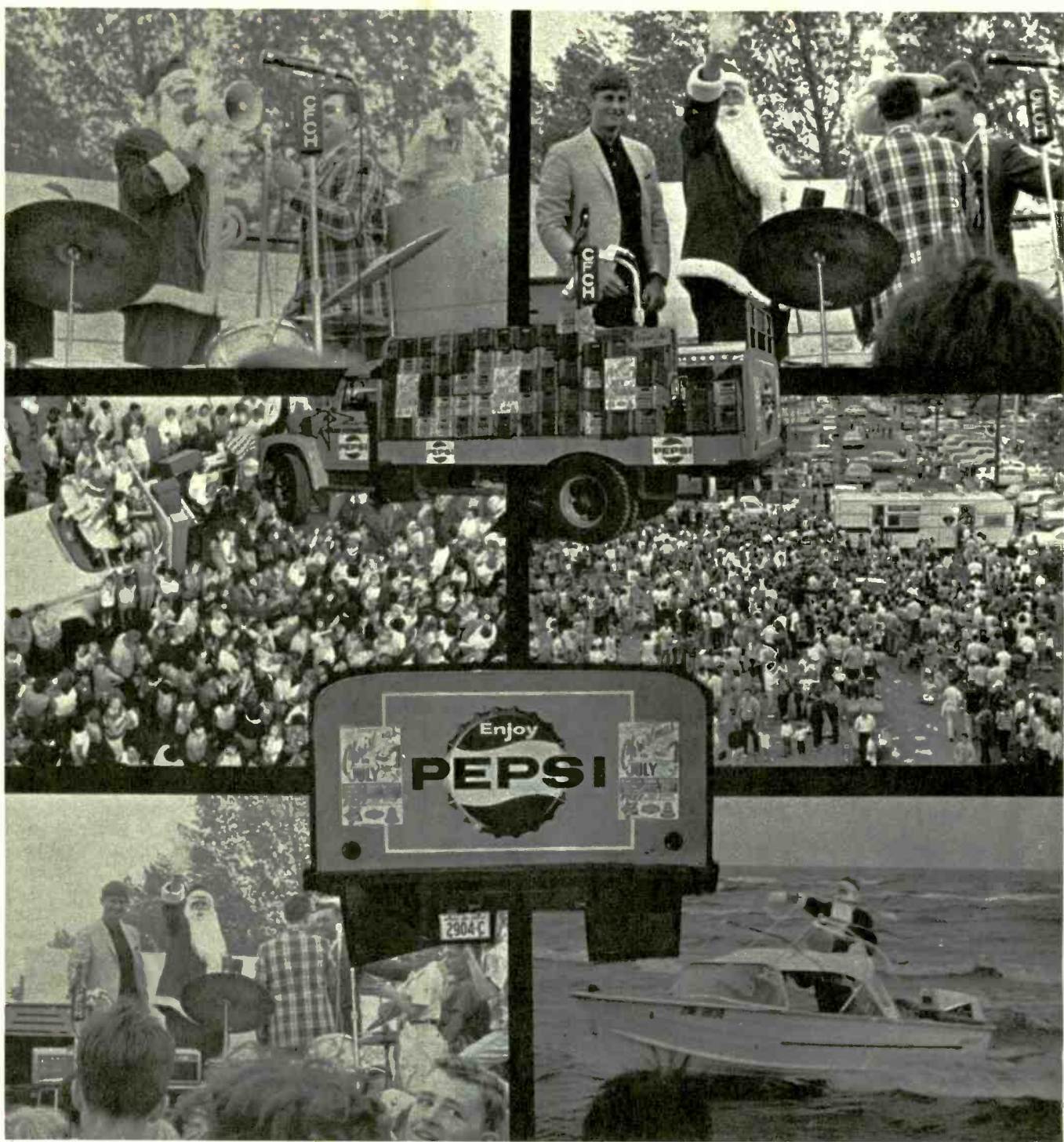


Now in our twenty-fifth year of reaching people who reach people



CFCH Radio and TV, North Bay, Ontario, once again held their annual *Christmas In July* beach party on the shores of Lake Nipissing, July 25.

Dedicated to safety, the party was staged for those people who, through fatal accidents, won't be around to celebrate Christmas in December.

The affair was sponsored jointly by CFCH Radio and TV, and Garland Beverages Limited, the local Pepsi bottler.

Over 5000 attended and consumed 500 pounds of free hot dogs, relish, buns and mustard supplied by Red and White Foodstores Ltd., as well as gallons of Pepsi and Mountain Dew, dispensed by CFCH personalities.

Safety displays and demonstrations were provided by the Ontario Provincial Police, the Department of Parks and Recreation, the Canadian Highway Safety Council and North Bay Police and Firemen.

Entertainment was provided by Rock n' Roll, Western and folk singing groups, and the proceedings were aired live on CFCH Radio. There was also a 30 minute special shown on CFCH-TV. During the day, non-religious Christmas music was played on CFCH.

Guest of honor was of course, Santa Claus, who arrived by boat, as the lake was too rough for water-skiing. He was greeted by Charlie Hunter and Bob Ford, CFCH hosts for the show.

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PAUL MULVIHILL & CO. LIMITED—TORONTO—MONTREAL

René Levesque

Wants Quebec broadcasting for culture - not profit

A former minister in the Lesage government, and one-time TV commentator, René Levesque, thinks there should be provincial control over broadcasting in Quebec. He also thinks the Board of Broadcast Governors' control over the issuance of private broadcasting licenses is a "farce and a hypocrisy".

Levesque gave his views on a TV broadcast and at a meeting of the *Institut de Radio et Télévision* in Montreal, last month.

Although the Liberal Government of Jean Lesage was defeated in the recent provincial election, Levesque retained his seat and is still a member of the Quebec Legislative Assembly (Montreal-Laurier).

Private broadcasters and the BBG were the main targets of his criticism and he said it was essential that radio and TV in Quebec should be taken over by the provincial government.

"Private stations freely claim they are serving the public interest, but these people and their stations are making money hand-over-fist with public property - their broadcasting licenses", Levesque said.

The former minister said the license is a "temporary concession on which a Board of Broadcast Governors, more or less competent, chosen half for its competence and half for its political sympathies, exercises no control".

"There are conditions in the broadcast permit, but no sanctions. The private stations are free from BBG control, while the CBC has itself publicly and systematically skinned alive," he said.

Levesque said of the \$80,000,000 in the CBC, Quebec provided \$25,000,000 from taxes, and this money might be recovered for the building of the Quebec network.

He noted the election promises of the Union-Nationale party included establishment of the network, but he said the plan had not been well thought out.

Levesque said the Quebec radio and television network is going to come, and "it's about time we knew whether the idea of profit is more important than a people's culture".

A few days later, Jean Pouliot, president of the CAB, was a guest panelist on *Présent*, a CBC French Network radio show. He said public esteem for private stations is evident from the number of listeners they have.

"And profit is the only valid yardstick for measuring the quality of broadcasts," he said.

Maurice Dansereau, owner-manager of CHLN Trois-Rivières,

P.Q., and a vice-president of the association of French language broadcasters (ACRTF) said his association was disgusted with Levesque's remarks.

"Priority for a radio station should be information first recreation second, and then popular culture," Dansereau said.

In referring to "popular culture", he said he was distinguishing between aspects of culture provided by the CBC, and other aspects which could be provided by private stations. He said when CHLN broadcast a selection of modern music composed on the dodecaphonic, or twelve-tone scale, listeners telephoned to ask whether the record had slipped on the turntable, or whether the station had been sabotaged.

Guy D'Arcy, assistant to the president of CKLM Montreal, said a radio station is not an instrument of culture, "but a means of diverting people who are bored. Information and culture would come second and third."

Ottawa appoints CBC directors

The appointment of three new directors of the CBC was announced by Secretary of State Judy LaMarsh in Ottawa, July 14. A fourth director was reappointed for another three-year term.

The new board members are Professor Maxwell Cohen of Montreal; Dr. Leonard Roussel of Ottawa and Miss Margaret Paton Hyndman of Toronto. David M. MacAulay, dean of men at Mount Allison University at Sackville, N.B., was reappointed. He was first named to the board in 1963.

Professor Cohen, the 56 year old dean of law at McGill University (and chairman of the Special Committee on Hate Propaganda in Canada for the Department of Justice in 1965) fills the vacancy caused by the death of Dr. T. W. McDermott of Lennoxville, P. Q.

Dr. McDermott was a Rhodes Scholar and was principal of Upper Canada College, Toronto, from 1935-42. During the Second World War he was High Commissioner to South Africa and Australia.

Dr. Roussel and Miss Hyndman fill vacancies left by the expiration last November of the terms of Roger Seguin of Ottawa and F. L. Jenkins of London, Ontario. Dr. Roussel is a member of the Faculty of Medicine at the University of Ottawa and Miss Hyndman is a partner in the Toronto law firm of Wegenast, Hyndman and Kemp.

Sight and Sound

"Color me Dynachrome"

Cockfield Brown & Company Ltd. has launched a nationwide campaign on behalf of its new client, Ferrania Photo Sales Ltd., Toronto, a subsidiary of the 3M Company in the U.S. and Ferrania S.P.A. of Italy.

Ferrania manufactures a full line of films for amateur and industrial use, as well as X-ray films. It is marketing the amateur films throughout Canada under the brand names Dynachrome and Ferrania.

In the first promotion campaign, handled by Cockfield, Brown, Ferrania is offering customers prepaid first class postage for film, both ways, to and from quality controlled 3M Laboratories for processing.

Cockfield, Brown says the offer is a first for the industry and should have four advantages to the customer: added mailing convenience, postage cost savings, top quality film and controlled development. Ferrania is also offering a 25 per cent discount coupon on the first rolls of film bought. Group supervisor of the account is Ross W. Booth.

