

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

Shooting a film clip for the Shell Oil Co's CTV network program "Careers", CFTO-TV staffers (left to right) Johnny Johnson, producer - director, production assistant Elena Jasechko, cameramen Les George and sound technician Terry Cooke followed the production of a school text at W. J. Gage Ltd., stationers and textbook publishers. Story on page 3.

Vol 22, No. 7

TORONTO

April 4th, 1963

- Networks Are Geared for E-Day 6
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- French Seminar 15
- BBM is Rolling 17

CLUB MARK IV welcomes

CKMI

QUEBEC CITY

Marconi, owner and sole proprietor of Club Mark IV, joins its members around the world in extending the pleasures and privileges of membership to Quebec's CKMI on its purchase of the Mark IV Image Orthicon TV Camera.

This superb camera will log years of fine performance and flawless operation.



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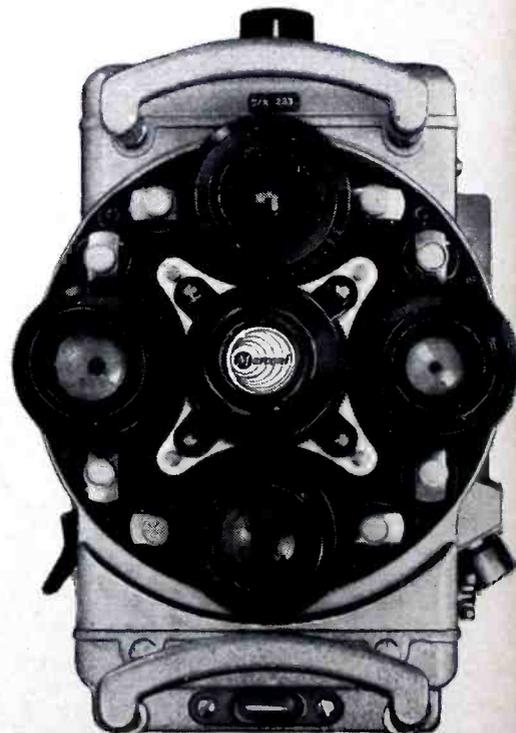
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Tel. 3-1325
HALIFAX



SIGHT & SOUND

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

NEW AGENCY IN Toronto is Canaline Advertising Agency Ltd. headed by Irvin Teitel, formerly executive vice-president of Canadian Advertising Agency. Canaline has purchased the physical assets of the Toronto branch of Canadian Advertising Agency and has set up shop in its offices at 790 Bay Street.

Officers of Canaline are: president, Irvin Teitel; vice-presidents, W. R. Campbell and E. R. White; pr director, Stan Helleur; creative director, C. P. Saila; art director, Stuart Ford; production manager, Alex Stalmack; account executives, Teitel, Campbell, White, and J. K. Rayburn; space buyer, Mary Brymer; time buyer, Campbell.

With the exception of Helleur, these officers have all been with Canadian Advertising to this date and all other personnel of the Toronto office have moved over.

Canaline now holds such accounts as Bright's Wines Ltd., Peak Freen (Canada) Ltd., Benjamin Moore & Co. Ltd., International Packers Canada Ltd., The It Co., Gruen Watch Co., Ditto of Canada Ltd. and others, all of which were handled by Canadian Advertising, plus such new names as Morrison-Lamothe Bakeries (Farm House brand frozen pies and cakes) and Kelton Corp. Ltd.

RE THE ABOVE, Canadian Advertising Agency remains on the Toronto scene with new offices at Suite 1505, 2 Carlton Street. New president Lucien Parizeau has appointed Ralph Lawson as vice-president and general manager of the Toronto office and member of the agency plans board. Lawson was previously a partner in Algie, Lawson Ltd. and was with Erwin Wasey Ltd. in Toronto for 15 years, ten of them as vice-president and managing director.

SALADA FOODS LTD. has announced the consolidation of its advertising with two agencies, officially effective April 15. Ronalds-Reynolds & Co. will continue to handle the Salada Tea account, while Goodis, Goldberg, Soren Ltd., which was awarded the convenience potato products advertising three months ago, now picks up the balance of the account. This includes Shirriff, Horsey and Junket brands, and is estimated to add \$500,000 to GGS's billings. This advertising was formerly handled by Vickers & Benson Ltd.

THE INDIA PALE ALE account of John Labatt Ltd. has been awarded to James Lovick & Co. Ltd., effective "in the near future". The account is estimated at \$250,000 a year, and was formerly with Stanfield, Johnson & Hill Ltd. H. E. "Bud" Pellow has been appointed account supervisor.

AMALGAMATION OF THE two media groups at Batten, Barton, Durstine & Osborn, Inc., Toronto, has promoted Clara Quinn from associate media manager to media manager; and Colin Campbell from media buyer to media supervisor. Joyce Williams, formerly media buyer with J. Walter Thompson Co. Ltd., has joined BBDO in the same capacity. Mary Massicotte, media buyer with BBDO for the past eight months, has moved to the same position with Walsh Advertising Co. Ltd.

McCONNELL, EASTMAN & Co. Ltd. has named R. G. Eldridge manager of the creative department in the Toronto office, replacing Hugh McConkey who resigned last month as vice-president and director of creative services. Eldridge has been with the agency since 1957, most recently as assistant creative director.

RONALDS-REYNOLDS & Co.'s TV commercial "Burglars" for the Volkswagen 1500 was among the finalists in the International Broadcasting Awards Competition, sponsored by the Hollywood Advertising Club. Only about 135 commercials out of some 1,400 were judged for the trophies and R-R will receive a certificate for its entry.

Thirteen countries were represented in the competition, with 36 Canadian entries. Named the world's best commercials were, for TV, "Pyramid" for Arthur Guinness Sons & Co. Ltd. through S. H. Benson Ltd., London and, for radio, "Lickety-Split Banana Split" for H. P. Hood & Sons through Kenyon & Eckhardt Inc., Boston. Twenty-six other awards in special categories were made, to U.S., U.K. and Spanish commercials.

THE WESTERN ASSOCIATION of Broadcasters and the British Columbia Association of Broadcasters have announced that they will hold a joint meeting in Jasper from September 8 to 11. This will serve as the annual meeting of the WAB and will replace the usual summer meeting of the BCAB.

AIR-TIME SALES LTD. has been appointed national sales representatives, Toronto and Montreal, for CKRM Regina and CHVC Niagara Falls, effective now. CKRM was formerly repped by Radio Representatives Ltd. and CHVC by Alex Bedard & Co. Ltd.

TYRRELL AND NADON Broadcast Representatives Ltd. has been appointed national sales representative in Toronto and Montreal and, in most cases, Vancouver, for the following stations: CHRD Drummondville, CFGT Alma, CHLC Baie Comeau, CKVM Ville Marie and CHGB Ste. Anne de la Pocatière, all in Quebec, and CKSB St. Boniface, Man., CFRG Gravelbourg, Sask., CFNS Saskatoon and CHFA Edmonton. Except for CHGB, which was repped by Alex Bedard & Co. Ltd., all of these stations were previously with the now-defunct Markey Brooke Interprovincial.

HARDY RADIO AND TV Ltd. has been appointed national sales representative in Toronto for CFTJ Galt, CKLY Lindsay, CJME Regina and CJAV Port Alberni. Effective date is April 1. The stations were formerly repped in Toronto by Alex Bedard & Co. Ltd. and they continue to be represented in Montreal by Ralph J. Judge & Co.

Correction. In Sight and Sound last issue we reported that Lorrie Potts & Co. Ltd. represents Cam Logan Associates' "Noront Group" in Montreal. Potts continues to represent CHNO and CFBR Sudbury there, but Radio and Television Sales Inc. continue to represent CKCY Sault Ste. Marie and CJNR Blind River in Montreal.

CKCN SEPT-ILES, Quebec, went on the air March 30, 5,000 watts at 560 kcs., providing coverage of "100,000 people who weren't there ten years ago". The station is on the air 19 hours daily, programming 75% in French, 25% in English. Basic rates are one-minute, \$7.50; 5 minutes, \$11; 10 minutes, \$16; and 15 minutes, \$22, at the class A one-

time rate. National sales representatives are Radio and Television Sales Inc.

A PROGRAM TITLED *Sing, Sing*, from the *Parade* series has been entered by the CBC in competition for the Golden Rose of Montreux award at the third annual Montreux International Television Festival. *Parade* is sponsored by Kraft Foods Ltd. through Needham, Louis & Brorby of Canada Ltd., and Pepsi-Cola Canada Ltd. through Batten, Barton, Durstine & Osborn Inc., Toronto.

The show, which will compete with entries from 19 other countries for the award as world's best light entertainment TV show, starred the Gino Silvi Singers and Pat Hervey, and was written by Saul Ilson and produced by Norman Sedawie. A program from the *Music Hall* series on the CBC French TV network has also been sent to the Festival for screening but is not in competition.

NEW TREASURER OF the Station Representatives Association of Canada Inc. is Gaston Bélanger, manager of the Toronto office of Paul L'Anglais Inc., replacing Alex Bedard.

TVB APPOINTMENT



DAVID G. BRYDSON

Mr. David G. Brydson has been appointed Director of Station Relations for the Television Bureau of Canada, Jean Pouliot, President of the TvB Board of Directors announced today. This is a new position created specifically to provide sales assistance to member stations and their advertisers at the local level.

Mr. Brydson started his career as a Sales Representative with the Toronto Globe & Mail and spent six years working on both retail and national accounts. He moved into broadcasting when he joined Stovin-Byles Limited as a National Television representative. In 1961 he joined CHCH-TV, Hamilton in National Spot & Program Sales, later moving to New York to represent the station with the E. S. Sumner Corporation. While with the Sumner Corp. he also represented a number of other Canadian TV stations.

Mr. Brydson will concentrate his efforts on liaison between TvB and the Retail Sales personnel at the Bureau's member stations and will stage presentations across the country geared to retail advertisers. He will also conduct a series of sales clinics and assist on presentations at the national level.

Did you ever see a girl with poor legs
frightened by a mouse?

**CFCN RADIO/TV
CALGARY**

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS ^{the} SHOWS

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

Encourages Youngsters To Stay At School

DESIGNED, IN THE MAIN, to encourage youngsters to stay at school, the program, *Careers*, produced in 1961 by and on CFTO-TV, Toronto, under the Shell Oil Company of Canada's sponsorship, has graduated to the CTV Network, of which CFTO-TV is the Toronto outlet, under the same aegis. The new series starts April 7.

The 1961 version started on CFTO-TV on a local basis, and the importance of its contribution was recognized by this paper's board of judges who voted it one of the Beaver Awards.

To Shell the series is the latest facet of an extensive aids-to-education program the company has carried out for many years.

The format is basically the same as previously. Each week, the half-hour show will examine one of the various professions open to students today.

A member of the week's profession and a panel of students interested in knowing more about it as a career appear each week.

Members of the panel question the guest on camera. This and a number of film clips of him at work help to paint a detailed picture of his particular career, the efforts it demands, its rewards and the qualifications it requires.

The opening program next Sunday (4.00 to 4.30 p.m. EST) will deal with business administration. The authority on this program will be Allastair Gillespie, vice-president of operations, W. J. Gage Ltd., Toronto.

Other professions to be examined during the series are architecture, teaching, chemistry, mechanical engineering, law, nursing, accountancy, physics, geology and medicine.

Assisting the guests will be Dr. H. O. Barrett, professor of psychology at the Ontario College of Education, who will act as careers counsellor each week. A special educational advisory committee is consulted on the subjects and methods of presentation.

Writer on the *Careers* series, to be presented from CFTO-TV, is David Fulton, with John Johnson as director and Dodi Robb as executive producer. CFTO-TV staff announcer Dave Devall will act as host of the program.

A French version of this program, *Carrières*, started March 24. Produced at CFTM-TV, Montreal, it is seen also on CFCM-TV, Quebec City, CKTM-TV, Trois Rivières and CHLT-TV, Sherbrooke. Host for the French series is Jean Lajeunesse.

