

SIXTH ANNIVERSARY ISSUE

content

Canada's National News Media Magazine

OCTOBER 1976

No. 67

50 CENTS

JOURNALISM FLASHBACK:

TEN YEARS AGO THE TORONTO STAR
TRACKED DOWN THE 'DEAD' GERDA MUNSINGER
AND ELECTRIFIED THE NATION

READ THE WHOLE STORY BEHIND THE SCOOP
STARTING ON THE FLASHBACK POSTER



“ I could see distinctively that the government had knowledge that the people didn't. When I came down (from Peace River, Alta.) to Ottawa as a Member in 1958 I thought it would be different here but quickly found out that it wasn't. Then, when I was Chairman of the Public Accounts Committee, I saw that the Auditor-General had access to information because there was a law providing it. I then saw that such a law was needed for people in general. ”

—GERALD BALDWIN

FREEDOM OF INFORMATION:

Canada needs
a "sunshine law" now!

— Page 2

ABOUT LOGOS (p. 16) and TRADE MARKS (p. 18)

TIME IS HERE FOR FOES OF SECRECY TO PUSH FREEDOM OF INFORMATION LAW

By TOM RILEY

Right to know

It's impossible to believe there's much democracy in Canada when politicians and bureaucrats are largely free to decide willy-nilly what the public will know (and won't know) about what they're doing.

In this country the public has just about no say in anything about government.

Secrecy government watchdog

By KEN POLE
Parliamentary Staff

There is an old saying that "secrets are edged tools and must be kept from children and from fools," the inference being that they might cut themselves.

Undercover Ottawa

The way in which Canadian public business is turned into private business by bureaucrats and cabinet ministers has been illustrated by government stonewalling of complaints raised by CBC "Ombudsman" Robert Cooper. The public's right to know about the conduct of public affairs in such spheres as health inspections, welfare spending, and housing studies was denied by officialdom.

Canada needs the legislation proposed by the MP from Peace River, Gerald Baldwin, to transform Ottawa from the secretive government it is now into an open and honest government.



THE BUREAUCRATS

by Frank Howard

Baldwin's lonely battle

Conservative MP Jed Baldwin is currently on a one-man cross-country tour to promote Bill C-225, a private member's bill.

rather than facts, the less the likelihood that there will be a serious effort to discuss serious issues.

Ottawa curtain

We've all heard of the iron curtain and the bamboo curtain, terms used to define oppressed or mysterious areas not accessible to those who believe in freedom of speech, action and thought.

Now we have evidence of another curtain descending, this one in our own country — the bureaucratic curtain, which keeps the public from knowing what government servants and cabinet ministers are doing.

Secrecy hurts inflation policy

If the federal Anti-Inflation Board is to gain and keep public confidence, it will have to function openly.

Every small sub-paragraph in the Anti-Inflation Act regulations affects the earnings of Canadians, and in time will affect the prices they pay for the goods and services they buy. For the board to close meetings designed to explain the regulations is ludicrous.

By closing its regional explanatory seminars, the board puts unions in the hands of its leaders (who are invited employees in the hands of management (who are invited), and together with all employed and self-employed Canadians — in the hands of civil servants, tax consultants, lawyers and accountants (who are always invited).

Closing such meetings is characteristic of Ottawa's civil service mentality. More than the doors of the Anti-Inflation Board meetings need to be open to let in some light.

Governments hide too much

Port Hope residents know radioactive wastes are being dumped into Lake Ontario near their community, but no one will tell them how much. The CBC recently won't reveal how many immigrants are being admitted to Canada.

Senator Forsey's view

'Canada needs information act'

A Canadian freedom of information act should not simply copy a similar act in the United States, Senator Forsey said.

kept hidden, it breeds cynicism and doubt while the distance between the governed and the governors grows. Nor can Parliament function effectively if opposition members are denied even routine information.

An open letter

Kick open those doors!

Mr. Richard O'Hagan
Special Adviser (Communications)
Prime Minister



By Richard Gwyn

Too much secrecy in government

The public's right to know

maximum access to government affairs is desirable. It is argued that the principle of open government is subject to interpretation by the administration.

Sweden, for 150 years, has been enshrined the principle of open government in its constitution.

might restrict freedom of information, he said. Gerald Baldwin (PC, Peace River) spearheaded the campaign for freedom of information.

Tuesday meeting a freedom of information bill should provide that all government documents be made available to the public.

secrecy, he said. Working papers on policy matters would also be excluded until a decision on the policy has been made.

who become concerned about what is not being released to the public at large. The resulting "inspired press leaks," where information is given out to a favourite reporter or to the press at large, are a cause for concern. Civil servants should not have to resort to such measures.

All levels of society, in dealings with government, experience the secrecy syndrome. In the spring of this year, Port Hope, Ontario residents attempted to find out how much radioactive waste was being dumped into Lake Ontario. They were met with official silence. . . . When the Prime Minister announced his wage and price controls last fall, many people wondered how he totally reversed his stand from the election of 1974, when he so adamantly opposed such measures. What reports or facts or studies caused the change? It was found some eating establishments in Whitehorse did not meet Department of Health and Welfare standards. Yet Health and Welfare officials said their inspectors did not have to reveal the names of the restaurants and Health Minister Marc Lalonde backed them on the decision.

This all leads to the principle of the right to know — a basic tenet of democracy.

To make a rational decision it is necessary to have all the facts, not what the government decides one should have. To hope to marshal all the facts, persons in a society must have free access to information. Information freely given is one thing. Information carefully selected and channelled by the government is propaganda.

Senator Edward Kennedy, in supporting amendments to the Freedom of Information Act in the United States, crystallized the idea when he said: "If the people of a democratic nation do not know what decisions their government is making, do not know the basis on which those decisions are being made, then their rights as a free people may gradually slip away, silently stolen when decisions which affect their lives are made under the cover of secrecy."

Many people are now advocating a sunshine law, a Freedom of Information Act for Canada. The Joint Commons-Senate Committee on Regulations and Other Statutory Instruments has been

See FOI, Page 5

Xerox vs. xerox.

Our Xerox trade mark is among our most valuable assets.

So it's important to us that you know how it should be used. And how it should not.

If you spell Xerox with a small x, you're making a big mistake.

Since a trade mark is by definition a proper adjective, it should always be capitalized.

At the same time, using a capital X doesn't give you the right to use it in a way that's wrong.

Even with a big X, you can't make a Xerox, you can't go to the Xerox and you can't Xerox anything. Ever.

As long as you use a big X, however, you can make copies on the Xerox copier, you can go to the Xerox typing system and you can read a Xerox publication.

So remember, whenever you're writing our name, use a capital letter.

After all, isn't that the way you write your name?

Xerox of Canada Limited
XEROX

contents

67

ALL CANADA'S AND MUCH OF THE WORLD'S GAZE was fixed on Gerda Munsinger for a good part of 1966. The news that the dead shady lady who had associated with cabinet ministers was actually alive electrified the nation. Be sure to unfold the flashback poster and re-enter the halcyon days of one of *The Toronto Star's* greatest triumphs, perhaps the biggest scoop in Canadian journalism **FLASHBACK POSTER**

IT'S A CLICHÉ TO SAY: "It's a cliché to say the unfettered flow of information is necessary to the health of a democracy." More important than breaking out of clichés is breaking down the secrecy-proneness of Canadian governments at all levels. (The unnecessary secretiveness of many non-government organizations and corporations on matters affecting the public interest should not be neglected, either.) Now is the time for those willing to act for access, rather than mouth clichés, to join forces. More, by Tom Riley, starting on **2**

SPEAKING OF ACCESS, check the subject index to material published in Issues 58 through 65. If there's something you missed that looks useful, our back issue prices are good. You can even telephone us (416) 920-6699/7733 and we'll zing them out to you **26**

ARE JOURNALISTS obliged to capitalize, and otherwise respect, trade marks? What distinguishes a trade mark from a brand name from a logo from a patent from a copyright from a . . . ? It may not be the hottest issue in Canadian journalism but Carlie Oreskovich has uncovered drama, humor and surprises under those circles with the R's in them. (Those ®'s aren't required in Canada, he discovered.) The most complete article on the subject you're going to see for quite a while, maybe ever **18**

WILL SMALL BE BEAUTIFUL? The *Ottawa Citizen* is betting \$200,000 this year that "neighborhood journalism," with the reporters living in the neighborhoods, will serve many readers better. The opposition *journal* says news business as usual is better. Lin Moody files **29**

MORRIS WOLFE 32
OMNIUM-GATHERUM 34-38
LETTERS 10, 11, 30, 31

Logotypes & Wordmarks

In *Content's* First Anniversary Issue, in October 1971, logotypes and wordmarks of some firms and organizations were grouped on the centrespread in a congratulatory display, establishing, as it turned out, an annual tradition.

The tradition has continued but is changing in focus. The original group was expressing support for a Canadian journal which was — and is — trying to play a useful part in improving journalism practice. Firms and organizations running their logos and wordmarks in this issue are flying their flags for the attention of *Content's* influential and growing readership.

A record 48 logos and wordmarks are presented in this Sixth Anniversary Issue.

While thinking about logos this year, we realized *Content* had never carried an article about the subject. We commissioned Don Hawkes to write one. He is a teacher of communications graphics in the journalism department at Ryerson Polytechnical Institute in Toronto and a past contributor to *Content*. His excellent article — Logomania — starts on page 16.

This year's logos and wordmarks, which we believe comprise a unique annual display, appear on pages 10, 11, 30 and 31.

content

is published monthly at:

22 Laurier Avenue
Toronto, Ontario, Canada
M4X 1S3

Telephone (416) 920-6699
(if busy, 920-7733)

Editor and Publisher
Barrie Zwicker

Co-editor
Ray Bendall

Contributing Editors
Prairies — Dennis Gruending
West Coast — Ben Metcalfe
Ottawa — Lin Moody

Consulting Editor
Terry O'Connor

Business/Circulation Manager
Norah Zwicker

Layout
Ray Bendall

Drawings this issue: Page 16, Gail Geltner;
Pages 26-28, George Shane.

Toronto Star front page (flashback poster)
reproduced courtesy of *The Toronto Star* and
The Toronto Star Syndicate.

Subscriptions

Canada
One year: \$5.50
Two years: \$9.90
Three years: \$13.75

U.S.A.	Overseas
One year: \$6.50	One year: \$7.50
Two years: \$11	Two years: \$13.50
Three years: \$17	

Your first copy of *Content* will be mailed the same day your order is received, when you print your name, address and postal code clearly. Please enclose cheque, if possible. Institutions and companies: Please be sure to include name of person(s) to receive *Content*. Gift subs accompanied by personal note, if requested.

Advertising

Rates and Data Card No. 6
(Jan. 1, 1976) on request.

Grants from the Ontario Arts Council are gratefully acknowledged.

International Standard Serial Number
0045-835X

Second Class Mail Registration
Number: 2501
(Return Postage Guaranteed)

Typesetting:

accutype LTD.
DON MILLS, ONTARIO

MEMBER

**Canadian
Periodical
Publishers'
Association**

studying such an Act for two years as a result of a private member's bill, C-225, presented to the House of Commons by Gerald Baldwin (PC-Peace River). Baldwin has been pushing for a Freedom of Information Act for the last decade. He's told the committee, of which he is also a member, that "we don't have democracy unless the elected members, the press and the man on the street know what lies behind government policy decisions." Baldwin, the main driving force behind the issue, got involved during his days as a lawyer in Peace River. He could see then that the government was supplied with information but for those on the outside it was a different situation.

"I could see distinctively that the government had knowledge that the people didn't. When I came down to Ottawa as a member in 1958 I thought it would be different here but quickly found out that it wasn't. Then, when I was Chairman of the Public Accounts Committee I saw that the Auditor-General had access to information because there was a law providing it. I then saw that such a law was needed for people in general."

The climate for such a law is good. Mitchell Sharp, retiring Government House Leader and President of the Privy Council, said in the House of Commons in May that the government was preparing freedom of information legislation and was giving it some priority. However, in an appearance before the Statutory Instruments Committee in July, Sharp indicated the question has yet to come before the Cabinet, though there is general feeling in the Cabinet that such legislation would be good if it were practical. He said there might be an indication of such legislation in the speech from the throne, expected in mid-October. In a recent interview on CTV, however, Sharp said not to expect such legislation this fall.

Despite the professed intentions of more openness, the federal government recently announced it was closing all Information Canada bookstores across Canada. The excuse was that each of the stores was losing \$1-million a year. Yet all employees would be placed in other jobs in the public service, and salaries represented about half the budget. The economic argument for forcing the closures does not really stand up. The government also said the bookstores only represent about 20 per cent of the ordering of government publications and that the mail order catalogues are still available. But the bookstores allowed for ready and easy accessibility to government information. And no alternative plans for easy access

to information have been forthcoming.

When information legislation is finally introduced, many controversial points will arise. One, which will decide if we get a good Freedom of Information Act, will be the question of final decision in cases of dispute. For example, if John Citizen goes to Department X and is told the information he is requesting is not available because it is secret or confidential, and if John is not satisfied with this, then what? As a civil servant said recently: "If a senior official or a deputy minister wants to keep back information all he has to do is refer to the Privy Council Guidelines of the Government Motion for the Production of Papers, which outline the four types of classified information, and proceed to classify the documents as Top Secret, Secret, Confidential or Restricted. This then comes under the umbrella of the Official Secrets Act and effectively stops any information going out."

Mitchell Sharp's position (and thus, in all probability, the government's) is that the final decision in cases of dispute should rest with the minister involved. A question of ministerial responsibility. He advocates an Infor-

mation Ombudsman to review cases of contention or denial, but with the minister of the department retaining the right to deny the release of a report. Thus, if the minister feels the information requested is at all sensitive or could hurt the government, the secrecy lid remains on.

The final decision, many feel, should be with an independent body — the courts or an independent Complaints Board empowered with the powers of a civil court. Either route would take the final decision out of politics and onto an impartial field. But at the Canadian Bar Association meeting in Winnipeg this August, Sharp restated his preference for the ombudsman-minister route of appeal.

The strongest sunshine Act, in the opinion of most experts in the field at the moment, would be one that simply stated all information is freely available to the public, as part of its basic right to know, and as an underlying principle of democracy. There would be clearly-defined exemptions. This would mean amending the Official Secrets Act and perhaps other Acts which currently prohibit disclosure of information. It is recognized that certain information must be withheld for the sake of good government. National security is one area. Cabinet minutes are another, though it is also hoped the minutes will become public knowledge much sooner than they are now.

Government officials preparing the legislation, and students of freedom of information, currently have two legislative models to draw upon, from the U.S.A. and Sweden. The U.S.A. first passed a freedom of information law in 1966. It was found the spirit of the Act was not being followed. Further hearings were held and exhaustive studies made by the House of Representatives and the Senate. In 1974, stiff amendments were passed which gave a citizen the right to take the case to court if his request for information was turned down. The case automatically takes precedence and goes to the top of the court list and is dealt with as quickly as possible. It is recognized information is perishable.

There are also penalties for a U.S. civil servant who wilfully withholds or denies an information request. The penalty is paid by the civil servant personally and not by the government agency he is employed by.

In addition, there is, in the U.S.A., the Government Data Privacy Act which allows an individual to inspect and correct his personal file. An accurate record is required to be kept of those files and an index of all files is to be published in the Federal Register. The files referred to in the Act are of persons and

FACTS

The journalist who wishes to be better informed about petroleum in a global context can tap BP Canada for a variety of background materials.

For example, in print: the authoritative annual Statistical Review of the World Oil Industry; BP Shield International, a wide-ranging monthly; Hovercraft Today and Tomorrow, a colourful and informative brochure.

These publications, like our comprehensive Film Catalogue, are yours for the asking.

*Public Affairs Department,
BP Canada Limited,
1245 Sherbrooke St. West,
Montréal H3C 1G7,
(514) 849-4789.*

BP Canada BP

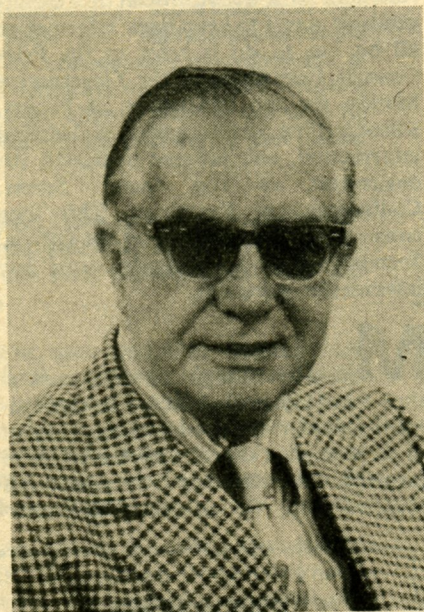
groups. The thinking of many in Canada is that protection of privacy and guarantees of freedom of information should be joined in one Bill. The issues are closely related. Both encompass the principle of the right to know. Individuals must know what information a government is basing its decisions upon. It is equally important to know what information is being stored or used about an individual. Files with erroneous or misleading information can easily have an adverse affect on a person's whole life.

The Data Privacy Act in the United States clearly guarantees the individual's right to privacy and the right to know. There has been no indication from the Canadian government that it will include privacy legislation in any freedom-of-information act. A Human Rights Bill, C-72, introduced in early 1975, did include a section on personal files and privacy. But that received only first reading and has not been heard of since.

In Sweden, free access to government information is embodied in the Constitution, which dates to 1776. People have the right to all documents except those exempted by the clearly-written Secrecy Law of 1936. It is up to the civil servant to decide on the spot what is or is not secret. When the private citizen disputes the classification the dispute goes to the Supreme Administrative Board or the Parliamentary Ombuds-

man. However, the final decision rests with the Minister.

Talk. Freedom-of-information legislation has been talked about by Canadian politicians for years. Former Justice Minister John Turner told the Canadian Bar Association in 1969 that the public had a definite right to know. "Government secrecy is sometimes legitimated as the state's right to know. If



Baldwin: Wants sunshine law.

individual privacy is a foundation of democracy, the citizen's right to know is fundamental to any participatory democracy. The public cannot be expected to dialogue meaningfully, still less decide, if it is refused the very information which would make such a dialogue and decision-making possible." A point well made, considering that some estimates have the government withholding 80 per cent of its information.

Then there are the statements of the Prime Minister himself, who used to speak of participatory democracy. As far back as 1964, prior to entering politics, Trudeau said of the people's right to know: "Democratic progress requires the ready availability of true and complete information. In this way people can objectively evaluate their government's policies. To act otherwise is to give way to despotic secrecy."

The question is when the government will finally enact legislation that truly lifts the veil of secrecy.

The proposed legislation, if and when it comes, will indicate whether the Prime Minister will hold to his thinking of long ago. It seems with the ascendancy to power of any government the urge to withhold information and to protect bureaucratic secrets grows. The Conservative, Social Credit and New Democratic parties support freedom of information legislation, but if they came to power perhaps they too would fall prey

STEELTOWN SCHOOL BOARD MISSED OPENNESS CLASS

The federal government does not have a monopoly on the withholding of information. Most journalists will agree that public servants at all levels can be secrecy-prone.

An example: On June 24, *CHCH-TV* (Hamilton, Ont.) commentator Paul Kidd wrote to Roy Cartmell, business administrator of the Hamilton Board of Education, requesting what he considered "basic public information." How many schools did the board build from 1960 to the present, and what were the dates of construction? What architectural firms were involved and what were the architect's fees paid for each school? How many schools did the board close during the last 16 years?

Cartmell replied, telling Kidd he was welcome to peruse the last 16 years of school board minutes — a small mountain of documents — to obtain his information.

Unsatisfied, Kidd took his request

to his school trustee, Marion Lowe. She passed it along to board chairman Thomas Gallagher for decision. Gallagher repeated Cartmell's offer and added: "If, after you have completed your research on the project, you desire further clarification, I shall make myself available to discuss the matter."

Kidd replied to Gallagher, saying he was disappointed with the response and could only interpret it "as an attempt to withhold what should be readily available public information."

Then, from a source inside the board, Kidd learned that the information was indeed on file and readily available.

Hamilton Alderman Kay Drage learned of Kidd's frustration and attempted to secure the same information. She too was invited to dig into the mountain of minutes.

On July 29 Kidd wrote Dr. Harry Paikin, the longest-serving school

board trustee, and repeated his request. At *Content's* copy deadline, Sept. 2, Kidd was still waiting for a response.

In Hamilton, skyrocketing school board expenditures were responsible for well over half of a record 48 per cent mill rate increase in the last year. Some schools have been closed while new ones, designed by outside architects, have been constructed. The city architectural department is seldom involved. The base salary of the director of education and four other board officials is more than that of the Premier of Ontario. City council, which takes the brunt of public criticism for property tax increases, wants the province to step in and try to slow school board spending.

Says Kidd: "It would seem the board is being deliberately obstructive and difficult, to avoid what could develop into a major embarrassment." — R.B.

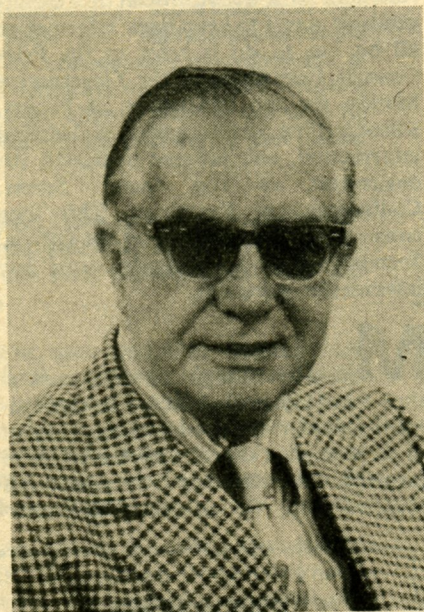
groups. The thinking of many in Canada is that protection of privacy and guarantees of freedom of information should be joined in one Bill. The issues are closely related. Both encompass the principle of the right to know. Individuals must know what information a government is basing its decisions upon. It is equally important to know what information is being stored or used about an individual. Files with erroneous or misleading information can easily have an adverse affect on a person's whole life.

The Data Privacy Act in the United States clearly guarantees the individual's right to privacy and the right to know. There has been no indication from the Canadian government that it will include privacy legislation in any freedom-of-information act. A Human Rights Bill, C-72, introduced in early 1975, did include a section on personal files and privacy. But that received only first reading and has not been heard of since.

