



photo by Robert C. Ragsdale A.R.P.S.

First of the CBC-TV network's "Camera Canada" specials to be sponsored is "The World of Bobby Hull", to be presented by Canadian Westinghouse on March 22. Here hockey's "golden boy" (left) interrupts a chat with Westinghouse vice-president for consumer products, D. C. Marrs, (right) to sign autographs for young fans.

Canadian **BROADCASTER**

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

Volume 23, No. 5

TORONTO

March 5th, 1964

- New BBG regulations 6
- CAAA personnel bureau 18
- Comes the computer 20

new mobile TV Tape Recorder

Transistorized... compatible... quadruplex
Compact... for roll-in convenience!



NEW TR-5

Here's a "transportable" high-quality, quadruplex recorder that's ideal for making commercials on location. Although especially designed for recording purposes, it includes limited playback for checking. Its compactness (only 28" x 22" x 32" on casters) and mobility make it an excel-

lent recorder for those tapes to be made away from the studio. Fully transistorized and modularized, it produces tapes that can be played back on all quadruplex recorders, affording the same high quality, on-air standards. It records in color as well as in black and white.



RCA VICTOR COMPANY, LTD.

Technical Products

1001 Lenoir St., Montreal 30, Quebec

T H E M O S T T R U S T E D N A M E I N E L E C T R O N I C S

SIGHT & SOUND

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

TORONTO'S NEWEST THEATRE, the 1500-seat auditorium at the Ryerson Polytechnical Institute, will be the scene of the 1964 Canadian Television Commercials Festival June 4. The event is sponsored by the Radio and Television Executives Club and the Television Bureau of Advertising of Canada, in affiliation with the American TV Commercials Festival.

Festival chairman Herb Stewart is extremely pleased with the new location, which offers every possible facility for a successful workshop seminar, screening and awards dinner.

Closing date for entries from television stations is April 30. The categories are: public service, English; publish service, French; retail products, English and French; retail service, English and French; in markets up to 100,000; from 100,000 to 400,000; and over 400,000.

Judging will be supervised by Ross MacRae, director of broadcast services for Cockfield, Brown & Co. Ltd.

• • •

THE ELEVENTH ANNUAL INTERNATIONAL Advertising Film Festival for cinema advertising and television commercials will be held in Venice from June 15 to 20 inclusive. Entry is open to "persons, firms or companies throughout the world whose business is to a large extent the making and/or distribution of advertising films for cinema and television".

Last year's competition drew 1000 entries, 550 of them TV, from 29 countries. Only three Canadian commercials were entered, and only three Canadians attended the Festival.

The Festival is sponsored by the Screen Advertising World Association, of which Adfilms Ltd. is the Canadian member. Harry Emerson, vice-president of Adfilms, stresses that the Festival is valuable to agency and production house personnel as a showcase of the best in new ideas and techniques, and an excellent opportunity to make new business contacts.

Entry forms can be obtained through Adfilms at 110 Church Street, Toronto, or the Festival office at 17 Berkeley Street, London W. 1, England.

• • •

CONTINUING EXPANSION of the services of TvB sees the promotion of Murvyn Austin to the new position of manager, advertising agency services. For the past two years he has been research manager of the Bureau.

New research manager is Arnold Acton, who has been with the Baker Advertising Agency Ltd. for 17 years, with one year out in 1956 as assistant TV director at Vickers & Benson Ltd. For the past two years Acton was media research director at Baker and for the last year was also assistant to the president of Admetrics Ltd., a subsidiary of the agency. He is one of the seven founders of the Professional Marketing Research.

McDONALD RESEARCH LTD. has expanded into the U.S. with the formation of McDonald, Weller & Klein Inc., with offices at 9 Rockefeller Center, New York City.

Clyde McDonald, president of the Canadian research firm, is chairman. President is Robert Weller and executive vice-president is Eva Klein, both formerly senior executives of Alfred Politz Research Inc. Raymond Berland, Edward Eichler and Elliott Uberstine, formerly vice-presidents at Politz, are senior associates in the new company.

The U.S. company will specialize in marketing research. The name and operations of the Canadian company remain unchanged.

• • •

COMINGS AND GOINGS at CTV see the addition of Gene Plouffe to the staff of the private television network. He moved from 16 years with CJIC Sault Ste. Marie, starting there as an announcer-operator and moving up to become general sales manager of both radio and TV and a member of the board of directors of the company. Plouffe is a director of the CCBA.

Pell Bell-Smith, chief accountant at CTV, who has been with the network since its formation, is moving in mid-March to CJOH-TV Ottawa as manager, accounting. James N.

ANNOUNCEMENT

SCHWERIN SYSTEMS APPOINTMENT



J. G. CUDLIP

The appointment of J. G. Cudlip as Manager for Schwerin Systems Limited has been announced by John F. Graydon, President, Canadian Facts Limited, and by Horace S. Schwerin for the Schwerin Research Corporation. Under Mr. Cudlip's direction the organization will continue its work with Canada's leading television advertisers.

Mr. Cudlip brings to Schwerin Systems an ideal background for the practical application of research in helping Canada's advertisers to realize the maximum effectiveness from their television investments. For the past 15 years he has been intimately familiar with the creative problems of national advertisers in the food and drug fields - first as product manager and advertising manager with a large manufacturer and latterly as senior account executive with a large advertising agency.

Lavis, who has been assistant to the director of legal and business affairs, has left CTV.

• • •

NEW MEDIA DIRECTOR at J. Walter Thompson Co. Ltd. is W. J. 'Jack' Graham, formerly associate media manager with James Lovick Ltd. He replaces Bill Wheatstone, who has moved over to become an account representative at JWT.

• • •

WEED & COMPANY, U.S. station reps, have announced the election of Alfred L. Bonomolo as vice-president in charge of Canadian sales. He succeeds the late Pete McGurk.

Bonomolo joined the company last year as an account executive in the Canadian sales division and prior to that was a senior media buyer for Canada with Dancer-Fitzgerald-Sample in New York.

• • •

GLOBE-TROTTERING BROADCASTER-author Larry Henderson has joined the CTV National News team at its CJOH-TV Ottawa headquarters. Henderson was on CBC-TV national news for six years and most recently has been with CHFI Toronto and CHCH-TV Hamilton.

ANNOUNCEMENT



HENRI TREMBLAY

George W. Harper, Vice-President and General Manager of NBC (Canada) Ltd. is pleased to announce the appointment of Cine-Laurentides, Inc. as representative for all NBC properties in the French-Canadian market.

Mr. Henri Tremblay, President of Cine-Laurentides, Inc. will personally handle all NBC French-dubbed properties, including series and documentaries.

Cine-Laurentides, Inc. is headquartered in Montreal at 1396 Ste. Catherine Street, West, telephone 861-0279.

WE HATE TO LOSE HIM



but we
wish
him
well

After 7 1/2 years with CJLH-TV, Lloyd Crittenden has taken his leave of us and trekked east to join Al Bruner's Toronto sales team of CHCH-TV, Hamilton.

Lloyd is a good man on his way up, and much as we hate to see him go, he goes forward with our blessing and assurance of success.

NORMAN BOTTERILL
Manager
CJLH-TV, Lethbridge

Makes shopping centre second home

FOR CHNS, HALIFAX, the big enclosed-mall Halifax Shopping Centre, has become virtually a "second home", — and the public loves it. During the usually dull weeks of January the Centre was a hive of activity because in the middle of the mall the CHNS sub-station was co-operating in a promotion called "June in January". The boys wore beach-type sombreros and so too did many of the clerks in the stores.

Centre Manager C. E. Clarke, said business was extremely good during those weeks when business is

quite often slack after the Christmas over-buying.

As for the buying public, as more and more surveys show that fewer people shop by list and more by impulse, once induced within sight of the merchandise the rest is up to the retailer. CHNS does a big job here, both by radio promotion and by attracting the crowds who:

- (1) love to watch other people working.
- (2) get a kick out of seeing the people they listen to.

There was seldom a period when there was not a small knot of people around the CHNS palm tree during the promotion and bigger crowds were on hand for prize-giving.

Playing on the theme "leave the weather outside! Rain or snow, it's always fine at the fully-enclosed Halifax Shopping Centre", the CHNS boys told the listening audience how pleasant it was strolling in comfort from store to store — especially with the "June in January" special savings.

The final night — Friday, \$200 and over was buried in "the sands of Waikiki Beach" — CHNS' scenic background, for a wind-up treasure hunt.

As for the Shopping Centre, — its doing better business than anyone and CHNS feels its "image" is vastly enhanced by the personal contact with its public.

The Halifax Shopping Centre has the only fully-enclosed mall in the area at present and was the only shopping centre to embark on a full-scale promotion so soon after Christmas.

Stovin Chairs WAUB Awards

THE MANAGER OF RADIO station CKOM, in Saskatoon, William Stovin, has been named chairman of the Western Association of University Broadcasters awards for 1964. Stovin is a vice-president of the Western Association of Broadcasters.

The Western Association of University Broadcasters is the radio society on university campuses in Western Canada.

The Western Association of Broadcasters set up a series of awards in connection with activities of the radio campus groups.

The first award was made last year by the W.A.B and was won by the Radio Society at the University of Manitoba.

Announcement of Stovin's appointment as chairman of the awards was made in Calgary by Don Hartford, manager of radio station CFAC, who is president of the Western Association of Broadcasters.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

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

Alimony might be defined as the high cost of leaving.

"ACTION STATIONS!" **CFCN**

RADIO-TV CALGARY

Say You Saw It
in
THE BROADCASTER

Van Dusen To UPI Montreal

NEW MANAGER OF THE OTTAWA Bureau of United Press International is Jack Van Dusen, who moves to UPI from CTV's national newsroom at CJOH-TV Ottawa. Van Dusen was with Canadian Press for 13 years; more than half that time in the Ottawa Bureau. He succeeds William H. Neville, who has transferred to another post in Montreal.



Ted Fielder of CFRS Simcoe interviews R.A.F. Air Marshall Douglas Morris., C.B., O.B.E., D.S.O., D.F.C., Chief of Staff at Allied Air Forces Central Europe during overseas news gathering trip.

A GLOBE CIRCLING RADIO MAN SAYS:

"...added sparkle and life..."

"There's always present a tendency in Canada to put forth a neutral personality, lacking in colour, vibrancy and dynamism. We, at CFRS Radio, like United Press International because the character of news-writing takes us out of this bland no-man's land of lacklustre personality. There IS such an animal as "Colour Radio" and we use United Press International news copy to give that added sparkle and life to the Golden Garden radio scene. CFRS Radio news has earned respect in Canada's Golden Garden for accuracy with character — and it's a reputation we hold dear."

TED M. FIELDER,
President and
Managing Director,
CFRS Radio,
Simcoe, Ont.

UNITED PRESS INTERNATIONAL

575 University Street, Montreal, Phone 866-9357





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Editorial

Democracy must be made to work

When the 1964 convention of the Canadian Association of Broadcasters is called to order in the Château Frontenac, Quebec City, April 5, the industry will be able to foregather with feelings of great satisfaction over the progress it has made in terms of greater recognition by both the public and the government, to say nothing of the advertisers, over the past few years.

No small measure of credit for this desirable state of affairs is due to the able leadership the broadcasters have received from their tireless president, Don Jamieson, who is about to complete his third year in the presidential seat.

His fantastic energy in personally carrying the good word about broadcasting up and down the country incessantly, ever since he has been in office, has inspired us to write this tribute. Neither could we omit to mention the indefatigable executive vice-president, Jim Allard, without whose devotion and dedication to the workings of the association, no president could ever achieve half of what Don Jamieson has achieved.



Undoubtedly strong leadership is an essential to the well-being of the CAB and so to the entire broadcasting industry. But the success with which the activities of these men has met must not be allowed to dull the vision or stem the energy of every broadcaster in Canada.

If there can be said to be a danger in success, it is the possibility that it might breed smug feelings of self-confidence and self-satisfaction in the minds of the CAB members; the danger of a tendency to say "everything is going fine so why should we bother?"



It has taken a great many years for the CAB to evolve a system, under which every member is per-

sonally represented on the association's board of directors.

Each of the five regional associations elects to the parent CAB board those of its own members it considers able as well as willing to represent them and their regional interests as national directors. This system makes the CAB a truly national body, and it rests with the entire membership to make the system work for the benefit of the whole industry, in catering to ALL of the problems peculiar to ALL of the regions.

Each of the CAB directors is in the same position as a member of parliament, who is elected by the members of the communities in his constituency to represent them in the house and take care of their interests.

In democratic government this system has been found to work well, in that it comes as close as possible to government by the people. The only danger is that, having elected their representative, many people tend to say "go to it" and forget all about him until the next election.

The same situation prevails in the CAB. Having sent their representatives to sit on the CAB board, broadcasters are inclined to show their confidence in the men of their choice, rather than making sure they are aware how they, personally and individually, would like to see each industry problem treated.



Inevitably, at the coming CAB convention, there will be problems. This is what trade associations and conventions are for. It is to be hoped that in the weeks which will pass before the convention meets, every CAB member will make a point of making his wishes known - be they constructive suggestions or grievances - to his representatives on the board, so that whether they are discussing government or agency relations, Canadian unity or the very future of the association itself, the directors may know, as concerns the broadcasters in their areas - their constituents in effect - precisely where they stand.



Air new regulations for commercials, talent and FM

LICENSED BROADCASTERS will have an opportunity to be heard by the Board of Broadcast Governors at their public hearing in Ottawa, commencing March 10, on a number of changes in the broadcasting regulations regarding commercial content, Canadian talent and FM broadcasting.

PLAN LESS COMMERCIAL TIME

The board will present for discussion its proposed amendment to section 8 of the regulations, to provide for a reduction in the amount of time stations and network operators may use for the broadcasting of commercial messages.

As the regulation now stands, 20 spots or a maximum of 16 minutes are permissible in each broadcast hour. No change is proposed in the number of spots, but the number of minutes would be reduced from 16 to 12.

WOULD RELAX TALENT RULE

The BBG is proposing a relaxation of present regulations under which television stations are required to devote 55 per cent of their time on the air to programs which are "basically Canadian in content and character", computed on a monthly basis.

Under the proposed amendment, it would be calculated by periods of thirteen weeks, enabling stations to run several weeks of almost solid American material, and then make up the variation in say the last of the three months.

In addition to this, if the proposal is implemented, stations will be credited with the full length of programs produced outside Canada in Commonwealth countries up to 91 hours in any thirteen-week period, and one half the program time thereafter.

In the case of programs produced outside Canada in French-language

countries, one half of the program time may be included as Canadian talent. In the case of foreign-language programs in which the audio part is lip-synched into English, stations will be credited with one quarter of the broadcast time.

There is one proviso, and this is that programs from outside sources, Commonwealth or otherwise, shall not exceed one third of the output of a station or network in any thirteen-week period.

The reduction of the Canadian content requirement from 55 per cent to 45 per cent allowed on a temporary basis will, if the board's proposals go through, be incorporated into TV

regulations as regular procedure every summer.

NEW RULES FOR FM

The BBG is proposing additions to the radio regulations to apply in the case of FM radio stations.

FM stations will not be allowed more than six program breaks for a total of ten minutes per hour between 6.00 am and midnight.

Broadcasters operating on both AM and FM will be required to broadcast at least two hours a day of programs not broadcast simultaneously on the same operator's AM station.

FM broadcasters will have to

file annually with the BBG, 60 days from the end of their fiscal year a statement showing:

(1) amount by which the station has increased its programming apart from its AM station;

(2) how the station has promoted and ensured the greater use of Canadian talent.

Another proposed FM regulation will have stations devote 25 per cent of their time, in any week, to classical, symphony, opera, choral and sacred music and recitals, ballet and interpretative dance music; drama, poem and story; criticism of literature and the arts; science research.

BBG's March 10 hearing has full agenda

A KITCHENER RADIO station's bid to drop out of the CBC's national radio network will be heard by the Board of Broadcast Governors at public hearings opening in Ottawa March 10.

CKCR Kitchener is one of 57 privately-owned stations affiliated with the CBC English radio network. There also are 23 CBC stations and 94 low power relay transmitters on this network.

Four radio stations have been instructed by the Board of Broadcast Governors to have representatives on hand for questioning at the March hearing, at which the board plans to consider renewal of licences for 163 radio and television outlets.

A notice issued by the BBG said CFCF-FM Montreal, CKCR-FM Kitchener, CFNB Fredericton and CJMT Chicoutimi, Que., have been told they will be expected to have spokesmen on hand for questioning.

An additional seven FM radio stations have been "invited" to make representations in connection with their renewal applications. These are CJCA-FM and CKUA-FM Edmonton, CKDA-FM Victoria, CKPC-FM Brantford, CKTB-FM St. Catharines, CKWS-FM Kingston and CBC-FM Toronto.

The two FM stations instructed to be on hand were given one-year renewals a year ago on the basis that they provide separate programming. The board now wants them to report on how they made out.

The seven invited will probably be asked to report on their plans for separate FM programming. All now operate simultaneously with AM radio outlets.

Each year a large batch of stations come up for licence renewal and the BBG selects a small number for detailed hearings on certain phases of broadcasting. This time the stress is almost entirely on FM.

Only two new privately-owned broadcasting outlets are being sought among the long list of applications the board has listed for its series of hearings.

One is from the Colchester Broadcasting Co. (CKCL) for an FM station at Truro, N.S. The other is from Radio CHUC Ltd. for an FM station at Cobourg, Ont.

Four radio stations seek permission to increase their power output and make technical changes.

CHNS-FM Halifax wants to boost power to 5,760 watts from 250, change its antenna site and raise the antenna to 613 feet from 92.

CKDH Amherst, N.S., wants to go to 1,000 watts from 250 and switch frequencies to 900 kcs. from 1400.

CJFP Rivière-du-Loup, Que., is asking authority to double daytime power to 10,000 watts from 5,000.

CKOX Woodstock, Ont., would go to 1,000 watts from 250 in daytime.

Three stations want permission to transfer assets.

CKRT-TV Rivière-du-Loup, Que., proposes to transfer ownership of the station to CKRT-TV Ltée.

CHVC Niagara Falls wants to transfer all the issued common shares of its capital stock to Adanac Broadcast Investments Limited.

CKXL Calgary asks approval for transfer of its assets to a company to be incorporated, represented by Mrs. Donna M. Pryor.

The CBC has applied for a new French-language low power radio relay transmitter at Elliott Lake, Ont., and the Defence Department seeks to establish a low-power AM radio station at the Armstrong, Ont., RCAF Base.

In other applications, CJVI Victoria wants to change its antenna site, CHED Edmonton would like to change its daytime antenna radiation pattern, and the defence department asks authority to form a network that would let CKBG, its radio station at Bagotville, Que., carry some programs of CFCF Montreal.

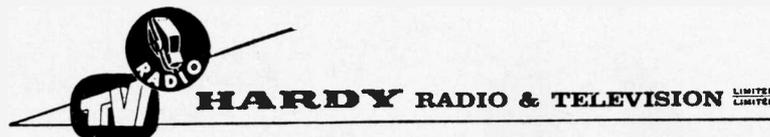
CFCM-TV, QUEBEC, GOES INDEPENDENT



This fall, CFCM-TV, QUEBEC CITY, attains independent status, after 10 years of CBC affiliation!

Full production facilities and staff, coupled with the finest and latest equipment, enable CFCM-TV to produce every type of T.V. program - in studio and on location.

March 12 in Toronto and March 17 in Montreal, CFCM-TV will present its closed circuit video tape station profile "The Eternal Triangle" to agencies and advertisers. This tape was played to 114 guests, flown to Quebec for the purpose, in CFCM-TV's studios last month.



TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

BBG Chairman

Urges separate development of FM

BC-RADIO BROADCASTERS were urged last month by the chairman of the Board of Broadcast Governors to speed the separate development of frequency modulation broadcasting.



Dr. Andrew Stewart, during a question-and-answer session at the British Columbia Association of Broadcasters Convention at Harrison Hot Springs last month, said he was prepared to accept the possibility that FM broadcasting would in time,

replace amplitude modulation broadcasting in some areas. He said this is a field in which a great deal of experimenting is possible.

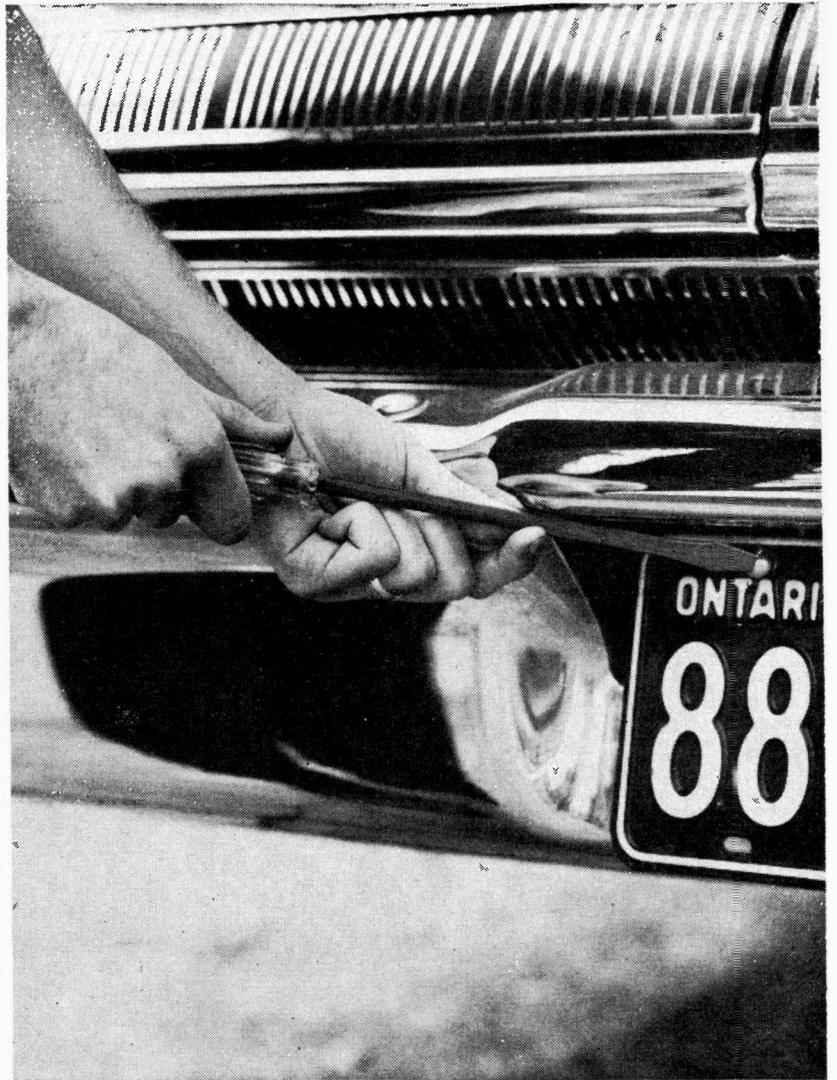
He said a proposed regulation would provide that stations with both AM and FM would have to broadcast separate programs at least two hours a day.

Dr. Stewart said the board felt it should discourage simultaneous broadcasting. There are many FM frequencies but if a station holding such a licence just "sits on it" the licence will be lifted by the Department of Transport.

The BBG chairman said that after a meeting with the consultative committees an amendment may be prepared for a public hearing on the regulation limiting commercial advertising on television to 16 minutes in any hour. He said there have been few occasions where any station has exceeded 12 minutes, but the board feels it is better to act now than to wait until some stations get up to the 16-minute maximum.

Dr. Stewart was asked his view of the need of news analysis and editorials in broadcasting.

He said: "I think radio, in particular, is the greatest disseminator of news there is," and added that he thought there was "a great field in news in depth."



CAB President

People won't listen to serious programs

BROADCASTERS WOULD PRESENT more serious and significant programs if Canadians would listen to them instead of turning to "escapist" entertainment, the president of the Canadian Association of Broadcasters said in a recent address to the Canadian Club of Ottawa.

Don Jamieson of CJON, St. John's, Nfld., currently in his third year as president of the CAB, said private broadcasters realize they have not done enough to tell Canadians about themselves.

But too often attempts in this direction were rejected by Canadian audiences "in favor of escapist entertainment, the product of another land."

Jamieson said there is a growing awareness in broadcasting that some way must be found to incite public interest in programs that reflect the national desire to retain a united country.

He said research is needed into this problem and suggested the best start might be for the federal government to set up a special research centre for this purpose. Private broadcasters would be more than willing to take part, he said.

Radio and television could play a major role in bringing about an understanding of biculturalism in Canada and explaining one section of the country to another.

Jamieson, who manages both radio and TV outlets in St. John's, said there seems to be a popular belief that the private and public sectors of broadcasting are constantly at war.

Many people seemed to think that private broadcasters would like to see an end to the public sector, embodied in the CBC's national services.

He said there is no truth whatsoever in those beliefs.

It was also untrue that private broadcasters were in constant conflict with the Board of Broadcast Governors. In the thousands of decisions made by the BBG since it was set up in 1958, only in two or three incidents was there even a suggestion of disagreement.

Jamieson said that if there has to be regulation of broadcasting in Canada, the present system was the best possible way. It had provided Canada with the best national broadcasting system in the world.

A SALE HAS BEEN MADE

Car salesmen are still important, but dealerships grow and flourish when their cars and their reputations are pre-sold by CFPL-TV.

Latest statistics* show that residents of London and Western Ontario spend more than 168 million dollars a year for cars and automotive supplies. Retail sales total over one billion dollars. How big is your share?

CFPL-TV will help you sell in the rich Western Ontario automotive market. Remember too, that if you have products to test, CFPL-TV covers Canada's Number One Test Market.

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

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

*Sales Management.



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

Canadian Film and Sound Facilities Win U.S. Biz

"TELEVISION IS SIGHT and sound, but so far producers have been concentrating so much on sight that sound has been running a poor second. But not Medallion," says Bob Crone, president of Toronto's new Film House Ltd.

Medallion Pictures Ltd. is a Canadian company newly formed by Medallion TV Enterprises Inc. of Hollywood, now producing 13 shows of a 26-week series in Toronto.

Described as a "This is Your Life" of gold record country and western stars, *Star Route* (route is pronounced to rhyme with shout in them thar hills) has a new look in country and western television shows - it's smooth and slick, with nary a hay bale on the props list.

And it has a new sound, the first TV show produced independently in Canada to be recorded in 35mm three-track stereo. "How much difference in the sound the TV viewer notices will depend on how good a sound system his set has," says director of sound Clark Daprato (on leave from Group Four Productions for *Star Route*). "But a fuller, richer, better-balanced sound is bound to come out, because we're putting a fuller, richer, better-balanced sound in."

The Canadian television film industry will notice the big difference in sound because now, for the first time, this method of recording will be available to them.

With uncompromising insistence on sound quality, Medallion president John Ettlinger had surveyed the Toronto facilities and was debating whether to pull out and produce the

whole series in Hollywood after all, or to buy and bring in his own sound equipment, when Film House and RLP came to the rescue.

and get a sample tape of their track positions and equalization, so FH could match their curves.



HOST OF "STAR ROUTE", Canadian-content Rod Cameron (left), chats with Tex Ritter "America's Most Beloved Cowboy", who has sold over 14,000,000 records and appeared in nearly 100 western movies in his thirty-some years in country music. He is now president of the Country Music Association.

Film House prexy Crone went to the Todd-AO studio in Hollywood where Medallion will do its final mix, to see how they mixed there

Director of engineering Len Green stepped in and modified existing equipment to meet these requirements, then ordered additional modifications flown in from New York.

At the same time, sound equipment at RLP was modified, and three special speakers were rushed in from Hollywood.

Now three broadcast lines carry the sound from Robert Lawrence Productions to Film House for recording on three tracks, voice on one and music split between the other two. An interlocking system linking 16mm projector and 35mm sound track for screening daily rushes completes the set-up at Film House to fill Medallion's bill.

FRINGE BENEFITS

The split channel recording technique isn't being employed solely to give television viewers that little something extra in listening pleasure. Each show is actually a simulcast, in that the sound track for the film TV show will also make a radio program. Distribution of the radio series isn't firmed up, as Medallion plans to give sponsors of the TV shows an option for sponsorship on radio as well.

Recording in stereo also opens up the record field, and Medallion is negotiating with Capitol Records re pressing *Star Route* albums. Also being talked up is a single record of the show's theme.

UNSOLICITED TESTIMONIALS

It wasn't Toronto's international reputation as a television film production centre that brought Medallion to Toronto to shoot half of *Star Route*. Canadian content was the main attraction. But after one week's shooting on the three-a-week schedule, president and executive producer Ettlinger was already talking of more production here.

"I can't speak highly enough of Robert Lawrence Productions," he says. "They're really interested in quality. The management and staff are knocking themselves out to give us the very best. And this studio (stage one) is an excellent scoring stage; you could put a 70-piece orchestra in here and get a beautiful sound."

"As for Film House, when I first saw it I wasn't just impressed, I was amazed. And the two firms work together very well."

Creator of *Star Route*, producer-writer Clifton "Click" Westin, is generous with praise for RLP's facilities and personnel. "And there's nothing like Film House in Hollywood," he says. "They can handle our complete sound requirements there, where in Hollywood we'd have to go several places for the same service. And the personnel here stacks up with that anywhere."

Life begins at 40 except for those who've been going like 60 since they were 20.

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

TELEVISION DIVISION



All-Canada Radio & Television Limited

SELECTIVE TELEVISION IS YOUR BEST BUY

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

TORONTO 925-9361	MONTREAL UN1-5656	WINNIPEG WH.2-6861	CALGARY 244-2455	VANCOUVER MU.4-7461
NEW YORK CI.6-1425	CHICAGO 312-372-2528	SAN FRANCISCO 415-362-7159	HOLLYWOOD 462-6676	
ATLANTA 404-875-6644	DALLAS 214-747-3723	DETROIT WO.1-5438		

CANADIAN CONTENT

Star Route's claim to Canadian content starts with its host, Calgary-born and Toronto-raised Rod Cameron, whose credits include over a hundred motion pictures and leading roles in three TV series, *City Detective*, *State Trooper*, and *Coronado 9*.

Beefed-up Canadian content for the 13 half-hours filmed (and video taped as well, for protection, not for distribution) in Toronto leads off with director Stan Harris, former CBC-TV producer who has just finished a stint directing *The Garry Moore Show* in the U.S. The crew is RLP staff and the musicians in the band are Canadian, with the exception of the bass guitarist.

(Band leader and musical director Gene Davis was not completely happy with the Toronto musicians in the early shows, perhaps because they are too well schooled. It was explained that in Nashville, home of the Nashville Sound — the sound the band is called upon to make — they may say of a sideman, "he reads music, but not well enough to spoil his playing.")

Add it all up and it comes to a 75% Canadian content ratio, for the 26-week series which Ettliger hopes will also qualify the series for Commonwealth preference under the U.K. quota regulations.

Add up expenses, and production in Canada costs no less than in the U.S., Ettliger says. Performers fees are the same, and while production costs are lower in some areas, such as crew, they are balanced by the cost of constructing sets that could be rented in Hollywood, and by the transportation and accommodation expenses of the guest stars, regular performers and production execs.

CITY-SLICK C & W SHOW

The *This is Your Life* theme of the program centres on one guest star each week, a country and western singer with at least one million-selling record, sometimes several, to his name. Tex Ritter, Sonny James, George Morgan, Ferlin Husky, Farron Young, Bill Anderson, Roy Drusky, Ray Price, Bobby Bare, Bob Luman and Skeeter Davis appear in the "made in Canada" shows.

Regulars on the series are the band, Gene Davis and the Star Routers; The Collins Kids, Larry and Lorrie, Columbia recording artists and club entertainers; and Glen Campbell, singer and guitarist, whose latest Capitol record "Twelve String Guitar" will be released in Canada soon.

The musical numbers on each program are closely linked with highlights of the guest star's career, his gold record hits, his first big record, his own compositions. The sound on the original recordings is re-created through arrangements, orchestrations, vocal phrasing and all, one of the reasons why sound quality is so essential.

Integrated into the show is film footage shot by a second unit at the

star's home, showing him with his family, at his hobbies, and on personal appearance tours. Voice-over narration gives the sort of biographical background for which admirers buy fan magazines.

The slick, polished production has two aims, to up-grade the image of country and western music and artists, and therefore to attract advertisers who have hesitated to sponsor the usual "hoedown" approach to C & W because of its "hill-billy" image.

The series' first sale in Canada cracked the tough Metro Toronto market with CHCH-TV Hamilton scheduling the series to start in mid-March with such participating sponsors as General Foods Ltd. and the Drackett Co. of Canada Ltd. Al Bruner, channel 11's director of sales and marketing, calls the show a combination of *Hit Parade*, *Hootenanny* and *This Is Your Life*, with a C & W flavor.

With the shows in production only a few blocks from CHCH-TV's Toronto offices, the station will capitalize on the opportunity to have promos by the guest stars tailored to measure.

The show is already sold in over a dozen U.S. markets, is on the air in two or three. In Canada it is being distributed through Page One Ltd.

RETURN VISIT

Ettliger is no "snowshoes in July" visitor to Canada. His friends and business acquaintances date back to the earliest days of TV here, with more added after his speech, in fluent French, to the ACRTF convention a few years ago.

Medallion was formed in 1950 in the U.S. and moved into Canadian television as soon as there was any, in 1952, with a quiz show, *View the Clue*. Ettliger recalls that it ran one year in Toronto and three years in French-Canada, produced partly in Montreal and partly in Los Angeles. Later the company bought the French-language rights to *You Asked for It* and, as *Sur Demande* with Jean Coutu as host, the show ran two years on the CBC-TV French network for Johnson's Wax and is now in syndication in French-Canada.

Other Medallion properties, *Kingdom of the Sea*, *High Road to Danger*, and *Wonders of the World*, are distributed here by Telefilm of Canada.

"I've wanted to get back into production for and in Canada for some time," says Ettliger, "and I've talked to a number of people here about co-productions, but there weren't any takers." He says he's disappointed about this, but perhaps, if *Star Route* is as successful as Medallion hopes, the non-takers will be more disappointed.

TOM PRESSLEY MOVES TO APPLIED ELECTRONICS

TOM PRESSLEY has joined the management team at Applied Electronics, "professional equipment sales to the broadcast and film industries". For the past four and a half years, he has been manager of video sales at Ampex of Canada Ltd.

CTV net and affiliates agree

AN AGREEMENT IN PRINCIPLE has been reached with all CTV affiliates for a new contract covering the 1964 and 1965 broadcast seasons.

This information comes from a joint statement made Thursday of last week by S. W. Caldwell, president of the CTV Television Network, and E. L. Bushnell, president of CJOH-TV, Ottawa, and chairman of the CTV affiliates committee.

"The new agreement lays addi-

tional stress", the release says, "on year-round programming of an actuality nature, and it is expected the formal document will be signed in the near future."

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THE VOICE OF FRENCH CANADA IN GREATER MONTREAL
RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280

STATION CALLS

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

CALGARY STATIONS

CALGARY'S FOUR RADIO and two TV stations have joined forces to sponsor the Alberta Drama Festival, prompted by the CAB's support of the Dominion Drama Festival at the national level.

Chairman of the venture is Don Hartford, general manager of CFAC, and committee chairmen from each of the stations have been chosen to work with the local drama council in organizing all aspects of the Festival.

"We are aware that by sponsoring an event as important as this we can render a most valuable public ser-

vice," Hartford said of the co-operative undertaking. It is planned as a non-profit operation, and if there are any losses they will be underwritten by the stations.

Theatre groups from Calgary, Lethbridge and Medicine Hat will compete March 19, 20 and 21 in the Arts Centre Theatre in Calgary, with Herbert Whittaker, drama critic of the *Toronto Globe and Mail* as adjudicator.

The Dominion Drama Festival, supported by the CAB, will be the opening event at the Fathers of Confederation Memorial Centre in Charlottetown, May 18 to '23.

CFCF, MONTREAL

VIA HELICOPTER, CFCF RADIO'S Barry Martin and pilot Bill Walker follow the hills and trails to the north and to the east of Montreal each and every weekend, as the *DuMaurier Copter Patrol*. They provide interviews with ski-resort owners and operators, color commentary, results of skiing competitions and reports on

traffic conditions to and from the skiing locales.

Fifteen weekend reports on skiing conditions reach the at-home and en-route ski enthusiast over CFCF, and actual visits from the *DuMaurier Copter Patrol* reach out-of-door and fireside skiers in Quebec's two big resort areas — the Laurentians and the Eastern Townships.

CKPR, PORT ARTHUR



THE STUDENTS OF THE Lakehead College of Arts, Science and Technology surprised CKPR radio and TV last month by presenting them with a special award plaque "for their outstanding contribution to the 1964 Lakehead College Winter Carnival".

The station supported the Carnival with a great deal of advance promotion and then covered the events from the moment that Gerry Isherwood, host of *Coffee 'N Conversation*,

presided at the opening and ribbon-cutting ceremonies. Competitors for the crown of Queen of the Carnival were interviewed on Elinor Nicholson's *At Home* show on TV, and the actual crowning of the King and Queen was just one of the many events covered by radio and TV. Others were the Monte Carlo night, the snow sculpture competition, the formal ball, which was emceed by announcer Cal Dring, and many other carnival games and stunts.

One of the many activities was the measuring of the Sleeping Giant, the tourist attraction rock formation seven miles long and 1,000 feet high, just across the Bay from Port Arthur.

In the above photo, CKPR deejay Gerry Isherwood and Lakehead students sample B.C. apples at Connaught Park, in downtown Port Arthur, where students tented for days to promote the Carnival. The apples were just one of the many National products sampled during the promotion.

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Memo

from Radio-Television Reps Ltd.

to John Radford,
Station CFJR,
Brockville, Ontario.

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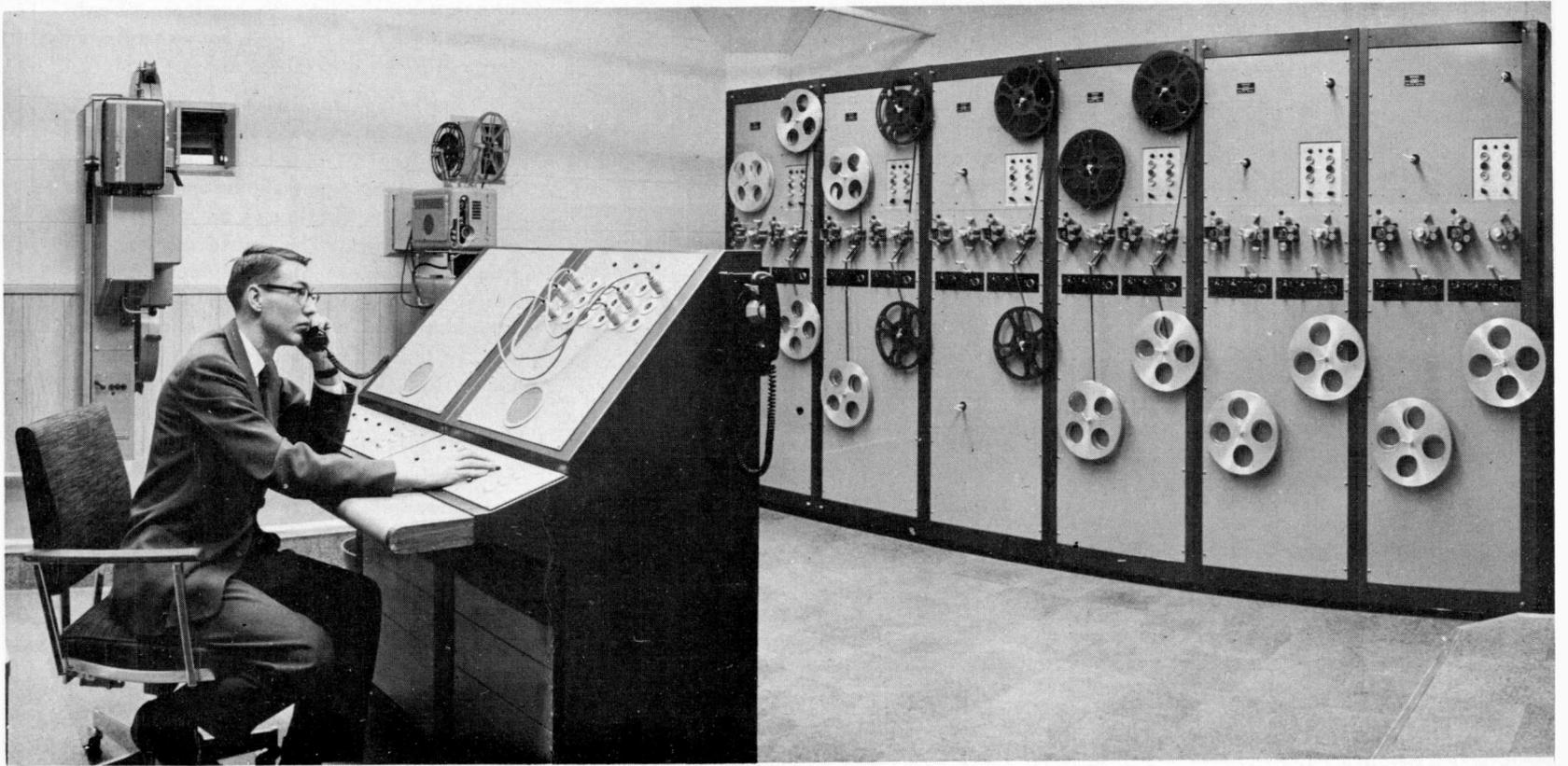
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TORONTO MONTREAL

M.T.E.

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RECIPE FOR GOOD FILMS:

Take several sound tracks, Mix well at Film House.

When Hollywood producer John Ettlinger searched Canada recently for a place to film a new T.V. series, "Star Route", he found several worthwhile shooting stages in Toronto but none offered the 35 mm three track stereo sound system he needed.

And then at the new Film House he was startled to find the finest sound facilities he had ever seen outside Hollywood.

So now his answer was easy: he filmed his shows at Robert Lawrence's fine studios and recorded the sound via Bell Telephone cable on separate tracks at Film House. Later a skilled technician "mixed" the sound tracks and screened them with the film.

The Ettlinger method illustrates neatly how the size and the scope of Film House has dramatically expanded production techniques in Toronto. Even before his installations are finished, Film House founder Robert Crone reports that demand is exceeding his most optimistic expectations.

In a nutshell, then, Film House offers opportunities for greater professionalism to film makers and users throughout North America.

Here, experienced specialists, careful planning and \$300,000. worth of the finest equipment have created a technical and talent centre that has few equals in the movie-making world.

Film House offers film people a trio of the finest most flexible dubbing theatres. Its seven attractive editing rooms have 16mm and 35mm Moviolas and every conceivable editing need. A laboratory in construction will be able to process and print 16mm and 35mm, negative, positive, reversal, dupe negs and fine grains. There are facilities for original recording, tape duplication, and even for test and repair of outside equipment. Film House, then, is a remarkable technical centre.

But it is more than that. It is also a centre for film creativity.

In its lounges and theatres meet film-making specialists from Hollywood, London, Montreal and New York; even sometimes from Paris and Rome. Local producers, directors, writers and distributors have their own private offices within the new complex. A technical Talent Registry offers quick access to cameramen, carpenters, graphic artists, grips, editors, lighting specialists, negative cutters.

Film House is broadloomed throughout, graciously panelled, carefully lit.

Every work area is comfortable, pleasant, convenient and handsome.

Its major facilities are a preview theatre and two dubbing theatres, all with multiple picture and soundtrack equipment. The most remarkable feature is that all interlock facilities are instantly reversible. An astounding time-saver unavailable anywhere else in North America.



Robert Crone, Toronto-born, is president and founder of Film House. Bob has been an independent producer in Canada and the United States for several years and his work has been honored with a number of awards for excellence.

Each mixing console can handle sixteen dubbing channels. The dubbing channels in total have more equalizers, suppressors, compressors and reverberation units than any other Canadian commercial studio can offer.

Twelve Magna-Tech dubbers at Film House can carry both 16mm and 35mm. JAN Specials handle 16mm projection and there are water-cooled Norelco pulse-light projectors for 35mm.

In the Sound Transfer Room you can record onto or from almost any recording process in existence - quarter-inch magnetic tape (with any type of sync-pulse), edge-track or centre-track 16mm magnetic tape, magnastripe, 35mm magnetic, 16mm and 35mm optical (positive or negative) and, of course, discs.

Facilities are available for original recording for film soundtracks and radio, monaural or stereophonic. There is a multiple high-speed sound transfer unit

for quantity tape duplication. Five copies of a half-hour radio program, stereophonic or monaural, can be made, for example, in three minutes and 40 seconds.

Technical facilities of this calibre can attract to Toronto the finest technical and creative people in the business. Here, an expert can shade and flavour a soundtrack as subtly as an artist works with a palette. Film House allows such exquisite control of every sound characteristic that you can often save tracks which might otherwise have been lost. And in these days of probing T.V. documentaries, "cinema verité", features, slice-of-life TV commercials, such facilities offer new scope to every producer and writer.

Scope, flexibility and quality are the three key products of the Film House investment. Its facilities can handle 50-cycle European material as easily as 60-cycle North American product. They can process at 24 frames-a-second, or at 25.

Rigid quality control results from the calibre of the equipment installed and is guaranteed by the permanent crew of test engineers. The transfer room, preview theatre and both dubbing theatres have Altec Theatre Speakers throughout so that sounds recorded here can be identically matched with sounds from all other fine dubbing studios in any Western country.

The engineers who continually test and tune all this equipment have the most sensitive meters available. They have instruments from the laboratories of Gaumont-Kalee, Hewlett-Packard and Westrex. One "flutter meter" alone is a thousand dollar item, and there are also audio and modulation generators, sensitive distortion analyzers, and everything else required.

Leonard Green who is director of engineering, has had more than twenty years' experience in film and broadcast engineering with BBC and CBC.

Fin Quinn, formerly of Trans-World Film Lab and National Film Board, is designing the laboratory, and will direct its operation.

Ancillary services at Film House include air-conditioned vault storage for negatives and sound tracks; quick and neat edge-numbering; and typed transcript of sound tracks.

To film-making in Canada, Film House brings a new depth and dimension. In the heart of downtown Toronto, it offers all film people a one-stop location where good film can be made into . . . good films!





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McCurdy Radio Industries Ltd. are proud to have been selected as a major supplier of equipment to Film House Ltd. Included in the high-quality audio facilities installed in this new film sound production center are AT218 solid-state mixer amplifiers, AT220 solid-state preamplifiers, and AM403 monitor amplifiers, as well as an SS4600 12-channel audio console, and SS3152 disc reproducers.



The complete McCurdy line of state-of-the-art audio equipment will soon be in production in the new plant at 108 Carnforth Road, Toronto.





Broadcast News

FM BY SATELLITE



PETERSON PRODUCTIONS LIMITED
TV COMMERCIALS

General News Editor

APPOINTMENT OF DAVE ROGERS as General News Editor of Broadcast News Limited in this Toronto is announced today. In this new position, Rogers will work with Manager Charlie Edwards and Executive Editor Don Covey on the management staff of the Canadian Press company serving 254 private radio and television stations in Canada with national and international news.



Rogers was born at Fredericton and educated at St. Stephen, New Brunswick, and the University of Maine. He has been employed in news broadcasting since 1948—four years as an editor with Radio Press Ltd. at radio stations in Fredericton, Saint John and Summerside; two years as news director of Radio Station CFCF Montreal; seven years as news director of Station CHCH-TV Hamilton.

He joined the Broadcast News editorial staff in 1961 and has been active in direction and development of BN Voice—a service of voiced reports of news.

Rogers is 37. He is married to the former Virginia O'Neill of Grand Manan, N.B. They have three children.

W. R. WILSON, technical advisor to the BBG, told the WAB engineers convention in Calgary last month that weather stations in Canada's arctic islands and vacationers on Southern California's beaches one day may be able to tune in to the same FM radio programs, reaching a wide area by space satellites. This could occur in ten years, he said.

SAFETY PLUG

Drive carefully. Watch out for that freezy skid stuff!

• • •

AUDREY STUFF

Then there's the gal who was so dumb, she thought *billet doux* was the French for a two dollar bill.

• • •

MORE OF THE SAME

...who thought the Diet of Worms was one of the horrors of the Inquisition.

• • •

NEXT STEP

After the BBG has finished prescribing program fare for the FM stations, someone should pass a regulation making the public listen to it.

• • •

MORALISTS NOTE

The rate of divorce in this country is approximately six hundred dollars.

• • •

GOLD CHIP

A good security for conservative investors is cumulative, deferred stock, full paid and nonaccessible.

—:2nd Boners Omnibus

• • •

DEFINITIONS DEPT.

An antique is something no one would be seen with if there were more of them, but which everyone wants when no one else has any.

• • •

LIQUID LOGIC

The reason the account executive always orders two drinks when he goes into a bar is that the first makes him feel like another man and he hates to drink alone.

• • •

WAY THINGS ARE

Elsa Carroway, the office manager, has decided she can't afford another operation right now, so it looks like she'll have to keep talking about her old one this year.

RADIO

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

You Can't Cover NORTH-WESTERN QUEBEC

without



operating

- CKRN-TV, ROUYN
- CKRN-RADIO, ROUYN
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- CHAD-RADIO, AMOS
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TOTAL FIGURES FOR THIS TOTAL MARKET

Total Urban Population	85,138*
Total Population	168,600*
Total Households	32,500*
Total Income	\$184,700,000*
Total Retail Sales	\$114,800,000*

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*Financial Post Survey of Markets 1963

P.S....

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

PROMOTIONAL **S**UPPORT

Paul Mulvihill & Co., Ltd.
TORONTO MONTREAL

OVER THE DESK

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

THE PRESIDENT OF THE CBC says the conversion of the corporation's second Toronto radio station into French — to take place by October 1 of this year — does not indicate that this same procedure will take place elsewhere in Canada.

Speaking to the Ontario Association of Architects in Toronto last month, J. Alphonse Ouimet said: "... the CJBC situation (it was the key station of the now defunct Dominion Network) is the only one of its kind and there are no other CBC stations to be switched from English to French or vice versa."

Ouimet said that while the primary objective of the conversion of CJBC was not to bring better under-

standing between English and French Canada, he was inclined to believe that, in the long run, it may make some contribution in that direction.

"It will make available to English-speaking listeners in this area who have an understanding of French and who are interested in developing it further, a direct contact with French-Canadian life and culture which they would not have otherwise," he said.

The reason why the CBC was taking this step in Toronto and only Toronto was that "of all cities of Canada, whether English or French-speaking, Toronto happens to be the only one with two full-fledged AM CBC radio stations operating in the same language."

It was in the fall of 1962, Ouimet explained, that the CBC felt that, with the coming of television, its second radio network had served its purpose and proceeded to consolidate Trans-Canada and Dominion into one.

"We knew then," he said, "that we could not justify the continued operation of CJBC on a purely local basis unless we were ready to provide similar alternative radio service to all other parts of Canada."

"We were also conscious then of the need to provide French-language

radio service to the French-language population of Toronto and Southern Ontario which constitutes today the largest group in any part of Canada, speaking one of our official languages, which is without broadcast service in that language. And there was no reason why Southern Ontario should remain an exception to the CBC's traditional policy of extending its services equitably to both language groups."

"In retrospect," Ouimet reflected, "I think there would have been much less reaction had the move been made at that time. But who could have anticipated *then* the seriousness of the difficulties which today tend to divide French and English Canada?"

Ouimet told the architects the CBC is planning to transfer "the more important elements of our present CJBC programming to either CBL or to the CBC-FM service which we propose to rejuvenate."

Specifically, the speaker mentioned the transfer to CBL of the CJBC program, *Toast and Jamboree*, with Bruce Smith, Walter Bowles and Ed Fitkin. DeB Holly and his records, and *Audio* will go to CBC-FM. Elwood Glover, Maurice Bodington and *CJBC Views the Shows* will go to CBL, while it will be CBC-FM for *Jazz Unlimited*, with Phil McKellar.

The Learning Stage, the experimental adult education program, which "has attracted a wide audience in the CJBC coverage area", will continue to broadcast on CJBC for at least a year, but will also be broadcast on CBC-FM during that one-year transition stage. At the end of a year, it will be broadcast on FM only.

LIGHTER SIDE

PHIL ROSS, CHIC Brampton announcer was somewhat startled when he went into his bank, asked for his statement and learned that he had a credit balance of one billion dollars. Ross promptly wrote a cheque for \$50,000, which was referred to the manager. In less than ten minutes he had lost his newly-found wealth, and left the bank with his account reduced to the correct amount — \$100.

MANANA DEPARTMENT

THERE IS A GOODLY number of interesting articles in the oven, waiting for publication in the next issue (or issues).

Ralph Draper, media director of Foster advertising, delivered himself of an unusually informative speech to the BCAB Convention in Harrison Hot Springs last month. Ralph's title was "A Safari into the Media Jungle", and we have divided it into three parts, the first to appear in our next.

Mr. Motivational Research, alias Dr. Ernest Dichter, talked to the Advertising and Sales Club of Toronto last week. We are holding under wraps a report of his interesting delvings into people's minds to find out why they really buy, do and say the things they buy, do and say. For example, there are people who go into a bar for a drink in order to get high. Yet prestige leads them to order a martini — extra dry please with a lemon peel twisted two and a half times.

The American Marketing Association had an interesting panel discussion, also last week, when Bud Hoffman, Ed. Lawless and Cy Laurin, respectively Radio Sales Bureau, Television Sales Bureau and Maclean Hunter Publishing Co. Ltd, discussed their own media in relation to others, and came up with one unanimous belief, and this was that all media are in the advertising business and should combine in efforts to sell the public on the value of advertising — all advertising — to the national economy, standards of living and so on and so forth.

All this and more is waiting your reading pleasure to which I can add only two things: (1) You lucky people! and (2) Buzz me if you hear anything, won't you?

Dichters.

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than SIX AM-FM radio
stations in MONTREAL

CKVL-FM 307,000
WATTS

EASTERN CANADA'S MOST POWERFUL

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TORONTO MONTREAL

"ACTION STATIONS!"

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Two, 24 seat each, casted bleachers, 3 levels, telescoping. Open dimensions, 18' 4" long, 8' 4" deep. Excellent condition, \$450.00 each, Contact: W. Harr, Em 2-2811 loc 309, CFTO-TV Box 9, Agincourt, Ont.

RADIO NEWFOUNDLAND

VOCM · CKCM · CHCM
59 62 56
10,000 watts 10,000 watts 1,000 watts

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

Toy trade crowns queen

LITTLE MISS CPMI 1964 — representing Canadian Playthings Manufacturers Incorporated, the 145-member association of the toy industry — this week reigns over the Toy Fair in Montreal after a contest carried on eight television stations from coast to coast.

CJON-TV St. John's discovered blonde, six year old Pauline Marie Mooney, who was chosen for the title from about 5,000 entries submitted to the television stations — CJON-TV, CKCW-TV Moncton, CFCF-TV Montreal, CJOH-TV Ottawa, CFTO-TV Toronto, CHAB-CHRE-TV Moose Jaw-Regina, CFRN-TV Edmonton and CHAN-CHEK-TV Vancouver-Victoria.

CPMI recruited the stations to conduct a search during January for a little girl between four and eight whose beauty and personality would make her the ideal representative of the toy industry. Photos were sent to the stations from anywhere in their coverage area, and sent on to Toronto for judging by child portrait photographer Ned Eisenstat, model instructor Estelle Weidman, and Betty Kennedy, woman's director of CFRB Toronto and panelist on CBC-TV's *Front Page Challenge*.

Bouncing it back to the stations, the judges selected three semifinalists and the stations made confidential reports on these three children after screening them on air. The judges then chose a finalist from each station, who received a wide selection of playthings manufactured by members of CPMI.

Little Miss CPMI won a \$500 Canada Savings Bond, an all-expense paid trip to Montreal with mummie for the Toy Fair, with \$100 spending money for the trip, clothing for both the winner and her mother.

Moe Smith, president of CPMI, was extremely happy with the cooperation of the TV stations and with the response they drew. Gordon Allen of Public Relations Associates, who handled the promotion, says that most stations carried on the search during daytime programming and "if anyone tries to tell you that nobody watches daytime television, don't you believe it. They watch and they react to it."

"The stations were free to promote the search for Miss CPMI in any way they wished, observing the official rules, and the amount of time they devoted to the contest varied from station to station," Allen says. "But the stations have indicated that they are pleased with the response they got in relation to the promotion they did. And CPMI is certainly happy with the success of this first venture."

University On Closed Circuit

THE UNIVERSITY OF TORONTO has announced that its \$7,000,000 Scarborough College, to open to 500 students in 1965, will be linked by closed circuit television to U of T in the centre of Toronto and to Erindale College, its sister satellite college to be built in Toronto Township. All classrooms in the new college will be equipped with closed circuit TV.

TELEPOLL VIEWERS VOTE TV HARMFUL - VETO ENQUIRY

CANADIANS BELIEVE THAT violence on television has a more harmful effect on children than violence in fairy tales, sporting events and classical plays, according to a sampling of opinion reported on *Telepoll*, CTV public affairs program.

Of the more than 1,000 people queried in ten major population areas across the country, 59.8% felt TV

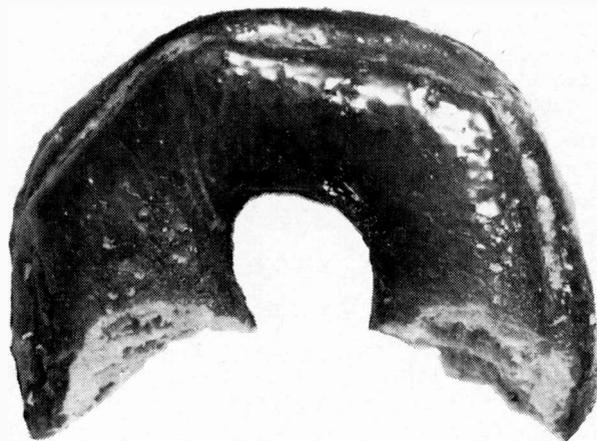
violence has a harmful effect on children, while only 27.5% felt that fairy tales, sports events and classical drama are harmful.

Still, 61.1% of the sample believe that the amount of violence on television is exaggerated.

A Parliamentary appropriation of \$70,000 for research into the ef-

fects of television on youth, proposed by the Canadian Home and School and Parent-Teacher Federation, was vetoed by 51.6% of the sample, while 43.8% supported the idea.

Telepoll is sponsored by Canadian National and Canadian Pacific Telecommunications, with public opinion sampling by McDonald Research Ltd.



How big a bite do you want?

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



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

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Toronto 1.

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Write to: **GENERAL MANAGER,**
CJFX Radio,
Antigonish, Nova Scotia.

(Include tape plus employment and personal references.)

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

ANNOUNCER REQUIRED

By one of the largest Radio & TV operations in Eastern Canada — Must be versatile, with sportscasting preferred, but not essential. Top wages for right man — usual benefits. This is permanent position with good future. Send complete resume, recent photo and audition tape. All replies treated in strict confidence. Reply to:

Box A-724,
Canadian Broadcaster,
217 Bay Street,
Toronto 1, Ont.

Canadian Advertising Personnel Bureau

Doubts dispelled after first year of CAPB

by **BEN HOLDSWORTH**

ADVERTISING AGENCIES are raiding their competitors for personnel less than in past years, and the salary inducements are beginning to stabilize. These are two observations made by J.K. Thomas, managing director of the Canadian Advertising Personnel Bureau on the occasion of his bureau's first anniversary.

Just over one year ago, the bureau was set up by a group of agencies within the Canadian Advertising Agencies Association. At the time, all sorts of dire predictions were made for the future of the bureau — by the commercial placement agencies, by several trade journals, and indeed by some of the agencies themselves.

Let us look at some of the predictions:

- The bureau will cost a lot of money; it can never break even;
- No worthwhile candidates will come to the bureau; they will

- not trust the bureau with confidential information;
- Advertising agencies will not use the bureau; they will not trust any operation in which other agencies have a say;
- Raiding by one agency on another's personnel will continue;
- Shortages will not be improved by placement systems, by agency-sponsored bureaus or other methods unless training schemes and apprenticeships are also set up on an industry-wide basis.

In the period of one year, what has happened?

"We have broken even in the first year of operation," says J.K. Thomas, "and we have the confidence of our member-sponsors."

What are the facts?

In its first year of operation, the bureau has had over 1,000 candidates for interview — serious interview — plus others who have made inquiries. These were, according to Mr. Thomas, all eligible for agency jobs in one category or another. They were recruited by reference from advertising placed by the bureau in newspapers, by word-of-mouth, and by publicity in trade papers over the year.

How many have been placed?

"We know that 69 definitely have been placed in jobs satisfactorily," said Mr. Thomas.

"Over fifty per cent of all qualified applicants have had some reference to a specific job in the agencies," he said, "for a high referral rate for this type of operation."

Have the agencies used the bureau? (The agency-members of the personnel bureau).

"Not all members of the CAAA are members of our bureau at this time," said Mr. Thomas. "We have 24 participating agencies as members. There are other CAAA members who have used our services but who do not belong to the bureau; some of these are the French agencies in Montreal."

Twenty-four franchised CAAA members have used the Canadian Advertising Personnel Bureau; in seeking new people, says the bureau. This in one year, says the CAAA, has saved the agencies in question, a good deal of money in placement agency fees.

"In the first year of operation we have saved our members over \$30,000 in placement fees," says Bryan Vaughan, chairman of one committee of the CAAA. These were in people placed satisfactorily in the agency business through the bureau. The money was saved in fees that would have been paid otherwise to commercial placement companies (usually one month's salary is the fee).

The feeling of the association committee is that the bureau will increase the savings over the years, said Mr. Vaughan.

The bureau has operated on a business-like basis, says Mr. Thomas.

After each week of interviewing, the bureau has sent out a bulletin to all member-agencies. This bulletin has provided the personal details of likely candidates interviewed during the week. At monthly intervals, bulletins have been sent out with a re-cap of the candidates who have not yet been placed, as a reminder.

Perhaps of greatest importance — but not recognized yet by the members or the candidates — has been the counselling function, according to Mr. Thomas.

"We have seen a number of people who should not change jobs at all," he said. "Often, the man or woman has a reason for leaving a particular situation that is really not a good one."

In some cases, the person is just sounding off, and is not interested in leaving, but doesn't know it. In other cases, as we have found out, the person is too old to place readily in another spot... Age has a definite bearing on the placement situation today," said Mr. Thomas.

**WANTED
MALE WRITER
MUST BE
EXPERIENCED
CREATIVE
IMAGINATIVE
MUST BE**

Capable of taking over and directing. Continuity for an aggressive Midwest Station.

Applications to Box A-723
Canadian Broadcaster,
217 Bay Street, Toronto 1, Ont.

**BRITISH
INFORMATION
SERVICES**

Require an experienced man to take charge, under head of division, of small staff in radio tape unit, Ottawa.

Duties involve supervision of copying, editing and distribution service and some limited production work. Experience in the broadcasting industry is essential, together with a keen interest in, and knowledge of British current affairs. A good news sense, original ideas on program presentation and the ability to rewrite feature material in the Canadian idiom are valuable assets.

Salary scale starts \$4,320 and rises by annual increments to \$5,400. Apply in writing to British Information Services, Room 809, Commonwealth Building, 77 Metcalfe Street, Ottawa, Ont.

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PERSONNEL
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Help of the Highest Calibre
to the
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What about the advertising agency-members of the bureau? How have they used the services?

"One of every three requests from the 24 agency-members has been filled," he said.

"We have also had requests from agencies which are not members of the bureau. These people have also been given the full service of the bureau, and have been provided with candidates for the positions open."

Who are the present members of the bureau?

"Practically all of the big ones are members, except for the French agencies, who have not yet entered into the agreement, but who make a difference now that we are expanding into Montreal," said the bureau director.

Mr. Thomas. She will be in charge of interviewing women candidates and other personnel. Her background is in professional personnel interviewing and placement.

The future of the bureau seems to be assured. In the course of one year it has saved money for its sponsors, the agency-members. It has provided jobs. It is working on a pay-as-you-go basis. It is expanding.

What do the people in the industry think?

Said one commercial placement agency owner: "We are feeling no important effects from the bureau. All too often, the bureau is the last resort of the prospective employer... we've seen all the boys before. Certainly, Thomas has not hurt our business. We still have our own contacts."

AGENCY SALARY RANGE

According to placement bureaus and personnel managers in the advertising field, the current - 1964 - range of agency salaries is as follows:

Junior Typists, clerks	\$45-\$65 per week
Senior secretaries	\$85-plus per week
Junior aspirants	\$95-\$125 per week
Intermediates (assistant department heads, account executives etc.)	\$6,000 - \$8,500 p. a.
Account executives, department heads	\$10,000-plus p. a.
Group account supervisors	\$15,000-plus p. a.
Radio-TV Directors	\$12,000-\$18,000 p. a.
Radio-TV Time Buyers	\$6,000-\$9,500 p. a.
Space Production Managers	\$6,000-\$8,000 p. a.
Copy and Creative Directors	\$7,500-\$22,500 p. a.

How has J.K. Thomas achieved his position of incorruptibility, of confidence with both candidates and employers?

"I told the agency members and presidents that I did not want them in my office. It is significant that no agency president has yet been in this office. We have our meetings with the board, but not here. It cannot work otherwise, I feel, and I think the past year has proved that this principle is right."

As promised last year, the bureau has now opened in Montreal, to serve the needs of the advertising agencies in the Quebec area.

Robert Maude has been appointed as Montreal manager, with offices at 2100 Drummond St. (telephone is 849-5368), suite 860.

Already the Montreal office is sending out weekly bulletins to agencies - from ten to twelve on the average each week.

The Toronto bulletins are now running at 25 or more each week, with re-caps each month amounting to several dozen.

In Toronto, Mrs. Dianne Sonogo has been appointed as assistant to

Said one agency personnel manager: "We feel that the bureau has helped to stabilize the salary schedule for some categories... it is worthwhile."

Said one client: "I'm glad to see this move on the part of the agencies. We are getting a little tired of the turnover in the agency personnel on our account."

So far so good.

What are the problems in the future?

"Some of the agency requests are too vague," said Mr. Thomas. "And some are much too narrow in their specifications. These two limitations reduce the efficiency of our operation. However, we all think these problems will become less important as we go on. Our attitude is one of optimism."

Mr. Thomas made one other observation worth noting:

"The radio-television personnel are not using our bureau as much as they should be. I wonder why?"

Disarmament is like a party - nobody wants to arrive until everyone else is there.

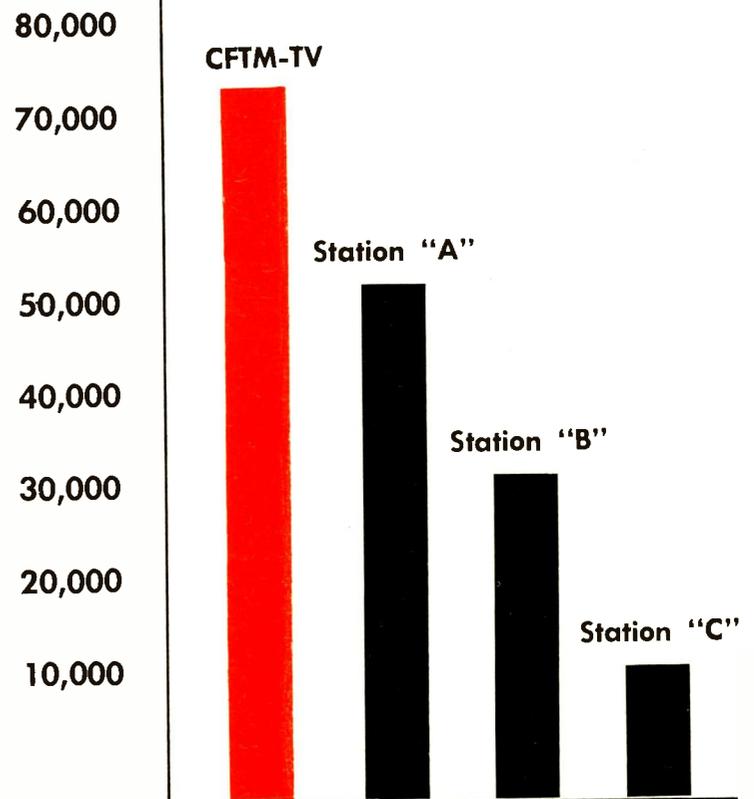
"ACTION STATIONS!" **CFCN**
RADIO-TV
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This is DAYTIME TELEVISION in MONTREAL

NOVEMBER 1963 NIELSEN

Average households tuned (M-F)
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Representatives

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Management manages! Salesmen sell! Computers compute!

In this, the third and final excerpt from the speech delivered by the Honorable William Hamilton to the Advertising & Sales Club of Toronto, the speaker shows how the computer has brought a new state of efficiency in marketing and sales work, releasing everyone from paper work for more productive activity.

WE ARE JUST BEGINNING, in marketing and sales work, to use computers. However, as it becomes more evident to marketing management that profitable volume, not merely volume is its responsibility, computer techniques or something similar will become almost a necessity in most businesses. You will be forced to them because the calculations and work involved in accumulating information required for logical decisions in all but the simplest cases is far beyond that which is practical for humans to do.

To run quickly through the gradual development of such a program, it would first establish such things as which kinds of accounts were giving a company the bulk of the volume and profit, how the salesmen were spending their time according to account potential, how sales potentials broke down by sales territories and customer industries, and a great many rather obvious things of this sort.

STEPPING UP EFFICIENCY

Given this information, management can proceed to make each division more profitable. It would do this by such things as dropping some unprofitable products from the line, concentrating development and advertising dollars on the products with the particularly good profit potential, eliminating sales calls on low potential accounts, setting up minimums for acceptable orders, and so on.

These are not, of course, things which appeal to the volume-minded sales executive, but they are of substantial significance to the profit-minded marketing man.

As information becomes codified and available, and in a form by which it can be extracted to show the relationships between varying factors, the efficiency of sales management itself and the entire sales force can be vastly improved.

Instead of men buzzing all over their territories like mosquitoes, either because of inability to organize themselves or because management has planned territories or accounts ineffectively, better programming can be organized.

Management time involved in the relatively unproductive job of checking salesmen's call reports and watching their activities — policing the sales force — can largely be saved for more valuable projects by giving the job to the computer.

Each week the machine will analyse the salesman's reports to see such things as whether he followed his routing plan, did he work his route systematically, did he call on his assigned accounts, did he get to see the right people, did he push the right products, and so on. It will point out, for management to follow up, those deviations from whatever pattern management has established for its sales force to follow.

development of routing selling and purchasing operations between a wide range of companies purely by the computer process — in other words, of computers doing business with other computers.

Already stock control and inventory requirements are a common function of the computer. Within individual companies by the hundreds they are whirring away, with complete information on everything that company has in stock for sale, and what is has in inventory for the purposes of its own manufacturing operation.

All that is needed to complete the process is the unification of a number of these computer systems between various industries — the wider the variety the better — something along the lines of the present Telex system.

As raw materials are used up and a purchase requirement developed in one company, the computer would pass the information along the wires to the computer's prospective suppliers, each of which would search their own records of what they had in stock to sell, and reply back within the appropriate offer and price. The purchasing computer would compare prices, select the best, order the goods by wire, and print out a report of what it had done just to keep management informed.

DIAL-AN-ORDER

It would be easy to continue outlining the place this sort of equipment can play in your field without becoming in any way a visionary. Everything I have just described is standard practice today in one or many organizations — and some of them have gone far beyond that which I have described.

For example, I read recently of a dial-an-order system already in use by some companies. A punch card is put into a telephone-attached device, the appropriate supplier's number is dialed, and that's it. Before long, a shipment arrives at the buyer's door.

In my opinion, we are within a very few years — certainly within this decade — of the extensive de-

THE ORDER-TRACER IS OUT

This is not a fanciful concept; every day in the week computers are performing functions immeasurably more complicated than the sort of thing I have described, and the only thing which stands in the way of this becoming effective is the linking together of various company computers, a process already underway, to the extent necessary to offer a widespread source of supply and a reasonably extensive market.

This is not to suggest that the sales force is on the way out; it merely suggests that the order-taker has practically had his day.

This sort of thing I have described actually frees and strengthens a sales force for the sort of thing it can do best — developing new business, dealing with problem situations, and all the other non-routine functions which require human intelligence, imagination, and initiative, rather than the capacity of a machine.

Far too many firms have been frightened away from seeking adequate information about their marketing operations because they have assumed that this type of thing can be done only for the large corporation. The dramatic, exciting utili-

WESTWARD HO!



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

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

CFQC

radio — Saskatoon

DE WOLFE RECORDED MUSIC CATALOGUE

This fine, modern and extensive catalogue of background and mood music is now available for listening at our downtown audition room.

Contact: Miss Viola Wright,
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Toronto, Ontario.
Telephone: 921-4492

CANADIAN MUSIC SALES CORPORATION LIMITED

58 Advance Road,
Toronto 18, Ontario.

zation of modern information handling is certainly the large scale operation, and since these are the ones publicized, our thinking is colored by them, but the smaller organization has available excellent methods of accumulating information as well.

AVAILABLE TO EVERYONE

By 1984, I have no doubt we shall have computers and similar equipment of a cost and size that they can be installed in all but the smallest offices, but even today this type of service is available to everyone, through service centres which will process your data for you.

Certain types of work in particular can be done for you by these service centres at absurdly low cost in relation to what it would cost by hand.

For example, one company I know which had about six product lines selling under varying circumstances in six provinces wanted an estimate of its future sales for each line in each province. The basic information to establish the trend were the sales, month by month, for the preceding twenty-four months.

The proper calculation of something like this, if it is to be reasonably sound, is a substantial undertaking, but a computer service bureau did the whole job, producing thirty-six forecasts, on which budgets, market analyses, and other things could be based, for less than one hundred dollars.

Not only did it produce expected sales on a month to month basis, but it established, for each, something called a standard of error, a plus or minus figure to be applied to the

estimate. As long as sales fall within this range, things are normal; when they fall outside the range, the matter is drawn to management's attention, because the situation has one earmark of the unusual.

I mention this not because I am in the business of selling computer services — in case anybody is wondering, I don't sell anything but my salesmen sell whiskey — but in the hope that if you realize you can afford it, a few of you may try exploring the possibilities of more adequate analysis of your data.

By the same token, there are many instances in which the utilization of a computer is not necessary and some other form of office system will supply the required result, particularly when you have only a few lines in a limited territory.

ACCUMULATING KNOWLEDGE

The important thing in moving ahead of our time is not how we accumulate our knowledge, but the realization that we are now equipped in one way or another to develop more useful statistical information about our businesses than is commonly realized, and a desire to obtain and use this knowledge.

Just one more word about information, forms, reports, and so on, which will be as practical one hundred years from now as it is today.

All these things lose their utility if they are expanded beyond what is reasonable and useful. Too many figures can overpower you and cause disregard for all the figures, including the most useful ones.

A good housecleaning in this whole field every so often is one of the best things management can undertake. For, otherwise, you will find yourself eliminating reports in 1984 which were just as useless in 1964, had you come to think about it.

