

Now in our twenty-fifth year of reaching people who reach people





Who's Who and What's What

at the ACA Conference May 2 - 4, 1966

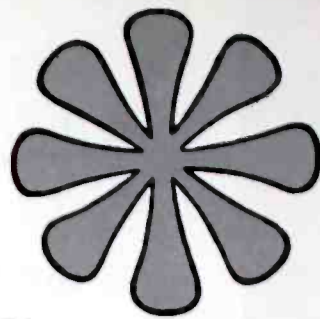


Volume 25, Number 8

April 28, 1966 Toronto

<p>▶</p> <p>J. Bryan Vaughan, president, Vickers & Benson Ltd. and 1st vice-president, ICA, will give the Monday luncheon meeting: 'What to Expect from the Agency of Tomorrow'.</p>		<p>▶</p> <p>Rev. C.P. Crowley, C.P.J., University of Windsor, Ontario will speak Tuesday afternoon on 'The Psycho-to-Memetic Hideaway.'</p>		
	<p>◀</p> <p>Dr. Murray G. Ross, president, York University, will deliver the Tuesday luncheon address: 'New Thrusts in Research and Education'.</p>	<p>▶</p> <p>'Executing the Tests and Applying the Results' is the Tuesday afternoon topic of John S. Bull, vice-president and director of marketing, Colgate-Palmolive Ltd., Toronto.</p>		<p>▲</p> <p>Dr. Paul Lyness, Ph. D., president of Paul Lyness Advertising & Marketing, will address the Tuesday morning meeting on 'How to Increase the Efficiency of Marketing Communications'.</p>
	<p>◀</p> <p>An Associate Professor, School of Business Administration, Western University, London, Ont., Professor J. N. Fry, will speak during the Tuesday afternoon sessions on 'Planning the Test Marketing Job'.</p>		<p>◀</p> <p>William P. MacFarland, product marketing manager, Campbell Soup Company, Camden, N.J., will tell ACA delegates 'How to Develop New Product Ideas' at the Tuesday afternoon session.</p>	
<p>▶</p> <p>Don Jamieson, past president, the Canadian Association of Broadcasters, and president, Newfoundland Broadcasting Co. Ltd., will be the commentator on the Radio Sales Bureau's Wednesday morning presentation, 'Radio - Now and Tomorrow'.</p>		<p>▶</p> <p>Jacques Bouchard, president, BCP Advertising Ltd., Montreal, will examine and discuss 'The Latin Sense of Creativity' in an address combining British humor and Latin wit, at the Wednesday afternoon session.</p>		<p>▲</p> <p>'Creativity and the Computer - Relax and Enjoy it' will be the message of Robert Ross, vice-president and creative director, Leo Burnett & Co., Highland Park, Ill., at the Tuesday afternoon session.</p>
	<p>◀</p> <p>'Commercial Color Caper,' AMPPLC's film offering, dealing with the production of commercials in Canada, is scheduled for Wednesday afternoon. Commentary will be by Musician - Actor - Announcer - Narrator Rick Campbell.</p>		<p>◀</p> <p>The man who parlayed a shoe-string into an agency billing over \$62 million, David Ogilvy, will make the final presentation of the conference Wednesday afternoon, with an address entitled 'Further Confessions of an Advertising Man'.</p>	<p>— For full ACA Agenda see page 3.</p>

Philosophy



Principles
thoughts
and Conduct



Studied processes governing principles, thoughts and conduct.

The principles of selling broadcast time nationally are evident:

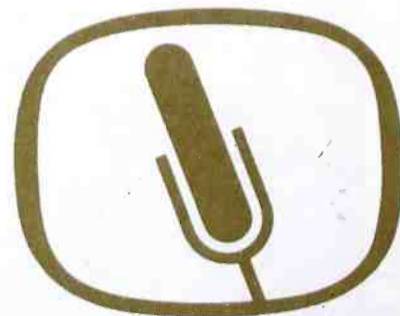
Broadcast station sales personnel and station representatives maintain constant and consistent selling contact with advertising agencies and their clients. They interpret changing market conditions, current program trends, and relate the audience positions of the various stations.

Most broadcasting stations are not automatic "buys". But, all broadcasting stations deliver potential purchasers of goods and services; a loyal buying audience. These potential consumers are the advertisers' target. The interpretation of a station's market position and its audience to the national advertiser by a competent station representative is frequently the determining factor in "making the list".

Fast and efficient servicing of accounts and rapid accommodation of spot radio and television placements through advertising agencies are part of our basic sales philosophy. It retains and builds national dollar volume for the stations we represent.

Our sales philosophy, too, is a sustained, vigorous and determined selling effort for all the broadcasting stations we represent, not just when campaigns are being booked, but on a fifty-two week basis.

Ask the stations we represent!



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MONTREAL • WINNIPEG • VANCOUVER

DAY BY DAY AT THE ACA

The Association of Canadian Advertisers starts the second half of its first century May 2 at the Royal York Hotel, Toronto, with its 51st annual conference, with ACA President Alex Biggs in the chair.

The conference starts off with the customary business meeting, open only to members.

At 10:30 there is an open meeting, at which five reports will be presented:

- **Audit Bureau of Circulations**, by J. F. Glasier, Ford Motor Co., ABC director.
- **Bureau of Broadcast Measurement**, by W.L. Heisey, Procter & Gamble, ACA Liaison Director to BBM.
- **Canadian Advertising Advisory Board**, by J. J. McGill, Imperial Tobacco, CAAB President.
- **Canadian Advertising Research Foundation**, by W. H. Poole, Young & Rubicam, CARF chairman.
- **Canadian Circulations Audit Board**, by V.G. Baker, Dominion Tar & Chemical, CCAB director.

Crystal Ball Dept.

"What to Expect from the Agency of Tomorrow" is the subject of the luncheon address, to be delivered by J. Bryan Vaughan, President of Vickers & Benson Ltd. Vaughan is first Vice-President of the Institute of Canadian Advertising (formerly CAAA) and in this talk he will discuss tomorrow's handling of client relations; sources of new talent; new requirements for improved marketing in Canada and the agencies' contribution which advertisers can expect in the years to come.

Go-go in advertising

The Monday afternoon session is called "Advertising in Action." For the third successive year, six presentations will be made, viz. and to wit:

- "How to Introduce a New Product against an Established Brand", by J.R. Grainger, President, Household Cleansers Ltd.
- "How to Build a Reputation for Quality on a Limited Budget", by Peter Munk, President, Clairtone Sound Corporation.
- "How to Introduce a New Product Designed to Change a Consumer Down-Trend", by H.E. Miskiman, Product Manager, Quaker Oats Company (Canada) Ltd.
- "How to Communicate Detailed Instructions to a Mass Market", by Norman Riddiough, Director of Information (Taxation Division), Department of National Revenue.
- "How to Create Excitement in a Low-Interest Product

Category," by Jack Burkholder, Advertising and Sales Promotion Manager, Imperial Oil Ltd.

- "How to Gain a Share of Mind for a Product in a Field Dominated by Others", by David Broome, Advertising Manager, Rothmans of Pall Mall Ltd. and Jerry Henry, Advertising Manager, Dow Brewery Ontario Ltd.

Do-se-do stuff

Scheduled for Monday evening is the president's reception—a buffet dinner and dance to the music of Bobby Gimby and his Orchestra. This function is open only to members and their ladies.

Tuesday, the ACA Conference gets rolling with a morning-long session starting with a Bell Canada presentation described as "a spectacular visual verbal demonstration (spiced with humor) describing the possible impact of electronic communications on the advertising industry in the next 20 to 30 years.

First, F. W. MacBeth, Area Marketing Manager, Bell Canada, Montreal, speaks on "Electronic Communications of the Future".

Then comes Dr. Paul Lyness, Ph. D., President, Paul Lyness Advertising & Marketing, Princeton, N.J. Dr. Lyness is research consultant to the Inter-Public Group of Companies Inc. Research on advertising and other aspects of marketing communications is his basic topic. He will introduce two relatively new developments in "copy research", one a pre-test, to determine what to do, and the other a post-test, to find out — presumably — why it didn't work.

Finally, Rev. C. P. Crowley, Dean of Graduate Studies and Head, Department of English, University of Windsor, Ontario, will speak on "The Psychoto-Mimetic Hideaway", meaning, as everyone knows, "the sad plight of the salesman who never became the boss and the sadder plight of the boss who should have remained the salesman."

Tuesday is Gold Medal Day at the ACA and the presentation to this year's winner will be made at lunch.

Scientific sell

"New Thrusts in Research and Education" is the title of the luncheon address, to be delivered by Dr. Murray G. Ross, President of York University, Toronto. A sociologist, whose interest in community life has taken him to live at a kibbutz in Israel (whatever that is) and to Soviet Russia and China to observe their systems of education, Dr. Ross will discuss new developments in science and education that promise to revolutionize the world.

Tuesday afternoon, the first item on the program is an address—"Creativity and the Computer—Relax and Enjoy it," by Robert Ross, Vice-President and Creative Director, Leo Burnett & Co., Highland Park, Illinois.

He will trace the history of computers from the primitive man's piles of pebbles for counting fish and will predict how computers will help creative people make ideas happen.

"New Product Ideas" is the self-explanatory title of an address to be delivered by William P. MacFarland, Product Marketing Manager, Campbell Soup Company, Camden, N. J.

J. N. Fry, Associate Professor, School of Business Administration, Western University, London, Ont., speaks next on "Planning the Test marketing Job." Test Marketing must be tailored to the specific objectives, considering such factors as: (1) economic justification; (2) selection of test area(s); (3) timing; (4) measurements to be made; (5) scaling of the marketing program.

John S. Bull, Vice-President and Director of Marketing, Colgate-Palmolive Ltd., Toronto, will take up the subject from Professor Fry with a talk titled "Executing the Test and Applying the Results."

Fun and games

Tuesday winds up with the cocktail party for annual dinner guests and the annual dinner itself.

Described on the advance notice as "Forty Minutes of Fabulous Entertainment by French Canada's Top Television Artists—Singers, Dancers, Comedians", the entertainment is being provided by Paul L'Anglais Inc., Télémétropole Corporation and Channel 10, Montreal (CFTM-TV). Master of Ceremonies Jacques Desbaillets will present singers Claude Steben, Margot Lefèvre and Joel Denis; comedians Olivier Guimond and Denis Brouin; aided and abetted by dancers—"six beauties"—Biz Belair and his 14-piece orchestra will provide music for the show and dancing afterwards for those who like that sort of thing. Overall producer-director is CFTM-TV's Jean Pélouin.

The final morning of the ACA Conference will be taken over by Ted Earl, editor of *Marketing*, a Toronto trade paper, for his annual exhibit of "The Outstanding Advertising Campaigns of 1965". 42 advertising men chose 18 outstanding campaigns from 600 submitted by Canadian agencies. The 18, we are reliably informed, include nine print, six television and three radio campaigns.

Commentators for this session are Robert McAlear, Baker Adver-

tising, representing the Copy Directors' Club of Toronto and Jack Soderling, representing ACA.

CAB past president Don Jamieson of CJON St. John's, Nfld., is slated as commentator for Radio Sales Bureau presentation "Radio—Now and Tomorrow". In it, Don Jamieson will preview "spectacular innovations, creative approaches and audience measurement techniques".

For its final luncheon, ACA honors top management of ACA member companies who will hear an address by the Minister of Finance, Hon. Mitchell Sharp, which the advance notice describes as "an important message". The minister's title is: "Strengthening Canada's Independence".

Color and creativity

The afternoon starts with a presentation called "Commercial Color Caper". Rick Campbell, actor-announcer-narrator, will do the commentary for the Association of Motion Picture Producers and Laboratories of Canada. The film deals with the production of TV commercials in Canada—who makes them and where they are made, and what technical advances the association members are using in color commercials. Exec producer is Bill Bopp and the writer, Joe Hatt-Cook.

Next item is called "The Latin Sense of Creativity", and is compered by Jacques Bouchard, young president of BCP Advertising Ltd., Montreal. Jacques is billed as combining British humor and Latin wit, and will hold forth on "The Creativity of the French Canadian advertising man and how it is applied to the French Canadian consumer market."

Comments of five French Canadian art directors will be made on the do's and don'ts of creating for the French Canadian consumer.

Horatio MacAlger

Final offering of the convention will be "Further Confessions of an Advertising Man", named David Ogilvy, Chairman and Creative Director, Ogilvy & Mather International, New York.

Son of a Highland Scotsman, David Ogilvy started 17 years ago on the proverbial shoe-string and now heads one of the biggest advertising agencies in the world, with annual billings of over \$62 millions.

Ogilvy, who recently resigned as president of his company to become chairman and creative director, will expound on his firm conviction of the importance of the copy writer in an agency, and that their status be raised. He will doubtless have things to say about his startling theory—"produce the advertising first—then the product".

**THE STATION
THAT CONCENTRATES
ON THE PEOPLE
WHO ARE BUYING
TODAY**

**RADIO 9 CJVI
VICTORIA**

B

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Canadian Broadcaster

Governments should stay out of show biz

The tumult and the shouting over the now notorious CBC program, *This Hour has Seven Days*, has revolved around the question of whether or not the producers should be fired because they displeased their employers, the Canadian Broadcasting Corporation, owned and operated by the people of Canada. This is not the important issue though.

The real question, by no means unfamiliar to people who have been reading this paper over the past 24 years, is whether or not it is possible for a publicly-owned corporation to run a national broadcasting system.

To examine the program itself, *This Hour* has used as ingredients the smutty, the salacious, the otherwise shocking incidents that occur everywhere. Its purpose is not, nor ever has been, to give viewers information, because, although it is based on real people and real fact, the seamy side has always been its theme, and *This Hour*, minus the smut etc. would be absolutely nothing.

Is it in keeping with government policy — a government which has not always enjoyed the complete respect of the people who elected it — to permit its own broadcasting system to spend its money—meaning your money and mine—in program material designed solely to shock?

Apparently the CBC shares this view now—at this late date—because this aspect of the program must have provided it with at least part of its reason for firing the top people in it.

It is by no means inconceivable that *This Hour* was devised as another of the CBC's platitudinous nothings for which it is so noted, but, thanks to the enterprise of Messrs. Watson, LaPierre et al, got out of hand.

Such a situation could exist with a program on a private station or private network. The offending producers would simply be fired. That's all. But not so with the CBC. In this case they were advised that their services would no longer be required, but this was only the beginning.

Without a second's delay the sparks really began to fly. Aired statements, press conferences, strike threats—out came the whole bit. And at the time of writing there is no sign of a let-up.