The campaign was kicked off in the print media in the June issues of *Reader's Digest* and *Time* (Canadian Edition), and is being followed up in the roto weeklies.

CB says an intensive weekend spot radio campaign in major markets across Canada is following in the peak summer and early fall buying periods.

At the retailer level, the program will be further supported by extensive point of purchase advertising, counter display racks and large posters.

The selling theme will have such variations as, "Color me Dynachrome," "Color your children Dynachrome," and "Color your vacation Dynachrome."

Expansion on film front

Two production houses and a film laboratory, all Toronto-based, have expanded and acquired new equipment to handle the anticipated rush into color TV.

Al Guest Productions Limited and Reuland Productions Limited will be neighbors on University Avenue, as Reuland have opened new facilities at number 170, and the Al Guest staff have moved downstairs to larger quarters at number 500.

Guest says he has bought ARB Productions in Montreal and launched *Les Productions Réalités* to make live-action and industrial films there. He is also opening a live-action commercials department in Toronto, in addition to his animation studio.

George Mulholland, president of Reuland, a 20 year veteran in films, says his new facility offers complete editing, recording and dubbing services, plus disc and tape transfers.

Medallion Film Laboratories Ltd. say they have spent a half million dollars to acquire Cine-sound Limited, Toronto, "to help bring the Canadian film industry a step closer to maturity."

Clare Burt, president of Medallion, said his laboratory will provide color processing facilities in time for telecasting this fall, and offer overnight service to producers. He said this would eliminate the delays in dealing with U. S. and British labs.

3M sells Mutual

A newly formed company has purchased the (U.S.) Mutual Broadcasting System, from Minnesota Mining and Manufacturing Company (3M).

The new parent company is Mutual Broadcasting Corp., formed earlier this year as Mutual Industries Limited.

A joint announcement July 9 in New York did not disclose the sale price.

Chairman and president of the new MBC is John P. Fraim, former vice-president of the L. M. Berry Co. of Dayton, Ohio.

MBS was formed in 1934 and became a coast-to-coast network in 1936. It has now nearly 500 affiliated stations, all independently owned and operated. 3M acquired the network in 1960.

Film producers merge

Canawest Film Productions Ltd., a division of KVOS-TV (B.C.) Ltd., who say they are the largest film production company in Western Canada, have merged with Master Films (Alberta) Ltd., of Calgary.

Announcement of the merger was made last month by Dave Mintz, president of KVOS-TV and Canawest.

Mintz said the new company will be called Canawest-Master Films Limited and will operate studios in Calgary and Vancouver with increased facilities, equipment and personnel. He said production of TV commercials, animation, film strips and documentaries will be expanded.

Mintz said Canawest was formed in 1958 and Master had been in operation since 1955. He said current production includes a series of 26 half-hour TV shows titled *If These Walls Could Speak*, starring Vincent Price and a number of industrial and documentary films, including an Alberta Centennial Film called *West To The Mountains*, starring Burl Ives.

Gater heads Sterling Products

Ernest T. Gater has been named president of Sterling Products Division, a newly formed division of Sterling Drug Limited, Aurora, Ontario, for the marketing of the company's line of advertised proprietary products which include Aspirin; Ozonol; Phillips' Milk of Magnesia and Tooth Paste; Andrews Effervescent Salt; Castoria, among others.

Gater joined Sterling in 1942 and became advertising manager in 1945. He has been a vice-president in proprietary sales and advertising since 1957.

He is a permanent member of the Advisory Committee of the Association of Canadian Advertisers (ACA) and a member of the Canadian Broadcast Executives Society (CBES).

Torobin gets Maidenform

Torobin Advertising Ltd., Montreal will handle advertising for Maidenform foundation garments in Canada, effective immediately.

The agency says it is working on schedules for a major media campaign and will rely heavily on television and print, both in English and French.

Torobin says the media plan will include point of purchase material, catalogues, displays, banners, cooperative advertising packages and other merchandising aids.

Maidenform says its international brands have been available in Canada for some years, but new production facilities are being geared for increased volume.

They say the advertising themes will follow closely those created by the parent company in New York to tie in with strong overflow coverage of many Canadian markets.

B. J. Cossman, production manager for Torobin, told *The Broadcaster* spot times in major TV markets are currently being scheduled, as well as space in national magazines. He said in both media the new Maidenform *Concertina* girdle and *Tric-o-lastic* bra will be featured, in English and French markets.

"Many media representatives have been contacted by us, and vice-versa, and we are now in a study period. While all details are not established, it is definite that media will be TV and magazines," Cossman said.

French TV on CBC Toronto

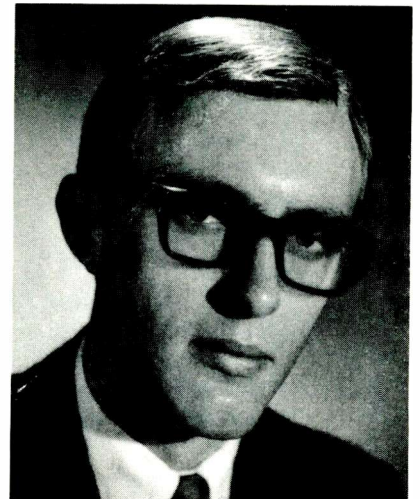
CBLT-TV Toronto is broadcasting French language programs on Sunday mornings during the summer months as an experiment, which if successful may be continued into the fall.

Bill Weston, manager of the CBC station, while admitting he was a Francophile, said he was introducing the programs strictly on their entertainment value.

"It was my own idea," he said. He said the station is broadcasting in French from 9:45 am to 1:00 pm and the schedule includes a 15 minute show on the French language and then three hours of music that "could be enjoyed by viewers even if they don't speak French."

"Programs being replaced include a Sunday School broadcast, a lecture series, a show-music program, a quiz and game show and cartoons," Weston said.

ANNOUNCEMENT



DAVID HARRISON

Bobb Chaney, Vice-President and Managing Director of Young & Rubicam, Ltd., has announced the appointment of David Harrison to the position of Media Director. Mr. Harrison has previously worked in a supervisory capacity on media planning for the agency's major clients, and most recently was the Associate Director of Media and Programming. He will continue his responsibilities in the television programming area as part of his new function.

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Stations may contract with U.S. nets but affiliation ban stands

The Board of Broadcast Governors says Canadian radio station licensees may make contracts with United States networks, but the ban on affiliation with non-Canadian networks remains in force.

In a public announcement last month, the BBG drew attention to Section 15 of the Radio AM Broadcasting Regulations regarding affiliations and gave its interpretation of them.

Section 15 (4) states: "No station shall (a) enter into an affiliation agreement with more than one network operator or with a non-Canadian network operator; (b) represent itself as part of a network unless it has an affiliation agreement with a network operator; or (c) represent itself as part of a network except during reserved time."

Interpreting paragraph (4), the BBG says: "Nothing in this subsection shall be construed as to prohibit a station from broadcasting programs supplied by any person in broadcast time other than reserved time." (The Board defines "reserved time" as time set aside for programs to be broadcast in a

manner determined by a person other than the licensee of the station).

Under subsection (19), the BBG requires a licensee to submit reports within 30 days at the end of each month on all segments of radio time of five or more minutes in length delivered to the station by a network under contract. The Board says it is aware the principal purpose of existing contracts with networks is for the supply of news service.

The BBG says it is clear from subsection (4) that no licensee

can represent itself as part of a U.S. network, or operating as part of a U.S. network.

"No station can announce or in any other way represent itself as, for example, CABC an XYZ network station or CABC an XYZ station," the announcement said.

The BBG says it has no intention of limiting the sources of news and information available to Canadian radio stations, and use of such material taped and delayed for later newscasts, but it requires a copy of all contracts entered into by licensees with U.S. networks or their agents.

Commenting on subsection (10) which covers this matter, the Board says: "Where, in the opinion of the Board, a licensee is operating his station as part of a network without having filed an affiliation agreement with the Board, the Board may require him to show cause at a public hearing why he should not either file an affiliation agreement or modify his operations."

The BBG concludes its announcement by stating all contracts between licensees and networks will be approved by the Board year by year.

BBG adds nineteen applications to September 13 hearings in Winnipeg

Applications for five new AM radio stations and three new FM radio stations are included in a list of 19 more submissions to be heard by the Board of Broadcast Governors, at public hearings in Winnipeg, commencing September 13. These are in addition to twelve applications already announced (Broadcaster, August 4). The hearings will

take place in the auditorium of the Norquay Building, York and Kennedy Sts., Winnipeg.

Applications for the following will be heard:-

New AM Radio Stations.

- Sherbrooke, PQ., by Jean Nadon for a company to be incorporated, on 1510 Kcs., 10,000 watts, DA-2.
- St. John's, Nfld., by Broadcasting Communications Limited, on 980 Kcs., 500 watts, omnidirectional.
- Corner Brook, Nfld., by Colonial Broadcasting System Ltd., on 790 Kcs., 10,000 watts, DA-1 with studios at Corner Brook and Grand Falls, Nfld.
- St. Eleuthere, PQ., by CHGB Limitee, on 1450 Kcs., 250 watts, omnidirectional, with studios at CHGB, La Pocatiere, PQ.
- St. Basile de Portneuf, PQ., by CJLR Inc., on 1590 Kcs., 250 watts, omnidirectional, with studios at CJLR Quebec PQ.,

New FM Stations

- Windsor, Ont., by Radio Windsor Canadian Limited, on 88.7 Mcs., 10,000 watts ERP, omnidirectional, with horizontal and vertical polarization, EHAAT 276 ft.
- North Bay, Ont., by Edford Bruce McLeod for a company to be incorporated, on 93.7 Mcs. 5860 watts ERP, EHAAT 225.5 ft.
- Laval, PQ., by Roland Soucier for a company to be incorporated, on 105.7 Mcs 100,000 watts ERP, omnidirectional, EHAAT 398 ft.