Kenyon & Eckhardt Ltd., which assisted in the original production on CFTO-TV, continues as the advertising agency. The account executive is Stan Izon.

remember you get Results with

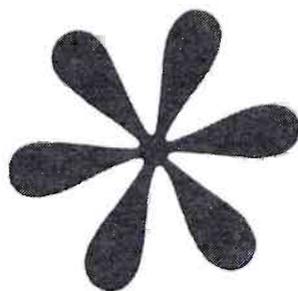
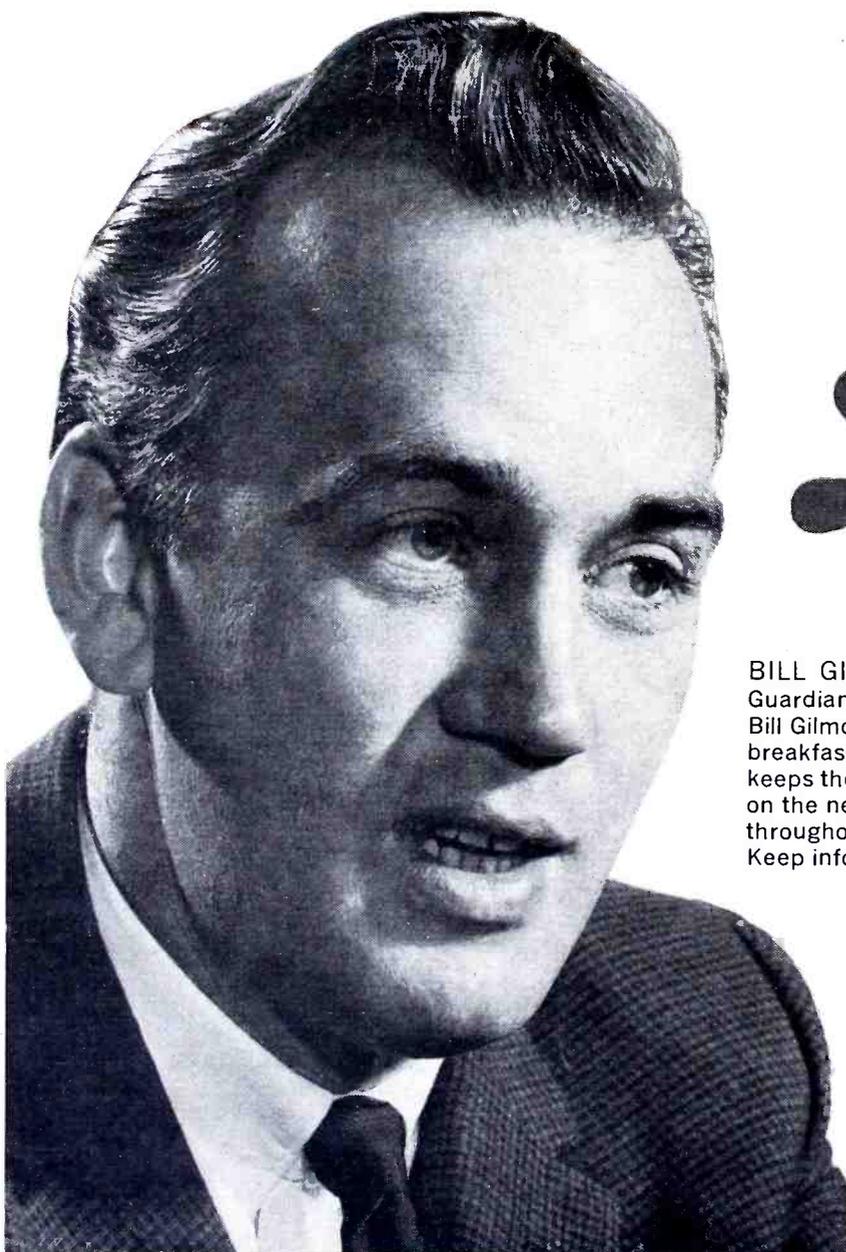
CFRB

1010

Personalities like this * keep the big CFRB family of mature listeners (& buyers) entertained and informed...

More people listen to CFRB than any other radio station in Canada

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BILL GILMOUR

Guardian of the morning news beat at CFRB, Bill Gilmour's voice is heard over thousands of breakfast tables in southern Ontario, keeps thousands of motorists up-to-the-minute on the news as they drive to work. Hear him throughout the morning, 6:30 to 11 a.m. Keep informed—with Bill Gilmour.

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Telephone 924-5721

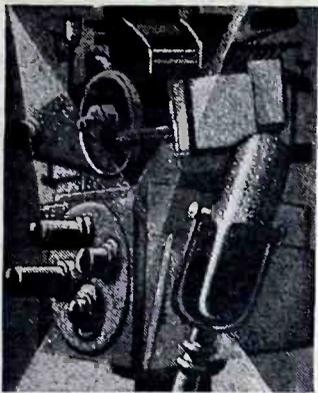
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Telephone 849-2454

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155 E. Ontario, Suite 30
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Printed by
 Northern Miner Press Limited

Editorial

Your Trade Paper Could Help You More

Trade papers dispense two services, each different, but often confused.

The first is advertising, which is the source of revenue. This makes space available for those with a commodity or service to sell to readers. In it, the advertiser tells his sales story in his own words — as many of them as he sees fit to buy.

The other service is reading matter, or as we call it in the business, “editorial”. The word “editorial” in this case does not only mean the editor’s opinion, but includes reports of industry activities and feature articles relating to the industry.

Papers depend, to some extent, for their editorial content on information supplied them by their readers in the industry, who, in most instances, are eager to get their activities reported in the paper in order to bring themselves and their businesses to the attention of prospective buyers.

This, of course, is what advertising is intended to do, but there is nothing wrong with trying to embellish the advertising in this way, subject to certain conditions.

• • •

Insofar as “free readers” are concerned, what the suppliers of this sort of material want and what the editors are looking for are two very different things.

The suppliers want *publicity* and the editors want *news*. It’s as simple as that.

An advertising agency wants it to be known that advertising for a certain product will, in future, be handled by them. This is valid news because it will interest people in competing or adjunctive fields. It will also interest other agencies which may have been pitching the account. These, however, are not the reasons why the supplier of the item wants to

get it into print. He just wants it to go out as another success story for his own enterprise.

This is fine from where the editor sits but it is not enough.

Anyone reading it in this form will immediately want to know who had it before.

Probably our agency, obsessed with the idea that it is bad business to mention his competitor, will do everything in his power to withhold this information. Also, by printing it, the paper stands a chance of making an enemy out of the former agency. But if it is doing its job, it *has* to say who previously handled the account, because it is an important part of the news story.

This is just a simple case to illustrate the difference between news and publicity.

Fortunately it is extremely rare now, and papers which still indulge in it do anything but prosper, but once some publications used to dangle a “free reader” before the nose of a prospective advertiser to help make the sale.

This is wrong mainly because a publication filled with articles commending someone whose advertisement is appearing elsewhere in the book — “puffs” as we call them — completely loses reader interest and respect.

• • •

A trade paper needs advertising to sustain its activities, but this is in no sense a hand-out or subsidy. Intelligently used it communicates valid and authentic news of a specific enterprise to the trade and also the “market”.

The alternative to the advertising system is the establishment of “house organs”, published by the industry itself, and designed to promote rather than to inform, to publish claims rather than news.

Trade papers play a vital role in every industry they serve, provided their approach is valid and objective. This can only be done with the co-operation of the trade.



TV NETWORKS WILL COVER THE COUNTRY

by KIT MORGAN

THE APRIL EIGHTH national election, our 26th, will give many Canadian television viewers their first opportunity to dial twiddle from one national TV network to another to see who's on top, not only in the election returns but in the television coverage of the returns. CBC, heavy on experience, staff, cross-country facilities and budget, is the Goliath of the battle, but the CTV David has a couple of rocks in hand and is determined to throw a curve or two.

Biggest "first," if it comes off, will go to CBC's use of satellite communications to bring Canadian viewers immediate European reaction to our election results.

The National Aeronautical and Space Administration in Washington has okayed a 30-minute transmission via Relay while the satellite is in correct orbital position, between 11.15 p.m. and 12.15 a.m. EST on election night.

The satellite, launched December 13 last year, conked out March 12,

but NASA officials expect it to be functioning again by April 8. If so, both CBC's English and French TV networks will halt dial switching viewers with immediate comment from political observers in London and Paris.

Almost everything will be a first for CTV, though its Toronto-Ottawa-Montreal web was in operation for the last general election and CJOH-TV Ottawa claims it beat the opposition in covering the eastern region then. That experience is counted as a dry run for the big one now.

Another CBC-TV first will be live, on-the-spot reports from all ten provinces. In past elections Halifax has done the honors for all three Maritime provinces, now expanded technical facilities have brought Charlottetown, P.E.I. and Saint John, N.B. into the picture.

CTV loses points in that round, with its microwave to Halifax not yet operative. CJCH-TV will be basically on its own, though it will take the audio feed from CTV National for insertion into local production, and it will be CTV's Maritimes central in the relaying of returns to Ottawa. As news breaks in other CTV centres across the country, a two-way microwave hook-up will be brought into play for live interchange between CTV National, affiliate stations and remote locations.



THE CALM BEFORE THE STORM, as CTV News reporter-commentators discuss the election coverage. Left to right, Charles Lynch, Ab Douglas, Baden Langton and Peter Jennings.

"In the national interest" CBC's affiliate stations in Prince Albert and Red Deer (where CTV has no facilities) will feed CTV and CBC simultaneous coverage of statements from Mr. Diefenbaker and Mr. Thompson, so that both networks will offer their viewers statements from the four party leaders.

CTV's election headquarters, "CTV National", is at CJOH-TV Ottawa, while "CBC Election Central" is Studio Seven in Toronto. Both nets will begin coverage at 7 p.m. local time, starting in Newfoundland and progressing westward by time zones. Coverage will continue "at least six hours, or until the outcome of the election is known," says CTV, and "until the make-up of Canada's 26th Parliament is known and the com-

plete national story has been reported," says CBC.

Picking up at least part of the tab will be spot advertisers on CBC, national participating sponsors on CTV. Two weeks in advance CTV was almost sold out, with network participation sold to American Home Products through Young & Rubicam Ltd., Toronto; Tilden Rent-A-Car System Ltd. through Cockfield. Brown & Co. Ltd., Montreal; and Simoniz Co. Ltd. through Dancer-Fitzgerald-Sample Inc. New York. In keeping with its policy against sponsorship of news and public affairs broadcasts, CBC-TV is selling only spots on o & o stations and affiliates. too. can sell only spots. Only a few availabilities were left at the time of writing, with CBLT Toronto, for example, booked solidly till 1.20 a.m.

The national-local ratio is the same with both networks. 20 minutes of national returns and ten minutes of local election news in each half hour.

CBC-TV will break for national newscasts at 11 p.m. and 2 a.m. EST, while CTV will by-pass its regular 10.30 p.m. newscast and schedule three news bulletins throughout the evening.

Lumping radio and television coverage together, CBC will have over 1,000 staffers and stringers on the job election night. It will rely mainly on its own newsrooms and specially set up facilities to report returns in about 215 of the 265 ridings, while CTV will have over 100 reporters stationed in election-return offices across the country. Both webs will look to the wire services to supplement their own operations, CBC using CP and UPI, and CTV with CP and BN.

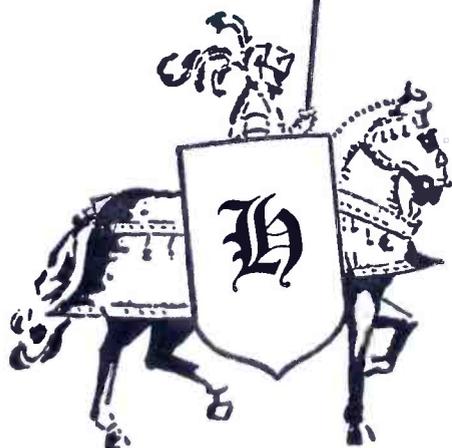
THE THINK MACHINES

Electronic computers are *the* thing in election coverage, of course. CTV National is set up with four Bendix G-15s at one end of the studio, manned by a crew of 28 experts.

**OUR
SPONSORS
ARE
BUSY
PEOPLE!**

**CHOV
RADIO-PEMBROKE**

See Paul Mulvihill



We at Hardy are proud to announce representation in Toronto of

**CFTJ — Galt CJME — Regina
CKLY — Lindsay CJAV — Port Aleberni**

Effective April 1, 1963

A Hardy station is a selling station and Hardy men KNOW their markets

For full information on these stations call Art, Dick or Weldon at — EM3-9433 —

**HARDY
RADIO & TELEVISION LTD.**

Toronto: — Suite 715, 2 Carlton St., EMpire 3-9433
Montreal: — 1500 Stanley St., Victor 2-1101,

Key man at this end is David Newman of Computing Devices of Canada, a McGill grad in Electronic Engineering, who has worked on guided missile research and various scientific projects. He is keenly interested in political statistics and CTV uses the word "genius" for his ability to include the human factor in the programming of the computers.

The Newman-Bendix combination predictions for the 1962 elections were accurate within two per cent, CTV says, and those predictions were made an hour and a half ahead of any others.

This time around CTV plans to go out on a limb by announcing, in advance of election night, the times at which computerized predictions for each province will be made. Newman feels that he can set this time on the basis of the flow of returns in the past, since the computers are programmed with data on past performances plus early returns.

CBC's master control point for computer operations is IBM's data processing centre in downtown Toronto, where operations revolve around two 1401 computers (one a spare, operating on an independent power supply) operated by IBM personnel. From this centre in downtown Toronto, CBC Election Central will receive its popular vote percentages, views of the overall flow of returns, comparisons with the results of previous elections and projections on the probable make-up of the new Parliament.

On camera, both networks will work with huge toteboards, with CTV adding a little extra something to election fever by employing pretty girls to keep the figures up to date.

WHO'S WHO

Holding down the national desk on CTV will be staff news commentators Charles Lynch and Peter Jennings, while Baden Langton reports on Ontario and Ab Douglas surveys the Prairie scene. Jean-Marc Poloquin will handle Quebec reports, and Peter Stursberg will comment on the situation in B.C. and the Maritimes.

Key man on camera for CBC-TV will be Norman DePoe, with Bruce Marsh as anchor announcer. Knowlton Nash will chair a panel of experts who will comment individually and as a group, on both radio and TV, on important happenings.