In Sweden, free access to government information is embodied in the Constitution, which dates to 1776. People have the right to all documents except those exempted by the clearly-written Secrecy Law of 1936. It is up to the civil servant to decide on the spot what is or is not secret. When the private citizen disputes the classification the dispute goes to the Supreme Administrative Board or the Parliamentary Ombuds-

man. However, the final decision rests with the Minister.

Talk. Freedom-of-information legislation has been talked about by Canadian politicians for years. Former Justice Minister John Turner told the Canadian Bar Association in 1969 that the public had a definite right to know. "Government secrecy is sometimes legitimated as the state's right to know. If



Baldwin: Wants sunshine law.

individual privacy is a foundation of democracy, the citizen's right to know is fundamental to any participatory democracy. The public cannot be expected to dialogue meaningfully, still less decide, if it is refused the very information which would make such a dialogue and decision-making possible." A point well made, considering that some estimates have the government withholding 80 per cent of its information.

Then there are the statements of the Prime Minister himself, who used to speak of participatory democracy. As far back as 1964, prior to entering politics, Trudeau said of the people's right to know: "Democratic progress requires the ready availability of true and complete information. In this way people can objectively evaluate their government's policies. To act otherwise is to give way to despotic secrecy."

The question is when the government will finally enact legislation that truly lifts the veil of secrecy.

The proposed legislation, if and when it comes, will indicate whether the Prime Minister will hold to his thinking of long ago. It seems with the ascendancy to power of any government the urge to withhold information and to protect bureaucratic secrets grows. The Conservative, Social Credit and New Democratic parties support freedom of information legislation, but if they came to power perhaps they too would fall prey

STEELTOWN SCHOOL BOARD MISSED OPENNESS CLASS

The federal government does not have a monopoly on the withholding of information. Most journalists will agree that public servants at all levels can be secrecy-prone.

An example: On June 24, *CHCH-TV* (Hamilton, Ont.) commentator Paul Kidd wrote to Roy Cartmell, business administrator of the Hamilton Board of Education, requesting what he considered "basic public information." How many schools did the board build from 1960 to the present, and what were the dates of construction? What architectural firms were involved and what were the architect's fees paid for each school? How many schools did the board close during the last 16 years?

Cartmell replied, telling Kidd he was welcome to peruse the last 16 years of school board minutes — a small mountain of documents — to obtain his information.

Unsatisfied, Kidd took his request

to his school trustee, Marion Lowe. She passed it along to board chairman Thomas Gallagher for decision. Gallagher repeated Cartmell's offer and added: "If, after you have completed your research on the project, you desire further clarification, I shall make myself available to discuss the matter."

Kidd replied to Gallagher, saying he was disappointed with the response and could only interpret it "as an attempt to withhold what should be readily available public information."

Then, from a source inside the board, Kidd learned that the information was indeed on file and readily available.

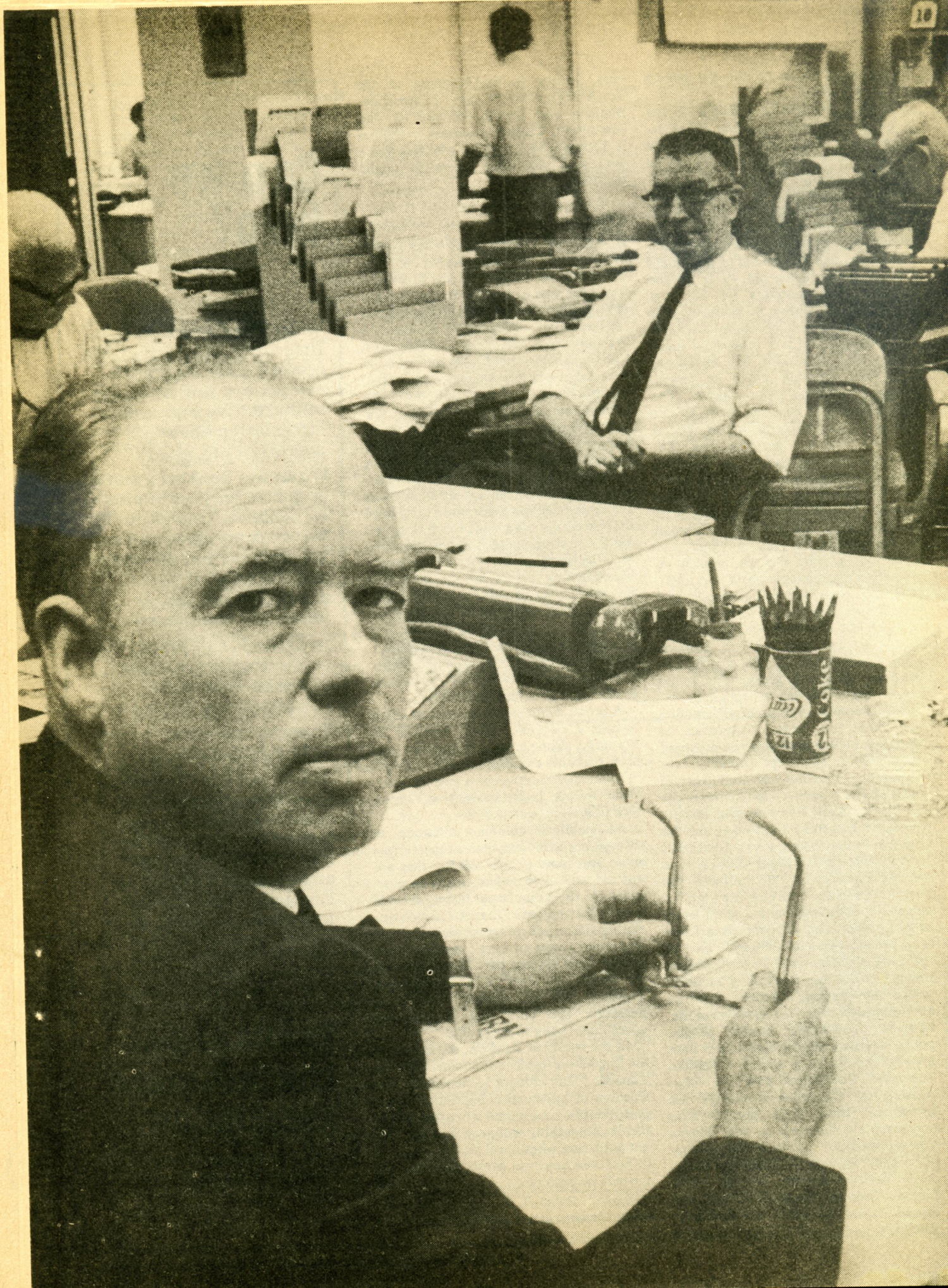
Hamilton Alderman Kay Drage learned of Kidd's frustration and attempted to secure the same information. She too was invited to dig into the mountain of minutes.

On July 29 Kidd wrote Dr. Harry Paikin, the longest-serving school

board trustee, and repeated his request. At *Content's* copy deadline, Sept. 2, Kidd was still waiting for a response.

In Hamilton, skyrocketing school board expenditures were responsible for well over half of a record 48 per cent mill rate increase in the last year. Some schools have been closed while new ones, designed by outside architects, have been constructed. The city architectural department is seldom involved. The base salary of the director of education and four other board officials is more than that of the Premier of Ontario. City council, which takes the brunt of public criticism for property tax increases, wants the province to step in and try to slow school board spending.

Says Kidd: "It would seem the board is being deliberately obstructive and difficult, to avoid what could develop into a major embarrassment." — R.B.



MUNSINGER

(Continued from Flashback Poster)

the two spent six hours talking British politics and other subjects but not Gerda.

"When we landed he asked me to join him for dinner at his hotel that evening. I said, 'Sure, Norm. How's seven o'clock?' He headed downtown and I got the next plane to Germany."

Hours before, in Ottawa, Reguly had met Roy Faibish, then Ottawa editor of the aggressive high-rolling *CBC-TV* public affairs program *This Hour Has Seven Days*. Faibish had smelled a story in "Monseignor" too and his executive producer, Doug Leiterman, had given Faibish the okay to pursue it vigorously.

"I was finding out things," recalls Faibish, now a CRTC Commissioner, "but every time I talked to someone, Reguly had been just ahead of me."

"When we met in the old Press Club around noon (on the day Reguly left for Munich) I knew Gerda's name and I also knew about Sevigny. But I didn't know where she was."

"We talked about Munsinger, trying to find out what the other knew. I had the clear feeling he was onto something. He was really bubbling."

"He told me as we parted that he was on his way to Montreal 'to see a guy about her.' Of course, he knew then he was going to Munich and he was throwing me off the scent," Faibish says admiringly.



From the Munich airport, Reguly went directly to the cafe at 9 Maximilian Strasse where Gerda had been working a year before. He got very little co-operation from the manager.

"He was playing games with me so I asked him if we could talk outside." Reguly, a six-foot-two former lumberjack and smoke jumper, "shook him up a little."

"I just didn't have time to play games with the guy. I guess he got frightened. He gave me her address with a couple of apartment numbers to try."

In the lobby at the apartment at 1 Ainmillerstrasse Reguly found the name "G. Munsinger" opposite Apt. 5. He went to the apartment and knocked on the door. There was no answer.

He found a phone and called Toronto to tell his managing editor, Ralph Allen, the news that he'd found where Gerda lived and would stake out her apartment.

Allen "jumped about 11 feet in the air," according to Timson. When Allen landed he instituted tight newsroom security.

Reguly staked out the building, leaning on a gum machine, shivering in the March cold. Each time a blonde entered the building he knocked at No. 5. Finally, at 6 p.m., the light went on in her apartment. Reguly went in and tapped at the door. She opened it.

"Are you Gerda Munsinger?"

"Yes."

Reguly introduced himself.

"Are you the Gerda Munsinger who lived in Canada for five years and left in 1961?"

← The late Ralph Allen in the *Toronto Star* newsroom, 1965. Allen, one of Canada's greatest editors, was ME of *The Star* when the paper tracked down Gerda Munsinger. Part of his newsroom philosophy was to have 10 long shots on the go. "Nothing will come of nine, but when one pays off, it pays off big." Also pictured are chief copy editor Willis Entwistle (left), news editor Thomas Lytle (centre), and copy reader Erwin Stafford. Courtesy *The Toronto Star*.

"Yes."

"Your name has been dropped in the House of Commons."

The woman's eyes widened.

"Perhaps it's about Sevigny?" she said.

Reguly explained the controversy in Canada and the allegations. She confirmed the story. During the conversation she received a long distance call. Reguly heard Munsinger say, "It's too late, he's already here." It was Sevigny, she said later, warning her not to talk to anyone.

"At first she was coy and a little boastful," recalls Reguly. "She bragged that she even met Diefenbaker and at one point went into a locked bookcase and brought out a copy of the Parliamentary Guide with all the ministers' and MP's names. She had notes scribbled beside many but wouldn't let me see it. When I got into the case a couple of days later, the book was gone. I never did see what was written beside those names."

Reguly also learned from Gerda that she was then the mistress of Ernst Wagner, a cigar manufacturer. (She later married Wagner.) A couple of days later she told the reporter that the reason she said so much at first was that she thought he'd come from the Montreal underworld to silence her. "If I go back to Montreal," she told Reguly, "You'll find me at the bottom of the St. Lawrence with my feet in cement."

Reguly left to phone in the story from the home of a *Star* stringer, but told Gerda he would return later. She'd know it was him by a code: three long rings of her doorbell, followed by one short. They even had code names — Roberto and Ricky. She was instructed not to let anyone else in.

Managing editor Ralph Allen came on the other end when Reguly called. "We need pix bad. Get 'em."

With the help of the stringer, a German freelance photographer was hired. Within an hour they were back at the apartment.

Throughout the picture-taking and continuation of the interview, Gerda had not asked that she be paid for her trouble. But the "Gerda's Alive!" story was sensational, and before it was over it would become a prime example of chequebook journalism.

Until the photographs had been wired to Toronto over a government wire service, the photographer was unaware he was helping break the story of the decade. But when Allen asked that all the pictures (rather than one or two) be sent — at \$100 each — the enormous scope of the story registered.

He doubled his rate, charging the *Star* \$400, then dashed back to the wirephoto office and stole the prints. When Reguly returned for the prints, the technician said they'd been given to the photographer in Reguly's name. Reguly tore back to the photo studio.

"We got into a very violent argument which almost developed into a fist fight. He'd also run off more prints. We had to lay on a lawyer to scare him off. It wasn't anything that would hold water but it was enough to make him lie low for a few days."

As it turned out the photographer did sell two photographs to the German magazine *Der Stern*.

Allen had instructed Reguly to obtain a "lock up" on the story, but the reporter was down to his last \$20. Another \$1,000 was telegraphed. Reguly paid Gerda \$980 (\$20 was lost on the exchange rate) and drew up a contract on a piece of scrap paper. Gerda had been bought. She was the *Star's*, if not to have and hold, at least to talk with. And her story would belong to the paper.

Back in Toronto the *Star's* security lid was still on tightly.

See **Munsinger**, Page 12

Logotypes & Wordmarks



Hawker Siddeley Canada LTD.



POWER CORPORATION



ROYAL BANK
the helpful bank



Scott-Atkinson
Viccari, Only, International Limited

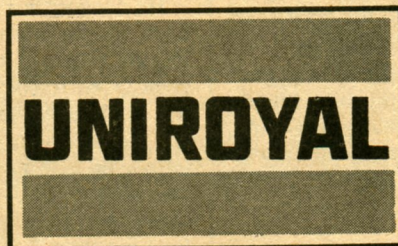


Canadian Community
Newspapers Association

**Bell
Canada**



CAE INDUSTRIES LTD.



THE PALACE PIER



MUNSINGER: Oops, see previous page

Letters

Editor:

Congratulations on your August issue, the best *Content* I've yet read.

My thanks to Tim Creery for a well-rounded portrait of Mark Farrell, an impressive man to all who knew and worked with him.

Also thanks to Mick Lowe for graphically showing how company towns can also breed company journalists.

And special thanks to yourself and Gerry McAuliffe for continuing to plumb the ethical cesspool of travel section journalism. I, too, am intrigued by the responses *Content* receives when an ethical matter is raised. Either it's a nit-picker (Stuart Keate) or a 'let's-try-and-laugh-this-one-off' (Judy Dobbie).

A special award, though, to Mike Walton of the *Hamilton Spectator* for his letter. For his specious trash defending Southam (they can afford much better advocates, thank you) may I suggest him for brown noser of the year?

I'm getting to the point where I believe that journalists spend so much time stringing words together that they seldom think about the significance of their own work. Could I suggest some of George Orwell's shorter essays as an antidote — specifically his *Politics and the English Language*?

Angus Ricker,
Regina.

CALAMAI LOTION APPLIED TO CP AFRICA HACKFLACK

Editor:

I sympathize with the bafflement of SARC over CP's African priorities, in having a travel-oriented writer in Rhodesia but no staff correspondent for the continent (p. 21, July, *Letters*).

But surely Canada's National News Media Magazine (or its resident expert in foreign corresponding, Ben Metcalfe) knows that the CP stringer in Rhodesia until last year held down a full-time job in the government Department of Information. When not filing features about nganga (a type of witchdoctor) or prehistoric rock paintings, to CP, the stringer was publicizing the point of view of the Rhodesian government.

Not only was this situation (which some harsh critics might consider undesirable from CP's standpoint) known to almost all Canadian journalists who have visited Rhodesia and to CP staffers, it was also a source of considerable amusement among resident correspondents in Salisbury. In their loudly-voiced view, Canadian newspaper editors must be either extremely gullible or unethical to condone such an arrangement.

Such sensibilities might not have been transmitted to the top brass at *Canadian Press*, however, since they have not dispatched a staff correspondent to southern Africa for about four years. Staff coverage of Africa generally has been restricted to accompanying official federal government missions in recent years, undoubtedly a proper function but not a technique that commends itself to exclusive reliance.

It is not only in matters Rhodesian that CP leans heavily on material from official sources. The CP Toronto desk routinely passes features from the British Tourist Authority or the Central Office of Information, almost unchanged except for the addition of a CP logo. These items are normally not checked with CP's staffers in London, a source of some distress because of the Panglossian tone of most.

I would be the last to contend that other Canadian news agencies are virgin pure about such matters but CP, as a national co-operative, ought to set standards, not lower them.

Peter Calamai,
Correspondent,
Southam News Services,
London, England.

PIC CLICKED, SEZ PIC-PRICKER NICKER

Editor:

An outstanding news photograph, as most intelligent persons would conclude after a few moments' thought, should contain a high level of interest, action and drama or humor, and any discerning reader would agree that the National Newspaper Award winning photo of a parachutist plunging to her death certainly qualifies.

That it recorded a tragic moment, while understandably disturbing, should not detract from the merits of the photo itself nor from recognizing the achievement of the photographer.

Good journalism must, of course, continue to transmit to the public the event of the day in an interesting, clear and, certainly in some cases, dramatic manner. That the photo was disturbing in no way means it was in poor taste. The public is and should be disturbed by certain news stories and photos and any attempt to "protect" people from them would be irresponsible.

Also irresponsible was the silly letter (*Content* #64/July) in which the award to the photo was criticized by teacher James Delaney, who displayed a remarkable naivete and lack of understanding of basic journalism. May God and good journalism help his pupils, for he further displayed a weakness in basic English by

See **Letters**, Page 30

Logotypes & Wordmarks

**Calendar
Magazines**

TORONTO / VANCOUVER / MONTREAL / WASHINGTON



Ryerson
Polytechnical
Institute

Department of Journalism

AIR CANADA



TransCanada Pipelines

cdnpa

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION

The Whig-Standard

Brascan
LIMITED



Alcan
Canada Products Limited



Quest

CANADA'S URBAN MAGAZINE

Homemaker's
Magazine



Imasco Limited

4 Westmount Square Montreal

MUNSINGER, continued from Page 9

As city editor Gerry Toner, now ME at *The Peterborough Examiner*, remembers: "The story was kept very much under wraps. Very few people knew about it right up until it was being set in type. We were afraid of leaks from the newsroom to the *Tely*."

By late Thursday the photos and Reguly's copy were at the (old) *Star* building on King Street. Allen, perhaps the most respected managing editor in Toronto newspaper history, masterminded a final move to ensure the Munsinger story would be broken by the *Star* and no one else.

With the fiercely competitive *Telegram* and *Star*, standard practice was for a copy boy from the other side to be present to grab an armful of papers as soon as they came off the opposition's presses.

Friday, March 10, 1966 was no exception. Nor was there anything exceptional about the front page on the first several thousand copies of the *Star*'s second and largest edition. But moments after the *Tely*'s runner was on his way, the presses were braked to a halt and a new front page plate with a 144-point headline — "STAR MAN FINDS GERDA MUNSINGER" — was clamped onto the press for the rest of the run.

On the left, between two photos of Munsinger, was Reguly's story. On the right, a report from Montreal by Robert McKenzie and John Brehl which told of Gerda's time in Canada, as they had pieced it together. The McKenzie-Brehl story was later moved inside to make way for an Ottawa reaction story.

Meanwhile at *The Telegram*, the editors were feeling pretty good. Someone had dug up some old pictures of Gerda, and hot damn, *The Tely* had them!

"We thought we were being pretty crafty," remembers Andrew MacFarlane, then managing editor. "We kept the pictures out of the first edition. Then some of us went over to the Spadina Hotel for a beer," playfully jabbing each other in the arm over their getting pictures of the dead Gerda.

Telegram entertainment writer David Cobb (now at *Maclean's*) was sitting in The Spadina when MacFarlane's gang pranced in.

"They looked very pleased. They were obviously very happy with a job well done."

A short time later, *Tely* staffer Brian Hogan, who had heard about it on *CFRB*, called the disbelieving *Tely* desk with the news of the *Star*'s **REAL** front. Someone was

dispatched to get more *Stars* off the street.

"When the truth finally sank in," says Cobb, who had returned to the newsroom, "the place went catatonic for about five minutes. . ."

Ray Biggart was the deskman who took the call from Hogan. "Hogan said, 'My God, the *Star*'s found Gerda Munsinger. Reguly's found her!' I said, 'It can't be.'"

Biggart, now an assistant to Metropolitan Toronto Chairman Paul Godfrey, remembers having looked at the *Star*'s front page earlier that day. "We remarked that it was a strange looking page . . . like it had been hit with a truck and put back together."

Some *Tely* editors were standing near Biggart, admiring their Gerda photos, when The Call came in.

"I turned to them and said, 'Hey, we've got this problem,'" Biggart recalls. He repeated what Hogan had said. "They appeared to be physically taken aback . . . It was like they were flinching." Like they'd been hit by a truck.

Andrew MacFarlane, now Dean of Journalism at The University of Western Ontario, got the word by phone while at the Spadina. In his shock he could only think of one thing to do, immediately. He reached for another beer.

"We were simply outclassed . . . It was the worst thing that ever happened to me . . . I still have nightmares about it."

J. D. MacFarlane, then editor-in-chief of the *Telegram*, now editorial director at *The Toronto Sun*, says holding back the front page was not a new trick, but acknowledges that "We had the ass beaten off of us" by Allen and the *Star*. But, he recalls, "We didn't have time to feel lousy about it. It just became a matter of catching up."

Says Biggart: "I did an awful lot of rewrite that day."

Says Andy MacFarlane: "If you're going to be beaten, I guess it's better to be beaten by the best . . . Imagine, what a team. McKenzie is a fantastic reporter. Reguly is one of the best investigative journalists around. Ray Timson is simply the best newsman there is."

By the time the *Star*'s second edition hit the streets, Robert McKenzie was knocking on Pierre Seigny's door and Ray Timson was somewhere over the Atlantic on his way to help Reguly sew up the story.

With Timson's arrival at Gerda's apartment, Reguly was able to take a breather for the first time since leaving

Ray Timson, left, and Reguly in Gerda's Munich apartment.

Courtesy *The Toronto Star*



Toronto two days earlier.

He returned to his room at the Bayerischer Hof and went to sleep. Less than an hour later someone barged into his room.

