



Canadian
BROADCASTER

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TORONTO

November 3rd, 1960

CFPL - RADIO, LONDON, holds its annual on-the-air pancake eating contest during Aunt Jemima's Autumn Pancake Festival. CFPL staffers look on as contestants eat their way to \$98 in prize money. Photo is by The London Free Press.

● *News from the Conventions*

A MANY-SPLENDORED MEDIUM

A college girl crosses the campus with a transistor radio slung over her shoulder. A patient smiles at a joke from his pillow radio. A salesman tunes in a newscast in his car. A landscape architect works in a greenhouse to a radio accompaniment.

Canadians listen to electric, battery, transistor and even crystal radios. Radio is a many-splendored and a *MANY-SALED* medium.



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Research

In-Home Media Get Depth Probe From CARF

by RALPH HICKLIN
Staff Writer

THE CANADIAN Advertising Research Foundation Inc. is preparing to embark on a pioneering research project — a study of the four "in-home" advertising media (television, radio, newspapers, magazines) that will do more than just count the eyes and ears exposed to the medium.

The CARF project will be a study in depth, to determine heretofore-unknown aspects of the mass media and their impact on the consumer.

It will, for example, seek to define and measure the unique role played by each medium — and thereby disprove the common idea that the four means of communication have large areas where they overlap.

It will seek to determine audience involvement with each medium; the action-prompting effect of each medium; the personal identification of each medium with its audience; the relation between audience mood and each medium by time of day, week, season, life cycle; and the role played by each medium as related to audience, historical backgrounds, environments, goals.

The survey, which will cost an estimated \$150,000, will be made by the Institute for Motivational Research. It will require 18 months for completion.

The Association of Canadian Advertisers and the Canadian Association of Advertising Agencies — founders in 1949 of non-profitmaking CARF — have each guaranteed \$25,000 of the project's cost. It is hoped that groups representing the

four media will assume the rest of the cost on an even-split basis.

There is considerable history behind the tackling of the CARF study, which is a depth study of a kind never before essayed in the United States or Canada.

In the summer of 1959, THE TORONTO STAR asked CARF to do a study of the daily newspaper's role in today's society. Initial exploration, however, indicated that it was impossible to isolate one medium in the modern home. Plainly, positive results would be obtained only by exploring the roles of all four media.

Would it be feasible, technically possible, to make such a study? THE TORONTO STAR and the Southam Company Limited agreed to foot the bill for a pilot study to answer this question.

PILOT STUDY IS MADE

After receiving proposals from several Canadian and American research agencies on the methods of carrying out the pilot study, CARF selected IMR. The Toronto area was chosen for the initial project; and it was completed early in 1960.

Result of the 50 responses in the pilot study were encouraging. They brought forth interesting hypotheses, sufficient to prove to CARF that Canadian audiences can provide much information, now undocumented, for the use of buyers and sellers of advertising.

ACA and CAAA boards of directors received enthusiastically CARF's report on the preliminary study, and immediately supported the national study.

In his report to the two boards, J. N. Milne, research director of MacLaren Advertising Company Limited and CARF project chairman, outlined the methods, purposes and results of the proposed survey.

Milne explained that interviewers will be specially trained for the study, and closely supervised, with the accent on the use of psychological and sociological interviewing techniques.

There will be several steps in the survey, involving: pre-tests of interviewing schedules, tests, and questionnaires, to perfect testing instruments; gathering general data for validation of hypotheses concerning each medium; and the use of a national probability sample selected on a national, provincial, and media basis.

Study techniques will include depth interviews with individuals and groups, psychological tests and questionnaires, at-home biographies and diaries of media usage, and controlled testing of live audience responses to specific facets of each

medium. In all, approximately 3,000 responses will be collected. The survey will require 18 months, with interim reports to CARF and a joint committee representing the subscribing organizations.

SURVEY COST SAID LOW

The project chairman pointed out that the \$150,000 price tag was low, when related to an estimated Canadian national advertising bill of \$450 million yearly. This represents an expenditure of one cent for every \$30 spent on advertising; and, added Milne, "the potential return on the investment is terrific."

In 1952, CARF did a study of eleven magazines and four weekend papers, at a cost of \$95,000. The survey now proposed will cover magazines and three other media, for a cost not twice that of the 1952 survey.

The survey will investigate the uniqueness of each medium, how it performs a role distinct from that of the others, and how it fulfils different audience needs. This will involve measuring and defining the significant forms of communication as they vary from medium to

medium — such factors as the level of audience participation; the differing sense of immediacy imparted by each medium; the intensity, speed, and ease of message reception.

The surveyors will also seek information permitting them to define and measure the response of the audience to each of the four media, in terms of the audience's involvement, the degree of personal identification, the position of media content in the product and audience climate.

To what medium do people turn in specific, definable psychological conditions? To what degree does each medium meet needs of an audience with varying social and psychological backgrounds on a geographic, ethnic and status basis? What role does each medium play in national and regional traditions, environment and goals? These questions too will be answered by the study.

FORESEES GOOD OF STUDY

Milne foresaw the benefits of the survey to the subscribing groups. It will, he said, provide new data regarding the inter-relation between mass communicators and mass behavior in general, particularly as they affect the sale of goods and services. It will elicit specific knowledge of the inter-relation of audience and each medium, allowing detailed comparison of strengths and weaknesses, differences and similarities.

The survey will gauge the audiences' unfulfilled needs, and enable each medium to re-examine itself with a view to meeting those needs more effectively. For the advertiser and agency, the study will mean that better decisions between various media will be possible, and will make possible the preparation of more effective advertising copy.

Members of the CARF board of directors are: R. E. Merry, Lever Brothers Limited, chairman; T. W. Kober, Vickers & Benson Limited, vice-chairman; B. E. Legate, ACA Inc., secretary-treasurer; W. H. Allen, Whitehall Laboratories Limited; Alan L. Bell, CAAA; G. C. Clarke, Standard Brands Limited; William H. Erskine, J. Walter Thompson Limited; J. N. Milne, MacLaren Advertising Company Limited; A. Z. Pengelly, General Foods Limited; Murray Turner, Cockfield Brown & Company Limited; Derek Walker, Molson's Brewery Limited; W. H. Wilkes, Tandy-Richards Advertising Limited.



Jack Milne



Robin E. Merry



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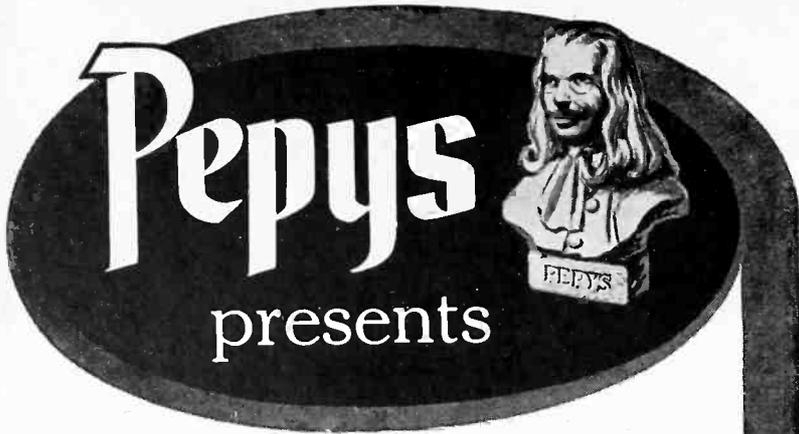
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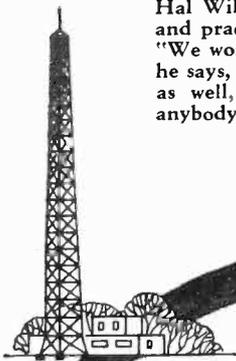
(And all the regular departments)



DOMINION BROADCASTING COMPANY

Something like 30 years ago, Hal Williams — then Sales Supervisor, the Carborundum Co. — learned that his firm's Radio Program pulled in as many as 100,000 requests for giveaway sharpening stones per week, and decided Radio was his oyster. Before long he was deep in it — script-writing, advertising, and repping for "every station in Canada"! When, later, he became owner of Dominion Broadcasting Company, he built its reputation as a "top" radio production and recording centre. Now, in conjunction with live-wire Australian Richard Hill, he is deep into production of TV Commercials — and expects to make the next 30 years as challenging as the past 30.

Hal Williams has a salty and practical philosophy. "We won't do anything," he says, "that we can't do as well, or better than, anybody else."



STOVIN-BYLES Limited

Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER

RADIO

- | | | |
|------------------------|------------------|-------------------------|
| CJOR, Vancouver | CKY, Winnipeg | CKLC, Kingston |
| CKLN, Nelson | CJRL, Kenora | CHOV, Pembroke |
| CKXL, Calgary | CHIC, Brampton | CJLR, Quebec City |
| CJNB, North Battleford | CFOS, Owen Sound | CKCW, Moncton |
| CKOM, Saskatoon | CJBQ, Belleville | CJON, St. John's, Nfld. |
| CJME, Regina | | ZBM, Bermuda |

TELEVISION

- | | |
|-------------------------------------|----------------------------|
| KVOS-TV serving: Vancouver-Victoria | CKAM-TV, Campbellton |
| CKOS-TV, Yorkton | CKCW-TV, Moncton |
| C-JAY-TV, Winnipeg | CJON-TV, St. John's, Nfld. |
| CKTM-TV, Trois Rivières | CJON-TV, St. John's, Nfld. |
| CJBR-TV, Rimouski | CJCN-TV, Central Nfld. |
| | ZBM-TV, Bermuda |

Letters

SOUNDING BOARD

OUR WIRES WERE CROSSED

Sir: According to your issue of October 6, Mr. Stuart D. Brownlee, president of Canadian Admiral Corporation, said: "In trade we buy about 140 millions from Japan and they buy 100 millions from us."

I am afraid Mr. Brownlee has got his wires crossed. In the calendar year 1959, we bought \$102,899,000 goods from Japan, and they bought \$139,857,000 from us. Mr. Brownlee got his figures reversed.