A third major area in which developments are taking place today that will gradually become commonplace is the co-ordination of every aspect affecting the marketing operations of a company under one senior marketing executive.

The over-all field of responsibility of such a man will be sweeping indeed because so many functions have been developed in recent years which impinge upon the marketing function of business but which are scattered throughout the business operation.

In recent years, the management

pendulum has hit the height of the dispersion of authority swing. Authority and responsibility have been diffused throughout the modern corporate web, spooned out to independent managers and "profit centres" on the lowest workable level. At the top is the successful professional manager whose primary responsibility is often one of holding the organization together.

In some companies, this has worked admirably. In others, it has left a lot to be desired. And, slowly but perceptibly, the pendulum is beginning to edge back the other way. The ranks of the marketing "strong men" are beginning to swell. In more and more companies, the president himself, the chief of a marketing subsidiary, or the head of a division will be a sort of marketing entrepreneur, wielding broad authority and making sweeping decisions.

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OF THE OTTAWA VALLEY**



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FOR LOYAL
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CKVL has achieved and maintained its dominant position in the Greater Montreal area because it is the only radio station with a unique programming policy which gives listeners a "raison d'être" for concentrated listening.

The secret of this success is dynamic live programming. CKVL presents outstanding French-Canadian writers, artists and musicians in an array of live dramatic, variety and musical programs unequalled by any station in America.

Our consistently high ratings* are the direct result of this "raison d'être" which creates among our huge audience an awareness of the programs, the commercial message and the sponsor's identity.

Our representatives will be glad to supply you with a copy of the booklet "La Raison d'Être for Loyal Radio Listening", which has caused a sensation in the industry.

CKVL

VERDUN - MONTREAL

50,000 watts (day)

Representatives:

- Radio & Television Sales Inc., Montreal—Toronto
- Young Canadian Ltd., New York

* November BBM, for example.

CUTS & SPLICES

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

THE CANADIAN FEATURE MOVIE industry has been "abandoned to the complete domination of American monopolies, to the detriment of the Canadian people" says a brief prepared by L'Association Professionnelle des Cinéastes and submitted to Secretary of State Maurice Lamontagne.

The brief is entitled "Twenty-two reasons why the Canadian Government should promote the establishment of a feature film industry in Canada and concern itself with the economic and cultural consequences of the present state of film distribution and exhibition in Canada".

While the establishment of the NFB was a "courageous and enlightened act" that has resulted in the production of more than 2,500 short films, the brief says, "the National Film Board's proud displays of international trophies only serve as the thin camouflage behind which lurks the poverty of our native cinema."

France now pays \$8,000,000 annually in direct subsidies to feature film makers, the brief points out. Radio, television and other means of communication in Canada are controlled or protected to some degree by the Federal Government. Why not the feature movie industry? asks the 104-member organization of French-Canadian film makers.

EXPERIMENTAL FILMS were boosted in Toronto last month when the Isaacs Gallery held a four-night "festival" of experimental films made by Canadians, resident and expatriate, and new Canadians. Three hundred and fifty film buffs strained the facilities of the art gallery, and others had to be turned away.

Avrom Isaacs was inspired to organize the showings because "there's a growing bond between painters and sculptors and the artists in the medium of film . . . a fascination with the visual imagery in films . . . the scope for ideas there." He spent four or five months getting in touch with film-makers, gathering the films together, screening them and selecting the best examples of visual imagery.

On the program were:

Six and Seven-Eighths, a one-minute film promoting the second Montreal International Film Festival in 1961, by Grant Munro, NFB producer;

O.S.A. Opening at the Art Gallery of Toronto, a four-minute film made in 1956 by Warren Collins, graphic designer with the CBC; *Cat Here and There*, a seven-minute color film made by Cioni Carpi, Italian-born painter now living in Montreal.

The Apple, a ten-minute color film made by George Dunning, Canadian animator with his own successful company in London, England. Richard Williams, also a Canadian animator with his own prospering firm in London, collaborated on the film;

The Puppet's Dream, a ten-minute color film by Vancouver artist and animator Al Sens, who does freelance work for the CBC.

A Salt in The Park, a five-minute film made in 1955 by Warren Collins and three Canadian artists now in New York, Bob Cowan, Michael Snow and Joyce Wieland;

Teacups of the August Moon, a four-minute animation fantasy in color, made by Michael Snow in 1956;

Unk, a two-minute collage made by artist Graham Coughtry in 1956 as a TV insert.

Snuffy's Dream, made by George Gingras; *The Murder*, a 20-minute collage film with cut-outs from popular magazines, made by Warren Collins; *Very Nice, Very Nice*, a seven-minute NFB production by Arthur Lipsett, which was an Academy Award nominee in 1962; *3-2-1-Boom*, made by Carlos Marchiori, Italian-born CBC-TV graphics designer.

Run, a 16-minute live action film starring William Brydon, made by Jack Kuper, supervisor of CBC-TV graphics; *The Bros. Earp*, a three-minute film with animation drawings by artist Louis DeNiverville, directed by David Mackay of TDF; *Zoo*, a two-minute animation test made by DeNiverville for an uncompleted TV film; *The Midway*, a seven-minute film, again by DeNiverville and Mackay.

Festival Promo, a one-minute promotion for the CBC-TV series, by Carlos Marchiori; *Paper Paradise*, a

seven-minute color film made last year promoting travel to Japan, by Marchiori.

An exhibition of drawings by NFB's Norman McLaren drew the attention of the audience during intermission.

Following the showings, Isaacs said that, in addition to showcasing experimental films, which too seldom are given showings, the program had stimulated interest in film-making, and prompted him to plan further evenings of experimental films in the future.

• • •

ATTENDANCE AT MEETINGS of the Toronto section of the Society of Motion Picture and Television Engineers is booming, with around one hundred members turning out for the February meeting, held at the new Film House.

Dr. M. S. Schaeffer of the Electronic Music Department of the University of Toronto gave a paper, which he presented a year ago in Boston, on electronic and synthetic music for motion picture sound tracks. Len Green, director of engineering at Film House, spoke on the equipment there and followed up with a tour of the producers' services centre.

One of the most interesting stops on the tour was a demonstration of the completely automatic reversible interlock system operated by the mixer in the theatre without having to contact the projectionist. The push-button controlled system, designed by Green with Magna-Tech, will stop, reverse, re-cue and go forward again without re-threading, keeping picture and 12-track sound in synch, and is equipped with a digital read-out footage counter.

• • •

DIRECTOR OF LABORATORY operations for Film House Ltd.'s, now-under-construction lab will be Finlay Quinn, presently technical director of Trans-World Film Laboratories Ltd. in Montreal. Quinn will join the Film House Laboratory next month, in time to supervise the final stages of setting up the complete film processing lab for developing and printing 16mm and 35mm black and white and color.

UHER

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8 REASONS WORTH INVESTIGATING!

- All transistor, portable.
- Operates anywhere on 110-250 V (50 or 60 cycles), on its own rechargeable battery, or 6-12-24 DC.
- Trouble-free operation in any position as well as professional speed stability assuring the finest reproduction on studio equipment.
- Four standard tape speeds.
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- Dimensions: 11" x 8" x 3", weight: 7 lbs.
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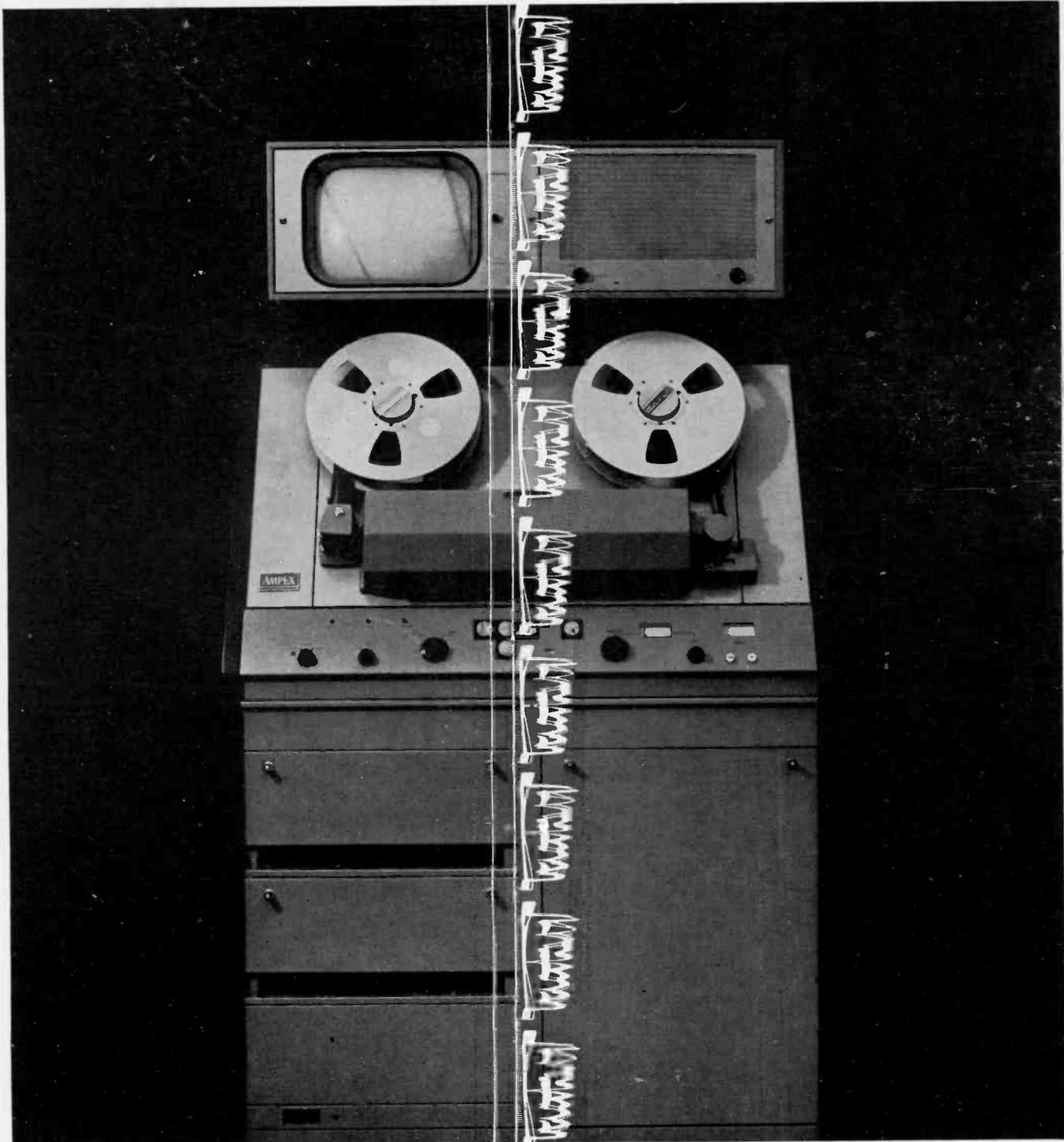
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