What it boils down to is that the omnipotent CBC — and we use "omnipotent" for want of a stronger word — simply finds itself unable to fire two unsatisfactory employees without interference by parliament, recourse to a parliamentary committee and so forth.

Another point is that, through its history, the CBC has never felt strong enough, its omnipotence notwithstanding, to tolerate on its air programs or performers who became bigger than it. There are those among us who will remember when a highly popular group of entertainers who worked as *The Happy Gang* reached a pinnacle of popularity on the CBC's radio network, some time about the beginning of the war. The *Gang* was served with its notice, but the Colgate-Palmolive people stepped in the breach and took over spon-

sorship of this successful national program, which they maintained for a great many years.

With an estimated 3,000,000 Canadian viewers, *This Hour* had reached the same pinnacle, and, probably for this reason as much as any other, had to go.

CBC has a truly wonderful reputation for quite a number of its programs. Its prowess with the Ohio State University awards is an amazing story. Its national newscasts have a well-deserved acceptance on the basis of completeness and responsibility which might well be the envy of every news medium in the country. But while *This Hour* has some basis in fact, it is predicated entirely on sensationalism and, as such, is an affront to the dignity and reputation of its governmental sponsors.

Far from condemning this show we believe it has a definite place on the air, as the medium of entertainment it has always been. A tight rein should be kept on its producers who have been more interested in promoting themselves than the program, more concerned with shocking than informing. If their employers were a private network, station or group of stations, they would be in a position to pull the plug on them if they stepped out of line without starting a nation-wide riot.

Unfortunately we doubt whether private broadcasting or any facet of it would ever undertake such a project.

Partly because of an obsession that *everything* it airs must please *everyone*, and also because inhibitive and restrictive regulations have become part of its daily life, private broadcasters find themselves in the position—have been forced into it perhaps—where they live by the theory that the only way never to do anything wrong is never to do anything.

Advertisers, if they were to consider sponsorship of such a vehicle, would be tantalized with thoughts of the three million viewers until they remembered the other 17 million who don't watch it.

This Hour, properly and usefully conceived, professionally produced (which it never has been) could serve a useful purpose as a vehicle providing light entertainment combined with valuable information. Mind you, an impossible thing would have to happen. It would have to be staged for the benefit of the *audience* rather than the *performers*. But this will never occur.

The CBC, if it survives the crisis (and we fear it will) will have to revert to its traditional innocuous programs, until the smoke dies down at least. Private broadcasters, the advertisers and their agencies will stick with their romances and their chamber music—to reach the masses y'know—while individually they go home and twist their dials in the forlorn hope they can find some station with the guts to run something along the order of *This Hour has Seven Days*.

RADIO RBS

by Harkley



1

Alberta's largest television audience ... and first by far in advertiser preference.

2

... booming Edmonton ... often called "The Second Toronto" ... home of the fabulous "Klondike Days" ...

3

... add "One" and "Two" — and you have "Three" ... popularly called "3TV" in Edmonton. CFRN-TV ... "where successful campaigns are launched!"

**CFRN-TV
EDMONTON
ALBERTA**

CFRN-TV
BROADCAST HOUSE,
EDMONTON, ALBERTA.

Representatives:
Radio-Television Representatives Ltd.

For Distinguished Service

TO CANADIAN BROADCASTING

The Radio Program Exchange of the Canadian Association of Broadcasters, one other radio station and two television stations, all based in Ontario, took the five Beaver Awards "for distinguished service to Canadian broadcasting" presented annually by the Canadian Broadcaster.

Based on articles which appeared in the trade paper during 1965, the winners in order of standing, as scored by the board of five independent judges, were:

The CAB Radio Program Exchange Station CJIC-TV, Sault Ste. Marie
Station CFTO-TV, Toronto
Station CJOH-TV, Ottawa
Station CKPM Radio, Ottawa.

Twenty-four articles were selected by the editors from the 1965 editions of *The Broadcaster* as nominations for the awards. These were reprinted in the March 17 (CAB Convention) issue of the paper. These were assessed by the judges whose combined scores produced the winners.

The judges were Mrs. Beryl Kent, Bermuda News Bureau; Dr. Alan Thomas, director of the Canadian Association for Adult Education; C. W. (Bill) Wright, speech and sales consultant; Mart Kenney, noted Canadian musician; Carson Buchanan, former manager of Station CHAB, Moose Jaw, now retired.

Although stations were nominated from Quebec, Nova Scotia, British Columbia and Newfoundland, the final results sent all the Beavers to points in Ontario, with the exception of the CAB Radio Program Exchange, which is representative of most Canadian private radio stations.

Citations for the award-winning stations read as follows:

The RADIO PROGRAM EXCHANGE of the CANADIAN ASSOCIATION OF BROADCASTERS:

especially for the program series, "Let's Ask the Doctor", produced in co-operation with the Canadian Medical Association, as well as a project undertaken jointly with the Composers Authors and Publishers Association of Canada, resulting in sales of nearly 2,000 record

albums made by such Canadian artists as Howard Cable, Maurice DeCelles and Lucio Agostini. This award was based on an article — "Medics co-operate with CAB Program Exchange Show" —

Canadian Broadcaster
April 29, 1965

STATION CJIC-TV, SAULT Ste. MARIE

for its Home Nursing Television Course, which was produced and filmed in the CJIC studios and resulted in 1,200 women registering for "Home Nursing", a manual and work book to help them in viewing the series. This award was based on an article — "U. S. May Adopt CJIC Project." —

Canadian Broadcaster
May 27, 1965

STATION CFTO-TV, TORONTO

for its courageous excursion into the field of station-produced drama and opera, unaided by network or other associates and with limited sponsorship potential. This project was reported while still in its planning stages—

Canadian Broadcaster
August 5, 1965

STATION CJOH-TV, OTTAWA

for introducing its new concept of program packages based on guaranteed audience, offering flexibility to advertisers and paving the way for improvements in daytime programming. This award was based on an article — "CJOH Package Selling Plan Offers Advertisers a Choice of Equivalent Alternatives" —

Canadian Broadcaster
November 4, 1965

STATION CKPM-RADIO, OTTAWA,

for its "Canadian History Makers '64", entailing the preparation and production of one long-play recording each year, to summarize the views and words of parliamentarians, dealing with—and shaping—the most vital events in Canadian life. This award was based on an article — "CKPM-Radio Chronicles Canadian History in Sound" —

Canadian Broadcaster
August 5, 1965



Look to Eleven first for Color

Bright-eyed color every evening,
every afternoon, every morning, every week!

As soon as Canadian television stations officially begin
telecasting in color, TV **11** will be one of the most *colorfull*.

Join the Canadian advertisers who are planning now for color.
Remember, from the beginning, there is *no extra charge*
for airing your color commercials on CHCH TV.

COLORFULL



Now Videotape is making a move into the living room



Sony home TV camera records a pretty model while her image appears on the Videorecorder screen. One inch tapes can be played back any number of times, or stored for future viewing.



Ampex HVR home videotape recorder plays back instantly through any model TV set. Pictures of family activities are recorded by the simple home TV camera. Off-air programs can be taped in color.



Introduced at the NAB convention in Chicago, last month, Westel's "go anywhere" camera is the world's first battery powered TV tape camera. Recording unit, in briefcase, complete with batteries and magnetic tape, weighs only 23 pounds.

Every living room a TV station, every back yard a studio lot; this could be the future of non-commercial television, as an amazing new line of home Videotape recorders and cameras hits the market.

Sony Radio of Canada were the first to show a "Videocorder" unit at the Canadian National Exhibition last year. The unit has its own nine-inch viewing screen, and a three-pound camera. The camera can be used independently as a direct feed to the family TV set, for live programs.

Sydney Lax, Ontario sales manager for General Distributors, Ltd., importers of the Japanese made equipment into Canada says the Videocorder sells for about \$1000 in the United States, and the camera \$350.

"The first set in Canada is now in the hands of the CSA for approval. After that, we expect to have coast-to-coast distribution for Canadian consumers by the end of 1966," he said.

The Sony unit operates at a speed of 7½ i.p.s. and can handle a full hour of one-inch tape on a seven-inch reel. It weighs only 66 pounds and is thus extremely portable. Lax said he has many inquiries from educational groups.

Teacher Shortage

Meanwhile the University of Toronto Press has published a report that the shortage of teachers may be overcome by increased use of closed-circuit television. The report revealed that students did not feel more distant from a lecturer they saw on the screen, but rather felt closer, as the closeup camera brought professor and student face to face.

Educational interest was also evident in February when the Ampex Corporation unveiled its new 6000 series home Videocorder Recorder at The Canadian Educators' Conference. (The first public showing of this equipment in Canada was at the Home Show, Toronto earlier this month.)

The Ampex units will be available at about \$1600 in Canada, in June, for the home recorder, and about \$2200 for the educator "Deck-Table Top" model. The latter is equipped with UHF, and VHF, and will play a nine-inch reel in 63 minutes. This model can be still-framed.

The Ampex home-camera will cost about \$800 in Canada, and an industrial version is available at

\$1400. This would include lens, turret, and mikes. Ampex machines will convert to color with the addition of one small panel of components, (estimated cost installed - \$25.00)

Also, the tape from any one-inch machine can be played on any other, so this may be the start of a whole new field of "narrow gauge television," where homeowners and educators swap videotaped programs back and forth. Ampex has already cautioned its customers' that commercial programs are copyright, and must not be taped off the family set and played back for financial gain.

Meanwhile, the professors at McMaster, Toronto, Waterloo and York have set up a committee to discuss performance rights, and the number of showings of lecture tapes to be permitted.

Ampex is Optimistic

E. H. Kinnear, Audio Products Manager for Ampex, Canada, sees the biggest sales of his company's new equipment in education. "Up to now, our educational machines cost \$15,000, and were out of the reach of everyone except large Universities. Now we can put any high school in business for about \$3000, just one fifth of what it cost before."

On the heels of his announcement came another new development. Westel Company of California unveiled the world's first battery-powered transistor TV-tape-camera (with recorder in a 23 pound suitcase carried on the cameraman's back) at the NAB Convention in Chicago. "Now", said Westel, "tape can go anywhere from the backyard to the battlefield."

The Westel model is color compatible, highly sensitive in dim light and can accommodate various lenses. In addition to education, Westel says it should have applications in news gathering, military surveillance, advertising agencies, scientific research, industrial management, engineering and athletics.

At this time, no Canadian manufacturer has indicated an interest in getting into the Home Videotape field. With patent protection ending in June, and progressive reductions in tariffs on imported TV sets, Stuart Finlayson, chairman of the board of Canadian Marconi Company fears a flood of U.S. and Japanese sets will hit the Canadian TV market this summer.

Bureaucracy will ride rampant 'til broadcasting tells its story

"If broadcasting was like other businesses, you would compete in the marketplace for audience and advertising dollars, and prosper in proportion to your talent and energy; but, unfortunately, broadcasting is like no other business."

The speaker was Ray Peters, President of the British Columbia Association of Broadcasters, making his annual report to the Association.

"One of the most important differences is the degree by which we are controlled by Government and by regulations," he said. "During the past year, I learned that the relationship involves a conflict of philosophies. Sometimes the advancement of these philosophies and the backfires to resist them can become sophisticated and subtle. Compared to station management, the success or failures are less specific, but the Government regulations that result are as definite to a broadcaster as the results of a right or wrong move at the station management level."

Peters went on to comment on the three categories of Government regulations in broadcasting — engineering, operational and programming.

"With regard to engineering, I feel the Department of Transport should be complimented for the job they have done over the years in their effort to protect frequencies and channels. I am firmly convinced that the Government is the logical authority for establishing and maintaining engineering standards. I also feel that the Board of Broadcast Governors' operational regulations, although difficult at times to live with, are for the most part realistic. It is in the last category—programming—where the difficulties occur."

Big brother knows best

"In the one corner—the government corner—we have many who sincerely

believe programming will be better if it is controlled by some central point. At that essential point are people gifted with superior intelligence, meaning themselves. The perfect illustration of this is the Fowler Report of 1965.

"In the other corner—the broadcasting corner—we have those who genuinely believe the function of broadcasting is to deliver to most of the public what it wants most of the time. It is our firm conviction that we know what our listeners

and viewers want to watch and hear, and we have monthly indications of this from broadcast surveys.

"The Fowler Report indicated that people really do not know what they want on radio or TV and they should be led. This is not only incorrect, but impractical, and is a very cynical idea to ignore real public wants and needs."

Peters then suggested that each broadcaster should spend several hours a week in his own area talk-

ing to business and community leaders, members of parliament and service clubs, to give them a more complete picture of what function broadcasting serves in the community.

"Until we as individual broadcasters start telling our story, we will continue to have Fowler Commissions. We can be proud of our performance, and deserve a lot more credit than we have been getting," he said.

Bob Hope wins Banshee's Silver Lady

More than 2000 communications executives from the U.S. and Canada gathered in the Grand Ballroom of the Waldorf-Astoria Hotel, New York, this week for their annual luncheon.

Highlight of the affair was the presentation to Bob Hope of the Banshee's Silver Lady award as a "star pre-eminent in his continuing contributions to charity and to the morale of the armed forces."

The NBC comedian was cited especially "for his past overseas tours to entertain the troops during Christmas seasons." It was the first time in the 31 year history of the communications executives luncheon club that the award has been presented to someone outside the ranks of journalism.

The luncheon was attended by many of North America's publishers and editors, in New York for their annual convention. Members of the Banshees include leaders of the Radio, TV and publishing industries.

Previous winners of the Silver Lady award include Walt Disney, Bob Considine, Jim Bishop and Rube Goldberg.

OPPORTUNITY

Have opening for mature, quality announcer; starting salary \$500 to \$700 per month. Position open immediately.

Also have opening for mature creative writer; top salary and excellent working conditions.

Apply:

Box A-851
Canadian Broadcaster
217 Bay Street, Toronto 1

BROADCAST TECHNICIAN

Opening for experienced Radio-Television technician. Send personal information and summary of experience to:

Chief Engineer,
CFCH Radio and Television,
P. O. Box 1000,
North Bay, Ontario

Take a fresh look at the Lakehead, and **CFPA**

FIRST: check the new ratings

NEXT: consider the lower rates on CFPA

THEN: BUY the bigger, adult, audience of CFPA, at the Lakehead

Broadcast Media Sales

Toronto — Montreal

1430 - CKFH

wishes you happy times at the A.C.A. Convention.

1430 - CKFH

offers you top times throughout our broadcast schedule every day of the year.



for them!



