pursued in the future, with a new ACTRA board of directors slated to take over.

The convention heard presentations from a large number of contributors, as follows:

- Bob Oliver, former president of ACA.
- Alphonse Ouimet, CBC president.

- Dr. Bernard Hymovitch, president of Marketing Research Centre Ltd., Montreal.

- W. Bernbach, president and creative director, Doyle, Dane, Bernbach, Inc., N.Y.

- Andrew Kershaw, managing director, Ogilvy, Benson & Mather (Canada) Ltd.

- George Sinclair, vice-president and general manager, MacLaren Advertising Co. Ltd.

- Jerry Goodis, president, Goodis, Goldberg, Soren Limited.

- Gaby Lalonde, vice-president of Young & Rubicam Ltd., Montreal.

- Ralph Draper, media director of Foster Advertising Limited.

- Dr. Gary Steiner, assoc. professor of psychology, University of Chicago.

- Yves Menard, vice-president, Johnson & Johnson Ltd., Montreal.

- Jack D. Campbell, vice-president, Greb Shoes Ltd.

- F. Ross Johnson, marketing manager, lamp dept., Canadian General Electric Co. Ltd.

- Donald Swanson, vice-president grocery products division, General Mills Inc.

- David Buglass, advertising manager of Armstrong Cork Canada Ltd.

- Sister Jacqueline Grennan, exec. vice-president of Webster College, St. Louis, Mo.

- Laurence Duncalfe, advertising and sales promotion manager of Facelle Co. Ltd.

- Marketing.

Bob Oliver devoted his presidential valedictory to a philosophical championship of advertising, noting that society has become a market place where each of us must sell something in order to survive, and non-persuasive selling techniques can no longer be rated effective.

Alphonse Ouimet discussed the commercial role of the CBC. "To the extent we are in business," he said, "we are in it to the hilt." Without the advertisers' use of the CBC, the national service would be less complete, he continued, or the cost per Canadian would be appreciably higher.

Dr. Hymovitch explored psychological differences across Canada that demand distinct marketing techniques. British Columbia, he said, is strongly influenced by American status consciousness, but the French Canadian does not attempt to keep up with the Joneses, or ahead of them, and cares less for rank and position in organizations.

(Continued on page 12)

Selling the Homemaker

CFAC RADIO 1 CALGARY

CONTACT: ALL-CANADA RADIO & TELEVISION LTD.

A RECIPE FOR

HOLIDAY EGGNOG

Separate six eggs and beat the yolks separately. Add to the yolks one half a cup of sugar, one half a cup of rum, two and one half cups of brandy or rye. Mix and then add two tsps. of vanilla, and a dash of nutmeg. Put in refrigerator and let chill for several hours.

During the chilling period, add heavy cream and milk at intervals until you have used three cups of heavy cream and one pt. of milk. Stir after each addition.

When ready to serve, beat egg whites stiff and fold into mixture.

Spread each serving with nutmeg.

(Serves approximately 25)

A special recipe from Jean Caine's radio series, "Fashions in Food".

With Warmest Wishes From
The White Oaks Station

CHWO
DIAL 1250

Serving the Communities of
Burlington, Oakville and Toronto Township.



1ST.
PRIZE

AMPEX

They don't even hate us. We just bore them.

(Continued from page 9)

Bernbach tackled the question of what makes advertising work, and decided that "a fresh approach makes each ad do the work of ten, but the attention-getting device must relate to the product or you'll alienate the public by making them think they've been fooled.

"We worry about whether the public loves us," he said. "They don't even hate us. We just bore them."

Andrew Kershaw and George Sinclair argued the agency compensation issue, fees versus commissions. Kershaw campaigned against the lethargy and archaic franchise agreements that stop progressive clients and agencies from trying fees. Sinclair pointed out that the traditional commission system is fully adequate to cover servicing for most clients and return the agency a moderate profit.

Jerry Goodis commented on "how not to select an agency," emphasizing half-a-dozen "don'ts" evolved from replies to a letter he circulated among agency presidents and advertisers.

Gaby Lalonde presented the convention with a cross-country run-down on research findings about differences in emphasis toward so-called basic necessities by the Canadian average man.

Ralph Draper discussed the part local and supplementary Canadian media play in buttressing the national media. "Canada has no national media, according to the dictionary definition of national," Draper suggested. "So the big media can only do a part of the job in reaching our whole nation."

Dr. Gary Steiner outlined the psychological qualities of the creative mind, concluding that it is not always wise to maximize the creative. "It's like playing a long-shot, a high risk situation," he stated.

Other ACA convention contributors presented advertising success stories and criticized the agencies, constructively, from the advertisers' point of view.

Warren Reynolds, president of Ronalds-Reynolds & Company, was awarded the ACA Gold Medal for distinguished service.

Broadcasters expressed concern because the 1955-57 Royal Commission headed by Fowler had urged the CBC to become more commercially aggressive, and gave an impression of being out of sympathy with the status of the private broadcasters.

Discussions between BBG chairman Dr. Andrew Stewart, CBC president Alphonse Ouimet and CAB president Don Jamieson had led to diverse recommendations.

Ouimet and Stewart favored creation of two broadcasting boards, one for the CBC and another for the private industry. Jamieson saw a need for one agency to have some kind of control in both fields, but felt there should be more separation of the two areas.

The fourth annual Canadian Television Commercials Festival was held at the Ryerson Polytechnical Institute in Toronto, June 4.

Entries increased to 119 in the U.S. competition and 129 from local stations exclusively for the Canadian festival.

The Clio Statuettes for Canadian commercials winning in overall competition in the U.S. went to:

For Cleansers, Polishes, Waxes - Rabko Television Productions Ltd. for Young & Rubicam Ltd. and Drackett Co. of Canada Ltd.'s Twinkle Copper Cleaner.

For Beers and Wines - Peterson Productions Ltd. for Foster Advertising Ltd. and O'Keefe Brewing Ltd.'s Old Stock Ale.

For Best Video Tape - Advertel Productions Ltd., for Campbell-Ewald Ltd. of Detroit and Marathon Oil Co.

For Best Canadian Market - TDF Productions, for Ronalds-Reynolds & Co. and Nestlé (Canada) Ltd.'s Quik.

For Best French Language - Advertel Productions Ltd. for Goodis, Goldberg, Soren Ltd. and Canadian Westinghouse's electric frypan.