Low Power Relays

- Parry Sound, Ont., by Ralph Snelgrove Television Limited for authority to replace existing low power (5 watts) television rebroadcasting station CKVR-TV-1, with a rebroadcasting station of 151 watts video and 75 watts audio ERP, on Channel 11, omnidirectional, EHAAT 74 ft.

- Val D'Or, PQ., by the CBC, new English language low power relay transmitter on 570 Kcs., 40 watts.

- Coleman, Alta., by the CBC, to increase power of low power relay transmitter to 40 watts.

Miscellaneous Applications

- Hamilton, Ont., by CHIQ Limited, to change studio location to 140 King Street East, Hamilton.
- Corner Brook, Nfld., by the CBC, to increase ERP and change antenna site of CBYT-TV, from 197 watts video and 98.5 watts audio ERP, omnidirectional, EHAAT minus 476 ft., on Channel 5, to 10,600 watts video and 2120 watts audio ERP, directional, EHAAT 490 ft., on Channel 5.
- Vancouver BC., by CKWX Radio Limited, for authority to transfer all the common shares of capital stock in the company to Selkirk Holdings Limited.
- Hamilton, Ont., by Wentworth Broadcasting Company Limited, to increase power of CKOC from 5000 watts to 10,000 watts, on 1150 Kcs., DA-2.
- Brandon, Man. by Western Manitoba Broadcasters Ltd., to increase ERP of CKX-FM, from 29,000 watts ERP and EHAAT 396 ft., to 58,000 watts ERP, and EHAAT 408 ft., on 96.1 Mcs.
- Stephenville, Nfld., by the CBC, authority to increase the ERP of CFSN-TV, change antenna site and rebroadcast programs of CBYT-TV Corner Brook, Nfld., from 294 watts video and 147 watts audio ERP, omnidirectional, EHAAT minus 23.78 ft., to 11,600 watts video and 2320 watts audio ERP, directional, EHAAT 1231 ft., on Channel 8.
- Edmonton, Alta., by Radio Station CHQT Ltd., to establish and operate a standby transmitter at studio of CHQT, on assigned frequency of 1110 Kcs.
- Vancouver, BC., by Radio C-FUN Ltd. to increase power of C-FUN and change antenna site from 10,000 watts, DA-N, to 50,000 watts, DA-2 on 1410 Kcs.

It is understandable that our Chamber of Commerce and the other boosters of Saskatoon use all the most extravagant adjectives to describe our boom. After all, moving up from absolutely nowhere to "Potash Capital of the World" in just a few years is exciting. And the wheat boom we are now enjoying is the realization of our first dream.

But we won't let anybody change the city's name to 'Saskaboom'. That could blight the berry crop!



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CANADIAN BROADCASTER

Time out for work at industry conventions

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Canadian Broadcaster

With autumn upon us, the advertising industry is moving into the year's final batch of conventions, which brings to an abrupt end the traditional period of - if we may mix our metaphors a trifle - summer hibernation.

Coming in rapid succession are: The Atlantic Association of Broadcasters convention at Charlottetown, September 18-20; the meeting of the Institute of Canadian Advertising in Toronto, September 23-4; the RTNDA (News Directors) conference in Chicago, September 28 - October 1; the gathering of the Central Canada Broadcasters Association in Toronto, October 16-18; the meeting of the French Broadcasters' Association (ACRTF) in Toronto, November 7-9; and finally the Broadcast Promotion Association meeting in St. Louis, Mo., November 13-16.

Unless they happen to be with a trade paper or a trade association, few if any of our readers will see a reason to attend all or many of these functions. For many, the entertainment in various guises which punctuates the business sessions, convivial reunions with old friends and all the social go-go which makes conventions hum, will be all the incentive needed to bring them out in droves.

This is as it should be. There is no one with whom we have more in common than people in our own line of business - competitors even - and these annual shindigs provide a useful as well as helpful setting. But there is more to conventions than this sort of raz-ma-taz.

In advertising, especially broadcasting, there is a perpetual threat of an increasing amount of intrusion and interference by government. This takes the form of direct competition, such as the CBC playing a major role in the advertising field; outmoded and impractical regulations - to mention a couple.

These situations are sparked mainly by ignorant critics who represent an infinitesimal minority of Canadians in terms of numbers, but an extremely menacing majority when measured by the noise they make.

Government, more sensitive to the volume than the numbers, fans these sparks into roaring flame, and, forever mindful of the influence these few people can wield where the votes come from, works to placate them at all costs.

The tragic side of this whole situation is that business, which outnumbers its carping critics

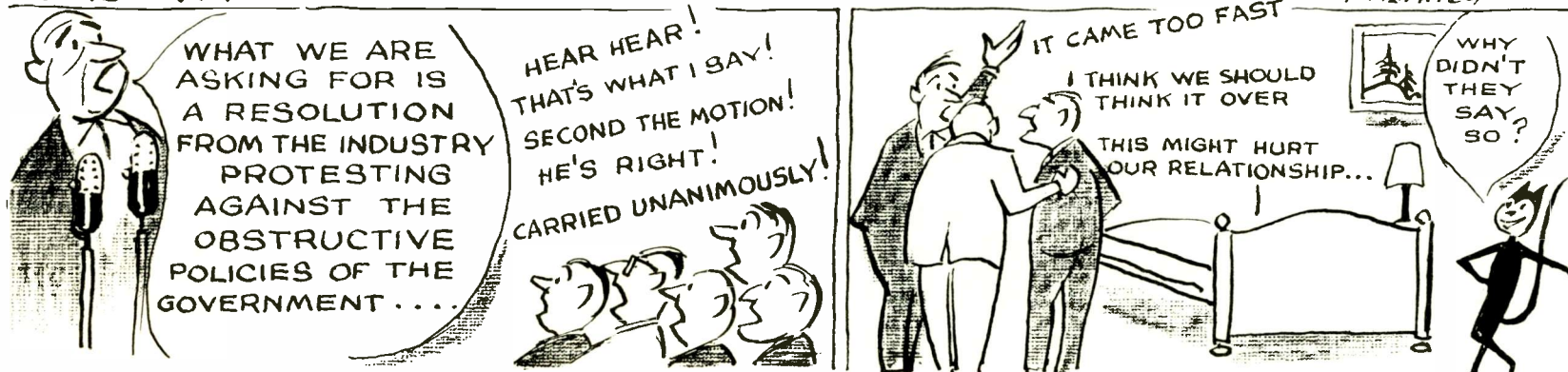
many fold, but hesitates to pile the coals higher on the fire, has, through the years, failed consistently to present its side of its own story so that governments have the carpings of these critics ringing in their ears, and there is no counter-carp to gainsay them.

One way an industry can express its collective views to the world at large and the government in particular is by means of resolutions presented to and acted upon at its conventions, conferences and other gatherings. This has, for many years, been the procedure adopted by the broadcasters, and implemented with able committee work on the part of its members. Such organizations as the Canadian Association of Broadcasters have been able to spear-head campaigns to right some of the wrongs government considers perpetrating on enterprise. One example of the success of this method is to be seen in the present government's White Paper on Broadcasting which, notwithstanding certain shortcomings, did in very fact present a report and recommendation which was more favorable to the private broadcasters than has ever appeared before.

What is lacking in this respect is genuine co-operation between the members of the industry and the industry association. This co-operation should consist of far more than casting an "aye" vote when the resolution is presented. Every member with views for or against the problem under discussion (and what member hasn't?) has an absolute obligation to state these views during the meeting if only to demonstrate the degree to which the voice of the industry, as reflected in the resolution, is a unanimous one.

From time immemorial, or at least for the 24 years we have been publishing this paper, official reaction to broadcasting problems has been "Why don't they tell us what they want"? This situation has improved immeasurably - again as exemplified by the "White Paper" - but there are still wrongs to be righted. In the case of the CAB, the industry is fortunate indeed to have men like President Jean Pouliot and his executive-vice president, Jim Allard, at the helm, steering the ship. But what has to be recognized on the floor of a convention and everywhere, is that these men are not bell wethers with the flock bleating after them unthinkingly wherever they go, but that they are leaders, elected and appointed by *them*, for the purpose of translating *their* wishes into action.

RADIO RBX



Turns heat on \$17 million market for summer television

Total station membership in the Television Bureau of Advertising has now risen to 48, with the signing of CJCB-TV Sydney, N.S.

Dave G. Brydson, TvB director of sales, says 66.6 per cent of the 72 public and private television stations in Canada now belong to the TvB.

"We are quite proud, of course, that TvB has attained this strength in the industry, and we hope modestly that it reflects the sound job TvB is doing for member stations, advertisers and agencies," Brydson said.

Total membership in TvB, including network stations, reps and film houses now stands at 59.

Brydson said he and Ed Lawless, TvB executive vice-president, had just completed a tour of three Western provinces, Manitoba, Alberta and BC, and had presented new facts about TV's power and sales influence to more than 400 businessmen.

Lawless said they gave their 90-minute presentation, *The Communications Revolution*, backed with slides and filmed commercials, to agency executives and regional

and national advertisers in Winnipeg, at a session sponsored by CBWT, CJAY-TV and Stovin-Byles Limited.

They gave the same presentation in Calgary at a large advertising gathering hosted by CFCN-TV, and later in Vancouver presented their *MasselecTVity* analysis on the scope of TV advertising to BC members of TvB.

Quoting from their presentation, Lawless said TV can reach greater numbers of people in any group more economically than any other medium.

He noted a trend has emerged showing considerably greater use of TV for summer selling, both in Canada and the US.

"Advertisers bought \$17,000,000 worth of summer-TV in Canada last year, and this reflected a 27.2 per cent rise over the July, August and

September figures of the year before," Lawless said.

He said combined spot and network sales in the US for the same period were up 12.2 per cent.

"Quite naturally, the big buyers of summer-TV were the manufacturers of insecticides, air conditioners, fruit juices, ice cream, deodorants, motorcycles and bicycles, hot-dog mustard, téa and soft drinks," he said.

Two less obvious sponsors who spent over 40 per cent of their annual budgets in summer-TV last year were the underwear and sleeper industries and communications and public utilities services.

On their return to Toronto, Brydson and Lawless said that television in the west had shown a marked increase over the past year.

House Broadcasting Committee

Liberal MP blasts "Hot Line" announcers

Radio announcers on "Hot Line" programs were criticized last month at a meeting of the Commons

Broadcasting Committee, by Ron Basford, a Liberal MP from Vancouver-Burrard.

"The hot line announcers are always shooting off their mouths without having the faintest idea what is going on in Ottawa. Every day it's talk, talk, talk, but damn few ever read Hansard," said Basford.

He asked Roger Duhamel, the Queen's Printer, whether radio stations might be supplied with free copies of Hansard, reporting the daily proceedings of the House of Commons, such as is done with daily newspapers and selected weeklies.

Another Member, Robert Prittie, NDP Burnaby-Richmond, said the copies would probably arrive a week late.

"Better late than misinformed," Basford said.

Commercial Hit

Abbey Tavern Singers'

Carling Commercial

sells 21,000 discs

on Arc label

Arc Records of Toronto seems to have made the deal of the year in acquiring exclusive rights to an Irish Republican Army song, featured in a current TV commercial for Carling Black Label Beer.

The song, sung and played by the Abbey Tavern Singers in Dublin is called *Off to Dublin in the Green* (also - *The Merry Ploughboy*), and has sold 21,000 copies in the first 12 days of national release in Canada.

Ken Warriner, promotion manager for Arc Records, says his company approached Carling recently, and secured exclusive rights to the commercial's sound track, for release as a popular selection on a 45 rpm. disc. A second song, called *The Gallant Forty-Twa* (42nd regiment), an old Orange-Protestant melody, is featured on another commercial Carling will release this month. This tune is on the flip side of the disc released by Arc, and is also played and sung by the Abbey Tavern Singers.


The Dublin commercial is one of a series of three currently on TV. The other two locations filmed by Reuland Productions, for Carling commercials were Rome and the Canary Islands. General theme of the commercials is "all over the world Black Label is the beer that has made Canada famous".

F. H. Hayhurst Company Ltd., handles the advertising account for Carling, and Graham Lawrance is account supervisor. George Mulholland, president of Reuland Productions, was executive producer. He used a London-based camera crew for the Dublin location shooting.

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Largest
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Canadian
Television
Station**

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ALBERTA**

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in
"La Belle Province",
but they speak English.**

**CKTS Sherbrooke
Eastern Townships Radio**

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Sherbrooke

**Don't forget them
when you budget!**

Broadcasters train students from emerging countries

Over the past four years, the Canadian Association of Broadcasters has co-operated with its member stations in providing summer "in station" training for 21 students from emerging nations, studying in Canada under the Colombo Plan, External Aid and Commonwealth Technical Assistance Programs. This figure is expected to more than double next year.

The CAB estimates the co-operation of about 135 Canadian radio and TV stations will be needed to accommodate the ever-growing numbers of foreign students seeking broadcasting and technical experience in Canada. In 1967, about 15 of the students will be from the three-year course in Radio and Television Arts at the Ryerson Polytechnical Institute, Toronto, and the remainder will be from a new one-year special production course, beginning at Ryerson this October. All the students will spend three summer months on the job at English language stations of the CAB and CBC.

The External Aid Department of the Federal Government first asked the CAB to place a foreign student in 1963. His name was Philip Chee, a 26 year old Ryerson student from Jesselton, North Borneo. He spent the summer at the first five stations offering assistance, CHML and CKOC Hamilton, Ont.; CFRS Simcoe, Ont.; CFPL London, Ont.; and CHBC-TV Kelowna, BC.

Before returning to Borneo, Chee wrote the CAB: "The Canadian system of broadcasting, as you're undoubtedly aware, has won great admiration from many countries overseas, particularly from its many sister countries in the Commonwealth. I gratefully acknowledge the knowledge that has been so generously imparted to me"

In 1964, the External Aid Office requested placement for Noel G. Gayle of Jamaica, and from a large number of offers, the CAB chose CHML Hamilton, CJBQ Belleville, and CHWO Oakville for his summer semester.

Also in 1964, training was provided at the CAB office in Toronto for Miss June Yew of North Borneo.

Last year, the CAB was asked to provide 72 weeks of "in-station" training for six students. In three months, most visited three stations, although some stayed all summer at one station. Those participating in the plan in 1965 were: CHAB Moose Jaw, CHQR Calgary, CKNW New Westminster, CFTO-TV Toronto, CHLO St. Thomas, CFRS Simcoe, CFBC Saint John, CJGX Yorkton, CFRN Edmonton, CJVI Victoria, CJOH-TV Ottawa, CHWO Oakville,

and the CBC in Toronto and Winnipeg.

Organizer and key figure in the training operation for the CAB is Fred Pemberton of the Ottawa office. Pemberton handles all relations between the government agencies, the stations, and the students, in addition to his regular job as CAB director of research and records.

More Students - More Stations

Pemberton told *The Broadcaster* "The rapid advances in the field of electronics in the last 40 years have been so startling that it is not surprising those who helped to found the Canadian system of broadcasting should be turned to by less fortunate countries and asked to nurture their expansion."

He said this year twelve Ryerson students and about four from other technical institutions are enrolled in the CAB program. Stations taking part in 1966 are: CJAV Port Alberni, CFMB Montreal, CKLC Kingston, CKPM Ottawa, CFPL London, CHLO St. Thomas, CJSP Leamington, CKCW-TV Moncton, CKWS-TV Kingston, CHEX-TV Peterborough, CJVI Victoria, CKNW New Westminster, CHWO Oakville, CHRC Quebec, CJAD Montreal, CJBQ Belleville, CKOY Ottawa, CFBC Saint John, CJAY-TV Winnipeg; CHAN-TV Vancouver, CFJR Brockville, CKGM Montreal, CKCH Hull, CKRN Rouyn, CHUM Toronto, CJON-TV St. John's, CFRN-TV Edmonton, and CFCN-TV Calgary.

The 1966 Ryerson trainees come from Jamaica, Cameroun, Sabah, St. Vincent, and Uganda. Another student from Uganda, Yona Hamala, is taking technical training at the New Brunswick Institute of Technology, and is spending the summer at CJOH-TV Ottawa. Hamala said three languages are used on the air in Uganda; Luo, Luganda and English. He said the main problem in his country was finding announcers, as there were 13 dialects in his mother tongue.

All aspects of broadcasting

Pemberton said technical students in the new one-year course will be sent to stations in Ottawa, Moncton, Edmonton and St. John's. He said the three-year students study, at the practical level, all aspects of programming, production, news, operations and management. Many of the



Zulf Khalfan, from Northern Uganda, spent July at the studios of CKNW New Westminster, BC. The 24 year old Ryerson student also visited CJVI Victoria in June and CHWO Oakville in August. Here he examines the CKNW news operation with Assistant Manager Hal Davis (right). Khalfan plans to join Radio Uganda at the supervisory level on his return to Kampala. He won his trip through an essay-type exam outlining his aims in life.

students are interviewed about their home countries on the stations. Pemberton said he interviews the students at Ryerson, before and after posting.

Earlier this year, a course was arranged in commercial broadcast management for Noah Ernest Kamau, commercial manager designate for *Voice of Kenya* radio and TV network. Response was so encouraging from CAB member stations that, on March 1, the Director General of External Aid wired the High Commissioner for Canada in Dar Es Salaam that a concentrated six-month program could be made available to Mr. Kamau.

The CAB made out the following itinerary for the Kenya broadcaster; June 1-17, CFRA Ottawa; June 20-July 22, CFRB Toronto; July 25-29, BBM, TvB, RSB, Toronto; August 1-12, CHML Hamilton; August 15-September 2, CFPL-TV London; September 6-23, CKY, CJAY-TV Winnipeg; September 26-October 7, CKOM Saskatoon, plus other stations; October 10-21, CFRN Radio and TV, Edmonton; October 24-November 4, CFCN Radio and TV, Calgary; November 7-18 CKWX Vancouver; November 21-30, CFTO-TV Toronto.

North American salesmanship

In sending Mr. Kamau to Canada, the Kenya Ministry of Economic Planning and Development said: "What we are looking for is a course which will include some of the experience in the high-powered salesmanship which is a feature of most North American private broadcasting companies. It will help us still further if these companies engage in the production both of radio and television programs."

With the ever increasing numbers

of stations and students, Pemberton said the CAB is being swamped with photographs, testimonials, and souvenirs from foreign countries which he hopes to exhibit at the CAB Toronto convention in 1967.

One of those attending who may be most interested in the collection is Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. Dr. Stewart is also chairman of the directors of the Canadian Services for Overseas Students and Trainees.



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Happy 39th Birthday



Eastern hospitality was in evidence at the All-Canada Radio & TV offices in Toronto, June 23, as radio executives helped Dennis Barkman, vice-president and commercial manager of Fraser Valley Radio, celebrate the 39th birthday of station CHWK Chilliwack, B.C.

Barkman was on an eastern tour to Toronto and Montreal, making a presentation to the agencies based on a new BBM Reach/Frequency study entitled, "You can't reach the Valley from Vancouver".