DAVID H. ORR

The Canadian Broadcasting Corporation announces the appointment of David H. Orr to the position of Corporate Supervisor, Information Services, Head Office, Ottawa.

Mr. Orr is a native of St. Stephen, New Brunswick. He joined the Corporation in 1956 as an editor in the radio and television news-rooms at Halifax. Prior to joining the CBC he served as Bureau Manager for Radio Press Limited at CFBC Saint John, CFNB Fred-erickton and CFCF Montreal.

In 1957 Mr. Orr was appointed assistant to the director of radio and integrated services in the CBC Maritime Regional Office at Halifax. In 1960 he was appointed supervisor of Information Services for the Maritimes and a year later took over the added responsibilities of Public Relations. Mr. Orr held both these Maritime Regional positions prior to his new appointment in Ottawa.

Mr. Orr is a member of the Canadian Public Relations Society. He is immediate past President of the Atlantic Public Relations Society, and was General Chairman for the recent successful series of International seminars, "Public Relations in Perspective - 1966" held at Saint Mary's University in Halifax.

BOOKS By Mail

Book Dept.
CANADIAN BROADCASTER

RTNDA

Awards to promote news excellence

National news awards to promote excellence in broadcast journalism were established earlier this year by the Radio Television News Directors Association of Canada.

Meeting in Toronto, the RTNDA Board of Directors approved a system of regional awards to be topped by a national competition. For the present, it was decided to establish only one category for both radio and television.

The award will go "to the news department of the station which, in the opinion of the judges, displays enterprise and thoroughness in the reporting of a significant community problem or issue or the reporting of a news story during the year."

There will be five regions: Atlantic, French-Language, Central Canada, Prairies and British Columbia. Winning entries from

each region will be selected to compete for the national awards, to be known as the National RTNDA News Awards. Competition will be open to all radio and television stations in Canada.

"RANGERS" GOES INTERNATIONAL

A Canadian produced TV series is now being shown in 39 countries. The series, "Forest Rangers" is the property of ASP Productions of Toronto, and is run on CBC-TV Saturday afternoons. It is also shown on WBEN-TV, Buffalo N.Y. in color.

Some of the countries the junior forest rangers are receiving fan mail from include, East Germany, Australia, Yugoslavia, Peru, Rhodesia, Ghana, Saudi Arabia, and Trinidad. The name of the series translated into Norwegian is "Skogwokterlubben."

ANNOUNCEMENT

TWO NEW BAKER CREATIVE VICE-PRESIDENTS



JOHN SONE



GARTH PHELONG

Bob McAlear, Vice-President, Director of Creative Services, Baker Advertising Limited, announces the appointments as Vice-Presidents of John Sone, Director of Television and Garth Phelong, Copywriter.

These appointments reflect the value the agency places on its creative product.

Probing the Unknown

Six actuality one-hour space-specials have been sold to four markets in Manitoba and Saskatchewan. The first episode premiered in late February, was entitled *Probing the Unknown*, and showed research and operations at the Goddard Space Flight Centre, in Maryland.

The series is being run on CBWT Winnipeg, CKX-TV Brandon, CSM-TV Thompson and CKOS-TV Yorkton, Sask. Manitoba Telephone assumed full sponsorship of the series, arranged by Seven Arts TV, and Foster Advertising in Winnipeg.

Will tax cable TV

The City of Ottawa has won initial approval of legislation designed to allow the city to impose a charge on cable TV companies in the municipality. The Private Bills Committee of the Ontario Legislature recently okayed a bill to that effect, but the measure still must be passed by the Legislature.

Reports indicate the city plans to charge any cable TV company wanting to operate in the city three per cent of gross revenues. Similar arrangements have become standard in the United States, where franchise-seeking cable TV operators have lately offered municipal governments "fees" (percentages of the gross) as high as double the figure sought by Ottawa.

Stanley Cup on U.S. nets

For the first time the professional hockey championship Stanley Cup playoffs were seen on national TV in the United States. The NBC Network entered into an agreement with the National Hockey League to televise in color three Sunday afternoon games April 10, 17 and 24. NBC will also televise Sunday games on May 1 and May 8, should they be played.

Sponsors for the NHL games are Ford (one-half sponsorship,) through J. Walter Thomson Co.; United Air Lines, through Leo Burnett Company; Zenith Radio Corporation, through Foote, Cone and Belding; R. J. Reynolds Tobacco Co., through William Esty Co.; and Pabst Brewing Co. through Kenyon and Eckhardt.

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ADVICE FROM OUTER SPACE

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TIME
BUYER

See
HARDY or
MESSNER

Most manufacturers get geared for color

With color programming on Canadian TV only a few months away, many companies are gearing up for the anticipated demand for color sets and parts.

RCA Victor is constructing a \$25,000,000 factory at Midland, Ontario, which it says will be the biggest single expansion program in the history of Canadian electronics. The plant will employ 500 people and manufacture color-TV picture tubes. Anticipated capacity by mid-1967 is 300,000 units a year.

Color tube production is also due

to start soon at the Rexdale Plant, near Toronto, of Canadian General Electric Company. When completed, this plant will employ 600.

Meanwhile, in Montreal, Sylvania Electric Canada Ltd., has announced its intention of producing standard-size color picture tubes. This will involve the construction of yet another multimillion dollar plant devoted to the "color boom".

In Toronto, Clairtone Sound Corporation has announced that it will commence production of a complete line of color television con-

sole and theatre models by mid-June. The company is building a new plant at Stellarton, Nova Scotia. Peter Munk, president of Clairtone said the company expects to produce 20,000 color sets this year and increase the total significantly in 1967.

Munk said Clairtone is signing franchises with the major department stores in Canada, and independents who already handle their stereo products. However, the company still expects to sell 65 per cent of its color output in the U.S.

Clairtone's manufacturing and merchandising expansion is being financed by the sale of preferred shares, of which \$2,000,000 was earmarked for color TV development.

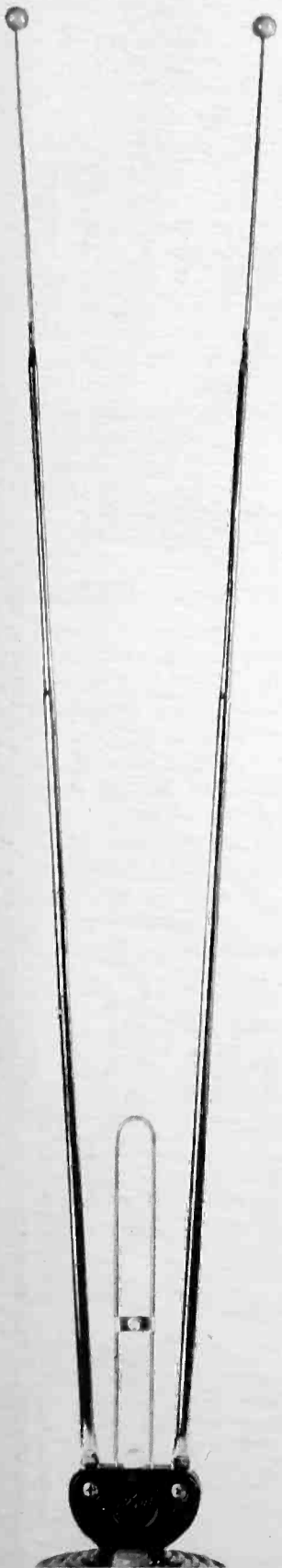
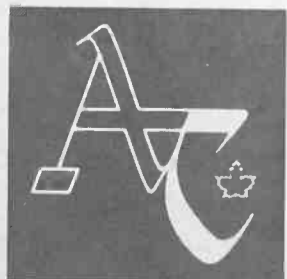
Earlier this month, Sparton of Canada, Ltd. released two color models and will add five more later in the year. They include 19, 23 and 25 inch sets. In black and white sets, Sparton is placing its emphasis on portables, table models and consolettes.

THE BEST OF BOTH WORLDS

*RADIO or TV
or BOTH*

*Whatever your Electronic Ad Plans
REMEMBER*

ALL-CANADA
Reps the Markets that Count



No makeup on kids makes freckles and character come through

"The mystery about color television just isn't really there, when you come down to it. It's greatly exaggerated."

With that comment Lorne Freed, executive producer at CFTO-TV Toronto, launched a low-key analysis of problems encountered by the station in a project that possibly ranks as the largest color videotape undertaking in Canada to date.

CFTO Production Services was taping 65 episodes of the *Romper Room* TV kindergarten show for Fremantle of Canada Limited and the CTV Television Network.

However the mystery-proof CFTO color crew did make a couple of discoveries in the course of the *Romper Room* shooting.

"We learned that it would be better if we didn't have makeup on the children's faces, for one thing," Freed said. "The kids have a natural peaches and cream complexion that looks great on the screen."

"When we added makeup it spoiled the character of their faces. Now we get the freckles and all. Their faces are really coming through."

Freed said doing without makeup on adult faces (and every other area of exposed adult skin) could be fatal. "Adults come through a blooming red."

His overall attitude toward the technical problems of color television? "Get a good black-and-white picture and you've got a good color picture," he said.

For *Romper Room*, CFTO "doesn't even have a color monitor on the studio floor," Freed said. "You'd think the whole control room and everything else would become color, but that's not the case."

The video man (stationed outside the control room at CFTO) was the only *Romper Room* crew member looking at color monitors of both cameras, Freed pointed out—and the video man was given the privilege primarily so he could match the colors presented by the two cameras.

"Even the cameraman sees his picture in black-and-white," Freed added.

Point of Psychology

One significant difference between the color versions of *Romper Room*

and their black-and-white predecessors had nothing to do with the cameras or the picture—it was pure applied psychology.

All it amounted to was Miss Sarah (hostess for the Toronto-made *Romper Room* productions) dropping a couple of color references on air during each taping session.

"What we've got to do is literally shame the public into buying color TV sets," Freed explained. He said it would probably become the norm for performers to throw a couple of color lines into most color shows produced in Canada. "Maybe they'll talk about the green dress the girl is wearing, or something like that — make people watching the program in black-and-white wonder what they're missing."

Getting back to technical problems, he said potential color difficulties with *Romper Room* had been largely eliminated by providing a background painted a shade of pale blue complementary to human coloring.

"If you go with this as a basic background," he said, "you're fairly safe with flesh tones."

Clothing color problems? "In a show like this there's little control over wardrobe. The children come in sweaters or whatever they're wearing and that's it."

Shelves used on the set had been brightened up (greys were repainted orange, green and purple) and leg-show (with its flesh-tone problems) was eliminated by a gold-colored cloth hung from the tables used by the children.

Production cost had been boosted about one-third by color, Freed estimated. (The increase was high because fixed-dollar additional color costs were fairly large in relation to the program's small budget.)

Can't let color take over

The main thing about handling color television production, Freed said, was that "you cannot let color take over. If you do, you can become more worried about the color than what's happening in the show."

"You end up saying 'gee what a pretty picture', and forget you've still got your content values to consider."

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Specialists in French language Media

Station of Year
names Club of Year



Assistant Manager, J. "Hamie" MacDonald, CJBQ, Belleville, Ontario presents Radio Club of the Year award to Sandra Flagler, President of Quinte Secondary School Radio Club.

"The Station of the Year", CJBQ, Belleville, Ontario which won the award at the CAB Convention in Montreal last month, recently presented some prizes of its own. The occasion was the annual "Radio Club of the Year" award which was won by the Quinte Secondary School Radio Club.

Five teen-age clubs competed every Saturday from September to April at their local stations. All members of the clubs receive a trip to Toronto to tour Ryerson Institute of Technology, Station CFRB, and the Quality Record Studios.

Musical Showcase

BA Oil jackpot hits \$40,000



A forty thousand dollar jackpot described by the sponsor, British American Oil, as the richest prize ever offered on Canadian TV, has been won by a 41 year old hotel clerk from Winnipeg.

John Kolida, originally from Eindhoven, Holland, answered a tie-breaking question on music to defeat another contestant for the big prize on BA's *Musical Showcase* shown weekly on the CTV network.

Kolida and his family will share cash, a vacation home, two cars, furs, a motor boat and a trip to Europe.

Musical Showcase emanates from Montreal, and is produced in both English and French. Featured as singing MC on both versions is George LaFleche, with the Denny Vaughan orchestra and weekly guest stars. The show has been renewed for 1967 on the CTV network.



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New exec. moves into 65 hour schedule

CTV Network President Gordon Keeble called a press conference early this month and announced his first executive appointments and network plans for 1966-67.

Keeble said Murray Chercover, formerly vice-president, programming at CFTO-TV, Toronto, had been appointed executive vice-president of the newly organized network. Meanwhile, Michael Hind-Smith, CTV vice-president, programming, would continue in his present capacity with emphasis on the greatly enlarged plans for new Canadian shows, most of them in color.

Keeble announced that the network had signed an agreement at the end of March, with the 11 member CTV stations to provide by "simultaneous microwave feed, right across the country, 65 hours weekly of network programming, most of it in color."

He revealed highlights of the first 28 hours of new prime-time evening shows. The network plans to feed four hours of microwave each night, seven days a week, to its affiliates.

"But there is a local option, by which stations receiving the feed don't have to air the programs at

that particular time," said Chercover, "with the exception of the Wednesday night NHL Hockey games which are live and immediate everywhere.

Regarding new Canadian shows, Keeble said that Hind-Smith had already been allocated \$50,000 to develop about a dozen prospects to the pilot stage. "Included in this development will be a major public affairs hour, each Sunday night, and nine specials of a cultural nature, one a month throughout the season," said Keeble.

Chercover indicated the new "cultural Sunday night show", was being run deliberately at the same time as the CBC's "mass-audience" public affairs program, *This Hour has Seven Days*. He felt it would have more cultural appeal and broader potential than its rival on the other network.

Regarding Canadian content, Keeble said the network would be "55 per cent or more, like any other Canadian broadcaster, and 40 per cent in primetime." He said that he had given Hind-Smith a "colossal job" to turn out 65 hours of programming a week, starting in September, to cost over \$1½ million.

Asked why all the programming will be fed from the CTV headquarters on Charles Street in downtown Toronto, to all stations at the same time, Chercover said that the costs of color-printing many copies of color shows was prohibitive, technically very tricky, and no two prints from the same color negative

ever came out exactly the same. "We would far rather transmit one perfect microwave color origination to all our stations at once," he said. He added that all eleven CTV stations will telecast color, in 1966 though not all may be able to originate color locally this year.