"It was some goddamned reporter from *Der Stern* yelling and dancing around. 'Ve haf un agrimint mit your paper und you haf to gif me everthink you haf.' I had the photos and notes lying under the mattress. I go so mad I just heaved him out of the room and double-locked the door."

On his way back to the apartment after four hours of sleep, Reguly noticed he was being followed by a green Mercedes-Benz. "This guy was always showing up in the same elevators I was riding. He was a beefy guy with buggy eyes and a moustache. It must have been the same guy in the car." Reguly speculates that could have been West German intelligence, but with the story's implications for NATO, the tail could have been deployed by any number of countries.

Arriving at Gerda's place, Reguly discovered the rest of the tribe had caught up with him. The Toronto papers, the chains and half the European press were waiting in the lobby.

He plowed his way through the bodies and entered the apartment. Two window cleaners were busy lowering themselves in front of Gerda's window. It was the snow falling behind the "workmen" that alerted Reguly. He lunged for the window blinds and as they were closing, he caught a glimpse of a pair of cameras being whipped out from underneath baggy work clothes.

Enough was enough. Timson called the building's janitor and as Reguly says, "suggested that the hall outside Gerda's apartment be cleared in the interests of public safety." For a small consideration, the janitor called the police and complained bitterly of the noise in his building. The reporters were escorted from the premises and Reguly and Timson were able to conduct the interview in relative tranquility.



Whether by accident or design, Reguly's hotel, the Bayerischer Hof, was being used as an operations base by all the media types flocking to Munich. It was an expensive hotel and according to Reguly, everyone was taking advantage of the generous expense accounts bestowed by desperate editors back home.

Reguly maintains that his and Timson's phone lines were tapped.

"I discovered that one of the switchboard girls had been approached by the other side to relay our calls through their line. I laid some more money on her and she patched all our calls to another phone."

Ron Poulton, a reporter from the *Telegram* (now with the *Toronto Sun*), remembers a different set of circumstances.

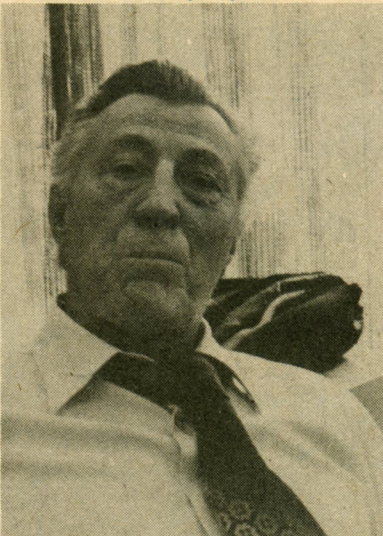
"Toronto was just sick with worry over how badly we were being beaten over the story, but we didn't resort to bugging telephones.

"The switchboard operators didn't speak English too well and they didn't know which paper was which. The volume of calls they had to handle was just tremendous. I remember through one bowl of onion soup I had no less than five trans-Atlantic calls. Sometimes they'd get routed to the wrong paper by mistake. One of our reporters, George Graham, once got a call from Ralph Allen. Allen thought it was Ray Timson on the line and of course Graham didn't deny it. Even afterwards I don't think Allen ever suspected it wasn't Timson."

Poulton was in London when the story broke in Toronto. He was one of the first scavengers to arrive in Munich. *Tely* reporter/photographer Don Grant (now at *The Globe and Mail*) followed shortly after from Toronto. Before it was all over, the *Tely* would sink six reporters and one "guest star"

into the breach.

As the competing media waiting outside the apartment became more and more desperate for a story, so their boldness increased. Some were literally trying to crash through the two doors of Gerda's apartment. One *Tely* reporter slipped a note through, offering Gerda \$10,000 for five minutes of her time. Another tried to sneak in as a restaurant delivery boy.



Scott Alexander photos

Ron Poulton (left), and Ray Timson, today.

"There were two front doors and a foyer in Gerda's apartment," recalls Timson. "To answer the outside door, we would lock the first door, go into the foyer and listen to what the person had to say.

"If someone told a plausible enough story, we would open the last door slightly, with the chain on. If you didn't like what you saw, you could slam it shut again fast."

The situation outside was getting nastier and so was the atmosphere inside the apartment. A third party named Ferenczy, the head of a European news agency, had entered the scene.

Gerda had become clued to the fact she was a hot item after Reguly offered the \$980 lock up fee. At Wagner's suggestion she'd obtained a lawyer who had brought Ferenczy into the deal. According to Timson, the Germans offered Gerda \$50,000 for story and picture rights. "They realized Reguly's contract was airtight, but there was no mention of pictures in it."

An interpreter was hired from the Yellow Pages and the bargaining between Timson and the lawyer began in earnest. But the interpreter was slow. Fourteen hours later the *Star* had sacrificed European rights to the story and pictures, but retained exclusive North American rights.

"This guy (Ferenczy) was quite capable of reselling the story over and over again and since his clients were weekly publications, they were still a few days from publication. But we still had three rolls of film that hadn't been used yet and I said to him, 'You live up to that contract or we'll sell these photos all over Europe.'"

Time was running out for either group to get any mileage out of the story. Already many of the reporters, disgusted by the chequebook journalism, and perhaps a little bleary-eyed, recommended to their editors that no more time or money be wasted.

The *Telegram*, however, out of desperation, made one last stab at getting an exclusive. The paper had found a very close friend of Gerda's, Jackie Delorme, still living in Montreal. She was flown to Munich and secreted in a top floor suite at the Bayerischer Hof as the *Tely*'s trump card.



Courtesy The Toronto Star



Below: CBC paid \$5,000 to *The Toronto Star* for the right to have Norman Depoe interview Gerda. Above, *The Star*'s Ray Timson helped clean up on the opposition, then Gerda's dishes.
Courtesy CBC

She wasn't allowed to leave the room for two days. When Gerda heard that her friend was in the city, she asked to see her. Ferenczy and the *Star* had no idea the *Tely* was behind the young woman, and consented.

The *Tely* people spent hours the night before the appointment filling Jackie's head with questions and angles to pursue. They'd get an exclusive yet.

But when the two women did meet, they both burst into tears and spent the entire session reminiscing like long-lost school chums. The *Tely* was out of the running and slunk back home.



It was the *CBC* that picked up the pieces.

Norman Depoe was awakened from a deep sleep in his London hotel room on the day the story broke. The British elections could wait, he was told; the Munsinger story couldn't.

Reguly remembers Depoe's first words to him in Munich. "You bastard, Bob. You screwed me."

But there were no hard feelings, and no time to hassle. Trans-Atlantic bargaining for a *CBC* interview with Gerda Munsinger was in full swing.

The *CBC* contended that an interview with Gerda would not hurt the *Star*'s prestigious position as holder of the grapes. And the *CBC* interview would be a one-shot deal.

The *Star* called the shot. A *Star* reporter would be present during the interview; the *Star* would be given full credit for the story and the interview would have to be laced with references to the paper. And Gerda didn't come cheaply. The *CBC* had to pay the *Star* \$5,000.

The suburban home of an artist friend of Munsinger's was selected as the interview site. The *Star* had to devise a way of sneaking Gerda out of her apartment under the noses of the reporters still stationed outside. Depoe also had a problem: how to shake his Second World War buddy, Ron Poulton of the *Telegram*.

"He stuck to me like glue as soon as I arrived," said Depoe.

"We rented four cars and had two ready at the front of our hotel and two at the back. While everyone was watching the front door to see what we were up to with the cars, we left by the back."

Meanwhile, Ferenczy and the *Star* were arranging their escape.

They found a woman who resembled Gerda, dressed her in an overcoat and a shawl and rifled her past the reporters outside the apartment. She leapt into a waiting red sports car and took off down the street. Don Grant of *The Telegram* dashed into the street behind "Gerda," hailed a cab and instructed the driver to catch the sports car at any cost. Two hundred feet down the road the cab fishtailed on some ice and slammed into a traffic island. The chase was off — and so was the real Gerda. During the diversionary action she had left quietly through the parking garage for her appointment with the *CBC*.

The secret interview site wasn't quite that, however. Reguly remembers emerging from the house to see the green Mercedes parked down the road from the *Star* and *CBC* cars. "That guy must have been an ace," says Reguly.

Exclusive TV film in hand, the *CBC* took no chances. Rather than a satellite transmission from Paris, Depoe was instructed to deliver the film by hand to the network's Montreal office. Suffering double jet lag and a high-pressure editing session, Depoe's first words on the air were: "If I look tired and sound hoarse, it's because I am."

The *Star* lost Gerda for two days after the *CBC* interview. Ferenczy whipped her away for interviews with the European press. But no one seemed to care any more. Five

days after news of her existence had electrified millions, Gerda Munsinger was old news.

Timson and Reguly were given \$2,500 between them and five days in London.

"We spent money like it was going out of style," Reguly says.

In the end, *Report of the Commission of Inquiry into the Affairs of One Gerda Munsinger* determined there had not been a breach of security, but there had been a security risk.

The 93-page *Report* was public in September 1966. It said Gerda, while in Montreal, pursued an "active career of prostitution," and associated with "well-known racketeers."

Sevigny, the commissioner decided, should have resigned or been removed from cabinet by Diefenbaker when Dief first learned of the Munsinger-Sevigny liason in 1960. Sevigny had told "much less than the whole truth" to the inquiry, the *Report* stated.

Although other cabinet ministers and the RCMP were held blameless (there had been "no scintilla of evidence" of disloyalty on the part of the Canadians), all had been placed in the same spotlight as Gerda and Sevigny.

For the *Star* alone, the affair had been a completely happy experience. (30)

Scott Alexander is a Toronto writer.

Hard-hit TV Journalism

ZOLF GOT HIS LUMPS

While Reguly and Timson caused shock waves with their journalistic exploits in Munich, reporters in Canada were dealing with those shockwaves.

Pierre Sevigny was sitting dead centre.

The media had worn a path to Sevigny's front door since the first "Gerda's Alive" story had appeared. But Sevigny had buttoned up, taking his day of rest before making the unavoidable public statement.

Wanting to avoid an unpleasant confrontation with Sevigny, two *CBC* reporters turned down the assignment to interview him. Larry Zolf took on the job.

"At that time I was a very naive man. I didn't know what to expect. I didn't think there was anything morally reprehensible about it either. But I was more like a Western Union messenger boy on the Sevigny story because I was actually given specific questions to ask.

"The mythology has it that I lit up his front lawn like a movie set from Hollywood when I arrived — that I'd turned it into *Gone With the Wind*. But I actually came with a minimum of equipment.

"I went up to Sevigny's door. Mrs. Sevigny answered. I turned the light on, identified myself, told her we were recording this and asked to speak to Mr. Sevigny. There was no sneaking up or anything like that. "She said 'no,' I said 'thank you,' we turned the light off, and as I was starting to walk away from the door I realized that we'd need an establishing shot. While panning the house, one of the camera men noticed a figure in the doorway beckoning me to come back.

"We turned the lights back on and he (Sevigny) waved for me to come right to the front door. Then he opened it wide and boom, hit me with his cane. He'd swung right from the floor with enormous force. Had he hit me on the head I'd be dead but I instinctively ducked and the cane hit my shoulder. Because it was cold outside I'd worn my sports coat and jacket and they cushioned the blow.

"He hit me because he'd been bugged by the media all day — *Time*, *Newsweek*, *Maclean's*, everyone had been there that day. I was just another journalistic pest."

The film of that particular episode of the Gerda Munsinger story was never aired. It was killed at the highest levels of the *CBC* in Ottawa. A couple of months later, Douglas Leiterman, then executive editor of *This Hour Has Seven Days*, provided stills from the footage to *Maclean's*.

Nine years later Zolf again became embroiled in the



Gerda Munsinger story when with the Barbara Frum television series. Gerda was the surprise guest for the show's premiere.

Finding Gerda's whereabouts was a little easier the second time around. *CBC* researcher Valerie Ross found her in the Munich telephone book under her new married name, Wagner.

There was no problem bringing her through customs and immigration. But there was one leak in the almost airtight operation. Somehow *The Toronto Star* had gotten wind of the story and Gerda's whereabouts once again. A *Star* photographer was waiting at the airport. The paper had once again scooped the Gerda Munsinger story.

The *CBC* quickly signed a contract with Gerda preventing her from holding any interviews. She was given a small honorarium.

"It was no more than a small token, a tiny amount," says Zolf. "I can't tell you how much it was; it's against *CBC* policy. But it certainly wasn't chequebook journalism."

Gerda was left unguarded in a Toronto hotel room throughout her stay. —S.A.

LOGOMANIA

By DON HAWKES

Logomania — the phenomenon is real; get the right corporate symbol, the right trade mark, the right nameplate, and your communication problems are solved. You have a “positive corporate image.” If anyone applies a little intelligence to the proposition, it is obviously simplistic; nothing so superficial as a logotype could make that much difference. But, of course, the proposition is *NOT* an exercise in logic. It’s an exercise in symbolism — pre-literate, highly emotional symbolism.

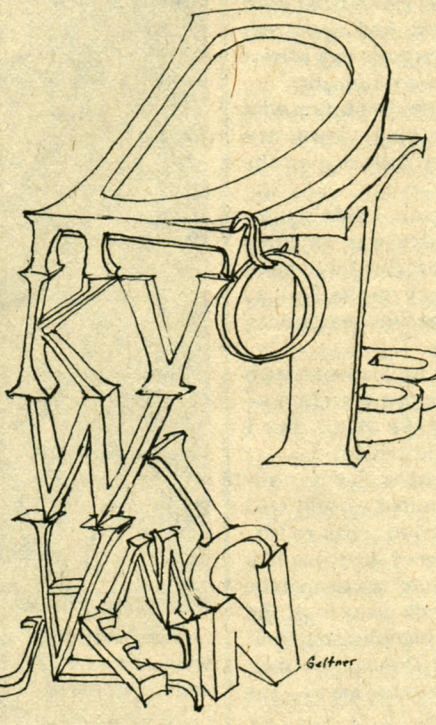
Crudely put, the Christian cross and the Nazi swastika are logos; you don’t have to be able to read to get the message. When a logo works — and not many of them really do — it has an almost magic power to communicate good, evil, comfort, security, danger, patriotism or almost any other emotion.

A feeling for logos goes back to medieval times and the birth of heraldry. The English had their cross of St. George; the Scots their cross of St. Andrew; the French their *fleur de lys*. The emotions those symbols could arouse in illiterate foot soldiers off on a crusade are still very much alive. Monarchist Canadians feel it every time they see a Union Jack fluttering majestically, and in this bi-centennial year in the United States the mystical power of the Stars and Stripes seems to be everywhere invoked south of the border, on jeans, T-shirts, cakes, beer cans and Michigan license plates.

The pure emotional power of the universally-recognized symbol is not the exclusive domain of nations and churches. Commerce and the media make full use of them, and the success stories are all around us.

Steve Sohmer, president of a marketing communications firm, observed in *Harper’s* magazine: “Before your child learns to read c-a-t, he learns to read (the logos for) Chevrolet, Coca-Cola and Kellogg’s.

“We and our children are exposed to these and similar symbols thousands of



times each year, and we learn to associate them with a company’s name and products . . .

“Designers strive to make their logos distinctive, easily recognizable, and simple enough to be reproducible in a variety of sizes and applications.”

So, what are the rules for creating the perfect logo? Sohmer doesn’t tell us, although we learn that, in the United States, an estimated \$120-million is spent each year on design fees, research and testing.

Cecil Munsey, in his book, *The Illustrated Guide to the Collectibles of Coca-Cola*, outlines the trouble that company has gone to to protect its

famous and presumably priceless logo:

“Coca-Cola became the company’s first registered trademark on January 31, 1893; Coke, the second trademark of the firm, was registered on Aug. 14, 1945; and the basic shape of the Coca-Cola bottle became the third registered trademark of the Coca-Cola company in 1960.

“The importance of the Coca-Cola Company’s trademarks can hardly be overstated. The company spends hundreds of thousands of dollars each year protecting its trademarks, which in 1967 were listed as part of the firm’s intangible assets valued at **\$3-billion!**” (Emphasis mine.)

There is nothing in Munsey’s book to tell us Coke’s formula for having developed such graphically perfect trade marks in the first place. For the rules we’ll have to turn to experts.

The firm Lippincott and Margulies is a collection of experts, reputedly the best in the corporate-image game as played in New York. They’ve worked for Xerox, American Express; they added the wavy white line to the Coca-Cola logo.

They re-designed *NBC’s* logo. No one is telling how much that job cost. Estimates range from \$100,000 to \$750,000. Whatever the actual figure, add \$50,000 to the total. That’s how much it cost *NBC* to buy off an education television network in Nebraska which had earlier developed the same symbol, a stylized N, for \$100.

What went wrong? Apparently nothing. Lippincott and Margulies had its New York and London offices at work on the problem. Both came up with the same symbol. This convinced the brass they were on the right track, and they went ahead with it. The lesson for the publisher or editor who wants a new corporate image is easy: the same results can be had for \$100 or \$100,000 — depending.

One of the most brilliant books on typography is the *Meisterbuch der Schrift* (Masterbook of Script) by the Swiss Jan Tschichold. In it he discusses more than a dozen trademarks, some of them very famous (Hoover, Pirelli, Fiat). Every one of them in Tschichold’s carefully-reasoned opinion is a horror. He’s not impressed by their success as logos; he’s depressed by their typographical ugliness.

This could be terrifying for the editor faced with the task of dreaming up a nameplate: good typography may not be the answer. Many of the logos slammed by Tschichold are similar in script and mood to Coca-Cola's \$3-billion model.

Let's press on and hear from more experts:

Roy Paul Nelson in his *Publication Design*, the best North American book on the subject, tells us that a cover or front page identifies the publication, attracts attention, creates a suitable mood for the reader, and sells. He asks the questions: "What kind of a logo (nameplate) does the magazine need? Where should it go on the cover? Need it stay in the same place issue after issue?" He asks the questions, but he doesn't provide the answers.

"A logo," he writes, "is much like a company trade mark. Its adoption is a serious matter. Once adopted, it settles in for many years of service. Its value increases to the point where its owner feels reluctant to abandon it even when its design becomes outmoded"

"*The Sporting News* is an example of a magazine with an inappropriate logo face: Old English. The editors would argue that their weekly publication is newspaperlike in its approach and Old English has been used, historically, for newspaper logos.

"But Old English has an ecclesiastical feel; it is far removed from the roughness and vitality of the sports world."

Horseplayers tell me that Nelson is all wet on this point. *Sporting News* is part of their world and they like it just fine, logo and all.

So is there a good book about logos in printed communication? Yes. Canadian Carl Dair's *Design with Type*, published in 1967, is outstanding because of the examples it provides. The evocative power of a cleverly designed logo is shown time after time, page after page. But when it comes to putting the process into words, Dair's style strays dangerously close to poetry:

*Letters are like molecules
When they combine with one another
Each arrangement of the individual
Components in combination creates
An entirely new result . . .*

There are simile and alliteration and compelling rhythm to Dair's writing (which he certainly did not set up as verse). His book is invaluable for stimulating editors in search of graphic ideas. But not even he was able to provide Ten Easy Steps to Great Logos.

The Ten Easy Steps don't exist.

Money isn't the answer. Or rather *NBC* has learned that particular lesson.

Conventional good taste isn't the answer. Jan Tschichold would hate Coca-Cola's graphics.

The right logo on the right product transcends verbal language.

So, what do we standard Canadian journalists faced with the task of coming up from time to time with smart, "grabby" nameplates or standing heads or column heads or election logos do?

If we're wise, we look at logos emotionally and trust our ability to hate or love.

Then we get to know our readers, and trust *their* ability to hate and love.

Then we take a chance on a design, and we pray fervently that the choice we love will be loved by the reader too.

Because if we're out of phase, we lose. In matters of pure taste, the reader is never wrong.

If we're lucky, we'll come up with designs that can do to our readers what *The New York Times'* logo does to Mel Brooks. Brooks, in a recent interview in *The Village Voice*, started by saying *Times* reviews really didn't matter. Then he confessed that whenever he sees that nameplate, with all those funny letters in it, he knows that *Times* reviews really do matter after all. 30

Don Hawkes teaches communication graphics at Ryerson Polytechnical Institute in Toronto. His regular comic strip exclusively for Content begins next month.

TO DIG DEEPER

Meisterbuch der Schrift, by Jan Tschichold, Otto Maier Verlag, Ravensburg, 1965.

Graphis 180, Walter Herdeg, Zurich, 1976.

Five Hundred Years of Printing, by S. H. Steinberg, Pelican, London, 1961.

Design with Type, by Carl Dair, University of Toronto Press, Toronto, 1967.

Publication Design, by Roy Paul Nelson, Wm. C. Brown, Dubuque, 1972.

The Illustrated Guide to the Collectibles of Coca-Cola, by Cecil Munsey, Hawthorn, New York, 1972.

CANADIAN COMMUNITY JOURNALISM AWARDS

1976

Our hometown paper

Winners:

**Geoff Tagg,
Foremost, Alta.**

reader of

***The 40-Mile County
Commentator*,
Bow Island, Alta.**

and

**Oliver Hodge
Publisher**

dominion textile
limited



Ransom Irwin Andrews of Hamilton, Canada West, registered Canada's first trade mark (above) in 1861. The potion was for the cure of "newralgia," and many other ailments of the day.