The TvB Rosebowl for the best locally produced English commercial went to CKCK-TV Regina, for Rainbow Laundry.

The Rosebowl for the best overall local French commercial went to CFCM-TV Quebec, for DuPont of Canada Ltd.

Wallace A. Ross, director of the American Television Commercials Festival, digested the noticeable trends in current TV commercials as follows:

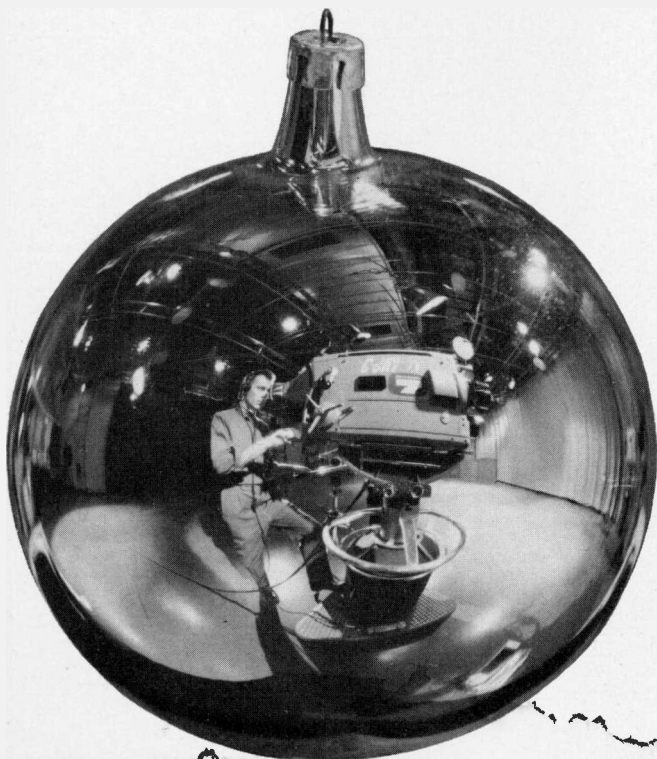
"It was very much a directors' year," he said. "A growing realization that TV commercials are basically a visual medium resulted in less reliance on the spoken word.



CUSTOMMADE
MUSICAL COMMERCIALS FOR
RADIO & TV (at a price retailers can afford)

Modern Commercial

Broadcasts Studios
2 Carlton Street, Toronto 2 366-5636



MERRY CHRISTMAS
and a
HAPPY NEW YEAR
from
C-JAY TV CHANNEL 7
Winnipeg

June

SECRETARY OF STATE HON. Mayrice Lamontagne announced establishment of a three man advisory committee, headed by R. M. Fowler of Montreal, to make a broad study of several areas of Canadian broadcasting.

Other members of the committee were Marc Lalonde, a Montreal lawyer, and Ernest Steele, under-secretary of state.

FM regulations provide for less advertising

"There was a growing use of ear-catching sound effects, such as special electronic effects and magnified sounds.

"The trend to testimonials shot on location was strong enough that they became a target for other commercials spoofing them. Helicopters as camera platforms were also in real vogue.

"There was an increase in the use of freeze frame, zooms and quickcut montages, and a swing away from animation except in food commercials."

Radio and Television Executives' Club that group broadcasting was bound to develop in Canada. He said companies owning two or more stations were already a force in the U.S.

Two American film production companies opened Canadian operations with offices at Film House Ltd., Toronto. The two were Thomas Craven Films and Monarch Films Ltd.

July

Radio CHUM Toronto and CJMS Montreal arranged production of a series of six-one-hour programs called *Dialogue*, formatted as a conversation between two cities in two languages on the question of bilingualism and biculturalism.

Goodis, Goldberg, Soren Ltd. announced acquisition of two major accounts, Hazel Bishop of Canada Ltd. and Salada Tea, each billing in the million-dollar area.

Robin (Bob) Armstrong finalized formation of a new radio-TV sales rep firm - Radtel International Ltd.

The annual meeting of Northern Broadcasting Ltd's. Toronto executives, station managers and sales managers heard Stuart MacKay, president of All-Canada Radio & Television Ltd., talk about "more leisure with less time".

MacKay said broadcasting must plan now to fill the intellectual needs for the opulent consumer. "We are on the threshold of a 30-hour work week," he maintained. "What are we doing about filling attractively the spare time this vacuum will create?"

The Canadian Association of Broadcasters program exchange department announced completion of plans to produce a TV series, *Canada at Work and Canada at Play*, with the co-operation of member stations across the country.

Radio CHML Hamilton conducted a phone-in flag poll and drew over 20,000 calls. The new maple leaf design won out over the red ensign by a scant 2.2 per cent.

Thomas S. Murphy, executive vice-president of Capital Cities Broadcasting Corp., told the Toronto

THE BBG CHOPPED COMMERCIAL time permitted in each hour of viewing to 12 minutes from 16, and reduced the number of messages allowed per hour to 16 from 20, effective October 1.

Public service announcements were exempted from the definition of a commercial message.

At the same time the Canadian content quota fulfillment period was extended by the BBG to a quarterly basis from the existing four week period. However the board specified that 6 pm to midnight programming would still have to satisfy the 40 per cent basic Canadian content requirement.

The BBG also issued a special set of regulations for FM, providing for less advertising (10 minutes an hour in prime time, 180 minutes for each full day), for a 20 per cent arts, letters and sciences content requirement, and for not less than two hours a day separate FM programming.

Non-commercial FM stations operated by educational institutions were exempted from the separated programming requirement.

(Continued on page 14)

at your SERVICE



CANADA'S LARGEST SUPPLIERS
of
PRINTING FOR BROADCASTERS

W. L. GRIFFIN LIMITED
18 Linden St. Hamilton, Ont.
Phone 547-3244 area code 416



IMPERIAL PRESS
LIMITED
PRINTERS

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

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

ATU COMPONENTS
2 Hour Service
GELECO Electronics Ltd.
1262 Don Mills Rd., Don Mills, Ont.
Phones: 444-5991 or BA5-2497

CANADA'S MOST COMPREHENSIVE
MARKET RESEARCH SERVICE

Elliott-Haynes
LIMITED

TORONTO - 840 Pape Avenue, 463-1143
MONTREAL - 3290 Bernardin St. RA. 8-5360

DON'T WRITE . . . TELEGRAPH . . . Walter A. Dales, and let him write it for you. He's poised at his typewriter, 270 Fort Street, Winnipeg; or phone him at WH 3-8346.



Telephone
Answering
Service

Answers your phone
whenever you are away
from your office or
residence.

Phone for Booklet in
Toronto 924-4471 Montreal UN. 6-6921

The trend is to balanced programming

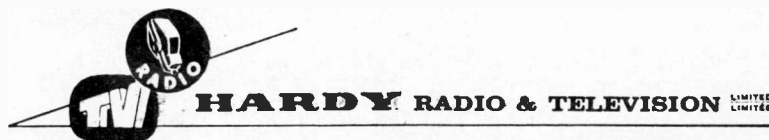
G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

ON THE AIR DECEMBER 10th in FULL STEREO
CFMC-FM - SASKATOON
Joins the Growing List of Hardy FM Stations

- *CHRC-FM Quebec City
 - *CFMW-FM Winnepeg
 - *CHFM-FM Calgary
 - CHIC-FM Brampton
 - CKLC-FM Truro
 - CKLC-FM Kingston
- *Broadcast in Stereo

Contact Hardy's FM Sales Supervisor - Gene Alton



The CBC won six of the 46 Ohio awards

(Continued from page 13)

The board okayed CHFI-AM-FM Radio Toronto's application to use the 680 frequency for a full-time standard broadcast service, 1000 watts day, 10,000 watts night. In order to effect the change, CHFI had to agree to relinquish the 1540 frequency it was using during the day.

Fundy Broadcasting Co. (CFBC, Saint John, N.B.) received clearance to establish an FM station. James H. Browne (CKOV Kelowna, B.C.) was given a green light for an FM affiliate to his existing station.

The CBC was authorized to re-establish its three-station FM network, linking CBM-FM Montreal, CBO-FM Ottawa and CBC-FM Toronto.

Three privately-owned CBC affiliates were given leave to cut loose from the CBC - CHSJ Saint John and CFAC Calgary on September 30, CKCH Hull on July 30.

A decision on J. Fred Weber's application for a new AM station at Prince Rupert B.C. was deferred, pending hearing on a rival application.

Numerous stock transfers and facility changes were approved. One application for a TV rebroadcaster was denied, to Twin Cities Television Ltd. (CFCR-TV Kamloops, B.C.).

The *Mr. Pearson* film controversy was explored in some depth by a *Broadcaster* article featuring the views of Dick Ballentine, president of Intervideo Productions

Ballentine, who produced the film, expressed surprise at the CBC decision not to air his work, because "he had been under the impression that everyone was happy about the whole thing."

The United and Anglican Churches of Canada decided to test the Stan Freberg religious commercials in the Toronto area over nine radio stations volunteering free spot time.

It was expected that the unorthodox spots would be picked up by churches in other cities if the

four week test program proved successful.

The first annual MacLaren Advertising Research Award of \$1000 went to Dr. Philip Kotler, assistant professor of marketing at Northwestern University in Chicago, for a paper on mathematical media selection.

The Trans-Canada Advertising Agency network, meeting in Montreal, elected G. P. Backman of Backman Advertising Ltd. in Halifax as president to succeed W. S. Whitehead of Whitehead, Titherington & Bowyer Ltd., Toronto.

Fry-Cadbury Ltd. announced it would move its account to Doyle, Dane, Bernbach (Canada) Ltd., from Breithaupt, Milsom & Benson Ltd., effective January 1 next.

Douglas Fisher, NDP member for Port Arthur, charged in a House of Commons debate that the CBC appeared to be going out of its way to extend its French language network.

The Canadian Association of Broadcasters and the Composers, Authors and Publishers Association of Canada stated that the first CAB-CAPAC subsidized Canadian recordings would be released in the fall.

By first release date, it was suggested, two years and \$100,000 of the CAB-CAPAC quarter-million dollar fund would have gone into bankrolling recordings of Canadian compositions performed by domestic talent.

Canadian Westinghouse Co. Ltd. and Canadian Admiral Corporation announced they would begin color TV set production in early fall, one year after RCA turned out its first made-in-Canada color set at its Prescott factory.

The CBC won six of the 46 Ohio awards offered at the annual American Exhibition of Educational Radio and Television Programs. Radio CKVL Verdun was the only Canadian private station to snag an Ohio.

Gruneau Research Ltd. of Toronto and Montreal, and the Opinion Research Corporation of Princeton, N.J. announced formation of a new company, ORC-Gruneau Research Ltd., to introduce the ORC Public Opinion Index for Industry into Canada.

CHRE-TV APPOINTMENT



BUD MARCE

Jerry Johnson, General Manager of CHRE-TV, Channel 9 Regina, is pleased to announce the appointment of Bud Marce as Program Director. Bud Marce comes to CHRE-TV from Winnipeg where he was Operations Director for CJAY-TV.

August

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

TELEVISION

CKVR-TV barrie
CJCH-TV halifax
CHOV-TV pembroke
CFCL-TV timmins

More circulation for your ad \$\$

CHOV-TV Pembroke

UP 17% in WEEKLY REACH

(BBM 62-63)

"The Valley's TOP Salesman"

Paul Mulvihill & Co., Ltd.
TORONTO MONTREAL



THE BROADCAST INDUSTRY went into mourning at the July 28 death of Horace N. Stovin, chairman of the board of Stovin-Byles Ltd. Horace Stovin was one of Canada's best-known pioneers in broadcasting. He struggled through the early days of Western Canadian radio until 1940, when he was able to open his own radio representative business, for five years with C. W. (Bill) Wright as a partner, then alone, and since 1957 as senior member of the Stovin-Byles affiliation.

Carling Breweries backed "Telehue" a unique color TV process, in London, Ont.

The CBC proposed a radical re-organization of Canada's broadcasting industry in which both public and private broadcasters would operate on a charter basis and be directly responsible to parliament.

CBC president J. Alphonse Ouimet, tabling the CBC's annual report in the House of Commons, called for a broadcast setup similar to that of the British Broadcasting Corporation.

His report said the CBC was willing to join in talks with the industry to help smooth operations. "Major public inquiries might establish the whole broadcasting system on a charter basis for a period of perhaps ten years," the report suggested, "giving... a firm basis on which to operate during this known period."

"This would do much to dissipate dissensions which have plagued Canadian broadcasting over the years and which have arisen largely from anxieties caused by uncertainty."

The report showed that the CBC refunded \$62,000 to the government on May 29, representing the unspent portion of its \$78,439,000 1963-64 grant.

CBC commercial revenues were noted as being up by about a million and a half dollars to \$32,392,102.

The Independent Television Organization (ITO) made a major move into television program production — to the tune of almost two million dollars invested in 25 hours of programming.

The move put ITO ahead of CTV, which duplicates ITO membership, in terms of total programming hours. The ITO programs would remain the property of the eleven individual stations belonging to the organization, which is incorporated as a non-profit company.

Bouchard, Champagne, Pelletier Ltée. pulled off a notable scoop on the older advertising agencies by securing the Eastern Football Conference Big Four television rights for 1965 and 1966.

Cost was estimated at nearly a million dollars, and included both English and French TV coverage of the games.

State Secretary Maurice Lamontagne publicly announced the government would ask parliament for authority to establish a loan fund for the production of feature films of high quality in Canada.

He expected that it would take some months before parliamentary authority could be secured, and

would not hint at the projected size of the fund other than to say it would be substantial.

Associated Screen Productions of Toronto and Associated Television of the U.K. stated they were on the verge of completing a three million dollar deal involving a series of *On the Seaway* television dramas, to be produced for the CBC.

The two firms would be 50-50 partners in the project, which would rate as a Commonwealth production for Canadian content purposes.

Concept Productions Corp., formed two years ago in Hollywood by a group of so-called rebels, announced its incorporation in Ontario,

and its ambition to win Academy Awards for Canada.

Carling Breweries backed an experiment in the use of Telehue, a unique color TV process, in London, Ontario. The process creates a viewer impression of color in a black and white television transmission, and was scored a success by CFPL-TV London on the basis of viewer reaction.

September

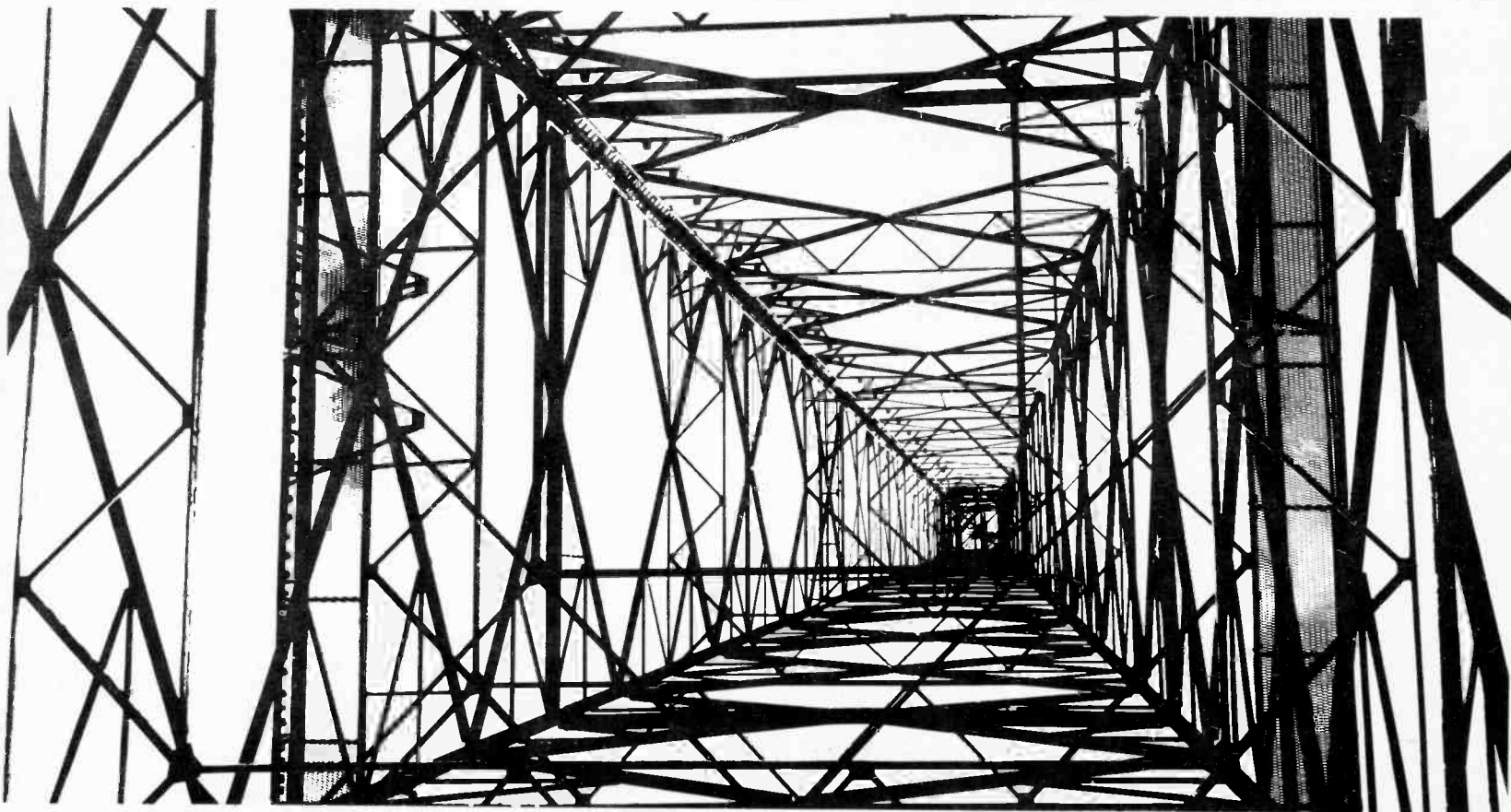
THE CANADIAN NATIONAL Exhibition Color TV Network gave the Canadian public its first view of domestically produced color television. The exhibit, mixing color and black and white segments, and transmitting to 15 scattered sets, was staged by RCA Victor, CHCH-TV Hamilton, Robert Lawrence Pro-

(Continued on page 16)

A budget is a system for telling your money where to go instead of wondering where it went.

"ACTION STATIONS!"

**CFCN
RADIO-TV
CALGARY**



WE BEND OVER BACKWARDS!

To get shots that are different, exciting and meaningful, whether it be outside our studios (like the shot of our tower above) or inside our 3 studios 25' x 25', 24' x 36' and 75' x 50'. We have 3 Marconi 4½" and 2 Dumont Studio cameras. Three Ampex video tape recording facilities — a Kinescope recorder — we also have a mobile unit equipped with a video tape recorder, three cameras with lenses including one Varotal III and one

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



CFCM-TV * CKMI-TV

Télévision de Québec (Canada) Ltée.

University will teach physics, chemistry, psychology and history over closed-circuit TV

(Continued from page 15)

ductions and Williams, Drege & Hill Ltd.

About 130 minutes of commercial time were sold to 40 advertisers for the 13 hours (eight in color) of daily closed circuit programming, extended over 15 CNE days.

One of the main functions of the system, besides publicizing color TV, was to inform CNE-goers of the attractions at the exhibition. Canadian Kodak Ltd. co-operated by arranging 24-hour processing for color film of topical events.

At the same time Robert Lawrence productions claimed a Canadian first resulting from the production of a complete color commercial for Cockfield, Brown & Co. Ltd. and Canada Packers Ltd's. Maple Leaf Bacon.

Brian Hawkins of Cockfield, Brown claimed a big increase in saliva-appeal for the color view of frying bacon.

The Calgary branch of the University of Alberta launched an experiment in teaching teachers by television. It offered a course in "teaching arithmetic" over the facilities of CFCN-TV Calgary. Results proved favorable enough that the University planned to offer another course later.

The National Film Board started work on its \$4,250,000 *Labyrinth* project for Expo '67. The theme was described as being an "attempt to restore a sense of community in a fragmenting world."

The Montreal International Film Festival awarded first prize for best Canadian feature to *Le Chat dans le Sac*, a National Film Board production directed by Gilles Groulx.

Goodis, Goldberg, Soren Ltd., resigned the Hazel Bishop of Canada Ltd. account, after having it in the agency just over three months. The resignation was attributed to a conflict in basic advertising philosophy.

October

WORD THAT DR. ANDREW STEWART would not continue as chairman of the BBG after expiry of his term in November 1965 was issued to the House of Commons by Prime Minister Pearson.

Dr. Stewart's letter advising the prime minister of his decision dated from the time of the appointment of the Fowler Committee on broadcasting. Stewart stated he had no definite plans for the far future.

The BBG granted one application for a new television station as a result of its September hearings. Newfoundland Broadcasting Co. Ltd., received the clearance.

Two AM station applications were approved and three denied. J. Fred Weber succeeded in his second try for a station on 560 kcs in Prince Rupert, B.C. at 1000 watts day, 250 night. A rival application by J. H. Jeffries was denied.

The Department of National Defence was granted a 20 watt outlet at Lowther, Ontario.

Two applications for a daytime only licence for St. Catharines, Ont. were turned down. Decision was reserved on an FM station application by Newfoundland Broadcasting Co. Ltd. for St. John's Newfoundland.

The board approved transfer of ownership of CKWW Windsor from Royce Frith to WWKC Holdings Ltd. Numerous other facility and ownership changes were also okayed.

George Garfield Sinclair became the third president of MacLaren Advertising Co. Ltd. since its establishment in 1922, succeeding Einar Rechnitzer, who became chairman of the board.

Sinclair established something of a break with tradition by rising to the top post through the creative side of the agency business.

W.W. (Bill) Vanderburgh, advertising manager of Coca-Cola Ltd., succeeded Ralph Snelgrove as president of the Radio and Television Executives Club of Toronto.

Harry E. (Red) Foster, president of Foster Advertising Ltd., was to the presidency of the Canadian Association of Advertising Agencies at the association's annual meeting held in Honey Harbour.

The CBC introduced its new *This Hour has Seven Days* program with a closed circuit TV three-city press conference. Members of the fourth estate in Ottawa, Montreal and Toronto fired question via mike and monitor at John Drainie, host of the new program, as he sat behind the desk of the *Seven Days* set in Toronto.

McMaster University announced it would teach some physics, chemistry, psychology and history over closed circuit TV before the year was out. Lectures would be projected on a larger-than-life screen in a lecture theatre.



TEN YEARS AGO DECEMBER 5TH

There were 5,000 television sets in the Saskatoon area. *Today there are 61,000.*

The value of Saskatoon construction was placed at \$17,600,000. *Today that figure reads \$32,600,000 (wow!)*

The population of Saskatoon was 65,000. *The population today is 112,000.*

And on that day ten years ago, CFQC-TV was born.

The station possessed one studio and one camera and had a transmitter power of 100,000 watts video. *Today CFQC-TV has four studio cameras and three VTR's and has a transmitter power of 325,000 watts video. A new satellite has 10,400 watts.*

Happy tenth anniversary to CFQC-TV. "Happy development to the booming Hub of Saskatoon." *Happy advertising to you on CFQC-TV in Saskatoon!*



(Translation please: *happy anniversary to Channels 8 and 3 serving the people of Saskatoon for ten full years*)

Ten Toward Tomorrow



“ . . . Parliament simply isn't constituted to be efficient in broadcast problems. . . ”

The Luck of Ginger Coffey, a Canadian-made feature film produced by Crawley Films Ltd. and Roth/Kirshner Productions, premiered to favorable reviews in New York.

The Atlantic Association of Broadcasters, meeting in Sydney, Nova Scotia, was told broadcasters and advertisers had allowed too much of a buyer-seller relationship to develop, by Ed Lawless of the Television Bureau of Advertising.

“Advertisers and broadcasters are in partnership,” Lawless said. “Both need each other. This is not a conventional buying-selling relationship.”

The late Bernard (Barney) Goulet, a former full-time member of the BBG, took a strip off radio broadcasters in an address to the Hardy Radio Seminar.

He said the American radio industry had done little or nothing to justify radio's survival as a listening medium. “Radio's standards are worse than television's, if that is possible,” he claimed, “because radio can only survive in an atmosphere of shrill salesmanship, as a bargain advertising medium for the local merchant, department store or used car dealer.”

Moreland-Latchford Productions Ltd. announced that it was working on a venture called *Moving Target Films*, to provide mobile targets for firing practise by law enforcement officers.

November

MORE THAN 200 PRIVATE broadcasters met in Niagara Falls for the 14th annual Central Canada Broadcasters Association Convention.

Frank Murray, general manager of CJBQ Belleville, was elected president to succeed Gordon Keeble, vice-president of the CTV television network.

Speakers were A. J. Little, president of the Canadian Chamber of Commerce and Premier John Robarts of Ontario. E. L. Dillard of station WASH-FM Washington and John Tomlinson, media director of McCann-Erickson (Canada) Ltd., took major parts in a panel discussion about the future of FM broadcasting chaired by Dick Sheppard of Stephens and Towndrow.