It is interesting to note that in the first six months of 1960 (the latest period for which both import and export figures are available), our exports to Japan were \$78,455,000, and our imports from Japan were \$52,781,000. In the whole of 1959, our export surplus in our trade with Japan was approximately \$37,000,000. In the first six months of 1960, our export surplus in our trade with Japan is already \$25,674,000. In the same six months of last year, it was only \$13,025,000.

I have no desire to comment at the moment on Mr. Brownlee's arguments about his own industry. But we may as well get the framework of the general facts straight, instead of all skew-gee.

EUGENE FORSEY
Director of Research
Canadian Labor Congress,
Ottawa.

(EDITOR'S NOTE: Thanks to Dr. Forsey and apologies to our readers. The figures were accidentally reversed and the sentence should have read: "In trade we buy about \$100 millions from Japan and they buy \$140 millions from us.")

NEW YORK IMAGE

Sir: I would like to thank you for the fine article which appeared in the October 20 issue of CANADIAN BROADCASTER, entitled "Film Animation: New York's Big Image Hampers Canadian Craft."

There are however (in this article) two statements which are not accurate. We wish to reply to these as they do a disservice to the entire animation industry.

These are: (1) (The opening statement) "Canadian animation artists who specialize in television commercials are fighting a losing battle against the studios of New York and Hollywood." (2) (A statement quoting Mr. Richard Hill) "There are certain kinds of animation . . . the Disney type for example for which one must go to the States."

Taking statement 2 first: We cannot agree with this, for our company has been producing multiple full cell (Disney type) animation for a number of years, and we have in fact animated Walt Disney's Tinkerbell for the Sunbeam Corporation through McConnell, Eastman, with the approval of the Disney Organization.

We suggest that Mr. Hill speak for himself and his own company, and not the entire industry.

In reference to statement 1, that we are fighting a losing battle against New York and Hollywood, I can only say this: The growing volume of our company's production completely disproves this. We are in fact today working on the largest amount of full cell animation of our entire history!

We seem to have with us in Canada those who constantly underestimate the talent and ability of our people and who believe that we must first go to the United States and become headliners before we are entitled to appreciation at home.

ALLAN ACKMAN
Animation Productions,
Toronto.

SAYS COLOR DECISION WAS SHORT-SIGHTED

THE ELECTRONIC Industries of Canada has called the decision of the Board of Broadcast Governors on color television very short sighted and irrational.

In a statement released by the EIA, General Manager Fred W. Radcliffe said: "The recent press release reporting the decision of the Board of Broadcast Governors against recommending the licensing of color television in Canada is very disappointing to the electronics industry."

The statement said that most of the worthwhile advances in consumer products, which have added so much to Canadian productivity and increased employment, have arisen not after the public has demanded them, but after the public has been shown, by the manufacturers' foresight, a better performing and more desirable product readily available.

Color television can only be exposed to the Canadian public by Canadian television stations being licensed to transmit it. Once Canadians generally have an opportunity to see for themselves how much better color television is, and given adequate programing and reasonably priced merchandise, then in EIA's opinion they will demand it.

The EIA also said that some of the information on which the Board's decision was reported to be based appears misleading. There are certainly more than 50,000 color television sets in use in the US, probably ten times more. 367 of the 520 television stations in the USA are now equipped to originate their own color programs in some form.

"Canadian stations should be similarly freed from present restrictions. Let the Canadian people see how much color will add to their television enjoyment and they will not be slow to ask that it be made available to them," the statement added.

Canadian BROADCASTER

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

November 3rd, 1960

Okay! We're Sick - - - You Pass the Medicine

The day people stop criticizing broadcasting, that is the day when the industry should really start taking stock of itself.

Judging by the speakers at the CCBA Convention in Montreal last week, broadcasting must be an extremely healthy baby.

Three speakers cast slings and arrows at the broadcasters, who sat and took it and then tendered the critics standing ovations.

First, Captain the Reverend Norman Rawson, interlarding his lacings with merry quips, told the delegates to quit aping the Americans.

Following him, our old friend Ernie Bushnell, formerly a VIP of the CBC and now a private broadcaster in embryo (CJOH-TV, Ottawa) told them their programs stunk to high heaven.

Finally, Joe Ward, head of the American research organization, ARBI, told them that when it came to selling time to department stores, they didn't know their R's from their oboes.

The majority of the arguments of these erudite experts made a lot of sense to our way of thinking.

We share Norman Rawson's hope that one day we in Canada will develop a national individuality of our own.

Along with Ernie Bushnell, we find a great deal of the program fare offered us by radio and television quite distasteful.

And as far as Joe Ward is concerned, we think that a great many broadcasters are engaged, to quote Joe's own words, in selling gimmicks instead of advertising.

• • •

Diagnosticians play highly important roles in the practice of medicine. Their skills enable them to determine that a numb finger is attributable to pressure on a nerve in the patient's neck, and so forth. Possibly

this is all the patient wants to know. We don't think so.

We think, along with the diagnostician, that this is only the preliminary step. We believe that if the work of the diagnostician is to be justified, the next thing to do is to find out how to remove the numbness.

So we salute the diagnosticians who held forth so eloquently at the CCBA. We commend them for the time and effort they spent on their addresses. More than this, we should like to suggest that they be invited to pay return visits at the first possible opportunity. Time probably did not permit it, but when they came back, it would be interesting, for example, to have Mr. Rawson explain just how we may set about developing the nationally Canadian programs he would like. Doubtless he would suggest that we have Canadian music, Canadian literature and Canadian art to draw on. We should like Mr. Rawson to tell the industry how to set about finding these commodities in quantities commensurate with the need of the broadcasting stations.

We should like Ernie Bushnell to return with tapes or films of the programs which he suggests would be such a vast improvement over the present fare.

We should like Joe Ward to tell us how to set about persuading the president of a department store to share his problems with us.

We repeat, in essence we agree with all or almost all the criticisms leveled at the industry at last week's CCBA convention, and we could add quite a few of our own if anyone happens to be interested.

But is there any sense just listing the industry's faults, or you might say tearing down what it has, without offering anything to replace it?

Take CANADIAN BROADCASTER for example

Third Column

"IT'S LIKE HITTING yourself on the head with a hammer — It feels so good when you stop."

Some idea of that kind must have been running through the mind of a Trenton, N.J., disc jockey called Harry Newman when he dreamed up a fund-raising scheme last month.

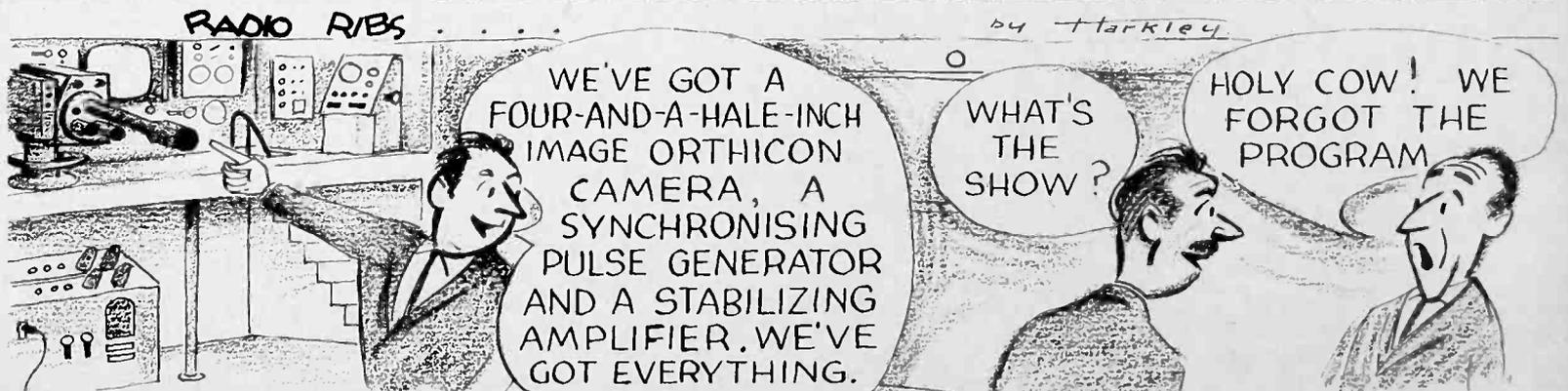
Newman's scheme was simplicity itself: He played a record of *Zing! Went The Strings Of My Heart* for eight solid hours — and threatened to keep on playing it until his listeners pledged \$1,000 to a Trenton hospital.

Officials at WAAT-Radio gave this account of Newman's exploit: He arrived at the studio in time to start his regular 5:30 a.m. record show. Immediately he locked himself in the control room, and the heart strings started zinging. Then he made his sales pitch — \$1,000 in pledges for St. Francis Hospital — and back to *Zing!* etc.

At 10 a.m., he was scheduled to sign off; but the control room door stayed locked, and the one platter continued to spin. At 1:30 p.m. he finally relented and started to play requests.

Believe it or not, the Newman plan worked. Listeners, desperate or public-spirited, did phone in and pledge money. The studio brass hasn't said how much.

WAAT's phones weren't the only ones that rang during the Newman marathon. Some listeners, presumably going out of their minds, called police headquarters; and two of Trenton's best and finest were sent to the station. They offered to get the deejay out of the control room by whatever means; but the station officials, knowing a good thing when they saw one, said "No."



CCBA Convention

THEY APPLAUDED THEIR CRITICS

by DICK LEWIS

IN THE NEXT YEAR, there will be a round thousand new jobs in Canadian broadcasting and two projects designed to help meet the situation were unfolded before the Central Canada Broadcasters' Association at their convention in Montreal last week. These projects were: a series of pamphlets, the first on announcing, for distribution to students across Canada, an undertaking of the regional CCBA; and a one month summer "crash course" in the basic elements of broadcasting, which is being undertaken by the national body, the Canadian Association of Broadcasters.

The first of the series of career pamphlets was shown to the meeting by Bill McGregor, CKCO-TV, Kitchener, who reported on this part of the project on behalf of a committee consisting of John Moore, CHLO-Radio, and himself. He explained that these pamphlets will be distributed to schools across Canada by the Ontario Department of Education, and that copies will be available to stations for use with job applicants.

