

THE CANADIAN

roadcastcaster

August 1968



O'KEEFE TV PROGRAM
BREWS INTEREST IN RACING



Background noise disturbing

Not like real people

Very nice

I like that one

Awful

Music is catchy

Great

She could be me

Don't understand it

Can't stand the voice

What does it mean

If I see that I'll stop buying the product

We pre-test all TV and Radio commercials with housewives before we present them to our clients. (We pay the shot). It's more profitable for ourselves and our clients that way. **BAKER ADVERTISING LIMITED**

THE CANADIAN broadcaster

Volume 27 Number 13 August 1968

INDEX

FEATURES

Great advertising lives forever	16
Television Network Comparagraph	18-19
RSB president says... "put up or shut up"	22
Broadcasting featured on postage stamps	27
More audience data is agencies' need	31
You can't win 'em all	33

DEPARTMENTS

LETTERS	6
NEWSCAST	8
PEOPLE	26
OVER THE DESK	34
CLASSIFIED ADVERTISING	37
EDITORIAL	38

Editor & Publisher
Richard G. Lewis

Advertising Manager
J. Douglas Blue

Traffic & Circulation Manager
Joan Embury

Editorial
Gordon H. Beerworth
David Martin

Art & Production
Jean Zolnierowicz
John Weber

Published monthly by
R.G. LEWIS & CO. LTD.
17 Queen St. E., Room 128
Toronto 1, Ont.
Telephone (416) 363-6111

Lithographed by Northern Miner
Press Ltd.

Circulation audited by 

50¢ per copy
Directory Issues \$2.00
\$7.00 per year
\$14.00 for three years

Authorized as second class
mail by the Post Office Department,
Ottawa and for payment of
postage in cash.

it's about time . . .

it's about music

it's about news

it's about sports

it's about weather

it's about

CKJD 1250 SARNIA

represented by



All-Canada Radio & Television Limited

TORONTO		NEW YORK
MONTREAL		CHICAGO
WINNIPEG		ATLANTA
CALGARY		DALLAS
VANCOUVER		HOLLYWOOD
		SAN FRANCISCO



Background noise disturbing

Not like real people

Very nice

I like that one

Awful

Music is catchy

Great

She could be me

Don't understand it

Can't stand the voice

What does it mean

If I see that I'll stop buying the product

We pre-test all TV and Radio commercials with housewives before we present them to our clients. (We pay the show. It's more profitable for ourselves and our clients that way. **BAKER ADVERTISING LIMITED**

THE CANADIAN
broadcaster

Volume 27 Number 13 August 1968

INDEX

FEATURES

Great advertising lives forever 16

Television Network Comparagraph 18-19

RSB president says... "put up or shut up" 22

Broadcasting featured on postage stamps 27

More audience data is agencies' need 31

You can't win 'em all 33

DEPARTMENTS

LETTERS 6

NEWSCAST 8

PEOPLE 26

OVER THE DESK 34

CLASSIFIED ADVERTISING 37

EDITORIAL 38

Editor & Publisher
Richard G. Lewis

Advertising Manager
J. Douglas Blue

Traffic & Circulation Manager
Joan Embury

Editorial
Gordon H. Beerworth
David Martin

Art & Production
Jean Zolnierowicz
John Weber

Published monthly by
R.G. LEWIS & CO. LTD.
17 Queen St. E., Room 128
Toronto 1, Ont.
Telephone (416) 363-6111

Lithographed by Northern Miner
Press Ltd.

Circulation audited by 

50¢ per copy
Directory Issues \$2.00
\$7.00 per year
\$14.00 for three years

Authorized as second class
mail by the Post Office Department,
Ottawa and for payment of
postage in cash.

it's about time . . .

it's about music

it's about news

it's about sports

it's about weather

it's about

CKJD
1250
SARNIA

represented by



All-Canada Radio & Television Limited

TORONTO		NEW YORK
MONTREAL		CHICAGO
WINNIPEG		ATLANTA
CALGARY		DALLAS
VANCOUVER		HOLLYWOOD
		SAN FRANCISCO



A SURE BET to win the Promotional Stakes in the Jockey Club's feature race to win more friends and influence more people to attend thoroughbred racing in Ontario is *Inside Track*.

Bred by Foster Advertising Ltd., and owned by the Jockey Club Ltd. and O'Keefe Brewing Co. Ltd., *Inside Track* runs two evenings a week (built around the feature race the previous Saturday) at one of the Jockey Club's tracks, Toronto's Woodbine or Greenwood, or Fort Erie.

Actually, a television game-show, billed as "a racing show for railbird and novice alike," *Inside Track* is seen on CBLT-TV Toronto on Tuesdays, and on CHCH-TV Toronto-Hamilton on Wednesdays.

In development for almost a year, and created and produced by the Foster agency, with Michael Hind-Smith, vice-president of media and broadcasting, as executive producer, *Inside Track* is backed by an exhaustive research study to determine its advertising effectiveness. To launch and sustain the program through its 14-week run, it is saddled with a multi-media promotional campaign in excess of \$35,000.

Sponsored by O'Keefe, the format of the show has appeal to the regular bettor and the casual fans. It has an audience participation wrinkle which puts the public-at-large on the show, pitting its knowledge and instincts against established experts.

Two guests, selected from applications, along with a "name" guest personality, join Mike McGee, expert track broadcaster, shown at the rail giving the horses the once-over. The three guests, and viewers at home, are given a complete run-down on the field for the feature race.

Build-up includes filmed sequences of the leading entries, their jockeys, trainers and owners as the camera takes viewers into paddock and tack room. Insiders' predictions are reviewed, and the panelists then make their calls. Guests may bet their \$50 performers' fees if they wish, on the track's pari-mutuel. The viewer is invited to measure his prediction skill against the participants before post time.

The race itself is taped, and a slow motion re-run is included for review and analysis. Winning jockeys, trainers or owners are interviewed and the race is analyzed.

Guests who make a winning selection or bet at the track are invited to return to the following week's show.

Emcee is Rick Campbell, morning man for CKEY Toronto, who broadcasts from the top of the lofty Toronto-Dominion Centre. Daryl Wells, the Jockey Club's public address announcer, makes the actual call on the race. Producer is Nick Olchowy, and the show uses the CHCH-TV Ultracruiser, with its color tape facilities.

The final program will be telecast September 3.

ROTHMANS EXECUTIVE APPOINTMENTS



J. Anthony Gauntley



Roy H. Newton



Peter W. Bone

In the re-organization of the Marketing Division of Rothmans of Pall Mall Canada Limited, the Company announces the following appointments: J. Anthony Gauntley—Vice President Sales, Roy H. Newton—Vice President Advertising, Peter W. Bone—Director of Public Relations.

Operations of all these departments will be directed from the Company's Head Office in Toronto.

TV SPECIALS AND CARTOONS

From Warner Bros.-Seven Arts...



THE PROFESSIONALS



THE SIX-DAY WAR



MAN IN SPACE



THE NUTCRACKER



THE KARMON-ISRAELI DANCERS & SINGERS



THE TIME OF THEIR LIVES



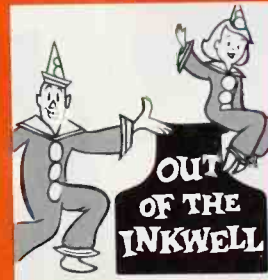
JOHNNY CYPHER



BOSTON SYMPHONY CONCERTS



POPEYE



OUT OF THE INKWELL



WARNER BROS. CARTOONS

54 VERY SPECIAL PROGRAMS and 801 VERY POPULAR CARTOONS

TV SPECIALS:

- (TWO-HOUR)** **DAMN YANKEES:** Phil Silvers and Lee Remick top the all-star cast of this new television adaptation of the original Broadway musical comedy hit. Color.
- (ONE-HOUR)** **BOSTON SYMPHONY ORCHESTRA:** 26 TV Concert Specials.
- MAN IN SPACE:** 6 TV Space Specials. 5 in Color.
- THE NUTCRACKER:** Holiday classic. Color.
- THE TIME OF THEIR LIVES:** Traditions of college weekend in Fall. Color.
- THE KARMON-ISRAELI DANCERS AND SINGERS** and **THEODORE BIKEL:** Artistic spectacular. Color.
- BOSTON SYMPHONY AT TANGLEWOOD:** Orchestra's activities at its famous "summer home." Color.
- THE GREAT CHARLIE CHAN:** CBS-TV World Premiere Telecast, 9:00-10:00 P.M., September 17, 1968.
- (HALF-HOUR)** **THE PROFESSIONALS:** 13 exclusive close-ups of top pro-sports stars. Color.
- THE SIX DAY WAR:** Historical documentary of 1967 Middle East conflict.
- BIG NIGHT OUT:** Rock musical starring The Beatles.
- BEHIND THE SCENES WITH THE ROYAL BALLET:** Backstage with Fonteyn and Nureyev.

CARTOONS:

- 130 JOHNNY CYPHER IN 'DIMENSION ZÉRO:** Color adventures super-charged with space suspense.
- 337 WARNER BROS. CARTOONS:** Bugs Bunny, Daffy Duck and Foghorn Leghorn are among the star characters. 301 in Color. Available in French.
- 234 POPEYE CARTOONS:** Popular Popeye with Olive Oyl, Wimpy and Swee' Pea. 114 in Color. Available in French.
- 100 OUT-OF-THE-INKWELL CARTOONS:** Koko, Kokonut, Mean Moe, Kokette, created by Max Fleischer, featuring hilarious voice characterizations of Larry Storch. In Color.



**WARNER BROS.-
SEVEN ARTS**

11 Adelaide Street West
Toronto 1, Ontario • Empire 4-7193



A SURE BET to win the Promotional Stakes in the Jockey Club's feature race to win more friends and influence more people to attend thoroughbred racing in Ontario is *Inside Track*.

Bred by Foster Advertising Ltd., and owned by the Jockey Club Ltd. and O'Keefe Brewing Co. Ltd., *Inside Track* runs two evenings a week (built around the feature race the previous Saturday) at one of the Jockey Club's tracks, Toronto's Woodbine or Greenwood, or Fort Erie.

Actually, a television game-show, billed as "a racing show for railbird and novice alike," *Inside Track* is seen on CBLT-TV Toronto on Tuesdays, and on CHCH-TV Toronto-Hamilton on Wednesdays.

In development for almost a year, and created and produced by the Foster agency, with Michael Hind-Smith, vice-president of media and broadcasting, as executive producer, *Inside Track* is backed by an exhaustive research study to determine its advertising effectiveness. To launch and sustain the program through its 14-week run, it is saddled with a multi-media promotional campaign in excess of \$35,000.

Sponsored by O'Keefe, the format of the show has appeal to the regular bettor and the casual fans. It has an audience participation wrinkle which puts the public-at-large on the show, pitting its knowledge and instincts against established experts.

Two guests, selected from applications, along with a "name" guest personality, join Mike McGee, expert track broadcaster, shown at the rail giving the horses the once-over. The three guests, and viewers at home, are given a complete run-down on the field for the feature race.

Build-up includes filmed sequences of the leading entries, their jockeys, trainers and owners as the camera takes viewers into paddock and tack room. Insiders' predictions are reviewed, and the panelists then make their calls. Guests may bet their \$50 performers' fees if they wish, on the track's pari-mutuel. The viewer is invited to measure his prediction skill against the participants before post time.

The race itself is taped, and a slow motion re-run is included for review and analysis. Winning jockeys, trainers or owners are interviewed and the race is analyzed.

Guests who make a winning selection or bet at the track are invited to return to the following week's show.

Emcee is Rick Campbell, morning man for CKEY Toronto, who broadcasts from the top of the lofty Toronto-Dominion Centre. Daryl Wells, the Jockey Club's public address announcer, makes the actual call on the race. Producer is Nick Olchowy, and the show uses the CHCH-TV Ultracruiser, with its color tape facilities.

The final program will be telecast September 3.

ROTHMANS EXECUTIVE APPOINTMENTS



J. Anthony Gauntley



Roy H. Newton



Peter W. Bone

In the re-organization of the Marketing Division of Rothmans of Pall Mall Canada Limited, the Company announces the following appointments: J. Anthony Gauntley—Vice President Sales, Roy H. Newton—Vice President Advertising, Peter W. Bone—Director of Public Relations.

Operations of all these departments will be directed from the Company's Head Office in Toronto.

TV SPECIALS AND CARTOONS

From Warner Bros.-Seven Arts...



THE PROFESSIONALS



THE SIX-DAY WAR



MAN IN SPACE



THE NUTCRACKER



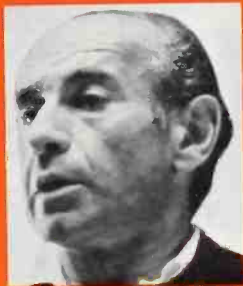
THE KARMON-ISRAELI DANCERS & SINGERS



THE TIME OF THEIR LIVES



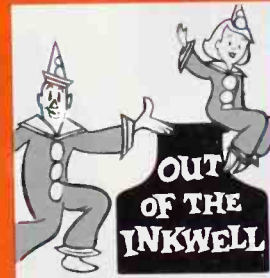
JOHNNY CYPHER



BOSTON SYMPHONY CONCERTS



POPEYE



OUT OF THE INKWELL



WARNER BROS. CARTOONS

54 VERY SPECIAL PROGRAMS and 801 VERY POPULAR CARTOONS

TV SPECIALS:

- (TWO-HOUR)** **DAMN YANKEES:** Phil Silvers and Lee Remick top the all-star cast of this new television adaptation of the original Broadway musical comedy hit. Color.
- (ONE-HOUR)** **BOSTON SYMPHONY ORCHESTRA:** 26 TV Concert Specials.
- MAN IN SPACE:** 6 TV Space Specials. 5 in Color.
- THE NUTCRACKER:** Holiday classic. Color.
- THE TIME OF THEIR LIVES:** Traditions of college weekend in Fall. Color.
- THE KARMON-ISRAELI DANCERS AND SINGERS and THEODORE BIKEL:** Artistic spectacular. Color.
- BOSTON SYMPHONY AT TANGLEWOOD:** Orchestra's activities at its famous "summer home." Color.
- THE GREAT CHARLIE CHAN:** CBS-TV World Premiere Telecast, 9:00-10:00 P.M., September 17, 1968.
- (HALF-HOUR)** **THE PROFESSIONALS:** 13 exclusive close-ups of top pro-sports stars. Color.
- THE SIX DAY WAR:** Historical documentary of 1967 Middle East conflict.
- BIG NIGHT OUT:** Rock musical, starring The Beatles.
- BEHIND THE SCENES WITH THE ROYAL BALLET:** Backstage with Fonteyn and Nureyev.

CARTOONS:

- 130 JOHNNY CYPHER IN DIMENSION ZERO:** Color adventures super-charged with space suspense.
- 337 WARNER BROS. CARTOONS:** Bugs Bunny, Daffy Duck and Foghorn Leghorn are among the star characters. 301 in Color. Available in French.
- 234 POPEYE CARTOONS:** Popular Popeye with Olive Oyl, Wimpy and Swee' Pea. 114 in Color. Available in French.
- 100 OUT OF THE INKWELL CARTOONS:** Koko, Kokonut, Mean Moe, Kokette, created by Max Fleischer, featuring hilarious voice characterizations of Larry Storch. In Color.

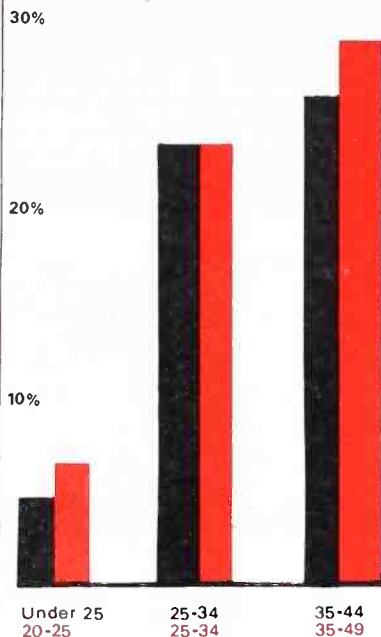


**WARNER BROS.-
SEVEN ARTS**

11 Adelaide Street West
Toronto 1, Ontario • Empire 4-7193

CKWX RADIO

MATCHES YOUR CONSUMER PROFILE



* FAMILY EXPENDITURES BY AGE OF "HEAD"—Based on DBS June '67 Statistical Review

*CKWX % MEN REACHED BY AGE—BBM R/F PROFILE

Another reason why products move on Foreground Radio in Vancouver.

