

Percy Saltzman  
Productions Limited  
39 Corwin Crescent, Downsview, Ont.

Tel. 638-3967

July 19, 1973

Mr. J.R.H. Noble  
ADMA  
Atmospheric Environment Service  
4905 Dufferin St.  
Downsview, Ont.

Dear Mr. Noble:

As you know I am terminating my weather broadcast on radio station CFRB today. I would like to express my thanks to you and your staff for the cooperation and assistance given me over the years – thirty in all.

I did radio weather on CFRB for 8 years, TV weather on CBC for 20 years, and numerous other broadcasts on a national, regional, local and international scale – in all of which you and your staff, both at headquarters and in the regions, went out of your way to be most helpful.

I would be pleased if you would convey my gratitude to all concerned.

Yours sincerely,

Percy Saltzman

### NO MORE WEATHER FOR PERCY

by Keith McGlening

On July 19, 1973 Percy Saltzman did his final weather program on Toronto Radio Station CFRB, thus terminating more than twenty years of continuous association with weather broadcasting. Percy resigned his post as CBC-TV weathercaster last year to become co-host of the Canada-AM Show on CTV, but he continued his late afternoon radio broadcast which had commenced some eight years before. Thus July 19 marked Percy's last regular appearance as a weatherman.

Although Percy began his TV weather show with the advent of Canadian television in 1953 it was not his first broadcast program. In the late 1940's Percy and Gene Hallman (another government meteorologist) did a series of science programs on radio station CKEY (no money, just experience! ). The highlight of the series was Percy's detailed review of the then sensational "Kinsey Report." Percy did a masterful resume of the book,

using a vocabulary that had never before been used on staid Toronto airwaves! It is to his credit that his approach was so obviously sincere that his frank terminology did not cause offense. Gene Hallman is now a senior vice-president of the CBC while Percy is well-established as continuing host on CTV's big-budget prestige show – perhaps one should conclude that working for free can pay later dividends.

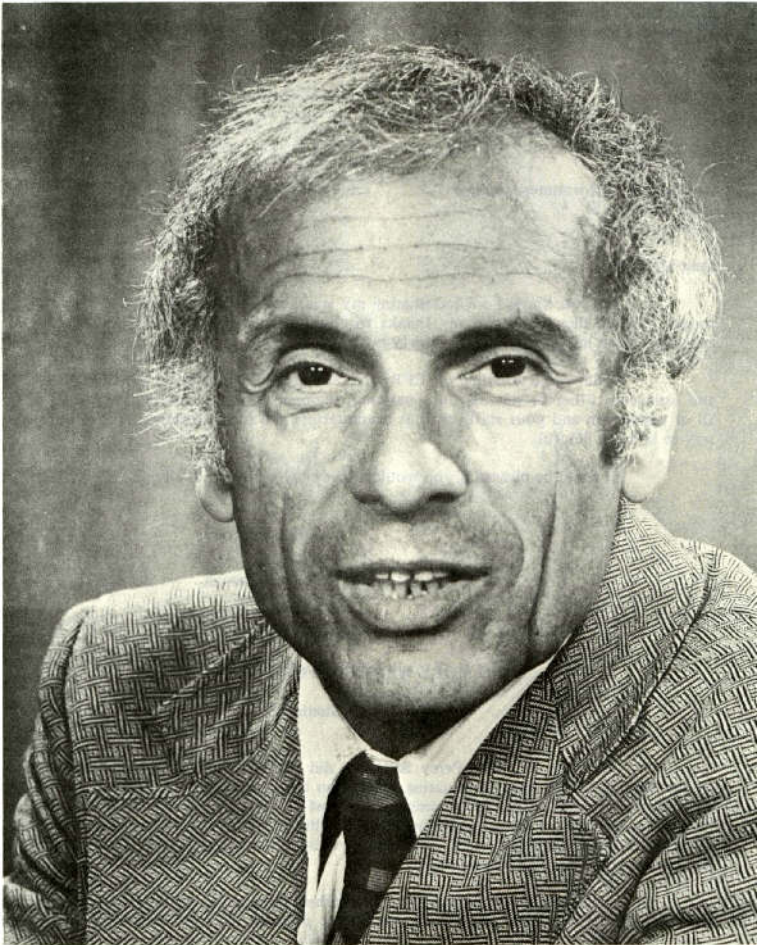
I was closely associated with Percy throughout the period he conducted his daily TV weather show and continued his full-time meteorological duties. In fact, for most of those twenty years we shared the same office. I was constantly impressed by the thoroughness and diligence with which he prepared his telecast. He carefully scanned reams of weather data and when being briefed by forecasters from the Toronto Weather Office questioned them closely to ensure he was well-informed on latest developments. He was always careful to give credit to the Weather Office for the information he received, but his multitude of fans nevertheless were convinced that the information came directly from him and certainly it was Percy's clear and "down to earth" explanations that made the official weather forecasts and data "live" for his viewers.

Percy always had a talent for immersing himself in every subject that caught his interest. When there was an argument as to whether Hudson Bay freezes over in winter he read all the published reports on the subject, then arranged to fly over the Bay to see for himself (it doesn't freeze over completely). When his work involved knowledge of aviation meteorology he decided to learn to fly – and gained his pilot's license. When his program was scheduled to originate from Montreal he took a crash course in French and delivered his weathercast in "français."

For approximately ten consecutive years Percy was the genius behind the Canadian National Exhibition Weather Display (aided and abetted by Fred Page and myself). As plans were developed each season Percy's vivid imagination came into full play and he proposed various spectacular exhibits, all highly impractical and prohibitively expensive, but he was not daunted and each year came up with innovative and eye-catching displays which managed to stay within the fabulous budget of \$1,800 (less \$600 for space rental). A large part of this success resulted from Percy's knack for inspiring the same enthusiasm in others as he had himself – everyone "knocked themselves out" to produce the effects he wanted (my chief contribution was to be the devil's advocate, say "it won't work" and constantly draw attention to our dwindling finances).

Percy's contributions to the understanding of meteorology by the man in the street cannot be measured. Behind his apparent flippant and rapid-fire delivery of weather information was always a sound scientific background and a subtle dollop of education. From time to time he displayed and explained meteorological instruments; he interviewed visiting meteorologists in a perceptive and entertaining way; he promoted meteorology at every opportunity and soon developed a large following which would accept nothing but scientifically sound weather information. Weather girls, and weathermen cum comedians were no match for his style and soon weathershows across Canada took as the ultimate compliment "almost as good as Percy Saltzman."

Although Percy has apparently severed his last connection with a continuing weather show, we can hope (and almost predict) that in the future he will return to toss the chalk and bawdy remarks and to "do the weather" as only Percy can.



*Percy Saltzman*