Why Corporate Cops Watch Your Copy

By CARLIE ORESKOVICH

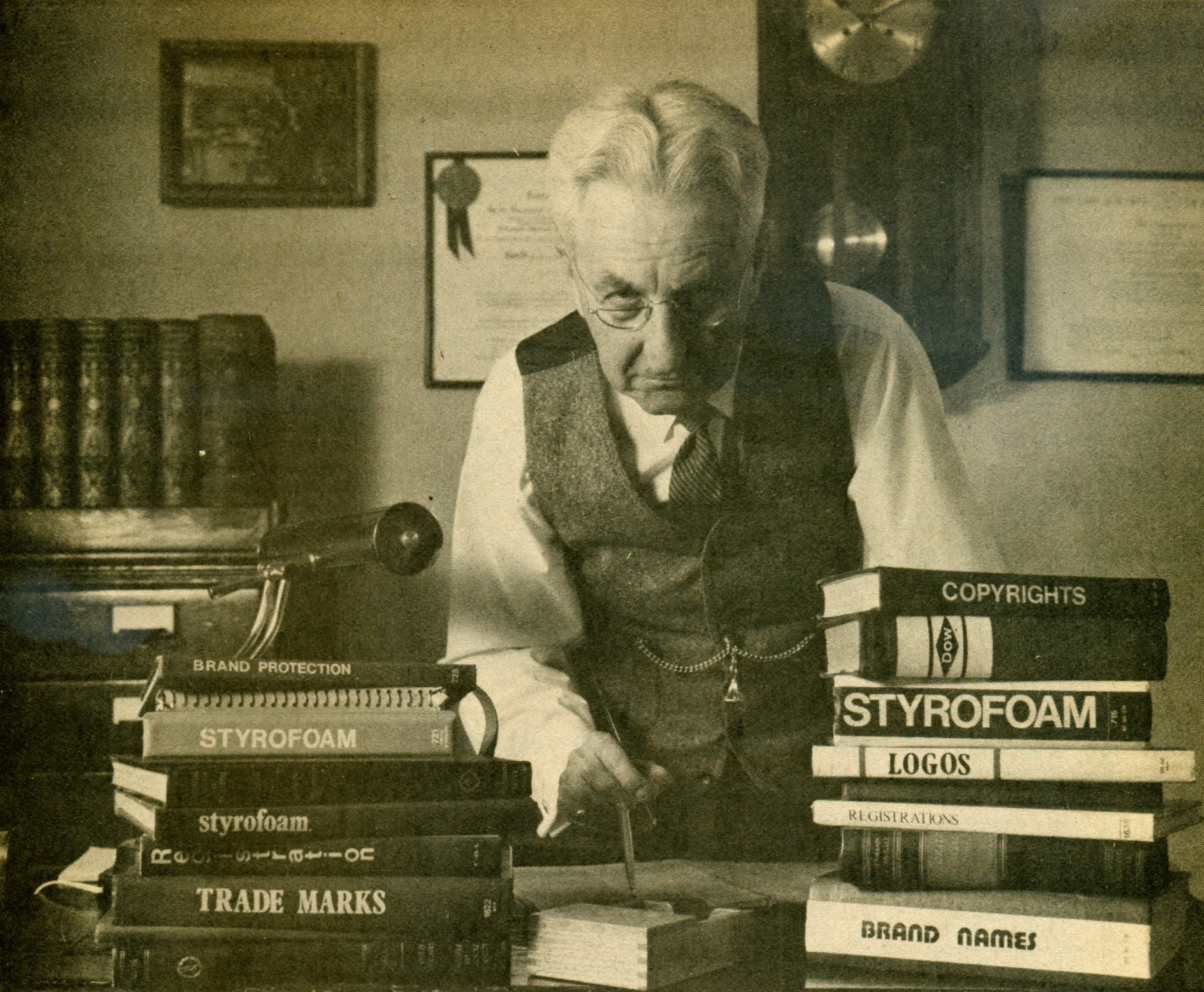
Remember Zorro? He was a swash-buckling Mexican do-gooder, a television hybrid of Robin Hood and the Lone Ranger. He had a habit of slashing his Z — the mark of Zorro — on the chests of bad hombres.

Imagine his sword-handling difficulties had he been obliged to change his mark to a G (for Gore-O?), on account of delinquents using his Z everywhere. That gives you a pretty good notion how important trademarks are to those who own them.

Selecting a trade mark can be expensive. Standard Oil, according to an article in the August 1974 issue of *Dun's Review*, spent an estimated \$100-million to find and promote the Exxon symbol as its corporate name and the

name of many of its products.

Part of the exercise involved a computer print-out of 10,000 four- and five-letter words, subsequently trimmed to 200 and then pared down to Enco, Enjay and Exxon. Enco was ruled out because it



Behind every great brand name there's a very tough watchdog!

It has to be that way—because a name like STYROFOAM* is more than a word. It's a *unique* identity for the characteristics, performance and reputation of top-quality products. It's *our* name for *our* products...and we'll protect it. All the way! If we don't, and people get into the habit of calling other products by our name, the confusion will lead to all kinds of problems. So, please remember: simply calling beadboard, coffeecup foam or any other kind of foam by the best name in the business won't change the fact: Only STYROFOAM *is* STYROFOAM! Call it like it is...and keep our watchdog on the leash.



DOW CHEMICAL OF CANADA, LIMITED

*Trademark of The Dow Chemical Company

meant "stalled car" in Japanese.

Exxon took the lead because it was easily pronounceable and the double X offered wide scope for graphic creativity.

And to top it off, the word is absolutely meaningless throughout the world!

Along the line the company, *Dun's* reported, "sent an army of checkers to search through 15,000 telephone

directories at the New York Public Library to make sure the name Exxon was not in use. Jersey Standard did not want to repeat the oversight of Atlantic Richfield Co., which consolidated all of its products under the trade mark Arco only to discover later it was going to have to come to terms with a home heating fuel distributor in Brooklyn. . ."

Any words, names, letters, symbols or devices that identify and distinguish goods or services are classified as trade marks. Their owners tend to be constantly seeking out incorrect uses, whether by ignorant or lax media clodhoppers, or competitors eyeing their trade mark-based sales figures, or unaware souls in marketing or advertising.



esting in the trade mark graveyard are many priceless items: Aspirin in the U.S. (the trade mark is held by Sterling Drug in Canada), and mimeograph, corn flakes, milk of magnesia, nylon, linoleum, mineral oil, phonograph, kerosene and lanolin in both countries. Even "cola" was stripped, no doubt screaming and frothing, from the clutches of Coca-Cola.

The Coke people, in proud possession of what are the best-recognized trade marks in the world, and still smarting under the loss of "cola" to Pepsi in 1942 find and file virtually every reference to their product.

They enjoy thousands of free plugs a year, but occasionally come across a publication that incorrectly uses the trade mark Coke as a noun, instead of using, say, "pop." A letter quickly follows, explaining the problem and noting Coke and Coca-Cola "are entitled to the same typographic treatment as a proper name." Little else usually needs to be done. Coca-Cola Co. vice-president and secretary Donald Burwash says that "editors are usually really co-operative."

Daniel R. Bereskin, a Toronto lawyer whose practice is limited to patents, trade marks and copyright, notes that when a product is palmed off to a customer who has asked for another, trade marked, item, it is called "passing off by substitution."

It can cut both ways for a firm holding a widely-known name, but usually there is more to lose than gain if a company allows its trade mark to go generic.

A full-fledged battle is shaping up in the U.S. as Coke gets set to take action against Howard Johnson. Coke accuses Howard Johnson of widespread substitution through its chain of close to 1,000 restaurants. It is maintained that Ho Jo Cola is served without informing customers asking for "Coke" that Howard Johnson has its own brand. Howard Johnson replies that even though it instructs its employees, it can't be expected to monitor every order for a "Coke" that its 20,000 waitresses take.

Far more important is that Howard Johnson is maintaining Coca-Cola is no longer entitled to exclusive use of the word Coke, claiming it is simply a generic term consumers use to denote a



Canada's third registered trade mark, 1860's.

John Pitcher

TRADE MARKS: WHEN AND HOW

Good journalism is specific, as a general rule.

When in doubt, the reporter or editor will generally use relevancy as the test of whether to use a specific, as opposed to a general, term.

One would publish: "Police said the hit-and-run vehicle is a 1974 green Pontiac station wagon," but "The bridal party left in a green station wagon."

Relevancy usually is the main determinant, therefore, in deciding whether to use a trade mark or a brand name.

One would write: "Police used tear gas to disperse the rioters," but "After listening to the experts, the police commission approved the purchase of 100 canisters of Mace liquid tear gas."

Once it has been decided a trade marked name is relevant, it should be used right, for accuracy's sake.

Grammatically, trade marks are **proper adjectives**. They are **not** nouns.

It is correct to write: "The kitchens were fitted with Formica laminated plastic counters throughout." But incorrect to write: "The kitchen counters were covered with Formica."

Trade marks are **not** verbs either.

It is correct to write: "The purchasing agents for the government favored Xerox copiers over others."

Incorrect: "The agents Xeroxed (or xeroxed) dozens of copies of the report and gave them to reporters."

Because they are adjectives, not nouns or verbs, trade marks cannot be pluralized.

Incorrect: "The Soviet tourists all seemed to be interested in buying Polaroids."

Correct: "The Soviet tourists all seemed to want Polaroid cameras."

(Note: Some trade marks are plural, or end with an s. Q-Tips is an example.)

Because, again, trade marks are adjectives, they cannot be possessive.

Incorrect: "The sex therapist warned the seminar against Scrabble's uselessness in the situation."

Correct: "The sex therapist warned the seminar against using Scrabble word games in the situation."

With a trade mark, then, the journalist's first question should be: Is its use relevant? If the answer is yes, the next question is: How do I use it accurately?

It seems simple, but mounds of clippings of mis-uses attest to the fact that many reporters and editors are fuzzy about trade marks usage.

carbonated drink of the cola family.

What, exactly, is in the name? For each of us it's our character and personality. Something by which we identify ourselves. It's our fingerprint, stamp and symbol. We make sure others pronounce it right, feel slighted when it isn't spelled correctly and are deeply insulted when it is forgotten.

Should corporations expect less for their trade marks? Those marks stand for their products, offering certain standards and levels of quality. For the consumer they provide a short cut for shopping, allowing the person to choose on the basis of past performance or present advertising. And the United States Trademark Association (USTA) claims trade marks create foreign markets for trade marked goods.

As lawyer Bereskin notes, however, the bedrock reason for trade marks is protection of the consumer. "Trade marks are protected by law to prevent deception of the public as well as to safeguard the interest of the trade mark owner."

For the journalist, correct usage on trade marks can be a shade tricky.



Registered trade marks should not be used as possessives, in the plural, in descriptive senses, or as verbs. In a word, they should not be used in any way that alters the manner in which the marks are registered.

In the "proper care and treatment of trade marks" they should be distinguished in print from other words and appear in a distinctive manner.

Recommended practice is to follow the trade mark with the generic name of the product identified, such as "Jell-O gelatine dessert," "Singer sewing machine" or "Mace liquid tear gas formulation."

Hundreds of corporate policemen, attorneys, public relations people, executives and often every member of a business get involved in maintaining the purity of the trade marks currently in use.

At Kodak Canada, company solicitor John Creighton says all Kodak's millions of customers are potential watchdogs, ensuring imitators don't infringe on Kodak with similar packaging and names offering products and services that don't come up to Kodak standards. Although there was some question about the use of Kodachrome in Paul Simon's top-40 song, and one irate woman incorrectly called a press photographer "Kid Kodak," no one speaks of Kodaking anyone, a form of speech that drives Xerox of Canada executives to drinking duplicating fluid.

"The biggest threat to us is the

NAMES BEHIND THE NAMES

Arbitrary mark — A dictionary word which connotes nothing about the product it is to identify, e.g., Shell oil.

Brand name — A word or combination of words used as a trade mark representing a product.

Coined (fanciful) word — An invented or manufactured word, i.e., the product of a person's imagination having no previous meaning, e.g., Kodak.

Collective mark — Used by the members of a co-operative, an association or collective group or organization, including marks used to indicate membership in a union.

© — Copyrighted.

Copyright (statutory) — Certain exclusive rights granted by the government for a limited period to the creator of a literary, dramatic, artistic, musical, or other intellectual work, including the right to make and publish copies of the work and to make other versions thereof and to perform the work.

Counterfeiting — The deliberate duplication of another's mark or packaging.

Descriptive term — Describes one or more of the characteristics of the product, i.e., it tells what the product is, what it is made of, or what it does, e.g., Dry Fast Paint. Marks which are descriptive as a result of use in a trade mark sense, e.g., Eveready batteries.

Generic term — Referring to a kind, class or group. E.g., lawn mower. Such a term cannot serve as a trade mark.

House mark — A primary mark of a business concern used on or in connection with a variety of products originating with it; e.g., Nabisco. Usually used in association with another or secondary mark.

Infringement — The use by one of a mark which is so similar to the existing mark of another that, considering the relationship of the products of each, confusion is likely to occur.

Ligature — In typography, a character containing two or more letters. For instance fl, fl, (*P*).

Logo (short for logotype) — Originally, from the days of lead type, "several letters cast in one piece but not united as in a ligature." Now, logo means a symbol or stylized wordmark or graphic design, usually denoting an organization or the identifying mark an organization uses (i.e., as on products).

Misdescriptive term — One which falsely describes the nature, function, capacity, etc. of the goods or the character of the company's business. Such terms are subject to a charge of deception. For example: Nylodown for sleeping bags that do not contain nylon or down.

Nameplate — A newspaper's or magazine's name, as it appears on the front page or cover. A more specific term than logo.

Patent — A right granted for a limited time to an inventor to exclude others from making, using, or selling his invention.

® — One of several notices prescribed by law in the U.S.A. (not Canada) to indicate that a mark is registered in the U.S. Patent Office.

Substitution — The wrongful substitution—without explanation—of another's product when a consumer requests the specific product of someone else: e.g., serving another beverage when Canada Dry ginger ale is asked for.

T.M. — A form of notice used by many companies to indicate that a word, symbol, etc., which has not yet been registered, is a trade mark.

Tradename — A name used to identify a business (e.g., General Motors Corporation), as opposed to a trade mark (e.g., Cadillac), which identifies a product of such business.

Trade mark — Any word, symbol, or device, or combination of any of these, used by a manufacturer or merchant to identify his goods and distinguish them from those of others. A trade mark differs from both a patent and a copyright in that the latter two derive directly from a statutory grant, while rights in the former arise automatically through use of the mark.

Trade mark license — An agreement whereby a trade mark owner permits his mark to be used by another person (under certain specified conditions).

Trade mark use — The sale of a product with a trade mark affixed thereto and or associated therewith.

Wordmark — A firm's or organization's name as typographically rendered for public use. Every wordmark could be called a logo but every logo (i.e., CN's) is not a wordmark.

(With thanks for assistance to The United States Trademark Association, 6 East 45th Street, New York, N.Y. 10017.)



CORRECT USE OF THE TRADEMARK

Vaseline TRADE MARK ®
BRAND PRODUCTS

About 1872 the word VASELINE was coined by Robert A. Chesebrough and from then to the present time he and Chesebrough-Pond's have made uninterrupted and exclusive use of VASELINE as the trademark identifying products of their manufacture. These products are of many kinds, including petroleum jelly, baby products, skin lotion, bath beads and oils, hair tonic, petrolatum gauze. The trademark VASELINE identifies each and all of them. For correct usage, therefore, the word should always be used as a trademark or brand identifying products manufactured by Chesebrough-Pond's and it should never be used alone to designate a specific Chesebrough-Pond's product.

It is correct to write:

Included among the camp's first aid supplies was 'Vaseline' petroleum jelly.

Hobbyists found 'Vaseline' petroleum jelly the best lubricant.

They ordered a jar of 'Vaseline' petroleum jelly.

It is incorrect to write:

Included among the camp's first aid supplies was 'Vaseline'.

Hobbyists found 'Vaseline' petroleum jelly the best lubricant.

They ordered a jar of 'Vaseline'.

Chesebrough-Pond's (Canada) Ltd.

150 BULLOCK DRIVE, MARKHAM, ONTARIO L3P 1W3

Registered Users of "Vaseline" Trademark

gradual erosion of an understanding by the public that 'Xerox' is a proprietary right of the Xerox corporation," says Ian McLachlan, vice-president and general counsel. "Our name is our most important asset and we rely on our 3,000 employees across Canada to keep the media in line."

Broadcaster and ex-politician Judy LaMarsh, who is a lawyer and should have known better, frequently referred to "Xeroxing" during a national *CBC Radio* program on a copyright protection for authors.

"We had our usual network of spies in on this one," says McLachlan, "Our employees. They're our first and best line of defense. They're very quick. They understand that it's in their best interests to protect the trade mark."

One of the more celebrated cases involved that venerable U.S. senator, Sam Ervin. During the Watergate hearings he casually advised a witness that they'd "Xerox" a copy of some material. The roof fell in on Sam and he wrote a formal apology, which was an unabashed bonus for Xerox since the company gained a chance to nationally reassert its proprietary rights.

Closer to home, cartoonist Ben Wicks once drew a Trudeau-like character saying, "Xerox this for me, I need another speech."

But, even with all its spotters, the company misses some of the misuse. "Please do not xerox us," *City Magazine* has asked in 13 issues. Ironically, the message is printed right below the magazine's copyright notice which demands protection of the contents.



Registered trade marks die when courts decide they've become synonymous with the products they identify. Super success brings a loss. Moving stairs become escalators with a small "e."

In the United States a court allowed King-Seeley Thermos Co. to keep the word Thermos as a trade mark but also gave Aladdin Industries Inc. permission to use the word in a generic, descriptive way in its advertising and labels.

A similar attack against Thermos was launched in Canada by Aladdin in August 1964. Aladdin lost here, at great but unrevealed expense. The judgment, by the Exchequer Court of Canada (now the Federal Court of Canada), was brought down after more than 4½ years of litigation, on March 11, 1969. It occupies 53 pages of Vol. 57 of the *Canadian Patent Reporter* and contains some fascinating glimpses of commercial competition and the potency of trade marks.

Aladdin, which made products similar

HATCHET-FACED TOO?

Stiletto-armed man near Trudeau's home

OTTAWA (CP) — A man carrying a stiletto outside Prime Minister Trudeau's residence at 24 Sussex Drive was arrested early yesterday.

A police spokesman said Dumas, found about 3 a.m. carrying the spring-loaded weapon, claimed he was "looking for a job."

The arrest followed earlier

Toronto Sun, Aug. 11, 1976

to Thermos's, introduced 100 affidavits and more than 40,000 letters, price lists and other documents in its attempt to prove "thermos" and "thermos bottle" were "generic and descriptive terms in Canada for such bottles and are synonymous with 'vacuum bottle.' "

What would induce a company to wade into such trouble and expense over a subtlety of lexicography?

A portion of the judgment of Mr. Justice Kerr sheds some light:

There is no doubt. . .that it would be very advantageous to the applicant (Aladdin) if it could use the word (thermos) in connection with the merchandising of its own bottles. Correspondence between (Arthur Leslie) Kingdon (general manager for the Canadian operations for Aladdin) and the applicant's president, Mr. V. S. Johnson, in the United States, points this up very clearly. I quote the following excerpts from the correspondence.

Letter dated Sept. 25, 1953 from Kingdon to Johnson:

"In line with my letter on the injection moulding and production difficulties of Thermos, I would like to again put before you the suggestion that we either attempt to have the word 'Thermos' declared generic, or that we very quietly move in and use the name, anticipating any legal action that may result.

"The feeling that I have is that they are getting far more benefit from the use of the name than that to which they are entitled and I am satisfied that our sales would take a very marked swing if we were able to take over the generic term. In discussing the question with the Mail Order division of the T. Eaton Company, they are thoroughly convinced that our products are far superior — but, to use their own terms, 'the public see the name Thermos and immediately associate your company with the inferior products from Germany, England and Japan.'

"Comparative sales, for instance, on the 098 workmens' lunch kit, which is the kit with the one-pint bottle, indicate that the Mail Order received orders for 101 Aladdin kits, whereas the Thermos kit sold 1,209. This is strictly a matter that the name has been instrumental in creating the demand and no conscious choice has been made by the consumer apart from the recognition of the name."

(From a) letter dated Sept. 30, 1953, from Kingdon to Johnson:

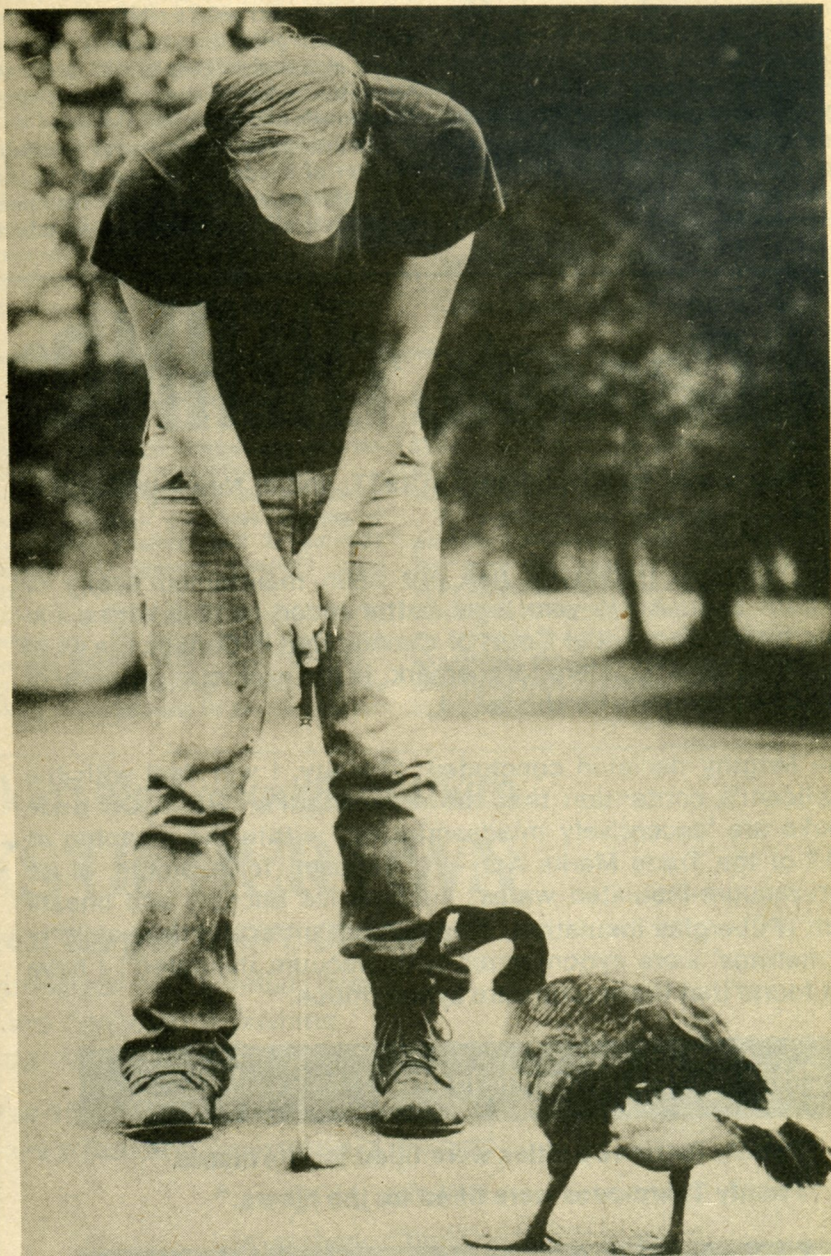
"My main concern is that in the eyes of the public the original thermos gives a definite advantage because of that one little word. . .