CKWX dial 1130

represented by



All-Canada Radio & Television Limited

TORONTO
MONTREAL
WINNIPEG
CALGARY
VANCOUVER



NEW YORK
CHICAGO
ATLANTA
DALLAS
HOLLYWOOD
SAN FRANCISCO

letters

Sir: Your recent article, "A Traffic Problem in Toronto's Air" is certainly a stimulating round-up of the crowded-sky situation over Metro, but it does contain one serious inaccuracy.

Your article states that CFRB was the "first station in Canada to introduce Helicopter traffic reporting." You add further, "CFRB began in 1961, using a fixed-wing aircraft..."

To our certain knowledge, CHML was the first radio station in this country to inaugurate regular broadcasting from a helicopter. Our initial sky venture was broadcasting from a fixed-wing aircraft during the summer months of 1954, when Bill McVean, a licenced pilot, reported road conditions for our summer shows.

CHML's regular helicopter reports began in the summer of 1957 — certainly pre-dating any other station in Canada. I would like to stress that this was regular broadcasting —

ANNOUNCEMENT

MacLaren Appointment



S. E. McINTEE

S. E. McIntee has been appointed Vice-President of Media and Broadcasting for MacLaren Advertising Co., Limited, by President George G. Sinclair. Mr. McIntee graduated from the University of Western Ontario School of Business Administration, entered business as a Brand Manager, and joined MacLaren six years ago as an Account Executive. He moved from account supervision to head the Media Department in 1967.

not an isolated, one-shot occasion. From 1957 until the present, helicopter reports have been an integral part of our summer format, from early May to late September. Our helicopter reports describe traffic conditions in and around Hamilton; take a look at harbour and lake activities; and take part in many special events.

Over the years, CHML Personalities Perc Allen, Stu Daly, Bill Sturupp, and others, have flown in just about every type of helicopter... Bell, Sikorsky, Hiller, Hughes.

In 1960 and 1961, we organized a "Copter Co-Pilot Club" for children, handing our individualized name badges to all members, which at the end of two years, numbered 18,000.

In 1962, 1963, and 1964, we developed a helicopter car sticker and distributed over 50,000 to drivers in the Hamilton area.

The CHML Helicopter has taken to the skies again this season and regular reports form an important part of our "Week-End" program, which we instituted in 1960.

MICHAEL THOMPSON
Promotion Manager
CHML, Hamilton

Sir: Knowing that you were probably an *Amos 'n' Andy* fan, I was surprised to see a glowing error in your item "Is Yesterday Really Dead?" in the June issue.

You refer to Madame Queen as the love life of Amos! Andy was the man who had all the problems with the Madame, or I will publicly apologize at the next CAB convention! I must also question the statement that they portrayed *all* the characters.

REG CARNE,
Manager,
CFCH Radio & TV,
North Bay, Ont.

The
Canadian
Broadcaster's
Business
is
Broadcasting



JACK DENNETT



BETTY KENNEDY



BOB HESKETH



WALLY CROUTER

the **CFRB** secret



GORDON SINCLAIR



BILL DEEGAN



BILL McVEAN

Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people

listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada's largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.

CFRB 1010

ONTARIO'S FAMILY STATION

CRTC announces hearings

The CTV Network's authority and its affiliated stations' licenses will remain effective until September 30, 1970.

In a public announcement, July 15, the Canadian Radio-Television Commission said it will not be possible for the Commission to give detailed study to the CTV network, including conditions of programming for its affiliated stations, before the end of 1968. It said it realized it is essential for the network and its affiliates to know, before the end of 1968, whether future licenses will be granted, under what conditions and when.

The CRTC gave similar reasons for extending expiry dates of a number of CBC-TV stations, affiliates and independents. These licenses are automatically extended to March 31, 1970, and involve 156 TV stations.

Explaining its denial of FM license applications at the April hearing, the CRTC announcement said:

"The applicants did not undertake to provide significantly new or different programming opportunities to the communities concerned. FM channels are public assets, and the Commission is determined that they be developed... to contribute to a more varied program service... complement and enrich services already available from existing stations."

A study of FM broadcasting will be undertaken and applications for new FM stations will be heard on the basis of their "contribution to the program developments sought by the Commission," the announcement said.

Pending completion of the FM survey, the Commission ruled that licenses for 26 FM radio stations are valid to March 31, 1970.

The Commission will hear applications for renewal of AM radio licenses at three public hearings this year.

The September 17 hearings, announced by the former Board of Broadcast Governors, are cancelled, and the first date on the CRTC schedule will be September 25 at Moncton, N.B.

The second will be at Regina, Sask., starting October 22, with a third in Ottawa, November 19.

Thirty-three AM renewal applications will be heard in Moncton; seventy-two in Regina; and one hundred in Ottawa.

The Commission will issue further announcements about other scheduled items, including renewal applications from CATV licensees and applications for new broadcasting licenses.

CBC closes deal to buy CFCY-TV, Charlottetown

Lengthy negotiations between the CBC and Island Radio Broadcasting Company Ltd. were concluded with the purchase of CFCY-TV, Charlottetown, by the publicly-owned CBC. Approval for the sale of the Charlottetown station was given by the CRTC in May.

CFCY-TV telecasts on Channel 13 and operates a rebroadcasting station on Channel 7 at New Glasgow, Nova Scotia. Effective August 1, this provides CBC with its first outlet in Prince Edward Island.

In announcing the purchase, S. R. Kennedy, CBC director for the Maritimes, said Island Broadcasting will continue to produce local programs for the next three years under CBC supervision. He also stated that the station's call letters would change to CBCT, and that R. Gordon Smith would be the CBC's operations manager in Charlottetown.

Island Radio Broadcasting Company Ltd. will continue to operate radio station CFCY.

Standard Broadcasting Corp. buys radio CKLC Kingston

Standard Broadcasting Corp. has announced the acquisition of Radio Station CKLC, Kingston, Ont.

In a joint statement issued by Standard Broadcasting president W. C. Thornton Cran, and CKLC managing director Terry D. French, announcing the purchase (subject to ratification by the Canadian Radio-Television Commission), it was stated that Mr. French will continue as managing director and station manager.

CKLC serves Kingston-Belleville-Brockville and first went on the air in 1953.

Standard owns CFRB and CKFM Toronto and CJAD and CJFM Montreal.

Group One Radio lands B. C. stations

Three B.C. stations appointed Group One Radio Ltd. their national sales representatives last month.

CKAY, Duncan, with CFCP, Courtenay, and CFWB at Campbell River bring to four the number of stations represented by Group One Radio in BC, the fourth station being CKKC, Nelson.

Effective September 1, CJJC Langley will join the Group.

Trudeau delegates responsibility in communications

Prime Minister Trudeau told a July news conference Canada must enter the communications satellite field, and it will be up to new Com-

Something to CHINwag about . . .

WISHING WELL BEVERAGES drew
58,000 entries with a ten week
campaign on Radio 1540!

THAT'S WHAT THEY CALL RESPONSE
ON RADIO INTERNATIONAL CHIN TORONTO

munications Minister, Eric Kierans, currently postmaster-general, to determine how deeply, how fast, and how much will be done by private industry.

Under reorganization, the Postmaster-General's cabinet portfolio disappears and the post office, satellites and telecommunications become Mr. Kierans' responsibility as Minister of Communications.

CBC, however, will not be handled by Mr. Kierans, stated Mr. Trudeau, who does not regard the publicly-owned network merely as a technical instrument of communication.

Secretary of State, Gérard Pelletier, will be responsible for the public network because, said Trudeau, "it is important that the minister in charge has a good grasp of program content in the light of the CBC's importance to national unity and other matters."

Mr. Pelletier was formerly a journalist and chaired the Commons Broadcasting Committee. The Prime Minister believes the "message" of the CBC is more important and he wants in charge a minister with "a lot of expertise," but he said there is no intention of having a minister interfere with program content.

Quebec asking for UHF channels for ETV

Jean-Guy Cardinal, Quebec Education Minister, says the province will ask the federal government to reserve some UHF channels for Quebec ETV.

Mr. Cardinal was commenting on the July announcement by Secretary of State Gérard Pelletier, who said 70 channels would be provided on the federal government's proposed new ultra high frequency television band, intended for initial use in educational broadcasting.

"It is necessary that provinces be permitted to use the new frequencies for their educational programs," said Mr. Cardinal, who maintains there will be no conflict between Quebec and the federal government if each stays in its own domain.

University of Montreal opens its own audio-visual centre

An audio-visual centre, for instruction in radio and television communication, was opened August 12 by the University of Montreal.

Expected to be in full use by June 1969, the centre will be directed by Jean Cloutier, formerly the University's chief information officer.

Cloutier is a U of M graduate, and he also graduated from Le Centre International d'Enseignement Supérieur du Journalisme at the University of Strasbourg, in France.

CRTC asked to take action to open up UHF band for TV broadcasting

Opening up the 70-channel UHF band in Canada will not only enable the expansion of television services, generally, but ETV will get its much-sought-after provision for national facilities, as soon as the CRTC evolves the necessary legislation.

Following last month's announcement by Secretary of State, the Hon. Gérard Pelletier, on the Government's policy for the opening up of UHF television channels, the CRTC was asked to take the necessary action "in accordance with the national policy set forth in section 2 of the Broadcasting Act, 1968, and other related legislation." The Commission was also asked to give first priority to providing educational television

International CAREER ACADEMY

Of Canada, Ltd.

8 King Street East, Toronto 1, Ontario

SCHOOL OF FAMOUS BROADCASTERS

DIRECTING FACULTY

Larry Henderson
Danny Gallivan
Robert St. John
Fran Allison
Jack Drees
Earl Gillespie
Curt Gowdy
Merle Harmon
Howard Miller
John Cameron Swayze
Ulmer Turner

GRADUATING CLASS OF SEPT. '68

Graduate students have each spent a minimum of 300 instructional hours as announce-operators in actual control rooms; with practical experience in Top 40 and M-O-R and Classical announcing; Commercial Delivery; News and Sports editing on BN wire service; tape interviewing and editing; TV and all facets of station operation.

TORONTO SCHOOL



For interviews and audition tapes-

Write or phone 363-6941

Larry Henderson

broadcast facilities within the UHF band.

The Government decided to continue the present policy of reserving VHF channels for the further development of the public and private sectors of the national system.

Finally, the Government requested the Hon. Paul Hellyer, Minister of Transport, to submit proposals for a regulation requiring that "TV receivers manufactured or imported into Canada and offered for sale should be fitted for both VHF and UHF channel reception capability." An effective

ANNOUNCEMENT



Arthur L. Cole

Donald H. Hartford, Vice President and General Manager of CFRB Limited announces the appointment of Arthur L. Cole as News Director of Radio Stations CFRB and CKFM, Toronto, and of the Standard Radio News System.

Mr. Cole has had a long and distinguished news career. Formerly Chief of the Toronto Telegram's United Nations Bureau in New York, Mr. Cole was City Editor of The Telegram for thirteen years, and previously Assistant City Editor of the Globe & Mail, Toronto.

During Mr. Cole's tour of duty in New York, he was correspondent for CFRB and CKFM, and his coverage of major news stories from the United Nations was also heard over the 17 radio stations across Canada subscribing to Standard Radio News. As a journalist, he has covered major news events throughout the world.

Mr. Cole's appointment is effective August 1, 1968.

date in '69 for implementation of this regulation will be fixed after consultation with the industry.

The Government policy developments reflect the rapidly increasing demand for the use of more television channels to provide TV services in areas not presently covered; to extend services in English or French in order to expand national coverage in both official languages; to provide alternative services, both public and private, in areas already served; and to provide national facilities for ETV.

In most metropolitan areas there are no additional channels available for TV, in the present VHF band. Therefore the only way in which the demand for new channels can be met is to use the UHF which has two main advantages over VHF, with 70 channels available compared to 12 in the latter band, and UHF is usually clearer and less subject to noise interference.

CBC films pilot using new portable VTR equipment

A comedy pilot film, *Chase the Wind*, went into production at the CBC Toronto, Monday, July 15, using a revolutionary new videotape recorder and black and white camera.

The Ampex VR 3000, a backpack battery-operated VTR recorder with associated BC 300 hand-held camera was field-tested on the pilot project, with taping done in many locations around Toronto.

The new portable VTR equipment and camera could represent a breakthrough in the production of on-location drama. Much more economical than film, it makes possible a roving VTR operation free of heavy and unwieldy pedestal video cameras and the mobile studio on wheels.

Unlike film, tape needs no processing, and the crew required to tape the half-hour pilot *Chase the Wind* only numbered five: a cameraman, a lighting man, a sound man, a technical producer and an assistant.

Richards named writer-director for AKO Productions

Donald Croft Richards has been appointed writer/director for AKO Productions Ltd., Toronto, it was announced by Ken Orton, president.

Richards was formerly with the CBC Toronto, CFTO-TV Toronto, and Chetwynd Films, Toronto, as well as serving for a time with the New York Children's Theatre.



CKY IS NO. 1 IN WINNIPEG & MANITOBA
BBM proves it!*

*Spring 1968 Weekly Circulation Total Adults Tuned.

CKY is Manitoba's favourite daytime radio choice and BBM ratings prove it! That's because people like to listen to personalized adult radio... they respond to "talk" programs like Bill Trebilco's "Bi-Line" Kay Wise on "Tradio" and "Party Line".

Reach the largest Manitoba daytime audience... put your selling message "in the centre of things" on CKY. No. 1 in Manitoba.

Call Major Market Broadcasters Limited, Toronto or Montreal; Jim Crawford, Vancouver; or Don McDermid, Vice President, National Sales in Winnipeg.



In the centre of things
WINNIPEG/50,000 WATTS/MANITOBA

CFCN will launch Lethbridge station

CFCN-TV Calgary will commence telecasting on Channel 13 in Lethbridge September 3, which, they claim, will bring alternate program service to more than 100,000 Southern Albertans for the first time.

This was the only license granted by the old Board of Broadcast Governors at their final hearings for secondary market alternate service.

All of the syndicated properties telecast over CFCN-TV Calgary will be rebroadcast as well as the full CTV program schedule. The station will be on the air in time to televise 14 of the 22 CFL football games scheduled by CTV to this area-

Over 98% of the prime time schedule will be in color.

Of the 21 hours produced weekly at CFCN-TV in Calgary for telecast over Channel 4 and existing rebroadcasting stations, six hours and forty-five minutes will be produced and telecast separately in Lethbridge, specifically for Southern Alberta, over Channel 13.

The signal from Calgary will be picked up 49 miles south of Calgary and relayed in two microwave hops to Lethbridge. The new Channel 13 will transmit an effective radiating power of 120,000 watts video and 60,000 watts audio from an antenna situated on the existing Lethbridge station's tower.

Because of this antenna location, it will be unnecessary for viewers to change or re-direct their home antennas to receive the new service, CFCN says.

Crawley Films produces short documentary on togetherness

Produced by Crawley Films Ltd., Ottawa-Toronto-Montreal, a new motion picture, *You and Me*, in color, based on the "togetherness" theme, is currently being shown on television and in theatres.

The 11-minute, 35 mm film was originally made for the Federated Appeal of Greater Montreal, and says Crawleys, "looks at children, real children, not professional actors, to illustrate the moral that there are practical advantages in bringing many talents together and in overcoming racial and religious barriers."

The children in the film talk to each

other in a charming mixture of French and English, as they learn to share in work, learn that it's fun to teach others how to do things, and learn that together they can do much that they can't do alone.