He also provided new information to prospective clients on the development of Chilliwack as a convention city and handed out BC Centennial medals.

Helping Barkman at the big blowout in the photo are: (back row) Nort Parry, John Gorman, Al Butler, Bob Alexander, Terry Strain, Ken Baker and Ross McCreath. In the front row are: John James, Barkman and All-Canada President Stu Mackay.

In his presentation Barkman said, "The addition of Fraser Valley Radio to a Vancouver buy is probably the most economical means of reaching new potential consumers in the overall Vancouver market. A very small increase in the Vancouver budget will effect a substantial increase in the total reach of the Vancouver buy."

He noted the Fraser Valley was a significant and self-sufficient market with Chilliwack the distribution hub of a prosperous, productive part of Southern British Columbia.

Young Men's Ad Club

Advertising lacks basic education

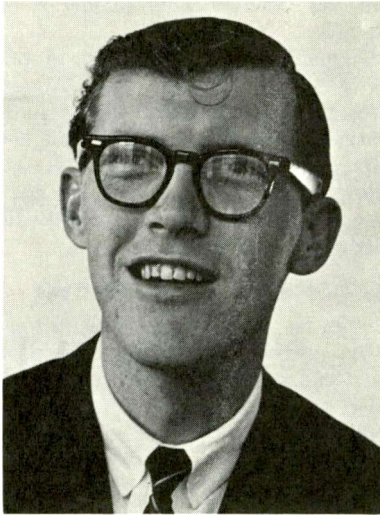
The new president of the Young Men's Advertising and Sales Club of Toronto thinks far too many advertising agency creative people live in their own "little button-down world of self-concern".

"The complete lack of basic advertising education available to aspiring creative people, particularly copywriters, is a stupid waste of talent," McLauchlan said.

He said a youngster can't get involved in a C.A.A.A. (I.C.A.) course unless he works for an agency, and he can't get into an agency without some sort of advertising background.

"The end result is that department stores and mail-order houses pay a phenomenal price in staff turnover because senior agency creative people won't accept the responsibility of training their own successors through organizations such as the Copy Directors Club," he said.

McLauchlan is a copy group head at Foster Advertising. Other officers elected at the annual meeting were: Robert Parker, executive vice-president; Barrie J. Watts, secretary; John F. Sherck, treasurer; James Vincent and John Lescard, vice-presidents. The following were elected directors: Craig H. Budreo, George G. Button, Charles A. LeMay, Fred Rice, John Nesbitt and Walter H. Thompson.



Calvin McLauchlan was speaking at an election night meeting of the club last month and said he was re-affirming the aims of the YMASC as being educational, first and foremost.

41,000 color sets

The Electronic Industries Association of Canada reports there are now over 41,000 color television sets in this country. This is the first time the Association, which includes Canadian TV set manufacturers, has released details on the color set population here.

EIA says in 1965 about 12,000 color sets were sold in Canada, including both made-in-Canada models and sales by import distributors as well.

The report states another 19,000 sets were sold in the first six months of this year, by Canadian manufacturers and importers.

TV industry economists forecast total color set sales for the next six months will be between 31,000 and 46,000 units, or as many as 65,000 sales this year.

The Association notes there are 4,580,000 TV households owning one or more black-and-white sets in Canada now, and predicts 1,330,000 color TV sets will be installed in Canadian homes by the end of 1970.

BN Award at CCBA

Broadcast News Limited will again present an award at the Central Canada Broadcasters' Association Convention, to be held at the Inn on the Park, Toronto, October 16-18. BN Manager Charlie Edwards will make the presentation.

The Award, in the form of a plaque, will go to the TV station in Ontario or Quebec (English) which in the opinion of the judges, displays thoroughness and enterprise in reporting a significant community problem or issue. Judges will be appointed by the Radio and Television News Directors Association of Canada under the chairmanship of President Ron Laidlaw, CFPL-TV London, Ont.

All film or videotape entries should be sent to Laidlaw, and cover events for the year ending September 1, 1966. Deadline for entries is October 1.

This is the fifth annual presentation, which alternates between radio and television stations each year. Last year, the winner was CKLB Radio, Oshawa, Ont.

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New Awards

For contributions to Canadian music

Moffat Broadcasting Ltd. (CKLG Vancouver, CKXL Calgary, CKY Winnipeg) has announced the establishment of four awards for outstanding contributions to Canadian music.

To be called the Lloyd E. Moffat Memorial Awards, after their late president, and instituted in honor of Centennial Year, the trophies will be presented in four categories. They are: for the best beat record (rock and roll), the best middle-of-the-road record, the best folk or country record, and the record, regardless of category, which best demonstrates Canadian talent and originality.

In order to qualify, a record must feature all-Canadian talent, (including vocalists and instrumentalists) and must be produced in Canada between January 1, 1966 and June 30, 1967. It is desirable, but not absolutely necessary that lyrics and music be written by Canadians.

Selections will be judged in each category by the public, who will be asked to vote after hearing the records on Moffat stations. The record receiving the greatest number of public votes in each category will be the winner.

Financial

CKNW - CJOB go public

Western Broadcasting Company Ltd., a newly incorporated public company under the laws of British Columbia, is offering shares for public subscription through Wood Gundy Securities Limited.

WBC was incorporated last November and received approval by the Board of Broadcast Governors in February. Its principal assets are all of the outstanding shares of CKNW radio, New Westminster, and CJOB (AM and FM) Winnipeg. The company also owns a 15 per cent interest in CHAN-TV Vancouver and CHEK-TV Victoria.

WBC President Frank A. Griffiths said the primary reason for the amalgamation of interests was to provide an opportunity for participation in common ownership by the staffs of CKNW and CJOB, who were being offered share opportunities.

"The success of CKNW and CJOB can be attributed to the continuity of capable management and staff, and this is our way of letting employees share in that success," Griffiths said.

Other officers of WBC are William Hughes, executive vice-president; Walter Owen, vice-president; Mel Cooper, vice-president sales, and Rory MacLennan, vice-president and Winnipeg manager.

Public Service

Station supports newspaper's fund

Radio station CHIN Toronto devoted an entire day's public-service air time to support *The Toronto Daily Star's* Fresh Air Fund, July 22.

The Star works with 36 welfare agencies to take needy children off the hot summer streets and send them to holiday camps.

CHIN pre-recorded spot announcements with numerous *Star* writers and personalities, including Lotta Dempsey, Sidney Katz, Ron Haggart, Gary Lautens and Milt Dunnell, and aired the messages over 75 times during the sunrise-to-sunset broadcasting day. Over and above this, there were numerous promos for the Fresh Air Fund aired live by the station's announcers.

Gord Kennedy, who handles promotion of the Fund for *The Star* said: "It was truly an all-out community effort by Toronto's newest radio station and it met with great response and success."

SMPTE meets

October 2-7

in Los Angeles

The 50th anniversary conference of the Society of Motion Picture and Television Engineers will be held at the Ambassador Hotel in Los Angeles, October 2-7.

SMPTE says the event will be celebrated with the 100th semi-annual Technical Conference and Equipment Exhibit, and that Los Angeles has been the site of 21 of the 50 annual events, the last of which was held in April, 1965.

Program Chairman LeRoy Dearing said papers will be presented on education, history, lab practices, photography and allied sciences, sound, studio practices, television, theatre presentation and projection, instrumentation, high-speed photography and aero-space cinematography. Although the conference is still several months off, 35 papers have already been received, and exhibit space is almost sold out, he said.

SMPTE is a professional engineering and scientific society serving the film, TV and photographic industries. Founded in 1916, it has a world-wide membership of 6000, mostly in Canada and the U. S.

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Twentieth year for CKNW's Orphans' Picnic



For the 20th consecutive year, an Orphans' Annual Picnic was sponsored by CKNW Radio, New Westminster, B C, and this year 1500 orphaned, handicapped and underprivileged children were taken in 28 busses for a full day of enjoyment at the Pacific National Exhibition, June 1.

The entire amusement park was closed to the public and all the rides turned over to the children. 75 youngsters in wheel chairs received Panda bear toys from the management and a carload of hot dogs, ice cream, doughnuts and milk went down the hatch.

Organizations such as the B C Shetland Pony Breeders' Association co-operated with CKNW and provided 15 ponies and carts, and the St. John Ambulance Corps were in attendance to render first aid.

The CKNW mobile studio was on location at the Playland Park and Jack Cullen did a series of

live broadcasts getting the reactions of the youngsters, even on the roller coaster.

CKNW reports many organizations helped raise over \$50,000 for the Orphans' Fund since last September. Listeners contributed \$18,000; *Coffiasta* parties raised over \$4000; *Nights Out*, in co-operation with various hotels added another \$6000, and other groups that raised funds included the Junior Chamber of Commerce (bingo), the Bartenders' Union and a tag day committee.

Fund administrator Glen Garvin said he received many messages of thanks from the organizations involved including the Cerebral Palsy Association, the Loyal Protestant Home for Children, the Sunny Hill Hospital for Children and St. Euphrasia's School. Many other messages were laboriously handwritten by the youngsters themselves.

NE plans \$10,000 plant

A building in excess of 500,000 square feet is planned for the site of a new warehousing and manufacturing operation, by Northern Electric Company Ltd., in Montreal North.

The company says it has purchased a 50 acre tract of land between Perras and Duplessis Boulevards, and expects to provide employment for 800 people next year, and for 2000 people within ten years.

Northern Electric estimates the cost of the project at \$10,000,000

and says some of the most modern techniques for material handling, manufacturing and repairing will be used in Canada for the first time.



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Wants all CATV under BBG rule

Restrictive tax measures may have to be used to ease the impact of cable television systems (CATV) on regular broadcasting outlets, John Munro, parliamentary secretary to Citizenship Minister Marchand, told the Hamilton East Kiwanis Club last month.

He said the problem so far was the loss of advertising dollars to American outlets that otherwise might go to Canadian channels, and it could be handled the same way as Canadian advertising in US magazines, "through restrictive tax measures".

Munro said there was no way to deny the rights of Canadians to watch US channels, but the government should take steps to ensure Canadian ownership of the CATV firms that are having increased effect on broadcasting.

"Unfortunately control of the CATV systems is under the Department of Transport, not the Board of

Broadcast Governors, and while recent regulations call for Canadian ownership of new cable firms, they do not cover the expansion and operation of systems already in existence when the regulations were introduced", Munro said.

He felt CATVs should be under the direct control of the BBG, or a special board under the BBG, and said these systems could become the primary source of TV reception, especially in urban areas.

Referring to the networks, Munro said the CBC was stripped of many of its powers when the BBG was strengthened, and should be given first choice in televising national events, both in sports and politics, and be encouraged to develop Canadian talent.

"Let the Canadian appetite for US programs be filled by the privately-owned CTV network" he said.

However, he cautioned that CTV should not fall into US hands, or the hands of a small group of Canadians who would control policy.

"It must be ensured that CTV is a network, public in nature, even though privately-owned, and the best means of ensuring this is to see that it does not fall under the ownership of just a few individuals", the government spokesman said.

He felt the new five-year grants to the CBC would aid long term planning and help eliminate waste in certain departments.

CFPL-TV shoots promos at CBC reception



While the CBC was unveiling its television plans, programs and personalities for the coming season at a press reception in Studio 1, early this month, CFPL-TV had "something to sing about" of its own, across the street from the Jarvis Street Toronto headquarters of the corporation

CFPL-TV, the London Ontario affiliate, rented rooms at the Four Seasons Motel, and converted one of them into a studio complete with lights, color camera and recording equipment for the production of personality station color promos, using

national CBC personalities attending the reception across the street.

The station logo was in evidence on the back wall of the set, and Promotion Manager Tom Daley lured numerous TV stars over to the motel to give personal plugs for upcoming series on the London channel.

Daley said CFPL-TV was the only affiliate filming promotions at the reception. He said his station was also the only Canadian outlet attending the CBS "Star Junket" last month in Chicago, where they recorded US performers seen on the London channel, such as Imogene Coca, Werner Klemperer and Bruce Gordon.

In Toronto, Daley and his crew recorded messages from such CBC personalities as Wayne and Shuster, Maggie Morris, John Vernon Elwy Yost, Gordon Pinsent, Norman Depoe and Larry Solway.

SMPTE

Two CBC men win fellowships

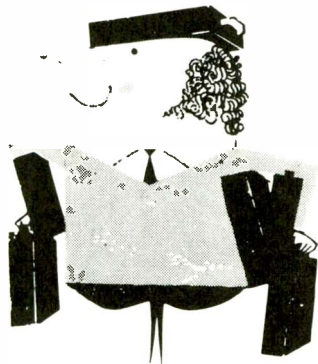
Harold Wright (CBC Ottawa) has won the annual SMPTE Journal Award for the most outstanding paper published in the journal of the Society of Motion Picture and Television Engineers. He is the only Canadian to win a major award at this year's Conference. In addition he was made a Fellow of the Society.

The awards will be presented in Los Angeles, October 3, at the SMPTE opening luncheon of the 100th semi-annual Technical Conference. John Hayes, of CBC, will also be made a Fellow of the Society.

The seven major awards and 24 Fellowships go to SMPTE members from England, Japan, Holland, Canada and the US.

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McCURDY APPOINTMENTS



DAVIS

Mr. Graham Fawcett, General Manager of McCURDY RADIO INDUSTRIES LIMITED, takes pleasure in announcing the appointment of PETER HESS and AL DAVIS to the Sales Department. Peter Hess has been with McCurdy Radio Industries Limited for the past four years and has spent two years in Systems Engineering and two years directly involved in sales. Al Davis recently joined this Company after spending eight years in various phases of the broadcasting industry.

MR. W. McFADDEN, formerly Sales Manager of McCurdy Radio Industries Limited, has been appointed Sales Manager of the U.S. Division of the Company and will transfer to that location effective 1 Oct. 66.



HESS

CITED FOR FIRE PREVENTION

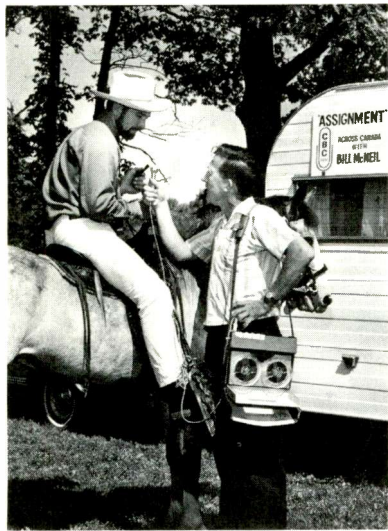


Smokey the Bear looks on as D. M. Dunlop, chairman of the Manitoba Forestry Association presents a citation to Ed McCrea, promotion manager of CKY Winnipeg.

The citation reads, "Presented to CKY for outstanding achievement in forest fire prevention in promoting public co-operation."

The presentation was made last month at the annual meeting of the MFA, held at the Conservation Training Area at Hadashville, Manitoba, 60 miles east of Winnipeg.

10,000 MILE ASSIGNMENT



CBC broadcaster Bill McNeil is spending two months travelling by trailer across Canada with his family, interviewing people "who don't make headlines", for his weekday radio show, *Assignment*. On the 10,000 mile trip from Toronto to Vancouver, and back, McNeil is stopping at CBC regional offices to relay the taped interviews back to Toronto. Here, near Orillia, Ont., he chats with Gerry Weisenstein, an Australian cowboy who used to make his living rounding up kangaroos.

SOCIAL CREDIT CHARGES NEWS IS CENSORED BY THE CBC

Social Credit leader Robert Thompson says that news is censored and slanted throughout the entire operation of the CBC, and the time has come when more responsibility and effective control must be demanded from the corporation, "which enjoys such immense powers of public influence for good or ill".

He told the annual convention of the Ontario Young Social Crediters, in St. Thomas last month, there is an urgent need to establish a clear policy for public broadcasting, and said the CBC should be given terms of reference agreed upon by Parliament.

"If we believe in democracy we must bring our publicly owned broadcasting corporation under effective control," Thompson said.

95 take 'Expo' series

Ninety-five English language radio stations have already picked up the new series of short programs produced by *Expo '67*, and titled *Passport to the World*.

The 65 programs have been available only one month, but Robert Black, co-ordinator of Radio/TV/Films for *Expo '67*, said many stations are using one 90 second item each day, with repeats on weekends. He said the programs are proving very popular and may be sponsored. Each minute-and-a-half episode covers a different aspect of the *World Exhibition*, such as individual pavilions, entertainment plans, or visitors' services.

Black said more programs may be produced in the series following current distribution of the first 65 episodes.

Public Service

Navy cites Victoria station



Two Victoria radio stations, CJVI and CFAX, recently received plaques from Royal Canadian Navy personnel, in appreciation of special news and sports broadcasts prepared by the stations and forwarded to ships of the Second Canadian Escort Squadron, based at Esquimalt, B.C.

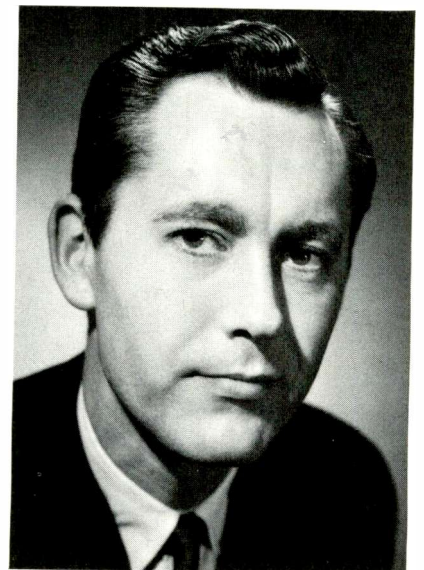
On the plaques were crests of the destroyer-escort *HMCS St. Croix* and the ocean-escorts *HMCS Stettler* and *Antigonish*.

The ceremonial presentation took place aboard the *St. Croix*, and in the photograph are (left to right): Cal Nicolson, CJVI newsman; Lieut. Commander Thomas

Irvine, RCN; Gordon Williamson, CJVI news director; Commander John Hertzberg, RCN; Art Kennard, CFAX program supervisor; Bob Arnold, CFAX chief announcer; Lieut. Commander J. Donald, RCN; and Commander R. J. Dickinson, RCN, squadron technical officer.

ANNOUNCEMENT

YOUNG & RUBICAM, LTD.



COLIN P. DAVIS

Bobb Chaney, Vice-President and Managing Director of Young & Rubicam, Ltd., has announced the appointment of Colin P. Davis to the position of Vice-President and Management Supervisor. During his six years with Young & Rubicam, Mr. Davis has managed the agency's media and programming operations and functioned as an Account Supervisor. In addition to his new position, he will maintain his responsibilities in the television program planning area.

The trend is to balanced programming
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Selling Sincerity

"Gladhand" Charlie is the retailer's friend. In fact, he is the dealer's *only* friend.

At least that's the way Charlie sounds when he's calling on a customer. There's just one thing wrong with this pitch - nobody believes it.

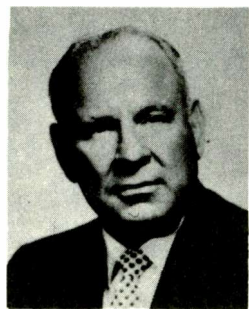
Charlie is the type of salesman who tries to give every retailer what is termed a "snow job". His approach is something like this:

"Even though I get a salary and work for a big company, my destiny lies with you, Mr. Jones. I'm really working for you because you're more important to me than my firm."

When Charlie really gets wound up he'll swear that he would sell his company down the river anytime to protect and help his customers. He hints that he may be working for another outfit next year so why should he owe any allegiance to his present organization.

There are three major things wrong with this line, touching as it is.

First, such tactics are the sign of a weak salesman. The man who tries to get orders by sabotaging his own company is short on ability and loyalty and long on deception. If he possessed selling power he would have no need for con artist methods.



This is the twenty-seventh in a series of 36 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".

Second, there is little likelihood the retailer will buy such a package, however gaudily wrapped. Customers are not fools; they can

recognize insincerity when they hear it.

Charlie's assurances of undying fidelity are, in fact, apt to rile the dealer more than charm him. Remember that he has salesmen of his own. He definitely does not want them to be selling him under

The third reason that Charlie is doomed to failure is that he doesn't believe his nonsense himself. No salesman can do an effective job unless his heart is in his work. There is nothing more important to a salesman than true sincerity - not the phony approach of Charlie's.

Shakespeare declares in 'Hamlet':

"This above all: to thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man."

There is good advice here for the salesman. Be true to yourself and you will have no need for falsehoods in your presentation. To get an order at the expense of your company is a cheap way to conduct yourself.

Your outfit trusts you or you wouldn't be working for it. It has the right to your loyalty.

The sales manager of a large bicycle manufacturer tells a new man before he is assigned to a territory:



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LONDON, NEW YORK, TOKYO.

"We have absolute faith in you and we want you to have absolute faith in us. If we let you down, I promise it won't happen twice."

Customer's respect

The customer will respect the salesman who is loyal to his firm. The retailer does not want nor does he expect you to pledge undying devotion. He simply wants a good product, fair treatment and dependability. He is apt to become a bit suspicious of the salesman who gives the impression that he's ready to lay down his life for him.

An Iowa hardware dealer once told me of a salesman who made himself persona non grata by employing too much hokum in his sales talk.

"This man," the dealer recalled, "put out a line that was unbelievable. He would say that everything he was in the world he owed to me and that his company had never done a thing for him. I personally knew that his outfit had done a great deal for him. Eventually I could not stand that bull and stopped giving him orders. And it wasn't long before his company got wise to him and fired him."

The price of friendship

Salesmen who call on retailers should, of course, be friendly and co-operative. In retail selling an easy and informal relationship with the buyer is an important factor. It's not uncommon for salesmen to be invited to the homes of customers and to be on a first name basis with them.

Coming: -

Recharging Your Battery

Salesmen must revitalize themselves from time to time. When they fall into a slump, they need to lift themselves out of it. Sometimes this can be achieved by hobbies, education, travel or other outside interests. The salesman should also give his mind an opportunity to develop new ideas and approaches.

But this relationship can be maintained while permitting you to retain your self respect and independence. It isn't necessary to grovel before the buyer to get an order. He realizes that you have obligations to your company and to your other customers. Most dealers will ask for only their fair share of your time and knowledge.

You should also be building your company up instead of tearing it down before the buyer. What do you think his attitude toward your firm will be if you continually denigrate it?

Even if you are having a problem with your firm, don't make common gossip out of it. Keep it within the family.

These matters are not the concern of the customer and he doesn't really want to hear about them.

If you have to lie to the dealer about his importance to you and talk against your company to win his friendship and business, then the price is too high. Keep your self respect above all.

Marcus Aurelius, the Roman emperor and philosopher, put it as well as anyone when he said:

"Never esteem anything of advantage to thee that shall make thee break thy word or lose thy self respect."

The Customer's Goals

The weak salesman resorts to unconvincing flattery because he usually does not understand the customer's goals. Even if he does understand them, he misinterprets them.

The salesman should first find out the dealer's situation and then try to increase his sales or cut down on expenses. He furnishes the buyer with pertinent information and respects his moods. If entertainment is necessary he entertains him. The point to remember is, the customer has certain specific problems which cannot be solved by touching his vanity. This may work once or twice, but it is no substitute for sound, intelligent selling.

Tony Jackson, a plumbing supply salesman, always greets a customer by asking him if he has any complaints with his present supply of equipment.

"As a matter of fact," said Tony, "I often tell the dealer that I'm making a service call to check on stuff we sold him to find out if it is performing satisfactorily."

Why not? A dealer who is doing a healthy, profitable business is a better customer for the salesman.

Avoiding the black list

Some salesmen land on customers' black lists because they lack sincerity.

Bill Nalen, a furniture dealer, refused to have anything to do with one salesman who told the same story to every customer he had.

Said Bill:

"This guy spent most of his call time with me telling me that I was his most important customer and that he couldn't get along without me.

"Then, once at a dealer's convention, I got to talking about this salesman with other delegates. It turned out that he was giving them the same spiel. And when we compared notes we found that he was doing less for us than any other salesman."

The upshot was that the man not only lost Bill's account but most of his other customers as well.

Don't be too familiar

Some salesmen feel that an informal relationship with a dealer gives them a license to practically take over the place. Nothing will bring quicker resentment from the customer.

A few years ago I was in Cleveland and needed an extra shirt. I stepped into a small haberdashery near my hotel. The owner was ordering from a salesman but he turned away and gave me his attention immediately. I was looking over his selection when the salesman butted in and suggested a certain style. The owner's face

went crimson. He tried to control himself for a moment, but could not. He wheeled on the salesman and said witheringly:

"You're here to sell me merchandise, not to run my business."

I didn't stay for the outcome, but I'll bet that salesman had some trouble getting back into that dealer's good graces if ever he did.

It seems that the salesman who tries to sell the buyer a bill of goods about his importance is also the guy who becomes familiar in the wrong way. He tries to force his attentions on the customer instead of making suggestions in a diplomatic way.

The customer will appreciate constructive ideas, but he doesn't want them forced down his throat. He wants to feel that he's the boss in his own establishment.

Don't make a habit of dropping around at inconvenient times or demanding too much of the buyer's time. Nothing is more annoying than the salesman who, after fin-

ishing his business, hangs around for the rest of the day.

Also avoid throwing your samples all over the store, making it difficult to sell merchandise. Sample cases should be kept out of the aisles and selling areas.

The best rule is to conduct yourself as a guest. If your relationship with the buyer enters a more personal phase, let him make the first move in that direction.

Hal Dana, a drug salesman, is so circumspect in his work that he won't even sit down unless invited. He asks permission before smoking and always asks if the buyer has time before he brings in any cases. Hal is only 32 years old and yet he is number three man in his company and is in line for a promotion.

There are many pitfalls in selling. Most lie in the seller-buyer relationship. Here is a quiz to help you know if you are selling sincerely. You should be able to answer "yes" to at least eight.

YES NO

1. Do your customers seem genuinely glad to see you?
2. Do you refrain from making exaggerated statements of your customers' importance when you call on them?
3. Do you credit the buyer with enough intelligence to want to hear sincere statements from you?
4. Do you guard against taking his friendship for granted?
5. Do you try to learn and understand the customer's goals?
6. Do you try to time your calls so you won't wear out your welcome?
7. Do you make sure your advice is sought before you give it?
8. Can you honestly say that you are on nobody's black list?
9. Do you know how salesmen get on black list?
10. Do you avoid making a mess when you show your samples?
11. Are you aware of your customers' problems?
12. Do you always speak well of your company?

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 8½ 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).....37½¢ 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, New York 10001.

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|--|--|
| 1. The Salesman is a V.I.P. | 19. How To Dislodge A Prospect From An Existing Supplier |
| 2. Are You A Salesman? | 20. Making Salesmen of Your Customers |
| 3. Get Acquainted With Your Company. | 21. Repeat Orders are Not Accidental |
| 4. You're on Stage | 22. Room At The Top |
| 5. You Can't Fire Without Ammunition | 23. You Must Give More to Get More |
| 6. You Are a Goodwill Salesman, Too | 24. Running Into the Rude Buyer |
| 7. Closing the Sale | 25. Use More Than One Basket |
| 8. How to Set Up An Interview | 26. Close The Deal And Exit Quickly |
| 9. Relaxing Between Rounds | 27. Selling Sincerity |
| 10. The Competition | 28. Re-Charging Your Battery |
| 11. Taking a Risk | 29. Beyond The Line of Duty |
| 12. Playing The Short Game | 30. Don't Lend Money To Buyers |
| 13. Selling An Idea | 31. Analyzing The Turndown |
| 14. Buying Committees Are Here To Stay | 32. The Single Item Sale |
| 15. The Automated Salesman | 33. Calling On the New Account |
| 16. Samples Can't Talk | 34. Words Are Power |
| 17. The Unexpected Letter | 35. A Customer Has A Name, Know It |
| 18. Prospect or Perish | 36. Use Your Allies |

When ordering, please mention the name of this publication.

7-Days goes - ten new shows - 30 hours of color

The CBC has shelved the controversial TV program *This Hour* has *Seven Days* and replaced it with a new hour-long public affairs show called *Sunday*.

Earlier, at a press conference, CBC revealed ten new prime time evening shows are scheduled for the 1966-67 season, including about 30 hours of colorcasting on the network each week.

Executive producer of the new *Sunday* show will be Daryl Duke, a 37 year old native of Vancouver, who returns to the CBC after two years of freelancing in the US. Duke joined the CBC in 1953, and has also worked for the National Film Board.

Duke said the new show will commence November 6, and have a budget comparable to *Seven Days*, about \$30,000 per week.

"*Sunday* will have a variety of formats; magazine shows and maybe

even musicals, which will investigate topical subjects of national and international interest to Canadians", Duke said.