"... I feel that the trade and the public would accept Aladdin vacuum bottles more readily, were they referred to as the Aladdin thermos bottle."

The Exchequer Court found the word Thermos in Canada to be a valid exclusive trademark, which applied to vacuum-insulated bottles and other products of the Thermos company.

The court agreed there had been a growing public tendency to use the word

CP Feature Picture of the Month



Photographer: Keith Beaty.

Newspaper: *The Toronto Star*.

Situation: Beaty spent 15 minutes crawling on wet grass trying to capture this camera-shy Canada goose on film. When a golfer came along, the goose found something more interesting than Beaty and

his camera.

Technical Data: Nikon camera, 105-mm lens at f8 and 1/250th of a second.

Award: *Canadian Press* "Feature Picture of the Month," July, 1976.

As a tribute to the art of feature photo-journalism, Ford of Canada is pleased to regularly sponsor this space.

Thermos in the generic sense (i.e., "thermos," meaning vacuum-insulated).

The court nevertheless found the word "thermos" was not generic in Canada.

"The decision is of considerable interest," *Canadian Patent Reporter* noted, "to trade mark owners who find that their marks have become so used by the public as to be identified with the article itself. The dual significance of a mark is not fatal if the mark still indicates in the market place the owner's wares to a substantial number of the relevant public."

Bombardier Ltd. had a similar

problem with its Ski-doo snowmobiles. With more than 50 per cent of the Canadian market in hand, Bombardier began to sweat when people began "Ski-dooing" around. Although this was a credit to the name and to Bombardier's ad department, public relations director Paul Swain notes the popularity can also work negatively. People will refer to other machines — machines that may break down unduly — as "Ski-doo."

Another name that's caused a certain number of headaches is Aspirin. In the U.S., the Bayer Company lost the name in 1921. In Canada there has yet to be a

challenge to the trade mark under which 15 to 20 million tablets (up to \$200,000 worth of business) are sold each year.

It is not absolutely necessary to register a trade mark. Simple use creates rights. Registration provides greater assurance of protection. It costs \$35 for the application, an additional \$25 for an ad in *Trade Marks Journal*. All trade mark applications must be published to allow others the opportunity to oppose. Grounds for opposition include prior use or registration of a similar trade mark by another person, and non-distinctiveness. Also, descriptive or generic marks occasionally slip by the registrar and are advertised in the *Journal*. A diligent company might oppose to prevent the word from being taken out of the public domain. About 350,000 trade marks have been registered. Many have been cancelled. Others have not been renewed on expiry of the original 15-year term. But 140,000 are active. Some companies hold a great number. Imasco Limited, which owns Imperial Tobacco and numerous other interests, holds more than 500.

Infringing on a trade mark can be costly. Last year a Denver jury found that the Goodyear Tire and Rubber Co. had infringed the common law rights of the Big O Tire Dealers Inc. in using the trade mark "Big Foot." In what may be the largest judgment yet rendered in such a case, Big O was awarded \$2.8-million in compensatory and \$16.8-million in punitive damages.

On the lighter side, the U.S. Federal Bureau of Investigation, no doubt thinking of diversifying, wasn't able to prevent Fabrication Bril International from using FBI on its garments.

In Canada, THERMOS

was registered as a trademark in 1907, and in Newfoundland in 1908.

The Thermos trademark has not been maintained easily or without cost. A 4½-year legal battle ended in 1969 with a finding by the Exchequer Court of Canada that in Canada the word Thermos, as a registered trademark, is the exclusive property of Canadian Thermos Products Ltd.

The lengthy decision concluded: "Finally, I will deal with the applicant's contention that the respondent's THERMOS trade marks are 'deceptively misdescriptive', within the meaning of s.12 of the Trade Marks Act — in respect, for example, of its non-vacuum-insulated wares, such as ice buckets and chests with (F)iberglas insulation. This contention would have validity if 'thermos' were synonymous with 'vacuum insulated'. I have not found that these terms are synonymous."

Therefore, it is *inaccurate* to write:

"Twenty thermos bottles were filled for the hikers."

"Twenty Thermoses were filled for the hikers."

It is *accurate* to write:

"Twenty Thermos bottles were filled."

"Twenty Thermos vacuum-insulated bottles were filled."

"Twenty Thermos picnic jugs were filled."

Canadians have learned to put their faith in
vacuum bottles
with the
genuine **THERMOS** Trade Mark

R

Revised in 1954, Canada's 41-page Trade Marks Act is to be updated in the next year or two. The Economic Council of Canada says existing laws "can shelter a variety of improper business practices, such as price discrimination, restrictive licensing agreements, resale price maintenance and import restrictions."

The Council proposes a multi-mark system be used. "TM" would indicate the source or origin of a product. "PM" would be the product mark of a manufacturer who established certain product standards. "LPM" would signify the PM mark was licensed to other firms, and "CM" would be used to identify a mark licensed for use by others meeting defined standards.

The council proposes also that the

government eliminate the right of the TM owner to bar importation of goods bearing an identical or similar mark. The rationale of the council's recommendation is that Canadian consumers are denied access to lower-priced goods from abroad which are identical to those produced here.

The oldest surviving company involved in Canada's economy began in 1670 under the charter of "Governor and Company of Adventurers of England Trading into Hudson's Bay." The name was almost immediately forgotten. The name "Hudson's Bay Company" was used exclusively until the 30's when customers took to saying "The Bay," and a new trade mark was born.

It was registered in 1944, but it wasn't

until the logo was redesigned in 1965 that The Bay became a principal identification for the 250 stores which do close to \$1-billion in retail trade yearly. The Bay's secretary, Rolph Huband, says the company tries to protect exclusivity first of all, by insuring its "own people" use it correctly. "It's a great help to have a logo form that is used all the time. It insures that it will not be misused. If other people want to misuse it — that's not our concern. As long as they're not trying to mis-appropriate it for their own use."

Of course there is a business that makes money on the strange fascination we have with trade marks. It's the T-shirt trade. Ever sensitive to trends, Toronto's Crazy David's, by its claim "the General

Motors of the T-shirt business," spends about \$5,000 a year on professional trade mark advice. Although it's well protected, Crazy David's has been able to use "The Fonz" by doing a caricature. General manager Jim Reid lists "Jaws" as being the all-time great seller. Crazy David's was able to pick this one up, and did so well on Jaws and its derivatives (Gums, etc.), that the company has dedicated a 34-foot boat to the toothy image. Asked if there was any danger of having the distinctive, bearded visage of Crazy David (Keller) used by anyone else, Reid says "you can't rip off anyone else's face."

Now that's comforting.

(30)

Carlie Oreskovich is a Toronto writer.

NEW LABOR MEDIA BODY WORKING ON CODE

The executive committee of the new Canadian Association of Labor Media (CALM) will meet this fall to plan a membership drive and consider adoption of a draft code of ethics for labor media.

CALM was formed in Quebec City last May, prior to the Canadian Labour Congress convention. CLC president Joe Morris told CALM's founding meeting that "rarely in the history of our movement has the importance

of keeping the public informed of our aims been demonstrated more vividly." He was referring to the federal anti-inflation program and organized labor's opposition to it.

Other CALM objectives are to provide technical assistance for those wanting to improve their product, and to generally strengthen and improve Canada's labor media.

CALM membership will be open to the approximately 50 union publications and union-sponsored radio and television programs in the country. There will be provision for individuals to join as associate

members. According to CALM president Marc Zwelling, PR for United Steelworkers' District 6, "labor year books" and other publications produced by free enterprisers may have trouble joining.

The draft code tries to define what makes a good labor publication. One suggestion is that they open their pages to all candidates in union elections. Papers not doing so have been a problem in the past, Zwelling says. "Not a big problem, but still a problem." Regarding advertising, the code urges papers to reject advertising from companies involved in strikes or lockouts. —R.B.

Why we don't have enough of them BOOKS OF OUR OWN How we can get more of them

A conference on Canadian books
and Canadian Publishing,
sponsored by the Association of Canadian Publishers.

Friday, October 15 and Saturday, October 16, 1976

Medical Science Building, University of Toronto

FRIDAY, 8:00 p.m.

Keynote speaker:

Harry Boyle, chairman of the
Canadian Radio-television Commission

to be followed by a panel and a reception

SATURDAY, 10:00 a.m.

Panel: "Where We Stand:
Foreign Ownership and Foreign Control."

1:30 p.m.

Panel: "Legislation and the Other Media"

3:30 p.m.

Workshops: "Building Public Support"

Party and dance with live Canadian entertainment
at the International Students Centre.

33 St. George St.

8:30 p.m.

Package \$6.00. Advance Registration \$5.00

Students and unemployed \$5.00,
Advance Registration \$3.50.

THE ASSOCIATION OF CANADIAN PUBLISHERS,
56 The Esplanade, Toronto, Ontario.
Telephone (416) 361-1408.

SUBJECT INDEX

ISSUES 58-66 (December '75 through September '76)

AB

Air Canada. See *Magazines*
Albertan, The. Calgary. See *News Coverage, Analyses of, Speak You Someone, etc.*

Alive Magazine. See *Police & the Media*
American Indian Movement (AIM). See *News Coverage, Analyses of, Canadian Woman's, etc.; Speak You Someone, etc.*

Amnesty International. See *Journalists, Harassment, Arrests, Imprisonment of*
Aquash, Anna Mae. See *News Coverage, Analyses of, Canadian Woman's, etc.; Following Up, etc.*

Association of Canadian Television and Radio Artists (ACTRA). See *Journ. Orgztns, Federation of Canadian Writers, Proposed, etc.*

Awards, Journalism, National Newspaper Awards (NNA) (See also *Cartooning*)

1975 NNA winners. 62:13
NNA Award Morbid? Letter from James Delaney. 64:21

Baldwin, Ged. See *Media Conferences, Media 76, Media 76 Cancelled, etc.*

Barrie Examiner, The

The David Scott Affair: Two Views. By Bruce Moore (pseudonym), former *Examiner* editorial staffer, and James Robb, publisher. Labor-management relations in the newsroom. 58:12

Blakeney, Premier Alan. See *News Practice, Analyses of, The Reporter as, etc.*

Body Politic, The
Item in gay newspaper criticized by Morris Wolfe. 60:20

Book Publishing. See *Globe and Mail, The, One Canada Rule, etc.*

Boyle, Harry J. See *Radio Television News Directors Assn.*

Branching Out: Canadian Magazine for Women

Reviewed by Morris Wolfe. 59:15
Readership survey commented upon by Morris Wolfe. 65:20

Brandon Sun, The. See *Humor, Sun Photog, etc.*

Bratvold, Lorna. See *Newspapers, Daily, Management, On Hiring and Firing, etc.*

British Columbia Community Newspapers Association (BCCNA)

Members Boycott Firm's BCCNA Pitch. By Karen Krangle. Report from BCCNA 1975 convention in Vancouver. 58:7

Broadcasting, Radio

Book review of *Radio's First Voice*, The Story of Reginald Fessenden, by radio historian Ormond Raby. By David Jonah. 58:8

Radio in the 80's turned out to be broadcasting in the 70's, by Lin Moody. 65:12

Broadcasting, TV, Cable

CRTC's Sask. Cable TV Hearings Are Setting For Co-op Vs. Private Enterprise Confrontation. By Reg Silvester. 61:6

Broadcast News(BN). See *News Services*

CD

Calgary Herald, The. See *News Coverage, Analyses of, Speak You Someone, etc.*

Canadian, The. See *Farrell, Mark*

Canadian Authors Association. See *Journ. Orgztns, Federation of Canadian Writers, Proposed, etc.*

LEGEND

The order of information in each entry is: (1) Title of article; (2) Author; (3) Issue number; (4) Page.

Example:

Farrell, Mark

A Hard Act to Follow, by Tim Creery. Profile of former Montreal Gazette publisher. 65:14

(Means the article appears in issue #65 starting on page 14.)

(Om) refers to Omnium-Gatherum section.

KEY

Issue No.	Month/Year
58	Dec. '75
59	Jan.-Feb. '76
60	March
61	April
62	May
63	June
64	July
65	August
66	September

(The subject index for issues 1-57 appeared in #60.)



CBC (Cdn. Broadcasting Corp.) See *Broadcasting, Radio, Radio in the 80's, etc.*

CBC (Cdn Broadcasting Corp.) TV and Radio News. See *News Coverage, Analyses of, Following Up, etc.*

Cdn. Community Newspapers Assn (CCNA)
Jonah and Gould are New Team at Central Office of CCNA. 60:18

Cdn. Daily Newspaper Publishers Assn (CDNPA) (see also *Newspapers, Daily; Cdn. Managing Editors Conference, Managing Editors Told, etc.*)

CDNPA's MacDonald Devising Code of Ethics: Wants Publishers to Guide Journalism Research. By Susan Graham. 61:9

Letter from Dick MacDonald correcting ambiguities in CDNPA's MacDonald, etc. 62:23

Canadian Dimension

Morris Wolfe comments. 64:27

Cdn. Farm Writers' Federation. See *Journ. Orgztns, Federation of Canadian Writers. Proposed, etc.*

Canadian Forum, The. See *Farrell, Mark*

Canadian Literature

Canada's most important journal on writers and writing, says Morris Wolfe. 65:21

Cdn. Managing Editors Conference (CMC) (see also *Freebies, Ethics*)

Managing Editors told Readership Survey

Story: Papers Losing Influence, Interest and the Young, by Dennis Gruending. 64:12

New CMEC Executive, elected May, 1976, 64:14

Canadian Radio-television Telecommunications Commission (CRTC)

Reporting and editorial writing re CRTC have been bad, Morris Wolfe claims. 58:5

Cape Breton's Magazine

Reviewed by Morris Wolfe. 61:5

Cartooning (see also *Syndication, Thinking of, etc.; Tingley, Merle*)

Cartoon Show Late but Good, by George Shane. Review of National Newspaper Award editorial cartoon entries display. 63:24

CHNO-AM, Sudbury. See *Public Relations, 25 Days, etc.*

Cinema Canada

See column by Morris Wolfe. 62:20

CBS (Columbia Broadcasting System)

A Somewhat Borrowed History of CBS Traces it From Exciting Medium to Cautious Business. Book review by Dick Smyth of CBS. Reflections in a Bloodshot Eye, by Robert Metz. 59:17

Censorship See *Police & the Media, Freedom to Distribute, etc.*

CITY-TV, Toronto

President of CITY-TV orders commercials cut to allow free-wheeling political debate. 58:14 (Om)

CKNC-TV, Sudbury. See *Public Relations, 25 Days, etc.*

CKSO-AM, FM and TV Sudbury. See *Public Relations, 25 Days, etc.*

Clark, Doris. See *Syndication, Thinking of, etc.*

Climenhaga, David. See *Investigative Journalism, Behind the Scenes, etc.*

Communications Technology Satellite (CTS). See *Telecommunications.*

Content (see also *Moody, Lin*)

Morris Wolfe criticizes. 58:5
Controlled Circulation to Community Press Boosts Content Circ. by 24 Per Cent. 60:7

Five Years of Content. Subject index of issues 1-57. 60:10

Readership survey commented upon by Morris Wolfe. 65:20

Corporate Communicators. See *Magazines Davey Committee Report*

The Davey Committee Five Years Later: Was it Just a Symbolic Raindance? By Peter Flemington. 58:2

Keith Davey replies to Flemington article. 59:8

Flemington Replies. 58:9

Davey, Sen. Keith. See *Davey Committee Report.*

Dempsey, Lotta

Writing autobiographical book. 61:18 (Om).

Department of Communications. See *Telecommunications.*

Dunsky Advertising Limited. See *News Practice, Analyses of, The Reporter as, etc.*

EF

Editors

Readers May Lose When Wire Copy Ignored. By Garry Fairbairn. 59:16

Edmonton Journal, The. See *News Coverage, Analyses of, Following Up, etc.*

Entertainment Coverage

Morris Wolfe criticizes *The Toronto Star's* entertainment pages. 62:20

Ethics (see also *News Practice, Analyses of, The Reporter as, etc.; Cdn. Daily Newspaper*

Publishers Assn.)

CMEC House Cleaning Stalled, by Dennis Gruending. Canadian Managing Editors discuss proposed code of ethics at annual convention. 64:13

Farrell, Mark

A Hard Act to Follow, by Tim Creery. Profile of former Montreal *Gazette* publisher. 65:14

Feature Writing

Book review by Dick Lunn of *Beyond the Facts* by Louis Alexander. 63:20

Fiddlehead, The

Morris Wolfe comments. 63:25

Fisher, Gordon (see also Southam Press Limited)

In Conversation With Gordon Fisher, by Barrie Zwicker. Interview with the president of Southam Press Limited. 61:2

Foreign Coverage. See News Services

Food and Agricultural Coverage. See News Coverage, Analyses of

Fotheringham, Allan. See *Vancouver Sun*, The

Freebies (gifts for journalists, including junkets) (see also Public Relations, 25 Days, etc.; Radio Television News Directors Assn., CRTC's Boyle, etc.)

Exciting Trip to Press Council Sought For Freebie Travel Writer's Employer. Exchange of letters between Hamilton *Spectator* publisher John Muir and CBC investigative reporter Gerry McAuliffe on the subject of the acceptance of free flights and other services for travel writers. 63:14

No Definitive Word on Freebies from Managing Editors Because They are not all in Accord on the Issue, by Dennis Gruending. 64:15



Travel Journalism. Letter from Judy Grant for Southern Africa Research Centre. 64:21

Letter From Judy Dobbie. 64:21

Letters from Mike Walton and Hugh Whittington attack *Content* for publication of McAuliffe-Muir letters, *Content* and Gerry McAuliffe reply. 65:9, 10

P.R.O. Defends Freebies. Letter from Steve Howe. 66:9

Freedom of Information. See Media Conferences, Media 76, Media 76 Cancelled, etc.

Freelancing (see also Journ. Orgztns, Periodical Writers' Assn of Canada; *Weekend Magazine*)

Using Canadian Tax Advantages Next Best Thing to Moving to Ireland. A tax guide for freelance writers, by Eileen Goodman. 60:8

Freelancers Organize Habitat Resource Program. By Donna Guglielmin. 61:15

Morris Wolfe criticizes Habitat freelance resources program. 61:5

Writers and the U.I.C. Letter from Eileen Goodman. 64:22

Republication without permission. Morris Wolfe. 64:27

Woolly Bully. Letter from *Vancouver Sun* publisher Stuart Keate following Wolfe bite. 65:11

Despite Minor Failings, This Book is a Must for Freelancers or Those Planning to

Freelance, by David McFadden. Book review of *The Canadian Writer's Market*, by Eileen Goodman. 66:13

GH

Gallardi, Guy. See Newspapers, Technology of

Gaslight

New Canadian humor paper reviewed by Morris Wolfe. 58:5

Gazette, The, of Montreal. See Farrell, Mark

Globe and Mail, The (see also Humor, He Was Also, etc.; Knelman, Martin; Law & the Media, Contempt of Court; News Coverage Analyses of, Canadian Woman's, etc., Following Up, etc.; Public Relations, 25 Days, etc.)

One Canada Review Rule Triggers *Globe* Scoop. 58:14

Gould, Mrs. Dorry. See Cdn. Community Newspapers Assn

Habitat (United Nations Conference on Human Settlements). (see also Freelancing)

Number of information officers criticized. 63:32 (Om)

Harper's

Showing new life, says Morris Wolfe. 64:27

Headlines. See News Writing, Errors

Hendry, Peter. See News Coverage, Analyses of, New Level, etc.

Hersh, Seymour. See Investigative Journalism

Hoskins, Don. (see also Public Relations, 25 Days, etc.)

'Quite Remarkable.' Wins four Cdn. Public Relations Society awards. 65:8

Humor (see also News Writing, Errors, Punctuation Not Invented, etc.)

World of the Wars: Vardar Valley Quip. By Royd Beamish. 59:19

He Was Also Known As "Hey! Copy Boy!" Egan. By Bill Renaud. 60:9

Sun Photog Couldn't Hack It. By Art Mantell. 61:11

Reporter Wins Suit Against Self. 61:14

Regina Wirephoto is Lightning Fast. 61:14

The Perils of Cablese — Or of Ross Munro. By Royd Beamish. 63:7

IJ

Inco Limited. See Public Relations

Interviewing. See News Practice, Analyses of, The Reporter as, etc.

Investigative Journalism

Behind the Scenes at *The Calgary Herald*: No Enthusiasm to Investigate C.I.A. in Canada, by Dennis Gruending. 59:2

Hersh's Comments Pose a Challenge to Reporters to 'Beat the Institution' if You're Good, and Care, by Barrie Zwicker. 59:6

Jackson, Wendy. See Public Relations, 25 Days, etc.

Japan, Press of. See Newspapers, Daily

Jonah, David. See Cdn. Community Newspapers Assn

GOOD BACK ISSUES AT GOOD PRICES . . .

One to four back copies cost \$1 each.*

A discount of 20% is allowed on purchases of five to nine copies, a discount of 25% on 10 to 19 copies, and 30% on 20 or more.

A complete set (Nos. 1-66) costs just \$50.

All prices include postage and handling, to one address.

*Except Nos. 1, 25, 33, 36, 39 and 58, available in photo-copy only, at \$2.25 each.

Journalism, Education, Schools

Ryerson journalism class students' ignorance of Canadian magazines depresses Morris Wolfe. 59:14

Laval Students Visit Ont. Media, by J.L. Wild. 61:12

Student: Wolfe 'Ignorant.' Letter from Susan Baka. 61:17

Journ. Orgztns, Cdn. Farm Writers' Federation (CFWF)

No Rest in West for Farm Writers, by Dennis Gruending. 59:15

Journ. Orgztns, Canadian Science Writers Association (CSWA). (see also Science Coverage, Scientists and Science Writers, etc.)

Winners Announced at CSWA Annual Meeting. 62:18

1976-77 CSWA executive named. 62:18

Journ. Orgztns., Federation of Canadian Writers

Groups Organizing on Writers' Issues, by Scott Alexander. 61:15

Proposed Federation of Canadian Writers to Focus on Bread and Butter Issues, by Ray Bendall. 64:19

Journ. Orgztns, International Typographical Union. See Barrie Examiner, The

Journ. Orgztns, Media Club of Canada (see also Journ. Orgztns, Federation of Canadian Writers, Proposed, etc.)

Media Club Compiling Registry of Women. 58:15

Toronto Mistake? Letter from Doris C. Clark. 64:23

Journ. Orgztns, The Newspaper Guild, local 213 (The Canadian Wire Service Guild)

The Guild and Management Part I: Guild Members at CP Inch Toward a Contract, by Wendy Blum. 63:2



Journ. Orgztns, The Newspaper Guild, local 233

The Guild and Management, Part II: Two Years of Stalemate in Winnipeg, by Werner Bartsch. Negotiations at the *Winnipeg Free Press*. 63:6

Guild and the *Winnipeg FP*. Letter from Katie FitzRandolph. 64:23

Journ. Orgztns, Periodical Writers' Assn of Canada (PWAC) (see also Freebies, Letters from Mike Walton, etc.)

Sixty-five of Nation's Top Freelancers Found the Periodical Writers' Assn of Canada, by Barrie Zwicker. 63:18

Writers' Group is Running Well, by Barrie Zwicker. Association developments prior to formal founding meeting. 66:9

Journ. Orgztns, Press Clubs

Press Clubs, F.Y.I. A list of 21 Canadian press clubs, and their addresses. 66:14

Journ. Orgztns, Saskatchewan Journalists' Association

Saskatchewan Journalists' Association Survives to Hear Call for Enforced Minimum Standards, by Dennis Gruending. 63:23

Journalists, Harassment, Arrests, Imprisonment of

Need Release Appeals. The case of Boris Evdokimov of U.S.S.R. By Jean Sonnenfeld. 61:13

Amnesty International Call for Letters to

Help Free Taiwanese Editor, by Jean Sonnenfeld. 65:4

Amnesty International Fears Torture, Murder is Fate of Jailed Haitian Journalist, by Jean Sonnenfeld. 66:4

KL

Kates, Joanne. See *Journ. Orgztns, Periodical Writers' Assn of Canada*, Sixty-five, etc.; Writers' Group, etc.

Knelman, Martin

Morris Wolfe praises film critic Knelman. 62:20

Krueger, Steve. See *Investigative Journalism*, Behind the Scenes, etc.

Law & the Media

Radio stations must get prior consent of telephone interviewees before broadcasting, Ontario Court of Appeal finds. 60:23 (Om)

Mayor Found Guilty of Punching Writer, by Bill Bean. 66:15

Law & the Media, Contempt of Court

Globe Reporter Risks Prison Term. 62:11
Globe Reporter Recants. 63:12

4



Law & the Media, Libel

Suit against Ottawa Citizen editorial dismissed. 61:21 (Om)

Le Jour, Montreal

Unique Montreal Daily Faces Greatest Difficulties As Parti Quebecois, Management, Staff Differ, by Ray Bendall. 64:10

League of Canadian Poets. See *Journ. Orgztns, Federation of Canadian Writers*, Proposed, etc.

Lifeline

Cobalt, Ont. writers' newsletter reviewed by Morris Wolfe. 60:20

Lind, Loren. See *Law & the Media, Globe Reporter*, etc.

London Free Press, The. See *Police & the Media*

MN

MacDonald, Dick. See *Cdn. Daily Newspaper Publishers Assn Magazines* (See also individual magazines by title)

Air Canada Adding Canadian Magazine Titles While Reducing Number of Foreign Publications. 61:4

The Overlooked World of House Magazines: 160-Million-Strong U.S. and Canada Circulation, by Donna Guglielmin. 64:26

Manchester Guardian Weekly

Quality of British weekly in decline, according to Morris Wolfe. 59:14

McAuliffe, Gerald. See *Freebies*

Media Conferences, Media 76

Invitation to take part. 60:9

Media Folk, Take Note. Call for participants in Media 76 conference. 63:24

Media 76 Cancelled, But Parent Body Decides To Continue with more Regional Focus, by Barrie Zwicker. 64:6

mediaconference, Inc. See *Media Conferences, Media 76*

Ministry of State for Science and Technology (MOSST). See *Science Coverage*, Public Wants, etc.; ... While Most, etc.

Montreal Standard, The. See *Farrell, Mark Moody, Lin*

Moody Named Contributing Editor (of *Content*) 61:12

MorE magazine

MorE changes logo, format and expands coverage areas. 66:15 (Om)

Morgan, Huw. See *Newspapers, Technology of*

Morrow, Charles. See *News Coverage, Analyses of*, New Level, etc.

Muir, John. See *Freebies*

National Public Radio, Minneapolis-St. Paul. See *News Coverage, Analyses of*, Canadian Woman's etc.

New Republic, The

Praised by Morris Wolfe. 63:25

News Coverage, Analyses of

Gossiping the Print News. Public figures trivialized by gossip trend. By Ray Bendall. 59:22

Canadian Woman's Murder Hasn't As Much Interest as B.C. Man's Mexican Jailing, by Barrie Zwicker. About the coverage of the murder of Canadian Micmac, Anna Mae Aquash, in South Dakota. 63:12

Speak you Someone Who Knows What to Say. An assessment of coverage of American Indian Movement testimony before Mackenzie Valley Pipeline Inquiry. By Nancy Cooper. 64:2

Following Up on the Aquash Murder Case: Questions Being Asked in On-and-off Coverage, by Barrie Zwicker. 64:3

Aquash Murder Coverage. Letter from Fred King. 64:22

New Level of Media Concern Required to Reap World Food Story. By Ray Bendall. 66:2

News Coverage, Comparisons of

Morris Wolfe compares coverage of Conservative leadership convention by CBC, CTV and The Globe and Mail. 61:5

News Coverage, Effects of

Reporters defend nature of Sask. adoption case coverage. By Dennis Gruending. 58:6

News Practice, Analyses of

The Reporter As TV Interviewer, Paid But Unedited: Is it PR or Journalism? Questions raised when Sask. gov't hires reporters to interview premier. By Dennis Gruending. 62:6

Media actions in Thunder Bay questioned by Bill Bean. 62:21 (Om)

CKPR-CHFD Chased Judy. Letter from Gary Suo taking exception to Bean. 63:11

"Poor Little Prince Edward Island, You Never Led the Fatalities Parade." by Harold R. W. Morrison. 63:21

Where Were The Rest? Letter from Bean replies to Suo. 65:10

News Services, Broadcast News (BN)

Awards Studied. By Dick Smyth. 61:12

News Services, The Canadian Press. See Morris Wolfe, 63:25; *News Coverage, Analyses of*, Speak You Someone, etc.; *News Practice, Analyses of*, "Poor Little," etc.; *Journ. Orgztns, The Newspaper Guild*, local 213.

News Services, Southam News Services (SNS)

Coming Shakeup at Southam News Services May Close Peking, Paris Bureaux; Halifax Will Close. By Lin Moody. 58:10

News Writing

Book review by Ken Cuthbertson of *Reporting*. (2nd ed.) by Mitchell Charnley. 63:20

News Writing, Errors

Boobs: How Sci the Fi? Is The Comma Tose? 59:4

Columnist Becomes Violent, Hits at Prof's Feet. Letter from Michael Hanlon re English usage. 59:18

Punctuation Not Invented To Provide Victor Borge With a Funny Routine, Eric Nicol Claims, by Eric Nicol. 61:16

Toronto Star Heads Not Comma-cal. 61:16
Kesterton Accuses Hanlon of 'Reinforced Dogmatism.' Letter to Editor re English usage. 61:17

Boobs. 63:23, 66:10

Newspapers, Daily

Omens For Dailies Not Good But Canadian Publishers Confident. By Barrie Zwicker. 58:9

Competition Among Japanese Dailies is Intense, Press Ownership Not Concentrated as in Canada. Interview with Seichi Iwakura by Barrie Zwicker. 59:19

Radical Element Would Improve Canadian Papers, Berton Says. Report of speech by Pierre Berton. 60:20

Newspapers, Daily, Management of (see also *Farrell, Mark; Le Jour*.)

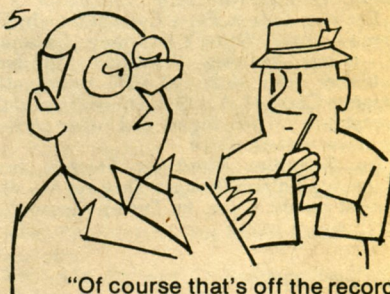
"Do You Have Canadian Experience?" One Job Seeker's Response To the Question. By Kirthie Abeyesekera. 64:8

On Hiring and Firing (Three Days Later) at the Prince Albert Daily Herald. By Yvonne Zacharias. 64:28

Newspapers, Technology of

Backshop to News in Hamilton and North Bay: Jolts for Individuals But Benefits for Newsroom. By David McFadden. 61:2

5



"Of course that's off the record."

90 Minutes Live. See *News Coverage, Analyses of*, Canadian Woman's, etc.

North, The, Coverage of

Sask. Northland Coverage Gets Cold Reception from La Ronge Publisher, Sask. Cabinet Minister. By Dennis Gruending. 58:6
Northern Life, Sudbury. See *Public Relations*, 25 Days, etc.

OPQ

Obscenity (See also *Weekend Magazine*, Childbirth, etc.)

Morris Wolfe. 64:27

Ontario Arts Council. See *Journ. Orgztns, Periodical Writer's Assn of Canada*, Sixty-five, etc.

Outdoor Writers of Canada. See *Journ. Orgztns, Federation of Canadian Writers*, Proposed, etc.

Ownership

John Stuart Mill, the Editorial Writers' Favorite, Might Question Canadian Media "Freedom" Today. By Earle Beattie. 61:10

Photo-journalism (including photography, photographers, photo spreads in *Content*). (See also *Awards, Journalism, National Newspaper Awards*)

CP Picture of the Month. News picture of the month award, Feb. 1976. Won by Colin Price, *Vancouver Sun*. 62:12

CP Picture of the Month. News picture of the month award, March, 1976. Won by Ron Armstrong, *Montreal-Matin*. 63:13

CP Feature Picture of the Month, April, 1976. Won by Harry Filion, *Vancouver Sun*. 64:7

CP News Picture of the Month, April 1976. Won by Bill McKeown, *Vancouver Province*. 64:18

CP News Picture of the Month, May, 1976. Won by Doug Lehman, *Montreal Gazette*. 65:11

CP Feature Picture of the Month, May, 1976. Won by Frank Chalmers, *Winnipeg Tribune*. 65:17

CP News Picture of the Month, June, 1976. Won by Russell Mant, *Ottawa Journal*. 66:6

CP Feature Picture of the Month, June, 1976. Won by Colin Price, *Vancouver Province*. 66:10

Rejects (photos rejected by editors): No. 4, 61:21; No. 5, 62:10; No. 6, 63:29.

Playwrights' Co-op. See **Journ. Orgztns, Federation of Canadian Writers**, Proposed etc.

Police & the Media

If Proposals in London (Ont.) Police Report are Adopted Media Will be Denied Most Facts in Police Cases. By David Scott. 62:2

Newsman Hired by Police in B.C., by Nick Russell. Newsman Stan Shillington hired as Information director of B.C. Co-ordinated Law Enforcement Unit. 62:3

Freedom to Distribute is Considered a Privilege by City Fathers, Policemen and Mainline Media, by Michael Hamm. *Alive Magazine's* legal hassles on London, Ont. streets. 62:4

Letter from Michael Poslins re Freedom to Distribute, etc. 63:11

London Bobbies Have Their Orders: Co-operate with News People, by Lee Lester. Police-news media relations in London, England. 66:7

Southwestern Ontario mayors urge province-wide policy of co-operation between police and news media. 66:7

Postal Service

Should post office be sued for false advertising, Morris Wolfe asks. 58:5

Pot Pourri

National Film Board newsletter reviewed by Morris Wolfe. 66:11

Press Councils, Ontario Press Council. (see also **Freebies**, Exciting Trip, etc.; No Definitive Word, etc.; Letter from Gerry McAuliffe).

Rules on right of reply. 63:31 (Om)

Province, The, Vancouver, See **News**

Coverage, Analyses of, Canadian Woman's, etc.

Public Relations (see also **News Practice, Analyses of,** The Reporter as, etc.)

Twenty-five Days on the Inco Beat, by Mick Lowe. A reporter's journal. Inco Ltd's large PR effort in Sudbury and the company's relationship with local news operations. 65:2

The News Media-PR Relationship Needs Spelling Out. Letter from University of Manitoba information officer Edward L. Unrau. 66:8

Punctuation. See **News Writing, Errors**

RSTU

Radio Television News Directors Association of Canada (RTNDA)

CRTC's Boyle Refuses to Set News Guidelines at Winnipeg Meeting of Broadcast News Directors, by Murray Malkin. Coverage of the RTNDA second national convention. 64:24

The Winners Are . . . Winners of the 1975 RTNDA Charlie and Dan awards. 64:25

Knapp Heads RTNDA. New RTNDA executive, elected June, 1976. 64:25

Religion Coverage

Increasing in U.S. 61:23 (Om)

Saba, Arn. See **Syndication**, Thinking of, etc.

Saskatchewan, Government of. See **News Practice, Analyses of**

Scholes, Frank. See **Freebies**, Exciting Trip, etc.; No Definitive Word, etc.; Letter from Hugh Whittington: P.R.O. Defends Freebies. **Science Coverage**

Scientists and Science Writers Exchange Criticisms Over a Bowl of Jello at Science Writing Seminar. By Ken Wyman. 62:18

Public Wants More Science Coverage, but Editors Not Keen to Provide It . . . by Ian Martin. 63:8

. . . While Most Editors and Writers Think Canadian Science Coverage "Poor." by Mack Laing. 63:9

Small Legs, Nelson, Jr. See **News Coverage, Analyses of,** Speak You Someone, etc.

Sound Heritage

University of British Columbia magazine on oral history reviewed by Morris Wolfe. 61:5

Southam News Services. See **News Services**

Southam Press Limited (see also **Freebies**, Exciting Trip, etc.; Travel Journalism Debate, etc.; **Fisher, Gordon**)

Southam Annual Meeting a Smooth Affair as President Fisher Sails in Unquestioning Waters, by Barrie Zwicker. 63:26

Southam President Takes Exception to Piece on Company Political Donations. Letter from Gordon Fisher. 64:20

Spectator, The, of Hamilton (see also **Press Councils, Ontario Press Council**, Rules on right of reply; **Freebies**, Exciting Trip, etc.)

Chief Cleaner Quits Post at *Spec. Spectator* managing editor Paul Warnick resigns. 64:13

Sudbury Star, The. See **Public Relations**, 25 Days, etc.

Sunday Sun, The, Toronto

Morris Wolfe comments. 62:20

Syndication (See also syndicates by name)

Thinking of Syndicating Your Stuff? Read This First. By Stan Oziewicz and Craig Ferry. 62:8

Letter from Bob Trotter re Thinking of Syndicating, etc. 63:11

Syndication Problems. Letter from Dave Cadogan. 64:32

Take One

Criticized by Morris Wolfe. 62:20

Telecommunications

Communications Technology Satellite (CTS), nicknamed Hermes, assessed by Lin Moody. 64:16

Tingley, Merle

London's Merle Tingley Draws with Gentle Touch to 'At Least Get People to Look at Editorial Page.' By Ken Cuthbertson. A profile. 59:11

Toronto Newspaper Guild, The. See **Journ. Orgztns, Federation of Canadian Writers**, Proposed, etc.

Toronto Star, The (see also **Entertainment Coverage; Humor**, World of the, etc.; **News Coverage, Analyses of,** Canadian Woman's, etc.; Following Up, etc.; **News Writing, Errors**)

59:21 (Om)

Toronto Star Syndicate, The. See **Globe and Mail, The, One Canada Rule**, etc.

Toronto Sun, The See **News Coverage, Analyses of,** Canadian Woman's, etc.

Travel Journalism (see **Freebies**)

United Steelworkers of America, local 6500, Sudbury. See **Public Relations**, 25 Days, etc.

VWXYZ

Vancouver Sun, The (see also **News Coverage, Analyses of,** Canadian Woman's, etc.)

Fotheringham Affair Shows Unhealthy Situation at Canada's 3rd-Largest Daily, *Vancouver Sun*. By Karenn Krangle and Lin Moody. 61:8

Warnick, Paul. See **Ethics**, CMEC House, etc.; **Freebies**, No Definitive Word, etc.; **Spectator, The,** of Hamilton.

Watt, Erik. See **Public Relations**, 25 Days, etc.

Weekend Magazine (see also **Farrell, Mark**) What Editors Are Buying. *Weekend* as a freelance market, by Eileen Goodman. 59:10

Childbirth Yields Stillborn Cover. By Werner Bartsch. 62:10

Whittington, Shirley. See **Syndication**, Thinking of, etc.

Windsor Star, The. See **Farrell, Mark** *Winnipeg Free Press.* See **Journ. Orgztns, Unions, The Newspaper Guild**, local 233.

Wolfe, Morris, Column by
58:5, 59:14, 60:20, 61:5, 62:20, 63:25, 64:27, 65:20, 66:11.

Women, Coverage of. See **Journ. Orgztns, Media Club of Canada**

Writers' Union of Canada. See **Journ. Orgztns, Periodical Writers' Assn. of Canada**, Sixty-five, etc.; **Federation of Canadian Writers**, Proposed Federation, etc.

OTTAWA CITIZEN EXPANDS "NEIGHBORHOOD NEWS"

Starting Sept. 7, the *Ottawa Citizen* was to expand its local news coverage by publishing a daily one-page overview of news from four Ottawa communities. Four Carleton University journalism students, originally hired as summer staff, have been kept on. Each is responsible for one district (west end, east end, Centretown and Outaouais) and they are expected to live in their coverage communities to absorb the nature of the neighborhoods.

Citizen ME Nelson Skuce said the estimated first-year cost of the project is \$200,000. That includes salaries for the reporters and a new assistant city editor-level

editor, the expense of cars for the reporters, the additional newsprint, pension contributions, overtime, etc.

Skuce stressed the new feature is in addition to regular city coverage. The idea originated from the Canadian Managing Editors Conference meeting last May in Regina. There, Montana publisher Ron Semple scolded the press for ignoring the communities of large centres. He said dailies have always been criticized for being too slick and too insensitive to the needs of the little man. Seizing on this idea, Skuce presented a report

to *Citizen* publisher Robert Southam, who bought the idea. Skuce agreed a larger circulation may result, but hope of sales was not the reason for the change.

Stories will range from cutesy-pie features to hard news. "We want the community to come alive," said Skuce. "We want to know what people are doing, feeling or talking about in the community. We want a broad net thrown across the neighborhood."

L. Lalonde, publisher of the competing *Ottawa Journal*, said his paper already has enough community news spread throughout the paper and this type of news should not be isolated on one page. — Lin Moody

Logotypes & Wordmarks



transair

FLY THE GOLDEN JETS
Winnipeg International Airport - Winnipeg, Manitoba R3J 0H7



Government of Ontario

The London Free Press

Royal Trust  **Trust Royal**

INCO

**GORDON LUSTY
SURVEY RESEARCH LTD.**

1129 LESLIE STREET
DON MILLS, ONT.

COMMUNICATIONS - 6 INC.

MONTREAL - TORONTO - OSLO - AMSTERDAM - PIAPOT



Outdoor Writers of Canada

CNW  **Canada News-Wire**



ASSOCIATION FOR EDUCATION IN JOURNALISM

CSL

CANADA STEAMSHIP LINES

LETTERS, continued from Page 11
describing himself as an "elementary schoolteacher," which, of course, should have read "teacher in elementary school" or "elementary-school teacher."

On second thought, the way he put it was more appropriate.

John Franke,
Toronto.

HEMINGWAY, ESQUIRE & \$'s

Editor:

Accuracy's the thing!

Content #66, last item, last page, says Arnold Gingrich persuaded Ernest Hemingway to write for *Esquire* by promising "to pay the writer double what any other magazine would." This misses the point of the incident.

Hemingway, just hitting his peak stride, but an old friend of Gingrich, said he would write for the new magazine only if Arnold paid him twice as much as any other writer got for a piece in *Esquire*. Gingrich agreed because he had already sweet-talked Scott Fitzgerald, John Dos Passos and other big names into helping him get started by taking only one hundred bucks for an article. Flat rate. That's what Gingrich paid me for a piece back in those days (not in *Esquire* but in its ill-fated sister publication *KEN*). Result was that Hemingway pieces that later became minor American classics first ran in *Esquire* earning him only 200 bucks each.

Interesting sidelight. Hemingway wrote quite a bit of travel stuff for Gingrich. One of his columns, on Cuba, carried a short paragraph about a local legend. Later, considerably expanded, that paragraph became *Old Man and The Sea*, which now turns up on almost all American Lit. courses.

Colin Haworth,
Montreal.

MORE FREEBIE-JEBBIES

Editor:

Loyally defending his employer, reporter Mike Walton (Letters, August issue) suggests the *Hamilton Spectator's* habit of accepting free air tickets for travel writers is vindicated, at least in part, by the fact that the Periodical Writers' Association of Canada sought free rides so it could help freelancers from across the country attend its founding meeting in May.

The comparison is unjust to both the PWAC and Air Canada. *The Spectator* is a commercial enterprise; PWAC is not. The charge is that by accepting free air passes, *The Spectator's* travel editor is likely to be influenced in his judgement when writing about the far flung destination. If true, that would mean the airline reaps direct benefit from its generosity. In the case of PWAC there is

no possible direct benefit for Air Canada, beyond the generation of some goodwill. PWAC is a non-profit (indeed, it's broke!) organization designed to help both freelance writers and the periodical business in Canada. To that extent it at least has some claim to altruism. The same cannot be said of *The Spectator* in this particular dispute, since it seems that the odysseys of its travel editor are geared to advertising programmes, and this alone must bring the paper's objectivity into question.