Color TV sets jump 48.4 per cent for first six months

Sales of color TV sets were running well ahead of industry forecasts in the first half of this year. As at June 30, sales in Canada were up 48.4 per cent over the first six months of last year, said the Electronic Industries Association of Canada.

In *Broadcaster's* July issue, industry forecasters estimated total sales for '68 will probably amount to some 160,000 sets, 33 per cent above the 120,000 sets sold during all of 1967.

United Artists release 20 half-hours in color for new cartoon series

Produced by King Features, a new full-color cartoon series, *Cool McCool*, is now available from United Artists Associated of Canada, says Frank Kowcenuk, general manager. 20 half-hour programs have been released.

The wild and zany series, depicting the activities of secret agent *Cool McCool*, combines the inspiration of Bob Kane, who created *Batman*, and Al Brodax, who created the *Beatles* cartoon series. King Features produced both the *Beatles* and *Popeye* series.

Stan McIntee appointed MacLaren vice-president of Media & Broadcasting

S.E. (Stan) McIntee, who has headed the media department at MacLaren Advertising Co. Ltd., Toronto, for the past year, has been named vice-president, media and broadcasting, in an announcement by agency president, George G. Sinclair.

McIntee, a graduate of the University of Western Ontario School of Business Administration, entered the advertising field as a brand manager for General Mills, whipping up business for their cake mixes.

He joined MacLaren's six years ago as an account executive, and moved from account supervision to head of the media department in '67.

OK!

let's talk numbers again!

Kitchener-Waterloo is THE FASTEST GROWING MARKET in Ontario! Growth rate... 54% per decade! 212,000 people in metropolitan area spend over \$275,000,000 yearly in retail purchases.

Now!

LET'S TALK ABOUT 1490 CHYM... THE NUMBER ONE RADIO STATION IN KITCHENER-WATERLOO... serving a bigger audience (98,250 radio homes) for a larger reach (352,600 people) in CHYM Country... backed by complete professional promotional and merchandising support for your product.



**PAUL MULVIHILL
& CO. LIMITED
TORONTO MONTREAL**

Lorne Robb named manager of CHGH-TV Churchill, Man.

A. Lorne Robb, who became associated with CHGH-TV Churchill, Man., in 1966, as a part-time announcer-operator, has been named station manager. He succeeds Doug Ritchie, who has become Administrator, Local Government District of Churchill.

Robb got his start in broadcasting while working in Churchill as a Pan-American World Airways accountant. He had been with the Royal Bank of Canada for eight years, and had served in Jamaica and the West Indies.

CHGH-TV is a most unique operation says Andy McDermott, of Radio & Television Sales Inc., Toronto, the station's national reps. "Channel 4 operates 70 hours weekly, with all operational expenses met by voluntary contributions from the residents of Churchill and Fort Churchill military establishment, plus a small amount of national advertising," he said.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

The FM service of CJBQ provides 14 hours daily of separate diversified programming.

THE VOICE OF THE
BAY OF QUINTE
BELLEVILLE AND
TRENTON, ONT.

ask Major Market Broadcasters

RSB membership boosted to 118 by 8 additions

The Radio Sales Bureau membership has been boosted to a total of 118 subscribers, by the addition of seven stations and one station rep house, with participating stations now numbering 109 and rep houses nine.

Recently signed, in addition to the rep house of Group One Radio, Toronto, are: CKLG Vancouver, CHQR Calgary, CJOC Lethbridge, CJCA Edmonton, CFOR Orillia, CKJD Sarnia and CHER Sydney.

52 per cent of eligible radio stations and 60 per cent of the station representatives are now members of the Radio Sales Bureau.

Etrog's to be given for Canadian Films

An unprecedented 178 films, including nine Canadian feature-length productions, are entered in this year's Canadian Film Awards, the 20th annual event, now set for October 4.

The entries cover 20 categories for which 338 entries are now being pre-selected. These will be judged by an international jury headed by Gerald Pratley, in the Confederation Ballroom of the Seaway Towers in Toronto.

All CFA winners will receive a sculpture specially commissioned by the Film Awards Committee, from noted Canadian sculptor, Sorel Etrog.

New portable amplifier permits unattended performance during remote pickups

McCurdy Radio Industries Ltd., Toronto has a new single-channel, portable amplifier for mixing and amplifying broadcast quality material, with both high and low level inputs, designed for remote pickups without need for constant attendance.

The McCurdy Model PE-2100 AGC Remote Amplifier incorporates an automatic gain control circuit which prevents distortion from excessive input levels.

Sufficiently simple in operation that it can be handled in the studio by non-skilled personnel, the Model PE-2100's solid-state circuitry operates from AC power and has provision for automatic switchover to battery in event of power failure. A front panel VU meter and selector switch indicates both program output level and also power supply condition.

Outputs consist of one headset feed and one balanced output at program level which may be fed directly to a telephone line.

The unit provides wideband

BBM TV RATING

92%

66 of Canada's 72 TV stations
are BBM members

10 of 11 Maritime Stations
15 of 19 Ontario Stations

15 of 16 Quebec Stations
and Every Station in Western Canada



BBM BUREAU OF MEASUREMENT
120 Eglinton Ave., East, Toronto 12
Telephone: 416-485-9464

frequency response with low noise and low distortion figures characteristic of commercial broadcast equipment.

U.S. FM station boosts audience and rates for "Weekend"

For many FM broadcasters, weekends are a time when staffs are reduced to skeletal size, programming is automated and humdrum—and public service spots are profuse.

The attitude of station management is often "who cares?" since for most rating services the dictum "never on Sunday" applies to Saturday as well!

But, a small trade news item changed this concept for WPTH, a Fort Wayne, Indiana, 24-hour FM stereo station.

According to William Shaw, station manager, it all began when he read that an ARB survey in Chicago indicated that while FM has 11 per cent of radio ratings during the week, it jumps to over 20 per cent on weekends.

The result for WPTH was *The Weekend Sound*, a sort of localized version of NBC's *Monitor* concept, which was immediately packaged, promoted—and sold.

The trick was to provide an entirely new sound, while retaining the same "skeletal staff". In all, only four new programs were added. From the programming service of International Good Music was purchased *Sound-sation*, a big-band stereo spectacular; a definitely up-tempo program hosted by Don McMaster (for Sunday afternoons) plus a jazz program for Saturday evenings with pre-taped commentaries by a female announcer named "Shar." (During the week she reads stock market quotations).

Classical music is served through the Boston Pops, a long-time station staple, and a new two-hour Sunday evening program called *Kaleidoscope of Sound*, hosted by E. David DeVoe, record reviewer for the *Fort Wayne News-Sentinel*, and president of Concord Counsellors Inc., a PR firm in that city. Included is an extensive variety of new releases covering excerpts from symphonic, chamber, solo, folk and operatic music. No selection is over ten minutes.

As a member of the American FM Network, WPTH uses all network news feeds, but had not previously used the

feature material offered throughout the week. These five-minute features—presented by ABC's Allen Jeffreys, *Billboard's* Claude Hall, and others—are now taped during the week and saved for the weekend, when they are broadcast on the hour. The features include interviews and commentary on movies, musicals, plays, recordings, books and travel. Local and network news is broadcast on the half-hour.

All commentary is provided on cartridges, including tailored comments by personalities featured on the syndicated material. Except for network material, to the average listener it sounds both live and local.

With many cross promos broadcast during the week, this format became, according to Shaw, quite an attractive sales package. In fact, *Weekend* ad rates are 25 per cent higher than weekday rates.

Shaw says the program philosophy is to provide a variety of entertainment for the weekend and to try to convince families that *The Weekend Sound* should be an integral part of their weekend. As the promos stated, here was "Weekend radio designed for adults who know the difference."

Shaw, who has managed WPTH for nearly four years, has built the station's staff from two to more than a dozen people. Last year, WPTH ranked ninth out of 127 FM stations, according to *Broadcasting*.

Shaw serves as membership chairman of the National Association of FM Broadcasters and is co-chairman of the American FM Network's Affiliate Advisory Board.

The River Inn is new fall variety program scheduled for CFTO-TV

A fast-paced variety show, *The River Inn*, will premier in mid-September on CFTO-TV Toronto. Producer Mike Steele sets the new series in "a relaxed club atmosphere" in which the guest audience will be served coffee.

Headliner of the show will be Catherine McKinnon, with The Brian Brown Trio as regulars and guest appearances by The Five Bells, The Sugar Shoppe and other popular groups.

The half-hour series is presently scheduled for 10:30 pm Wednesdays.

N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION NOISE CONTROL POWER
DISTRIBUTION ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS RESEARCH
D.O.T. AND B.B.G. SUBMISSIONS

5253 DECARIE BLVD.
514-488-9581

MONTREAL 29 QUE.
CABLE: PAPPACO

BULL ETIN

The **CHLO** THINK COOL POOL was won by Mr. L. H. Henniger, 71 Broadway St., Lambeth, Ont. This home swimming pool came complete with filter, ladder, chemicals and skimmer. Mr. Henniger says the games do pay in a big, big way on **CHLO**

Memo from the Judge; he ain't comin' after all. Says it's too hot!

CHLO Souvenir Safari is heard every weekend in South Western Ontario. Every second record is solid gold! During Civic holiday weekend we went all-request and response was utterly fantastic. Thousands and thousands of calls...all night too...many from beach areas. If you have a summer related product to sell in this part of Ontario better check with our Reps and get on **CHLO** like fast!

Then there was the circus fat lady who was convicted of murder and sentenced to die in the electric sofa.

Winner of the General Electric dishwasher in **CHLO**'s Trivia Contest was Mrs. M. Mitchell, 427 Burbrooke St., London. Yes, she was delighted!

Heard about the new insurance policy for topless waitresses? It's called Double Indemnity!

If you read this column regularly and you get the feeling that a lot of bright, exciting things happen around **CHLO**, please go to the head of the class. You can learn more about it by calling one of our Reps; it's time they were up anyway.

Best regards,

Sales Manager

CHLO Radio

LONDON - ST. THOMAS

CANADA - RADIO & TELEVISION
SALES INC.
U.S.A. - WEED & COMPANY

CGE introduces new color TV camera

Canadian General Electric has incorporated a number of major engineering advances of the past two years in a new separate luminance live color TV camera, the PE-350. It uses chroma enhancement for maximum color fidelity, and a new optical system for improved sensitivity.

H.S. Dawson, CGE manager, commercial communications, said the new camera weighs under 160 pounds, fully operational with view finder and 10 to 1 zoom lens, and is designed for "optimum color performance, easy operation, maximum reliability and stability, and easy maintenance."

Like its predecessor, the PE-250, CGE's new camera uses four lead-oxide pickup tubes, but these are now of the more advanced field mesh types for improved picture performance.

Commenting on the current controversy over three and four-tube cameras, Dawson said that CGE has built one, two and three-tube cameras, and finds none equal to or better than their separate luminance four-tube camera.

The PE-350 also features new preamplifiers for better signal-to-noise

ratio and improved video processing amplifiers for greater operating stability. Accessories include a remote video control panel for the director's use to ensure that all cameras are color-matched when operating. Iris and pedestal adjustments and color balance can be controlled remotely.

The PE-350 will accept a wider selection of zoom lenses than its predecessor, giving it more versatility, and includes a new quick-disconnect lens mount which allows the entire zoom lens assembly to be quickly removed for ease of transportation during remote operation.

Servicing needs have been considered, stated Dawson, in that a weatherproof cover is installed on top of the camera to give easy accessibility to the viewfinder yoke and the high-voltage power supply.

Retrofit kits for the PE-250 were developed so that "owners of PE-250 cameras could protect their investment by retrofitting them to the higher performance levels of the PE-350," Dawson said. "The retrofit kits are now available at a price approximately ten per cent of the cost of the original PE-250."

CGE expects that the new PE-350 will be produced in Canada, like the earlier model.

appointment was sales promotion manager for consumer products. He too will be based in Toronto.

John Doherty heads T-CAN ad agency network

New officers of the Trans-Canada Advertising Agency Network, elected at their annual meeting in Toronto, are: president, John Doherty, John Doherty & Company Ltd., Ottawa; vice-president, John Anderson, John C. Anderson & Associates Ltd., London, England; managing director, W. S. Whitehead, Whitehead, Titherington & Bowyer Ltd., Toronto; secretary, Maurice Leroux, Dubuisson Publicité et Conseil Inc., Quebec City, Quebec; treasurer, Stan Lorriman, Lorriman Advertising Agency, Kitchener, Ontario.

Coming Events

Eight important events are scheduled in the industry within the next four months, including six conventions, the BES annual meeting (note the new date), and the BES-RSB Radio Commercials Festival. Dates are as follows:

- September 12:** Broadcast Executives Society, annual meeting, Park Plaza, Toronto.
- September 20-21:** Institute of Canadian Advertising, Inn on the Park, Toronto.
- September 29-Oct. 1:** ACRTF, the French-language broadcasters convention, Skyline Hotel, Ottawa.
- October 20-22:** Central Canada Broadcasters Association, Chateau Champlain, Montreal.
- October 30:** BES-RSB Radio Commercials Festival, Inn on the Park, Toronto.
- November 3-7:** Atlantic Association of Broadcasters, Lucayne Beach Hotel, Freeport, Grand Bahama Island.
- November 17-20:** Broadcast Promotion Association, Hotel Deauville, Miami Beach, Florida.
- November 19-23:** Radio & Television News Directors Association, Los Angeles, California.

ANNOUNCEMENT

JWT APPOINTMENT



Richard J. Kostyra

The appointment of Richard J. Kostyra as Media Director for the Toronto office of J. Walter Thompson Company has been announced by Donald C. Robertson, Vice President and General Manager. A native of Winnipeg, Man., Mr. Kostyra holds a CAAP certificate and has been in the media division of agencies since 1960, working on a variety of national accounts.

Canada Starch appoints sales managers

John O. Whitaker has been appointed central region consumer sales manager of the Canada Starch Company Ltd., it has been announced by W. D. H. Davis, national consumer sales manager.

Whitaker was previously western region consumer sales manager, and his new appointment will base him in Toronto.

Davis also announced the appointment of Gary C. Johnson as Ontario sales manager for Canada Starch consumer products.

Johnson joined Canada Starch in 1957 and prior to his present



SERVING AND SELLING the prosperous coal and lumber men in the East Kootenay area of B.C.
CRANBROOK "The only Voice of the Rockies"
*In Toronto and Montreal see Radio & Television Sales.
 In Vancouver it's Radio-TV Representatives.*

Obituaries

ROLFE LEONARD BARNES, 59, veteran Canadian broadcast executive and former manager of CJCA Edmonton, died in his home. He had retired in 1965, but retained his interest in broadcasting and at the time of his death was president and general manager of Wired Music (Western) Ltd.

Born in Moncton, N.B., Barnes began his career in the industry as an account executive with CFAC Calgary in 1938.

In 1939 he moved to CJCA, and was appointed sales manager in 1940, and assistant station manager in 1945.

He became manager in 1960 and the following year was named president and general manager.

He is survived by his wife, one daughter and one son.

MELWYN (MEL) BREEN, veteran CBC-TV drama producer, died at his summer cottage in Muskoka, near Gravenhurst, Ont., where he had been resting following a recent heart operation. He was 45.

Born in Toronto, August 27, 1923, Breen worked as a magazine writer, radio reviewer and author until he became a writer in the CBC Information Services, launching his career in television, in 1953.

He adapted and wrote a number of dramas for both radio and TV, later becoming a drama producer, working on half hour and hour long series, including *General Motors Presents*, *On Camera*, *Playdate*, *First Person* and *Show of the Week*.

In recent years, Breen had been producing and directing 90-minute dramas for CBC-TV's *Festival* series, and earlier this year produced *A Scent of Flowers* by James Saunders and *The Journey of the Fifth Horse* by Ronald Ribman. Both productions will be seen on the *Festival* series which begins in October.

He is survived by his wife and three children.

REX H. FROST, 71, well-known broadcaster, writer and photographer

died in hospital in Toronto.