A report of the training project was presented to the meeting by Stuart MacKay, president of All-Canada Radio & Television Ltd., chairman of the CAB training course committee. He was assisted by Eric Palin, virtual founder of the School of Radio and Television Arts of the Ryerson Institute of Technology, who now functions as executive assistant to the principal of that organization.

MacKay told the meeting that the course would be for one month next summer, and that there would be two divisions, one for radio and one for television.

He explained that Ryerson had agreed to turn over their entire facilities for the purpose, including station CJRT-FM and their elaborate television studios and equipment, for the month.

The course will be taught by Ryerson faculty members as well as volunteer CAB members.

MacKay said the Canadian Association of Broadcasters will absorb teachers' fees and also the expenses of volunteer lecturers. The CAB has

also come up with a plan to equalize transportation costs, in the hope that it will be possible to accommodate students from all over Canada.

The nominal fee for students has been set at \$25, and MacKay said that from information obtained from Ryerson, he estimated that room and board could be obtained for \$5 a day. Students would have a long schedule, he said, starting early in the morning, and ending late at night.

The course will be primarily for beginners and also "greenhorns" who show a potential, already working on stations.

MacKay, who is chairman of the RTA advisory board, said that if the first year was successful, it would become an annual affair, with provision for the instruction of more advanced students as well. Tapes of the lectures will also be made, and be offered to stations for local training purposes.

Eric Palin went into considerable detail concerning the facilities of Ryerson, including twelve booths for radio announcers and seven TV cameras and Videotape equipment for television students.

TAKE OFF THE BRAKES

Ribald mirth, not a little Pan-Canadianism and admonitions to be better broadcasters were included in the keynote address which was delivered on the Monday morning by an old friend of the broadcasters, Captain the Reverend Norman Rawson.

Punctuating his stern thoughts with enough gags to fill this paper's

Lewisite column, and then some, this United Church minister (St. James', Montreal) told the meeting that the progress which the industry in particular and Canada in general will make

in the '60's will make the past thirty years look like child's play. "It is only the beginning", he said, "and it is going to be a wonderful world for people who think through situations.

"The curse of the present situation is that we have been driving with our emergency brakes on. We are not fully confident of our resources, which is very advantageous as well as dangerous.

"We can be the Belgium of tomorrow", he said, because, if war comes, the great protagonists will attack each other across Canada.

"We do not need to follow the lead of our confused brethren to the south of us. We can do our own thinking and stand up and say so.

"We have to start to build a distinctly Canadian culture", he said, and broadcasters can contribute to this immeasurably.

"You (broadcasters) could be the greatest moulders of public opinion

that exists in Canada, but you are not now. I like your editorials and wish you had more. But you don't always have to be ultra-controversial. I think they can be constructive. You could extend your influence far beyond what it is if you had more editorial writers and better ones."

He urged the broadcasters to develop "a distinctly Canadian program format as opposed to the drastic American system. Change of pace is good", he said, "and we are supposed to be not quite as rambunctious as our American friends."

Turning to the question of religious broadcasting, the reverend captain, who heads up the United Church Broadcasting Committee, said he suspected that stations simply "tolerate" religious broadcasts.

"You make a mistake when you play down religious broadcasting and treat it as an obligation under your licence", he said, "because people are incurably religious. If you work hand in glove with the religious organizations, your ratings would take care of themselves."

He said he was aware of the problems of rehashed sermons, and poor broadcasting on the part of the clergy, but that in Montreal they were going to see to it that no minister goes on the air without proper training.

He reminded the radio broadcasters how they feared the onslaught of television. "What happened?" he asked. "You pulled up your socks and it worked."

TURN ON THE SETS

Ernest L. Bushnell, a private broadcaster who started in the '20's, left and joined the CBC where he rose to the position of vice-president, resigned and won the second TV licence for Ottawa, was welcomed back into the ranks of the "privates" when he rose to speak at the CCBA.

"Bush" devoted the first part of his talk to reminiscences of his life in the business and then got out his

crystal ball.

There are two challenges which have to be met, he said. "The first", he said, "is to devote time, thought, energy and dollars to finding the very best service to our audience that we can devise . . . keeping in mind, of course, that tastes and needs vary from city to city and town to town."

The other challenge, as "Bush" sees it, is the sets-in-use problem.

"It is simply appalling to me", he said, "that there is at any hour of the day such a large percentage of sets not tuned in. In other words not turned on. Why? I suggest that our magnetizing (not hypnotizing) power is not strong enough because it is not good enough.

"It has lost some of its pull — its power to attract and to hold. If we could win back 30 or 20 or even 10 per cent of the potential audience, we would really have accomplished something important," he said.

He pinpointed the trouble in these words:

"We are so busy trying to drag the other fellow's audience away from him that, generally speaking, we have forgotten all about the much harder job of converting the unbelievers.

"We all know there is a great deal of good programming of all kinds, but why is it they remain indifferent? Why don't more of them listen and more of them look?

"If we can find even a partial answer to that very real problem, surely we, individually and collectively, can find a remedy — can find a better way of attracting the attention of the sceptics and the cynics, and even the everyday folk, than by jazzing up our program schedules, by gimmicking people to death, by screaming at them, by buying their attention . . .

"Good merchandising — strong promotion — yes, by all means. But somewhere along the lines, I suggest we had better get out the dust mop and the silver polish and shine up . . ."



Rev. Norman Rawson

ELECT DICK MISENER CCBA PRESIDENT

R.E. "Dick" Misener will take over the gavel, as president of the Central Canada Broadcasters' Association, succeeding Cam Ritchie, CKLW, Windsor, Ontario.

Dick Misener is manager of CFCF-TV, Montreal, the Marconi station which recently won the second English language TV license in Montreal.

Also elected to the CCBA board were John Moore, CHLO, St. Thomas, 1st vice-president; Bill McGregor, CKCO-TV, Kitchener, 2nd vice-president; Gordon Keeble, CHIC, Brampton, secretary; Gordon Garrison, CKLB, Oshawa, treasurer. Al Bestall, KCCY, Sault Ste. Marie and Karl Monk, CHOK, Sarnia, were also elected directors.

Representing the CCBA, comprised of Ontario and English-lan-

guage Quebec stations, on the board of the national Canadian Association of Broadcasters, for two years terms were Allan Waters, CHUM, Toronto and T. D. "Terry" French, CKLC, Kingston. There are three further CCBA-CAB directors whose terms have not yet expired and will therefore continue to serve. These are Murray Brown, CFPL-TV, London, who is president of the national body, Ralph Snelgrove, CKVR-TV, Barrie, and Howard Caine, of CHWO, Oakville.

It was announced that the 1961 meeting of the CCBA will be held October 29-30 in Hamilton, Ontario.

At the close of the proceedings a vote of thanks to Cam Ritchie for his devotion to duty was passed — The outgoing president was accorded a standing ovation.

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CCBA Convention

RADIO SALESMEN SHOULD STUDY SPONSORS' PROBLEMS

by DICK LEWIS

A RESEARCHER WITH personal opinions besides statistics, in the shape of Joe Ward, president of the Attitude Research Bureau Inc. (ARBI), Seattle, told the radio broadcasters that they are missing the boat as concerns their efforts to sell advertising to retailers.

The ratio of national to local business has been reversed to the point where, in the United States, it is now 70% local and 30% national. Time was though when it was 85% national.

How can you keep local department stores happy?

Local department stores, Ward said, have material which is quite unknown to radio sales personnel. For example, they know months ahead what departments and what merchandise to advertise at a precise time.

"The radio salesman", he said, "is not really selling advertising, but gimmicks. If the time spent devising gimmicks was spent studying the store's problems, they would go further."

Taking another tack on the same subject, the speaker said, "radio people do not talk to the right people in department stores. The general manager and the top men at a radio station need to know more about the top men in the store. They should socialize and play golf with them and get on a first name basis.

"The president of a department store wants to sell merchandise, and he does not care whether he attains his end through radio, newspaper or television. He does not care if his advertising manager is dedicated to print. All he wants to know is — Can your media sell merchandise? And many radio people doubt themselves if radio can do the job.

"If station management would make the first contact, sales people

would have a better chance", Mr. Ward repeated.

Next he illustrated the results of

	RADIO	NEWSPAPER	BOTH	OTHER	TOTAL
Traffic	25.9%	25.4%	7.6%	41.1%	100%
Interviews	8,912	8,768	2,603	2,613	36,445
Sales	38.6%	23.5%	14.6%	23.3%	100%

580 ARBI studies, entailing 36,445 interviews, showing the percentage of people interviewed who said they were influenced to go shopping at the store by "radio", "newspaper", "both" and "other."

The next line in his table shows the total number of interviews conducted in each case.

The third line shows the percentage of sales in each of these categories. In other words, the first column of the table shows that 25.9% of the 8,912 people interviewed were brought to the store by radio, and these 25.9% of those who came were responsible for 38.6% of the total amount of the money which was taken in from them all.

Retailers without agencies need help in using radio properly, Ward said.

They have to be shown that writing for radio is unlike writing for newspaper. In the case of radio, they have to develop word pictures for the ear only.

Retailers shy away from this apparently complex problem.

The fact is though that a picture of a dress shown in a newspaper does not make a woman picture herself in the dress. She can only see the mannequin or model wearing it. A properly written and delivered "word picture" makes her envisage not just the dress but herself in it.

"Writing copy for radio is not for amateurs", Ward said. "It is the most difficult writing job in the world."

Summing up his findings in four main points, Ward said:

(1) Don't disparage other stations.

(2) Train announcers themselves to merchandise. ("Deejays tend to be more impressed by deejays than the audience").

(3) Ratings are the greatest grave-digging tools in the industry. Newspapers use them by showing, not the sets in use, but the percentage of sets which are *not* in use. (One station answered this by conducting a coincidental survey in which it showed the percentage of people who were reading their newspaper when they were called!)