Since it was I, as chairman of the committee that organized the PWAC founding meeting, who sought Air Canada's help, I'm worried lest Mr. Walton's intemperate flourishing of the tar brush should in any way cheapen Air Canada's generous and public spirited act in providing us with free transport. Because of it, a needed organization that may benefit the nation's magazines and writers can claim to be "national" in scope.

Alan Edmonds,
Toronto.

FUZZY TONGUES LOOSENEED

Editor:

I have just read the September *Content* and thought you may be interested in a new information policy of Owen Sound City Police.

From April to Aug. 1, only the Chief of Police was allowed to release any information about investigations — this included minor car accidents. Whether the Police Chief was tired of us bugging him at home, I don't know, but now all investigating officers, unless they are probationary, can release information on their cases. Unfortunately, they don't have to.

The program is, however, working quite well. We, of course, know who will not give us information and attack things from a different direction.

Since the Police Chief did not start work until 9 a.m., it used to be very difficult to make our 8:30 a.m. deadline, although it could be stretched somewhat.

One Friday morning, a man here was stabbed to death and his wife seriously injured. They were in their home and apparently did not know the intruder. He was captured by the O.P.P. after a high-speed chase.

As the cub reporter I helped handle this with the police reporter. The importance of legal co-operation became very clear. The need for people to know, but even more, the importance of not convicting a possibly innocent man.

Probably old hat to many but to me it was a very exciting and interesting atmosphere. Piecing together the story little by little.

Wendy Nicol,
Owen Sound, Ont.

Logotypes & Wordmarks

Macleans
CANADA'S NEWSMAGAZINE

Thomson
Newspapers



**National
Film Board
of Canada**

**Office
national du film
du Canada**



Canadian Industries Limited

REED

BECHTEL CANADA

*Builders for industry
Les bâtisseurs de l'industrie*

Montréal Toronto Edmonton



SCHOOL OF JOURNALISM

CARLETON UNIVERSITY

The Toronto Star



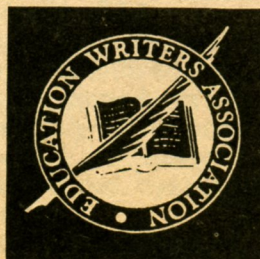
**Insurance Bureau of Canada
Bureau d'assurance du Canada**



10th ANNIVERSARY YEAR



**Humber College
of Applied Arts and Technology**
Departments of
Journalism
Public Relations
Radio Broadcasting



IBM
IBM Canada Ltd.

Column By Morris Wolfe

Just the facts.

If you need facts about steel — or the steel industry — talk to Ron Dennis at Dofasco.

If it's background information that you want, no problem. He'll also dig up the answers to specific questions.

Ron is a former newspaperman so he knows about deadlines and the need for terse, appropriate facts or comment. Let him help you in the deadline race or the methodical research for features.

Facts. Fast. Just call Ron Dennis at (416) 544-3761, extension 2203.

Or write:

Communications and Public Affairs, Dofasco,
P.O. Box 460, Hamilton,
Ontario, L8N 3J5

DOFASCO

Our product is steel. Our strength is people.

In Toronto most people have a choice of 10 or 12 television channels. If, like me, you have cable and a push-button converter box, you can get 21 channels. In St. John's, Nfld., where I recently spent a couple of days, people still have a choice of only two channels — CBC and CTV. (Cable won't come to Newfoundland for some months yet.) One evening the programme on CTV was a tennis tournament; CBC was showing The Six Million Dollar Man. I went out walking through a residential part of downtown St. John's where the houses all came right to the sidewalk. Although it was still early evening the streets were deserted. Almost every house I passed had a television set in its front room tuned in to the CBC. (Tennis is obviously not too big in Newfoundland.) It was an uncanny feeling. The whole of St. John's seemed to have stopped to watch The Six Million Dollar Man. And the houses were all so close together I could follow the programme simply by walking by them.

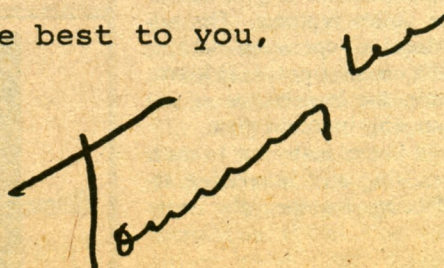
My cynicism may be getting the best of me (a possibility readers should never discount in reading my stuff) but I find myself highly suspicious of the stories coming out of NASA's Pasadena, Calif. space launch headquarters. Today, for example (Aug. 26), Reuters issued the following non-statement: "The Viking I lander... sent down another clear reading that there could be life on Mars but scientists continued to be skeptical about the results." The fact is NASA would like to squeeze a few billion more dollars out of the American public to continue its Martian explorations; NASA, therefore, has a vested interest in turning the public on to Mars. Science reporters also have a vested interest in continued Martian experiments. It must be fun to be able to travel to places like NASA headquarters and be wined and dined by brilliant scientists. And so day after day we've been getting a steady diet of stories which inform us that yes, there just may be life on Mars. The American public is being prepared for the an-

TO MEMBERS OF ALL THE MEDIA:

As I retire from Royal Trust after a total of 24 years in the PR field, I wish to say what a pleasure it has been to work with you over the years, and to wish you well.

My successor at Royal Trust is Jim Nesbit, whom many of you already know; he is ready to be of help wherever and whenever he can.

All the best to you,

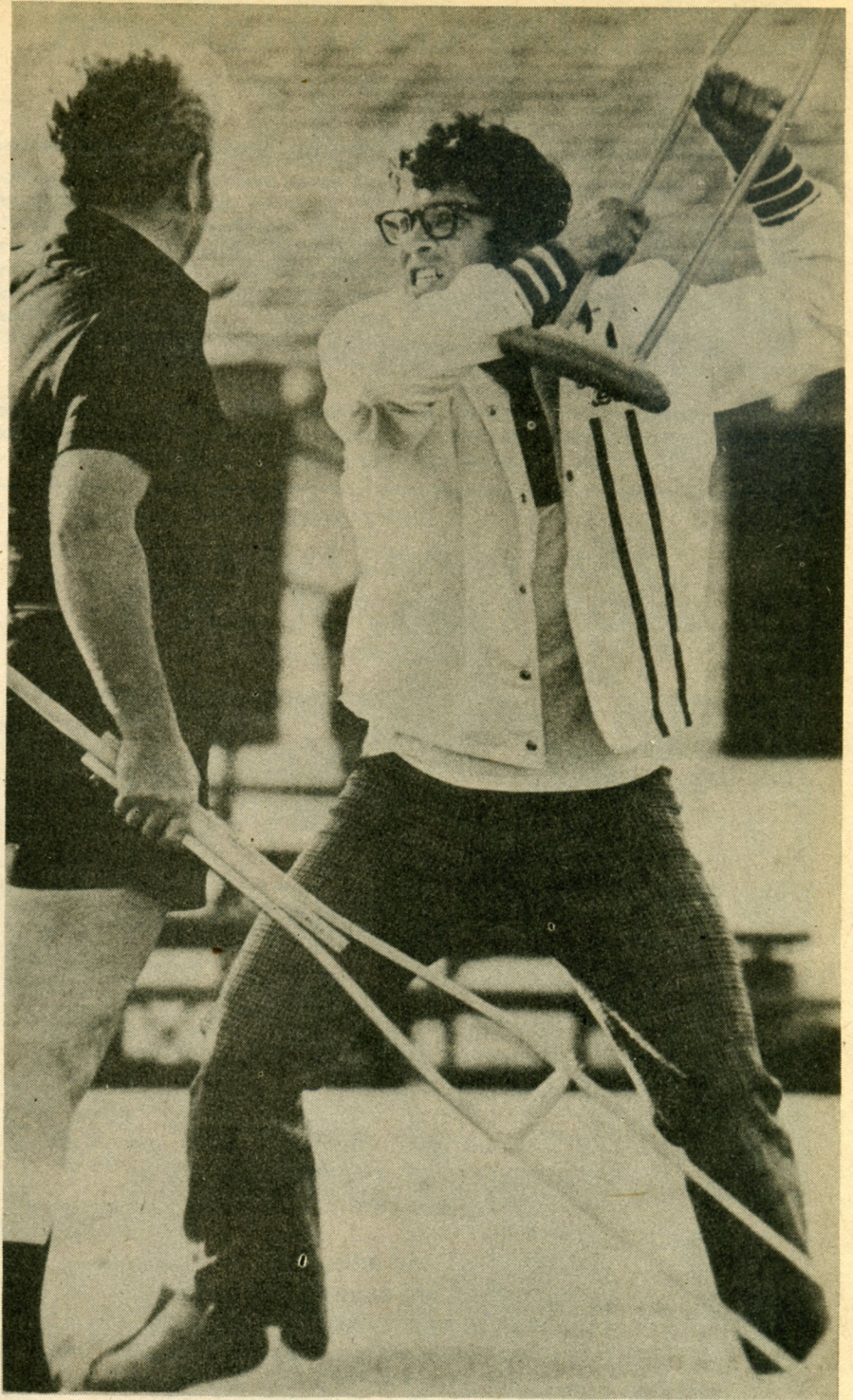


CP News Picture of the Month

nouncement that 10 billion or so more dollars have been allocated to NASA so that "conclusive" experiments can be conducted.

I spend a fair bit of my TV viewing time watching the U.S.'s supposedly commercial-free public broadcasting network, *PBS*. But if one adds up all of the time *PBS* stations spend on fund-raising activities — from simple pleas to elaborate auctions — it's at least as much as *CBC* television devotes to running crass, old-fashioned commercials, which are at least more diverting to watch. That's not an argument for commercials. It's simply a statement of the fact that apart from regional networks like *TV Ontario*, public broadcasting in North America has yet to solve its funding problems in a way that doesn't drive the viewer (or listener) up the wall.

I was surprised recently to find writer and broadcaster Elizabeth Gray acting as apologist for Nazi propaganda filmmaker Leni Riefenstahl on an edition of *CBC Radio's As It Happens*. Riefenstahl, who was visiting the Olympics, has spent the better part of the past 31 years propagating the view that she wasn't interested in politics during the Nazi years, that *Triumph of the Will* (1934) is just "a film that celebrates marching armies." Anyone who's seen that beautiful frightening movie knows that's hogwash; what the film celebrates is Adolf Hitler. Indeed, the Nuremberg rally — the subject of the film — was staged so that a film celebrating Hitler's contribution to Germany could be made. It opens with a superb shot of Hitler's plane descending god-like on a waiting Nuremberg. It ends three hours later with an impassioned statement that Hitler and Germany are one. Hitler, we're told, *is* Germany. I can only assume Elizabeth Gray has never seen *Triumph of the Will*. Otherwise she would have known how foolish it sounded when she apologized to Riefenstahl for presuming to mention her association with Hitler. Similarly, I can only assume that Elizabeth Gray hasn't read an excellent article by Susan Sontag (it appeared in *The New York Review of Books* a couple of years ago) which effectively demolishes Riefenstahl's attempts at revisionism. Leni Riefenstahl made some brilliant films. There's no denying it, however much we might like to. But in celebrating Riefenstahl as a great woman filmmaker let's not deny that for a time she was unofficial court cinematographer to the Nazis.



Photographer: Dave Reidie.
Newspaper: *The Edmonton Journal*.

Situation: Joe Kelly, an injured Edmonton Thistle soccer player, watching a game from the sidelines July 9, was angered by a linesman's call. Before anyone else was injured, bystanders restrained Kelly.

Technical Details: Canon F-1 camera, 400-mm lens at f4.5 and

1/125th of a second.

Award: Canadian Press "News Picture of the Month," July, 1976.

Congratulations: This space is contributed regularly in recognition of excellence in Canadian photo-journalism by The Canadian Life Insurance Association, representing the life insurance companies in Canada.

OMNIUM-GATHERUM

THE WEST

George Dawes is the new president of the **Saskatchewan Press Club**. He succeeds **Ruth Warick**.

Tom McKegney, city editor of the *Regina Leader-Post*, resigned without future plans.

Also at the *L-P*: **Donna Harker**, co-ordinator of the provincial beat, joins *Canadian Press* in Regina. . . . **Mac Swackhammer**, culture reporter for just two months, departed for St. John's, Nfld., where he will study at Memorial University. . . . **Marg Jaspar**, veteran reporter

with several Saskatchewan dailies, joined the *L-P* as home and family co-ordinator, replacing **Lila Moore**, who will study at the University of Montana. . . . **Jean Scott**, the *L-P*'s Moose Jaw correspondent, resigned, while **Jack Maluga** signed on as a correspondent from Yorkton. . . . **Brian Milnor** and **Chuck Corley**, *L-P* sports writers, have shifted to the sports desk.

Garry Fairbairn, *CP*'s one-man *Regina* bureau, will move to *CP*'s Washington bureau this fall. He will be replaced in Regina by **Al**

Arbruckle. Fairbairn is also president of the **Saskatchewan Journalists' Association**, and his SJA position will be assumed by **Geoff White** of the *Saskatoon Star-Phoenix*, SJA vice-president.

At the *S-P*, **Bill Petersen**, former provincial reporter, has taken a six-month leave. When Petersen returns it will be in administrative work, including a reorganization of the *S-P* library. . . . Other departures from the *S-P* include **Irene Gessler**, who had done medical education reporting. (She'll attend Carleton journalism school), **Kathy Kohout**, general reporter, and **Garry Tannyan**, a *S-P* photographer for five years.

Norma Greenway, who left the *S-P* last year to travel in Central and South America, has joined *CP* in Toronto.

CBC Saskatchewan has seen a number of staff changes. **Kris Purdy**, the host of *CBKRT*'s supper and late night news programs, moved from Regina to Edmonton, where she will host the morning information radio program. Purdy's spot in Saskatchewan will be taken by **Allan Bonner**. . . . *CBKRT* has two new television producers, **Wes Gore**, from *CBKST*, Saskatoon, and **David White**, from *CBC*, Edmonton. . . . **Lorna Jackson**, from *CBC*, Edmonton, moves to Regina to host *Saskatchewan Today*, the morning information radio program. **Bonnie Donlon**, producer of *Saskatchewan Today* last season, moves to the Radio Noon show, and **Dennis Gruending** becomes producer of *Saskatchewan Today*. Gruending's old post as story producer for the program will be filled by **Caroline Brown**. . . . **Rupert Baudais**, an agriculture commentator for *Radio-Canada* in Regina, has resigned to study law at the University of Saskatchewan, Saskatoon. **Roger Lavallue**, *Radio-Canada* announcer, becomes a producer. **Rene Charrier**, a *Radio-Canada* producer, moves into an administrative position.

At the *Western Producer*, a farm paper owned by the Saskatchewan Wheat Pool and published in Saskatoon, **Ellen Nygaard** becomes agriculture editor. **Wayne Roberts** left his position as editor of the *WP*'s magazine section to go to the desk at the *Star-Phoenix*. Reporter **Jennifer Evans** resigned from the *WP* to return to school.

Lewis D. Whithead, president and publisher of the *Brandon (Man.) Sun*, has become a member of the American Newspaper Publishers Association's professional relations committee. The committee will try to cultivate and develop close co-ordination among newspaper associations with the goal of eliminating program duplication and strengthening common objectives.

The **B.C. Supreme Court** has dismissed *The Vancouver Sun*'s appeal of a board of inquiry ruling that the paper discriminated against a homosexual group by refusing to accept an



LOOK ALIKES?

There's a myth that all Thomson newspapers are alike.

The untruth of that myth is equalled only by the myth that Thomson people want them to be alike.

Reporters and editors on Thomson newspapers are expected to reach for highest journalistic standards in serving their own community. In that regard alone, Thomson Newspapers hopes its newspapers will be alike.

Thomson
NEWSPAPERS

ad. Mr. Justice James Macdonald ruled that the *Sun* had indeed contravened the Human Rights Code of B.C., and that in the future, it should accept advertising from the Gay Alliance Toward Equality.

The judge, quoted in a *CP* report, said "the real reason behind the policy of the newspaper was not of concern for any standard of human decency but a personal bias against homosexuals and homosexuality on the part of various individuals within its management."

Calgary Herald chief editorial writer **William Gold** will replace retiring editor **Richard Sanburn**. Sanburn has been in Canadian journalism for more than 40 years. Gold has been with various Southam operations since 1955 and was earlier with the *Ottawa Journal* and the *Calgary Albertan*. (The *Herald* is part of the Southam group.) Replacing Gold as chief editorial writer is **Lawrie Joslin**.

Michael Hughes, senior correspondent at *CP's* Victoria bureau for the past six years, is going to the *Victoria Times*.

ONTARIO

Warner Troyer, formerly with *CBC-TV's* fifth estate, and recently a temporary Barbara Frum replacement on *As It Happens*, is moving to *Global TV*. He'll moderate *Point Blank*, a 90-minute Great Debate-Under Attack-style show.

In Toronto, **David Schatzky**, host of *CBC's* *Radio Noon*, was to take over as host of *CBL-AM's* *Metro Morning* information show Sept. 13. **Jay-Dell Mah**, the most recent host of the show, will return to his normal municipal affairs reporting beat. Another former host of the program, **Harry Brown**, is the new host for the national network's 9 a.m. to noon slot formerly known as *This Country In The Morning*.

An excellent full-page news feature by **Simon Wickens** in the Sept. 4 *Kitchener-Waterloo Record* detailed difficulties in the news operation of K-W's *CKCO-TV*, where seven staffers have quit recently.

Bill McGregor, president of Central Ontario Television, which owns the station, barred Wickens from the *CKCO* newsroom after news director **Peter Ferguson** had agreed to let the reporter observe the operation.

But Wickens learned *CKCO's* three full-time cameramen and one trainee share one up-to-date sound camera. By contrast, each of the nine cameramen at London's *CFPL-TV* (which covers an area one-quarter the size of *CKCO's*) have such a camera.

CFPL has three electronic editing consoles, *CKCO* one manual machine. A regular duty of *CKCO* news staff is to appear in commercials.

President **McGregor**, a director of the *Kitchener Chamber of Commerce* and chairman of the city's urban renewal committee, admits he withholds newsy information from his news department.

Cited were plans of **Marathon Realty Ltd.** for a major "redevelopment" of the downtown area. "In the unlikely event that his reporters had discovered the story and if the news director mentioned it to him," Wickens wrote,

Sunday Morning

YOUR NEWSPAPER OF THE AIR

Switch on the world every Sunday morning and hear all about it . . .

NEWS • REVIEWS • ARTS & SCIENCES • HUMOUR • LIFESTYLES • PEOPLE • PLACES • EVENTS • MOVIES • BOOKS • TELEVISION • MUSIC • PROFILES

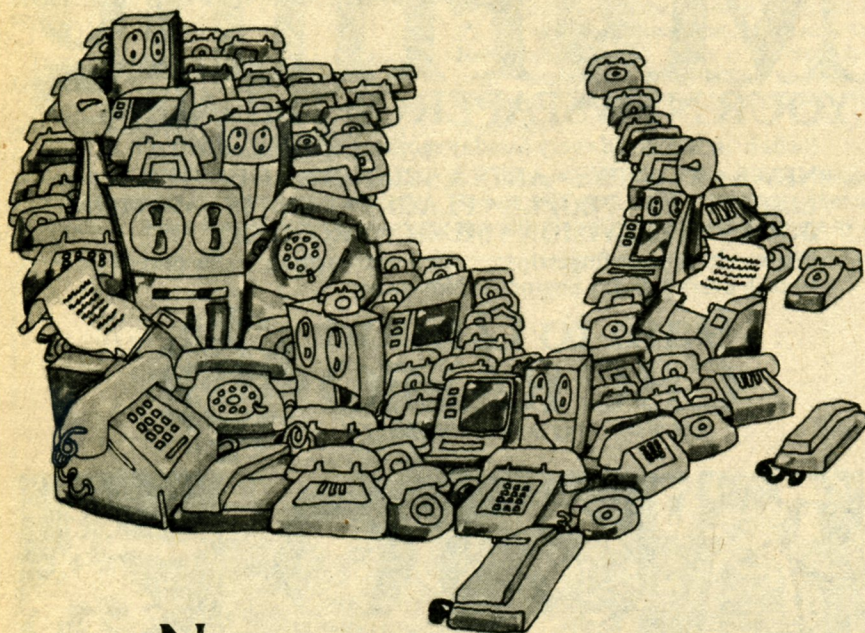
The world at your fingertips . . . alive and exciting . . . be part of it . . . tune in every Sunday beginning November 7

9am to 12 noon CBC RADIO

where listening is better than ever



How to get around Canada.



Not just around it.
Up, down and all across it.

We're proud of the role we play
in carrying the words and ideas of
Canada to Canadians everywhere.

Through our nine member companies, we provide a complete communications network from regular telephone traffic to computer communications.

It takes over 84,000 employees
and \$9½ billion to let you get to all parts
of Canada.

For more information about TCTS
and its member companies, call or
write:



Trans-Canada Telephone System

One Nicholas Street, Ottawa, Ontario K1G 3N6
(613) 239-2086

"Mr. McGregor said he would have 'phoned around to see how nervous it was. And if it was too nervous I might have said no. You look at the west-end merchants and say, "Do you really want to kill their big chance."'"

Selection of an editorial by **William Rannie**, editor of the *Lincoln Post Express* of Beamsville, Ont., gave Rannie a place among the "Golden Dozen" of the **International Society of Weekly Newspaper Editors** (ISWNE).

At the *Kitchener-Waterloo Record* **Ken McQueen**, a summer student from Conestoga College, has been hired full-time to man the Guelph bureau. Guelph bureau reporter, **Rick Brennan**, formerly with the *St. Catharines Standard*, takes over the Waterloo municipal beat from **Hugh Paterson**. Paterson, formerly with the *Oshawa Times*, is moved on to the regional government beat, vacated by **Henning Tegelberg**, who has moved to the desk. **Llane Heller** has joined the *Record* from the *Owen Sound Sun-Times*, replacing entertainment writer **Victor Stanton**, who resigned in June. **Brian Clark**, who returned to the *Record* in June after five years at the *Hamilton Spectator*, has been named chief photographer, replacing **Dick Sutton**, who died in May. **Lew Fournier**, day assistant city editor, has been moved to nights, as the paper moves toward earlier deadlines with the advent of cold type. He's replaced by **Wayne Braun**, currently on the sports night desk. Braun in turn is succeeded by **Joe Hislop**, a composing room employee who wants to get into news.