An author of radio plays, and a frequent contributor to Canadian magazines, Frost joined CFRB Toronto in 1931, where he reviewed books and broadcast farm news for 30 years.

He was a Fellow of the Royal Photographic Society of Great Britain, and of the Photographic Society of America.

His weekly column, *Taking Photographs* ran for several years in the *Toronto Globe & Mail*.

STEPHEN BOYD (Bud) HAYWARD, vice-president of the Canadian Marconi Co. and manager of the broadcasting division, died July 13 at his home in Pointe Claire, Montreal. Mr. Hayward was 43.

Born in Saint John, N.B., he went to Montreal at an early age and graduated from high school there, later serving in the Royal Canadian Air Force.

He was director of all broadcasting activities of Canadian Marconi, including CFCF-TV Channel 12 and CFCF-AM and FM radio. He represented Marconi on the board of directors of the CTV Television Network and was a member of the National Broadcast Communications Council.

He was also on the board of directors of the Montreal Alouettes Football Club.

Before joining Marconi, he co-founded CKPT Peterborough, after 5 years as Radio-Television director of the Lovick agency.

He leaves his wife, Mimie, two sons and two daughters, all of Montreal.

WESTBROOK VAN VOORHIS, the voice of *The March of Time*, died July 13 after a long illness.

The well-known narrator was with *The March of Time* since its inception in 1935 until its end in the 1950's. He also narrated the movie short version.

Van Voorhis did a number of shows for the National Broadcasting Co. He worked with the advertising department of *Life Magazine* and, prior to his illness, had been narrating commercials for radio and television.

4

GROUP FOUR

Group 4 sells Ontario's 4th largest TV market.

Group 4 extends sales coverage of Toronto TV market and sells all of Central Ontario.

CKVR-TV
Channel 3 - Barrie

plus

CHANNEL 5 - HALIBURTON
CHANNEL 8 - MUSKOKA
CHANNEL 11 - PARRY SOUND



**PAUL MULVIHILL
& CO. LIMITED**
TORONTO MONTREAL

HOYLES, NIBLOCK AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.
3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

CATV • ETV

TELEPHONE 613-237-1038
TELEPHONE 604-437-1141

Great advertising lives forever

by Jerry Goodis
President, Goodis, Goldberg, Soren Ltd.

THERE'S A HOARY ADVERTISING STORY around which contains both truth and a family-sized warning for all of us.

An agency creates a brilliant slogan. The account executive shows proofs to the client; presents a media schedule; screens television commercials for him. The client loves the whole campaign.

Then, some time later, he calls the account executive and says: "That last slogan was great. But isn't the public getting tired of it by now? Shouldn't we come up with something new?"

"But, sir," splutters the A.E., "the campaign only starts tomorrow."

I've seen a lot of advertisers drop selling themes just when they're hitting their stride. And that's a sad mistake because great advertising ideas can go on virtually forever.

Admittedly you can't play exactly the same commercial with the Abbey Tavern Singers for three years in a row; but you can keep using and building on the same selling idea—that this beer is so good it's known and enjoyed all around the world. You can hang your hat on a strong sales hook like that almost forever. The only stipulation is that it has to be true.

The basic theme of Canadian Club print ads hasn't changed since I learned to read. They have done a wonderful job for the product; and I know the company will stick with them for ages yet. Canadian Club gets ideas sent in from all over the world with suggestions for new "adventures". When you get rapport like that with your readers you should nurture it and stick with it. But again Canadian Club lets its ads evolve and sometimes even runs take-offs on them. And it insists that they be true. We recently cancelled one that said a case of

Canadian Club was waiting for climbers of Mount Kilimanjaro—because the company had just learned that the whisky had gone.

Confirming consumer's knowledge

There's nothing like confirming what the consumer already knows in a colorful sharp slogan or theme. We've developed some recently that I'm sure will have staying power because they express a truth simply. I'll urge the client to stay a long time with *At Speedy, You're a Somebody*. And the Tamblin's theme—*Your Family's Health is our First Concern*—reminds mothers what they already feel to be true: that the little Tamblin car hurries faster to get the prescription to the home.

Cadillac advertising is another good example. They may change the verbal expression of the main idea but visually their advertisements have not changed much. The aura and atmosphere created in their ads are quite classic and beautiful. You can tell a Cadillac ad from 20 miles away.

Hush Puppies has a good slogan: *If you want barefoot comfort, put yourself in our shoes*. I'm not conceited enough to say that is as great as the Cadillac theme, but the client has stuck with it and will continue to build on it because it's the truth, it's colorful, and it expresses the main product benefit.

Coca-Cola has had some great slogans—and it does change them from time to time. It used to be *The Pause that Refreshes*. Then *Things Go Better with Coke*. They have so many millions of dollars to spend that they can get across a new idea very quickly. But



King-Pete Radio

A marketing oriented group buy.

Lowest CPM of all Ontario groups -

.71¢

Ask SBS Regional Toronto & Montreal

even so, if it were me, I'd be tempted to stick with one.

Pressure for change

A lot of pressure for change comes from insecure agencies which think they have to keep showing the client that they're working hard for him. I say that if the client doesn't trust the agency he should get a new one. There are dozens of good agencies and they're not afraid to go to a client and say: "This is a good slogan, we have evidence that it works, stick with it. Don't cop out on us."

As a consumer I've been conscious of two or three instances where a jingle was just beginning to register with me to the point that I would have to start whistling the thing...and they dropped it. The trouble is that the agency gets tired of it. And the client, who gets the schedule from the agency to make sure he hears every spot that he buys, he gets tired of it too. So he's sick of it, the agency's sick of it, and they kill it. That's like building a house and, just before you get the roof on, deciding to buy another lot and build another house.

Salada Tea—Picks You Up and Never Lets You Down. I think we'll use or build on that slogan forever. Everyone likes it. It expresses the main selling proposition and it is provable medically. We found a study by the American Medical Association about how people behave before they drink tea, while they're drinking it, and after they drink it. If you drink coffee, you go up and then—zock!—you go down. Tea's different.

Well we had a big fight with the Food and Drug people over it. Finally Minor Halliday sent them eight tons of literature including the A.M.A. study and they said: "Well, we guess you're right."

And it's not only true but demonstrably true; and because it's true and because it's good, I'm sure Salada will stick with it and build on it for years.

Telephone Answering Service

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

Phone for Booklet in
Toronto Montreal
924-4471 UN.6-6921

Returning Office in studios gives fast election news

CFCL-TV TIMMINS, ONT. played a unique role in reporting the recent Federal election results when its studios, for the third year in a row, served as the official Returning Office for the Federal riding of Timmins. The Chief Returning Officer and his entire staff moved into the television studios "for the duration," enabling CFCL-TV to give instant first-hand reports of the progress and outcome of the Timmins campaign.

Also covering six Federal Ridings in two provinces, CFCL-TV's on-air reporting staff of eight, headed by news director, Jim Prince, kept viewers throughout Northern Ontario and Northwestern Quebec well informed with up-to-the-minute election returns which, for the first time, were fed directly to CBC Toronto.

The area's election night "hot spot", as the Official Returning Office, and focal point for compilation

of election results, CFCL-TV studios also hosted the remote broadcasting centres of the two local radio stations, CFCL and CKGB, with a special News Desk also made available to the *Timmins Daily Press*.

Former Municipal Affairs Minister in the Ontario Legislature, J. Wilfred Spooner, added color commentary throughout the evening.

French language reports broadcast by CFCL Radio were particularly well-received in Northern Ontario and Northwestern Quebec, due to a strike of the CBC French Network News Department, which eliminated French Network election reports. To further inform French-speaking persons, CFCL Radio and CFCL-TV combined forces in a half-hour French language résumé which was broadcast simultaneously on TV and radio, from 11:45 pm to 12:15 am.

CFOX

radio house
builds...

radio house limited

Radio house is also
building National
Billings for:

CFGM
CHOW
CFAX
CHQT

we can build your
station too!

radio house limited Toronto: 64 Merton St., Telephone 481-5101
Montreal: Laurentian Hotel Telephone 878-1470

Television Network Comparagraph 1968-9

(subject to change)

MONDAY

	CBC	CTV	NBC	CBS	ABC
7.00		FAMILY AFFAIR			
7.30	DORIS DAY	ROWAN & MARTIN	JEANNIE	GUNSMOKE	THE AVENGERS
8.00	SHOW OF THE WEEK		ROWAN & MARTIN		
8.30		PIG & WHISTLE		LUCY SHOW	PEYTON PLACE I
9.00	FRONT PAGE	IRONSIDE	MOVIE	MAYBERRY	OUTCASTS
9.30	CAROL BURNETT			FAMILY AFFAIR	
10.00			IT TAKES A THIEF	CAROL BURNETT	BIG VALLEY
10.30					

SUNDAY

	CBC	CTV	NBC	CBS	ABC
7.00	TOMMY HUNTER	UGLIEST GIRL	HUCK FINN	LASSIE	LAND OF THE GIANTS
7.30	GREEN ACRES	SMOTHERS BROTHERS	WALT DISNEY	GENTLE BEN	
8.00	ED SULLIVAN			JEANNIE	MOTHERS IN LAW
8.30		BONANZA	W-5	BONANZA	SMOTHERS BROTHERS
9.30					
10.00	THE WAY IT IS	OUTCASTS	PHYLLIS DILLER SHOW	MISSION IMPOSSIBLE	
10.30					

TUESDAY

	CBC	CTV	NBC	CBS	ABC
7.00		FLYING NUN			
7.30		JERRY LEWIS	JERRY LEWIS	THE LANCERS	MOD SQUAD
8.00	RED SKELTON			BEWITCHED	JULIA
8.30		PHYLLIS DILLER SHOW	MOVIE	RED SKELTON	
9.00	DRAMA			DORIS DAY	NYPD
9.30		THE AVENGERS	2 HR NEWS STARTING JAN '69	CBS NEWS	THAT'S LIFE
10.00	NEWS MAG.				
10.30	20 MILLION QUESTIONS				

WEDNESDAY

	CBC	CTV	NBC	CBS	ABC
7.00		THE OUTSIDER			
7.30	MOTHERS IN LAW		VIRGINIAN	DAKTARI	HERE COME THE BRIDES
8.00	MISSION IMPOSSIBLE	HOCKEY NIGHT IN CANADA		GOOD GUYS	PEYTON PLACE II
8.30			PUBLIC EYE		
9.00	FESTIVAL	OR MOVIE	OUTSIDER	JONATHAN WINTERS	
9.30					RIVER INN
10.00					
10.30					

FRIDAY

	CBC	CTV	NBC	CBS	ABC
7.00		COUNTRY MUSIC HALL			
7.30		LUCY SHOW	HIGH CHAPARRAL	WILD WILD WEST	OPERATION ENTERTAINMENT
8.00	GET SMART	MOVIE			
8.30	DON MESSER		MOVIE	MOVIE	MOVIE
9.00	MOVIE	MOVIE			
9.30			MOVIE	MOVIE	MOVIE
10.00		F.B.I.			
10.30					

THURSDAY

	CBC	CTV	NBC	CBS	ABC
7.30		STAR TREK			
7.00	GENTLE BEN		DANIEL BOONE	BLONDIE	UGLIEST GIRL
8.00	TELESCOPE	IT'S HAPPENING		HAWAII 5-0	FLYING NUN
8.30	NAME OF THE GAME	DEAN MARTIN	IRONSIDE		BEWITCHED
9.00				MANNIX	MOVIE
9.30	ADAM 12	DRAGNET	MOVIE		
10.00				NATURE OF THINGS	PUBLIC AFFAIRS
10.30					

SATURDAY

	CBC	CTV	NBC	CBS	ABC
7.00	HILL-BILLIES				
7.30	GOOD GUYS	GLEASON	ADAM 12	GLEASON	DATING GAME
8.00	HOCKEY NIGHT IN CANADA		MOVIE	GET SMART	
8.30		MOVIE		MOVIE	GHOST & MRS MUIR
9.00	MOVIE		MOVIE		MOVIE
9.30		MOVIE		MOVIE	
10.00	MOVIE		MOVIE		MOVIE
10.30					

We're known by the company we keep.

Top stations like these are staying with us.
And no one appreciates their confidence more
than our sales manager, Gordon Jones.

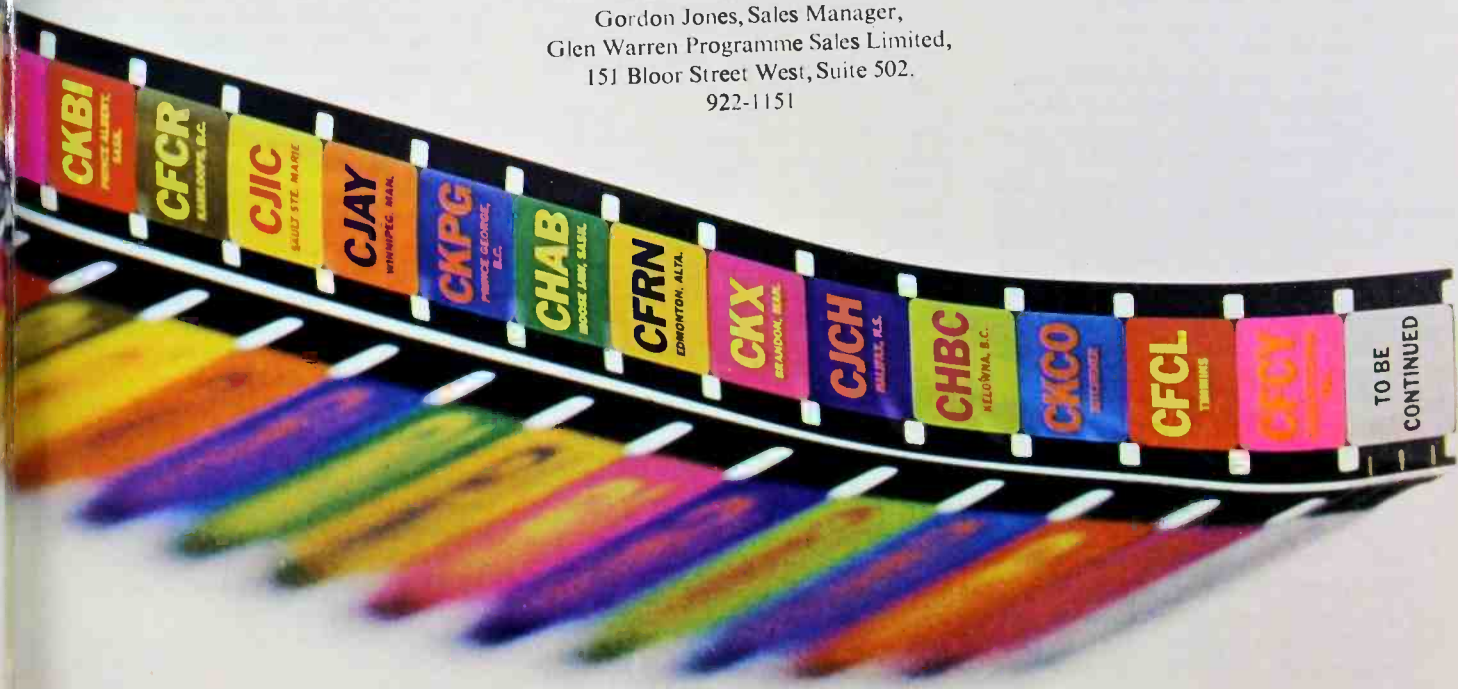
Gordon's policy is to offer them the finest in
Canadian content shows with the latest in
production facilities. He also offers top American
Network properties.

And Gordon will make sure that you get these
services at prices which are unbeatable. No
matter where else you might look.

No wonder the company we keep, keeps growing.



For full details, call or write,
Gordon Jones, Sales Manager,
Glen Warren Programme Sales Limited,
151 Bloor Street West, Suite 502,
922-1151



Too many freeloaders are getting the benefit of the Radio Sales Bureau's efforts to sell the medium and RSB hasn't the revenue to scratch the surface. In this Broadcaster interview RSB President Ced Haynes lays his cards face up on the table and says in effect...