REELY BIG SHEW

"This is the most ambitious single project in the history of Canadian broadcasting," says CBC, referring to its radio-TV election coverage. And to CTV it's the most ambitious single project in its history. Both began planning their coverage as soon as Parliament dissolved.



THE STORM, AS IT RAGED in the CBWT-TV Winnipeg studio during the last general election. During the network national coverage (inset, Norman DePoe, key CBC-TV election reporter) a battery of girls record local returns, another crew tabulates while others keep the toteboards up to date for the upcoming local coverage segment.

Michael Hind-Smith, CTV's vice-president in charge of programming, has been the guiding force behind CTV's coverage, working closely with Stuart Griffiths, CJOH-TV general manager, and Jean Pouliot, 'OH's news director.

On the public side, TV news director John Lant is co-ordinating the entire CBC-TV operation. After a three-day briefing in mid-February, top CBC newsmen launched pre-election operations for both radio and TV. James M. Minifie left Washington to cover Quebec, Tom Gould returned from UN headquarters in New York to report the Ontario scene, Kingsley Brown was assigned the Maritimes with an assist from Darce Fardy in Newfoundland, Warner Troyer took on the Prairies, and Harry Nuttall with assistant Loyd Bulmer were assigned the Pacific region. Norman DePoe's special beat was Canada, coast to coast, wherever significant happenings were taking place.

CBC's campaign coverage was presented in three areas: regular newscasts; regular news and public affairs programs; and special election campaign reports. *Newsmagazine* carried much of it in three editions: a candid look at one day in the lives of the four party leaders; an examination of the key areas of the country and their special significance; and, on April 5, an hour-long recapitulation of the issues, the highlights of the campaign, and a roundup of party prospects.

Another series of four programs, *The Men and the Issues*, saw party leaders or representatives questioned on issues by a panel of five.

Free-time political broadcasts on CBC-TV ran from March 4 to April 3, with 20 quarter hours on English and 20 on French, broken down to seven periods allotted to the Progressive Conservatives, six to the Liberals, three and a half each to the Social Credit and New Democratic parties.

CTV offered a quarter hour of free time for political broadcasts to each of the four parties, with no holds barred on program content. And, of course, the private network's regular political series *Platform* became

even more of a platform during the campaign, as representatives of the four parties first answered questions from their isolation booths and then met in discussion.

Most interesting and enlightening, however, to judge from critical and audience reaction, were *The Pierre Berton How* programs with party leaders. Admitting confusion himself, Berton played Everyman and asked his guests an hour's worth of the questions puzzling the general public.

Liberal leader Pearson appeared on March 11, Social Credit leader Thompson on the 25th and New Democratic Party leader Douglas on the 27th. At the time of writing, no high-ranking Progressive Conservative could be found willing to appear.

U.S. SHOWS INTEREST

Indicative of the interest outside Canada in the outcome of the election, NBC-TV News will set up shop within CBC election headquarters in Toronto to present a half hour special on the election on the big night. The show will pre-empt *David Brinkley's Journal* at 10 p.m. EST., at which time, NBC says "a decision is expected as to whether Conservatives, Liberals or a coalition will govern Canada." NBC News' Ottawa correspondent Leif Eid will report, with Chet Hagan producing and Frank McGee as anchorman in New York.

Canadian viewers who can pick up NBC outlets from the U.S. may click over for this, but then it will be back to David and Goliath — and may the best man win.

RESERVED

for selling in Edmonton

CFRN • RADIO

1260 on the dial

Radio Representatives Ltd.
Montreal, Toronto, Winnipeg, Vancouver
U.S.A. Young Canadian Ltd.

Radio **98**

CKGM

Greater Montreal

"The Sound of Service in Montreal"

STATION CALLS

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

CKLG, VANCOUVER



ON FEBRUARY 1, at billboard locations throughout metropolitan Vancouver, CKLG's "Billboard Baby" sprang up. As shown in the

top photo, this cute little tyke, complete with earphones and an ecstatic smile that indicated he liked what he was hearing, was quite an eye-catcher. However, the absence of any copy except the CKLG logo and the quotes and exclamation mark left viewers with something to think about.

The same day the billboards appeared, CKLG began a series of announcements, explaining the purpose of the billboards to listeners. It was pointed out that these billboards had been placed throughout the city and listeners were encouraged to participate in the "Billboard Baby Contest" by sending, in their own words, a phrase they thought was best exhibited by the grin on the baby's face.

This contest, which continued for three weeks, received almost 8,000 entries from interested listeners.

The judges in this contest, made up of CKLG personalities Monty McFarlane, Frank Calaghan, Stu Blakely, Cameron Bell and Merlin, chose, as the saying that best typified the expression on the baby's face, and tied in with the CKLG logo, the phrase shown in the lower photo, "This station's growing places!"

For submitting what proved to be the winning entry, Miss Penny Dunkley received an RCA Victor

Coppelia Model total sound stereo high fidelity AM/FM stereo set, compliments of CKLG.

CFRN-TV, EDMONTON

EDMONTON'S FIRST Muk-Luk Mardi-Gras, designed to promote and stimulate a winter community carnival, was initiated and sponsored this winter by the Junior Chamber of Commerce of Edmonton.

The Jaycees had limited resources to get this project on-the-road, so they turned to city businessmen to aid them in their venture.

The prospect of creating a winter carnival in the west that eventually might develop in stature to that of Quebec city's in the east, was enough to inspire any businessman with an eye on the winter tourist dollar.

CFRN-TV, also enthused with the idea of a western Mardi-Gras, started the ball rolling by donating time, free of charge, for interviews and announcements concerning the event. A two minute sound-on-film trailer was produced at the station and seven copies of it were sent to television stations within a two-hundred mile radius of Edmonton. CFRN-TV asked the support of these stations, for the Muk-Luk Mardi-Gras, by placing the film in their schedule on a contributory basis.

The grand opening of the Muk-Luk Mardi-Gras, held in the CFRN-TV studios, saw about one hundred invited guests in attendance. About half of these were officials and participants in the event, and the other half were leaders of community womens' groups.

A luncheon, provided through the courtesy of CFRN-TV, was planned to keep within the spirit of the carnival, serving such delicacies as McKenzie Delta Pearls, Eskimo Salad and Sourdough.

CHIC, BRAMPTON

FEBRUARY 13 AND AGAIN on March 2, CHIC Radio, Brampton, combined its resources with those of the Emergency Measures Organizations of eight nearby counties to set up an emergency radio network.

The purpose of these exercises, called *Exercise Snowflake*, was to test radio equipment and train EMO personnel in the use of mobile radios. It was assumed in the exercises that all regular land line communications had been disrupted by violent ice storms.

Announcements from CHIC were used to mobilize EMO units in the counties of Peel, Halton, Wellington, Waterloo, Dufferin, Simcoe, York and Ontario for the two events.

When CHIC staffer Lionel Salisbury put the original idea to Peel County EMO, they were quick to accept it, and to act as headquarters for the action, and other units of the Emergency Measures Organizations were equally quick to take part.

The second exercise, on March 2, saw not only 23 mobile units of the EMO participating, but also officers and aircraft of the 14th auxiliary Wing of the R.C.A.F., flying from Downsview; radio units from the Consumer's Gas Company, Pye Electronics and Marconi Radio.

Observers from the federal EMO headquarters in Ottawa flew in to watch, and before it was all over an estimated 300 volunteers and government officials had taken an active part in the tests.

CJLH-TV, LETHBRIDGE

"FARM MANAGEMENT is for the large farmer but is not practical in the case of small farmers" was the premise that CJLH-TV and various District Agriculturalists set out to disprove during a week-long five-part series on Farm Management programs.

When CJLH-TV's Farm Director Gene Lehto mentioned that Farm Management might be a good subject for one of his weekly *A Look At Agriculture* programs, it was suggested that an entire week be devoted to the interests and problems of Farm Management.

The main theme of these programs dealt with how farmers could save money by utilizing a business-like budgeting approach to their farm business. In each program, local farmers were involved, appearing to relate personal experiences with regard to the Farm Management practice.

Each day's programming began at 11:30 a.m. with a half-hour film of particular interest to local farmers; from 12 to 12:30 p.m., channel 7's studios became a farmyard with farm equipment brought in to illustrate new features of farm equipment, to promote farm machine safety, as well as general farm machinery maintenance; from 12:30 to 1:00 p.m., the actual Farm Management program took place.

Each day a different aspect of Farm Management was covered, utilizing District Agriculturalists from across Southern Alberta as well as special guests from Edmonton and Calgary.

Friday, the final day of the broadcasts, the topic turned to management in the farm home and home economists from Lethbridge, Fort McLeod, and Brooks discussed budgeting of time and money, and its application to over-all farm management.

To cover the entire Ottawa Valley —

you need
CHOV-TV,
PEMBROKE

Paul Mulvihill
& Co. Ltd.

TORONTO — MONTREAL

Representing these quality television stations

CKVR-TV, Barrie

CJCH-TV, Halifax

CFCL-TV Timmins

CHOV-TV, Pembroke

Temperament: easy glum, easy glow.

CFCN RADIO/TV
CALGARY

Sales Bureaus Were There



Wm. Dunn, Artistic Productions Ltd.

FIRST PRIZE WINNER in RSB's "Name the Sponsor" contest was Bill Laplante, Canadian Tire Corporation dealer in Sturgeon Falls (right), who was presented with his desk-top transistor radio by CTC president A. J. Billes (left) at the banquet closing the two-day convention.

BROADCASTING'S TWO SALES bureaus, the Radio Sales Bureau and the Television Bureau of Advertising, extended their range of promotion to

display booths last month at the annual convention of Canadian Tire Corporation dealers, held in Toronto.



Wm. Dunn, Artistic Productions Ltd.

AT THE CANADIAN TIRE Corporation dealers convention in Toronto recently, Miss Television, model Joan Meyers, tucks the pocket-size TvBasics into the pocket of CTC president A. J. Billes as director of station relations David Brydson readies a TvB kit complete with success stories.

First, during the day-long meeting, radio, television and newspapers were each given 15 minutes for a presentation to the over 200 dealers from the Atlantic provinces, Quebec, Ontario and the Bahamas. Al Bruner, director of sales and marketing of CHCH-TV Hamilton, spoke on the basics of tomorrow's television, how simple it is for the retailer to move into TV and how profitable that move can be. RSB sales director Peter Harricks put the case for radio, supporting his presentation with 35 mm slides. W. E. McCartney of Thomson Newspapers Ltd. represented daily newspapers.

In the evening, in a bright and busy exhibition in the CTC warehouse, over 100 exhibitors, mainly suppliers, manned display booths for the interest and edification of the home office executive and the visiting firemen. Here the RSB and TvB booths attracted much attention and favorable comment.

TvB's booth, the first one the Bureau has mounted on such a scale, focussed on a continuing projector which ran the sound and color film M-M-R-S-P. TvB's new director of station relations, David Brydson, promotion and publicity director Josephine Smith, research manager

Murvyn Austin and Miss Television, model Joan Meyers, distributed some 200 copies of TvBASICS and TvB kits, demonstrated the print converter and discussed other material. Miss Television also circulated through the crowd, giving away some 400 copies of TvBASICS and cigarettes.

At RSB, also its first display booth, a "Name the Sponsor" contest drew a steady flow of visitors to Harricks and promotion manager M. L. "Tommy" Thomas. Over 400 RSB promotion pieces were distributed and the two hosts were very impressed and encouraged by the interest shown in radio advertising. Dealers from La Belle Province were

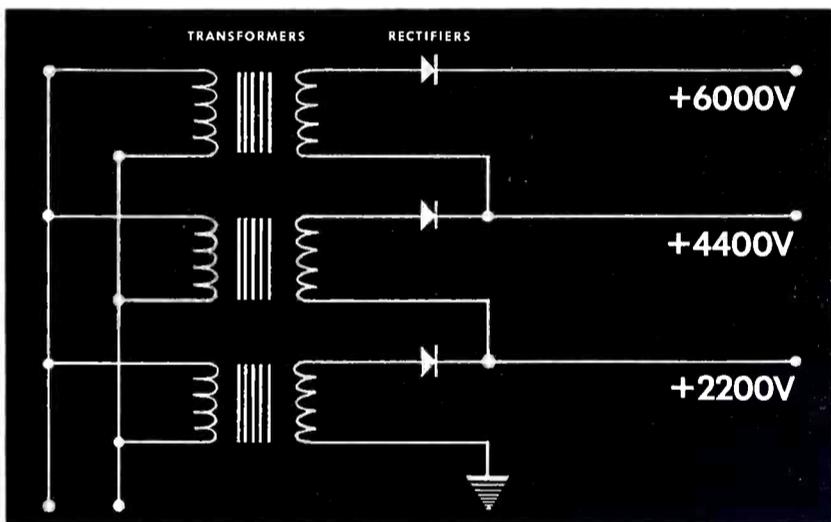
particularly taken with "Quebec Radio Says", RSB's analysis of radio in Quebec.

Both bureaus have expressed keen interest in more and more opportunities to take part in dealer conventions, dealer shows, meetings and seminars.