Jay Stone, formerly with the *Brampton Daily Times*, is now on the rim at *The Citizen* in Ottawa.

Rumors keep floating our way, and one that keeps coming back is that *The Toronto Star* will launch a new Sunday paper sometime in the not-so-distant future. If that happens it will be one more paper the new *Toronto Clarion* will try to be an alternative to. *The Clarion*, expected to hit the streets this month, will be a bi-weekly at first, and will cost one thin dime. Initial press run will be 3,000 copies. Emphasis will be on local news, with selective coverage of news further afield, and entertainment.

A group of about 30 young journalists have been active for several months trying to raise funds. According to a brochure, they're "convinced that people are ready for a hard-hitting, reliable tabloid that doesn't distort and trivialize the news the way the dailies so often do. . . It's not that this city's newspapers echo big business — they are big business." For the present, at least, *The Toronto Clarion* is small business, at 91 St. George St. Toronto, Ont.

QUEBEC

Montreal's *Le Jour*, the pro-Quebec independence daily tabloid, suspended publication Aug. 25. It's facing severe financial difficulties and internal struggles over editorial control. Until Aug. 10, news and editorials were decided by a board of reporters and management. After Aug. 10 the reporters had no say. *Le Jour*, if it returns, may be a weekly.

Morris Tenser, or Mo the Newsie, has retired after 43 years of peddling newspapers on downtown Montreal streets. Says he can't

take the winters any more. Mo came to Canada from Poland 50 years ago, alone, at the age of 15. He speaks six languages but can't read or write.

Former federal cabinet minister **Jean Marchand** has filed a damage suit against Montreal's CKAC radio and commentator **Roger Delorme**. Marchand's lawyers claim Delorme made several injurious and defamatory statements during an April 30 broadcast and that the station refused or neglected to retract the comments.

Last year, *Radio-Canada* reporter **Andre Dubois** was fired when he turned over some news film to Montreal police without the consent of his superiors. In August, a Quebec Superior Court judge ruled that the CBC's French-language network must reinstate Dubois. An arbitration board will decide how much lost pay the reporter will receive. The film, from a news conference in Montreal where a young waitress claimed she was roughed up by police, was shown at the Quebec commission inquiry into organized crime. The waitress later reversed her story.

ATLANTIC PROVINCES

Bruce Fredstrom is new president of the **Fredericton Press Club**. He takes care of the club's newsletter, *Newsleek*.

The **Prince Edward Island Press Club** was planning to hold a seminar in September on journalism and the law.

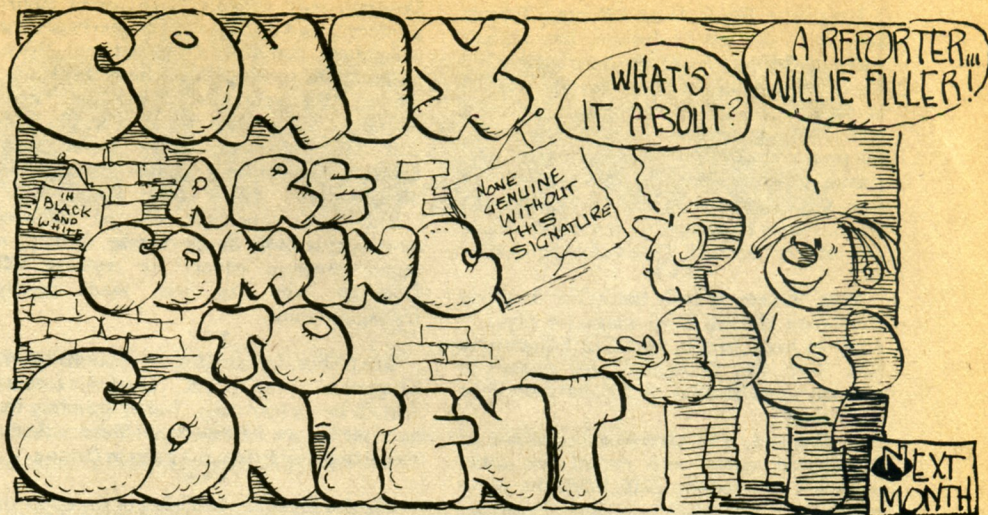
The Plain Dealer is a new paper in Fredericton. Subtitled Fredericton's Other Newspaper (other than the *Daily Gleaner*), it was started last June by three provincial government civil servants who got too political at their jobs as citizen's group organizers and were asked to leave. **Skip Hambling**, **Bert Devaux** and **David Malcolm** pooled their severance pay and started *The Plain Dealer*. Hambling says they want the paper used as an organizational tool, to promote social change. Decidedly non-establishment, Hambling says objectivity is impossible and the paper tries to put its biases out front.

The paper appears every two weeks with circulation running about 7,000. Plans are to go weekly this fall, with province-wide distribution. Fifty-two issues, \$13, 504 King St., Fredericton, N.B.

MISCELLANY

The **BBC** has closed its **New Delhi** office. Censorship being what it is in India, the office had been increasingly unable to contribute much worthwhile to the network's programming.

Xerox Corporation in the United States, which paid Harrison Salisbury's \$40,000 writing fee (plus expenses) to write an article for *Esquire* a while back, has abandoned plans for similar ventures. The sponsorship concept met with some opposition, led by author E. B. White. White, in a correspondence exchange with a Xerox executive, wrote: "I don't want IBM or the National Rifle Association providing me with a funded spectacular when I open my paper. I want to read what the editor and publisher dig up on their own — and paid for out of the till."



Classified

TELEPHONE ORDERS NOW ACCEPTED. Until Oct. 8 (guaranteed insertion), Oct. 11 (insertion not guaranteed) for next issue. Distributed Oct. 19. First 20 words, including address, free up to three consecutive issues. Each additional word, 25c per insertion. Indicate boldface words. Display heads: 14-pt., \$1 per word; 24-pt., \$3 per word. Box number \$1.

JOBS AVAILABLE

Part-time, research

Toronto magazine writer needs fast, thorough researcher with solid experience, good story sense. Send full details. Box 80, *Content*, 22 Laurier Ave., Toronto, Ont. M4X 1S3 3-69

EXPERIENCED REPORTER needed at a new non-establishment New Brunswick weekly. News, features, investigative work. \$150 weekly. Contact Skip Hambling, *The Plain Dealer*, 504 King Street, Fredericton, N.B. 506-454-4644. 1-67

TORONTO NEWSPAPER GUILD invites applications for the position of **EXECUTIVE SECRETARY**, a full-time, salaried position on the staff of the Local. The officer is chief negotiator in contract bargaining and is responsible to the Executive Committee for the organizing, education and administrative programs of the Local. He or she is assisted by a staff comprising a Local Representative and three secretaries.

Toronto Newspaper Guild represents approximately 1,900 employees of *The Toronto Star*, *The Globe and Mail*, *The Brantford Expositor*, *The Oshawa Times* and *The Daily Racing Form*. It is a Local of the Newspaper Guild headquartered in Washington, D.C. and an affiliate of the Ontario Federation of Labour and the Canadian Labour Congress.

Applicants should submit a resume and a salary proposal to: The Secretary, Toronto Newspaper Guild, King Edward Hotel, 37 King Street East, Suite 29, Toronto, Ontario. 2-67

JOBS WANTED

ASSISTANT MANAGING EDITOR of metropolitan daily seeks editorship of daily or weekly. Fully experienced in running newsroom and producing newspaper from ground up. All offers considered anywhere in Canada. Reply to Box 82, *Content*. 7-67

CANADIAN REPORTER, 20 years' experience, freelancing in Paris, seeks more clients. Don Stevenson, 2 rue Doudeauville, 75018 Paris, France. 4-68

Thirty-year-old man with two years part-time newspaper reporting experience, including last two summers full-time, seeks chance to break into Canadian daily or weekly. BA, four years' teaching experience, has studied journalism, extensive portfolio, can handle camera. Call Dave, (416) 621-1942 (collect) or write c/o PH8, 265 Markland Dr., Etobicoke, Ont. M9Z 1R5. Available mid-December. 8-67

PUBLICATIONS

CONTEMPO, forum for individual opinion, 16-page quarterly, subscriptions \$1. Readers' contributions welcome. Valerie Dunn, Apt. 111, 2301 Victoria Park Ave., Scarborough, Ont. M1R 1W5. 5-69

Media Probe

Searching articles on the role of public communication and mass media in Canadian society. Published quarterly, \$3 a year. 85 Thorncliffe Park Drive #1402, Toronto, M4H 1L6

SERVICES

One and Only

There is only one Canadian comic strip produced exclusively for Community Newspapers. It's **Neil the Horse**, for reader involvement and advertiser sponsorship! A proven worker! For samples, or a phone call, write: Arn Saba, 2507 Panorama Drive, North Vancouver, B.C. V7G 1V4. C-67

OTHERUM

FOR SALE: Two-unit 34-inch web Thatcher offset press complete with folders; all in good condition and presently producing nine community publications per week in western Canada. Only reason for sale of this complete and efficient unit is that a larger press is now essential. Price: \$19,500. Write Box 81, *Content*. 6-67

Interested in **WHOLE MEDIA**. What's it mean? Send thoughts and queries to **PRAIRIE WHOLE**, c/o Homefold, 309 — 110th St., Saskatoon, Sask., S7N 1S4. C-67

Long-time Royal Trust PR man **Tommy Lee**, it is difficult to believe, has retired. Although his retirement will be effective Oct. 31, he was able to put aside the reins Aug. 20 to take advantage of accumulated vacation time. For about the past year, Lee reported to the president of Royal Trust as assistant vice-president, special projects. "As you know, I have a great interest in writing, aviation and travel. I hope I'll be able to combine them in a new career," Lee said. That's more believable.

With flowers in their hair? The 3-million circulation *Rolling Stone* magazine plans to move its headquarters from San Francisco to New York City in January, for reasons of economy and efficiency. A S.F. bureau will be maintained.

In England, *The Guardian* has closed its Manchester office, and moved the entire operation to London. Until 1959, the paper was known as the *Manchester Guardian*. Daily circulation is 300,000.

CP general sports editor **Mel Sufrin**, former *Winnipeg Free Press* sports editor **Maurice Smith**, and Quebec radio and TV commentator **Louis Chasse** have been made new members of the selection committee of the Sports Hall of Fame.

CBC Radio is expanding its national news and sports coverage. Eight new editors have been appointed to the national newsroom in Toronto. They include **Doug Fraser** from *CBC* Halifax; **Doug Kirkaldy**, *CBC* Winnipeg; **Stu Allen**, now on permanent staff; and **Bob**

Dowling, most recently *CBC* current affairs producer, and for four years previously the assignment editor at *CTV* National News. Manning the sports desk will be **Dick Vinnels**, moving over from news; **Rick Cluff**, most recently a copy clerk; **Brian Worrall**, from *CBC-TV* sports; and **Allan Davis**, from *CBMT's* supper-hour sports telecast in Montreal.

The new supervisor of the national newsroom is **Laslo Bastovanszky**, formerly a senior program editor. He replaces **Bill Donovan**, who has been made deputy managing editor.

Ben Gallor, former director of public affairs programming at *CJBK*, London, entered McGill law school Sept. 7 after spending the summer as an information officer with the Department of External Affairs in Ottawa.

Charles McLean, publisher of the *Camrose* (Alta.) *Canadian*, was elected president of the **Canadian Community Newspapers Association** at its August convention in Halifax.

Canada News-Wire wants to establish an awards program and has asked **Press Club Canada** to administer it. Two \$1,000 awards would be offered — one for excellence in business or labor reporting, the other for a public relations practitioner judged "most helpful to the media."

Canada News-Wire is a service which transmits press releases from its clients to about 60 media operations across Canada.

A new Canadian magazine to appear last summer was *Harrowsmith*. It's aimed at the 10-speed macrame back-to-the-land crowd, with gardening and alternate energy source tips, and views of life away from the metropolis. Editor **James Lawrence** told *The Financial Post* (July 3) that *Harrowsmith*, named after a small eastern Ontario village, is "somewhere between *The New Yorker* and the *Old Farmer's Almanac*."

A new reporter with *CBC's* the fifth estate is **Eric Malling**, formerly of newspapers and *CTV News*.

Waterloo, Ont. reader **Jack Adams** sent a clipping from *The Times* (of London) *Educational Supplement*, telling of the establishment of *Journalism Studies Review*. Launched for a trial year by **Raymond Boston**, director of Cardiff's Centre for Journalism Studies, the *Review* intends to be a "serious and regular assessment of daily journalism — attempting to call attention to its shortcomings and to its strengths, its history and its likely future, helping also to define or redefine standards of honest, responsible service." A contributor in the *Review's* first issue argues the need for a "critical community" around newspapers. Cost is £1.50 from **Centre for Journalism Studies, 34 Cathedral Road, Cardiff, Wales**.

Some things never change department: A New York City judge, quoted in the *New York Sun*, Nov. 20, 1834: "You editors are a strange set of beings."

CTV is replacing W5 host **Carole Taylor**, who quit last spring, with five reporter-hosts.

They are **Jim Reed**, **Gall Scott**, **Heinz Avigdor**, **Ruth Fremes** and **Isabel Bassett** (wife of *CTV* director John Bassett). Each host will concentrate on one of the five W's.

Harold Hobson, a drama critic for Britain's *Sunday Times*, retired at the end of July. During 29 years as a critic, Hobson reviewed more than 5,000 plays.

OBITUARIES

Herb Rutherford, a former *Kitchener-Waterloo Record* deskman who joined the book section of *Reader's Digest* in Montreal earlier this year, died in Montreal July 27. He was 45.

Joe McClelland, 50, a reporter for the *London Free Press*, was killed in a plane crash near Cochrane, Ont. Sept. 4. He had been in the Moosonee area for a week, visiting northern communities in preparation for hearings of the Ontario Royal Commission on Electric Power Planning. Nine others were killed when the float-equipped DHC-3 Otter struck power lines. It was flying low to avoid heavy fog, according to Ontario Provincial Police. Chief **Andrew Ricard** and Grand Council Treaty No. 9 had requested in a telegram that McClelland cover the hearings because "he is acquainted with the native people who will be involved and has demonstrated in the past an understanding and respect for native ways." Dead in the same crash was **Doug Sheppard**, 34, of Burlington, Ont., public relations officer for Treaty 9 and a former reporter for the *Toronto Telegram*.

Bill Sorenson, former secretary-treasurer of the Ontario chapter of the **Outdoor Writers of Canada**, died in Toronto July 21 while undergoing heart surgery. He was 73. An engineer by profession, Sorenson took up freelance outdoor writing when he retired.

Peter Dempson, who left the Parliamentary Press Gallery in Ottawa in 1965 after 17 years there, died in August. For most of those years he represented the *Toronto Telegram*. After retirement, Dempson recorded the highlights of his career in a book, *Assignment Ottawa*.

Abu Sadat Sayem, president of Bangladesh, declared two days of national mourning on the death of poet and journalist **Qazi Nazrul Islam**. Islam once went on a 42-day hunger strike to protest mass killing of Indians during the independence-from-Britain struggle. He was 77.

Benjamin M. McKelway, who was a copy reader at the *Washington Star* in 1920 and the paper's editor 26 years later, died Aug. 30. During his career, McKelway was also president of the *Associated Press* and the *American Society of Newspaper Editors*, chairman of the advisory board of the *American Press Institute* and a member of the *American Newspaper Publishers Association*. He was 80. One of his three sons, **John M.**, now is a reporter with the *Star*.

G. Cecil Day, 78, former owner and editor of the *Liverpool* (N.S.) *Advance* and one-time president of the *Canadian Weekly Newspapers Association*, died Aug. 21. He wrote a column for the *Advance* until his death.

Let's talk
about
personal loans
for boats,
trips home,
fur coats,
household
appliances,
baby grand pianos...
and just about
anything else
that's important
to you.

Let's
talk.



The First Canadian Bank

Bank of Montreal

Excellence

Twenty of the 26 persons honoured at the 1976 Kenneth R. Wilson Memorial Awards were from Maclean-Hunter Limited.

These awards recognize editorial and graphics excellence among editors and artists serving Canada's business and financial publications.

Maclean-Hunter's considerable visibility at the awards this year bears out something Canada's publishing and advertising community has known for many years: Maclean-Hunter means excellence.

John Bellinger, *Canadian Interiors*, graphics co-winner for the best complete issue and graphics award of merit for the best single feature.

Anne Bower, *The Financial Post*, winner for the best general article.

Nick Burnett, *Drug Merchandising*, award of merit for the best cover.

Robert Catherwood, *The Financial Post*, honorable mention for the best editorial.

Peter DeVries, *The Medical Post*, honorable mention for the best short article.

Andrew Douglas, *Canadian Paint and Finishing*, award of merit for the best cover.

Dan Fletcher, *Canadian Jeweller*, co-winner for the best cover.

Cliff Fowke, *Canadian Building*, honorable mention for best industrial/technical report.

Susan Goldenberg, *The Financial Post*, winner for the best short article.

Bill Granger, *Drug Merchandising*, award of merit for the best cover.

Donald Long, *Canadian Building*, winner for the best industrial/technical report.

Xavier de Lusigny, *Le Pharmacien*, honorable mention for the best professional development article.

Dennis Mellersh, *Canadian Jeweller*, co-winner for the best cover.

Tom Mets, *Canadian Paint and Finishing*, award of merit for the best cover.

David Piper, *Canadian Interiors*, graphics co-winner for the best complete issue.

Jim Rennie, *Sporting Goods Canada*, winner for the best merchandising article, and honorable mention for the best short article.

Beatrice Riddell, *The Financial Post*, winner for the best general article, and honorable mention for the best editorial.

Donald Rumball, *The Financial Post*, honorable mention for the best short article, and honorable mention for the best professional development article.

Chris Tivey, *Canadian Paint and Finishing*, award of merit for the best cover.

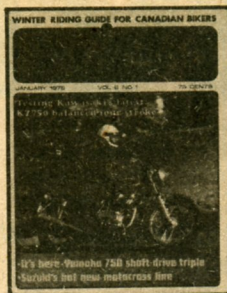
Roger Worth, *The Financial Post*, honorable mention for best merchandising article.

Maclean-Hunter

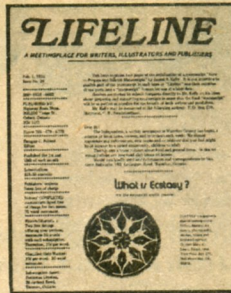
CANADIAN MAGAZINES



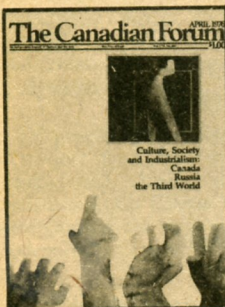
Books in Canada
a monthly review of essays, criticism and informative articles devoted to Canadian literature.
12 issues, only \$9.95



Cycle Canada
Motorcycles! Road tests, competition reports, legislation, safety tips, how-tos, prepared specially for Canadians riding in Canada.
12 issues, only \$6.00



Lifeline
A meeting place, in newsletter form, for writers, artists and publishers.
24 issues, only \$15.00



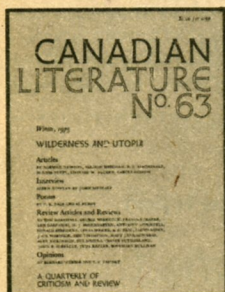
The Canadian Forum
Controversial political commentary, original graphics, poetry, short stories, reviews—all in **The Forum**, the indispensable Canadian magazine since 1920.
10 issues, only \$9.00 (students, \$6.00)



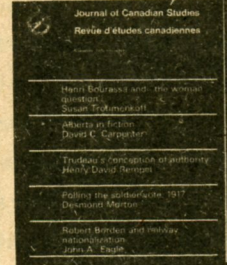
City Magazine
Reports on city politics, architecture, planning, community organizing, housing and land development across Canada.
8 issues, only \$7.00



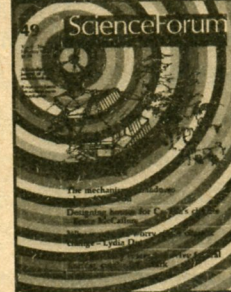
Saturday Night
A rich blend of political insight, social perspectives, cultural trends, national issues and entertaining fiction for today's Canadian readers.
10 issues, only \$8.00



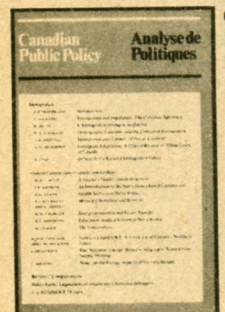
Canadian Literature
Devoted entirely to Canadian writers and writing: critical essays, literary history, reviews, poems.
4 issues, only \$6.50



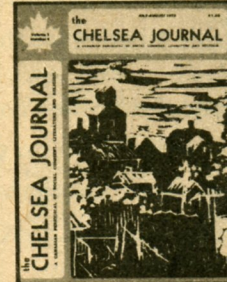
Journal of Canadian Studies
An academic review of Canadian studies: history, politics, literature, society and the arts.
4 issues, only \$6.00



Science Forum
A Canadian journal of fact and educated opinion, written by experts, professionals and informed laymen.
It investigates problems that arise wherever science and society overlap.
6 issues, only \$10.00



Canadian Public Policy/Analyse de Politiques
Discussion of social and economic policy in Canada. Périodique d'analyse des politiques sociales et économiques au Canada.
4 issues/numéros, only \$10.00



The Chelsea Journal
For Canadians with an interest in contemporary affairs, the **Chelsea Journal** examines political, social, literary and religious matters from a Judeo-Christian perspective.
6 issues, only \$8.00 (students \$5.00)



The Last Post
Canada's magazine for news features, current reports, reviews and columns.
8 issues, only \$5.00

Clip out and mail

JUST SOME OF OVER 120 EXCITING CANADIAN MAGAZINES

IF YOU'D LIKE A COMPLETE CATALOGUE CHECK HERE ☐

Canadian Periodical Publishers' Association

Please enter the following subscription in my name: (I enclose a cheque or money order.)

Magazine	Am't	Magazine	Am't

Name _____ Total am't: _____
Address _____

Postal Code _____

Make cheques payable to "CPPA," 3 Church St., Suite 407 Toronto, Ont. M5E 1M2