... "put up or shut up"

by Ian Grant

"IN THE FACE OF STEPPED-UP competition, there is only one way radio is going to increase its share of the advertiser's dollars from the present level of about 10.2 per cent and become the major medium that it perhaps thinks it is — by going after the big dollars."

After nine months as president of the Radio Sales Bureau, Ced Haynes says he is more than ever convinced the opportunities are there.

"There are many advertisers, the package goods advertisers in particular, who are not spending a lot of money in radio and the money they are spending is on a sort of crash action basis.

"What has to be done," says Haynes "is to convince advertisers that radio should be used as a basic part of the total marketing plan as well as a merchandise-moving promotional vehicle. We have to find out what the client is doing with his money at the present time and show him how he can do an even better job using radio."

Ced Haynes believes that RSB has the talent and the basic facilities to do the job, but he is not happy.

"Unfortunately," he says, "too much of my time and to some extent

the time of others, has been employed on mending fences, trying to retain membership and trying to increase membership.

"To me, this is a pity. When you are spending 50 per cent and sometimes more of your time on such things, you are not doing the job you were hired to do.

"However," he says, "it has to be done because, without membership fees, we just don't exist. Our problem is simply that we don't have enough money to do the kind of job that needs to be done today."

The Bureau's money requirements are not solely to produce more data, although there will always be a need to update existing material and develop new research. The greater need is to provide for more personnel and facilities to do the job.

More information than ever

Today, according to Haynes, RSB has more information and material than it has had in its entire history. He has no hesitation in saying they can show clients and agencies where they are missing the boat no matter how much money they put into television or print.

"Of course," he says "it is easier to compare radio with television since they are being measured in the same way. When you talk magazines or newspapers, I don't have to tell you you're talking circulation, and who knows what the hell that really means in terms of readership?"

"Some newspaper people would have you believe that they can accurately measure awareness and make meaningful comparisons of newspapers to radio on a reach and frequency basis. Newspapers specialize in clutter and 'opportunity to read' is hardly acceptable to any thinking media buyer as an alternative to radio's hard nosed demographic research."

Through presentations of such data as the "Quintile Study" and the "Imagery Transfer Report" (see next issue) the demographics now available as a result of the personal diary, the tape library and other material, RSB believes it has stimulated interest in radio to the point where they cannot handle the demand for information and presentations.

"The representative houses and the stations cannot do the specific job we do. They are not likely, very often anyway, to be asked in and told a lot

of things in confidence about a sizeable advertising program — we are."

This, says Haynes, is happening to them, because RSB will deal with such information in confidence and is selling radio the medium, not any particular station.

"Once the sale is made, we will get some credit for it, although we don't expect it. We don't get people saying every day — if it hadn't been for RSB we would not be getting this business — it just doesn't work that way.

"One of the hardest things for us is being in a business where you cannot measure yourself in exact terms to the results that *you're* getting. But we know we are getting places."

What price selling efficiency?

Asked whether or not radio is being properly sold, Haynes replied:

"Let's face it, the Radio industry — and this was discussed at the CAB — does things it would be better off not doing.

"I think that unfortunately, because radio is such a competitive, dispersed, and fragmented medium and involves a lot of small companies, it does a disservice to itself sometimes, because it cheapens itself in the eyes of many people.

"I cited in Montreal cases involving co-operative advertising, and this is a sticky area because of the criminal aspects of it, where people have told us: 'we're not going to use radio because of what is being done with our money at the co-operative regional and local level,'" he said.

"The fact that people have been able to go into stations and bargain for business has sort of downgraded our medium to some extent."

Creativity costs money

Another big problem in selling radio, says Haynes, is the creative aspect. Unlike television or print, where the client can put it up on the wall and see what he has done, radio, properly used, takes good creative people.

"There is a big job to be done and this is one area where RSB needs to do a lot more work and again it comes down to manpower. We must run a lot more creative workshops."

To do this and other things, RSB needs more money, and to get more money they need more station members. They are presently operating with about 50 per cent of their potential membership. Why can't they get more members? What are the stumbling blocks?

Haynes believes "it's an indication of the kind of industry we're in, where we do not have cohesiveness

and unity and where every station has its own problems.

"Any station, big or small, in a competitive situation, has a problem getting national advertising. He may say to himself: 'what can RSB do for me?'

"As far as I'm concerned," he said, "RSB is making a contribution to selling any national business a station gets. We've even played a part on the local side. John Fox spent a lot of his time conducting sales clinics and copy clinics and they worked. Those people across the country who are using our services are making money out of them."

The problem is getting through to non-members, says Haynes.

"When you discuss membership with them they tell you what a wonderful job you are doing and do nothing about joining. Stations will give all kinds of reasons: 'We're pretty strong in this market' or 'we've been here a long time so how can you possibly help us?' Or 'we are spending our money on audience promotion' or 'we're putting sixteen helicopters in the air' or 'our BBM is bad, we have got to cut expenses' and so on."

Not an expense but an investment

"My biggest cry," he said "is that RSB is not an expense. RSB is an investment and a long term investment and all too often there seems to be a feeling that you can come in and out of RSB from one year to the next. I say that if enough of them, particularly major stations continue to do this, we are not going to be around."

Does this mean that unless RSB gets increased membership and thereby increased revenue that it cannot stay in business and do a job?

Haynes says that as far as staying in existence is concerned, that's one thing. As far as doing the kind of job and exploiting the tremendous potential available to radio, that's another story.

"You can," he says, "run a housekeeping operation by cutting expenses, but no business ever won a battle by cutting expenses. You invest to make money. And RSB is an investment as far as radio is concerned."

Not why radio?

But how radio?

Possibly one reason for the position in which the Bureau now finds itself is the shift in the type of job that has to be done.

Haynes states that people are no longer asking, why they should use radio. Today they are asking, *how* to use it.

"It is our job to tell them," he says. "We're the only people who

Southern Saskatchewan's only Captive Television Market

CJFB-TV

CHANNEL 5 — SWIFT CURRENT
CHANNEL 2 — EASTEND
CHANNEL 2 — VAL MARIE
CHANNEL 10 — RIVERHURST

A WEALTHY CAPTIVE MARKET

Per Capita — Disposable
Income CJFB-TV
Coverage area CJFB-TV \$2,467

Per Capita — Disposable
Income, Province of
Saskatchewan \$2,164

Farm Cash Receipts — average
per farm, CJFB-TV Coverage
area \$15,812

Farm Cash Receipts — average
per farm, Province of
Saskatchewan \$11,030

SEE:

Radio-Television Representatives
Ltd., Toronto, Montreal,
Winnipeg, Vancouver.

can tell them because we have no axe to grind. We have to work more closely with major advertisers who are not in radio or who, if they are in radio, are extremely heavy in print and other media. Also we must stimulate more interest in the creative side of radio as we have tried to do for a long time with the Sound Library and the Commercials Festival.

"We also need a conference room, place where we can sit down with the entire staff of an agency for two or three hours.

"The opportunities to sell more radio are there if RSB can provide meaningful presentations and if we've got the staff to handle it. This extra business may not come next week or next fall or next spring but it will come.

If Ced Haynes could get the money he wanted he would be after about \$50,000. This he considers a minimal sum.

He told the CAB annual meeting in

Montreal, "when this organization was first set up, the founding directors, many of whom are household names in radio, said in order to get the Sales Bureau off the ground, it needed \$35,000 to \$50,000 more than it has today! That was six years ago!"

In terms of membership, the additional \$50,000 in fees would raise the membership from its present 50 per cent to about 80 per cent of the potential.

There is another problem connected with membership, about which Haynes has mixed feelings.

At the present time RSB membership is restricted to CAB members. Were this not so, membership would be open to the CBC and non-CAB stations. However, while Haynes feels there are advantages to being a free agent, he also believes some stations would leave if CBC became members.

In addition, CBC membership would probably result in the loss of a CAB grant which Haynes describes as a reasonably significant sum he cannot afford to ignore.

French language radio

The French language stations also present a problem to the RSB president.

Despite lower station fees due to lack of material in French, the stations still feel the cost is too high.

Haynes says "it's awfully hard to establish what they want to do. I would like to get a meeting with the French language stations and ask, what is it you expect of us?"

"I know what should be done, at least I think I know, based on what has happened in other organizations and associations.

"We should," he says, "have a Montreal office with a completely bilingual Canadian who is able to deal directly with the stations. Even if we had the money to do it, we are told that our timing would be wrong."

When he was RSB president Denny Whitaker, at great expense, time and effort, had a lot of the Bureau's material translated into French. It apparently did not result in any change in membership, so RSB dropped it, because they could not afford it.

Haynes says that recently they put together a French creative presentation which could be used by stations making presentations to clients and agencies. Despite mailings and mentions of it at various meetings, there has been very little, if any, demand for it.

The Future of RSB

What's in store for the Radio Sales Bureau in the months ahead? Here's what Ced Haynes has to say:

"We are going to continue to step up the pace of our efforts to the best of our ability. We will commit our reserves, such as they are, to focus attention on what RSB is doing at the agency level and at all levels.

"I'm the first to admit that you could go into five agencies tomorrow and two of them would say RSB is doing a terrific job and chat about something we did. The other three might say, who is RSB? It depends on who you talk to, because they have a big turnover in staff and they might not know us since we don't get around very often.

"They might tell you that RSB is good at supplying figures on set sales, but when we ask for a success story on this or that, they are not able to supply all the information we want.

"We know that. We have our deficiencies but dammit we've only 24 hours in a day and we have to sleep sometimes.

"That's the size of it. We know that there is a bigger job to be done in telling the story of RSB. We honestly believe we have a bigger and better story to tell about radio than we have ever had before. We just want a chance to tell that story because we know that when we go out and tell it, we can get more money into radio.

"There is not a more dedicated group as far as the radio industry is concerned than the RSB staff. They are not satisfied to just go along with the tide. They want to make things happen and it is frustrating to simply be held back by a lack of finances.

"Consider the implications of the industry not having the Bureau. I don't think most people realize what the impact would be on agencies and advertisers. People would say, what kind of a slack industry is this? Especially when they see what is being done by the newspapers, the magazines and the outdoor people. (I won't mention television, since they are in a similar boat to us.) Maybe there is a lesson to be learned when you look at the broadcast industry and see the lack of support its various organizations receive.

"The radio industry will probably never allow the Bureau to go out of business. Probably they would allow it to sort of go along and since the industry is getting a nominal increase each year, people would be prepared to pay a small fee just to keep the doors open.

"Believe me, unless we do more to make this organization more valuable to advertisers and agencies we will not hold our own. We will go backwards."

ANNOUNCEMENT

CFRB LIMITED APPOINTMENT



Gerald F. Maccabe

Donald H. Hartford, Vice President and General Manager, CFRB Limited, announces the appointment of Gerald F. Maccabe as Vice President, Advertising and Public Relations.

Well known in Canadian advertising, Mr. Maccabe has been Director of Advertising since joining CFRB Limited in 1961. A subsidiary of Standard Broadcasting Corporation, CFRB Limited owns and operates the largest radio station in Canada, CFRB, and its FM Stereo station, CKFM, in Toronto.

Mr. Maccabe is currently Vice Chairman, Public Information Committee for the Toronto Western Hospital's "Campaign '68."

Broadcasting can never grow old

BROADCASTERS HAVE A RESPONSIBILITY towards today's young people and, in order to keep pace, must keep tuned to the times, Jerome R. Reeves of Westinghouse Broadcasting Corporation, New York, told the Broadcast Executives Society at their August luncheon meeting in Toronto.

Reeves, who heads WBC Productions Inc. and WBC Program Sales Inc., said the thoughts, words and actions of our young people are different from our own because "they did not come into the same world. They were thrust into a time of rapid change, and if what they encountered was the creation of a new kind of human environment, the medium through which they witnessed that environment

— television—was also helping to shape it.

"After all," he said, "the 1940s gave birth to twins—the present generation, and television."

Reeves pointed out that "unlike the printed word, always the teller of a story once told, the television viewer becomes a participant in change, as in the live coverage of a space shot, or coverage of a war. History is no longer a fixed state of the past, but a flow of events in which we are presently involved.

"As a result of this involvement, today's young people are truly aware. They have been exposed to a wider range of human experience in their own living rooms than previous generations witnessed in a lifetime."

Reeves said that whether we like it or not, we are faced with a generation of sons who will not be like their fathers. We hardly need to ask why, they are telling us. They don't want to inherit our world as it is.

"We are bemused by them because they seem to adapt more readily to rapid change than we are able to, these children who grew up with television," he said.

Accent on the present

Reeves told his audience that "as broadcasters, it is up to us to keep

the channels (of communication) open, for today's young people represent not merely the wave of the future but the distinction of the present.

"It is not the duty of a broadcaster to agree or disagree with what is being said or done, but to take seriously that which is meant seriously.

"As adults, we know that if we give up on our young, they will give up on us. As broadcasters, we are well aware that we have in our hands the single most promising instrument for the education and enlightenment of the masses the world has ever known. As both, we need to tell it like it is."

He said the ever-changing kaleidoscope of life today "is nowhere better illustrated than in a single day of television programming.

"As our society changes, so do the electronic media. In broadcasting, as in nature, change is the essence of continuing life. We ought not to ask when television will 'grow up' if that question implies an end to change.

"The electronic media mature by staying young, and by being ever responsive to the present moment," Reeves said. "Television and radio must continue to respond to the ever-changing present, and unlike the present generation, broadcasting can never grow old."

(MONEY-MAKING) THINGS ARE HAPPENING IN OKANAGAN-MAINLINE LAND!



In Vernon, Dairy Farmers of our area proved their faith in the present and future of Okanagan Mainline Land with a new million-dollar plant — the most modern dairy plant of its size in Canada. Noca Dairy products consistently take top awards in competition; they have made a past contribution of more than \$70,000,000.00 to our economy. The future? Brilliant. So send your advertising dollars to the land where everything grows bigger and faster — especially Radio results!

OKANAGAN MAINLINE RADIO

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



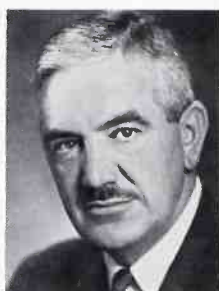
the All-Canada man.



GRANT



McCURDY



KEELEY

AFTER DEDICATING the past two years to rebuilding, renovating and redesigning *The Canadian Broadcaster*, as its assistant publisher, Ian Grant has accepted an invitation to join the staff of the Canadian Radio-Television Commission in Ottawa, where he has been located since the beginning of this month.

Ian's work on "The Book" has earned the plaudits of broadcasters, advertising agencies and clients. He leaves us better able to continue to be of service to the industry with our reborn publication.

In his new post, he remains as close as ever to broadcasting and is now diverting his energies, his intelligence and his rapport with the private broadcasters into a new field of usefulness for the same cause.

HOLLIS T. (MAC) McCURDY, who has been with CJAD Montreal since the day of its founding in December 1945, marked his 23 years of service with the station by becoming president of CJAD Limited in June.

His election to the top post was announced by W. C. Thornton Cran, president, Standard Radio Ltd., which became Standard Broadcasting Corp. Ltd. as of June 26. Standard owns and

operates CJAD-CJFM Montreal and CFRB-CKFM Toronto.

McCurdy had been vice-president and general manager since January 1961, when the station was purchased by Standard.

Born in South Maitland, N.S. in 1919, he began his radio career in 1936 when he joined the staff of CKLW Windsor, Ont. He moved to CJIC Sault Ste. Marie in '37, and to CKPC Brantford in '39, then he joined the RCAF and was sent to England as a flying instructor.

After demobilization in 1945, McCurdy joined the Forces Section of the CBC International Service, and in December went to CJAD.

He became chief announcer in 1948, program director in 1951 and was named station manager in 1958.

McCurdy is married and resides at 20 Cambridge Rd., Baie d'Urfe, a Montreal lakeshore suburb. He and his wife, Joan, have three children.

He is a member of the Mount Stephen Club and the Montreal Amateur Athletic Association.