OF THINGS TO COME

Taking a look into the future, Joe Ward saw the day when there will be fewer people in the stations. Automation would be part of the reason for this. But he also saw the day coming when two or more stations in the same market would be working together to sell different types of programs with one sales force. He also prophesied that FM will develop. FM set sales have more than doubled in one year, he said.

Joe Ward asked the radio broadcasters in his audience some pointed questions:

What do you know about your business? What are you doing to find out? What are you aiming for?

"Radio needs to look to the future and determine its objectives", he said.

"Is your objective to have a mass rating, a larger share of local and national advertising? Or is it to add

to the total radio audience by improving programming?

"Very few stations have anything but a vague idea about the composition of their audience. They should ask themselves: For whom are we programming? How? And why?"

In five large and small cities in the west (US), Ward said he had found that the age of the audience ran from ten to 25 years old.

"A larger audience is regretful about the lack of programming for them.

"Advertisers are concerned about the lack of information on the composition of the audience.

"The time will come when stations will learn that good programs will pay off."

EDUCATION

Radio Station CHUM — 1050 has initiated a program, "Let's Talk Education", produced with the co-operation of the Canadian Conference on Education.

We are offering this program to other interested Canadian radio stations.

Kim McIlroy, a committee chairman of the Canadian Conference on Education, is employed as moderator. Each week for 10 minutes, he interviews leading educators on a major educational issue. CHUM airs the show Sunday nights at 10:30 and follows it with an invitation to listeners to phone McIlroy and discuss the issue in on-the-air telephone conversations for an additional 15 minutes. This same format could be followed by other stations, using their own moderator for the question period, or the taped interview can stand on its own as a ten-minute program.

CHUM is prepared to offer (at cost for tape and technical time only) the 10-minute weekly interview to Canadian radio stations on a first-come-first-served basis.

CONTACT:

Phil Stone,
Public Service Director,
CHUM
1331 Yonge Street,
Toronto 7, Ont.



ONE OF THE outstanding sessions of the CCBA Convention in Montreal was the table-hopping seminar which drew more than 150 agency, station, supply and rep people. It was arranged by the Canadian Association of Radio & Television Representatives. Subjects were discussed by groups for 15-minute periods; then each group moved to another table and another subject. Budget allocations, market evaluation, promotion and merchandising, client-agency-station relations were among the topics discussed. Representatives of 12 major agencies presided over the discussions, and Reo

Thompson, of All-Canada Radio & Television Ltd., Toronto, was master of ceremonies. One of the major questions discussed was basic requirements in getting a broadcast campaign successfully launched. The groups were polled and final tabulations made by Ross McCreath and Bob Tait, All-Canada, and Andy McDermott, Radio & Television Sales Inc., Toronto. They found seven requirements: marketing, objective, allocation of money, nature of desired audience, creation of commercial copy, selection of market, selection of station, and client approval.

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BBG REVISES TV NETWORK REGULATIONS

TELEVISION NETWORKS, and proposed television networks, in Canada got a new set of marching orders in a public announcement made October 14 by the Board of Broadcast Governors.

The announcement contained amendments to the regulations of the Broadcasting Act governing television networks. They will apply to the existing CBC facilities — the only ones in Canada at present — and to the proposed private network, which would link all or some of the eight new independent TV stations across Canada.

The new regulations, which became effective October 26, follow closely the twelve ground rules proposed by the BBG at earlier public hearings (*CB, July 21*), and extend to network operations the rules which governed individual stations.

The CBC, for example, and the stations of any private network, will have to adhere to the Canadian-content rulings. These specify a 45-per cent monthly Canadian program content from next April, to be raised to 55 per cent a year later.

The BBG will also have the power to force affiliation agreements on the CBC and affiliated stations if they cannot reach agreement on programs and broadcast times. The statutes previously gave the governors the power to demand that any station join the CBC network. However, the BBG will have only the authority to permit, and not to demand, affiliation with a private network, and hence no power to intervene in negotiations between such a network and stations.

In the event of a dispute between private network and affiliates, after an agreement has been signed, the BBG will be empowered to intervene and decide the issue.

No station will be allowed to belong to two networks.

In a general statement on the new rulings, the governors describe them as "no more than the minimum required to enable the board to carry out its responsibilities under the (Broadcasting) Act with respect to the operation of television networks. . . . They provide the degrees of flexibility necessary to the development of efficient network operations."

APPLICATIONS DUE NOV. 14

As far as the formation of a second network is concerned, the board repeated that applications must be received in Ottawa by November 14, if they are to be considered at a public hearing opening in the capital November 29.

Eligible for inclusion in the proposed network are new TV outlets, already approved, which will compete with the CBC in Halifax, Mont-

real, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver.

The announcement made it plain that the BBG has preferences in the granting of a private network franchise. One is for a company which will be entirely Canadian-owned. (The Broadcasting Act of 1958 requires 75-per cent stock ownership by Canadians and at least two-thirds Canadian participation in a board of directors.) Further, preference will be shown to a network applicant offering the opportunity for financial participation — but not control — by the affiliated stations.

TWO STATION MINIMUM

The new regulations call for a minimum of two stations affiliated in a network, but add: "The board will give preference to the company with the largest number of affiliates and which plans to include additional stations as they may seek affiliation."

Hours of network reserved time are set in the regulations at a minimum of eight, but "this does not mean that the board will give permission to operate a network with only eight hours of reserved time per station. In the opinion of the board, the number of hours of reserved time should not be fewer than 10 hours per week, and affiliation agreements should provide for an increase of hours as circumstances permit."

NEW DEFINITION

A major change in the regulations is the definition of a network as "an organization consisting of a network operator and the stations with which he is affiliated." The only previous regulatory test of a network was that an electronic connection existed between two or more stations, radio or TV.

The BBG will now allow a network to distribute its programs "by any appropriate means" (videotape, film, recording, for example), but it "will give preference to a company which is prepared to assure some microwave or coaxial cable connection between affiliated stations."

The CBC, as a publicly-owned corporation, retains the statutory right to set up a network without BBG permission. But if the CBC is unable to reach affiliation agreements with any stations, the board will have the power to determine and enforce an agreement.

The BBG has already the power to require any radio or TV station to join the CBC, and can make CBC affiliation a condition of a station's broadcasting licence. In the case of a private network it can only permit affiliation, because "the board has no authority to intrude into the negotiations between a private net-

work and licensees.

"A private network can thus be formed only through the voluntary affiliation of licensees on terms acceptable to them, subject only to the condition that the agreement must be consistent with the (Broadcasting) Act and the regulations," the latest statement explains.

However, a new ruling will allow the BBG to "adjudicate" disputes between network operators and affiliates during the term of affiliation agreements. Purpose of this power is "to contribute to the orderly operation of networks, both private and those of the CBC, and thus to ensure the efficient operation of the national broadcasting system."

CBC OR OTHER LEGAL PERSON

According to the new definitions, a "network operator" can be the CBC or any other legal "person" operating with BBG permission. A network is operating when the operator has affiliation with two or more stations. And a station is part of a network during reserved time, to be laid down in the affiliation agreement.

Reserved time is "broadcast time during which by agreement the facilities of a station are made available for the broadcast of programs or packages of programs supplied by and to be broadcast in a manner to be determined by, a person other than the licensee of the station."

EIGHT HOURS A WEEK MINIMUM

No affiliation agreement, the board rules, can exist with fewer than eight hours a week of reserved time on any station. This recognizes current practices under which sponsors or their agencies provide programs for broadcasting at a specific time.

If the board feels that a station is operating as part of a network without filing an affiliation agreement with the BBG, the operator will be asked "to show cause at a public hearing why he should not either file an affiliation agreement or modify his operations."

A new section empowers the governors to permit temporary hook-ups of two or more stations for a maximum of 30 days.

No station will be allowed to identify itself as a network member except during reserved-time broadcasting provided under an affiliation agreement.

Network operators and stations "may be required to broadcast programs in the public interest or significance as determined by the board."

Applications for a TV network franchise will involve permission to form a network organization, and permission actually to operate the network after affiliation agreements have been signed.

Once permission is granted to form a network, a concurrent or subsequent application to operate will be granted, "provided that satisfactory affiliation agreements are filed with the board." A 30-day time limit has been set for filing agreements.

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US Elections

TV WILL SEND A MORE INFORMED PUBLIC TO THE POLLS

by LAURETTE KITCHEN

AFTER MORE THAN a decade of existence, American television has finally won itself a lasting place of importance in the rough-and-tumble world of politics.

By introducing a new form of campaigning — The Great Debate — in the 1960 presidential election, and by an extensive daily coverage and analysis of the campaign, the medium has contributed greatly to the democratic process.

To assume that television alone will determine the election of Republican Vice-President Richard M. Nixon or Democratic Senator John F. Kennedy to the presidency of the United States would be presumptuous. However, it is the general opinion in industry circles and in political camps that the 1960 voter will go to the polls November 8 better informed than at any other time in history and that his choice will likely be more his own than that of strict party line.

To evaluate which party has gained more by television's contribution is again too difficult. Both presidential candidates have proved to be men who are articulate, well-informed, diplomatic and convincing. Both are gifted with good looks; and they have equally attractive wives and families.

THE NEW YORK TIMES in its weekly

analysis of current affairs in the October 16 issue wrote of the candidates' impact on TV: "Mr. Nixon has a tendency to appeal to the voter's emotions, Mr. Kennedy's appeal is to the voter's intellect."

Walter Lippman, dean of political newspapermen, applied the tag of "demagogue" to Nixon, after his TV appearances.

After the third debate, Harriet Van Horne, TV-radio columnist for THE NEW YORK WORLD-TELEGRAM, wrote: "Mr. Nixon achieved the clean-cut collar ad look . . . It must be said that Mr. Nixon has the TV dialect down pat. He talks simply and directly . . . He is of the earth, earthy. Mr. Kennedy, by contrast, is of the court, courtly."

However, John Crosby, syndicated columnist, did not agree: "Vice-President Nixon's reluctance to engage in a fifth debate is a fairly clear indication that he thinks he's getting the worst of these encounters."

And Samuel Lubell of THE NEW YORK WORLD-TELEGRAM reporting on a survey in 18 states wrote that Senator Kennedy had taken a lead in popularity which, Lubell points out, can be attributed to the candidate's appeal on television.

There is no doubt that the Democrats had more to gain at the outset. Their candidate was merely a name to millions of Americans. Unlike the vice-president, Kennedy had not appeared regularly on the popular interview *Meet The Press* or *Face The Nation*. Kennedy had not had his picture published waving his finger at Khrushchov in Moscow or being stoned in Argentina. His youthful appearance was also an initial disadvantage.

Public opinion polls have proven since that television benefited Kennedy. It indicated that the man had more stature, more maturity and more experience than the average American thought.

PUBLIC REACTS TO TV

But television's equal-time-basis coverage has not been aimed at swinging votes one way or the other. It set out to inform the voters and many facts point to its success:

1. Both national committees and newspaper surveys indicate a nation-wide rise in registration, an all-time record in many regions. Politicians, particularly attribute it to television's bringing politics into

the living room.

2. In New York City, Broadway producers, ticket agents and company managers have generally reported a 25 per cent slump at the box office since the election campaign has been stepped up on the home screen.

3. The Gallup Polls had Nixon leading 53-47 after the Republican August convention, but Kennedy forged ahead by 51-49 after the first TV debate in October. Now, THE WORLD-TELEGRAM's survey shows Kennedy leading by 52-48 after four debates.

4. Answers given to interviewer Warren Rogers, Jr., Washington correspondent for THE NEW YORK HERALD TRIBUNE, on a cross-country bus survey, referred constantly to television appearances of the two candidates.

TV and radio coverage of the campaign has not been limited to producing and telecasting The Great Debate. All American networks, as well as local independent stations, have offered daily analysis by qualified newspaper reporters and commentators on the issues and candidates: interviews at the homes of presidential and vice-presidential candidates; highlights of whistle-stop speeches and addresses at \$100-a-plate dinners, even during prime evening hours.

Moreover, top political personalities have appeared before the cameras and microphones to support their candidate — President Eisenhower, New York Governor Rockefeller, former Governor Dewey, Mrs. Eleanor Roosevelt, Adlai Stevenson, ex-president Harry S. Truman and many party organizers and local politicians.

Such popular programs as *Meet the Press*, *Face The Nation*, *Youth Wants To Know*, *Election Countdown*, as well as local programs, have exposed the candidates and their running mates to unbiased questioning by experienced reporters.

Of course, if the television industry has been praised highly for its contribution, it also has been criticized from many quarters. Many people contend the emphasis placed on the appearance of the candidates (proper lighting, proper make-up, background, etc.) has distracted the voter from the main issues and focused the attention on personalities.

Marie Torre, radio-TV columnist

for THE NEW YORK HERALD TRIBUNE, quipped in a recent interview with NBC's top make-up man: "Mr. O'Bradovich's thesis is that in this electronic age of television the mien of a would-be White House tenant is almost as important as his qualifications. Which figures! Aren't beauty contests BIG in America?"

Top comedians Mort Sahl, Bob Hope, Jack Benny, TV personalities Garry Moore and Jack Paar have been drawing laughs at the expense of the candidates' TV appearances.

Art Buchwald, Paris correspondent for THE HERALD TRIBUNE, in a whimsical piece on the campaign TV coverage said that in 1964 there may not be a nomination convention. "Both parties will book their Presidential candidates through the major talent agencies of William Morris and MCA."

DEBATE FORMAT RAPPED

On a more serious note, THE NEW YORK TIMES, in analysing the debates and their effects on public opinion, criticized the program format. It said television will have to change its method in 1964 if it is to do an effective job. Arthur Krock, TIME's Washington correspondent, questioned the practicality of a panel of experts on the programs. He felt that because of the unrehearsed variety of questions, the discussions were "roving from the important to the trivial."

He also criticized the limited time allowed each candidate to answer — they had two-and-a-half minutes — and the control of rebuttal. Many answers, he said, had been "fragmentary" and, because of the time limit, had not given a true picture of the issue.

Many experts felt that the question on the defence of Quemoy and Matsu should never have been brought up in the debates. The candidates had no opportunity for rebuttal or for background to their arguments. The same comment applied to Cuba, Africa, Asia and other international questions.

The format of The Great Debate had been discussed and agreed upon in conferences between major network officials and representatives of both political parties. There is no doubt that this new form of campaigning has introduced many new problems for the industry. But as one television official put it, "it is only through experience that we learn."

Television set out to inform the American voter and the polls have proved that it has done so. As a result, the industry has won itself an indispensable place in the world of American politics.

CKLB APPOINTMENT



J. A. C. Lewis

Lakeland Broadcasting President, Gordon G. Garrison, takes pleasure in announcing the appointment of Mr. J. A. C. Lewis as General Manager of Radio Station CKLB, Oshawa.

Mr. Lewis is a native of Sydney, Nova Scotia, and has been a resident of Kentville since 1929. A Graduate in Science of Dalhousie University, Mr. Lewis' experience includes 11 years with the Kentville Advertiser, Kentville, N.S., and he served in the Royal Canadian Army Service Corps from 1940-46 rising to the rank of Major.

Over the last 10 years, Mr. Lewis has been Manager of CFAB-CKEN, Windsor and Kentville, Nova Scotia. He is a past President of the Atlantic Association of Broadcasters and a former Director of the Canadian Association of Broadcasters. Mr. Lewis' merchandising experience includes a position as Sales Manager for the United Fruit Companies of Nova Scotia Limited.

1000 watts **CFCO Chatham** 630 kcs.

Business is growing in Kent County. With very few exceptions, Kent County leads Canadian markets by a wide margin in rate of business growth.

Kent County Retail Sales: 1954 — \$ 82,363,000
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Five year increase, 38.3%!
Ontario increase, 1954-58, 24%.

Source: Sales Management Survey of Buying Power, November, 1959 and May, 1955.

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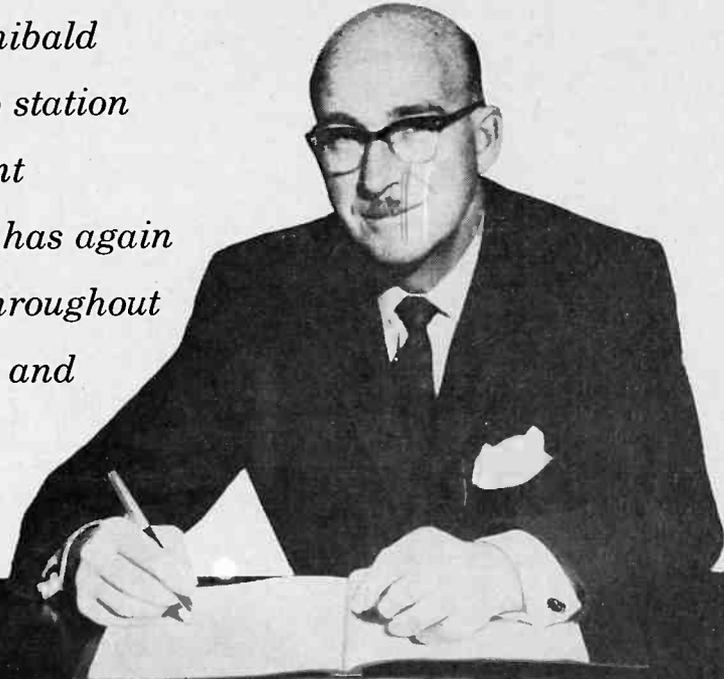
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Gordon Archibald, CHOV-TV, chooses RCA Victor

Eighteen years ago Gordon Archibald chose RCA Victor to equip radio station CHOV, Pembroke. Now President of newly-licensed CHOV-TV, he has again chosen RCA Victor equipment throughout — because quality, dependability and service are still his criteria.



Here is a partial list of the RCA Victor equipment to be supplied to CHOV-TV:

Studio Equipment:

- 1 RCA TK-12 4½ in. image orthicon TV camera,
- 1 RCA TRT-1A TV tape recorder,
- 1 RCA TS5A switcher,
- 1 RCA TK21 film camera,
- RCA audio control equipment.

Transmitting Equipment:

- RCA TT2AL 2 KW transmitter (readily increased in power to 6 KW by addition of an amplifier)
- RCA monitoring and control equipment,
- RCA 12-slot coaxial Wavestack antenna and 460-ft supporting tower.

CHOV-TV will broadcast on Channel 5 to the Ottawa valley area with a maximum ERP of 34 KW in the favoured directions. Within the "B" contour live 110,000 people—in such towns as Chalk River, Petawawa, Renfrew, Arnprior and Pembroke—and only 20% of these potential viewers can now receive regular television broadcasts.

Gordon Archibald chose dependable RCA Victor equipment to reach this audience. If you want quality broadcasting equipment—in performance, design and construction—contact the Technical Products Division, RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30, P.Q.



RCA VICTOR COMPANY, LTD.

The Most Trusted Name in Electronics

A Broadcaster Survey

WHAT PRICE PROMOTION AND WHO PAYS THE SHOT

WHAT PLACE does promotion have in the advertising campaign? To what extent should stations provide merchandising assistance to advertisers? What about cost? Should it be included in the cost of the campaign itself or should it be paid for as a promotional extra?

These are some of the questions we have tried to answer in the following article. We approached people in stations, advertising agencies and we approached the clients themselves. Here are their ideas.

BILL SCHMIDT

Media Co-ordinator, Lever Bros.

WE HAVE a definite policy with regard to promotion. We buy on the basis of inherent media value and the effectiveness of the medium in telling our story. Promotion in itself would not convince us if we were doubtful of the basic value of the particular medium in question.

We would not buy one station over another simply on the basis of promotional values offered by that station. We have benefited from promotion in many instances, but only when we have had our own sales staff working along with people at the station.

We buy in promotional packages only when we feel there would be a definite plus to the activity of our own sales promotion department.

Actually, for any campaign to be a success, we ourselves must put in a lot of time and effort. We did this with Stripe Toothpaste. The results of any promotional campaign are therefore directly proportional to the amount of work we ourselves put into it.

J. PAUL MOORE

Media Manager, Leo Burnett,
Toronto

WHEN DISCUSSING merchandising and promotion carried out by radio and television stations, I think that we have to look solely at radio, as the television stations have just begun to do some merchandising for their clients.

My feelings are that when we buy radio time for any of our clients, we are primarily concerned with buying the largest and/or the best audience in any given market. Merchandising, to me, is of secondary consideration in the purchase of a radio campaign. Mind you, I don't object to receiving merchandising from any of the stations on a station list; however, I don't feel that it should be the deciding factor in selecting one station over another, unless the two stations have split the audience approximately fifty-fifty.

I am certainly in favor of any promotion and merchandising that can be carried out by a station for our clients, particularly in the area of receiving displays, etc., in the large supermarkets where shelf space is at a premium.

As stated above, however, I feel that the size and type of audience is a primary consideration in buying any radio campaign.

GEOFF STIRLING

President, CKGM, Montreal

OBVIOUSLY in order to offer equal service to national accounts the station must be willing to compete with other media. Promotional activity on an ever-increasing scale is being carried on by the daily papers. The daily papers in Montreal for example, are willing to have printed books, giving the names and addresses of all drug outlets, shopping centres and grocery

stores. They will send letters out when a campaign is starting, their salesmen go round and do the actual layouts of the newspaper ads, make tear sheets available to go in the windows, etc. I need hardly tell you the kind of promotional job for example, that LIFE MAGAZINE carries on for various clients.

Therefore a radio station can build into its advertising costs a certain amount of money for promotional support. I don't think that a station should allow this type of promotional activity to dominate its program and it should not enter into any promotion that is likely to cause a public nuisance, which will reflect on the station's goodwill in the community, but a perfect example of a good promotion in my opinion, was Hellman's Salad Dressing promotion.

On the air commercials were carried for Hellman's. On top of this the station mobile units covered the Greater Montreal area, stopping at different homes and if any home had the product in their home they were awarded five silver dollars. This had the result of greatly enhancing the on-air promotion and created demands for the salad dressing which achieved its objective of getting people to try the product on the assumption that once the product was tried they would continue to purchase it.

In a highly competitive market a station that does not carry on top level promotional activity for its clients just doesn't get a large amount of the national business, although a great deal of this promotion does not show up on the air. It is strictly carried on by the promotion department as part of their out-of-studio activities.

F. A. COLLINS

Vice-president in charge, media
Young & Rubicam, Toronto

IT IS AN axiom that the effectiveness of an advertising campaign can, and should be increased by merchandising follow through. It is not believed that advertisers, in general, expect media to assume complete responsibility for this function. However, there are occasions when extra value can be obtained by using media merchandising services.

It must be recognized that virtually all important classes of media, both print and broadcast, offer some form of merchandising promotion. Although merchandising helps should not normally take priority over media coverage considerations, it is true that in a competitive situation, the medium which is most sophisticated in merchandising, is invariably also the most successful medium in terms of advertising revenue.

Merchandising know-how usually

bespeaks a superior knowledge of the market, better identification with the trade, and greater aggressiveness in business operations on the part of the medium. It follows that a medium which takes pains to know its market in all facets, automatically finds itself in a position to offer merchandising advice and assistance. As a corollary, the medium which knows its market in this way, can present a more effective sales story in relating media values to the market. As a result, it is believed that merchandising sophistication is of benefit to both the medium and the advertiser.

The extent of merchandising assistance is invariably determined by the volume of the advertiser's purchase. Also, as you are aware, there are many special promotions to which the medium and the advertiser will contribute jointly, contingent upon the scope and format of the promotion. In our experience, this has proven to be a satisfactory arrangement to all concerned.

ALLAN F. WATERS

President, CHUM, Toronto

THIS IS A contentions question with broadcasters, advertisers and agencies. I feel in many cases the answer depends on where you "sit".

CHUM's policy is a positive one — we believe in merchandising! CHUM believes that to operate a radio station successfully in the highly-competitive 1960's, you must merchandise, and this merchandising must not only apply to commercial activities, but also to many other programming aspects. Would the Colgate Company ever think of putting a toothpaste on the market and then not merchandising, advertising and promoting it to their potential customers? Certainly not!

A radio station can be compared to a product that is sold to the public. It must strive to obtain generally as many users (sets in use) as possible and at the same time endeavor to influence these users to tune a particular station.

Some broadcasters today are content with what they have — they are complacent. CHUM is not. The complete CHUM staff is continually seeking to improve the facilities we offer to the public — better news, better public service, new broadcasting equipment, new program ideas, more remote broadcasts, etc.

This can only be done with revenue obtained from advertisers and the only method of assuring the flow of these advertising dollars is to produce positive sales results. This takes listeners (customers) and CHUM feels strongly that merchandising is one of many methods needed to secure these listeners.

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GEM SESSION with CHAT TEEVEE

One way to make a fortune is to be able to determine the exact moment a piece of junk turns into an antique.

The only thing that makes a gal glad to put on an old dress is if she can.

Some teen-agers aren't bright enough to realize that their parents couldn't be that stupid.

When you buy a bottle of beer in Alberta or Saskatchewan it is served to you in a bottle made at Dominion Glass' western plant . . . across the road from CHAT TV's studio facilities!

Lots of people get credit for being cheerful when they're just proud of their new teeth.

Some minds are like blotters . . . they soak it all up, and get it all backwards.

Auction sale: Where you get something for nodding.

Then there was the Englishman who fell to the sidewalk murmuring "Goodbye, George I'm done for", and then died not realizing that he'd ended his last sentence with a preposition.

The one minute rate in AA time on CHAT TV costs 28 dollars . . . and delivers a potential captive audience of 14,000 homes.

CHAT TEEVEE

An
All-Canada-Weed Station

Medicine Hat's
Best Advertising
Buy!



MEMBERS OF THE Toronto Advertising and Sales Club spent a large part of their October 25 meeting staring at pretty girls.

But it was for a good purpose: they were choosing *Miss Ad Specialty of 1961*.

When all the votes were counted,



MISS AD SPECIALTY of 1961, elected and crowned at the October 25 meeting of the Toronto Ad & Sales Club, is Diane Burnley, of the William E. Coutts Co. She received her regalia from last year's winner, Betty Kennedy of CFRB.

the title was awarded to Diane Burnley, of the William E. Coutts Co. In second place was Pegi Busch, of Office Specialty Manufacturing; and in third, Betty Mabee, of American Airlines.

Other contestants were: Elaine Hamson, CN Telegraphs; Helen Linegar, Carling Breweries; Ellen Utting, Southam Newspapers; Anne

OVER THE DESK

Marie Matzer, Provincial Paper; Gail Silverthorne, WEEKEND MAGAZINE; and Vivian Messenger, Diversy Corp.

Turning from pulchritude to business, the ad men heard an address by Carl Auerbach, of McCann-Erickson Ltd. (USA), on how an agency picks specialties.

THIRTIETH ANNIVERSARY

CBBC SPORTCASTER Steve Douglas racks up 30 years in radio and television at the end of this month.

Steve, née (or should that be né?) Douglas LeSueur, is the son of Perce LeSueur, famous goaltender for Ottawa's *Silver Seven*, as they were called around 1910. Perce, now past 80, is living in Hamilton, where, in past years he "did sports" on both CHML and CKOC.



Steve started his career in 1930, at WSYR, Syracuse, as hockey broadcaster. He moved to CKOC, Hamilton in 1931; to CKLW, Windsor in 1933; to Ashville, N.C. in 1937; to NBC, Washington, in 1941; and to the CBC in 1953.

This month he will be on TV for his eighth consecutive Grey Cup game.

JACK WELLS GOES TV

WINNIPEG'S NEW private television station, CJAY-TV, has named Jack Wells, well-known 'Peg sports commentator, as its sports director.

Wells, 49, a native of Moose Jaw, has been working for Winnipeg radio stations since 1941. Previously, he had been in radio in Saskatoon and Trail, B.C.

In recent years he has been sports director of CBWT, the CBC's TV outlet. He has handled telecasts of Grey Cup Finals and of Western Interprovincial Football Union games.

Besides his duties with CJAY-TV, Wells will continue as columnist for THE WINNIPEG TRIBUNE and as sports commentator for Station CKY-Radio.

DOWN-EAST DEBUT

JUST ABOUT the most representative cross-section of Toronto agency and advertising people we have seen turned out at the Park Plaza last Friday for a reception staged by Finlay MacDonald, president of Halifax' up-and-coming CJCH-TV.

The station will take to the air January 1 on Channel 5. Reprs are Paul Mulvihill in Toronto and Montreal; A. J. Messner in Winnipeg; Scharf Broadcast Sales in Vancouver; and Young Canadian in the U.S.

WHEN YOU GOTTA GLOW!

WARM FEELINGS of appreciation have been exuding from my cardiac region, ever since the CCBA Convention. The reason: this association picked me out as its first honorary member. This being my own home riding as it were, the honor is doubly appreciated, because it goes to prove that this (unintentionally) non-profit organization is honored even in its own country.

Our appreciation does not extend to Broadcast News, from whom we have demanded a retraction of their inflated estimate of my age, and whose inaccuracy we propose reporting to the BBG, whose interest is well known in matters affecting the senior citizens.

The BN report read as follows:

"The Central Canada Broadcasters' Association tonight named its first honorary member in its ten years' existence.

"The honor went to Richard G. Lewis, editor and publisher of the trade magazine — The Canadian Broadcaster.

"Mr. Lewis — a bachelor in his sixties — is regarded as the patron and father confessor of Canadian Broadcasting."

NEW LIGHT ON OLD FACE

SINCE THERE have been no complaints about the photograph of this scribe we have been using for the past few issues, we have decided to change it. The new offering was taken by Hugh Newton, one-time broadcaster and newspaper man and now in the public relations business. He has agreed to share with me any ribald or insulting comments which may be forthcoming.

And speaking of sharing, it is always refreshing to hear how the world is treating our readers, so buzz me if you hear anything, won't you?