Queried again as to how the new network intended to make a profit with all these new, expensive shows when its predecessor suffered continual losses, Keeble said, "under our new concept, we are now a service. We naturally must generate the maximum revenue possible, but we do not have to make a profit."

He also defended his appointment of Chercover, who had been called by the *Toronto Daily Star* "a Bassett man", referring to Chercover's former employer, John Bassett of CFTO-TV. "Because he is eminently qualified after six years at Channel Nine, the appointment was 100 per cent my choice," said Keeble.

He indicated that John Bassett had been very reluctant to let Chercover go, and that he was not planted in a high executive capacity to try to influence anybody.

"The directors of this network are all strong-willed broadcasters of many years experience" Keeble said. "No one is going to influence them. They each have only one vote at board meetings and they will use their vote only after carefully weighing all sides and arguments in any proposals presented, as their experience dictates."

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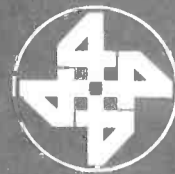
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VIEWERS

TIME

DAY

STATION

THAT OTHER
TV STATION

1	CRE BASILE	108,400	370,000	8:30	tuesday	CFCM
2	MA SORCIERE BIEN AIMEE	96,100	326,400	8:30	monday	"
3	GRAND PRIX MUSICAL	95,700	246,700	9:00	monday	"
4	CINEMA KRAFT	94,800	262,700	8:30	thursday	"
5	ALORS RACONTE	89,500	232,500	9:30	monday	"
6	JEUNESSE D'AUJOURDHUI	84,000	286,500	7:00	saturday	"
7	EN PREMIERE	82,200	239,300	7:30	friday	"
8	TELE-QUEBEC	81,400	238,800	6:00	wednesday	"
9	TELE-QUEBEC	81,000	233,600	6:00	friday	"
10	TENTEZ VOTRE CHANCE	80,400	213,900	9:00	tuesday	"
11	LA FAMILLE STONE	79,600	228,800	7:00	friday	"
12	JEUNES TALENTS	78,700	276,900	6:30	sunday	"
13	TELE-QUEBEC	77,700	212,900	6:00	thursday	"
14	SOIREE DU HOCKEY	77,000	231,000	8:30	wednesday	"
15	FURIE	76,900	200,600	5:30	monday	"
16	RIN TIN TIN	76,600	195,900	5:30	wednesday	"
17	TELE-QUEBEC	76,200	229,000	6:00	monday	"
18	SUR BOUM	75,800	217,500	7:30	tuesday	"
19	PERRY MASON	75,400	220,900	9:00	sunday	"
20	DENIS LA PETITE PESTE	75,300	213,900	7:00	tuesday	"

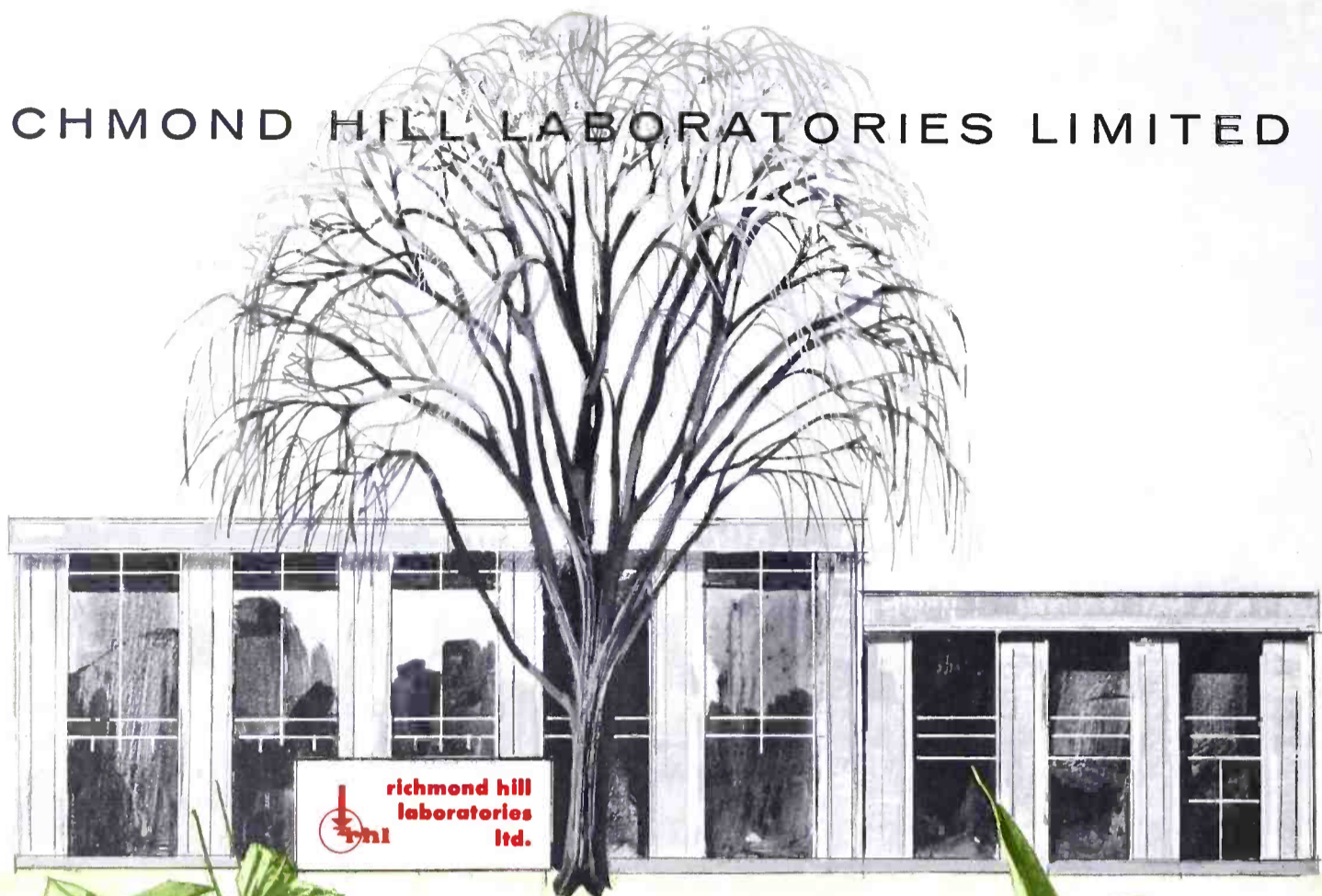
QUEBEC'S ANNUAL PURCHASING POWER IS OVER  915,758,000.

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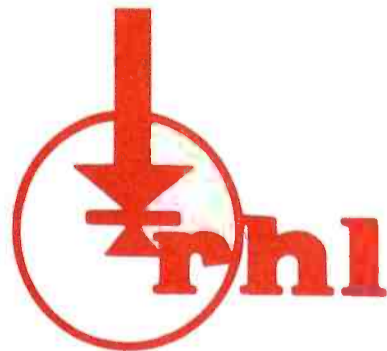
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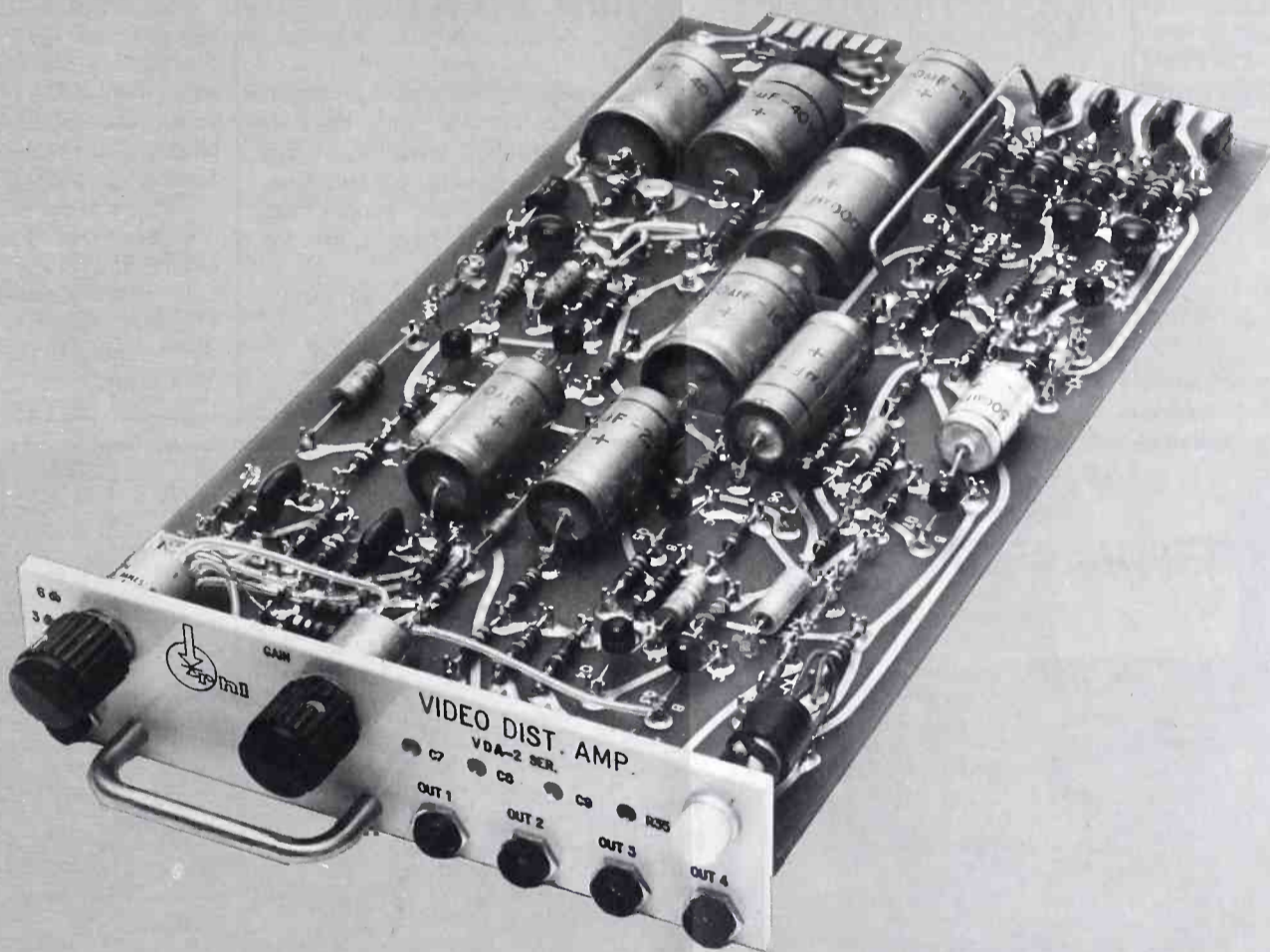
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No tax on leased lines for broadcasting

The new five per cent Ontario sales tax will not apply to leased telegraph lines for broadcasting, in this province, but will apply to all telegraph services and long distance phone calls.

Bill number 70, an Act to amend the Retail Sales Act of 1960, raised the Provincial Sales Tax in Ontario from 3 per cent to 5 per cent, on all "tangible personal property" acquired after the coming into force of the Act, on April 1, 1966.

When it was learned that the amendment was going to include leased telegraph circuits under the items to be taxed, the Government of Ontario received many protests from newspapers and broadcasting groups. Among those making representations were The Canadian Press, the Canadian Association of Broadcasters, and the Central Canada Broadcasters Association.

They contended that any government action hampering the free flow of news was against the public interest.

J.D. Macfarlane, editor in chief of the *Toronto Telegram* wrote Ontario Treasurer James Allan: "The government has recognized

that the dissemination of news is basic to our way of life and should not be interfered with by any form of direct taxation." The CAB took the position that historically democratic countries refrain from placing taxes on the dissemination of news, information and knowledge.

However, the amendment received third reading and royal assent before the April 1 deadline, and only leased telegraph and telephone lines were exempted from the new tax.

D. J. McLellan, Comptroller of Revenue for Ontario, told the

Broadcaster that all long distance phone calls, news or otherwise will be taxed. Or, as he put it: "When a reporter calls his paper from Washington, we don't know whether he has a hot scoop or is ordering a dozen roses for his girlfriend. But when his phone bill arrives at the end of the month, the long distance charges will be taxed 5 per cent."

McLellan concluded, "A regulation regarding the leased lines, under the Act is being drawn up now, and will be incorporated into it within a few weeks."

Inside Berlin is free film subject

A new 40-minute 16mm color film dealing with Berlin, and narrated in English, is being made available to television stations by Roy Bernard Associates Inc., New York.

Describing the free loan film, the public relations company says it deals with a typical dawn-to-dawn period in the German city.

The movie provides glimpses of

Berlin schools and students, painters and sculptors at work, open-air art exhibitions, industry, barge traffic on the canals, construction, theatre, sports, the people and their mayor, U. S. troops, and the Wall.

Interested stations can obtain details from the company at 635 Madison Avenue, New York, N. Y. 10022.

Air French news on English station

A five-minute noon-hour French language newscast has been introduced on English language CJCH-TV Halifax as a service to an estimated 25,000 French speaking viewers in the station's coverage area.

Les Nouvelles En Francais is also beamed at language students. Bilingual news announcer Rudy Amirault (pirated from CJCH Radio's news staff daily for *Les Nouvelles*), paces his word delivery slowly to give not-so-fluent viewers a chance to understand the broadcast, the station says.

First Polk Award

For the first time in the 18-year history of the highly coveted journalism prizes, a Canadian has won a George Polk Memorial Award.

Beryl Fox, a CBC-TV producer, won in the TV category for her hard-hitting documentary on Vietnam, *The Mills of the Gods*. Last year, she won five international prizes for another documentary, *Summer in Mississippi*.

The awards are made by the Department of Journalism of Long Island University in memory of a CBS correspondent, George Polk, who was killed in Greece in 1948 while trying to reach the guerillas for a story.

**"QUALITY SOUND" with
QUALITY EQUIPMENT
(By McCurdy)**

CKX-RADIO-BRANDON

Bad news is news too

"The responsibility of broadcasting in gathering and reporting the news has never been more pressing and more difficult than it is now."

These were the words of Dr. Frank Stanton, president of CBS, as he addressed the luncheon meeting of the Canadian Broadcast Executives Society, on the final day of the CAB Convention in Montreal. In referring to the war in Vietnam, which was the main theme of his speech, he said:

"We see it as our duty in broadcasting to bring the facts of this war—the human face on the battlefield—and the issues behind it—to all the people so that they can witness it and understand it." However, Dr. Stanton pointed out that the forthright reporting by CBS of unpleasant facts had inspired adverse reaction both from the public and in Washington. Some correspondents had been charged with un-patriotic conduct.