GERALD J. KEELEY, 50, has been named president of York Television Centre Ltd., Toronto. The firm specializes in audio-visual presentations

for business and industry, produces educational and documentary films, film slides and filmstrips, sound recordings and supplementary material, TV commercials and videotaped programs for the broadcasting industry.

Keeley, born and educated in Toronto, has had some 14 years experience in the motion picture business, following service as a captain during the war, with the Royal Canadian Artillery.

He served in various positions with Rapid Grip & Batten Ltd., Toronto, was named Ottawa branch manager in 1952 and two years later returned to Toronto as manager of the motion picture division.

Keeley then went into the sales end of the business for a few years, first for S.W. Caldwell Ltd., and then for Rabko Television Productions, Toronto.

Prior to joining York Television Centre Ltd., he was with Robert Lawrence Productions (Canada) Ltd., Toronto, as general manager of the company's industrial/educational division.

A vice-president of the Toronto Advertising & Sales Club, he is a past president of the Ottawa Ad & Sales Club, was president of the Commercial and Press Photographers Association in 1951, and is a former president of the Islington Rotary Club.

Keeley is a member of the Toronto Hunt Club, and Royal Canadian Military Institute.

He is married, and has one daughter and one son.

M.L. (Tommy) THOMAS has resigned his post as Research Director (Television) at All-Canada Radio & Television Ltd., Toronto, to become

(Continued on page 29)

GROUP ONE ATLANTIC BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

	GROUP ONE ATLANTIC	% OF PROV.	HALIFAX & COUNTY	% OF PROV.	SYDNEY GLACE BAY	% OF PROV.	BALANCE OF PROVINCE	% OF PROV.
POP	367,700	49	246,900	33	55,300	7	88,100	11
HH	89,000	49	57,300	31	12,400	8	22,600	12
RS	301,212,000	40	288,426,000	39	77,535,000	10	81,617,000	11
EBI	503,470,000	45	402,138,000	36	91,484,000	8	124,374,000	11
FS	72,976,000	38	74,151,000	38	21,881,000	11	24,713,000	13

GROUP ONE RADIO LIMITED

MONTREAL
932-8357

TORONTO
923-0919

WINNIPEG
942-1892

VANCOUVER
682-6391

Broadcasting featured on many postage stamps

Stamps featuring broadcasting come from many lands. A representative group includes (top, left to right) West Germany for TV; Austria, for the 40th anniversary of its broadcasting service; West Germany, for the TV antenna at Stuttgart; (2nd row) Italy, a TV receiver; Ascension Island, the BBC relay station in South Atlantic; Monaco, for Catholic International TV; (3rd row) Canada's stamp for the Alouette II communications satellite; India, 25th anniversary of its radio system; Japan, Syncom communications satellite; (bottom row) Paraguay, Telstar communications satellite; Czechoslovakia, TV camera and receiver; and U.S. Voice of America service.



THE 25TH ANNIVERSARY of the Voice of America was marked last August with a special United States postage stamp. Catholic international television was featured on one of last year's stamps from the principality of Monaco.

Russia, on one of its stamps issued for Expo 67, featured a communications satellite. Late in 1966, the small British island colony of Ascension in the South Atlantic Ocean, issued stamps to mark the island's entry as a BBC relay station.

The importance of broadcasting as a communication medium is being shown on an increasing number of postage stamps from all parts of the world. Radio and television receivers, radio and TV antenna systems, radar and communication satellites are depicted on many recent stamps.

There are no Canadian stamps to the broadcast industry, but in 1965 Canada issued a stamp to its weather communication satellite Alouette II, showing the space broadcast station over the globe.

United States has issued stamps to international communications and in 1964 to amateur radio and the American Radio Relay League to which many broadcast engineers belong.

Interesting and inexpensive

Executives in the broadcast industry, who have at one time or another collected postage stamps, may be interested in the dozens of stamps with a broadcast theme issued over the years. Gathering such a collection is an interesting and inexpensive hobby.

West Germany, for instance, last year had a stamp for color TV during its 25th annual broadcasting fair at Berlin. Some years earlier the republic issued another stamp showing a TV screen, to publicize the television industry. In 1965 it featured the Stuttgart TV antenna on a stamp for a radio exhibition. Its West Berlin broadcasting station antenna is shown on a 1956 stamp.

East Germany depicted its Berlin

TV station identification on a 1962 stamp for the tenth anniversary of TV there and a stamp in 1964 for a TV puppet show.

France last year had a stamp for the meeting of the European Broadcasting Union at Paris, featured a syncom satellite on a 1965 stamp, showed a radio telescope antenna on a 1963 stamp, and the Eiffel Tower TV antenna on a 1955 postage stamp.

The Netherlands territory of Surinam, at the top of South America, in 1966 announced its opening of television broadcasting with two stamps featuring its TV transmitter. United Arab Republic last year had a stamp for its television festival. Yugoslavia featured a TV antenna on 1965 stamps.

Hungary on current stamps shows radio and television transmitters, a mobile radio transmitter car, on a 1955 stamp a girl assembling a radio receiver, and on a 1958 stamp a TV antenna.

(Continued on page 37)

RADIO-TELEVISION REPRESENTATIVES LTD.



James D. Barnes



David J. Evans

Gordon Ferris, President & General Manager of Radio-Television Representatives Limited, announces the appointment of James D. Barnes to Radio Sales Manager. This appointment is effective immediately. Mr. Barnes was previously Radio Sales Supervisor, Toronto office.

Mr. David J. Evans joins the company as a television sales executive, Toronto office. Mr. Evans' extensive background in marketing and sales includes that of senior sales executive with ATV Channel 0 Melbourne, Australia, and merchandising and marketing representative with companies like Kellogg (Australia) Limited, Shell Company (Australia) Limited, and British Petroleum (Australia) Limited. His broad marketing and sales background make him a valuable asset to the television stations represented by Radio-Television Limited.

Public Service

Helpful advertising

helps business sell

BUSINESS COULD AND SHOULD contribute, in its advertising, to remedying social evils, if only because nobody wants to buy an audience full of unemployed.

If business would put its advertising weight behind the war against racial discrimination, water pollution, pilfering and other social problems, it would not only be improving its own corporate image in the public view, but it would also be creating an audience of better prospects for its own goods and services.

Norman E. (Pete) Cash, president of TvB, New York, called on Canadian businessmen attending the mid-July luncheon of the Broadcast Executives Society to use their own advertising skills and those of their agencies to help Canadian stations which he said, devoted close to \$20 million worth of air time to such causes last year.

"I don't know whether stations are going to charge you for the time or not, but they'd like to be told that maybe they're doing something right!" he said.

"We can achieve results. We know a lot about advertising; we know a lot about media. But how do we put these things together to mean something to help these social problems which are costing you money?"

Cash said Canada was the third-ranking country in the world for the percentage of its population between 20 and 24 years of age in higher education and called it "this energy of intelligent people that is going to make Canada great...unless we let it rot from within.

"You know you can sponsor programs in one, many or all cities of Canada or the U.S. You know you can have your own message or an existing message. So let your agencies go to work on that...not on a basis of *cost* per thousand, but of *contributions* per thousand.

"If we can communicate to anyone *for* anyone *about* anyone, then we have the responsibility to provide that kind of help."

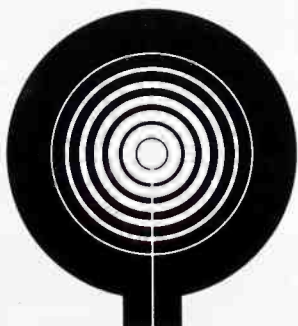
Cash believes profits are affected as much by public environment as they are by the very laws of supply and demand, and he called on business to act, not as advertisers and advertising men, but as men involved in the communities in which they work.

now look here!

TV8 — One of the two most powerful SELLING media in Saskatoon. (The other is Radio 600.)

CFQC TV8

SASKATOON



(Continued from page 26)

executive vice-president of Gruneau Research Associates, also of Toronto, effective August 19.

Thomas was a former promotion manager at the Radio Sales Bureau, Toronto, and prior to that held posts with CFOS Owen Sound and CHIQ (now CHAM) Hamilton.

Born and educated in England, Thomas served from 1938-1946 with the Royal Air Force, then became a tea planter in India, a textile salesman, a buyer for Canadian Comstock, and, in 1952, joined the RCAF. He began in the broadcast industry in 1959.

A member of the Celebrity Club, Toronto, he is married, has one daughter and two sons, and his hobbies are golf, flying and reading.

APPOINTMENT OF DAVE PENN, manager of CFAC Calgary, as manager of CHCT-TV Calgary, has been announced by Norman Botterill, vice-president of Selkirk Holdings Ltd.

Penn succeeds Norman Inskter, who becomes director of planning for Selkirk.

ANNOUNCEMENT

CJOR APPOINTMENT



Jack R. Stewart

L.B. Eberhardt, Vice-President and General Manager of Jim Pattison Enterprises Ltd., announces the appointment of Jack Stewart as Manager of Radio Station CJOR, Vancouver.

Mr. Stewart, a senior Radio executive for the past 23 years, has had an extensive career involved in all phases of professional broadcasting for over 31 years.

John Ansell, formerly in charge of programming and production at CKWX Vancouver, has been named manager at CFAC, replacing Penn. Bob Bye steps up from the 'WX production department to take over from Ansell.

LARRY HENDERSON, actor, author, lecturer and broadcaster, who for many years was the on-camera voice of the CBC-TV National News, fol-

lowed by a brief shift to the CTV network, is the president of International Career Academy of Canada Ltd., Toronto-based resident and home study school for radio and television broadcasters.

Henderson, who was born in Montreal, in 1917, draws on a broad educational background, Arts (McGill), Political Science and Economics (London, England and Geneva, Switzerland).



"You can't call it news any more because you're actually there when it happens! The world has shrunk to a TV tube—I can be in Saigon, Ottawa or Woodstock all in 10 minutes—Channel 10 does a great job on news." Reg Hall, Woodstock clothier agrees:

CFPL-TV serves Western Ontario—*completely.*



**CFPL-TV
LONDON
CANADA**

World relations on Canadian terms

THREE DISTINCT ATTITUDES were apparent at the July 31 communications talks at the 37th Couchiching Conference, yet two common points of agreement underlined the addresses of the three guest speakers.

1. Canada must plan ahead "to cope with national problems of the sort now affecting the U.S.," (Dr. James Hillier); to "plug into the world and communicate externally," (Frenette); to "relate with the U.S. on Canadian terms," (Dallas Smythe).

2. Canada can benefit from other countries' technology, and not solely the U.S.

Dr. James Hillier, Canadian-born head of the RCA research laboratories in Princeton, N.J., believes Canada will face problems similar to those now present in the U.S. if only by reason of expanding population, but Canada will develop results and solutions in a shorter period because it will benefit from the "interaction of technology...not just with the U.S., but with other countries.

"Technology is waiting—it's there in the laboratory," he said, "but it can only move from the laboratory to society if it is stimulated by the need or desirability of its service. People don't buy the equipment—they buy the service it provides.

"When the demand is there, it reduces the price."

Claude Frenette, NTV Communications Corporation chairman, spoke of the social implications of new technology

and his belief that Canada is becoming a different society due to its impact.

"The world is pressing in," he said, "and every country is affecting the cultural survival and existence of Canada. Canada must 'plug into the world' and communicate externally...it is a matter of cultural identity."

With NTV about to join the global satellite system, Frenette said 72 countries will be involved, making television "the greatest unifying force ever to affect man."

Dallas Smythe, chairman of the social science department at the University of Saskatchewan, opened up with a scorching denunciation of "beautiful consumer-ship" and the system of "putting mass-production and mass-media together to provide mass-advertising which in turn produces mass-audience."

"Canada's cultural identity is being smashed by the consumer system," he said, discussing whether Canada could preserve that identity in the face of U.S. technological advance.

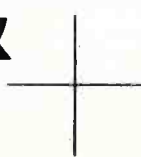
He, too, advised Canadians to plan ahead, but to relate with the U.S. through *public* interests and on Canada's terms—not those of the U.S.

For instance, Smythe would rather see Canada put up communications satellites under United Nations auspices to avoid control by any one outside interest, as this would better preserve Canada's identity.

all we have is yours

All we have in french radio is
now more than anybody else.
We're now representing
CJLR — Quebec City.
And when you add that to
Montreal-CJMS
Ottawa-Hull — CJRC
Sherbrooke — CJRS
and Trois-Rivieres — CKTR,
that's more.

stephens & towndrow



CJLR quebec

More audience data is agencies' need

by James Montagnes

BROADCAST MEDIA DIRECTORS of Canadian advertising agencies would like to see more reach and frequency studies from both radio and television stations. They would also like more programming data, especially from radio stations. Some agency executives feel that information on local broadcast personalities might help sell local talent to national advertisers.

Most broadcast media executives interviewed reported that enough independent market data, except on smaller market areas, was available. Some stated that they regularly visited stations to see the markets at first hand, and most said they would like to see station executives occasionally in addition to station representatives in order to gain more information about markets at first hand.

The need for more information has prompted the advertising agencies' media council to make recommendations to the Radio Sales Bureau. Paul Moore of the Toronto office of Vickers & Benson Ltd. explained. These suggestions for data include — the impact of radio as a sales tool, with case histories; studies of retention of commercial messages; reach and frequency studies, indicating what a given campaign can give by way of audience. Also needed are station audience profiles and demographic data on a regular basis, at least twice a year.

FM and programming data

Moore said there was need for a very comprehensive FM study, pointing out that there is not even data on the number of FM sets in major markets.

Tapes from radio stations are needed to show what type of programming they are doing, what kind of music they are playing.

Moore felt the Radio Sales Bureau could do much towards gathering such data, and individual stations, with the assistance of their representatives, could help supply this data for broadcast media people.

Somewhat similar requests were given by individual agency media executives. Gerry Rafelman of Muter, Culiner, Frankfurter & Gould, Toronto, for instance said that "there is a need for market information that is not available through standard sources. If stations want to do an analysis of special audiences, such as women's, teenagers, etc., or a qualitative analysis for radio stations on what type of music they are programming for a specific audience, this would be useful."

"Specific stations have researched reach patterns," said P.R.

Simpson of Stanfield, Johnson & Hill Ltd., Toronto. "More data such as this is required. We should receive summer schedules earlier than we do. Stations should tell about their promotional activities, their merchandising services. They are foolish not to. Stations do not show, in time affidavits, what commercials run adjacent to those of our clients. We would like to know what commercials were used 10 minutes before and after those of our clients, for client protection purposes."

"Unless a drastic change occurs in ratings provided by the BBM Bureau of Measurement or Nielsen, no additional information is required on programming, personnel or promotion," said R.J. Kostyra of J. Walter Thompson



1. Simpson 2. Kostyra 3. Moore 4. Pinkerton
5. Rafelman 6. McCuaig 7. Chernoff

(Continued on next page)

(Continued from previous page)

Co. Ltd., Toronto. "But we would like to hear of major changes in personnel as they affect audience. We would like more data on TV programs. Best thing stations can do for agencies is to support them in recommendations to be supplied to rating firms."

"We need more data on radio programming," said Mrs. R.J. Pinkerton of Young & Rubicam Ltd., Toronto. "Radio is a more local medium. We need programming information, changes in format and policies. Many stations do not let agencies know enough on station personalities, some of whom national advertisers may want for local programs."

Need for audience data

"If stations want a bigger slice of the advertising dollar they should provide more audience data. There should be more formal research on the audience profile. Such data from broadcast stations does not compare

with research provided by other media."

"There is not enough up-to-date information on the sound of radio stations," said H.R. Chernoff of McKim-Benton & Bowles Ltd., Toronto. "We would be interested in data on power increases, on promotion policies, and more information from the Radio Sales Bureau or a special analysis or BBM reach frequency run."

There is a need for more cost efficiency studies, thought John L. McCuaig, vice-president and media director of F.H. Hayhurst Co. Ltd., Toronto. Most stations he felt were doing an excellent job, and there had been considerable improvement in recent years. But he would like to see more data on cost-per-thousand for half-hour and quarter-hour periods, breakdowns on adult audiences, and a list of standard promotions done by stations. Rate card supplements could be issued by stations showing equipment improvements and power increases.