Premier Robarts was blasted by leaders of both Ontario opposition parties and the *Toronto Star* for his announcement that the Provincial government was preparing radio and television tapes on government announcements, designed to parallel standard news releases tailored to meet the needs of the press.

Dick Sheppard won this paper's Press Table Trophy for the most newsworthy contribution to the convention, with a study of the virtues of going after selected audience rather than the masses in FM broadcasting.

The second annual Radio and Television Executives Club—Radio Sales Bureau Radio Commercials Festival drew 300 assorted broadcasters and advertising people to the Park Plaza Hotel in Toronto on November 5.

The festival received 416 entries and presented nine major awards.

RTEC Statuettes went to CKOV Kelowna, CJMT Chicoutimi, CHUM Toronto, CKVL Verdun, CKLC Kingston, McKim Advertising Ltd., Toronto and McCann-Erickson (Canada) Ltd. Montreal.

RSB Golden Mikes were won by CHUM Toronto and CKVL Verdun.

The CAB submitted its brief to the Fowler Committee on Broadcasting, and said Canada should have color television, now, on a purely permissive basis.

Otherwise, the brief said, four areas would present future problems: (1) lack of know-how in color, (2) lack of programs, (3) reduced Canadian station audience in border areas, and (4) disorganization of the receiver manufacturing industry.

Dr. D. K. Dale delivered his report on the Bureau of Broadcast Measurement, giving as his verdict the opinion that BBM's results were generally accurate but required weighting in some areas to overcome flaws in the sample.

The Broadcaster went Inside French Canada to explore the market and media habits of the French Canadian, and to point out the need for an intensive effort to reach the French Canadian in his own terms by programming and advertising.

A report on Toronto-based G.N. Mackenzie Ltd.'s efforts to sell radio stations on a new ABC produced series called *Theatre 5* indicated that Canadian radio was showing revived interest in airing drama.

CAB president Don Jamieson hit out at parliament in a speech before the Toronto Radio and Television Executives Club.

Jamieson said, “Parliament simply isn't constituted to be efficient in broadcast problems.” The industry needs guideposts, badly, but “parliament has been an inept instrument for this purpose.”

Screen Gems (Canada) Ltd. and Film House Ltd. of Toronto announced that they were well into one of the largest French-to-English dubbing projects ever carried out in Canada. — *Thierry la Fronde*. The film firms foresaw the possibility that Canada could become a major world dubbing centre.

December

THE BOARD OF BROADCAST Governors ordered a one-week suspension of the broadcasting license of Radio CHRS St. Johns, Que., for failure to comply with program log regulations. An appeal to the Exchequer Court of Canada could delay, alter, affirm or rescind the order.

The BBG also ruled out a radio network proposal by CJOR Vancouver, to carry a controversial phone-in, phone-out program called *Hot Line*.

And the Board recommended against applications for two new Ontario AM radio stations — one applied for by H. J. McManus for

London, and one satellite by Muskoka-Parry Sound Broadcasting Limited and President G. N. Mackenzie for Gravenhurst.

Hollinger Ungava Transport Limited was cleared on a proposal to establish TV stations at Labrador City Nfld. and Schefferville, Que., to broadcast English and French language programs to iron miners in the Ungava region.

Two FM stations were okayed — for Evangeline Broadcasting Company Limited at Kentville, Nova Scotia, and for CKOK Limited at Penticton, B.C.

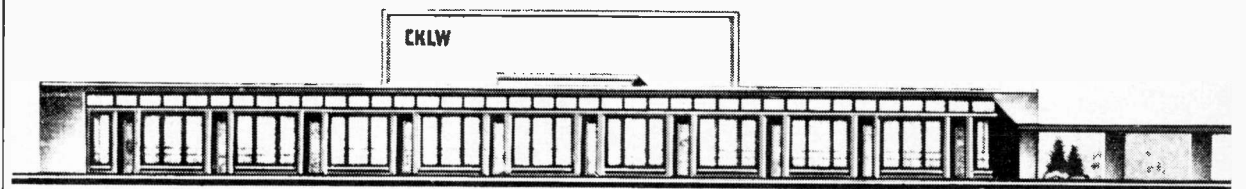
A number of facility changes were also approved.

Fifteen Ontario ethnic broadcasters banded together at a Toronto meeting to form the Ethnic Broadcasters Association. John Lombardi was elected president.

Conrad Lavigne of CFCL-AM-TV, Timmins became ACRTF president, succeeding Henri Audet of CKTM-TV, Trois Rivières, who occupied the chair for the past four years. Maurice Dansereau, CHLN, Trois Rivières became vice-president; Tom Burham, CKRS-AM-TV, Jonquière was named secretary treasurer. The following were made directors: Paul L'Anglais, CFTM-TV, Montreal; Fernand Doré, CKAC, Montreal; Magella Alain, KCKV, Quebec City; Roland Coutoure, CKSB, St. Boniface, Man.; France Fortin, CFGT, Alma; Maurice Boulianne, CJSO, Sorel and CJLN, Joliette.


A report on the French broadcasters' convention cited Dr. Andrew Stewart, chairman of the BBG, as telling the broadcasters that he favored distinct and parallel public and private broadcasting services for Canada, with distinct regulating boards.

MORE NEWS from EXCITING WINDSOR



A BIG NEW CKLW BUILDING EXPANSION

CKLW-RADIO
80

represented by All Canada 

Windsor is on the move, and so is CKLW . . . A new building addition is underway to provide increased space for administration, studio, news and film departments . . . CKLW also will add new radio production and recording equipment, new projection and video tape facilities . . . Keep your eye on Windsor — and on CKLW AM, FM, TV — the big stations that blanket the Essex, Kent, Lambton market.

TELEVISION
9
CKLW-TV

WESTERN ONTARIO BROADCASTING COMPANY, LIMITED
825 Riverside Drive W., Windsor, Ont.

SERVING THE WINDSOR-DETROIT AREA FOR 32 YEARS

MORNING MAN WANTED

Metropolitan radio station. One who wants to stay in one place and make a career of it. Top 40's need not apply.

Pension plan, full medical plan, generous holiday plan. Salary commensurate with ability and experience, pleasant working conditions.

Send complete resume, tape, photograph, salary expected.

All replies held in confidence. Reply to:

Box Number A-776,
Canadian Broadcaster,
217 Bay Street,
Toronto 1, Ontario.

CHIEF ENGINEER

wishes to relocate with an expanding, aggressive company — radio, TV or both. Experienced in more extensive operations, including high power transmitters, etc. Excellent references on request. Reply to: Box A-750, Canadian Broadcaster, 217 Bay Street, Toronto 1.

Expo '67 Films

Exhibitors may stampede to the U.S.A.

by FRANK KELLEY

EXPO '67 HAS BECOME a touchy issue in some parts of the Toronto film industry, ever since a few weeks ago, when Bell Telephone Co. of Canada picked Walt Disney and his Cyclorama process to do the company's Expo film production. Don Haldane, president of Westminster Films Ltd., is worried that Canada's exhibitors will stampede to the States for film footage. He tendered an unsuccessful presentation to Bell, along with Individual Sales Ltd. — Christopher Chapman, and a consortium of three producers: Crawley Films Limited, Omega Productions Inc., and Les Films Claude Fournier Ltée.

Dick Ballentine, president of Intervideo Productions Ltd., feels much the same as Haldane. He fears Canadian subsidiaries of American companies are naturally looking to the U.S. for Exposition shows.

The Directors' Guild of Canada (President, Richard Ballentine, 1st Vice-President, Don

Haldane) is also concerned about the situation, Ballentine says.

"We're going to be fighting the Americans on this," is his contention. "It's a sure thing they'll be up here in droves, because there's an awful lot of money involved."

"It's the war of 1812 all over again," says writer-director Bob Barclay, who is also a Director's Guild officer. "I'm quite sure Expo '67 film production is going to get away from us."

A survey of Toronto's film makers indicates there are a limited number of haves, and gobs of have-nots as far as Exposition work is concerned.

Among major producers, Crawley Films Limited seems to be happiest about its prospects.

These Are The Haves

Toronto branch office manager Bill Kennedy discloses the information in typical film-trade fashion: "Yeah, we have some to do, and then again we haven't. There's many a slip between the lip and the screen.

"In fact, though, Expo's shaping up very well," he says, "and the 1967 Centennial is very, very happy."

"With respect to Expo," Kennedy continues, "any producer worth his salt is going to be up to his ears. The New York fair was probably the best thing that ever happened to us, because it showed exhibitors the ways film could be used, and gave us a track record we can build on."

"Expo is starting to really click now, really swing," he says.

Did Crawley put in a big promotional effort to get Expo customers? Kennedy thinks the publicity was modest. "Some of the exhibitors have come right out of the blue to us."

At Moreland-Latchford Productions there's also a note of optimism. President Hugh Moreland says the company has done a lot of direct mail promotion with a combination Centennial-Expo presentation.

"We got about 75 responses picking us up on Centennial ideas, and about 25 showing interest in both, but none of the responders were interested 100 per cent in Expo."

"Most were far more interested in the Centennial," More-

WANTED

Toronto station requires announcer — operator. Skilled in selecting middle of the road music.

Box A-774,
Canadian Broadcaster,
217 Bay Street,
Toronto 1, Ontario.

AVAILABLE

SALES MANAGER young, progressive, proven sales-record. 5 years experience in all phases, sales, writing, production, engineering. Seeks comparable position/situation in central Ontario market. Details on request.

Box A-775,
Canadian Broadcaster,
217 Bay Street,
Toronto 1, Ontario.

MOVE UP WITH CKGM

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

AVAILABLE ANNOUNCER

Experienced and mature. Ten years experience in announcing, production, program director, public relations, staff training.

Soft sell — Sincere voice, Not afraid of work. Would consider Program Director in small market.

Looking for a permanent position to enable me to take roots.

Apply:

Box A-773,
Canadian Broadcaster,
217 Bay Street,
Toronto 1, Ont.

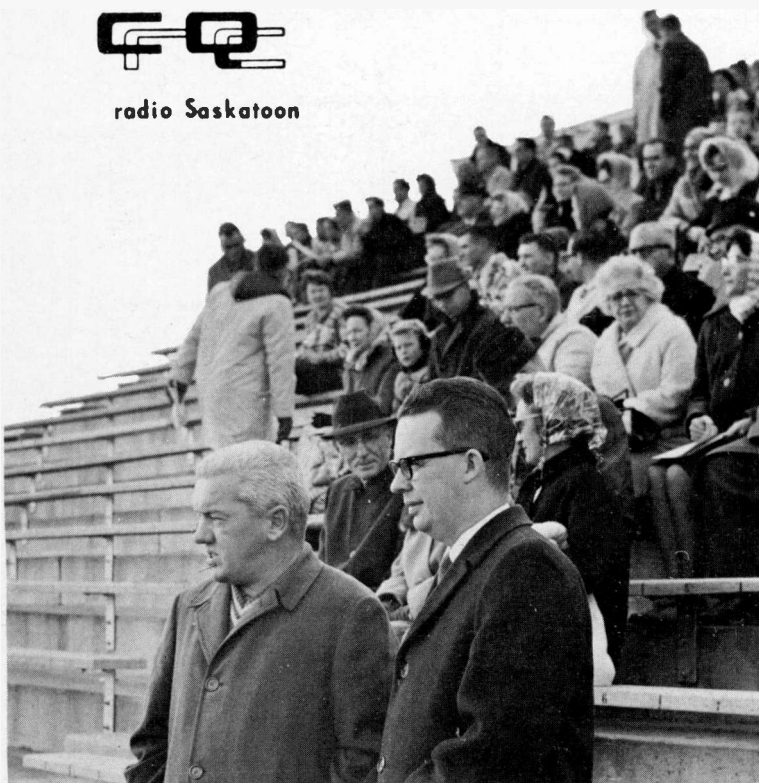
double-header

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

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



radio Saskatoon



land states, "than in Expo and its much higher costs."

He believes that unless commercial exhibitors have actually attended the New York World's Fair, they don't realize the advertising potential of Expo exhibits.

"I don't think even a large client is going to spend a lot of money on both the Centennial and the Exposition," he says. "The cost and size of Expo projects scares them — you not only have to have a film, remember, but build a theatre to go with it."

Williams, Drege & Hill Ltd. "have some irons in the fire, according to Christl Drege, "and we hope we'll get some Expo business," though the company has made no particular promotional effort to arouse further interest.

Hugh Moreland says bluntly, "If some Canadian producers are left out in the cold it's their own damn fault. If we can't convince Canadian industry that we can produce something good for them, we don't deserve the business."

Trouble Ahead

But Haldane, Ballentine and Barclay continue to see signs of trouble ahead.

"I think the Producers' Association should, as a body maybe, have promoted the Canadian film industry's ability to do things for Expo," says Haldane. "It's worrisome when Bell, one of the largest companies, and sort of the leader, doesn't have enough faith in the Canadian producer to give him the job."

"I've seen so much of it," Haldane goes on. "Companies like International Nickel that have had Americans do their films for years — they know they can get very good films down there. And when a thing bigger than anything they've done before comes along, I believe they are quite likely to go to the States."

The National Film Board could help by steering potential exhibitors (who often approach the NFB for advice, says Haldane) to private producers.

"But I would say, generally speaking," he continues, "NFB people consider there isn't any film production outside of Montreal that amounts to anything, and this might reflect in their official attitude."

Dick Ballentine notes that Switzerland passed laws for its exposition, requiring exhibitors to use domestic film producers.

"Unfortunately there's a tendency in our ad agencies, (and they have a hand in advising clients on Expo matters), to favor the U.S.," he believes.

What does Ballentine think of the scanty evidence of Expo promotion by Canadian producers?

"It costs a lot of money to make pitches," he says. "Only three or four film houses in Canada can afford it."

(Bob Wilson, assistant general manager of Chetwynd Films Ltd., seconds the motion — "We don't have time to waste on speculation.")

(Continued on page 20)

Conscience is the still small voice that tells you someone is looking.

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

Another **CFRA** FIRST!



Frank Ryan CFRA President signs with ABC Radio Network for the Canadian premier of Theatre 5, contemporary radio drama. Pictured with Frank Ryan are, left to right standing: Norris Mackenzie for ABC; Terry Kielty, CFRA General Manager and Doug McGowan CFRA Program Director. Absent when picture was taken is CFRA's Sales Manager George Gowling. Theatre 5 features a new and different drama every week-day night at 10:30 p.m. Theatre 5 on CFRA is fully sponsored, having been sold to five CFRA advertisers who alternate their daily sponsorship on a rotating basis.

CFRA 50,000 watts at 580

Ottawa's SHOWMANSHIP Station

LABATT BREWERIES LIMITED APPOINTMENTS



J. RAYMOND BEAULIEU



PIERRE BARBEAU

Mr. Maurice Legault, Director of Marketing of Labatt Brewery Limited (Quebec Division), is pleased to announce the following appointments: Mr. J. Raymond Beaulieu as Manager of Advertising and Public Relations for the Province of Quebec and the Maritimes. Mr. Beaulieu has been with the brewery for the past 10 years and has acquired a vast experience in the retail market. Mr. Pierre Barbeau has been appointed Sales Promotion Manager for the Province of Quebec. He has been with the brewery for 7 years and previously served in the capacity of Display Manager.



Season's Greetings
from
The Management and Staff
CKCK-TV Regina, Sask.

(Continued from page 19)

"The way it was done in the States for the New York World's Fair," says Ballentine, "companies hired people to lay out their plans for them. That's the way it should be done." (Bell Telephone paid a cost allowance of \$2,500 to each producer invited to submit an Expo presentation, says Bell's public relations department.)

The Expo '67 time element seems to be a major factor giving Toronto producers grey hairs.

As Bob Barclay puts it, "The exhibitors are going late, and they're likely to be faced with the prospect of not having anything ready in time. As a result they're liable to avoid taking chances and go to people who have done exhibits before — the Americans."

Crawley Films' Bill Kennedy says, "Keep movin'. Keep movin' fast, man. 'Cause there's not much time left."

In the final analysis, director Bob Barclay washes his hands of the film producers' complaints:

"I don't have too much sympathy for the film industry," he says. "The producers have nobody but themselves to blame if they're not getting Expo '67."

"It's not as if they were doing a lot of work on it and being overlooked — they're not pushing it."

"THIS IS CANADA"

A SIX MINUTE RADIO PROGRAM called *This is Canada* is being beamed every week to Bulgaria by Radio Free Europe. The program is part of a 16 week series distributed to 400 radio stations in the U.S. by Canadian National Railways.

This is Canada deals with the history, culture, music and customs of each of the ten provinces.

The New York office of Radio Free Europe translates it into Bulgarian and then transmits it from facilities in Munich, West Germany.

MARKETING COURSE

THE UNIVERSITY OF WESTERN Ontario, School of Business Administration, announces that its 13th annual marketing management course will be held May 23 to June 11 next year.

The course is a broad, marketing management program supplemented by sessions in the more specialized aspects of marketing. Since its inception in 1952, the three-week course has attracted over 950 marketing executives.

The faculty for the 1965 session will be drawn from the School of Business Administration, with men of practical as well as research experience in industry.

Application forms and outlines will be mailed in January, or can be obtained from the course director, C. B. Johnston at the University of Western Ontario in London, Ont.



(As 1964 segues into 1965, the air over Broadcasting Boulevard is alive with forecasts. Here, without prejudice, are a few of them we have caught as they passed by.)

TOP LEVEL

Prime Minister Lester Pearson will abdicate in favor of CBC President J. Alphonse Ouimet.

■ ■ ■

OLD HAT

The Fowler Commission will recommend that the CBC be transformed into a programming agency along the lines of the National Film Board.

■ ■ ■

AFTER THE STORM

Dr. Andrew Stewart, after stepping down from the BBG chairmanship next November, will establish his own "rock" station at Burnt Church, N.B.

■ ■ ■

HIGHEST BIDDER

Geoff Stirling will buy 51 per cent of the CBC.

■ ■ ■

QUID QUO PRO

Lord Thomson of Fleet will buy 51 per cent of Geoff Stirling.

■ ■ ■

HOMEWARD BOUND

BBG's vice-chairman Carlyle Allison will return to the newspaper business.

■ ■ ■

COULD BE

We foresee a refurbished Board of Broadcast Governors-Mark II, with one or other of the following appointed chairman: Don Jamieson, Royce Frith, Charlie Edwards or Bud Hoffman.

FROSTY FRIDAY

Air Canada will feed TV programs to its passengers in flight through a direct hook-up with the CTV network.

■ ■ ■

FINAL FLING

Canadian Broadcaster will buy Marketing.