At the press reception, Cec Smith CBC director of Information Services said the corporation is still negotiating with Douglas Leiterman, former executive producer of *Seven Days*, and several other producers who resigned, or threatened to, over the management controversy. He said if suitable agreements can be worked out, many of the former *Seven Days* staffers may join the new program.

In July, more than 50 of the 76 members of the Toronto Producers' Association rejected strike action against the CBC, but sought recognition of their association as a bargaining agent, and a grievance procedure set-up. At that time, Leiterman refused to sign a rider to his contract asking that he conform to

CBC policies in future. The CBC later agreed to recognize and bargain through the Association.

The ten new shows will be highlighted by a Thursday night series on the Centennial. Doug Nixon, CBC programming director said there would also be numerous specials on the 100th anniversary of Confederation.

Two other new shows are Canadian, the remaining seven are imported. Canadian shows announced are an hour-long drama series, Tuesdays, and *A World of Music*, featuring Malka Himel and Joso Spralja, Saturdays, following the NHL Hockey colorcasts.

The seven imported shows announced by Nixon for evening viewing on the network are: - *Walt Disney*, *Hey Landlord*, *Green Acres*, *The Hero*, *The Man From U.N.C.L.E.* and *Tarzan*, from the US.; and *The Saint*, from England.



WEAKER SEX WINS

CHIC's introduction of all-girl announcers and the moving of all male ones into other departments might be described as "sex-pansion".

AUDREY STUFF

Then there's the gal who was so dumb she never thought about the precautions she should take when attending a convention, in case she didn't need them.

FOR THE RECORD

August 20 *Canadian Broadcaster* is moving from 217 Bay Street to bigger and better offices at Suite 128, 17 Queen Street E., so correspondents who have been writing us at 219 Bay (our previous place) may now address us at 217 Bay.

PAN MAIL

Sir: All you print people do is fill your papers with rumors, which you have to contradict in the next issue. Without rumors, what would you do?

Reply: Start some.

NOTE TO AGENDA CHAIRMEN

It isn't enough to pick speakers with an interesting, informative or entertaining message. They should also have the ability to communicate it.

TIME MARCHES ON

It is good to feel we are all emerging from the summer doldrum period, to which our many friends in the business have contributed magnificently.

A LA CARTE

The luncheon speaker was superb, dishing out food for thought in every sentence, which was fortunate indeed for all the guests, for it was the only sustenance they were offered.

DEFINITIONS DEPARTMENT

Soap Opera: Soft words spoken on her loving-room chesterfield.

NOTE TO LIQUOR DISTILLERS

Readers of *Canadian Broadcaster* are major indulgers in two forms of recreation, and one of them is drinking. (Advt.)

WANTED

Southern Ontario Station requires fully experienced announcer for evening shift. Good pay - all benefits. Reply in confidence with tape and resume to:

Box A-877
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto, Ontario

Need a dyed-in-the-wool RADIO MAN?

17 years experience: Announcing, Commercial Production, Local and National Sales, Program Direction (Adult AM/FM). Age 38, married with fine family, creative hard-working, unflappable, and a good staff manager.

Box A-879
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto, Ontario

WANTED

Livewire radio sales manager for well-established Central Ontario station. Good future potential. Experienced man required. Good salary and incentive plans - broad benefits.

CLAIR CHAMBERS
Vice-President
CHYM Radio
125 King Street West
Kitchener, Ontario
Phone (519) 573-3040

RCA's Perma-Chrome gives fast warm-up

A new rectangular color TV picture tube that provides optimum color reception almost immediately after the set has been turned on, has been developed by RCA Victor Company Limited.

The company says this latest advance in performance has been achieved by a temperature-com-

pensated shadow-mask assembly which overcomes the problem of heat expansion during warmup.

F. J. O'Hara, vice-president of the electronic components and devices division, said the new tubes will be marketed under the name *RCA Perma-Chrome*, and will be incorporated in all of RCA's 25 and 19 inch rectangular color TV sets.

"Before the advanced type of shadow-mask assembly was conceived, the electron beam register changed as the color tube began to warm up every time the set was turned on. This loss of register resulted in color impurity and white nonuniformity similar to that caused in printing by imperfect color overlays," O'Hara said.

NEWSMAN WANTED

A digger with some air experience. Salary to be negotiated.

Box A-880
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto, Ontario

WANTED

Progressive Eastern station requires capable announcer for radio and television work. Commercial and newscasting experience necessary. Attractive salary, benefits.

Apply:
Station Manager
CJON Radio and TV,
P.O. Box E-5189
St. Johns, Nfld.

AVAILABLE

Top forty or western disc jockey, five years' experience in United States and Canada, seeks position in Western Canada. Aggressive self starter who is interested in relocating permanently. Resumé and tape available by replying to:

Box A-875
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto, Ontario

AVAILABLE

Young announcer wishes to enter day or night broadcasting, anywhere in Ontario. Fully trained from Radio Announcing Course. Air experience on closed circuit. Telephone Toronto 694-8902

PEOPLE

Don Jamieson, president of Newfoundland Broadcasting Co., and a former president of the CAB, has announced he will seek the Liberal nomination for the Federal byelection to be held in the riding of Burin-Burgeo, Nfld., September 19.

The riding became vacant last month when Chesley W. Carter was appointed to the Senate.

Jamieson has a home in Swift Current, Nfld., in the Federal riding and was president of the CAB from 1960-64. Newfoundland Broadcasting Co., operates CJON St. John's CJOX Grand Bank, CJCJ Grand Falls, and a network of television stations covering most of Newfoundland.

Patrick Watson, former host on the CBC program, *This Hour has Seven Days* has been appointed to the Department of Political Science at the University of Waterloo, Ont.

Watson has an MA degree from the University of Toronto and will teach a graduate course in mass communications as well as serving as a consultant on matters pertaining to media research and communications. He will

also give several public lectures to Waterloo student gatherings.

Watson is 36, and was associated with several other public affairs programs on the CBC network.

Allan Slaight, former vice-president of CHUM Toronto, has resigned to go into business in England. He moved from Edmonton to Toronto in 1958 to become program director at the station.

Slaight said he is going into partnership with Terry Bate, who has also worked on commercial radio in Toronto.

They are forming a consulting firm for the communications field, as it relates to sales, merchandising and advertising.

Slaight said he believes England is now ready for North American techniques in the broadcasting business.

Phil Stone, a former vice-president of Radio CHUM Toronto, who recently formed his own public relations, publicity and broadcast service, has taken over the offices and accounts of Harry M. Savage and Associates of Toronto.

Savage moved to Florida July 15, to head up the newly-enlarged news and publicity bureau of the city of Orlando.

Major accounts taken over by Stone from the 20-year-old company

founded by Savage include the Canadian National Sportsmen's Show, The Canadian Boat Show, The Canadian Winter Sports Show, The Ice Follies, Molson's Brewery (Ontario), Canadian Restaurant Association, Ontario Educational Association and Metro Toronto Parks Department.

Stone already handles the accounts of CHUM and the Radio Sales Bureau. Phil Stone Enterprises has taken over the offices and personnel at 2498 Yonge St., Toronto, formerly owned by Savage.

E. F. Large has been appointed general sales manager of RCA Victor Company Ltd. He will report directly to G. L. Mansour, vice-president Consumer Products, at the company's head office in Montreal.

Mansour said Large had come up through the ranks as a sales representative in Montreal, a district manager in Calgary, and recently served as manager of the Radio-Victrola department. New head of this department will be M. Kolsun, former manager of product development in the Radio-Victrola department.

Other appointments announced by Mr. Mansour were:— F. Parisien becomes manager of Radio-Victrola product development; J.K. Drysdale will head all market and operations research in the consumer products

division, and W. D. Nye will be responsible for forecasts, statistical analysis and related market research in the home instruments division.

F. D. Scrimger has been promoted to marketing research manager of General Foods Ltd., Toronto, and A. M. Scrivener has been promoted to product group manager for Jell-O desserts, Baker's Chocolate products and other brands with the company.

The promotions were announced by R. B. Rhodes, advertising and merchandising manager, who said both Scrimger and Scrivener were graduates of the University of Toronto with extensive marketing experience.

Arthur D. Boyden has been appointed director of sales, Television Division, of Sovereign Film Distributors Ltd., Toronto.

In announcing the appointment, Herb S. Mathers, general manager of Sovereign, said Boyden had an impressive record in local and national radio and TV sales, and extensive experience in publishing and advertising.

He also noted Boyden had played professional football for the Winnipeg Blue Bombers from 1953-56, and was a low-handicap golfer.

BIG AND GETTING BIGGER

COMPARE THESE FIGURES* WITH THIS ONE

*Nielsen broadcast index

STATION TOTAL AUDIENCE						
number of homes delivered averagely per ¼ hour						
MON. thru FRI.			SUN. thru SAT.			
FEB. '66	8-12pm	12-4pm	4-6pm	6-8pm	8-10pm	10-mid
	00	00	00	00	00	00
CFCM	23	305	557	720	753	405
CKMI	47		66	110	93	47
that other station	47	232	214	270	382	246
FEB. '65						
CFCM		363	528	612	626	388
CKMI	29		44	74	76	45
that other station	61	177	199	268	409	245

AVERAGE ¼ HOUR CENTRAL AREA AUDIENCE PRIME TIME 8.10 PM	
FEB. 1966	
CFCM	58%
CKMI	9%
THAT OTHER STATION	what ever is left %
FEB. 1965	
CFCM	52%
CKMI	8%
THAT OTHER STATION	what ever was left %



MOST HOMES AND MOST PEOPLE ARE TUNED TO CFCM-TV CKMI-TV TELEVISION DE QUEBEC (CANADA) LTEE

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A. J. MESSNER & CO. LTD., Winnipeg • FORJOE-TV, INC., New York

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or television broadcast advertising.