Dick Lewis

DON'T PHONE

DON WRIGHT
Productions

between November 16th (leaving for Jamaica)
and December 2nd (returning from Jamaica).
Anytime after that — OKAY.



GREATER VANCOUVER'S NEW TV STATION

ON THE AIR NOW

1,090,750 Greater Vancouver TV viewers have waited a long time for their own TV station, and now they have it — CHAN-TV, Channel 8. The largest, best-equipped independent in Canada, with a total of 11,000 square feet of studio space, nine cameras, mobile units (for LIVE news and sports coverage), and electronic equipment galore. Also, 135 competent, enthusiastic CHAN-ites behind the scenes. And a program line-up to keep the most jaded viewer glued to his set: 90% of the programs never seen before in Greater Vancouver! Spot carriers that pull like magnets — watchable shows like HAWAIIAN EYE, MAVERICK, DAN RAVEN, ADVENTURES IN PARADISE, ROUTE 66, and the new, hour-long NAKED CITY. Adventures in paradise for sponsors too — shows like TWO FACES WEST, ASSIGNMENT UNDERWATER and PLAY OF THE WEEK! Your All Canada rep has full details on CHAN-TV (or call Weed and Co. in the U.S.). Don't wait till tomorrow — your competition is getting into Vancouver TV today!

CHANNEL



CHAN-TV

GREATER VANCOUVER



CUTS & SPLICES



Bob Miller

"Bloody Brood" Too Bloody?

LAST WEEK'S VARIETY reports that the Production Code Administration's refusal to grant a seal of approval to *The Bloody Brood* may cause the Canadian-made feature to fail to secure a major US distributor.

Allied Artists in the US put up some of the money for production of the film, but its handling of the picture hangs on the film's being awarded a Code seal.

The Bloody Brood was made in Toronto by Key Film Productions Ltd. at Meridian Studios. Julian Roffman produced and directed.

The story revolves around Nico, a psychopath, who feeds a messenger boy a hamburger laced with ground glass because he's fascinated with the death processes. Later action concerns the murdered boy's brother's attempts to track down Nico.

Holding up the Production Code's approval are several scenes which they feel are too violent: principally, the one in which the hamburger is given to the boy and the killers' reactions as their victim dies.

N. A. Taylor, husband of the film's associate producer Yvonne Taylor, has charged the Production Code Administration with discriminatory practices.

Attorney Ephraim London cited examples from American-made

films in which the violence greatly exceeds that shown in *Brood*. As an example, he mentioned the stabbing scenes in Alfred Hitchcock's *Psycho*.

If a court case were made out of the Code seal refusal, the suit would be again PCA's parent company, Motion Picture Association of America, and would charge restraint of trade. Failure to obtain a major US distributor can injure the return of capital to Canada inasmuch as American films distributed in Canada return to their distributors approximately \$20,000,000 a year.

New Staff At Chetwynd's

ROBERT WILSON has joined Chetwynd Films Ltd. as business manager. A graduate in business administration from Northwestern University, Wilson was formerly with S. W. Caldwell Ltd.

Another addition at Chetwynd's is Ross McConnell, who joins the company as a director. McConnell's past experience includes stints with Bell Telephone, CBC and Briston Films, Montreal.

AMPPLC Meets November 4

THE ASSOCIATION of Motion Picture Producers and Laboratories of Canada are holding their general meeting at the Mount Royal Hotel in Montreal, Friday, November 4.

Among the topics to be discussed at the one-day meeting will be a review of the role of the associate members of AMPPLC with the aim of seeing how the Association can best serve them.

Also to be decided upon is the possibility of bringing out a booklet

which would detail the case histories and success of sponsored films.

Gerald Graham, director of technical operations for the National Film Board, will be a speaker at the meeting. Recently returned from a conference in Prague, he will talk about three extremely technical and interesting techniques of visual presentation: Lanterna-Magika, Polyecran and Circorama.

Caldwell Has "CBS Reports"

CALDWELL TV FILM SALES, headed by Ken Page, now has three separate series of documentary programs produced by CBS News.

The first is the award-winning *CBS Reports*. Thirteen one-hour programs were made in this series last year and 26 will be produced this season. Titles include the two-part *Biography of a Missile* and *Biography of a Cancer*, the story of Dr. Tom Dooley.

The 52-part weekly *Eyewitness to History* will also be distributed by Caldwell's. Programs in this series are half-hour documentaries of world news.

The last, and newest series is *Tomorrow*, made up of four one-hour programs. Format revolves around how we will live in the years to come. The first episode is about calculating machines and the question of whether they will ever be able to think or create. Highlight of the show is an original TV western written by a machine.

Never Busier

ANIMATION PRODUCTIONS is now busier than it has ever been in its five year history. The company is producing 29 television commercials for various clients and agencies.

Twenty-two of these commercials are one-minute in length and twenty-seven are full multiple cell animations.

Grey Cup On Teleprompter

BRUCE EMONSON, manager of TelePrompTer of Canada Ltd., a division of S. W. Caldwell Ltd., reports that more than 50 per cent of their large screen TV projectors

have been booked by companies and organizations for the Grey Cup football telecast November 26.

As a public relations gesture, these companies give invited guests a comfortable seat and a good view while watching the annual classic on the TelePrompTer screen.

Seven companies have signed so far. Cost of the installation is between \$200 and \$300.

Second Sovereign Showcase

SOVEREIGN Film Distributors Ltd. now have a new package of 22 feature films produced during the 1950's.

The package includes such films as *Stromboli*, *Bundle of Joy*, *Susan Slept Here*, *Death of a Scoundrel*, *New York Confidential* and *While the City Sleeps*.

The company is now finalizing negotiations for a second package of post '48 feature films.

Crawley's Films Them All

CRAWLEY Films Ltd. are currently working on 91 separate productions, ranging from long-term projects costing \$100,000 and up to dubbing existing films into French. Shooting for the films is being done right across the country.

The company definitely plans to produce an entertainment series for television next year, although it hasn't been decided whether it will be a continuation of *RCMP*, which is beginning to prove popular south of the border, or one of several new story angles they have on hand.

New Teaching Guide

GRAFLEX, Inc., a subsidiary of General Precision Equipment Corporation of Rochester, recently published the first edition of the Graflex Audiovisual Digest.

Intended as a teaching aid, the 52-page booklet deals with such subjects as the effective use of filmstrips, the motion picture and creative teaching and television in education.

FILMLINE PROCESSOR

Model No. R15TC

16 mm Reversal & Neg.-Pos. Processor for TV Stations.

Easily installed and economical to operate. Has a foolproof overdrive system eliminating film breakage, scratches and static marks and has a complete temperature control system.

- Daylight Operating on ALL Emulsions.
- Speeds to 1200 feet per Hour.
- Variable Speed Drive
- All Tanks are Stainless Steel.
- 1200 ft. Daylight Magazine.
- All Metal Construction.
- Double-capacity Spray Wash Tank.
- Forced Warm Air Drybox.
- All parts that come in contact with Solutions are Stainless Steel or Inert Materials.

Call:

CALDWELL A-V EQUIPMENT Co. Ltd.

447 JARVIS ST. - TORONTO - WA. 2-2103

In the Atlantic Provinces...

CBC RADIO

delivers the

BIG PLUS

No ifs, buts or maybes! Your regional radio buy of CBC Stations CBH, Halifax; CBI, Sydney; and CBA, Sackville, delivers the greatest audience at the lowest cost!

CBC RADIO SALES

CKTB—ST. CATHARINES

Programming to the Whole Family!

Any day now

10,000 WATTS DAY

(5,000 — NIGHT)

Giving an *EVEN BETTER* signal and less interference for our complete coverage of the Niagara Peninsula — Canada's Richest Market.

Representatives:
Paul Mulvihill
Toronto - Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

When you think of **CALGARY** you think of



The world's best beef



World's championship wheat



The renowned Bull Sales



Prosperous ranchers



The busy livestock industry

and
CHCT-TV
 channel **2**



First in Calgary



Broadcasting Museum

CBC PROMOTES FARM DEPT -- SHOWS CANADAS' FIRST TV

A TELEVISION receiver built in 1932 by J. Alphonse Ouimet, now president of the Canadian Broadcasting Corporation, was one of the more than thirty exhibits in the CBC's Broadcasting Museum open to visitors to last month's International Ploughing Match held at Springfield, Ont., 25 miles south of London.

The CBC was on hand at this 47th annual ploughing match to promote its farm broadcasts and Trans-

Canada Network radio programs. The CBC's huge showtent, previously set up at the Pacific National Exhibition in Vancouver, the CNE in Toronto and the Stratford Festival, was there, along with a forty-foot tower and several network personalities.

But the biggest attraction for the more than 100,000 visitors to the five-day fair was the corporation's Broadcasting Museum constructed especially for the event.

One of the highlights of the exhibit was Canada's first television receiver. It was built by Alphonse Ouimet in 1932 when he was a research engineer for Canadian Television Ltd. in Montreal. The set operated on the mechanical system of scanning and the picture appeared

on a six-inch-square screen in black and red.

A revolving lens disc traced 60 lines on the screen as compared with the 525 lines of today's TV receivers. The set was a prototype of a model that Canadian Television hoped to develop and sell commercially nearly thirty years ago. Their plans fell through when the mechanical method of scanning was replaced by the present electronic process.

Also on view in the museum was a model of the microphone lowered down a shaft to the trapped miners in the Moose River mine disaster in Nova Scotia in 1936. The make-shift mike, loaned to the CBC by Bell Telephone, was built into the barrel of an Eveready pocket flashlight.

Frank Willis, now a senior producer in the CBC's features department, was at that time the Maritime regional representative of the Canadian Radio Broadcasting Commission which became the CBC later that year. He broadcast reports on the mine disaster each half hour for 56 consecutive hours. The reports were aired by 60 Canadian stations and 650 in the US.

The largest exhibit in the museum was a Blattnerphone, a wire recorder weighing nearly half a ton. The machine was used during the early 1930's and recorded sounds on half-mile lengths of wire tape one-eighth of an inch wide. The model on display is believed to be the only complete Blattnerphone in North America.