Apart from releasing information that could aid the enemy, Stanton went on, "We are not subscribing to any theory of news by hand-out, telling our people only what somebody arbitrarily decides that they should know, and concealing the rest. This policy does not make for



Addressing the CBES luncheon at the CAB convention in Montreal last month, Dr. Frank Stanton, President CBS, said decisions begin in the living room and end there.

unanimous popularity, although at CBS, we are convinced it is the only sound one in the long run."

Dr. Stanton summed up his remarks on Vietnam, by saying: "The stark reality of the human face of war is far more jolting in quiet living rooms than on the battlefield.

But the decisions made in Washington, and culminating on that tortured peninsula, ten thousand miles away, begin in the living room and end there."

The luncheon ended with the showing of a series of CBS news-clips, many in color, from Vietnam.

CTV TELEVISION NETWORK LTD.



MURRAY CHERCOVER

Mr. Gordon F. Keeble, president of CTV Television Network Ltd., is pleased to announce the appointment of Murray Chercover as Executive Vice-President and General Manager.

Mr. Chercover brings to CTV an extensive background of production and administration in professional theatre, radio and television. He has had experience in these fields in both the U. S. and Canada.

Most recently he has been associated with the CBC and for the last five years has held the post of Vice-President, Programming, with CFTO-TV, and the responsibility for mutual co-operative programming with the Independent Television Organization.



WHERE THERE'S

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Advertisers selling Calgary know CFAC Radio is their best Salesman.

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Television - now the basic medium not growth but an explosion

"TV is now the basic advertising medium, no matter what product you sell; you can start your planning with TV and then add other media to your advertising mix," said Ed Lawless, executive vice-president, Television Bureau of Advertising to an overflow crowd of 850 at a special TvB presentation in Toronto last month.

The film presentation called "MasselecTVity" was staged by TvB at CBC Studio Seven, Toronto, for an invited audience of broadcasters, advertisers, and agency people. Lawless teamed up with Dave Brydson, TvB Sales Director, to argue that TV is now the basic medium of advertising and since 1962, advertisers had spent more money in TV than in newspapers.

Brydson told the assembly, "between you, you spent \$4 million on TV, 14 years ago. And between you and the retailers you spent \$130

million last year. That's hardly growth, that's an explosion. . ."

The half-hour TvB film said television now reaches in a single week:

- 93 per cent of all men in Canada
- 94 per cent of all women
- 94 per cent of all teen-agers
- 95 per cent of all children

The film also made the point that TV can selectively reach target groups of consumers, in spite of the mass-audience character of the medium. It showed that viewing patterns among men, women, and children are different, as with professional families, high and low income homes, color TV homes and small and large families.

The showing was in connection with the fourth annual membership meeting of the Television Bureau of Advertising, held at the Park Plaza Hotel. Lawless said there were 80



Lucky winner of a color-TV set at the MasselecTVity presentation in Toronto is Edith Gray (Leo Burnett Agency). She is congratulated by Henri Audet, president, TvB (left) and Ed Lawless, TvB executive vice-president.

member delegates of TvB from all across the country which "was the biggest number we could possibly hope for." Lawless said the "Mass-

elecTVity" presentation has also been shown at CFCF, Montreal, and at the BCAB in Vancouver. Another western tour is planned for June.

TRY A JOB AD IN THE BROADCASTER

ANNOUNCEMENT

BATON BROADCASTING LIMITED APPOINTMENT



J. F. Ruttle, above, has been appointed Program Manager of CFTO-TV, Channel 9, it was announced today by W.O. Crampton, Vice-President and General Manager of the station.

Mr. Ruttle had a broad experience in broadcasting before joining CFTO in 1960. In his new position Mr. Ruttle will be responsible for administration and scheduling in the program department.

Lorne Freed, recently appointed Executive Producer at CFTO is responsible for the creation and development of programming at the station.

Seven Arts Film sales soar

Two hundred and eighty seven features have been sold to CHCA-TV, Red Deer, Alberta, including such titles as *Auntie Mame*, *Damn Yankees*, and *Desk Set*. while 248 were purchased by CJIC-TV, Sault Ste. Marie and CFCL-TV, Timmins. Titles included - *Glenn Miller Story*, *Seven Year Itch*, and *Diary of Anne Frank*.

In making the announcement, Charles S. Chaplin, vice-president and Canadian general manager of Seven Arts, said ten new Canadian sales had accounted for 31 volumes of feature films "of the Fifties and Sixties".

Other purchases included CFCR-TV, Kamloops and CHBC-TV, Kelowna, 155 films each; CFTK-TV, Terrace, CJDC-TV Dawson Creek and CBNT-TV St. John's 115 features each.

CJFB-TV, Swift Current, took 74 films and CJCB-TV Sydney, bought 33 box office attractions.

Radio Sales Bureau

Canadians own 14 million sets

Every four seconds someone buys a radio in Canada and 60 per cent are portables. Ninety million dollars was spent buying radios last year, and the number of sets now in Canada has reached 14 million. These facts were announced by Bill Brennan at the All Ways Colorful Radio session, on the second day of the CAB convention. Brennan, of CFRB Toronto, is chairman of the Radio Sales Advisory Committee, and was assisted by the Montreal representatives of RSB in a presentation that included flashing colored spots, live models in costume and sound montages of all aspects of radio today.

Peter Harricks of RSB said the new 'individual diary' listening survey, conducted by the CBC and the McDonald Research Ltd. last November in the Toronto area, raised percentages in every category, some by as much as 80 per

cent. He illustrated this by saying: "Before, we measured by one home, one radio. Now, with miniaturization, there are radios in every room, in cars, boats, cottages, and soon will be on wrist watches powered by body heat. Thus, the new single ballot survey system tells us who is listening to what, and where. The old pre-war days, when the whole family gathered around one set are gone forever.

Harricks announced some "startling" results of the Toronto sampling. Overall listening went up 35 per cent. Teen-age listening was up by 25 per cent; male listening recorded 20 at home and 60 outside for a total rise of 80 per cent. This jump in out of home listening was attributed to car radios, where it was found 500,000 sets were on in Toronto between 8:30 and 9:00 am. In the evening peak TV period, 8:30 pm to 9:00 pm, 125,000 radios were on in Toronto.

RADIO NEWFOUNDLAND

VOCM · CKCM · CHCM
54 **CM** · 62 **CM** · 58 **CM**
 10,000 watts 10,000 watts • 1,000 watts

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

'Broadcasting' publisher wins service award

At the NAB Convention in Chicago, the 1966 distinguished service award was presented to Sol Taishoff, president of Broadcasting Publication Incorporated and editor and publisher of *Broadcasting Magazine* and *Television Magazine*.

Embarks on 5-year plan -- 40 million radios by 1976

"There will be 40 million radios in Canada by 1976, taking into account scrappage, obsolescence and other replacement factors" predicted W. Denis Wittaker, president of Radio Sales Bureau at the Bureau's annual meeting in Montreal. His prediction was based on the continued rise in radio set sales, year after year. He noted that the radio set population had increased by 125 per cent in the past ten years, and that Canadians had bought six million radios since 1963.

He indicated that RSB was embarking on a "five Year Plan" of expansion to meet the anticipated needs of the radio industry in the next few years. These included additional studio space and sound facilities by 1967, a bilingual national salesman by 1968, a Montreal office by 1969, and net advertising revenue of all Canadian radio sales to reach \$83,500,000 by 1970.

In a "Plan of Operation" for RSB in the year ahead, he listed a 13 point program including such headings as National Sales, Member Service, French Stations, Public Relations, and Sales and Management Conferences.

The Quintile Presentation

Regarding National sales, Whittaker said the "RSB Quintile Presentation" was proving to be the most effective sales tool with heavily TV-oriented advertisers. This presentation divides all homes or individuals into "equal numerical fifths, or quintiles", for the purpose of audience research. Quintile One comprises the 20 per cent who view TV the most, and so on down to Quintile Five, the fifth of the audience who view TV the least.

"The Quintile study revealed the two lightest viewing quintiles, four and five, encompassed only 19 per cent of total viewing audience, although they accounted for 40 per cent of all viewing households. This means the advertiser, no matter how much he spends in TV, is not able to reach the lower quintiles efficiently. Adding more TV would lead to possibly wasteful impact, still not obtaining adequate coverage of the bottom quintiles." He said radio could reach these consumers.

Canada parallels U.S.

Originally developed in 1960 by RSB's counterpart in the United States, the Radio Advertising Bureau, RSB took steps to establish that the Quintile study could be applied to

Canada. To this end, MacDonald Research was commissioned to determine household viewing quintiles in London, Ontario in February, 1965, and Toronto in October, 1965. The figures revealed by the two surveys were almost identical with the original U.S. research.

Regarding French stations, Whittaker said additional assistance will be given French members of RSB in 1966, in the form of creative presentations, success stories and clinics in Quebec City.

On public relations, he said a PR man will be retained to release material twice a month to trade papers.

Finally Whittaker indicated that RSB will co-ordinate a Creative Radio Presentation at the ACA convention in Toronto, May 4, and will again work closely with the CBES to present the Radio Commercials Festival.

Safety League relies on radio spots

"Radio is particularly important in the summer because of transistors on beaches, car radios and so on. We concentrate almost entirely on radio in the summer - and we get results."

The speaker was Ernie Taylor, outdoor recreation director of the Ontario Safety League regarding a 15,000 radio-spot "blitz", the league ran last year on canoeing safety.

"There were 17 fatalities in canoeing accidents in Ontario in 1964," Taylor told CJSP Radio in Leamington, "and after our canoe safety campaign, deaths from this cause dropped to only six, last year."

Taylor also felt the radio spot campaign had improved the public attitude toward life-jackets. Going back to 1964, again, he said, "in all the boating fatalities in 1964, there were either no life-jackets present in the boat, or they were not of an approved type. Last year, after a radio-spot series on life-jackets, in every fatality, life-jackets were found in the boat, and had they been used, or used properly, tragedy might have been averted."

Taylor told CJSP, "We can't prove anything by these figures, but results have been dramatic enough in so many instances, that we feel radio spots are bringing results. This year, our spots will emphasise the proper use of approved life-jackets in good condition."

AVAILABLE JULY 15

My contract expires July 1 and I would like to relocate. 10 years working experience, TV and radio as manager, producer, director, announcer, all phases of broadcasting. Let me put my experience to work for you! Reply to:

Box A-854
Canadian Broadcaster
217 Bay Street, Toronto 1

WANTED - MANAGER

for television station in the Caribbean. Plenty of initiative and sales ability required. Must have experience in production and copy. Apply with full particulars to:

Box A-855
Canadian Broadcaster
217 Bay Street, Toronto 1

PROFESSIONAL BROADCASTER WANTS ROOM TO GROW

Network plus calibre announcer - personality - administrator. 14 years in all areas on air and related. Desire executive opportunity in program-production, operations-management or announcing, TV, radio or both. Income in five figures. Age 33. Family man. Community leader. Write

Box A-856
Canadian Broadcaster
217 Bay Street, Toronto 1



ERNEST P. TOWNDROW

Allan F. Waters, Chairman, announces the appointment of Ernest P. Towndrow as President and General Manager of Sonus Limited, and his election to the Board of Directors. Sonus Limited is a new company dealing in communications and management. Mr. Towndrow is also President of E. P. Towndrow Limited. He has been active in Canadian broadcasting for the past twenty years and has held many key industry positions. He is a past director of the Bureau of Broadcast Measurement, is currently the Chairman and a director of the Radio Sales Bureau, and is a director of the Canadian Broadcast Executives Society. Mr. Towndrow also holds directorships in a number of other Canadian companies.

Number 1

1960

1961

1962

1963

1964

1965

1966

and gaining.
Why not climb
with us?

C-JAY TV
WINNIPEG

Stovin-Byles in Canada
Sumner in U. S. A.



The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS **the** SHOWS

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

You must give more to get more

Don't bother reading this if you are selling gasoline to service stations. It won't interest you.

The driver of a gasoline tank truck has a rather uncomplicated arrangement with his customers. He simply rolls up to a station, replenishes the pumps and is on his way. There is no salesmanship - no problems. It's strictly a maintenance operation.

But for the rest of us, selling is a great deal more complex. Between the salesman and the buyer there must be trust, confidence, rapport and, above all, empathy—the ability to put oneself into the other guy's shoes.

Hit and run selling won't do. If you want to get more from your customers, you've got to give more.

The unselfish attitude

More unselfishness is needed in selling today. By this I mean the knack of seeing the buyer as a human being with problems, not merely a way stop on your journey through life.

You must see him as a man with staff and tax problems, budget troubles and perhaps even domestic irritations. If he is to make a

decision in your favor, you should know what makes him tick.

To accomplish this you must put yourself totally in his place. Imagine yourself behind his desk. What would you do if confronted by his problems?



This is the twenty-third in a series of 24 articles on "Smooth Selling" written by George N. Kahn, who heads up his own firm of marketing consultants in New York. He is the author of the recently published "The 36 Biggest Mistakes Salesmen Make And How To Correct Them". His articles on selling have appeared in several publications including "The Harvard Business Review", "Sales Management", "Industrial Marketing" and "Printers' Ink".

These are the things you must think about in addition to writing up orders. You just can't sell and run and expect to succeed in this business.

Volunteer "office boy"

One of the highest paid "office boys" I ever knew was Art Wall, a salesman for a drug manufacturer.

Most of his customers were drug wholesalers and Art was always ready and willing to help

them with their problems. This extended well beyond the usual assistance a salesman gives a buyer in displays, merchandising ideas, etc. Art would actually perform physical labor for the customer if the latter needed it.

As a joke, Art had cards printed which read:

"The world's highest priced office boy."

But there was nothing funny about his sincerity. On one occasion a customer's stock boy had quit suddenly, leaving the stock room in a mess.

Art took off his coat and went to work. In a couple of hours he had the place straightened out.

While in the stock room, Art noticed that the customer was out of a competitor's product. He pointed this out to the man and advised him to restock. That was really empathy! But that was Art's method and he was known for it.

The appreciation of his customers eventually made him a rich man. His success came because he thought of his customers' problems the way they thought of them. In short, Art put himself in their place.

There was an added dividend. Art spent so much time in wholesalers' stock rooms that he became an expert on the inside part of the business. In several instances he served as a consultant to the industry.

Wait for reward

Several years ago a young man found an expensive watch on the street. The next day he read the want-ads and saw the watch listed in the Lost and Found department. But there was no reward offered.

However, the finder called the phone number anyway and was asked to bring the watch to a certain address.

The house was a huge mansion in the exclusive part of town. "Surely," the fellow thought, "I'll get a fat reward here."

The elderly man who answered the door identified himself as the owner of the timepiece. He thanked the finder and put the watch in his pocket.

"Don't I get a reward?" the caller asked.

"Of course," the owner replied and handed the young man a dollar bill.

As the latter gazed in disappointment at the dollar, the owner said:

"If you had not asked for a reward and had returned the watch as a good deed, I would have given you \$50."

continued on page 23

Talk about scandals!

It's scandalous the way we have kept this information to ourselves.

CKBI TV and Radio's Metro county area has -

1. The largest concentration of farms and farmers in Saskatchewan.*
2. Largest concentration of farm cars, trucks, tractors, combines, etc. (\$63,000,000. worth).
3. This prosperous group divide up about 75 million each year.
4. This area represents less than 50% of our total farm market.

Get further details from your All-Canada Man.

(* Second Largest in Canada)



Television & Radio
Prince Albert, Saskatchewan

Coming-

Running Into the Rude Buyer

The salesman should expect to meet rude or insulting buyers from time to time. He should not walk out in a huff, but should try to understand the buyer's motives. Perhaps the salesman made a bad impression on his last call. Perhaps the buyer is angry at other salesmen and is taking it out on the first salesman who comes along. In any event, the salesman must study the motives and profit by his experience.

KINGSTON'S
most powerful station
with
proven sales results



A
HARDY
STATION

KINGSTON'S INTERNATIONAL AWARD STATION

continued from page 22

There is a moral here for the salesman. Offer your help sincerely to a customer without thought of immediate reward. Your buyer will show his appreciation but don't grab him by the shirt front so to speak. This places you in the same category as a dog who expects a bone after performing a trick.

Cal Billings, an air conditioning salesman, had majored in accounting in college. As a result, he quite often aided customers with their more difficult book-keeping problems.

Once he gave up an entire day to assist a buyer with his figures. As he was about to leave that evening, the buyer asked.

"Aren't you going to ask me for an order?"

Cal had been so absorbed in his work that he had completely forgotten the original purpose of his

call. It didn't matter; he got the biggest order in ten years of selling.

The more you do for your customers the more they will reach out to show their gratitude.

Sometimes you may be disappointed by a small order after having gone out of your way to be helpful. Did you ever think that the buyer may have bought three times more than his budget allowed just because you were a friend to him?

Inner needs

All of us have inner needs which appearances often mask. The big executive with the jutting jaw and forbidding manner may be seeking approval of his underlings. The laconic prospect may need only a word or two to open up to a salesman—providing they are the right words.

The successful salesman tries to discern these needs and turn them to his advantage. This requires a close study of buyers—their habits, likes, dislikes, moods and eccentricities. This also involves empathy.

Clint Selmers studied psychology in college and after. He learned a great deal of what motivated human beings and how their emotions sometimes governed them.

As a food machinery salesman, Clint observed prospects and customers with an almost professional eye.

If a buyer's desk was neat and tidy, he would tailor his presentation so that there was no excess baggage. Clint's reasoning went like this:

"If I were a buyer with a neat, orderly desk I would probably want to hear a neat, orderly sales talk."

Clint used a different approach with a customer who might have a sloppy or littered desk. This indicated to him that the talk could ramble a bit or that anecdotes could be tossed in.

With a prospect who wore a \$250 suit, Clint stressed quality over price and kept his presentation on a very high level.

"I knew there would be no point in getting into a price cutting contest with the competition as far as this man was concerned," Clint said.

Clint didn't guess right all the time, but he was on the nose enough to make him one of the largest producers in his industry. He did it by placing himself in the other man's role and then figuring out what he would do under the circumstances.

Scoring points

These courtesies are not lost on the buyer. He is usually quick to

continued on page 24

BROWN HERE!



Bob here, Murray!
How are things?

Blue!

Good! You'll be in the right mood to talk color logo!

You're about as funny as a hole in a sky diver's parachute.
Go ahead!

I've been talking to Cliff and he's been telling me about this idea of Tom Daley's. Tom wants to run...

... an ad series in the trades! I know we've both been away a lot lately Bob, but I still keep up on my reading. They've already run two! I think the idea of a contest for the color logo is excellent! I would imagine that a lot of artists and art directors would get a kick out of tackling something like this... especially with that twenty-five inch color television console as a prize. It runs in my mind that they're worth well over twelve hundred dollars.

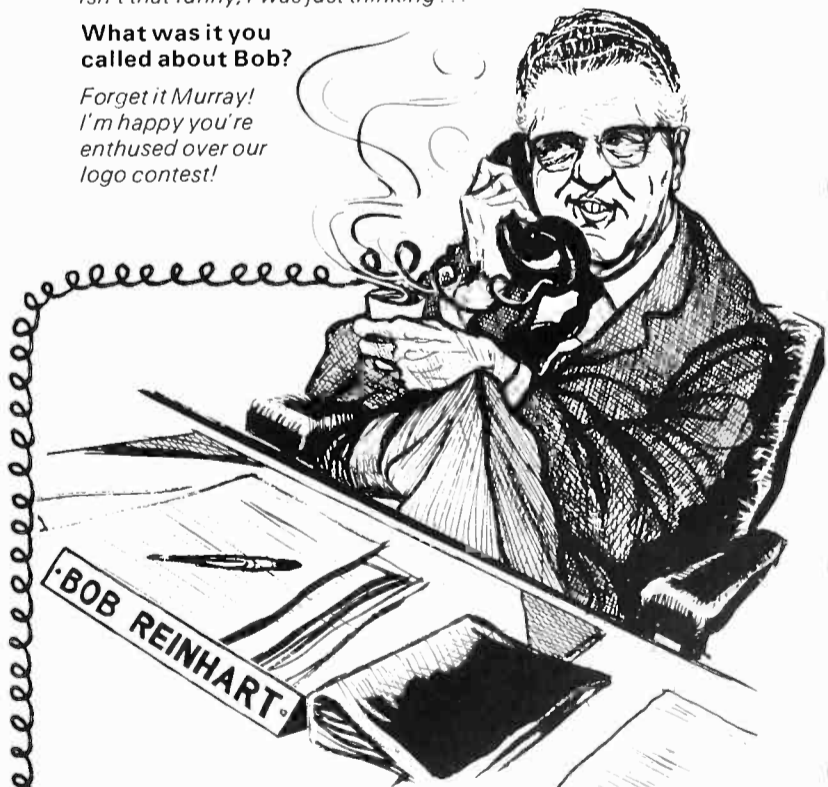
Yes, I think they've...

I don't know about you Bob, but I think they've covered things pretty well. The way the ads explain that we're looking for a new color logo; that the logo should be adaptable for all sorts of uses... like on air, letterhead, even animation, if possible. I think too... the suggestion that anyone can call or write to Tom at the station or even talk to any of us at the A.C.A. convention makes a lot of sense.

Isn't that funny, I was just thinking...

What was it you called about Bob?

Forget it Murray!
I'm happy you're enthused over our logo contest!



THIS SPACE RESERVED FOR
COLOR LOGO
CFPL TV LONDON, CANADA

REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder; each reprint includes a self-evaluation quiz.

Prices are:

- 1 to 9 copies (of each article) 50¢ each.
- 10 to 49 copies (of each article) . . . 37 1/2¢ each.
- 50 to 99 copies (of each article) . . . 30¢ each.
- 100 or more copies (of each article) . . 25¢ each.

You may pre-order the entire series, or, if you wish, individual articles. Each article in the series is numbered. Please specify your wishes by number.

When ordering the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division - Service Department, Empire State Building, New York, N. Y. 10001.

1. The Salesman is a V. I. P.
2. Are You A Salesman?
3. Get Acquainted With Your Company
4. You're On Stage
5. You Can't Fire Without Ammunition
6. You Are a Goodwill Salesman, Too
7. Closing The Sale
8. How To Set Up An Interview
9. Resting Between Rounds
10. The Competition
11. Taking A Risk
12. Playing The Short Game
13. Selling An Idea
14. Buying Committees Are Here To Stay
15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
20. Making Salesmen of Your Customers
21. Repeat Orders Are Not Accidental
22. Room At The Top
23. You Must Give More to Get More
24. Running Into The Rude Buyer

When ordering, please mention the name of this publication.

OPPORTUNITY
Immediate opening for
SWITCHER-DIRECTOR
at CKSO-Television

Send complete résumé and personal data to:

CKSO-TV
Box 400
Sudbury, Ontario

Perception pays off

A salesman who lacks perception is risking a career on a treadmill.

There are many opportunities to be perceptive in selling but many salesmen miss them. This is not a matter of education or even intelligence. It simply is a question of using your senses — particularly your eyes and ears.

If you're smoking and the buyer flicks on the air conditioning or opens a window, that should be a warning signal for you.

If you mention politics and he attempts to change the subject, you should realize that the topic is not to his liking.

If you tell him you ran into an acquaintance of his in Cleveland and he seems indifferent to the news, you can be assured the acquaintance is not important to him. To spend more time talking about the man would only bore your customer and take away valuable selling time from you.

Perception requires awareness. You can't leave part of your brain at home and expect to meet the demands of selling. Keep awake; keep alert.

Len Baskett, who sells marine engineering equipment, made some interesting observations while waiting to see a certain buyer.

He noticed first that the receptionist used a very low tone of voice when she phoned into the buyer. Also, when she went into her boss's office, she closed the door softly.

recognize the fact that you are taking special pains to cater to his whims, habits, fears or fancies.

I once interviewed a prospect whose office contained an unusual number of clocks. There were two on his desk, two on the walls, another on a window ledge and still another on a small refrigerator. And they were all running and showed the same time. To top this off, the man had a wrist watch.

"Here," I thought to myself, "is a man who is preoccupied with time — perhaps to the point of mania."

I suddenly removed my wrist watch and laid it on the desk in front of me.

"My presentation," I told him, "will last exactly 30 minutes. If you aren't entirely convinced after that period, I will leave at once."

I hit the time right on the button and three minutes later I was writing one of the grandest orders of my life.

"You know," the buyer said, "I really appreciated your keeping your talk within that time limit. Perhaps I'm kind of a nut on time but I time everything I do. I even know to the second how long it takes me to walk to lunch and back."

Obviously I had scored many points with this individual. And it cost me nothing. I was merely showing him a deference.

When he was admitted into the prospect's office, Len noted another detail. The room was entirely soundproofed.

Automatically, Len pitched his voice low and tried not to make too much noise in opening demonstration materials. He got along well with the man and left with a sizeable order.

Len's instincts had been correct. He learned later that the buyer had inner ear trouble and just could not stand even ordinary sounds.

This was another example of the importance of perception in personal relations with buyers. I daresay that in every first meeting with a prospect you can learn something about him that will make selling easier. But don't expect him to wear a sign proclaiming his

peculiarity or preferences. You must go into the interview with sharpened senses.

You can train yourself to notice details. When you're walking along a street, for example, really look around you. You will see things you never saw before because you weren't paying attention to your surroundings.

The next time you are talking to someone study him carefully — dress, voice, grooming, gestures, etc. You will be surprised at how much your brain can absorb if you give it a chance.

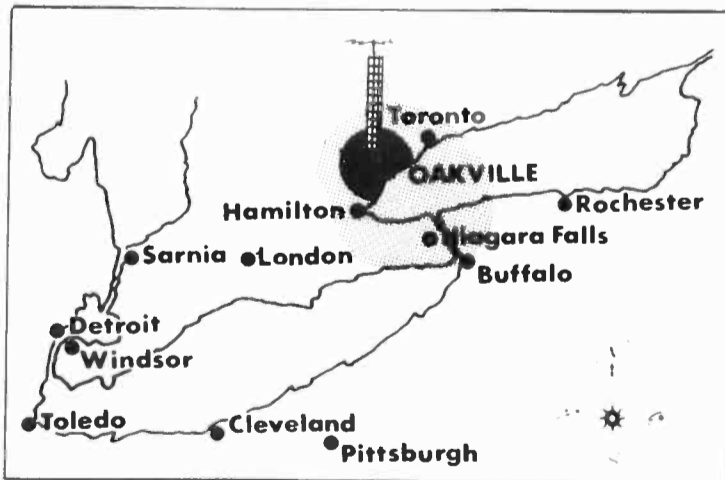
Do you give enough of yourself in your relations with customers? Do you see his point of view and act accordingly? Here is a ten-point quiz to help you answer these questions. If you can answer "yes" to at least seven, you are giving as well as getting.

- | | | |
|---|-----|----|
| 1. Does it occur to you that the buyer has problems which may affect his buying decisions? | YES | NO |
| 2. Do you try to put yourself in the buyer's place? | | |
| 3. Do you serve the customer in the spirit of service rather than in expectation of a reward? | | |
| 4. Do you notice habits or peculiarities in buyers that may give you a clue to their preferences? | | |
| 5. Do you act on these observations? | | |
| 6. Do you ever volunteer your services to a buyer even though it delays or inconveniences you? | | |
| 7. Do you notice the furnishings or decor of a buyer's office? | | |
| 8. Would this give you a clue to his personality or preferences? | | |
| 9. Do you practice observation while off the job? | | |
| 10. Do you think you know what empathy means? | | |

CHWO

RADIO The Whiteoaks Station

serves . . .



. . . the New INDUSTRIAL HEART of Canada and its 150,000 residents

For further information call:

Toronto: Direct — 923-6814
366-7182

Montreal: Radio & TV Sales Inc. 866-2749

Winnipeg: Broadcast Representatives Ltd. 943-6115

Vancouver: Radio-Television Representatives Ltd. 733-1171



THE WINNER!

Mrs. Dorothy Iler, Media Manager of Kenyon & Eckhardt is seen accepting her 10-day holiday in North Carolina, as a guest of CHWO Radio, from Mayor Maclean Anderson of Oakville. Pictured from the left are Vic Tipple, General Sales Manager of CHWO Radio, Mrs. Iler, Mayor Anderson and Norm Hickey, CHWO's National Sales Manager.

Mrs. Iler's entry — suggesting "Jalna" as the name of Oakville's new Industrial Park was chosen from all the entries received in CHWO's "Know Oakville Contest" conducted among Media buyers in Canada's advertising agencies.

Mrs. Iler's winning entry was, of course, inspired by Mazo de la Roche's world-famous books "The Whiteoaks of Jalna" which were written from, and inspired by, Miss de la Roche's lovely home in the Oakville area.

The "Know Oakville Contest" was one of many attempts to find a suitable name for Oakville's brand new 50-acre industrial site situated on the Queen Elizabeth Highway at Trafalgar Road (the Oakville Cloverleaf). The name finally chosen was Iroquois Shores Industrial Park — linking the future with history — since the site once formed the shoreline of ancient Lake Iroquois, now Lake Ontario.

Satellites could snafu all stations

"The direct broadcast satellite could eliminate overnight the need for all broadcast stations, radio and television," said E. William Henry, shortly before he resigned as Chairman, Federal Communications Commission, to the NAB Convention in Chicago, last month.

Henry said the threat of satellite communication is clear, "Right now, satellite broadcasting is a tiny cloud on the horizon. It's far from broadcasting's fertile valley, but its benefits are acknowledged and its demands will become increasingly insistent."

He pointed out that there was still a mountain of unsolved technical problems, frequency allocations and politics to protect the broadcasters, "but smaller clouds have often traversed higher peaks and released a torrential downpour of new technology and service to the ground below. The resultant floods have swept aside the old order heedless of the anguished cries of those that stood in their path."

Henry told the broadcasters that when and if that happens, "your only justification for continued existence will be the manner in which you serve local needs and act as an outlet for local expression."

"You may fiddle now if you desire, but you run the real risk of having to pay later. The fires of technology are being kindled in the laboratories of the world," he warned.

CHWO and CJIC are cited for safety

Over 30 Ontario radio and TV stations were represented at the Construction Safety Association of Ontario awards dinner held at the King Edward Hotel, Toronto.

Merit awards for public service broadcasting in support of safety in the construction industry went to CHWO Radio, Oakville and CJIC-TV Sault Ste. Marie. Accepting the radio award was Howard Caine, president and general manager of CHWO, while Paul Fockler, sales manager, received the safety merit award for CJIC-TV.

The evening concluded with the showing of the last film of the late comedian, Buster Keaton. Titled *The Scribe*, the film was produced by the CSAO and depicts 16 unsafe acts and conditions found in construction work.



These four "pussycats" are the latest additions to the promotional staff at CFCF Radio and TV, Montreal. The girls have been commissioned to add color to the stations' activities—and that they do. They appeared on behalf of CFCF at the CAB convention last month and in the awards dinner show.

All the girls have other occupations; from left to right are — Janine Thomson, T. Eaton Company; Louise Germaine, Bell Telephone Company; Lorna Dawson, Loyola University and Inge Carpenter, DuPont of Canada. Inge is taking a modelling course in Montreal.

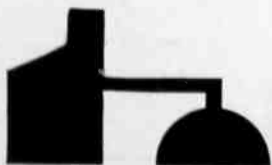
The intruder in the picture is Dave Boxer, teen deejay at CFCF, whose top rated show is heard daily from seven to eleven p.m. and twelve to six p.m., Saturdays.

let's compare potash development



Saskatoon, served exclusively by CFQC Television
6 MINES \$370,000,000

Saskatoon is the trading home of over 84% of the Potash developments in the two major markets. Small wonder that Saskatoon is the fastest growing market in Saskatchewan.



Another major market
1 MINE \$70,000,000

Capture the sales that Saskatoon's Potash development offers. Advertise on CFQC Television providing exclusive, quality coverage on channels eight and three.

serving saskatoon *** the potash capital of the world

Adds Peek Frean English to French



Baker Advertising President David Gillespie (right) presents gold plated engraving of 50 year old advertisement to G. L. Holmes, Board Chairman, Manufacturers Life, marking half a century of client-agency association.

Baker Advertising Limited has been appointed to handle the English language portion of the Peek Frean account, in addition to the French language account which their Montreal office has handled for the past year and a half.

Fred Irwin, marketing manager, Peek Frean, said the company had decided to integrate English and French advertising with one agency and that sales increases in Quebec have been particularly satisfying

since Baker took over the French account.

Overall budget is about \$300,000. Although the appointment does not take effect until October 1, the agency is already working on marketing plans for 1967.

Peek Frean began Canadian operations in 1950 and are worldwide manufacturers of sweet biscuits. Sixteen varieties are produced here.

RSB wants retail sales helps

Radio Sales Bureau is looking for sales ideas. In a new campaign starting under the supervision of Retail Sales Director John Fox, RSB is stockpiling examples of radio's imaginative use.

"Sales ideas need not be new or original," said Fox. "If they work, they will be welcome, and those who furnish us with sales ideas will increase their chances of winning awards of merit at the RSB Sales and Management Conference next January."

As an example of a good sales idea, Fox cited a campaign he once ran at CHLO Radio, St. Thomas, Ontario, involving a contest for Summer Brides.

The 13 week contest was sold to non-competing stores which offered the greatest variety of purchases for newly-weds, (jewelers, photographers, furniture and auto dealers, etc.) Any girl being married in May, June, July or August was eligible and she and her relatives were credited with one point for every dollar spent in the participating stores. The bride gaining the most points received a \$1000 savings account.

"Each sponsor paid a package rate for a one-minute and two 30-second spots per day during the campaign," said Fox, "and at CHLO, station salesmen sold the package to 16 retailers in two days."

FILM PRODUCTION BOOMS

There was a grand total of 7,756 films of all types produced in Canada, in 1964, according to a report just issued by the Dominion Bureau of Statistics.

2,888 were TV commercials, 253 theatre commercials, 6 features, 56 theatre shorts, 519 TV films, 831 other motion pictures, 96 slide-films and 3,107 other miscellaneous films.

Also, Canadian laboratories printed about 100 million feet of film, in 1964.

UK HOUSE IS ON THE AIR

Television cameras were permitted for the first time in the British House of Commons last week. The occasion was the opening of Parliament by the Queen.

Since 1958, the BBC has televised the throne speech from the House of Lords, but this time cameras were allowed to show members of the House of Commons being summoned to the Lords to hear the Queen's speech.

PACKAGE PLANS

The following examples of CTV Package Plans have been devised to supply adequate reach, frequency and efficiency to meet advertisers' particular marketing requirements. Other packages and rates are available from CTV Sales Department.

WEEKLY ANNOUNCEMENT COMBINATION	TOTAL HOMES (000'S)	CPMH
AA/C	871	\$3.18
AA/B	847	\$3.52
AA/C/C	1,200	\$2.78
AA/B/B/C	1,538	\$2.96
B/C/C	963	\$2.18
B/B/C	996	\$2.40
B/B/B/B	1,334	\$2.67
C/C/C/C	1,316	\$1.84

Total homes based on average ¼ hour delivery—NTI/Nov./65
AA-542 M, B(News) 305 M, B(WWOS) BBM-362 M, C(Daytime) 329 M



This week talk CTV

Thirty Canadian stations buy twenty-five shows-all color

Twenty five shows, all in color, have been purchased for the fall schedules of over 30 Canadian TV stations. The series, 12 of which are new, have just been bought by United Program Purchase, Ltd., for airing on CBC affiliate stations, and CHCH-TV, Hamilton, English Canada's only independent outlet.

"CHCH-TV is the flagship of the new Canadian buying group," said Marketing Director Al Bruner, president of UPP. "Other basic stations in our association are the CBC affiliates in London, Barrie, Regina and Calgary. Also, KVOS-TV in Bellingham, Washington is using the service to beam it into Vancouver and Victoria, B.C."

(UPP is wholly owned, equally by the six stations.)

This marks the second year the group of affiliates under UPP have teamed up in "a buddy system" with the CBC to make a blanket purchase in Hollywood of new shows.

CBC sent program director Douglas Nixon on the buying expedition while UPP was represented by Lloyd Crittenden, sales manager of CHCH-TV.

Other officers of UPP are: - Bob Reinhart, vice-president, CFPL-TV London; Ron Chase, CHCT-TV Calgary; Harold Crittenden, CKCK-TV Regina; Dave Mintz, KVOS-TV Bellingham; and Ralph Snelgrove, CKVR-TV Barrie.

Some of the new features are *Girl from Uncle*, *Tarzan*, *Rat Patrol* and *The Green Hornet*. Also, Walt Disney's *Wonderful World of Color* returns to the UPP group after a two year absence.

Gary Zivot, spokesman for UPP said: "All the affiliates, plus the CBC owned stations have committed themselves to take a minimum of two and a half hours of UPP shows per week."

Though all the affiliates, and CHCH-TV are taking the UPP shows in different combinations, many are being run in prime-time, for as Zivot said, "in some cases there was a great void of programming not covered by the CBC, which the individual stations were unable to fill locally. By grouping together under UPP, we are able to pre-release or simulcast many of the top shows of the three US networks."

Speaking specifically about CHCH-TV, which he said has a potential audience of four million in Southern Ontario, "UPP gives us complete flexibility in programming current US properties in the most competitive market in the world."

Some of the CBC affiliates, taking the UPP program service are: -

CFCL-TV, Timmins; CHBC-TV, Kelowna; CJLH-TV, Lethbridge; CHAT-TV, Medicine Hat; CHEX-TV Peterborough, CFCH-TV, North Bay; CKWS-TV, Kingston; CKMI-TV, Quebec; CFQC-TV, Saskatoon; CHSJ-TV, Saint John, N.B.; CKCW-TV,

Moncton; CJCB-TV, Sydney and CKNX-TV, Wingham.

"With the purchase of these shows, comes the earliest release of a network TV schedule in Canadian broadcasting history, which is a big break for sponsors and media men in

making their choices for the fall programming," Zivot said. To which Bruner added: "We're glad to see this trend of earlier announcement by the networks in the interests of increased convenience and efficiency for Canadian TV buyers,"

Canadian talent pays tribute to Lyman Potts

"A walking encyclopedia of musical facts," was the way Musician Denny Vaughan described J. Lyman Potts, as he made the presentation of a special award to Potts at the opening session of the CAB Convention.

The award, in the form of a plaque, was made on behalf of all the professional musicians who have recorded for the Canadian Talent Library. Potts, who is assistant to the president of CFRB Toronto and CJAD Montreal, heads up the Library. Vaughan reported that there are now 47 subscribers across the country using CTL, and that it was men like Potts who were promoting and providing exposure to more and more Canadian talent. CTL was originally a joint project of CFRB Toronto, and CJAD Montreal.

In accepting the award, Potts said there was still musical talent in Canada equal to some of the best in the world. "Though we have lost Percy Faith and Bob Farnon," he said, "we still have Johnny Burt, Lucio Agostini and Denny Vaughan." Potts thanked all stations which are using more and more Canadian Talent Library items, and helping to "dilute the foreign stranglehold" on broadcast music.



In the picture, Potts, on the right, receives his award from Denny Vaughan (left), aided by Hon. J. W. Pickersgill, Minister of Transport.

French FM station planned for Vancouver

A CBC French language FM radio station will soon be established in Vancouver, State Secretary Judy LaMarsh has said. The Minister told the House of Commons the CBC application would likely be heard at the Board of Broadcast Governors June hearings.

The station would serve a French speaking and bilingual population of about 45,000 in the Vancouver area, the Minister added.

at your SERVICE

PRIZES FOR TV GAMES AND PROGRAMS

Contests Associates
PRIZE BROKERS
10 Castleknock Rd., Toronto. HU 8-8601

XEROX COPIES

of typed or printed material at reasonable prices - any quantity.

WHILE YOU WAIT

Broadcaster Office,
217 Bay Street, Toronto 1.

BOOKS
By Mail

Book Dept.
CANADIAN BROADCASTER

THIS SPACE

will deliver your message
TWICE A MONTH
FOR ONE YEAR
for \$5 per insertion.

Say you saw it
in
The Broadcaster



Telephone
Answering
Service

Answers your phone
whenever you are away
from your office or
residence.

Phone for Booklet in

Toronto
924-4471

Montreal
UN 6-6921

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

MONTREAL

TORONTO

WINNIPEG

1434 St. Catherine St. W.

433 Jarvis St.

171 McDermott

Radio advertisers use print and TV concepts instead of radio concepts

The "Man with a million voices," Mel Blanc of Hollywood, was the guest speaker at the *Radio All Ways Colorful* session on the second day of the CAB Convention in Montreal.

Blanc, who formed his own creative production company four years ago, Mel Blanc Associates, spoke on "Creativity and Humor in Radio Commercials," and illustrated it with hilarious taped examples of his own work.

He cited a history of advertising from the time of the cave men, (Taped voice shouting "I gotta have a woman") to the days of Moses, who turned his staff into a snake. (Pharaoh was un-impressed for as Blanc reasoned, "Most advertising staffs turn into snakes every Monday morning.")

The next great advertiser was Edison, who, in the first dramatized commercial in history was shown inserting a filament into a pear-shaped glass bulb. He then sucked all the air from it, sealed the bottom with copper and plugged the whole thing into a socket. As the scene fades out, Edison puts the apparatus to his ear and says, "Hello".

Becoming serious for a moment, Blanc told the meeting: "I'm appalled that today most advertising on radio is using print and TV concepts, instead of radio concepts. Humorous radio is at its



He went on: "Radio time salesmen are forever marching into agencies with exciting new statistics about their audiences and programming. These same salesmen are forever leaving those agencies with very unexciting ideas. The result is that most of the ideas went into print or TV, and radio was left as a second-rate advertising medium, most often used to back up the effort of the two main media. Of this I am sure . . . the advertiser who ignores radio is the advertiser whose agency cannot put him into radio in an exciting way.

"This year, my company and others will create several million dollars in brand new radio budgets. And we will do it in one simple way. We'll get the advertisers excited about the use of the medium, and we'll use humor."

Blanc ended his hour-long address with some sample commercials created by his organization. All used humor, and in spite of their nature, had been most successful in listener response and sales. The clients—Hebrew National Meats, the American Cancer Society and Northern Ale.

best when it can create situations and atmospheres that are impossible on any other medium. With radio, you don't want people talking about events. . . you want to hear the events themselves, especially with humor."

ANNOUNCEMENT

BYLES, GIBB & ASSOCIATES LIMITED



TOM T. PARKES

Mr. J. B. Gibb, Executive Vice-President, has pleasure in announcing the appointment of Mr. Tom T. Parkes to the Montreal sales staff of Byles, Gibb & Associates Limited. Mr. Parkes has extensive broadcast sales experience, having been associated with Radio Station CJAD for over ten years.

CBC adds \$850,000 to talent budget

The CBC will spend an additional \$850,000 during the 1966-67 season for increased use of Canadian talent, over and above any increase in rates arising out of negotiations of the radio-TV writers' agreements between ACTRA and the CBC.

In announcing settlement of differences between his association and the CBC, Henry Comor, president of ACTRA, said all matters had been "resolved to the satisfaction of both parties".

Comor released a letter from Guy Coderre, CBC Vice-President, Administration, re-iterating the CBC's intention to raise its outlay for writers and performers in the 1966-67 period from \$4 million to \$4,850,000.

More than half the additional appropriations are to be spent in radio, with twice as much for regional programming as for network. Increases to further develop local talent have been marked for Calgary, Edmonton, Regina, Ottawa and St. John's.

On radio, there will be a new weekly network drama series on FM; a new literary series, and 20 additional musical documentaries. Also, local choral series and network choral programs will be "enriched."

Final budget appraisal of the TV Network has not yet been completed, but Coderre indicated in his letter that there will be "a substantial increase" in dramas produced out of Toronto, and enrichment of local and regional sports, drama, children's women's, variety and choral programs.

CFRN wins editorial award

CFRN, Edmonton has won the editorial award in the 32nd annual Headliner competition at Atlantic City, New Jersey.

The award was made for consistently outstanding editorials by Bruce Hogle at CFRN. There were awards in radio, TV, newspaper, magazine, and syndicate categories.

TRY A JOB AD
IN
THE BROADCASTER

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Want results?

Want to know that your campaign is going to work before it runs?

Well, rest easy. There is one other sure buy in Toronto, and we're not yet fully booked! For your next campaign in Canada's largest English market, include CFGM. We don't expect first station budget but we can assure first station results.

But don't take our word for it.

Talk to Colgate-Palmolive about ABC detergent; or to Crush International about Diet Rite Cola or to Reynolds Aluminum about Reynolds Wrap (to include just a few of our satisfied customers). Ask them if they got their money's worth from CFGM.

You will.

CFGM ~1310

RADIO HOUSE LTD. ~TORONTO/MONTREAL

A
FORWARD-THINKING SALES ORGANIZATION

Experienced in presenting imaginative ideas, case histories and a wide range of factual information to help you produce **EXTRA SALES** through **MORE SKILFUL USE OF RADIO**

RADIO SALES BUREAU
321 Bloor St. E., Toronto 5
Phone 924-5701

Want results? But don't take our word for it.

Want to know that your campaign is going to work before it runs? Talk to Colgate-Palmolive about ABC detergent; or to Crush International about Diet Rite Cola or to Reynolds Aluminum about Reynolds Wrap (to include just a few of our satisfied customers). Ask them if they got their money's worth from CFGM.

Well, rest easy. There is one other sure buy in Toronto, and we're not yet fully booked! For your next campaign in Canada's largest English market, include CFGM. We don't expect first station budget but we can assure first station results.

You will.

CFGM ~1310

RADIO HOUSE LTD. ~TORONTO/MONTREAL



**Channel 9,
Toronto
Welcomes You
to the
ACA convention**

**Come enjoy our hospitality.
It's tops like our ratings!**

**Meet Alice
and her friends
in Colorland
at the Agincourt
Hospitality Suite,
Royal York Hotel.**

AVERAGE ¼ HOUR VIEWERS DURING PRIME TIME
(7p.m.—11 p.m., Mon.—Fri. A. C. Nielsen N.B.I. Reports)

STATION	JAN. 66	FEB. 66	MAR. 66
CFTO-TV	239,500	282,000	283,000
Toronto Station B	210,800	192,700	225,000
Buffalo Station X	198,500	213,300	202,100
Hamilton Station	180,900	197,300	184,000
Buffalo Station Y	188,700	155,500	167,800
Buffalo Station Z	168,300	168,000	143,700

OPPORTUNITY

If you are now an assistant to a chief engineer and feel ready to take over a 10 kw. station, here is an opportunity to start with a brand new one.

CHER, Sydney, Nova Scotia has an immediate opening for position of chief engineer.

Excellent working conditions and a good future with a growing young company.

Reply with details in confidence to:

DAVID NAIMO,
CHER Broadcasting Ltd.,
Box 950,
Sydney, N. S.

ANNOUNCER

● For CBC radio and television stations in Montreal.

● To perform general and specialized announcing functions.

● University training and broadcasting experience preferred.

● Should have full command of English and good knowledge of French pronunciation.

● Apply in writing, giving full particulars and including tape and recent photograph to:

Employment Office
P. O. Box 6000
Montreal, P. Q.

Salant replaces Friendly on CBS News

Richard S. Salant has been appointed President, CBS News, filling the post left vacant by the resignation of Fred W. Friendly in February. Salant has been acting president since the exit of Friendly and also held the post from 1961-1964.

Friendly, who resigned after a dispute with higher network executives over a decision not to carry Senate hearings on Vietnam live on the CBS network, has been named "Edward R. Murrow, Professor of Journalism," Columbia University. He assumes his new duties July 1.

The graduate school professorship is made possible by grants from the Ford Foundation and broadcast and alumnae sources and is in honor of the late Ed Murrow, former CBS commentator and director of the US Information Service.

AVAILABLE

Top 40 DeeJay currently with 50,000 watt Major Market outlet seeking employment with medium-size operation. Tape and particulars available upon request by writing to:

Box A-852
Canadian Broadcaster
217 Bay Street, Toronto 1.

FARM BROADCASTER

Experienced farm broadcaster wanted to head 2-man department including radio and television production, must be qualified in editorial writing and in practical farming. Good salary and benefits. Apply:

Farm Department,
CKNX-TV,
Wingham, Ontario

OPPORTUNITY

YES, we are a community-size radio station in the most scenic part of south-western Ontario. Our management is progressive—our staff relations, excellent—our salary scale merits the attention of good men in the business of broadcasting — our approach is "middle of the road," with showmanship and sincerity.

NO, we do not have an immediate opening for an ANNOUNCE/OPERATOR, but we would like to know whom to call on when we do. Who knows? This could be tomorrow!

SO, if you're an experienced broadcaster who would like to improve your future (and ours), please write in confidence, to:

Box A-850
Canadian Broadcaster
217 Bay Street, Toronto 1

TV COMMERCIALS FESTIVAL IS SET FOR MAY 26

The 4th annual Canadian Television Commercials Festival, sponsored by the Broadcast Executives Society in co-operation with Television Bureau of Advertising, will be held May 26 at the Inn-on-the-Park, Toronto.

Entries will be divided into national and local categories and may be on film or videotape and must have been broadcast at least once on a TV station serving the Canadian market in 1965. Black and white or color entries are being received.

Creative concept, production and the individuals involved must be Canadian and all commercials will be judged primarily on their ability to sell a product or service effectively.

Rose bowls will be awarded by TvB for the best local and national announcements in English and French. Ratec awards will be made for the best national and local commercials, either English or French, in markets from under 100,000 to over 500,000.

A new category will be special "citations" that may be given for the best public service announcement best program promotion, best 30 second or less spot announcement and achievement in techniques such as optical effects, animation, or product demonstrations.

Guest speaker at the Festival will be Dr. Louis Cheskin of the Color Research Institute of America, and there will also be a workshop and showing of U.S. and Cannes Festival award winners.

LIGHTING SYMPOSIUM

A Theatre, Television and Film Lighting Symposium will be held at the Edgewater Beach Hotel in Chicago May 9 and 10. The conference will be sponsored by the Illuminating Engineering Society of the United States, and will include technical papers, panel discussions, and a lighting progress show.

Further information is available from T.M. Lemons, Sylvania Electric Products Inc., 100 Endicott Street, Danvers, Massachusetts 01923.

"NATE" NATHANSON WILL

The estate of the late Nathaniel (Nate) Nathanson, founder of CJC Radio and TV, Sydney, N.S. has been valued at \$1,675,100 in probate court. Mr. Nathanson died February 28.

Personal property and effects were valued at \$1,334,500 and real property at \$340,000. A bequest of \$3000 a year for five years was made to the Canadian National Institute for the Blind. Most of the estate went to Mrs. Nathanson.



RATHER FIGHT

25,689 doctors switched to Camels, but three months later 75 per cent of them had gone back to women.

THE PROOF IS THE PUDDING

Marketing research results are based far more on the manufacturer's product than the researcher's technique.

GOOD QUESTION

Whether to buy what the experienced agency man of your choice *knows* will move the product or what *you think* will move it.

ONE-SIDED

The basic qualification for a good media man seems to be a belief in advertising — selling it.

DON'T BE A BUFFER

Copy designed to disparage a competing product may draw the consumer's attention to a Brand "A" he or she never knew existed.

FIRST SHALL BE LAST

Good advertising copy is newsworthy and informative, and superlatives aren't news.

PEOPLE OR PRESIDENTS

You get a better commercial by designing it to interest the customer than if you set out to please the president.

FOOD FOR THOUGHT

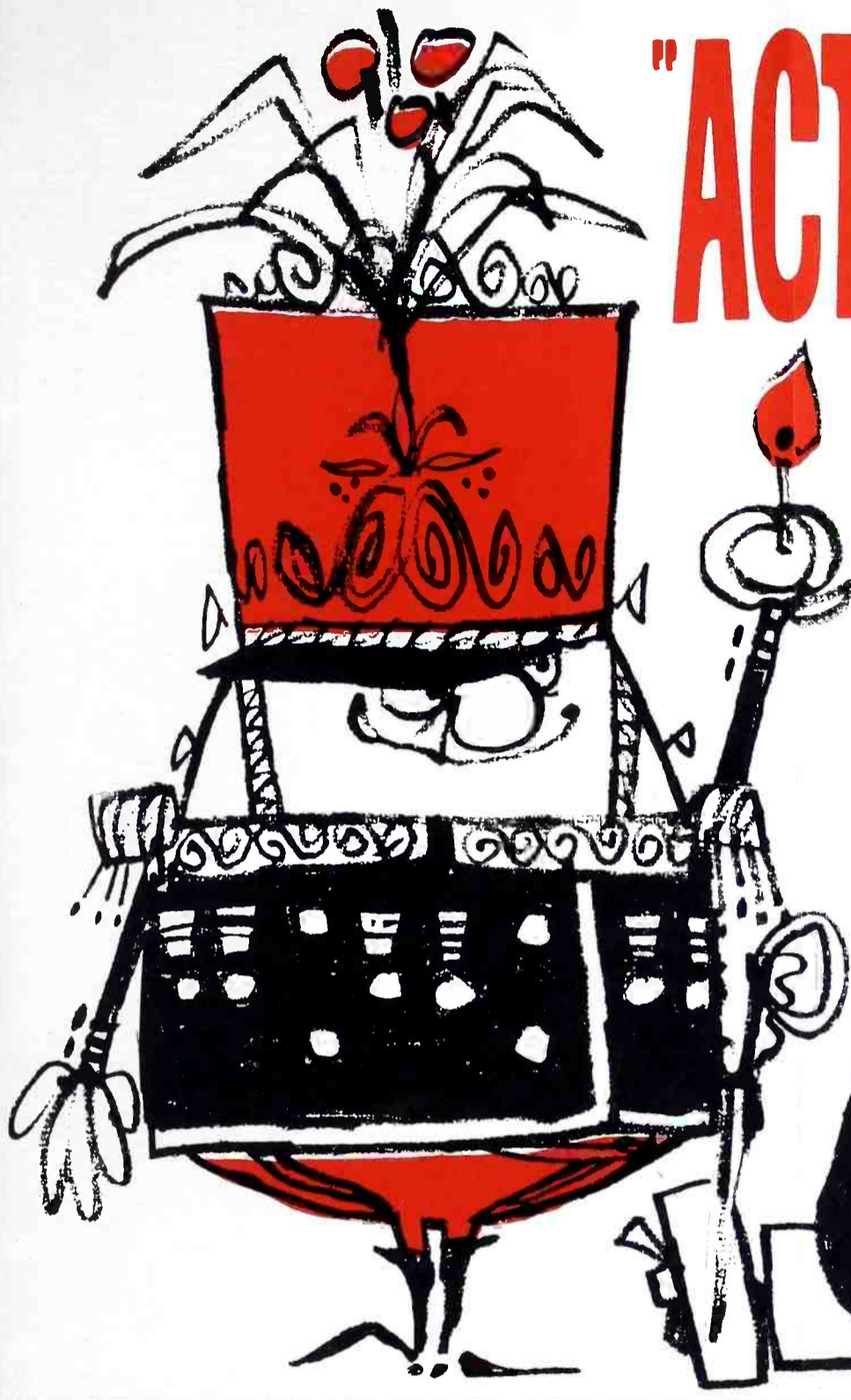
People don't tune in commercials — they tune in programs.

NEGATIVE APPROACH

Then there's the adman who imprinted the labels on his cure-em-all elixir: "Not recommended for expectant mothers."

Aim high... and sell "long range"... with Calgary's

"ACTION STATIONS!"



CFCN RADIO is Southern Alberta's most tuned-in radio station during the daytime listening hours 8:30 a.m. to 5:00 p.m. (February 1966 BBM). This is the station that packs 50,000 watts of selling power behind your commercials and delivers the biggest weekly households reach in the market. Across free-spending Southern Alberta, your message comes through — loud and clear!

CFCN-TV is the most "highly regarded" television station in Southern Alberta (check for yourself who has the 16 top shows in the market!). When you sell "long range" with CFCN-TV, you take advantage of more satellites than with any other television station in the province — covering prosperous rural areas and their business cores in Southern Alberta and B.C.

Big metro audience and impact — long range coverage — action-packed merchandising and radio/TV cross promotions! You can set your sights on top results with Calgary's "action stations":





How does CHFI give listeners news from behind the iron curtain before anyone else?

The Russians tell us first.

CHFI has the only radio newsroom in Canada with a teletype direct from the Russian embassy. This means CHFI can broadcast news from the Soviet Union hours before other stations receive it. It's one of many ways in which CHFI keeps listeners totally informed. From the Mutual Broadcasting Network, CHFI has access

to news-gathering sources throughout the world. Also, CHFI has special correspondents in Ottawa, Washington, Queen's Park, City Hall, and the Metro courts. Together, they give CHFI listeners Toronto's most thorough news service.

Small wonder McDonald Research shows that of Toronto's three most listened-to

radio stations, CHFI has the highest percentage of listeners in executive and managerial positions. Also the highest percentage of college graduates. Conclusion? CHFI's audience is not only big. It's good and big.

This is the affluent market your message should be reaching.

CHFI/680/ 24 HOURS A DAY
 TORONTO'S LUXURY SOUND/ALSO 98.1FM STEREO

Nationally represented in Toronto and Montreal by Airtime Quality Sales Limited