Not only did CTC dealers express appreciation for the information contained in the presentations and offered at the display booths, but suppliers with booths in the exhibition were also attracted. One, Black and Decker Mfg. Co. Ltd., makers of portable electric tools, requested a TvB presentation which is now being prepared.



an all new Canadian designed and built 10 KW-AM transmitter



WITH . . . "keep you going" piggyback power supplies, and solid state rectifiers, built into an industry first for modular construction of an AM transmitter.

worth looking into!!!



CANADIAN GENERAL ELECTRIC



**FOR
HOMEMAKERS**

Contact your ALL-CANADA man

APRIL 4th, 1963

FIFTY-MILE WALKATHONS WIN MONEY AND BLISTERS

IF JOHN F. KENNEDY should ever decide to give up President-ing, there'll be jobs waiting for him in radio and television promotion. His remark in February, that the softies of today should be able to make a fifty-mile hike in twenty hours like the old guard Marines, touched off some of the most successful station promotions ever. Six Canadian stations have reported to **BROADCASTER** on the tremendous success of their walkathons, and it seems likely that numerous other stations staged similar hikes to equally high interest.

There were many variations on the Kennedy theme. **CHED** Edmonton deejay John Dolan made his walk solo, while 298 men and women were off and walking in **CKPR** Port Arthur's walkathon.

Some of the hikes started at dawn, others at midnight.

Record times reported range from nine hours and 35 minutes (John Rowe of Toronto in **CKEY's** March March) to **CHED's** Dolan in 18 hours and a half, with three stops along the way.

Several stations offered marchers nothing but blisters on their blisters, while **CKPR** awarded prizes totalling \$400. **CKCO-TV** Kitchener boasts a letter from White House press secretary Pierre Salinger conveying President Kennedy's best wishes for a successful hike.

There was one common denominator — fifty of the longest, coldest, meanest miles ever walked. Between Wetaskiwin and Edmonton, Dolan trudged through both rain and snow. The thermometer dropped to near zero during the Moose Jaw march, with crosswinds all the way. On the round trip from Port Arthur, through Kakabeka Falls and Fort William back to **CKPR's** studios, a blizzard blew up while the temperature ranged from 29° to 38°, and the last mile was an uphill climb.

How was it? **CHAB** Moose Jaw announcer Dick Bourne, who made it all the way, was asked if he was stiff and sore and quipped. "Only when I'm walking!"

Broadcasters who finished the course included Bourne of **CHAB**, Dolan of **CHED**, and news photographer Peter Wenzell of **CKCO-TV**. Nine other **CKCO-TV** staffers fell by the wayside, as did **CHAB's** production director Ted Kelly and announcer Ross Miller after about 30 miles, **CKEY's** Lee Vogel at 31 miles, **CFAC's** writer Jan Morris at 12 miles and announcer Claude Burroughs at 40. But nobody's knocking the drop-outs, to have what it takes even to start out merits either a medal or a strait jacket.

TREMENDOUS INTEREST

Of the many listeners who were caught up in the spirit of the events, two out of 23 completed **CHAB's** hike, five of the 53 starters in **CFAC's** walk made the finish line, 39 from more than 150 finished **CKEY's** March March, and 35 out of 298 hiked all the way in **CKPR's** walkathon.

Other listeners, with more enthusiasm than energy, turned out at the starting points, along the routes and at the finish lines to cheer the hikers on.

CFAC's "Long Walk" was launched with a reception for the participants, sponsored by the Olds Chamber of Commerce, while the Mayor of Olds acted as official starter.

The Mayor of Moose Jaw travelled to the Regina starting point to officially start **CHAB's** marathon.

The Reeve of the town of Arthur fired a shotgun in the air to begin **CKCO-TV's** walk.

The Mayor of Barrie sent a letter of greetings to the Sportsman's Show in Toronto with **CKEY's** March marchers. In Port Arthur, hikers were given a bright send off as the members of the Lakehead Pipe Band piped them along the first few miles.

The Pipe Band at Fergus met the **CKCO-TV** walkers on the outskirts of the town and piped them in, while the Mayor of Fergus bought coffee for the cold and thirsty crew.



SORE, BLISTERED FEET didn't stop 35 of the 298 entrants who finished the **CKPR** Walkathon.

More pipers, three of them and a drummer, met **CHED's** Dolan as he entered Edmonton on his last lap and last legs, and spurred him on to the finish line.

Food, footbaths and fans were on hand to welcome the victors at the finish lines, and many of them arrived there with police escorts.

A reception followed the **CKCO-TV** walk and **CKEY** entertained its champion marchers at a dinner a couple of nights later.

Dick Bourne of **CHAB** received a \$50 check, a buck a mile, from general manager Jack Moffat, and well-wishing merchants added to the victor's spoils.

In addition to its \$250 first prize, \$100 second prize and \$50 third prize, **CKPR** presented merit certificates to all who completed the walkathon, with local sponsors adding special merchandise awards. No one reported issuing corn plasters to winning walkers.

CKPR HIGHLY ORGANIZED

Had there been a Dr. Scholl award for walkathon organization, it might well have gone to **CKPR** Port Arthur. The station prepared official entry forms, maps, and waivers to be signed by each entrant to protect the station from any liability claims, and the station took out a \$500,000 liability insurance policy covering all participants.

Nine check points were set up along the route and were manned by members of the Fort William Hi-Y Club, who checked walkers in and out, gave them refreshments, kept timings. Also co-operating were members of the Road Gents car

club, who patrolled ten-mile stretches of the route to keep tabs on regulations, note drop-outs and lend a hand to walkers in distress.

The St. John Ambulance Corps and the 17th Medical Corps gave an assist to the station by patrolling the route to offer first aid and to watch for any walkers who weren't physically up to carrying on. Turner Motors supplied a 45-passenger bus to support this cause, picking up stragglers and returning drop-outs to the station for medical attention, food and whatever other attention was needed.

Sponsors rallied round to contribute to the walkathon's success. Thunder Bay Milk Distributors supplied chocolate milk and apple juice, Dorans Beverage Co. dispensed Pepsi and Orange Crush, the Columbia Grill and Millionaire Drive-In served over 600 hamburgers and gallons of coffee, all much appreciated by walkers, pacers, checkpoint staffers and other volunteers.

The Fort William and Port Arthur police forces and the Provincial Police co-operated to the fullest, with compliments to the station for thorough organization.

Six **CKPR** mobile units, a loud-speaker van, a plane and staffers on foot with walkie-talkies and mini-tape recorders were utilized to provide live-remote radio coverage along the full route.

At 5.30 a.m. **CKPR-TV** signed on, with live coverage till 6.35 a.m., then announced the winner with a bulletin at 4.30 p.m. and interviewed the first girl to finish the course on **Focus** at 6.20. The presentation of awards was covered by TV in a half-hour program, **Profile**, three days later.

CKPR, too, informed President Kennedy of their response to his physical fitness challenge. And an interesting illustration of just how physically fit one must be to walk 50 miles was a **CKPR** interview revealing that the winners of their 34-hour twistathon contest last year dropped out of the walkathon with blistered heels after just 17 miles. The corollary being that a 50 mile walk equals some 100 hours of twisting.

Yet **CKEY** reports innumerable inquiries about another walkathon.

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

CJBQ
 RADIO
 BELLEVILLE and
 TRENTON, ONTARIO
 Another
STOVIN-BYLES
 Station

WANT TO GET AWAY FROM IT ALL?
 This summer — holiday in the Quinte District — Excellent Trout, Bass, Pickerel and Muskie Fishing — Sunny Beaches — Cool Lakes and Bays. Only two hours from Toronto or four hours from Montreal via Highway 401.
 We'd be happy to send you details!

PRINT-MINDED MERCHANTS EYE THE AIR

by BEN HOLDSWORTH

CANADA'S BIG department stores disagree on the values of broadcast advertising, but show continued interest in exploring the uses of radio and television.

That newspaper advertising fills the primary need for multiple-item selling, for moving merchandise in quantity is agreed by all department store executives interviewed. Many quoted the "experience by the New York stores during the newspaper strike" to prove this point, although specific case histories were not cited.

"Our philosophy is to use radio spots, and occasionally television as well, in support of other promotional activities, usually newspaper advertising," said J. R. Mitchell, manager of advertising and sales promotion for the T. Eaton Company Central Division, Toronto.

Eaton's current radio spot campaign is an example of the company's approach to "open-end" national advertising. The basic jingle is supplemented by local copy, as determined by each division and city. On any one day, the localizations may be as different as each store decides. Attention may be called to that day's newspaper specials; there may be a fashion show, or other event; the local copy may be for a store-wide promotion, or for just one department.

Television is used by the four divisions of Eaton's on a semi-autonomous basis, with each of the four divisions making its own decisions, taking advantage of local offerings or tie-in events. In the western division, headed by the Winnipeg advertising department, television spots and programs have been used with some frequency to support various special promotions.

Eaton's eastern division, co-ordinated by the Montreal advertising department, has used television and radio in both French and English to supplement other activities. The most recent use of TV was sponsorship of the spectacular on CFTM-TV, celebrating that station's second anniversary on February 17. This was regarded as a store-wide effort with copy for the commercials confined to "institutional" messages.

"We have always been interested in broadcast media," said J. R. Mitchell. "After all, we've had the Santa Claus parade on radio and more recently on television for many years. We have had radio programs of various kinds over the years, including newscasts — the late John Collingwood Reade for example — and for a long period, radio broad-

casts of the Toronto Symphony Orchestra," he said.

It is interesting to note, say merchandising men, that Eaton's national color roto advertising has frequently been of the "open-end" kind, with localization for each city. Eaton's national advertising, including the current spot campaign on radio is placed by James Lovick & Company Limited, working with the Toronto head office advertising directorate.

The Robt. Simpson Co. Ltd. is currently not using television with the exception of occasional spots in Regina and London. J. C. Porter, vice-president, sales, for the firm, stated "Our experience shows that TV is too expensive." He feels that the department stores should earn a lower rate in broadcast media.

Last year, Simpson's used radio for a jingle campaign, but discontinued this effort. Company officials claimed that the results were too difficult to measure, and that daily newspaper advertising remains the most important method of moving the hundreds of items sold by department stores.

Supplier advertising on radio and television, however, is welcomed by Simpson's as by the other major department store organizations across the country.

RADIO IN THE WEST

In the West, Woodward's stores are currently using radio spots, featuring a jingle, with television "under review", according to one store merchandising official. "We feel this is a good way to reach the public as a reminder — it's a good way to give us that edge we need over the competition."

Are broadcasters doing their share to stimulate interest by the department stores in using radio and television? Most of those interviewed felt that more imagination in making program suggestions, and less in-fighting by the various stations would help a great deal.

Charles (Bud) Hoffman, president of the Radio Sales Bureau, affirms the genuine interest on the part of department store executives in reviewing media suggestions of all kinds. His bureau's series of presentations on radio as a medium have been "very carefully and enthusiastically received right across the country," he said. "It's up to the industry to carry through at the local and national sales level. We are sure of the interest."

RATE DISCREPANCIES

What about rates? Some executives point out the discrepancy between the

newspapers and broadcast media in the matter of local retail rates and volume discounts. Although exact figures are kept secret, it is widely accepted that most major dailies grant very considerable volume discounts to the department stores.

"Rates as such are really not the issue, however," said one senior executive in a department store chain. **"What counts is the results — a \$300 newspaper ad versus a \$300 TV spot: which sold the merchandise?"**

The types of broadcast activity listed in the survey of department store executives as of continuing interest were:

- Teen-age programming;
- Foreign language and New Canadian marketing;
- Housewife special interests (e.g. gardening, dress making, interior decorating, health and child care);
- Fashion shows;
- Special events of an important local or national character.

Most executives said they wanted more warning of special opportunities on broadcast. "We usually get only the existing offerings," said one merchandising executive. "What about letting us in on some new ideas?"

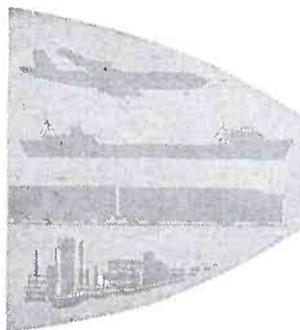
LAST CALL for the ACA-CAB Convention Issue

Delegates to both ACA and CAB Conventions will receive copies of Broadcaster's DOUBLE-BARRELLED CONVENTION ISSUE (Out April 25)

FINAL CLOSING DATE APRIL 11, '63

SELL A LEADING MARKET THROUGH A LEADING STATION

Radio leadership in a community is a combination of many things. It comes about through experienced radio personnel working for the betterment of the community the station serves. CHSJ Radio is proving time and again that it is Saint John's first station — first with local regional and national advertisers. First in the minds of those who listen to CHSJ on a day to day basis. Let CHSJ Radio join your selling team.



The Pacesetter in New Brunswick

CHSJ

SAINT JOHN

Representatives: CANADA — All-Canada Radio & TV
U.S.A. — Sumner-Weed

Learn from others' mistakes — there just isn't time to make them all yourself.