Among the other exhibits were a Day Fan radio receiver (1930), a gramophone with its huge sound horn (1908), a crystal set (1920), and the gold microphone used by King George VI for his Winnipeg broadcast on May 24, 1939.

**EXPECT THREE THOUSAND
AT COMMUNICATIONS
MEET**

THE MONTREAL Section of the Institute of Radio Engineers will hold a two-day Symposium on Communications, November 4 and 5 at the Queen Elizabeth Hotel in Montreal. It is expected that over 3,000 delegates from all over North America will attend.

A total of 24 technical papers on various aspects of communications have been accepted for presentation. The papers will first be read by their authors and then discussed by the delegates.

Local companies represented among the authors of the papers include RCA Victor Company Ltd., Northern Electric Company Ltd. and Canadair Ltd. Also represented are Ecole Polytechnique and the Canadian Broadcasting Corporation, Montreal.

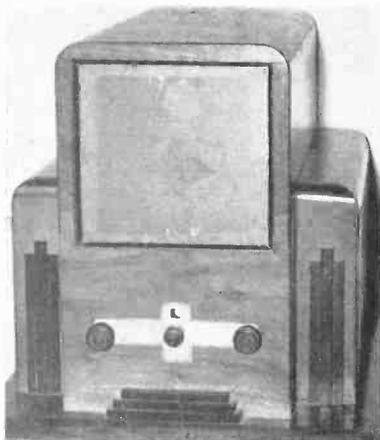
In addition, a large exhibit area of the hotel will display the advanced electronics products of 40 different Canadian and US firms.

General manager of the symposium, E. P. Turton of Northern Electric Company, Montreal, said that the subject of communications was chosen for the meeting because Montreal is an international communications centre of importance.

Topics to be covered at the symposium range from new concepts in mobile radio design and the placing of microwave systems, to lunar and space communications. Speaker at the opening luncheon will be Dr. Ronald L. McFarlan, president of the I.R.E., New York.

Dr. McFarlan said recently that the I.R.E. now has more than 80,000 members and is adding about 8,000 a year. Formed in 1912, it has grown steadily and its activities today require 28 sub-societies or professional groups. The New York headquarters now has a staff of 170 people.

Others on the symposium executive committee are: C. F. Kipp, Bell Telephone Company (technical program); A. F. Wells, Custom Electronics Reg. (local arrangements); D. L. Thibodeau, Pye Canada Ltd. (public relations); D. J. Watson, Northern Electric Company (treasurer); H. H. Schwartz, Electro-design (secretary); W. Gasoi, Electro-design (booth sales); R. J. Wallace, RCA Victor Company Ltd. (chairman, Montreal section); R. B. Lumsden, Bell Telephone Company (past-chairman, Montreal section); and Mrs. R. J. Wallace (ladies' arrangements).



CANADA'S FIRST TV RECEIVER was built in 1932 by J. Alphonse Ouimet, now president of the CBC.



A MICROPHONE, built into an Eveready pocket flashlight, enabled the trapped miners in the Moose River, N.S., disaster of 1936 to speak with their rescuers.

**MIDGETAPE
Model "500"**

Portable Broadcast-Quality Recorder

This is a fully transistorized machine complete with accessories.

Practically new, its attractive price makes it a one-of-a-kind buy!

Write:

Box A526
Canadian Broadcaster
219 Bay St., Toronto, Ont.

AVAILABLE

Intelligent, single, Canadian, 26, anxious to start announcing career in radio. Will accept position anywhere. Audition tape forwarded on request.

Frank Williams
1040 Willibrord Ave.
Verdun, P.Q.

Former Sales Manager

of leading Radio Station in a major market desires to return to sales position in the radio or TV business. Presently operating his own company with a large and successful staff.

Please inquire c/o

Box A525
Canadian Broadcaster
219 Bay St.
Toronto 1, Ont.

LOOKING FOR A BARGAIN

...in a professional tape recorder?

We are offering a number of trade-in Presto Professional Tape Recorders. They are completely reconditioned and carry standard "new machine" warranty.

Most Attractive Price

For descriptive literature and prices—no obligation — write, wire or phone:

INSTANTANEOUS RECORDING SERVICE
(A division of E. J. Piggott Enterprises Ltd.)
40-42 Lombard St., Phone: EMpire 3-5767

Producer-Director

wanted for production work in Northwestern Ontario TV Station. Excellent opportunity as our local production increases.

Write:

Box A524
Canadian Broadcaster
219 Bay Street, Toronto, Ont.
(Booth Announcer also required)

W'peg Awaits Two Stations

THE MONTH of November will find Winnipeg viewers enjoying programs on two new television channels.

First, of course, is CJAY-TV, the 'Peg's own second outlet, which set an on-air target date of November 1.

The second is across the border in North Dakota, where KCND, in Pembina, is ready to start transmitting on Channel 12.

KCND engineers have carried out tests which proved that TV owners in Winnipeg with outdoor antennas will be able to receive their signal clearly.

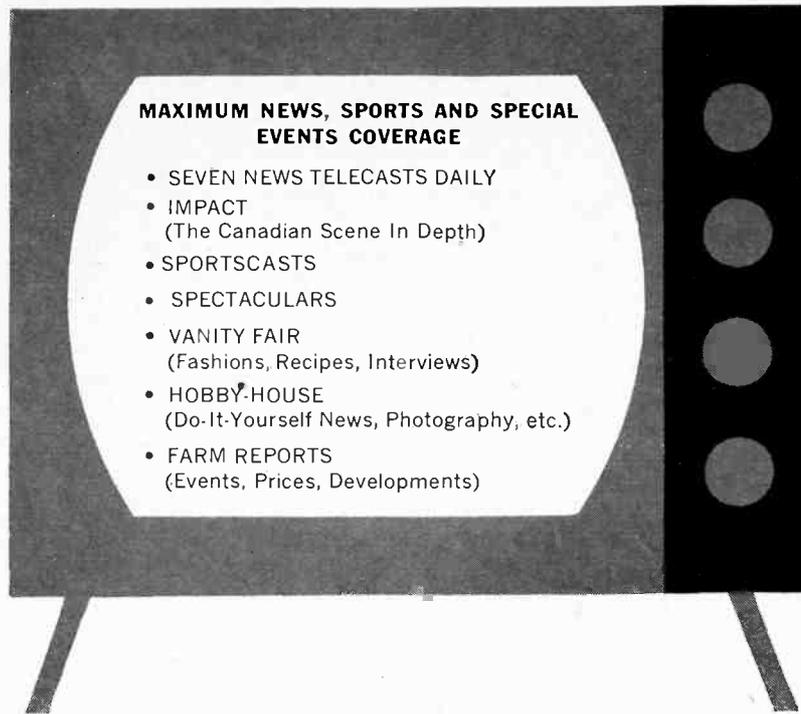


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Experience.

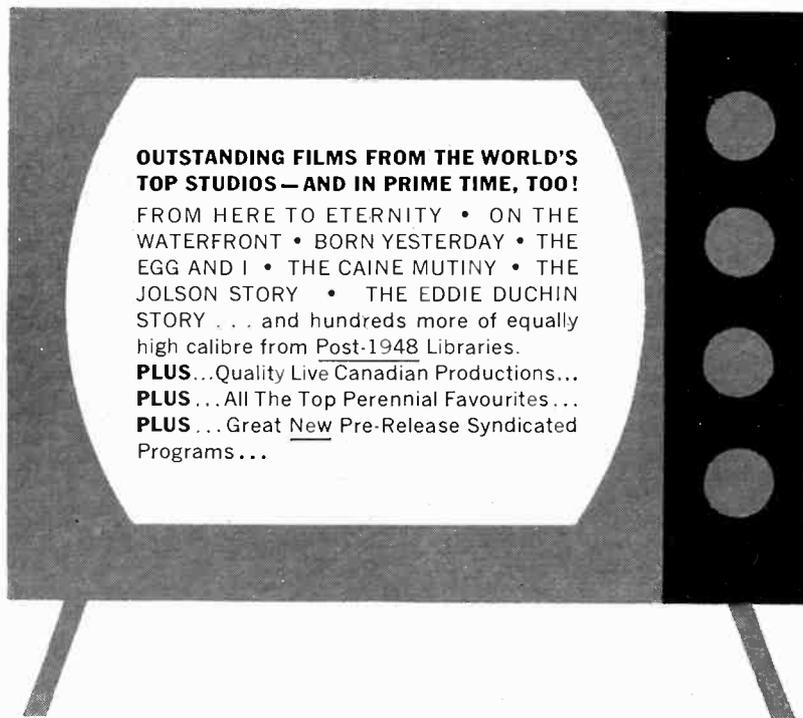
Five years worth. It shows in the advanced VR-1000C VIDEOTAPE[®] television recorder. The other is one of the earliest Ampex working models. Only five years separate the two. But that time gave Ampex the experience to produce more than 700 VIDEOTAPE television recorders which operate in stations on five continents and in 15 countries. Progress in television recording depends on Ampex experience. With world-wide distribution of VIDEOTAPE television recorders, Ampex has established a similar pattern of service. Ampex engineers make installations and are available always for consultations and assistance. They will teach station personnel how to operate the television recorder

to obtain maximum efficiency from it. For example, they can demonstrate how shows taped on an Ampex can be exchanged with any other Ampex-equipped station operating on the same line standard or, by means of INTERSWITCH[®], on any of the world's four standards. Major television networks and independent television stations all over the world have taken advantage of Ampex experience. Among them are CBS, ABC, CBC, ATN, and the BBC. Their confidence has won for Ampex its international leadership in magnetic tape technology. For a list of Ampex-equipped stations in your area, and complete details, write: Ampex of Canada Limited, 1458 Kipling Avenue North, Rexdale, Ontario.



MAXIMUM PROGRAMMING

as initiated by CFTO-TV—Channel 9 • Toronto



This is a sample of maximum programming. The kind of programming that means maximum television. The kind of television that offers maximum coverage. The kind of coverage you get with

CFTO-TV, Channel 9, Toronto. See any of our sales representatives for further information on availabilities.

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