"It would aid agencies a great

deal if there was standardized market data available, not from individual stations, but for all stations," McCuaig said. "I think that once a year station executives could call on agencies, though their representatives are doing a good job. Our agency executives make field trips, visiting stations in various parts of the country."

"We would encourage closer communications between stations and our time buyers when a client or campaign is under consideration," said Kostyra. "We visit stations regularly. We believe it is important in purchasing a market to know the market. We try to cover the country on an annual basis."

Not deals but best buys

While most agency people interviewed were not in favor of station deals as such, they could see the station viewpoint where inventories of spots were unsold, and they all expressed the feeling they wanted the best buys for their clients. If deals were being made by stations they wanted similar advantageous buys for their clients.

One agency executive even pointed out that on at least one special campaign, his agency had gone out to arrange special deals for one client. But on regular schedules he felt this was not necessary.

Another agency man said his agency wanted deals, the best possible for his clients, provided the deals were consistent with audience reach.

The subject of national versus local rate cards also came up for discussion.

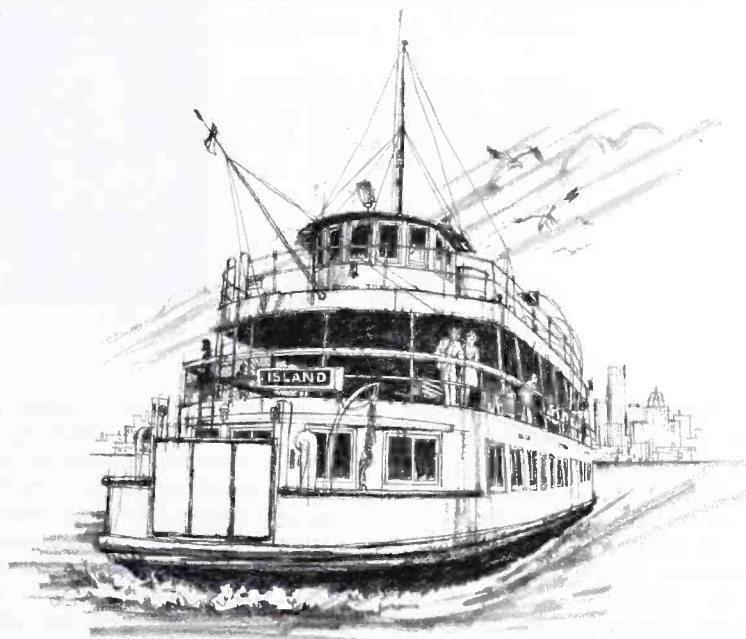
Most agencies felt one rate card should suffice for local as well as national advertisers. There should be no local rate card advantages for the local retail establishment of a national organization of retail stores or outlets. If a local rate was to be used, it ought to be the national rate less the agency commission, and one media director also added the station representative commission to the local rate discount.

If a local rate was to be used, it should only be used for really local accounts. National advertisers, some pointed out, could amortize the cost of the commercials or program over a large number of stations or markets, while the local advertiser could not do so, and therefore should pay a lower advertising rate than the national advertiser.

Practically all agency people felt they preferred to analyse the local competitive media themselves or have an independent organization do so, rather than have stations supply data on competing stations or media.

Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Toronto Island Ferry

Tune in Toronto CKFM/99.9

Radio Station CKFM is proud to be part of Toronto... informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal

You can't win 'em all

by Ross MacRae
Vice-President, Broadcast Services,
Cockfield, Brown & Co. Ltd.

Between the TV Commercials Festival (past) and the Radio ditto (October 30) Ross MacRae, a perennial judge for both these functions, takes his judicial hair down.

How do you judge a television commercial? On the basis of its memorability, holding power, originality, or, on the success with which it achieves its stated objective?

A little bit of all these factors is required, in the opinion of the judging panel who selected the winners in the Broadcast Executives Society's 6th Annual Canadian Television Commercials Festival, held at the Inn on the Park.

But judges being human, for the most part, say there are other amorphous, esoteric elements of commercials which are difficult to accommodate on a sterile, tabulatable judging form.

What are they?

How about wit, good humor, empathy? How about making the product more of a hero, instead of waffling around before coming to the point? How about the degree of excitement a commercial can whoop up? How about a lack of self-consciousness which lets the commercial focus more on the product or service to 'keep it from getting lost in the shuffle?

These are the questions asked by the judges on the panel who are working stiffs in agencies; the writers, the art directors, the producers. This self-criticism is at times masochistic.

Why does it happen?

To find out, let's consider some of the thoughts of judges who are on the client side of the advertising sandwich.

Again, a degree of self-blame bubbles up.

As one advertising manager said, "Perhaps a client is inclined to take himself too seriously in an attempt to preserve his image. No question about it that a sense of humor would, in many cases, be helpful."

Another said: "There may be an inclination to consider the commercial from the standpoint of attaining its objectives without looking at it as well from the standpoint of a piece of communication."

One other judge added: "Most commercials seem to put the emphasis on getting attention by developing a complete story; the ones I consider most intriguing are those which worked around the product."

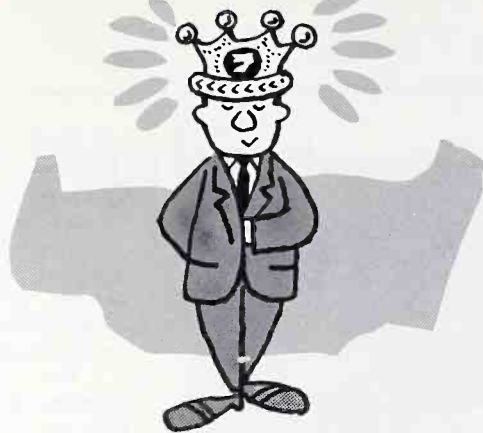
And, in the opinion of another: "I think most commercials are too hard sell."

The consensus was that Canadian commercials made for national advertisers take full advantage of the techniques in both film and videotape. The two elements of intrigue and holding power seem to be there.

But, as one advertiser remarked, "I was disappointed in the lack of originality, and noticed often that many missed the opportunity of getting across one single thought."

As far as local commercials were concerned, the feeling was that they are not really getting very much better — if at all — as the years go by.

The explanation seems to be that the demand for capable television people — writers, directors and technicians — is so great that, so far, local television stations lose their emerging talented staff to the big markets and the U.S. almost as soon as these talents begin to show their worth. Then it's back to a new, untried group.



The Media Director who found that... TODAY . . . Winnipeg is the biggest "GROWTH" city in Canada

- Winnipeg has a whopping 18.8% of households with cash incomes of \$10,000.00 and more. Third in Canada.
- Winnipeg, with households having cash incomes of \$8,000.00 to \$9,999.99 (20.5%) second in Canada.
- Winnipeg's Effective Buying Income is the 4th largest of all Canadian cities.

TOMORROW...Winnipeg will be even bigger...

- Winnipeg is expansion-minded. Vigorous immigration programs are attracting more and more people to Manitoba. More and more skilled and intellectual new Canadians are settling in Winnipeg.
- Winnipeg is the hub of Manitoba . . .
 - ... where \$1 billion dollar hydro development on the Nelson River will lay down low cost power on the southern Manitoba grid, thus attracting new industry.
 - ... where \$100 million has been spent to expand the world's largest nickel mining-smelting complex.
 - ... where a \$30 million dollar chemical fertilizer plant has just been completed.

RIGHT NOW...in Winnipeg itself...

- A \$40 million dollar 30-storey office tower and business complex is being completed.
- A \$5 million dollar department store has just been opened.
- A further multi-million dollar department store has been announced.
- A new modern multi-million dollar Hotel complex is under construction.

C-JAY TV
dominates this
"GROWTH" market.

Book on the full coverage
station, C-JAY T.V., reach
the fourth largest
concentration of consumers
in Canada.



C-JAY-TV



WINNIPEG
first in the 4th Market



Peg Miller

ONE OF THESE DAYS I'm going to write a book called *Great People Who Have Met Me*. Take this one for example.

The self-termed "crazy little plugger", who started on CJCA Edmonton's switchboard 23 years ago, has finally made it, having moved to CJCA's sister station, CKWX, in Vancouver. Here Peg Miller is taking charge of publicity, public relations and all that jazz.

Peg made the headlines with her 1966 CAB Convention extravaganza, featuring the well-known cantata, *Up Your BBM*, among other gems. The show was adapted from an earlier WAB Convention where she was made an honorary member. She first sprang to fame through a verse of hers which appeared on page 8 of *The Canadian Broadcaster* for June 10, 1945. It went like this:

NEVER A DULL MOMENT

*I'm just a little plugger
(Note: That's spelled with a "p-l")
I switch the little switches
(Note: the "s-w" as well).
I've gotta know the temperature,
I've gotta know the time,
I've gotta know whose face is on
A Czecho-Slovak dime.*

*I've gotta know my history,
Geography and, worse,
I've gotta know diplomacy
When people phone and curse
The speaker, or soap opera,
The music or the news.
I must confess the public has
The most ridiculous views.*

*But still it's fun, and so insane
It leaves you in a daze.
It's still the tops, and
that's for sure,*

*In oh so many ways.
So now you know the inside score,
'Cos you're a listener too,
And I betcha that you'd like to be
A crazy plugger too.*

Peg Miller has been a go-go-girl since before they invented them.

She was promoted from the CJCA switchboard to Continuity and Continuity Editor, and then she "retired" to her private office where, with reckless abandon, she "went creative" on programming, sales and promotion.

Her co-chairmanship of the Edmonton Klondyke Days Association took her all over, including London, England and Freeport in the Bahamas.

She was Den Mother to the Junior Chamber of Commerce, wrote the BC Lions' and Edmonton Eskimos' football songs and wrote and directed sketches for the Edmonton Doctors' Curling banquets.

Her musical for the convention of the Canadian National Chambers of Commerce, held in Edmonton in 1966, won the wild cheers of 900 delegates from all over the country.

Three times, Peg Miller has decided to take golf lessons, but gave up long ago, because she could never find the necessary eight adjacent hours she felt it would take her to shoot eighteen holes.

I'm starting a strike.

For several weeks in Ontario, breweries and their employees, unable to get along with one another, indulged in strikes and lockouts, for the sole purpose of getting more money in the case of the employees and not paying it in the case of the employers, and the victims have been me and thousands of other beer-lovers with me.

I have never spoken a cross word to Mr. Carling or Mr. Molson. Neither have I let loose at the account executive at the brewer's warehouse who, for due consideration, aims a case of brew in my direction. I haven't examined the annual statements to determine whether the brewers could afford to ice the cake a little more liberally for their help. And I couldn't care less.

I do know though that there is never — and I do mean never — a difference of opinion which cannot be settled by a meeting of the people involved, and I mean *actually* and *personally* involved, and an *intelligent* discussion of the problem.

If brewery workers want to cut off their incomes, and brewing companies their products, this is

their privilege I suppose. But why should they take it out on me, who, to say the least, relish a well-cooled bucket of suds these hot and sultry days, come the five o'clock whistle?

So that's what I am going to do, refuse to drink the beer brewed by the brewers and sold by their staffs, who cut off my supply just when my need was its direst, to say nothing of one helluva lot of revenue from the government of Ontario.

This state of affairs is not excluded to Ontario either.

In the Province of Quebec, since June 25, some 2,800 employees of the Quebec Liquor Board have been on strike thereby costing the province more than two million dollars a week in revenue, and the employees their salaries.

Quebec City's CFCM-TV (French) and CKMI-TV (English) have been editorializing in no mild terms regarding their province's predicament.

Says one editorial: "It took a little research to learn that the Board makes nearly two hundred million dollars a year and that the employees are not the best paid in the province... but... now we have a strike which may go on for a long time and we have the government running a monopoly with the sale of alcohol.

"Our question is, why should this industry be in the hands of the government? The first purpose of government is to legislate, not to operate a business.

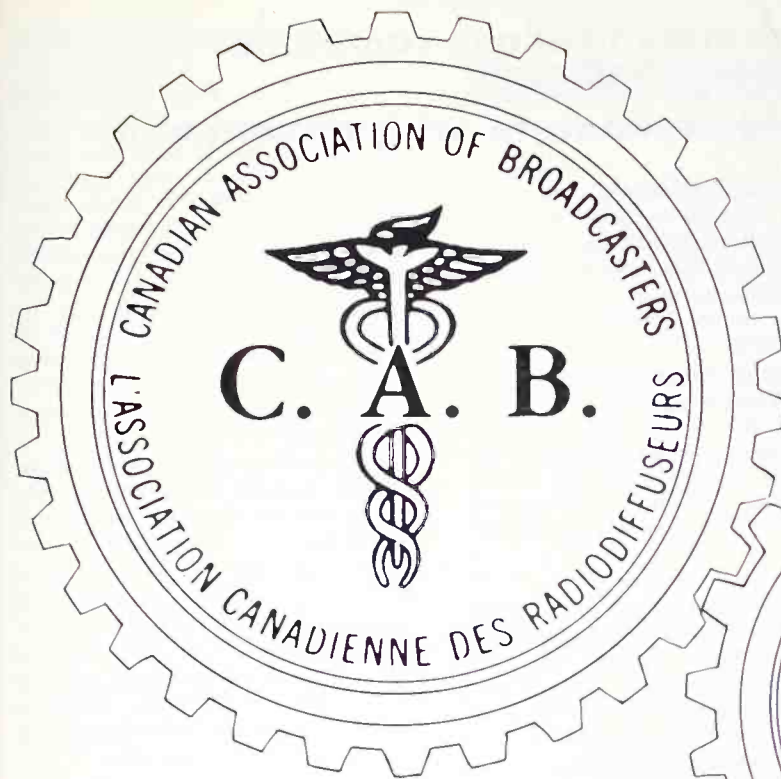
"We are told that the Liquor Board is a great source of revenue for the provincial coffers and that the government must control public morals by regulating all sales of alcoholic beverages.

"We cannot understand why the government could not continue to make a profit by putting this business in the hands of private enterprise. Common sense will tell you that it could still levy the same tax on the product without having the expense of operating the Board...

"What would happen to the employees? They would be employed by the new stores opened for the sale of liquor, and no doubt under much better conditions. And of course, the most important aspect would be that the public would be better served by private enterprise... better service at undeniably lower prices."

Hic me if you hear anything.

Dick Lewis



**Working
together...**



...for the good of the industry

Under the Colombo Plan and Commonwealth Technical Assistance Program, students of broadcasting as well as a number of top-flight broadcasters, from countries overseas, are afforded an opportunity to get on-the-job experience from Canadian private radio and television stations.

Co-ordinated by the Canadian Association of Broadcasters, the plan started in 1963 when Philip Chee, from North Borneo, spent 12 weeks at CHML and CKOC Hamilton, CFRS Simcoe, CFPL London and CHBC-TV Kelowna.

Last year, 18 students spent a total of 208 weeks at over forty stations.

In 1968, the plan continues, and arrangements are now being made with French-as well as English-language stations to afford opportunities to students from French-speaking countries to gain the same experience.

The project, which functions under the guiding hand of the CAB's Fred Pemberton, is evidence of the desire of Canadian private broadcasters, and that of their association, to expand their contributions in public service, which they regard as such an important part of their operations at home, by sharing their knowledge and experience with other nations across the world.

Telecommunications companies would co-operate with government



D.W.G. Martz

L.M. Daley, President, Canadian Marconi Company, announces that the Board of Directors has approved the appointment of D.W.G. Martz as Vice President — Broadcasting Division, operating CFCF-TV/Channel 12, CFCF-AM, CFQR-FM and CFCX-SW radio stations, Montreal.

Previously Mr. Martz was General Manager of the Division's television station, where he had held posts also as Sales Manager and Manager subsequent to joining the Company in 1962.