CFCN RADIO/TV CALGARY

LECTURES REPAIRMEN ON FM

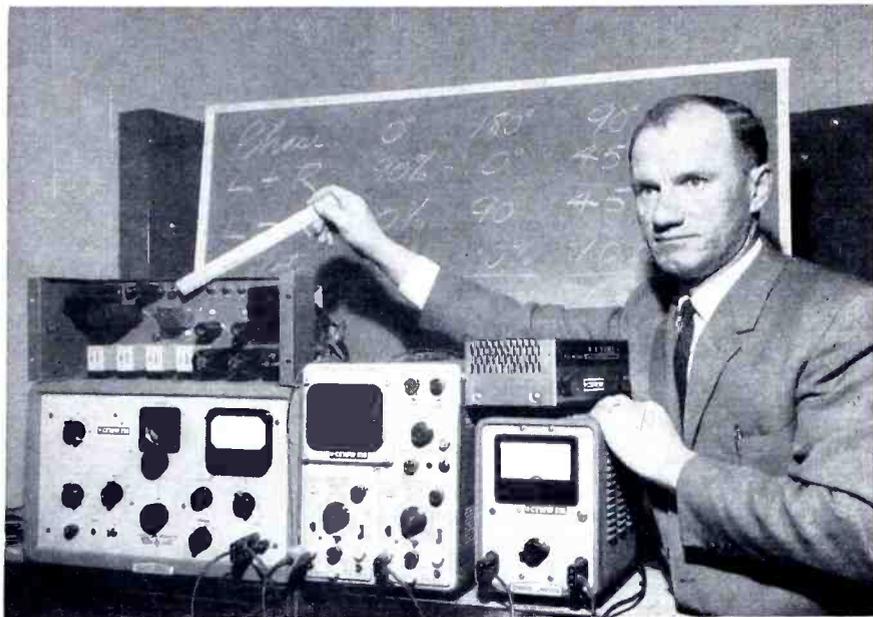


Photo by Glen Robinson

JOHN PAULS, chief engineer at CFMW-FM, St. Norbert, in Metropolitan Winnipeg, is seen here, demonstrating the stereo-generator, oscilloscope and stereo receiving equipment he used in his lectures to Manitoba students and servicemen.

CFMW, THE NEW 354,000 watt FM station in metropolitan Winnipeg, companion station of CFAM, Altona, Man., earlier this year offered free classes to present and future radio and TV servicemen and technicians, demonstrating the technicalities of broadcasting stereo via FM and familiarizing them with the recently authorized system so as to enable them to adjust stereo multiplex adapters properly.

Thirteen informal sessions were held at the University of Manitoba, Winnipeg Technical-Vocational Institute, Manitoba Institute of Technology and in the rural towns of Steinbach, Winkler and Altona. They were attended by over 300 students and servicemen in all.

With the aid of an FM stereo generator taken right out of their RCA FM transmitter and a station-wagon load of test gear, including an oscilloscope and a rack of audio equipment, CFMW's chief engineer, John Pauls, displayed composite FM

stereo wave forms and gave a detailed analysis of them. This usually led to discussions that would stretch a scheduled two hour period to as long as five hours in length.

"Technicians in Manitoba," Mr. Pauls said, "are keenly interested in FM stereo. We thought we could help their understanding by sharing our experience and information."

The \$250,000 CFMW went into operation Dec. 10, of last year, transmitting eight hours of stereo a day on 98.3 mc at a power of 354,000 watts making it Canada's most powerful radio station.

Commented Dr. Iain Cooke, head of the Physics Department at the University: "Everyone at the classes learned a lot about this complex method of broadcasting, which isn't a simple subject to teach."

William Fields, chairman of the Electronics Guild of Manitoba, said:

"The two sides of the industry should get together like this more often to discuss common problems."

Through getting together and co-operating, he said, both broadcasters and service people can learn about each other's problems. "Mr. Pauls' talks to us were a start in this direction and I hope there'll be more of this in the future."

He said the demonstrations will have helped servicemen tremendously when they are faced with repairing an FM set.



Photo by Ryan Bros., Victoria

HELPS COMMUNITY CAUSES

AN "OPEN-LINE PROGRAM", whose main claim to fame is its phenomenal success, is CJVI. Victoria's *Joe's Notebook* which has sold nearly thirty thousand books to listeners at a dollar a copy and has, in the process, provided funds for a large number of Vancouver Island charities and service organizations.

The creator of *Joe's Notebook* is CJVI announcer Joe Easingwood, who daily from 1.30 to 3 p.m. invites housewives to phone in household problems and other housewives to phone in solutions.

The notebook idea was conceived November 17, rushed into production and went on sale December 7.

After complete sell-outs of the first two printings, CJVI made the book available to women's groups at

half price if they would sell them to their members and others at the full price and use the profits for their good works.

Almost immediately 139 groups were hard at it selling the notebook all over the island and on the mainland as well.

The wide variety of projects which are benefitting from this promotion is indicated by these examples:

- New pews in a Lakehill church.
- Youth Camp gets needed repairs.
- A thousand dollars to a Crippled Children's Hospital.
- A Boy Scout goes to the World Jamboree in Greece.
- Help for thalidomide babies.

CBC WINS AWARD

A CBC-PRODUCED SERIES of fourteen half-hour radio programs, *Democracy in America*, has won awards in two categories in the RADIO TV DAILY 21st annual All-American Awards of the Year. The series was produced by CBC for the National Educational TV and Radio Centre and was aired in the U.S. on the NBC Radio Network.

Radio and TV critics and editors across the U.S. voted the series fourth place in the dramatic shows category and fifth place in the public service programs classification. The dramatized studies of America in the 1830s were produced by Andrew Allan, with scripts by Lister Sinclair based on the writings of Alexio de Tocqueville and original music composed and conducted by Lucio Agostini.

The series, which features a cast of 87 Canadians, was six years in preparation and production. It was heard last year on the Trans-Canada network of the CBC and has just concluded a re-run on *The Learning Stage*, CJBC Toronto's adult education series. It has also won the National School Bell Award in the U.S.

Meeting in Minnesota

PLANS FOR THE EIGHTEENTH Annual Conference of Radio and Television News Directors were discussed at the spring board meeting of RTNDA at Minneapolis last week. The conference will be held in Minneapolis September 11th to 14th.

The board of directors said that membership stood at 644 as compared with 629 at this time last year. The board approved investigation into the costs of producing a booklet titled *YOUR CAREER IN BROADCAST JOURNALISM* which would be used as a mail piece by the Career Recruitment Committee of the Association. The booklet would be made available to schools of journalism in the United States and Canada.

The Canadian president, Bill Hutton of CFRB, Toronto, reported on plans to attend regional meetings across Canada. The meetings will start late in April and will continue through June. Hutton said that directors of RTNDA of Canada will be elected at these meetings.

The Conference Planning Committee reported that negotiations were underway with the White House in an attempt to have President Kennedy address the Annual Dinner Saturday, September 14.

Say You Saw It
In
The
BROADCASTER

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

CJMS

LA VOIX DU CANADA FRANÇAIS À MONTRÉAL *

THE VOICE OF FRENCH CANADA IN GREATER MONTREAL

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

Party Line

by KIT MORGAN

THE DIRECTORY OF BROADCAST EXECUTIVES, a handsome who's who in Canadian radio, TV, advertising, film, broadcast equipment and allied fields, was launched with a press party at Common Market Trading Ltd.'s offices last month. Publisher Ralph Ellis, editor Dean Walker and production manager Art Benson played hosts, greeting each guest with refreshments and tidbits and then proffering a copy of the 288-page reference volume — and it's a tribute to the directory that every guest we observed immediately put down his refresher to riffle through the book.

From Abernethy, Harold F., to Zaran, R. G., the directory gives capsule biogs of 1,339 of the industry's top people, plus ed. and asst. ed. Common Market Trading reports an advance sale of 300 copies of the 3,500 printing, with the balance on sale now at \$10 a copy from Common Market Trading Ltd., 17 Dundonald St., Toronto 5.

The directory, a valuable reference work, is also fun light reading. It's interesting to note, just flipping through it, that Hye Bossin, editor of CANADIAN FILM WEEKLY, became a compositor at the age of three; that Charles R. White, president of CFAV Vancouver, is also president of the Pink Elephant Coin Laundries. Among the more unusual hobbies listed are trout farming (Bill Weston), art book-binding (Guy Sauviat), and graphology (Bernard Turcot).

Stovin-Byles salesmen handed out ballots to the guests, who marked their choices. Then a tape of the race was played and the winners were drawn from all those who'd bet the winning horse.

Kosick, who joined the station three months ago to pull it out of the doldrums, concentrated on the station's new sound which they've dubbed "town and country", the Nashville sound. Quoting from the U.S. trade paper BROADCASTING, he said that half of U.S. recordings now originate in Nashville, and over 75% of successful singles are country music oriented. We got a sample of this "sound", which might be described, politely, as the illegitimate offspring of big band, r & r and hillbilly — but then look at the popularity of *Beverly Hillbillies* on TV.

One promotion being used to coax listeners to sample the new CJOR is a game called "One Tell Two". One listener tells two friends to dial CJOR and then writes the station giving these names. The station draws 22 letters throughout the day and if all three people named in the letter call in within ten minutes they win cash awards. A sort of chain letter on the air.

Party Line

CFTO-TV PUT ITS BEST foot forward at a small screening-luncheon at the station last month — *Best Foot Forward* being the title of a half-hour film produced by the station at the Ontario Crippled Children's Centre in Toronto. This is public service at its best, serving not only the public in CFTO-TV's contour, or even in all the areas covered by CTV stations, but also the public within the signals of every TV station in Canada if all those stations should want to program the film.

CFTO-TV aired the show March 24, as did CJCH-TV Halifax, CFCN-TV Calgary and CHAN-TV Vancouver; CJAY-TV Winnipeg ran it a day earlier; CJOH-TV Ottawa and CFCF-TV Montreal have scheduled it for April 7; while CFRN-TV Edmonton and CHAB-TV Moose Jaw have not yet logged it.

But when all CTV stations have shown the program, CFTO-TV will make the film available to any and all other stations. Those interested should contact Mr. J. R. Sarney, supervisor of public relations at the Ontario Crippled Children's Centre, Box 1700, Postal Station R, Toronto 17. Although CFTO-TV rushed *Best Foot Forward* through to add impetus

to the Easter Seal Campaign now, it's a timeless subject and though it was filmed at the Ontario centre it's a Canada-wide, world-wide, story.

Filming at the six million dollar centre was done in four segments with a three-week lapse between shootings, to show the actual progress of the nine-year-old polio victim who is the "star". In this producer John Rooke was lucky, he knew only that they would follow the course of a patient being admitted on a certain date, and that patient turned out to be a most endearing photogenic little girl. Not all the luck was good, however. A little boy whose steps were also being covered was found to be tubercular and was transferred to another hospital in mid-script. The quick re-vamp doesn't show, except in the figures, 4,500 feet of film edited to 1,000.

It's not a tear-jerking epic, except for the mistiness of eye that comes with seeing the struggle of the handicapped youngsters; rather, it has the spirit of hope and cheer that prevails at the Centre. It shows the children at school, in the pool, the gym, physio and occupational therapy, a rehearsal for the Easter concert.

Jon Ruddy, TV critic of the TORONTO TELEGRAM, says "an entirely charming piece of work, beautifully filmed and sensitively written." And Roy Shields of the TORONTO DAILY STAR says "congratulations for a fine documentary." Agreed.

Party Line

TIMMY'S EASTER PARADE of Stars, a tradition in Canadian broadcasting now in its 16th year, will be broadcast on almost every radio and television station in the country April 7.

This year's show, with an All-Canadian cast, was introduced to the press at a luncheon generously (and deliciously) laid on by Carling Breweries Ltd. in their executive offices, another tradition of many years' standing. Len Casey, producer of the 1963 Timmy's Easter Basket, introduced some of the stars of the show in person and outlined the full, and impressive, roster of talents who

are donating their services with the blessings of their unions.

Juliette, Tommy Hunter, Joyce Sullivan, Jan Rubes, Joey Hollingsworth, Roy Roberts, Trump Davidson and his Dixieland band. Charles Camilleri and an accordion band, Alex Read and a ragtime group, the Cadigans, Paul Freedman, 30 Ukrainian dancers and a group of Highland folk dancers, plus a 35-piece orchestra conducted by Howard Cable — and, of special interest, the Sceptres, a quintet from Hamilton whose pianist is Sandy MacDonald, Timmy of 1955.

The climax of the show, of course, will be the appearance of Timmy of 1963, escorted by his friends, wrestler Whipper Billy Watson and quarterback Bernie Faloney of the Hamilton Tiger Cats.

Even the commercials on the show are star-studded, as Wayne and Shuster, Gordon Sinclair and Bill Walker tell and show listeners and viewers where their Easter Seal contributions go. Mayor Donald Summerville of Toronto will do the local Toronto station break.

While all these radio and TV personalities are on mike and on camera, behind the scenes dozens of other broadcasters are donating their services on the production and technical side and many more personalities are at Maple Leaf Gardens during the live show rattling the collection tins for the cause.

For the first time, this year the show is not being broadcast live, but was taped in advance on April 1.

"The Timmy Award" for services above and beyond the call of duty was presented at the luncheon by Austin Moran, vice-president of McConnell, Eastman & Co. Ltd., chairman of the national Easter Seal Committee, to Ken Dalziel, assistant supervisor of variety for CBC, who has been active in the production of the Timmy show since 1957.

**ACA - CAB
Convention
Issue
closes
April 11**

RADIO NEWFOUNDLAND

VOCM · CKCM · CHCM
10,000 watts 10,000 watts 1,000 watts

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

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



ST. JOHN'S, NEWFOUNDLAND

APRIL 4th, 1963

HEINZ OFFICIALS VISIT CJON



A number of top officials of the H. J. HEINZ COMPANY visited Newfoundland recently for a first-hand look at the Tenth Province market, where CJON Radio is dominant.

AT STUDIOS

As the photo (above) shows, they also visited the CJON studios where they were welcomed by CJON Radio Operations Manager Charlie Pope (right) and

Program Director Dave Maunder (left).

THE VISITORS

Between them, left to right, are J. M. Gilchrist, General Sales Manager of H. J. Heinz; R. L. Davidson, Account Executive for MacLaren Advertising Company; and Gus Haynes, Newfoundland Sales Manager for H. J. Heinz.

CONTEST POSTERS

They stand behind one of the attractive Heinz contest

posters on display at CJON, plugging a popular program that Heinz sponsors on CJON Radio.

LOCAL MARKET

The officials displayed comprehensive knowledge of the Newfoundland market and an awareness of its value, and also the advantages of advertising on the radio station dominant in the market — CJON Radio.

BOOSTS HOSPITAL FUND

Appreciation has been expressed to CJON Radio for its part in helping to boost the fund required to be raised by the residents of Bell Island towards the cost of a new hospital.

OBJECTIVE SHORT

Early in March, when it was made known that the Bell Island Hospital Committee was seeking \$26,000 to reach the objective of \$100,000, CJON Radio facilities were offered to help boost the fund.

ROAD SHOW

And on Saturday, March 9th, the entire "Road Show" program, extending from 2.00 p.m. to 4.30 p.m. was devoted to this public service effort.

TAPED APPEALS

The program's Emcee, DICK EARL, made constant reference to the need for more funds to get the hospital under way and throughout the afternoon he introduced brief recorded

appeals by Premier Smallwood; The Minister of Health, Dr. James McGrath; Steve Neary, Member of the House of Assembly for Bell Island; Mayor Walter Templeman and CJON's Don Jamieson.

SUCCESSFUL

The effort was such a success that the Secretary of the Hospital Committee was moved to write a letter of appreciation to Don Jamieson. Secretary Neary said in part:

APPRECIATION

"We are particularly grateful to Dick Earl and his associates for three hours of publicity on last Saturday's 'Road Show'. As a result of this program, \$1,100 was raised that day, and contributions are starting to come in from people in St. John's and around Conception Bay." And that is just one of the many Public Service features presented by CJON Radio.

All-Star Bowling

Saturday night at 7.00 is a "must" date with thousands of viewers to CJON-CJOX - CJCN - Television. It's the time when former NHL Hockey Star Howie Meeker presents his hour-long ALL STAR BOWLING SHOW which is sponsored by the Dominion Ale Brewing Company.

The show is videotaped each Saturday morning at one of the bowling lanes in St. John's, and is televised to an appreciative audience between 7.00 and 8.00 p.m.

The show is being credited with reviving and increasing interest in the popular pastime of bowling and, in addition to the thousands of viewers, it attracts a large "live" audience at the Bowling Lanes where it is being videotaped.

TOP BOWLERS

Participants are selected from the top flight winners in the Ladies' and Men's leagues in the city, and they remain on the show until they are defeated.

MARKET NOTES

CONSTRUCTION :

Mayor Mews of St. John's has announced that plans have been almost finalized to go ahead with an \$8,000,000 housing development in the northeast section of the city. Plans call for the construction of 400 homes at an average cost of \$20,000 each.

OIL PROSPECTS :

Premier Smallwood says he is pleased over the announcement by the Golden Eagle Oil Company that drilling for oil is to be resumed on the West Coast of the province. A company spokesman says he thinks there is oil in the area and if there is, his company will get it and use it in its refinery at Holyrood.

HARBOUR DEVELOPMENT:

The Federal Department of Public Works reports that the \$13,000,000 Harbour Improvement Project at St. John's is about three quarters complete, and it is expected that the new facilities will be available for shipping later this year. Increased business is expected to flow to the port when the project has been completed.

FISHERY :

Placentia Bay, on the South Coast of the province, is enjoying a record winter herring fishery. One operator, W. W. Wareham, says the industry will bring at least \$200,000 to the area this year.

QUICK FACT:

Construction value in the city of St. John's amounted to \$15,000,000 last year . . . up from \$6,700,000 the year before.

See
STOVIN-BYLES
in Canada
WEED & CO.
in the U.S.

AUDREY STUFF

Then there's the gal who was so dumb she thought Bossa Nova was the name of the oldest chartered bank in Canada.

• • •

SIGNUS TROUBLE

When a woman driver holds out her hand, you know she's going to turn left, turn right, back up, or is just waving to a passing friend.

• • •

ADONIS DEPT.

When the tailor tells you your new suit is a perfect fit, make sure he means fit and not convulsion.

• • •

FAIR TRADE

The Auditor General's Report says expenditures for the CBC were three times those for the Department of Fisheries, so why don't we turn in the Corporation on three D's of F?

• • •

PEPYS STUFF

When the pretty new secretary asked her boss to help her with her income tax, how could he tell she meant she wanted him to pay it for her?

• • •

OUT OF CONTEXT

The news stories said the ingenue lead quit the show because of ill health. What they did not disclose was that she made people sick.

• • •

STRICTLY FILLER

The politicians were talking themselves red, white and blue in the face.

—:Clare Booth Luce

• • •

ALI-BIBI

That writing guy was quite an old roué, which probably explains why he is now at his hide-out, writing his alibiography.

• • •

ELECTION TECHNIQUE

Instead of the candidates promising the electors what they will do for them if they win, why don't the electors promise the candidates what they will do to them if they don't?

EVEN THE DIFFERENCE IS DIFFERENT

THREE HUNDRED senior marketing and advertising executives from Ontario received the latest word from Quebec last week at the Royal York Hotel in Toronto.

Theme of one of the speakers was "Vive la Différence!", but this was not entirely borne out in the conference. Each speaker for the one-day session, organized by the Advertising and Sales Club of Toronto, dealt with the need for close attention to the French market, and with the necessity of paying attention to differences. Most of the speeches, however, ended up by stressing universal principles in marketing and in communications with the French-language areas of Canada.

The Hon. Gérard D. Levesque, Minister of Industry and Commerce for the Province of Quebec, outlined the development of his Government's approach to the development of the natural and industrial resources of the province. He underlined the need for patience and careful consideration in planning for the future — a word of caution which could well have been uttered by his counterparts in other provinces.

Said Mr. Levesque: "Undoubtedly, we in Quebec have our own way of doing things. One could easily explain this when one compares the radical difference in the political and business atmosphere which prevails between, say, Toronto and Quebec City . . ."

Mr. Levesque went on to emphasize the importance to the future of Quebec of the nationalization of electricity — a move, he assured the conference is comparable to Ontario's "nationalization" of Hydro a half century ago. "Rates for electricity are not expected to be higher in the already industrialized areas, but they are due to be considerably lower in the remote and depressed zones," he stated.

"Quebeckers have now put together one of the most powerful electricity systems in the world . . ." said Mr. Levesque. ". . . it makes it now quite interesting for the suppliers to consider the establishment of manufacturing facilities in the province."

The cold business approach being taken by the Quebec Government, said Mr. Levesque, is exemplified by the planning now going forward to create a steel complex. Difficulties are being encountered, he stated, in this and in other elements of the long-range economic plan.

"The economic awakening of the province of Quebec now has its roots deep in the heart of its people . . . the feeling of having always been from the outside looking in is promptly vanishing," he said.

"We now have the assurance that we can be successful . . . and when the time comes to look at the list of the closest friends who have been associated with us in our effort to improve on our economic structure, we hope to find the overwhelming majority of them will be made up of our English-speaking compatriots," concluded the Quebec cabinet minister.

With this background of the growing economic strength of Quebec, the

conference, under chairmen George W. Ralph and David F. O'Connor, went on to consider practical problems faced by marketing and advertising men in approaching "the French market."

VIVE LA DIFFERENCE

Afternoon speakers included I. C. Pollack, President and Managing Director, M. Pollack Ltée.; Philippe de G. Beaubien, Marketing Manager, Raymond Manufacturing Co. Ltd.; Jacques Bouchard, Advertising and Public Relations Manager, Labatt's Brewery Limited; and Gaby Lalonde, Vice-President, Young and Rubicam Limited.

Mr. Pollack spoke directly to the question of differences between French- and English-speaking Canadians. "Those who seek the causes of Canadian disunity in . . . linguistics . . . are on a false trail," he said, ". . . there are differences between Canadian and Canadian, just as there are differences between the sexes . . . vive la différence! But such differences do not make for misunderstanding."

He went on to say, "What gnaws at the relationship between English-speaking Canada and French-speaking Canada is not the difference between them, but the indifference . . ." He pointed out that marketing in the various states of the U.S., with the many differences of people, "language" and customs is approached as a serious matter — but that the marketing approach is still regarded as within one country. "In Canada, however, too often Quebec has been regarded as a foreign market . . . but the people there are like the people you know in Toronto, or Hamilton . . . Quebec is an integral part of the Canadian domestic market," he said.

"To sell to them (Quebeckers), however, they insist that you use their language, that you get to know their way of life, that you understand their cultural and historical background and most important of all that you allow them to participate at all levels of management in the commercial and industrial activities of our province and of our country," said Mr. Pollack.

TWIN BED APPROACH

"In the circumstances, and in your own interest, have a distinct marketing program for the French-speaking Canadians in Quebec, not a revision of the effort made for the English-speaking group," he said.

This point was re-emphasized by the other speakers.

"One school of thought claims that the French Market should be treated just like the rest of the Canadian market; another school wants to give French Canada a strong identity of its own . . . you will always benefit by first finding out the facts," said Mr. Bouchard.

There are differences in taste, in motivation, in attitudes, he said, but this is true for other groups as well. Suggesting the "twin bed" approach, Mr. Bouchard strongly underlined the need for critical, scientific analysis, and the preparation of

marketing plans based on facts, not just generalizations.

Mr. Beaubien stressed the need for full knowledge of market facts, particularly in terms of distribution and merchandising techniques, in which there are many specific facts available.

Gaby Lalonde put it this way: "There seem to be two sets of rules when it comes to advertising. Good, sensible, intelligent planning for the English market, formulation of

creative strategy and platforms, media plan, etc. And all that is needed after that is a French re-writer, who, being given minced meat is expected to come up with roast beef . . ."

"Let's play the game fairly. For every campaign there should be formulation of French creative strategy and platforms . . . each case should be considered on its own merits . . . sometimes a completely original approach is the sound and profitable way," said Mr. Lalonde, who emphasized further the need to understand not only the differences but also the similarities.

As Mr. Pollack said, "it is *indifference* which is the serious problem . . ."

HELP CANADIAN MUSIC

THE CANADIAN ASSOCIATION of Broadcasters, representing most private radio and television stations, and an organization representing the rights of composers, authors and publishers (CAPAC) have pledged a joint fund of \$250,000 over a five year period to encourage the development and exposure of Canadian music.

An administrative committee of three representatives of CAPAC and CAB will handle the project. Representing CAPAC, composer-conductors Howard Cable and Louis Applebaum of Toronto and Dr. Eugene Lapierre of Montreal. CAB will name its committee later.

It was disclosed at a press conference that the fund will probably

be used to subsidize recording of Canadian musical performances for distribution to private stations.

"The primary purpose," it was agreed, "is to get what Canadian music is available now and will be, in the next five years, a wider audience through both sight and sound."

Not too much of this fund will be used for extremely serious music, it was pointed out, since such compositions already receive help from the Canada Council and the CBC.

CAB and CAPAC have been doing perennial battle over copyright fees before the Copyright Appeal Board, and, as CAB President Don Jamieson said, the significant point is that CAPAC and the private broadcasters have agreed to co-operate.

"This liaison is going to result in a much wider use of available Canadian music," Jamieson said.

They're Tearing the Heart out of SASKATOON!

And it's an operation every bit as drastic and ruthless as it sounds: a massive site to be opened for development with the re-location of CNR facilities that now take up 32-acres in downtown Saskatoon. The prospect excites city planners no end and conjures up visions of progressive architecture . . . dramatic new traffic concepts . . . green areas . . . play space . . . and parking, parking, parking . . . all in the city's heart. Visionary so far, but cool heads see the project as limitless in possibilities, with one thing sure — a re-vitalized Saskatoon will become Saskatchewan's biggest centre within a very few years. If you live there, it's nice to watch your city growing bigger, more important. And if you do business there, it's pleasant to watch your market expand. Consider the inclusion of CFQC in your marketing plan. It's the best way to reach a market on the move. **CFQC.**

CJFX, ANTIGONISH

Largest circulation
of any
rural market
in the
Maritimes

Paul Mulvihill
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TORONTO — MONTREAL

Representing these quality
radio stations

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CKBB, Barrie
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CHOV, Pembroke

Are YOU missing
the
\$127,415,000.00
buying dollars in
the
PEMBROKE MARKET?

A modest budget
ASSURES
COMPLETE COVERAGE
when you buy



See
PAUL MULVIHILL
and SELL
the PEMBROKE MARKET

OVER THE DESK

FROM THE BASIC technique of breathing from the diaphragm to the refinements of covering an on-air fluff, the "how-tos" of announcing are now available in what is believed to be the first home-study course in announcing produced in Canada. The National Institute of Broadcasting, formed last fall in Winnipeg by its director, Ed McCrea, is just now moving into high gear as the final records are being pressed by RCA Victor Ltd.'s custom record division and negotiations are under way to add branch offices in Toronto and Montreal to those already open in Vancouver and Edmonton.

The NIB was born of McCrea's interest in, and flair for, teaching announcing; his belief that an expanding broadcasting industry will continue to demand a supply of trained announcers; and his understanding of the problems of young people across Canada who want to become announcers.

Radio being an audio medium, McCrea chose audio as his medium of instruction. The course consists of 36 lessons, approximately 12 minutes each, on a series of nine 12" lp's. Each record is accompanied by a transcript of the lesson, plus exercise and practice material that ranges from medical-text-type drawings of the vocal system to excerpts from Shakespeare.

Ideally, the course should be completed in three months. After each twelve lessons, to be covered in a month, the student takes an "exam" in the form of an audition tape which is assessed, analyzed, criticized and corrected by his instructor. His "final" is an audition tape.

It is the personal touch that takes the NIB course out of the standard home-study or correspondence course class. Each applicant is interviewed before his enrollment in the course and unless the interviewer feels the potential is there he is advised not to take the course, or to take it as a self-improvement course rather than an open sesame to an announcing career.

Once enrolled, the student is free to consult his local instructor in person on lessons that prove a stumbling block. Each branch office is equipped with tape facilities and the student may come in, discuss his problem and get advice and additional practice material, tape it and play it back to the instructor for further help.

The first class, of some 40 students, centred on the Winnipeg head office and perhaps a dozen enrolled in each of the Vancouver and Edmonton offices, is due to graduate within a month.

McCrea intends to control the quality of his grads, awarding diplomas only when he feels the students are up to the standards of the smaller stations in which they'll begin.

One facet of McCrea's current trip to Ontario and Quebec is to gain station recognition of the NIB course,

which offers students a placement service at no extra charge. This will function not only to place new graduates in their first jobs but to help them progress through their professional careers. By the end of the year NIB plans to have an office in every major market, which will be in contact with the smaller surrounding markets, and this network will support the employment service.

Cost of the course, records, printed instructional and practice material, audition tape service and placement bureau, is \$225. As an option, NIB offers the student a portable 4-speed record player at under \$30 and a portable tape machine at under \$100, virtually non-profit prices.

Director McCrea is an honors graduate of the Lorne Greene Academy of Radio Arts, winner of the Lorne Greene Announcing Award. He has a syndicated radio series, *Car Counsellor*, has produced a commercial transcription library in U.S. distribution, and has appeared as an actor in CBC productions almost 4,000 times, perhaps best known as Bill Davis in the daily farm drama *The Jacksons* for many years.

He was program director of CKY Winnipeg from 1949 to 1953, was sales manager with G. N. Mackenzie Ltd. in 1960, and was local sales manager of CJAY-TV Winnipeg in its first year of operation.

REFUELLING THE FAITH

GEOFF STIRLING, president of CKGM-Radio, in Montreal, told the BBG at its Ottawa hearings last week the answer to "separatism" in Quebec is "equality".

Stirling, who was applying for an FM English-language station in Montreal, said his AM station — also English language — has attempted to bring understanding to its English-speaking listeners of the problems of bi-culturalism.

He said his station, when it began operations three years ago, had run into initial criticisms, but since then had made great strides.

He was seeking to "refuel the faith" of the BBG in CKGM's performance, he said, as he played a half-hour tape-recording of excerpts from station programs.

He said FM radio offered a challenge of experiment. For example, he could foresee the possibility of an entire day being devoted to a discussion of separatism.

The BBG will announce its recommendations later, most people feel after the election is over.

HAMS ACROSS THE BORDER

An election story with a fresh twist comes from friends (oh yes I have a few) at the CBC.

The ABC called from New York to tell CBC-TV it had decided to make the broadcast of the Academy Awards program (Oscars) available to them for broadcast in Canada.

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

The date — April 8.

CBC replied with their own erudite equivalent of "Sorry boys, we got an election."

The voice south of the border gulped: "B-but the O-oscars!" and hung up.

An hour later the ABC man called back, and proclaimed excitedly "We got a solution."

CBC said "O-o-o-h?"

The solution: "After considerable conferring on the twentieth floor, we've decided to make the Oscar program available to you, with spots for bulletins on your election at station breaks."

But CBC chickened out. They envisaged Milton Berle emerging over their air as prime minister of Canada.

Anti-Americanism, that's what.

LIBERTY AWARDS

DOUGLAS RAIN and FRANCES Hyland have won the 8th annual Liberty Awards, presented each year by LIBERTY MAGAZINE, as the best actor and actress. Awards for Canadian TV talent are based on a poll of 200 show business experts across the country.

Winners in other categories are: Tommy Common, best male singer; Juliette, best female singer; Don Gillies, best dancing; Fred Davis, best TV host and Wayne and Shuster, best comedy team.

Awards for programs go to: *Festival*, best drama show; *CBC National News*, best news; *Front Page Challenge*, best game show; *Close-Up*, best public affairs show; *Parade*, best variety show and *Razzle-Dazzle*, best children's show.

Ed Sullivan receives a special Liberty Award for showmanship. He is cited for his "outstanding contribution in raising the stature and prestige of Canadian entertainers by introducing so many of our promising performers to international audiences."

Other showmanship awards, for local stations and their programs were reported in our last issue.

Nominations for this paper's Beaver Awards will appear in our April 25 issue, dedicated to the ACA and CAB Conventions which run end to end April 29 to May 3.

And speaking of end, this is mine, so t.t.f.n. and buzz me if you hear anything, won't you.

Dick Lewis

ACA - CAB
Convention Issue
Out April 25th
Advertising Closing Date
April 11th

BBM ADDS NEW FACTS IN SPRING SURVEY

HALF WAY through his second month as executive vice-president of the Bureau of Broadcast Measurement, Dr. B. K. Byram reports that the CBC and BBM have concluded arrangements by which all 21 CBC-owned radio stations have become members of BBM.

Bill points with pride at the confidence shown in BBM by a surge of membership, consisting of both new members and some old ones coming back into the fold.

The number of members at this writing is 357, of which 215 are radio and television stations, 72 advertisers, 53 advertising agencies and 17 national sales representatives.

As the result of a survey among advertisers and agencies, BBM's board of directors has agreed to spend the additional money in order to include in the Spring Survey report (due early in May) additional information, along lines indicated as desirable in the survey returns, which, Byram says, will "increase the value and the use of BBM reports immensely."

The survey in question was put into operation by Bill Hawkins, manager of CFOS, Owen Sound, while he was filling in the breach as honorary acting manager of BBM before Bill Byram's appointment.

A total of 150 BBM members returned the questionnaire which asked them to record themselves as being for or against various additional data it was proposed to include in regular BBM reports.

The 150 respondents broke down as follows:

Radio stations — 57; television stations — 24; advertising agencies — 35; advertisers — 26; sales representatives — 8.

Where total answers do not equal 150, it means that some respondents omitted to answer the specific question.

In the area reports, both radio and television, 136 viewed the inclusion of "Daily Reach" favorably, while 11 felt it would be of little value.

130 would like included the "Average Number of Hours Tuned Daily", while 11 could see no particular advantage.

87 expressed interest in "Provincial and National Summaries", while 51 saw little use in them.

"Average number of hours tuned during the week by those households reached by each station during the week" drew favorable replies from 123, while 23 responded negatively.

In the radio and television station reports, 135 favored "Daily Reach" while 11 did not.

134 were interested in knowing the "Average number of hours tuned daily" while 13 felt this to be of little value.

Information as to the "Total number of hours tuned daily," brought forth 121 ayes to 26 nays.

On the question of "Five Day reach average number of hours tuned", 128 replied positively and 17 negatively.

132 favored "Five day averages", while 14 saw no purpose in this.

122 were interested and 23 disinterested in the "Average number of hours tuned during the week by those households reached once or oftener by the station."

"Basically," he says, "the additional data will be reach and frequency information by areas and for station totals."

"The daily cumulative reach of each station and the average number of hours tuned by those homes reached by the station will be shown." "Also," he said, "there will be five-day averages and average number of hours tuned."

"In addition, for the networks, the industry at large and for the principal advertisers, there will be provincial and national summaries, showing totals of tuning by half-hour periods."

NON-MEMBERS

On the contentious question of reports of non-member stations, the Spring Survey report will be published with all television stations, members and non-members, reported in both Area and Station Reports.

"Non-member radio stations will not have their results published in the reports," he said, "because it is understood that too many non-member radio stations would get the advantage without paying the membership dues."

Byram feels very emphatically that for BBM to play its full role as an industry-supported service, it is essential that all stations should become members. "This," he said, "is the basic reason for exclusion of non-member radio data. However," he continued, "in the 21 major markets, across Canada, non-member radio data will be made available in the form of Station Reports, to members on special request, at cost, as previously."

"This concession," he said, "will enable genuine users of BBM data to obtain at least some part of this information."

With a completely straight face, Bill offers this solution to the non-membership question:

at your SERVICE

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Pens • Pencils • Memo Books
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FOR TRADE SHOWS—CONVENTIONS,
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"If non-member radio stations desire to sell their time with the help of BBM, all they have to do is to become members and their results will be published in the reports and made available to all time buyers."

PRIZES FOR QUIZ SHOWS

SERVING BROADCASTERS
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Program Director

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COFFEE WAS ON THE HOUSE

STATION CHNS, Halifax invited 700 ladies of its 8,000 member Coffee Club to a whoop-de-doo theatre party that left the city talking about it for days after, and convinced the station management that it was the most successful promotion of the past year.

All 700 seats in the theatre were spoken for within 48 hours after the first promo went on the air. The station invited Coffee Clubbers to write for tickets to the *Zany Stage Show* and a special preview presentation of the Academy Award nominee, "To Kill a Mockingbird." Also featured were \$200 worth of free appliances from General Electric and CHNS Coffee Club Shopping Bags for consolation winners in the skits planned by the announcers.

Show started with a "Fashion Show" by the announcers featuring morning-man Mike MacNeil displaying the latest Dior creation (with balloons in the appropriate places); Bob Oxley styled "Wedding Night Negligées" attired in several red flannel floor-length nightgowns (which he cast off to the tune of the Stripper). Completing Bob's ensemble were natty regulation-type Army boots and a longish cigar.

Also featured was a shaving contest in which the ladies lathered-up

the announcers and cleaned off the whiskers with razor-less razors and a Hula-Bubble test in which the ladies had to blow soap bubbles through a Hula-hoop.

The foolishness went over so well that many women called the Station's Open Mike program the next morning to say they were still sore from laughing.

The show was MC'd by Coffee Club host, Brian Sutcliffe, who recorded the proceedings for broadcast the following day on his 10 to 11 a.m. program.

The idea was also much appreciated by Odeon Theatres whose Oxford Theatre was the location for the show. "To Kill a Mockingbird" subsequently ran to sell-out crowds for the next two weeks!

Cost of the promotion was largely confined to prizes with a contra deal arranged between the station and the theatre.

Station manager Fred Arenburg summed it up: "We could have spent three times as much and not received half the reaction. We're already being asked when the next theatre party will be held!"



"I DREAMED I STOPPED THE SHOW IN MY . . ." is CHNS' Mike MacNeil's (left) thought as he modeled the latest Dior creation from Paris for the SRO audience at Halifax's Oxford Theatre. At right, Coffee Club host Brian Sutcliffe explains the "creations" to the audience. Brian taped the show and played excerpts the next day on the air.

Point of Sale

SPARK SALES WITH SIGNS



A PACKAGE DEAL combining on-air and point-of-sale promotion is being offered to advertisers by a number of radio and television stations across the country.

Advisory Signs of Canada Ltd. are offering stations — one radio or television to a market — space on display units in shopping centres and free-standing super market locations.

Stations which have tied in to date are CFCF-TV, Montreal; CHCH-TV, Hamilton; CFRN-Radio, Edmonton and CFCN-Radio, Calgary.

There are various applications. CFCF has started with the use of entire panels featuring their *Johnny Jellybean Show*. CHCH-TV is promoting SOS scouring pads throughout southern Ontario, using the whole board for station promotion, with changeable panels for individual programs and sponsors such as the SOS display in the illustration. CFRN is using it for straight station promo-

tion and will be following up with sponsor panels super-imposed. CFCN is planning its application.

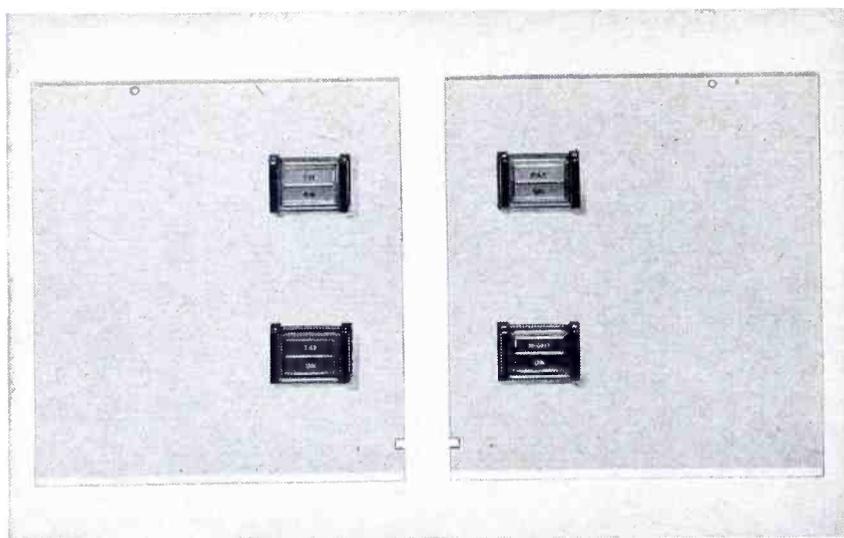
With CHCH-TV, this is a combined in-home (8 second ID's) and point of sale recognition using the same message in both places.

Advisory Signs of Canada Ltd. is established in Toronto, at 120 Eglinton Avenue East. They have arranged service facilities from coast to coast.

Dave Rawcliffe, recently national sales manager of CHFI, Toronto, who is concerned with sales for the organization, points out that the advantage of this kind of coverage in shopping centres is that it enables an advertiser to give special attention to trouble spots within a station's area, by featuring programs, personalities and products in individual places in need of special attention.



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CANADIAN GENERAL ELECTRIC

CUTS & SPLICES

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

CANADIAN ENTRIES in the two Cannes sweepstakes, the 16th International Film Festival and the sixth annual International Television Film Festival Eurovision Grand Prix, have been announced by the National Film Board.

Chosen to represent Canada in the Eurovision Grand Prix, to be held from May 13 to 19, is one program from the *Mr. Piper* series of 39 half-hour children's TV shows. The program is produced by Pied Piper Films Ltd., in color, and stars opera singer Alan Crofoot as Mr. Piper, hosting the show and starring in one of its four segments. The series, in production now, will debut this fall on the CBC English and French TV networks, ATV in the U.K., and in Australia and New Zealand.

Canadian winners in the past have included *Women on the March*, *The Back Breaking Leaf*, *The Days of Whiskey Gap* and *Lonely Boy*, all NFB productions.

Entered in the Film Festival, to run from May 9 to 22, are two NFB productions, *Pour La Suite du Monde* and *La Course* (The Ride).

La Course is the ride of a businessman on a toboggan, extolling the pleasures of Quebec's winter playgrounds. Wordless, the film has a ragtime music score by Eldon Rathburn to heighten its carefree mood. It is in color, eight minutes in length, directed by Gerald Potterton.

Pour La Suite du Monde is the story of fishing for porpoise in Quebec. Once an annual event, it ceased in 1924 and was re-created last year for NFB's cameras at Ile-aux-Coudres, an island in mid-St. Lawrence in the Murray Bay district. The film, which is black and white, shows the way of life of the islanders, still much as it must have been in the early days. *Pour La Suite du Monde* was directed by Pierre Perrault and Michel Brault and runs one hour and 45 minutes, the longest film ever entered by NFB. The showing in Cannes will be its first screening.

THE FOURTH ANNUAL Montreal International Film Festival has been extended from six to ten days this year and will be held from August 2 to 11 inclusive. A new feature will be the first Festival of Canadian Films, and the best Canadian film will be awarded a special grand prize of \$500.

Any motion picture produced in Canada since June 1962, 16 or 35 mm, color or black and white, French or English, may be submitted. Producers must give notice of their intention to participate before May 1 and must submit a list of entries by June 1. The address for enquiries and entries is Festival of Canadian Films, 306 Sherbrooke Street East, Montreal.

A jury of seven members, chosen by the Festival, will vote by secret ballot and may award up to five

special prizes with whatever citations they determine.

The president of the Festival, Pierre Juneau, NFB's executive director and senior assistant to the commissioner, has said the directors are determined to make the Montreal Festival as important to North America as Cannes is to Europe and the world. To this end numerous personalities from abroad, filmmakers, actors and critics, will be invited to attend.

In addition to the Festival screenings, the National Film Board will demonstrate its Canadian Multi-screen (13 different films shown simultaneously on 13 screens around one room) which was a highlight of its display at the Canadian National Exhibition last fall; and the Kino Club, a centre for film producers and serious fans, will be enlarged.

Again, the Festival is being supported by the Canada Council, the Quebec Arts Council, the Ministry of Cultural Affairs and the Greater Montreal Council of Arts.

A GROUP OF Canadian film industry executives has returned from a trip to London and Paris where they discussed the possibilities of closer co-operation in film production between Canadians and the British and the French. Talks were held with the British Film Producers Association, the Federation of British Film Makers, and Le Centre National de la Cinematographie Francaise.

At a luncheon in Paris, under the auspices of the Institute France-Canada, chaired by French director René Clair, speakers agreed that the Canadian industry has reached a stature that opens up important new possibilities, and this feeling was also evident in the London meetings.

The contingent from Canada included Guy Roberge, commissioner of the National Film Board; NFB director of planning Michael Spencer; F. R. "Budge" Crawley, president of Crawley Films Ltd.; and Julian Roffman, vice-president of Taylor-Roffman Productions Ltd.

LATEST SALES OF Screen Gems (Canada) Ltd's *Pick A Letter* will take the delightful five-minute children's TV show to Portugal and Norway. It is already being seen nationally in Australia, Germany, Italy and Holland and on one station in Hong Kong. The show is in some 20-odd markets in the U.S. and in Toronto, Montreal and Windsor, with Kitchener to come and considerable interest being shown by stations across the country.

A second series of 26 is now in production at Robert Lawrence Productions, produced by Jean Claude Tramont and featuring the mobile sketches of George Feyer and actor Peter Mews voicing the clever rhymes of Charles Winter.

A THREE-DAY festival and seminar on Films on Art is being sponsored by UNESCO in Ottawa from May 23 to 25 inclusive, under the direction of Dorothy Macpherson.

The seminar speakers will include Vincent Tovell, producer of *The Lively Arts* on the CBC television network, and NFB executive producers Tom Daly and Guy Glover. Guest speakers from abroad are John Reid of the BBC and Jean-Marie Drot of RTF.

A UNIQUE SLIDE and movie pictorial produced by Canadian Kodak Co. Ltd. has begun a tour of eleven major centres across the country with premiere showings in Montreal's Queen Elizabeth Hotel April 3 and 4, moving to the Capitol Theatre in Ottawa on the 5th.

Called *Photoscenic Canada*, it combines color slides, film and film-strip in a 13-chapter salute to Canada, the natural scenic wonders, the cities, the sports and recreation, wildlife, handicraft and industry, in a 90-minute spectacular.

Presentation of the production involves five projectors: three slide projectors synchronized for remote control operation by one button; one 16 mm projector; and one specially adapted projector to show a horizontal film strip, a 360 degree panoramic view from a mountain of a surrounding range of mountains.

Three adjacent screens, giving a total viewing area of 12' by 36', are required for the multiple projection. At times only the centre screen is used for slides, or only the left or the right screen, or a combination of any two screens, all three for a panoramic effect, or a rapid flashing of slides from left to right to give a moving picture effect, or film on the centre screen only. In all, there are 32 different combinations possible and all are demonstrated throughout the presentation.

A tape sound track runs through the production with music, sound, human and animal conversations, and one half of a conversation that is completed by the live narrator. Several electronic tricks have been used in the tape, one of which re-

sults in a team of dogs barking "Jingle Bells". The tape controls the timing of the visual side of the presentation.

Key man in all this is Kodak's technical editor Don Nibbelink, who took it from the original idea and research, through the shooting of most of the slides and films (travelling from coast to coast two or three times, capturing Canada in all seasons on film), through editing to handling the live narration on stage.

Subtitle is *Flight of the Thunderbird* and Nibbelink even carved a thunderbird totem pole which perches on his shoulder during the presentation and "talks" to him via the tape-and-live conversation. The dramatic opening of the presentation has a vast thunderbird filling the total 36 feet of screen. As thunder roars on tape, the thunderbird's eyes flash with special lighting effects.

Modestly referring to it as a "travelogue", Kodak hopes the production will make audiences Canada-conscious — and camera-conscious.

Aside from "Kodak presents", though, the subject of photography crops up in the narration only three or four times and then just to explain how to take pictures under difficult conditions such as, for example, the fog shown in one slide. There's no mention of the make of camera or film to use in these instances.

The presentation is scheduled for Eaton Auditorium in Toronto, April 8 through 10; Fort William, April 19; Winnipeg, April 22; Regina, April 24; Saskatoon, April 25; Edmonton, April 29; Calgary, May 1; Victoria, May 6; and Vancouver, May 8. With the exception of Toronto the presentation is made in each city through a sponsoring newspaper and admission is free.

Almost every city on the tour is represented in the production, the more obvious attractions being the Calgary Stampede, the CNE in Toronto, the Montreal skyline at night, while it also travels off the beaten track.

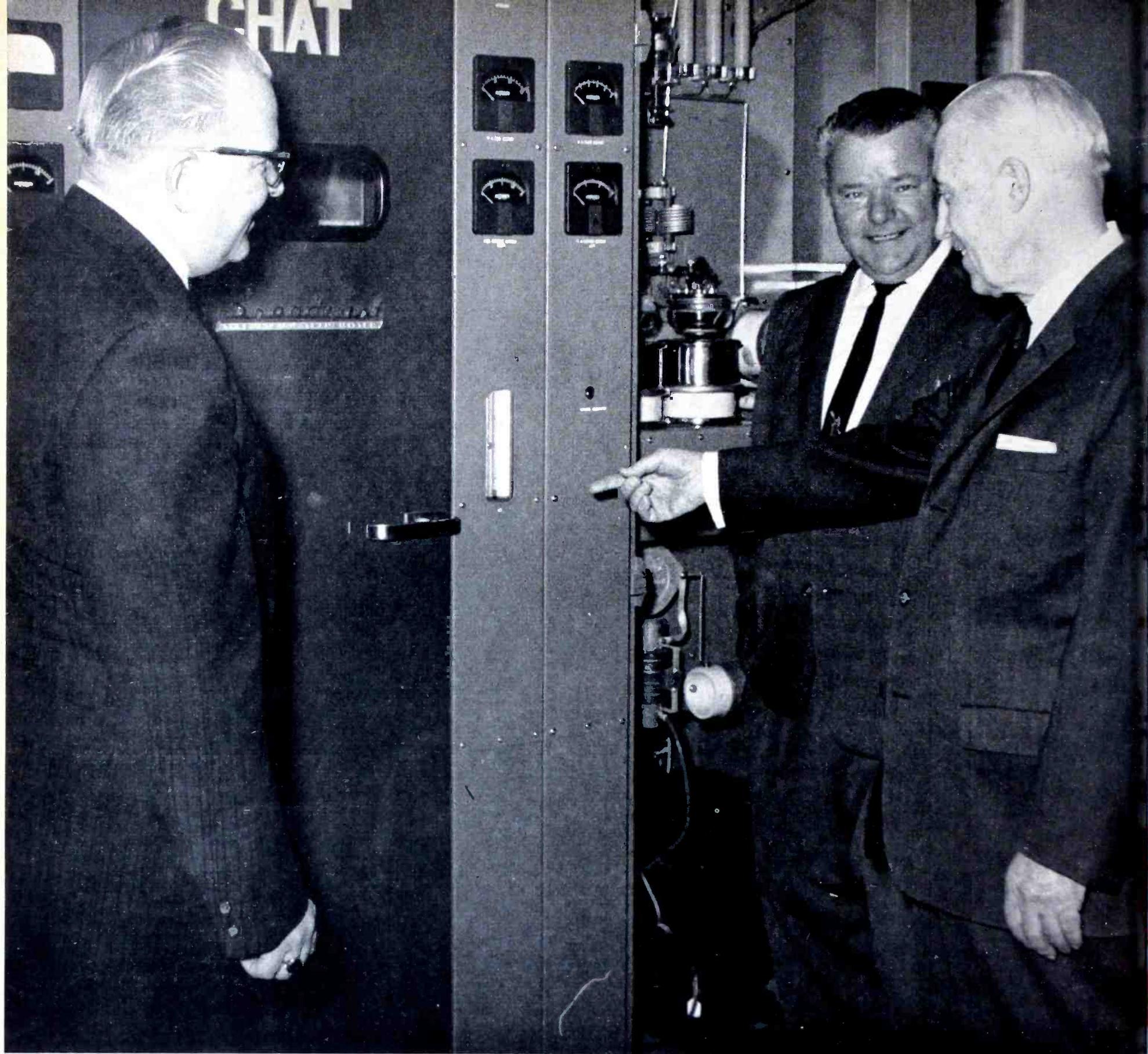
Following the Canadian tour the program will visit key cities across the U.S. and perhaps in the future, budget permitting, will go abroad.

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