Mr. Martz began his broadcasting career as an announcer with CKCR Radio, Kitchener, and before joining Canadian Marconi was General Manager, Cornwall Broadcasting. He is a Director of the Canadian Association of Broadcasters and a Past President and Director, Central Canada Broadcasters Association.

He is an active member of The Advertising and Sales Executives Club, American Marketing Association, and the Canadian Broadcast Executives Society.

THE MAJOR CANADIAN telecommunications companies have told the federal government they are prepared to co-operate fully in the development of a satellite communications system in which the government would have part ownership.

However, the Trans-Canada Telephone System and CN-CP Telecommunications said in a brief that they consider their original proposal, made 14 months ago for a system wholly financed and owned by the private firms, "to be a sound and economical one."

The brief was in reply to a government White Paper on satellite communications made public March 28. The White Paper insisted that the federal government own a share of any satellite communications corporation set up to run a Canadian system.

The companies suggested there should not be a public offering of shares in the corporation, at least at the outset.

The brief said: "Principal share allotments should be assigned to the government and to the telecommunications companies. Other allotments might eventually be offered to the general public, although it should be recognized that it may well be a number of years before the satellite corporation becomes profitable as a separate entity."

The brief protests a White Paper proposal that the growth of competing land-based facilities be controlled by regulation.

It says: "We feel strongly that it would be prejudicial to the national interest if, in order to give priority to the profitability of the proposed satellite corporation, regulation were to be introduced which would deny to the telecommunications companies the use of alternative technologies."

Satellite channels would handle TV signals, telephone calls and data telecommunications traffic.

MORNING MAN

If you are alive and wide awake at 5:30 a.m. and are experienced, come on down to seaway country and send our appreciative listeners to work each day. Mail résumé, tape and salary requirements to:

J. I. Chapman
Operations Manager
CFJR Radio
P.O. Box 666
Brockville, Ontario

TRANSCANADA COMMUNICATIONS APPOINTMENTS



J. R. GRISENTHWAITE



R. A. LAMBORN



G. L. MILES

Mr. H. A. Crittenden, Vice President and Managing Director of Transcanada Communications Ltd., announces the following appointments: J. R. Grisenthwaite as Vice President of Transcanada Communications Ltd., and Managing Director of Radio Station CKOC, Hamilton; R. A. Lamborn as General Manager of Radio Station CKOC, Hamilton, and G. L. Miles as General Manager of Radio Station CKCK, Regina.

(Continued from page 27)

Studios on stamps

Some Czechoslovakian postal adhesives show more of the insides of the broadcast media with a picture of a radio studio on a 1963 stamp for the 40th anniversary of Czech radio, a television camera is shown on a stamp of that year for the tenth anniversary of Czech TV, and a family watching a TV program is featured on a 1957 stamp.

One of the most philatelically publicized features of television has been the Telstar communications satellite. It has been shown on many stamps, including those of France, Cameroons, French Polynesia, Liberia and Paraguay. The syncom satellite has also been shown on numerous stamps, among them those of Israel, and Rwanda Republic.

Few radio personalities have been shown on stamps, because most countries have a policy of not showing any living nationals on their stamps except monarchs or presidents. But Italy has had a stamp to Marconi; Czechoslovakia in 1959 had stamps to Marconi, Hertz, Armstrong, Branly, Tesla and Popov, all of whom played an important part in development of the technical end of radio transmission; France, Russia, Bulgaria, Germany and Yugoslavia are among other countries which have portrayed radio's inventors.

You can also find stamps depicting the Vatican City's broadcasting station, a stamp from France with surtax issued in 1938 to raise funds to supply blind people with radios, Italian and Russian stamps showing television receivers, Japanese broadcast microphones of 1925 and 1950, a vacuum tube on a 1956 Japanese stamp, and the antenna system of famous Radio Luxembourg on 1953 stamps of that principality.

by James Montagnes

STAGE/RADIO ACTOR

Requires job broadcasting. Any location. Tape or interview on request.

A. Cox
1751 Victoria Park
Apt. 404 - Scarborough, Ont.
Tel. 751-5436

ANNOUNCER AVAILABLE

Age 26, single, 8 years experience, some of which has been in major markets, and includes 2 years in television.

All phases of announcing, including classical music.

Box 195
The Canadian Broadcaster
17 Queen St. E., Toronto 1, Ont.

classified advertising

RATES

66¢ per agate line
\$9.24 per column inch
Box Number Charge—\$1.00

COPYWRITER

Top writer, 8 years radio, creative copy plus promotion experience, seeks new field offering challenge and scope.
Box 194
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

NORTHWESTERN GROUP STATIONS requires immediately, 3 announcers, an experienced radio sales executive and a radio copywriter. All positions for experienced people only. Good future in growing broadcast chain. Send all tapes and résumés to:

Ray Dee, Program Director
CKPR Radio
87 North Hill St.
Port Arthur, Ontario

PRODUCTION MAN AVAILABLE

Solid 10 years radio man seeks position in any size market. Background includes On-Air work (in news), commercial & program feature production. Most recently OPS Manager for Mtl. prod. co. In charge of all radio production including Passport to the World series for Expo '67 and many other program features designed for syndication. Married, 2 children, hard working, 100% reliable, contact:

Mike Kornfeld
7461 Kingsley Rd., #204,
Montreal 29, P.Q. Tel: 514-484-9390

"MR. MANAGER"

Are you looking for a young broadcaster who has a thorough knowledge of MOR & top 40 music, a flair for production, who is promotion minded, has progressive ideas and wants to meet the challenge a program director's position would bring? You've found him. 4 years experience. Will consider all locations.

Box 192
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

AVAILABLE

Radio/TV announcer... 7 years experience in production, sales, promotion, programming, on air... seeks position as program director or in sales. Would like to locate in Southeastern market or west coast. Married, age 30.

Box 193
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

USED COLOR EQUIPMENT FOR SALE

RCA TK-26C Film Camera
3 Eastman 275 16mm Projectors (with color mods)
1 RCA TRT1B Color Conversion Rack
2 RCA Color Frequency Standards
2 RCA Burst Flag Generators
Misc. P.S. and DA's.

The above are in excellent condition, equipped with all accessories and are ready for immediate use.

Please contact:

Engineering Department, CFTO-TV,
P.O. Box 9, Toronto 16, Ont.

Now is the time for all good broadcasters . . .

Quite often, when we have dared to compare broadcast advertising practices with those of the daily newspapers, we have been squelched with such statements as: "You can't compare broadcasting with newspapers because they are so different."

This is so right. But it is also a fact that the two media have at least one thing in common and this is advertising revenue.

Now the cudgels are down and have been ever since the newspaper-oriented *Marketing* ran a major article in its June 28 issue, giving a detailed and interpretative report of a campaign which has been launched by the Canadian Daily Newspaper Publishers Association, which it described as a "blitz on broadcasting."

Clyde McDonald, who heads up the CDNPA as its general manager, is in a splendid position to spearhead this campaign, because of, first, his having headed the Bureau of Broadcast Measurement in its formative stages and, later, his operation of his own McDonald Research, devoted largely to broadcast measurement.

Notwithstanding the phenomenal success of both radio and television in the advertising field, keen and alert-minded McDonald poses a threat to the electronic media, if only because of his thorough knowledge of both sides of the issue and his uncanny ability to recognize and apply the fruits of his research for the benefit of the cause he has currently espoused.

From the standpoint of the broadcasting interests, nothing succeeds like success and it is easy to sit smugly back and say: "nothing can touch us now."

The newspapers on the other hand, with a century-long background of *prosperity-by-default*, followed by the *radio-is-a-passing-fancy* era, have suddenly realized their private preserves are not quite as sacred as they were, and have finally decided to give this presumptuous young pipsqueak a lesson and send it about its business.

It is easy to shrug this off as the desperate struggle of the hopelessly outmoded print media against the slickly-modern system of communication by electronic sight and sound. On the other hand, the publishers — those of them who have not already had the good sense to defect to the broadcast media themselves — are facing the facts desperately because they don't want their frantic struggle to be a final one.

An analysis of the development of the two media shows that newspapers, virtually unhampered by competition, traditionally offer advertisers nothing but a straight nose-count system of research. They take advantage of the fact that advertisers have always bought space on the basis of the circulation of the entire paper, without consideration of the readership of specific items.

This is the way it has been done since time immemorial and this is the way in which it has continued to be done.

It is true that the Starch system of readership measurement of specific pages or items or advertisements attracted

attention (from advertisers more than papers) for a time, but this method is not in wide use.

When Canadian broadcasters first started looking at audience measurement back in the early forties, they set out to get the jump on the newspapers by offering advertisers listenership figures by programs rather than by stations. In other words, where a newspaper advertiser was only told that Newspaper A has 100,000 subscribers, based on the Audit Bureau of Circulations, Radio Station B disclosed that Program C (9.30-10.00 am) had 50,000 listeners to this specific show, based on the Elliott-Haynes Reports.

When BBM (now the BBM Bureau of Measurement) loomed over the horizon, as a tri-partite (industry-agency-advertiser) organization, it aspired at first to be Broadcasting's ABC. As it developed though, it offered measurement of time periods, specific ones, thereby remaining a jump ahead of ABC's newspaper nose-count.

Gradually, as economics would permit, it has introduced refinements, such as male/female, age groups and so forth, still offering more detailed data than ABC.

The coming of Clyde McDonald into the newspaper picture is significant, because he is one man who, for many years, has worked on the development of broadcast measurement as we know it today. Now he has changed his colors and it seems reasonable to assume he will pursue tactics on behalf of the newspapers similar to those he devised and employed from the other side of the fence.

Obviously the onus is on the broadcasting industry to dig itself in and fight. The method of fighting should not be to discredit the claims of the CDNPA, unless they are palpably false, as much as to concentrate on its own research in order to improve its worth.

Parenthetically, one way to improve the fruits of its own research is to provide the researchers with better material to examine. But perhaps this is beside the point.

Right now, it is incumbent on the broadcasting industry to compile and publicize its own story. (This quotation, from an editorial published in *The Broadcaster* in 1942, is as viable today as it was then.)

Radio and television each has its own Sales Bureau, staffed by people who are competent to do the spadework on the counter-attack in the battle that is coming.

Unfortunately the number of stations which see fit to share the load by joining the appropriate bureau is not sufficient. This makes it necessary for bureau officers to spend too much of their time on membership drives, in order to enable them to eke out their budgets.

Now, if never before, the time is at hand for the broadcasting industry to meld itself into a united front. There is no longer room for freeloaders or members of the *Let George Do It Society*.

The fact that broadcasting has attained its great stature is a tremendous credit to the broadcasters. But now, it is because of this great stature that it looms as a dire threat to the newspapers. Now is the time for all good broadcasters to come to the aid of the industry.



DPC-TQ-68-3

Do you know my vital statistics?

Just because I'm attractive ... fun to be with ... and interesting ... people love to look at me. Who wouldn't be proud of always fascinating 70% of the people in any coverage area? That's what happens to me.

You can't call me a gold-digger just because I've got an eye out for people with money, but who wouldn't be impressed by \$1,500,000,000* buying power in my coverage area?

Metropolitan Quebec alone accounts for half this amount, with a population of 413,000**. This makes it the seventh largest market in Canada and the second in the province of Quebec, by population and purchasing power. That's real big time!

Next time you're making plans ... make a date with me!

If you want to know more — just whistle — for my reps.

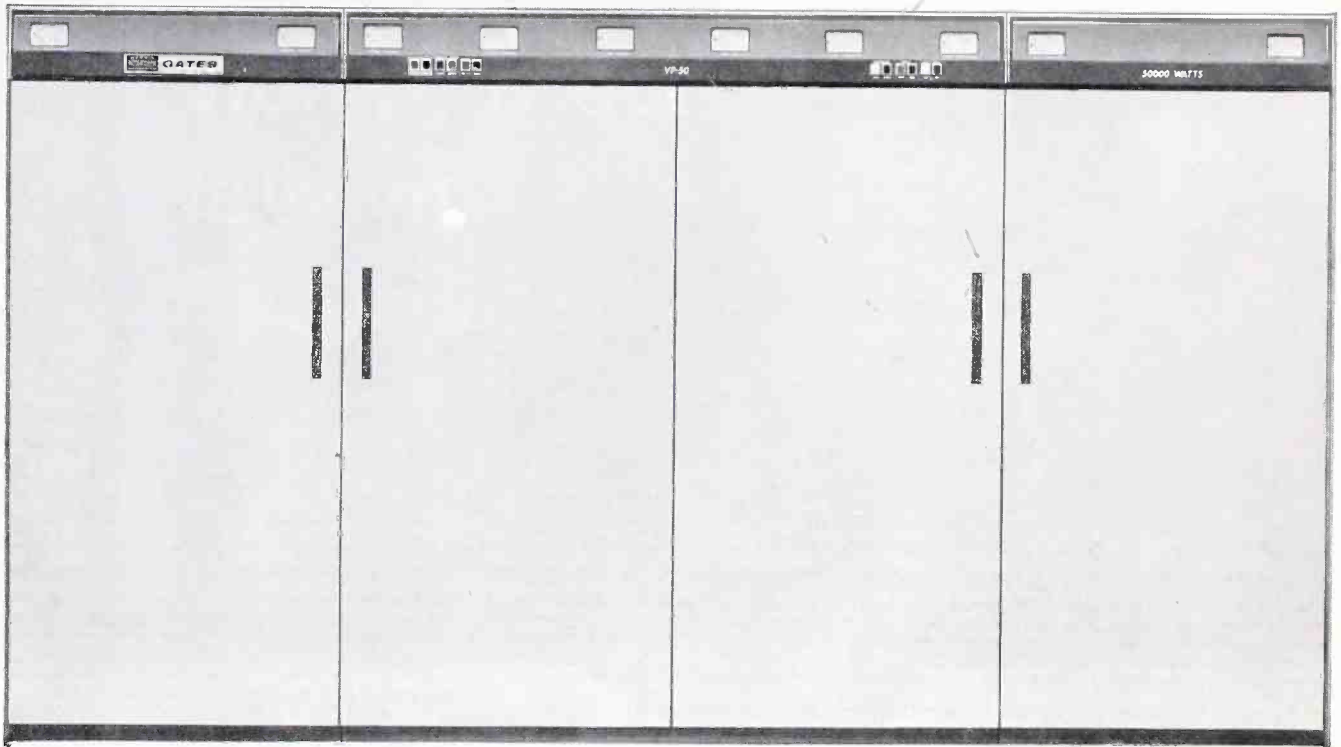
* Sales Management, June 1967
** BBM, January 1968

CFCM-TV  **CKMI-TV**
TELEVISION DE QUEBEC (CANADA) LTÉE

QUEBEC CITY

CFCM-TV (French)	Announcements only:	Hardy Radio & Television Ltd.	TORONTO MONTREAL WINNIPEG VANCOUVER
CFCM-TV (French)	Programs only:	Paul L'Anglais Inc.	TORONTO MONTREAL
CFCM-TV (French) CKMI-TV (English)	Programs and announcements:	Forjoe-TV Inc.	NEW-YORK CHICAGO SAN FRANCISCO LOS ANGELES
CKMI-TV (English)	Programs and announcements:	Hardy Radio & Television Ltd.	TORONTO MONTREAL WINNIPEG VANCOUVER

**First in its class...
a vapor-cooled, high-efficiency
50,000-watt AM transmitter
by Gates**



Inside and out – the VP-50 is the first really new 50,000-watt transmitter in years . . . a breakthrough in engineering design utilizing vapor cooling. Superb fidelity is combined with operating economy in the VP-50 transmitter. Lowest power consumption with only 80 kW at 0% modulation. Lowest tube cost of any 50 kW model. Newest solid-state design with all-transistor circuits up to RF driver. Quietest operating transmitter in its class with no large blowers. FCC-type accepted. Want more information and complete specifications? Write or call (514) 695-3751 for complete information.

GATES The logo for Harris Intertype Corporation, consisting of three stacked rectangular boxes. The top box contains the word 'HARRIS', the middle box contains 'INTERTYPE', and the bottom box contains 'CORPORATION'.

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario