

SPECIAL! Business is booming in British Columbia!



DIRECTOR JIM GATWARD OF Robert Lawrence Productions discusses the car-crash scene for an episode in *Moment of Truth*, a videotape daytime serial running on the CBC television network in Canada and NBC in the U.S. Actress Lynn Gorman (Mrs. Walter Leeds in the story) practices looking cracked-up. To get a realistic sequence the RLP production crew had to search southern Ontario for a slightly bent version of the 1965 Dodge Monaco regularly used in the program. Smashing up a perfectly good car didn't strike the producers as the best way to reduce costs. The right car was found by a fluke. Scenic artist Fred Geringer took his car in for minor servicing and spotted a shattered model of a Monaco on the service station lot. The *Moment of Truth* was series originated by RLP and sold to the networks last December

A BIT OF THE affection teenage fans have for the Beatles rubbed off on Dave Boxer, host of CFCF Radio Montreal's *Like Young* show, as he waited to catch a plane for Beatleland at Montreal's international airport. Boxer, accompanied by CFCF station manager Dave Wright, interviewed a number of popular singing groups in England, and spent two-and-a-half hours with the Beatles. Ringo, the groups' drummer-boy, donated a set of drumsticks to be presented to a Montreal fan. While in Britain, Boxer ran half an hour of his show live and direct via telephone from London.

CFRN RADIO AND TV latched onto a hometown Klondike theme for its Thirtieth Birthday dinner at Toronto's Park Plaza hotel recently. Klondike Days is the motif of Edmonton's week-long summer exhibition. G. R. A. "Dick" Rice, president and general manager of CFRN, hosted Toronto advertisers and agency personnel with a Klondike cast shipped in from the west. Some of the participants, tagged with nick-names for the occasion, were (l. to r.) Derek (Gumboot) Field, general sales manager, CFRN-TV; Bruce (Jackpot) Alloway, station manager, TV; Laura (Oo-la-la) Lindsay, women's program hostess; Jane (Diamond Lil) Forrest; Harry (Slick Fingers) Farmer, CFRN music director; Dick (Athabasca) Rice; Susan (Mukluk Liz) Rice, and Red (Windy) Hoppes, manager of CFRN-AM-FM.

THE BERMUDA TRADE DEVELOPMENT Board has switched the bulk of its advertising from print to FM radio, in a move aimed at reaching the high-income audience. The Bermuda Board has scheduled a new half-hour program called *Musical Holiday* to run February 7 - May 2 in 15 markets, and resume for another 13 week stint Labor Day to Christmas. D'Arcy Advertising (the agency that introduced Mercedes-Benz to FM) handles the campaign. One of the markets involved is London, Ontario, where CFPL-FM has been picked to carry the almost-always-on-Sunday program. Pictured at a promotional luncheon are (l. to r.) Jean Barnes, CFPL Radio; Ron Bassett, director of the Bermuda Trade Development Board in Canada; Betty Lee -CFPL Radio, and Jim Payne, director of D'Arcy Advertising.

MEMO

from the desk of

GORDON FERRIS

To – The Broadcasting
Industry

As a company entering its second quarter century, we are grateful for the confidence placed in us by our stations, by the agencies and their clients. Representing the dynamic media of radio and television for twenty-five years has included both war and peace, coupled with the dramatic growth of Canada. To all our friends and associates, we say "Thank you".

T.G.F.

Radio-Television Representatives Limited

Ac'cent switches from radio to tv

▲AC'CENT, ONE OF RADIO'S largest advertisers in the U.S. in 1964, and heavy in Canadian radio up till now, jumped to television last week.

The Canadian-coverage television schedule (counting on overflow from some U.S. stations, notably Buffalo, to reach a few Canadian markets), is running on eight TV stations altogether, with a weekly average schedule of five 60-second prime time spots for each station.

The food flavor-booster is sticking to radio only in the French market, using CKVL Verdun-Montreal and CBF Montreal.

Two new TV commercials are being aired. Both were produced in the U.S. by Needham, Harper & Steers for Ac'cent's manufacturer, International Minerals & Chemicals Corp.; and are being used by the agency and chemical company subsidiaries in Canada.

One commercial exploits a bugle call, "Reveille", supposedly coming out of an Ac'cent package, to highlight the product's ability to wake up "the flavor nature put in food".

The other dramatizes monosodium glutamate's (Ac'cent's) lack of flavor in order to emphasize the possibilities for wringing improved taste from food.

Gordon MacDonald is the account supervisor for Needham, Harper & Steers of Canada Ltd.

▲O'KEEFE BREWING COMPANY and Ogilvy, Benson & Mather Canada Ltd. have jointly announced the end of their advertising association as of March 1. OB&M has handled advertising for the O'Keefe Blended Ale brand in Ontario, at billings of \$400-500,000 annually.

The account moves to Foster Advertising, holder of the other O'Keefe labels - Old Vienna, Holiday Ale and O'Keefe Ale.

R. L. Chipman, O'Keefe vice-president marketing, stated there had been a mutual decision to sever relationships. The reason given was a basic disagreement on advertising strategies that could not be resolved.

"So it was decided in the best interests of all concerned to terminate our association," Chipman said.

OB&M took over the Blended ale account in 1963.

▲CJOH-TV, OTTAWA is establishing its own national sales office in Toronto under the name of Independent Canadian Television Sales Ltd. (ICTV), effective March 1.

Heading up the new organization are Doug Pearson, lately National Sales Supervisor, CHCH-TV, Hamilton, Tommy Atkins, from the CTV Network and John Germain from Stovin-Byles.

CJOH-TV President Ernie Bushnell told *The Broadcaster* this move

casts no reflection on Stovin-Byles, who, he said, "have done a fine job for us." CJOH feels though that, located as they are midway between Toronto and Montreal, they are best equipped to handle their own representation and service.

▲A DEPARTMENT OF National Defence announcement to the effect that DND advertising will be consolidated with Vickers & Benson Ltd., Toronto and Montreal, seems to herald a new era of businesslike government treatment for advertising accounts.

Traditionally government advertising has been part of the national pork barrel. Pieces of the business have usually been parcelled out to the party-in-power's faithful - particularly to agencies that have volunteered services in election campaign years.

The April 1 move will see portions of the DND account leave Walsh Advertising Co. Ltd. (Air Force), Breithaupt, Benson & Company Ltd. (Army), Russell T. Kelley Co. Ltd. (Tri-service), Crombie Advertising Co. Ltd. (Navy), and Inter-Canada Quebec Advertising Agency Ltd. (Army - French language).

V & B apparently hasn't made noticeable contributions to the Liberal Party's election efforts, and isn't on record as receiving any significant amounts of government business from previous Liberal administrations.

The combination of the new DND account and the previous Dominion Bureau of Statistics business recently acquired by V & B, gives the agency one of the largest chunks of the Canadian government's advertising money.

DND alone will probably bill better than \$500,000 for 1965.

V & B is not prepared to release the names of supervisory personnel for the account as yet.

▲GUY LEMIEUX, NEWS EDITOR of Radio CHRC in Quebec City, has been elected president of the press gallery at the Quebec Legislature, an unusual honor for a broadcast newsman.

▲CKWX RADIO IN VANCOUVER has again purchased radio broadcast rights to Mounties' baseball in Vancouver.

Standard Oil Co. of British Columbia Ltd., through O'Brien Advertising Ltd., will sponsor the season broadcasts, beginning with the Mounties' home opener against Spokane April 17.

▲JOHN G. PRENTICE, of Vancouver has been appointed a director of the CBC, State Secretary Maurice Lamontagne has announced. Prentice is president of Canadian Forest Products Limited and president of the Vancouver Theatre Association.

▲PAUL MULVIHILL & Company Limited has been appointed to represent radio station CJET, Smiths Falls, in Toronto and Montreal. The station is scheduled to increase its power to 10,000 watts day and night sometime this summer. Previous representative was Lorrie Potts and Company.

▲THE RESIGNATION OF Bob Buss as general manager of CKRC, Winnipeg was a forerunner of a three-man shuffle between that station and CKCK, Regina, owned and operated by Transcanada Communications Ltd.

Jim Grisenthwaite, former manager of CKCK-Radio, Regina, is taking over Bob Buss' position as general manager of CKRC.

Jim Struthers, formerly news director of the Transcanada group of stations succeeds Grisenthwaite as manager of CKCK Radio.

Don Tunnicliffe, formerly general sales manager of CKCK-TV, becomes general manager of that station. He replaces Don Dawson, whose move to the managerial seat at Transcanada's CKOC Hamilton was announced recently.

Contacted by phone in Winnipeg, Bob Buss says he has no plans for the immediate future,

other than to head for some sunny isle with his wife, Connie, for what he claims will be a well-deserved holiday. He said he definitely intends to stay in the broadcasting industry, but is dismissing such thoughts from his mind until after his holiday.

ANNOUNCEMENT CKSL APPOINTMENT



The appointment of Robert A. Leslie as National Sales Manager of CKSL Radio, London, has been announced by John A. Funston, General Manager.

"Bob" Leslie represented this station for many years in Toronto and Montreal and so is well-equipped to serve National Advertisers through his familiarity with CKSL and the London market.

ANNOUNCEMENT C-JAY-TV APPOINTMENT



R. L. MCGHEE

C-JAY TV Winnipeg is opening an office in Toronto to provide personalized service to Advertisers and Agencies.

R. L. "Pat" McGhee, National Sales Supervisor of C-JAY will head up the Toronto office early in March.

Stovin-Byles continue to serve as Sales Representatives in Toronto, Montreal and Vancouver.

Galloping To The Big Time

on a Country and Western Image

CJJC

RADIO - 850
LANGLEY - B.C.

WE'LL "HAUL YOUR FREIGHT" IN THE RICH FRASER VALLEY AND VANCOUVER.

RADIO REPS & MESSNER.

Greenlights most apps at January hearings

IN RECOMMENDATIONS HANDED down as the result of hearings taking place January 19 and 20 in Ottawa, the Board of Broadcast Governors decided against a proposal for a new radio station in Corner Brook, Nfld., but recommended approval for two others, one in Edmonton, the other in Kapuskasing, Ont.

It also announced approval for five television rebroadcasting stations for areas of Newfoundland, Quebec, Alberta and British Columbia while reserving any decision on one proposal for an extension of TV service along the northern Alberta-Saskatchewan border.

Decision also was reserved on an application for AM and FM radio stations to serve the lower Ottawa river valley from Chatboro, Que.

In recommending against a bid by Colonial Broadcasting System Limited for a new AM station at Corner Brook, the BBG noted that in the last five years one new radio station and two new TV stations have entered the area and four applications for improved facilities have been approved. The market needs further time to accommodate itself to the changes, the announcement said, and no new station will be considered until 1966.

Colonial operates stations in three other Newfoundland centres and had asked for a west coast outlet to complete its coverage. Chief opposition came from station CFCB, which started operations in Corner Brook in 1960.

Approval was recommended for the new Edmonton AM station contingent on the applicant following the program outline of news in depth, good quality music and limited commercials presented at the public hearing. "Failure to

conform to the commitments could be considered by the board as adequate grounds for recommending against renewal of the licence," the board said.

The proposal for the station was made by Lewis B. Roskin and Murray D. Dyck on behalf of a company to be incorporated. The bid calls for operation on 1100 kilocycles with 10,000 watts power day and night.

Although it was opposed by several local stations on grounds that the programming already is available at various times on the other Edmonton stations, the BBG said the new station could "add to the variety of service available."

The Kapuskasing proposal was put before the BBG at a hearing here last November by a group headed by George F. Heathcote, manager of the Chamber of Commerce in the Northwestern Ontario paper centre. The group proposed operation on 580 kilocycles with power of 1,000 watts day and night for the AM station, the first for the community of 12,000.

The board said it wanted more time to consider the application for a combined French-English radio operation from Chatboro before making a recommendation to the Minister. Donald Atfield of Ottawa headed a group seeking to serve the area with a daytime-only AM French station and an FM station that would carry the French AM programs during the day but English-language programming at night.

Chatboro is near the Ottawa River between Lachute, Que., and Hawkesbury, Ont., and Mr. Atfield described it as an area with a high percentage of bilingual residents.

Approval was recommended for one TV satellite station proposed by Sunwapta Broadcasting Company Limited, operator of CFRN-TV in Edmonton, but decision was reserved on another.

The board favored a satellite for Whitecourt, northwest of Edmonton, to rebroadcast the CFRN-TV signal in that area. It also looked with favor on the possibility that a common tower at Whitecourt could be used by CFRN-TV and the CBC, which also plans a rebroadcast station in the area to pick up CBXT in Edmonton.

At the hearing it was said the CBC and Sunwapta were studying this to avoid the problem of "ghost" images that could arise if each built a tower at Whitecourt.

Sunwapta's proposal for another

satellite northeast of Edmonton at Ashmont, however, got a recommendation for delay. This was because the board had been advised CKSA-TV at Lloydminster, on the Saskatchewan-Alberta border, had also filed an application for a satellite in the area. The BBG wanted to study both.

TV rebroadcast stations were approved for Grand Bank, Nfld., to pick up the signal from CJOX-TV in Argentina, and for Chilliwack, B.C. to pick up CBUT in Vancouver.

There was approval, subject to conditions, for TV satellites in Murdochville, mining centre in Quebec's Gaspé Peninsula, and Malartic in northwestern Quebec.

The Malartic proposal was for a satellite for the mother station CFCL-TV in Timmins, Ont., to bring English programs in for some 6,000 residents of that language. The BBG suggested the small proportion of French programs carried on CFCL-TV remain at the 1964 level if a licence is issued.

For Murdochville the condition suggested was that "operation of the station consist exclusively of the simultaneous reception and rebroadcasting of programs broadcast from station CKAM-TV, Upsalquitch Lake, N.B.," with no control over programming. This was because the company bidding to bring English-language TV to the mining centre would have Gaspé Copper Mines Limited as a majority stockholder.

Facility Changes

The board recommended the following facility changes, subject to government approval:

CJAY-TV Winnipeg, establishment of a standby transmitter at the main studio site.

CBZ Fredericton, change of frequency to 970 kilocycles from 1480.

CBRO Greenwood, B.C., power boost for relay transmitter to 40 watts from 20.

CKRD-FM Red Deer, Alta., change in the area covered by the signal.

CKXL Calgary, change of main studio location.

CKLS La Sarre, Que., change of main studio location.

CKOM Saskatoon, change of main studio location.

CHSJ and CHSJ-TV Saint John, N.B., change of main studio location.

Nine share transfer applications by radio and television stations were also approved.

Only one involved a real change in management for a station — the sale of radio station CKCR in Kitchener, Ont., to Great Lakes Broadcasting Limited by Kitchener-Waterloo Broadcasting Company Limited.

But another application, concerning the 1540 frequency in Toronto, was moving toward a sale and the BBG attached conditions to its approval.

If approval is given by the Minister, Great Lakes will acquire the Kitchener station for \$375,000. D.G. Hildebrand is president of

Great Lakes, which operates other Ontario stations at Orillia and Chatham. J. Irving Zucker of Hamilton is president of Kitchener-Waterloo.

The Toronto proposal was by Rogers Broadcasting Limited which operates radio station CHFI on 1540 kilocycles daytime only but has been licensed to broadcast in the future on 680 kilocycles day and night. The application was to set up a wholly-owned subsidiary to take over those assets concerned with operation of CHFI on 1540.

The BBG noted that Rogers Broadcasting has indicated an intention to dispose of the subsidiary and the company might be back before the board seeking approval for a sale.

If this happened, the BBG noted, it reserved the right to consider any such request on grounds of desirability in terms of the proposed operation and undertakings of the applicant.

Other transfers approved would not affect station operation. They were made as a result of such occurrences as death or retirement of some shareholders or to change corporate structure.

They were for radio stations:

◆ CKDH Amherst, N.S., transferring ownership to Tantramar Broadcasting Ltd.

◆ CJMT Chicoutimi, Que., transferring 254 common shares.

◆ CKRD-FM Red Deer, Alta., transferring all capital stock to Central Alberta Broadcasting (1961) Ltd.

◆ CKEK Cranbrook, B.C., transferring 1928 common and 90 preferred shares of East Kootenay Broadcasting Co. Ltd.

◆ CJDC Dawson Creek, B.C., to revise its share distribution

◆ Transfer of 383,764 common shares in Moffat Broadcasting Ltd. involving CKY and CKY-FM in Winnipeg and CKLG and CKLG-FM in Vancouver.

The only TV station involved was CJAY-TV Winnipeg, for which transfer of 25,000 class A common shares in Channel Seven Television Ltd. was approved.

Twenty-two film awards

Twenty-two awards will be made to films judged to be the best produced by Canadians during 1964, at the 17th annual Canadian Film Awards presentation May 7.

The awards will be given out at a dinner in Toronto, as a highlight of three days of film trade association meetings for producers, cinematographers, directors and engineers.

Last year four Canadian feature films and three hour-long filmed TV shows competed for the top honors. Ninety films in eleven other categories and 52 filmed commercials were also judged by officials in Montreal, Toronto and Ottawa.

TV ANNOUNCER

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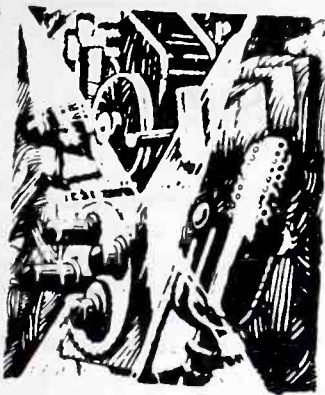
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CFPL-TV London has an opening for a newsman who thrives on challenge.

We're looking for a competent writer-editor-reporter. The man we seek must have a creative, original and concise writing style. He must be knowledgeable, accurate and have a keen sense of TV news production . . . on location interviewing expected.

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Business is booming in B.C.

However you look at the economic picture of British Columbia, you become more and more convinced of the truth of the title of this editorial. Unfortunately though it is a sad truth that good news is *not* news while bad news makes good news (copy) and for this reason, the Pacific province is not getting the fullest possible advantage of the present highly favorable conditions.

A few years ago, the B.C. economy took quite a tumble, and there was a great deal of weeping and wailing in business circles, and this is more prone to be remembered although the situation has now been reversed.

Nestling snugly between the Rocky Mountains and the waters of the Pacific, BC's tendency towards what may be termed politely an inordinately high state of self sufficiency, is logical we suppose, yet an increased flow of information to the rest of the country would be of untold advantage, with benefits accrued by B.C. itself more even than the rest of Canada.

For example, did you know:

- In 1964, personal income jumped 8.4 per cent to \$3.6 billion;
- Retail sales rose 10 per cent to \$2.1 billion;
- Manufacturing was up more than 8 per cent over 1963 to 2.6 billion.
- Unemployment, at an average 5 per cent, was at its lowest level since 1957, and in June, at the height of the construction season, there were 620,000 workers employed in B.C., 39,000 more than ever before.

While B.C. government agencies and others no doubt make a serious attempt to let this story be known in the east, it seems significant that this information reached this paper from an eastern publication, *The Financial Times of Canada*, whose *Economic Forecast and Survey of Industry* we are taking the liberty of quoting in this editorial.

Other indications of the boom, contained in *The Times*, disclose that apartment construction in 1964 was up more than 115 per cent in Vancouver and 51 per cent in Victoria

and that there was a 29 per cent increase in building permits issued, valued at a record \$350 million.

Pulp production is estimated at 15 per cent and sales 10 per cent higher than '63.

Price increase spurred mining to the point where mineral production rose 2 per cent to \$262 million.

Recording its third best year on record, the marketing value of fisheries products for the year is estimated at \$90 million.

Almost the only drop in B.C. figures was in farm cash income which slipped to \$148 million from \$150 million.

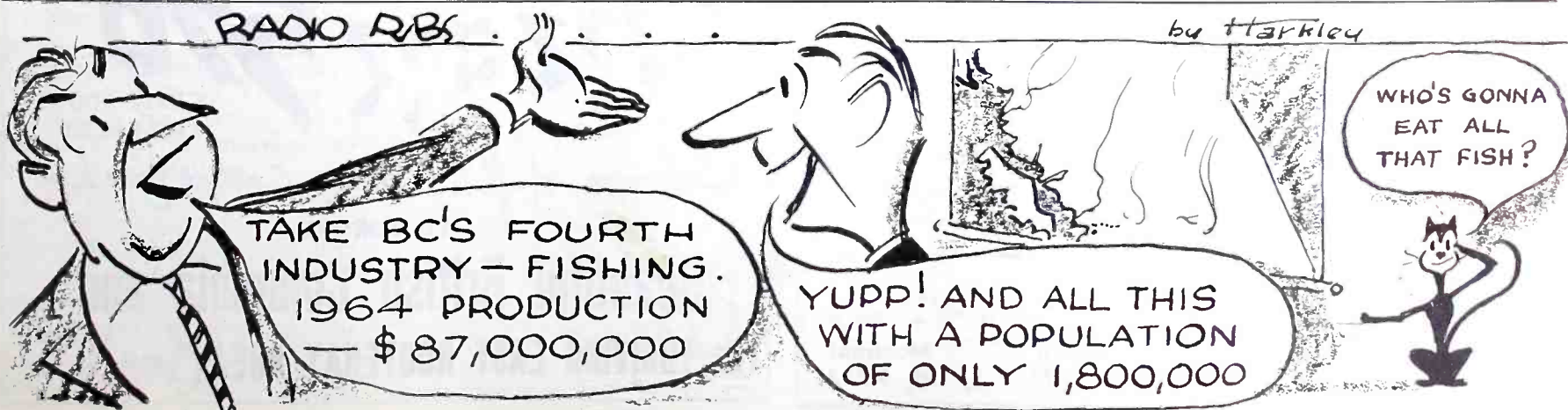
Such figures as these are just about the only valid index available to an advertiser from outside the province on which to gauge his advertising budget, and we earnestly urge those engaged in the sale of the broadcast media to use every conceivable means of hammering home the message of the current boom.

It may well be said that if an advertiser wants to sell his goods in B.C., surely it is up to him to gather the necessary market information for his own use.

This is quite true, but it may be equally well said that the B.C. media want to sell this advertiser their own facilities, so surely it is up to them - the media - to bend every effort to inform him and keep him informed.

Business is booming in B.C. and this means that the west coast market has become a market more important than ever for the products of every manufacturer in Canada, a fact which is obviously well known to exporters from the U.S. and Japan. It also means that new and greater sources of revenue are becoming available to the advertising media in B.C., if they will apply themselves to the problem of getting it.

All of which boils down to an extremely simple fact - You have to tell if you want to sell.



B. C. television comes in all shapes and sizes

THE TELEVISION MARKET on Canada's west coast has a few of the most cockeyed features to be found anywhere in Canada.

In the first place there's KVOS-TV, located outside Canada in Bellingham, Washington, but a prime contender in the three-station Vancouver market duel.

In some respects KVOS could be called Canada's "pirate" television station, comparable to the "pirate" commercial broadcasters operating in waters outside Britain's territorial limits.

One of the differences is that KVOS is land-based. But in the basic concept of a station functioning beyond the control of the country providing its major audience, KVOS qualifies.

Of course the KVOS setup isn't quite like the "pirates" — they're not subject to any regulation at all. KVOS comes under American FCC control, which isn't too far removed from Canadian broadcast law.

But at least the KVOS situation isn't like the one in East-

ern Canada where Buffalo, New York stations beam across Lake Ontario to the Toronto market, for instance, or Detroit stations blanket Windsor — because KVOS is predominantly a "Canadian" station, and puts the big half of its personnel and a good part of its facilities in Vancouver to prove it.

Then for another oddity there's the B.C. Interior television market — with stations in business where experts apparently thought TV operations couldn't make a go of it.

And for the final touch, there's the fact that B.C. probably has more TV outlets per capita than any other area in Canada, if you start counting rebroadcast satellites.

Nobody's found a way of sneaking television signals through the heart of a mountain, so in the rugged B.C. Interior broadcasters have had to find a means of going around the humps or over the peaks. They've done it with (at last count) 39 rebroadcasting units.

Add these to the eight privately-owned television "mother"

stations, and the CBC's three outlets, and you have a picture of the proliferation of TV facilities in the province.

But the major market, representing 75 per cent or more of B.C.'s 1,750,000 population, is covered by only four stations — three, if you count CHAN/CHEK-TV as a single unit — with two satellites thrown in for good measure.

Here's how B.C.'s overall TV coverage breaks down:

The Westcoast Market

Vancouver, Victoria, the Fraser Valley

Area Population — 1,250,000 —
1,400,000
Stations — KVOS-TV, Bellingham, Washington
CHAN-TV, Vancouver with satellite at Chilliwack
CHEK-TV, Victoria
CBUT-TV, CBC, Vancouver, with satellite at Courtenay (CHEK-TV also covers the Vancouver Island market outside of Victoria with five satellites)

The Interior Market

Kamloops
Area Population — 60,000 —
75,000
Station — CFCR-TV, Kamloops

Okanagan Valley
Area Population — 100,000 (Approx)
Station — CHBC-TV, Kelowna
Terrace-Kitimat-Prince Rupert
Area Population — 70,000
Station — CFTK-TV, Terrace
Dawson Creek - Fort St. John
Station — CJDC-TV, Dawson Creek
Prince George
Station — CKPG-TV, Prince George

But with all of its 50 broadcast outlets and other peculiarities, British Columbia broadcasting is serving a good cause — to be more exact:

- 8.9 per cent of Canada's population, according to 1961 census figures
- 10.6 per cent of the coun-

try's managerial force.

- 10.3 per cent of the sales force.
- 539,728 passenger vehicle owners, and
- 124,982 commercial vehicle owners (between them and the passenger car owners — spending \$410 million on automotive products and using more than 400 million gallons of gasoline)
- 500,000 homes
- a population of 1,750,000 with total personal income of \$3,595 million and one of the highest per capita personal incomes in Canada, \$2068, — accounting for:
- \$2,095 million in annual retail sales, of which
- \$368 million goes to grocery and combination stores, and
- \$315 million to department stores, while business spends
- \$600 million annually on capital expenditure for machinery and equipment.

The story from B.C. is "boom" in almost all departments, as the west coast's level of prosperity and growth perhaps outstrips the national average.

And an executive opinion poll of 300 B.C. businessmen, carried out by the provincial government, indicates the upsurge is expected to go on through 1965.

Nearly three-quarters of the firms surveyed expected increased sales or revenues for the coming year, and over half looked forward to a hike in profits.

Louis Rasminsky, governor of the Bank of Canada, has been quoted as saying:

"The most striking feature of the B.C. economy is the large new wave of spending on plant and equipment that is under way. This wave illustrates some of the typical features of a Canadian resource boom."

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The THRIVING EAST KOOTENAY AREA *Every Year*

Through the passes and over the peaks

LESS THAN FIVE YEARS ago Fred Weber, a long-time B.C. broadcaster, took a gamble on founding a commercial broadcast outlet to cover the 15,000-strong Terrace-Kitimat audience.

Under the ownership of a company named Skeena Broadcasters Ltd., CFTK Radio went on the air (August 3, 1960). The station had seven employees, modest studios and a transmitter located in Terrace.

When Weber started talking about a television station for Terrace, with its limited population of 7,000 and the most rugged geography in B.C., experts advised him it was impractical.

"That got me interested," he said. "I got mad and decided there must be a way to do it. The people demanded it."

Weber figured the only economic way to get a TV station built was to tie Terrace, Kitimat and Prince Rupert into a single bundle.

Making the hookup would require complex engineering using mountain tops in the area, a transmission system using microwave cable, reflectors, and "nearly every method known in television."

But in November 1962 Terrace got its television station — and not just a repeater outlet.

CFTK-TV is a full-fledged TV operation, with modern studio facilities in Terrace averaging an hour and three-quarters of local programming daily. The station broadcasts an average of 12 hours a day.

It's become one of the biggest industries in Terrace, short of sawmilling, and produces a monthly payroll of \$14,000 out of its \$400,000 investment.

Communications Complex

Skeena Broadcasters has turned into a communications complex operating two radio stations (CKTK in Kitimat in addition to the Terrace outlet) and a TV station with eight re-broadcasting satellites.

CFTK-TV even beams programs to a United States audience from its location more than 500 miles north of the international boundary.

How? Nothing to it — the American viewers live in Ketchikan, on the lower tip of the

Alaskan Panhandle a few dozen miles from Terrace.

In fact CFTK-TV's east-west coverage would do a network proud. It extends 468 miles from the Queen Charlotte Islands in the west to Burns Lake deep in the B.C. interior.

Rupert, then gets a boost and goes on its way via microwave cable and a system of reflectors.

With this communications net CFTK-TV manages to reach a total population of 72,000. And projections indicate a pulp and mining boom in the area will add

ing campaigns, which was negligible two or three years ago, now represents about 40 per cent of Skeena Broadcasters' total income, says the station.

And as soon as new CHTK radio facilities at Prince Rupert are ready, on or about May 1, Skeena Broadcasters plans to offer advertisers a three-station radio package deal including the Terrace and Kitimat outlets.

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HARDY RADIO & TELEVISION

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Suppose a new era of history brings in a different means of mass communication, and radio dies out. Will the world reflect back on the impression made by radio in the late nineteen-fifties and sixties? If so what will it say?

Or will the world have to reflect on radio's heyday of the late twenties, thirties and forties to find something worth listing in the hall of fame?

CFCR-TV

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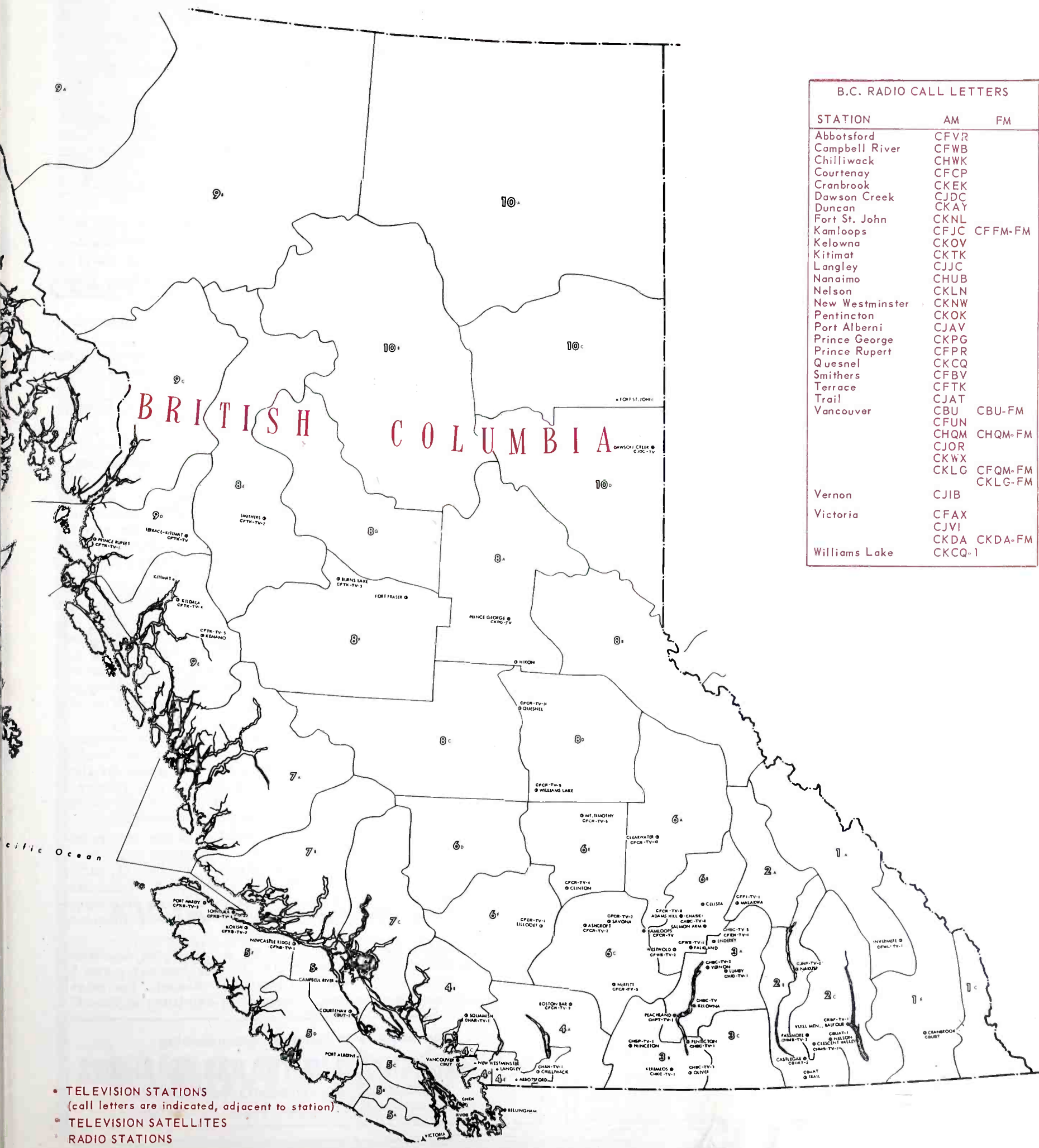
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BROADCAST MAP of BRITISH COLUMBIA

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B.C. RADIO CALL LETTERS		
STATION	AM	FM
Abbotsford	CFVR	
Campbell River	CFWB	
Chilliwack	CHWK	
Courtenay	CFCP	
Cranbrook	CKEK	
Dawson Creek	CJDC	
Duncan	CKAY	
Fort St. John	CKNL	
Kamloops	CFJC	CFFM-FM
Kelowna	CKOV	
Kitimat	CKTK	
Langley	CJJC	
Nanaimo	CHUB	
Nelson	CKLN	
New Westminster	CKNW	
Penticton	CKOK	
Port Alberni	CJAV	
Prince George	CKPG	
Prince Rupert	CFPR	
Quesnel	CKCQ	
Smithers	CFBV	
Terrace	CFTK	
Trail	CJAT	
Vancouver	CBU	CBU-FM
	CFUN	
	CHQM	CHQM-FM
	CJOR	
	CKWX	
	CKLG	CFQM-FM
		CKLG-FM
Vernon	CJIB	
Victoria	CFAX	
	CJVI	
	CKDA	CKDA-FM
Williams Lake	CKCQ-1	

- TELEVISION STATIONS
(call letters are indicated, adjacent to station)
- TELEVISION SATELLITES
- RADIO STATIONS

B. C. television comes in all shapes and sizes

THE TELEVISION MARKET on Canada's west coast has a few of the most cockeyed features to be found anywhere in Canada.

In the first place there's KVOS-TV, located outside Canada in Bellingham, Washington, but a prime contender in the three-station Vancouver market duel.

In some respects KVOS could be called Canada's "pirate" television station, comparable to the "pirate" commercial broadcasters operating in waters outside Britain's territorial limits.

One of the differences is that KVOS is land-based. But in the basic concept of a station functioning beyond the control of the country providing its major audience, KVOS qualifies.

Of course the KVOS setup isn't quite like the "pirates" — they're not subject to any regulation at all. KVOS comes under American FCC control, which isn't too far removed from Canadian broadcast law.

But at least the KVOS situation isn't like the one in East-

ern Canada where Buffalo, New York stations beam across Lake Ontario to the Toronto market, for instance, or Detroit stations blanket Windsor — because KVOS is predominantly a "Canadian" station, and puts the big half of its personnel and a good part of its facilities in Vancouver to prove it.

Then for another oddity there's the B.C. Interior television market — with stations in business where experts apparently thought TV operations couldn't make a go of it.

And for the final touch, there's the fact that B.C. probably has more TV outlets per capita than any other area in Canada, if you start counting rebroadcast satellites.

Nobody's found a way of sneaking television signals through the heart of a mountain, so in the rugged B.C. Interior broadcasters have had to find a means of going around the humps or over the peaks. They've done it with (at last count) 39 rebroadcasting units.

Add these to the eight privately-owned television "mother"

stations, and the CBC's three outlets, and you have a picture of the proliferation of TV facilities in the province.

But the major market, representing 75 per cent or more of B.C.'s 1,750,000 population, is covered by only four stations — three, if you count CHAN/CHEK-TV as a single unit — with two satellites thrown in for good measure.

Here's how B.C.'s overall TV coverage breaks down:

The Westcoast Market

Vancouver, Victoria, the Fraser Valley

Area Population — 1,250,000 —
1,400,000
Stations — KVOS-TV, Bellingham, Washington
CHAN-TV, Vancouver with satellite at Chilliwack
CHEK-TV, Victoria
CBUT-TV, CBC, Vancouver, with satellite at Courtenay (CHEK-TV also covers the Vancouver Island market outside of Victoria with five satellites)

The Interior Market

Kamloops
Area Population — 60,000 —
75,000
Station — CFCR-TV, Kamloops

Okanagan Valley
Area Population — 100,000 (Approx)
Station — CHBC-TV, Kelowna
Terrace-Kitimat-Prince Rupert
Area Population — 70,000
Station — CFTK-TV, Terrace
Dawson Creek - Fort St. John
Station — CJDC-TV, Dawson Creek
Prince George
Station — CKPG-TV, Prince George

But with all of its 50 broadcast outlets and other peculiarities, British Columbia broadcasting is serving a good cause — to be more exact:

- 8.9 per cent of Canada's population, according to 1961 census figures
- 10.6 per cent of the coun-

try's managerial force.

- 10.3 per cent of the sales force.
- 539,728 passenger vehicle owners, and
- 124,982 commercial vehicle owners (between them and the passenger car owners — spending \$410 million on automotive products and using more than 400 million gallons of gasoline)
- 500,000 homes
- a population of 1,750,000 with total personal income of \$3,595 million and one of the highest per capita personal incomes in Canada, \$2068, — accounting for:
- \$2,095 million in annual retail sales, of which
- \$368 million goes to grocery and combination stores, and
- \$315 million to department stores, while business spends
- \$600 million annually on capital expenditure for machinery and equipment.

The story from B.C. is "boom" in almost all departments, as the west coast's level of prosperity and growth perhaps outstrips the national average.

And an executive opinion poll of 300 B.C. businessmen, carried out by the provincial government, indicates the upsurge is expected to go on through 1965.

Nearly three-quarters of the firms surveyed expected increased sales or revenues for the coming year, and over half looked forward to a hike in profits.

Louis Rasminsky, governor of the Bank of Canada, has been quoted as saying:

"The most striking feature of the B.C. economy is the large new wave of spending on plant and equipment that is under way. This wave illustrates some of the typical features of a Canadian resource boom."

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Beautiful British Columbia and The THRIVING EAST KOOTENAY AREA Every Year

Through the passes and over the peaks

LESS THAN FIVE YEARS ago Fred Weber, a long-time B.C. broadcaster, took a gamble on founding a commercial broadcast outlet to cover the 15,000-strong Terrace-Kitimat audience.

Under the ownership of a company named Skeena Broadcasters Ltd., CFTK Radio went on the air (August 5, 1960). The station had seven employees, modest studios and a transmitter located in Terrace.

When Weber started talking about a television station for Terrace, with its limited population of 7,000 and the most rugged geography in B.C., experts advised him it was impractical.

"That got me interested," he said. "I got mad and decided there must be a way to do it. The people demanded it."

Weber figured the only economic way to get a TV station built was to tie Terrace, Kitimat and Prince Rupert into a single bundle.

Making the hookup would require complex engineering using mountain tops in the area, a transmission system using microwave cable, reflectors, and "nearly every method known in television."

But in November 1962 Terrace got its television station — and not just a repeater outlet.

CFTK-TV is a full-fledged TV operation, with modern studio facilities in Terrace averaging an hour and three-quarters of local programming daily. The station broadcasts an average of 12 hours a day.

It's become one of the biggest industries in Terrace, short of sawmilling, and produces a monthly payroll of \$14,000 out of its \$400,000 investment.

Communications Complex

Skeena Broadcasters has turned into a communications complex operating two radio stations (CKTK in Kitimat in addition to the Terrace outlet) and a TV station with eight re-broadcasting satellites.

CFTK-TV even beams programs to a United States audience from its location more than 500 miles north of the international boundary.

How? Nothing to it — the American viewers live in Ketchikan, on the lower tip of the

Alaskan Panhandle a few dozen miles from Terrace.

In fact CFTK-TV's east-west coverage would do a network proud. It extends 468 miles, from the Queen Charlotte Islands in the west to Burns Lake deep in the B.C. interior.

Rupert, then gets a boost and goes on its way via microwave cable and a system of reflectors.

With this communications net CFTK-TV manages to reach a total population of 72,000. And projections indicate a pulp and mining boom in the area will add

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CANADA'S
TOP-RATED
MARKET!
165%
 Above national average

QUALITY

PRESTIGE	CFCR	INFLUENCE
CFJC	TV	CFFM
AM	KAMLOOPS, B.C.	FM

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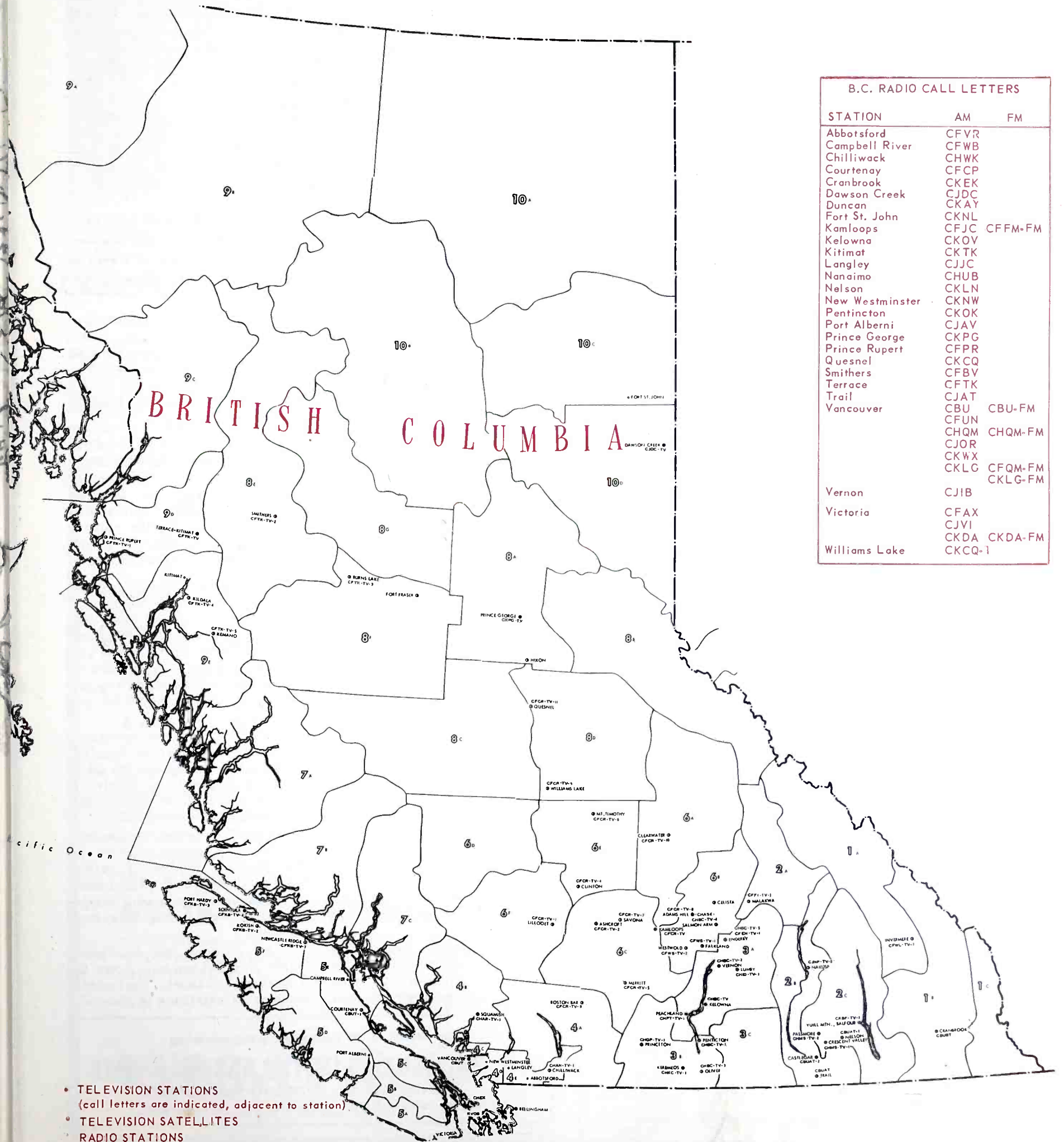
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Campbell River	CFWB	
Chilliwack	CHWK	
Courtenay	CFCP	
Cranbrook	CKEK	
Dawson Creek	CJDC	
Duncan	CKAY	
Fort St. John	CKNL	
Kamloops	CFJC	CFFM-FM
Kelowna	CKOV	
Kitimat	CKTK	
Langley	CJJC	
Nanaimo	CHUB	
Nelson	CKLN	
New Westminster	CKNW	
Penticton	CKOK	
Port Alberni	CJAV	
Prince George	CKPG	
Prince Rupert	CFPR	
Quesnel	CKCQ	
Smithers	CFBV	
Terrace	CFTK	
Trail	CJAT	
Vancouver	CBU	CBU-FM
	CFUN	CHQM-FM
	CHQR	
	CJQR	
	CKWX	
	CKLG	CFQM-FM
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Vernon	CJIB	
Victoria	CFAX	
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Williams Lake	CKCQ-1	

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Report from the Okanagan

**Seventeen channels feed TV
 to B. C.'s rich fruit belt**



CHBC-TV's intrepid engineers make powerline repairs at 4000 feet, after rampaging up a mountain side on a "skidoo" — a ski-mounted, track-driven vehicle that's become an essential mode of travel in the deep winter snows of the Okanagan ("Paradise") Valley.

IF THERE'S ONE THING the Okanagan Valley, in the southern interior of British Columbia 250 miles east of Vancouver, has in magnificent abundance, it's mountains.

Big mountains, small mountains, wooded mountains, bald mountains, and some smaller mounds we call hills.

But whatever name you give them, they're still an engineer's nightmare when he has to provide television service for upwards of 100,000 people scattered throughout the 100 mile length of this spectacular valley.

The three main cities of the Okanagan (Canada's greatest apple, pear, peach and apricot growing area) are Penticton, Kelowna and Vernon, located on 90-mile long Okanagan Lake.

When the owners of the three valley radio stations (CKOK, CKOV and CJIB) decided, in early 1957, they'd like to bring television to what we call Paradise Valley, they asked RCA engineers to mastermind "operation mountaintop". The highest mountains in the vicinity of Penticton and the other two cities were ardously climbed to determine the best line-of-sight coverage.

It was finally agreed that, to guarantee the clearest possible signal for each of the three major centres and their environs,

a three-transmitter system was required.

Blue Grouse Mountain, 4200 feet high and located near Kelowna, was selected as the site for the master transmitter — Channel Two.

CHBC-TV studios and office — among the most modern in Canada — were established in the heart of Kelowna. Satellite transmitters were constructed on mountaintops in the vicinity of Penticton — Channel Thirteen, and Vernon — Channel Seven.

September 21, 1957 marked the culmination of months of planning and labor, when the CHBC-TV master transmitter and two satellites went on the air, and the people of this agricultural and tourist area began to explore the world of television for the first time.

But because of the mountainous terrain, numerous smaller communities throughout the Okanagan were unable to receive a quality signal from any of the three original transmitters.

CHBC's desire to provide adequate television service to the greatest number of valley residents prompted management to begin installation of a series of low-power rebroadcasting stations.

As a result the Okanagan Television System has grown to a total of 17 channels, the largest complex of satellites in Canada.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Of course expansion has meant added maintenance duties for the CHBC-TV engineering staff — who have proved themselves not only electronic wizards but hardy adventurers.

Maintenance becomes a major problem when servicing this widespread system, especially during periods of heavy snow. Engineers travel as far as possible up the snow-shrouded mountains in four-wheel-drive vehicles, then transfer to "skidoos".

Often access to transmitter sites is gained only by a tiring climb on snowshoes or skis. The engineers are the unsung heroes of Okanagan television, facing hardships and dangers on every trip.

Another unique distinction of which CHBC-TV is proud is that this B.C. Interior station was the first in Canada to purchase an Ampex Portable VTR. A second has now been acquired to aid the station in telecasting events like the Peach Festival and regatta parades.

CKAP to Radio Reps

▲THE NEW RADIO STATION at Kapuskasing, Ont., CKAP, which is due on the air September 1, will be represented nationally by Radio-Television Representatives Ltd. The station which will operate with 1000 watts on 580 Kcs. will be managed by G. Fred Heathcote.

MAIL BAG: *The case of the 680 frequency*

Sir: I am counsel and a Director of Rogers Broadcasting Limited, the Licencee of Stations CHFI and CHFI-FM, Toronto. The story found on page 17 of your issue of February 4th 1965, dealing with VERTIPOWER and the progress generally of the stations is appreciated greatly. Unfortunately, an inaccurate statement is found in the story in that reference is made to Station CHLO, St. Thomas, Ontario, vacating the frequency of 680 Kilocycles.

In 1963 an Application to this effect which was made by CHLO was approved by the Board of Broadcast Governors, but subsequently did not receive the approval of the Minister of Transport. The frequency to which CHLO desired to shift was subsequently granted to another broadcaster in London, Ontario. Continuing engineering research has now made it possible for 680 Kilocycles to be used full time in Toronto, even though CHLO, St. Thomas, remains on this frequency. As you say, it is expected that CHFI will be offering a complete AM service twenty-four hours per day on 680 Kilocycles commencing this Fall.

There is no relationship between CHLO and CHFI, and CHLO has no present intention of vacating 680 Kilocycles. It is feared that the statement in the story referred to might cause embarrassment to and misunderstanding by interested and affected persons.

Yours sincerely,
JOHN W. GRAHAM

CHLO stays put

Sir: The February 4th issue of Broadcaster arrived this morning and just to prove that I can and do read each issue, I would draw your attention to an inaccuracy in the page 17 story, "Vertipower steers FM toward car market".

The error is in the top paragraph, col. 3 and reads... "By fall of this year when CHLO has fully vacated..."

For the record, CHLO has operated on 680 kilocycles since May, 1948 and our sincere attempt to gain permission to use 1410 kcs. having been thwarted in 1963, it seems likely that we will continue to make use of this frequency for a long time to come.

It is factually correct that CHFI-AM will likely begin operations on 680 kcs. in the near future. Their use of this frequency with a night power of 10 kw. and day power of 1 kw. and the resulting antenna radiation patterns have been designed to provide the degree of protection required by regulation to CHLO's day/night 1 kw. operation on the same frequency.

Would it be possible to publish a brief correction in your next issue?

JOHN L. MOORE,
President & General Manager,
Souwesto Broadcasters Limited.

Say You Saw It
in
THE BROADCASTER

A nice girl is one who whispers sweet nothing-doings in your ear.

"ACTION STATIONS!" **CFCN**
RADIO-TV
CALGARY



"thanks for the outstanding job"
said Tom McAuley of VICK CHEMICAL
about KVOS-TV merchandising

SUPPORT YOUR TV CAMPAIGN IN VANCOUVER, VICTORIA AND FRASER VALLEY WITH KVOS-TV'S DYNAMIC IN-STORE AND ON-THE-AIR PROMOTIONS

Our merchandising experts, headed by Doug Davis, know how to get in-store displays that will *build your sales*. Their personal knowledge of the market and close acquaintance with wholesalers and retailers throughout the area have worked wonders for the campaigns of such companies as Vick Chemical, Kellogg, Playtex and Robin Hood. We have the letters and results to prove it! Why not give us a try?

KVOS-TV MERCHANDISING CAN PROVIDE

store displays, shelf talkers, price cards, trade mailers, store checks, on-the-air promotions, plus PERSONAL SUPERVISION throughout retail stores.

No one else merchandises for you like KVOS-TV!



KVOS-TV



1345 BURRARD STREET, VANCOUVER, B.C., MU 1-1212

Studios and Offices: Bellingham, Wash.

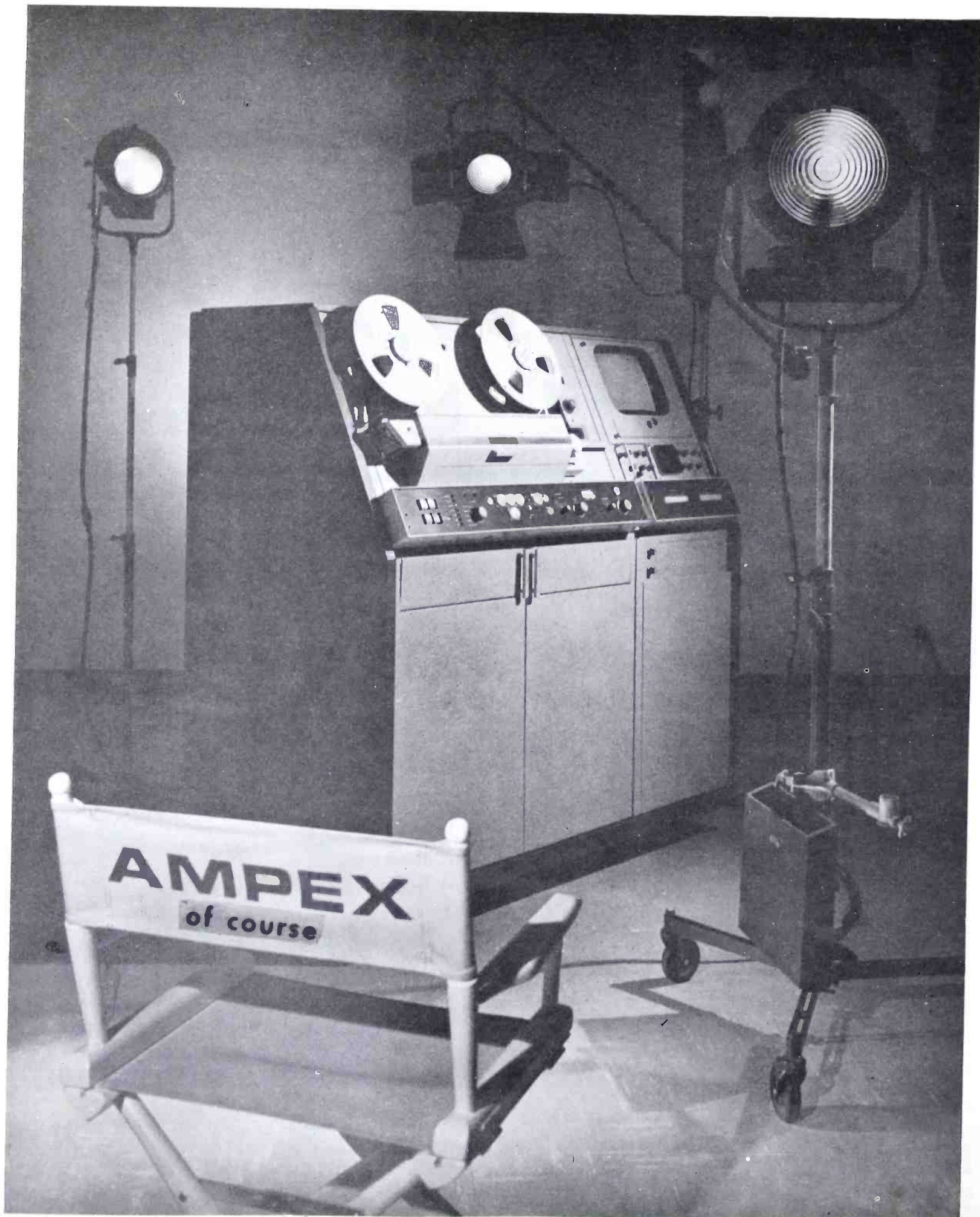
REPS: Canada: Stovin-Byles Ltd.

New York: Sumner Television

Other U.S. Areas: Peters, Griffin, Woodward Inc.

VR-2000

The
World's Finest
VIDEOTAPE Recorder



From RHL

The "Expandable" Video Processing Amplifier



The "Expandable" 3500 series video processing amplifiers take full advantage of the concept of modular construction by utilizing solid-state plug-in modules, each of which performs a specific processing function. By selecting appropriate modules, you can, for the first time, "custom-tailor" a processing amplifier to suit your specific requirement (and your budget). If your requirements change, the processing Amplifier can be changed as well, by merely plugging in the additional modules into the pre-wired rack frame.

Find out for yourself how many ways the 3500 series video processing amplifiers can save you money – call your Ampex man and arrange for a demonstration.

Features

- All-solid state modular construction
- Only 3½" rack space used for full colour processor
- Exceptionally stable monochrome and colour performance
- No compression or drift on black clip and white clip controls
- Control panel can be removed
- Gated sync on colour and VTR operation
- Will delete or retain VIT signals
- Comp or non-comp, synchronous/non-synchronous operation possible
- 30 db of hum rejection
- 12 different systems available for applications in line clamps, transmitters, studio inputs, switcher outputs, VTR's etc.

Distributed exclusively by
AMPEX OF CANADA LTD.,
1458 Kipling Ave., N.,
Rexdale, Ont.
247-8285



RICHMOND HILL LABORATORIES LTD.

"ACTION STATIONS!"

CFCN
RADIO/TV
CALGARY

COMING SOON

A Chance to Tap the B.C. Boom



**A
NEW
PACKAGE
BUY**

CHTK
Prince Rupert

CFTK
Terrace

CKTK
Kitimat

TALL TOTEM RADIO
SYSTEM

See
RADIO-TELEVISION
REPRESENTATIVES
LTD.

OVER THE DESK



RADIO & TELEVISION representatives Ltd. have been celebrating their twenty-fifth anniversary, and I insinuated my way into the party.

Tied in with this corporate birthday was the twenty-fifth-plus of Victoria Murphy (now Mrs. Joe Comar in private life when she has any) who still does the books just as she did when she joined Jack Slatter when the company was formed in 1940.

In place of the traditional gold watch (which Ferris pointed out amounted to about 28 cents a year spread over a quarter of a century) Vic was presented by him with two return tickets to Bermuda along with an envelope containing enough expendable loot to cover expenses for her and her Joe.

Most of the guests at the party were members of the staff. (Ferris gave them an extra 15-minutes time out for lunch for good behavior.) Another honored guest was Edna Slatter, whose husband Jack started the whole thing, and who is now living in Guelph operating her "House of Hats". Incidentally she emphatically informed this correspondent that the pink creation she wore to the lunch (vide pic. above) was definitely not one she had been unable to sell.

Ferris took over the presidency and active management of Radio Representatives Ltd. (as it was then called) in June 1955. He has now become the owner of the company which represents 26 radio and ten television stations, with offices in Toronto, Montreal, Winnipeg and Vancouver. He outlined their accomplishments to date, spoke of bright vistas looming up over the horizon and announced that they would be

moving into spanking new premises come May 15, at 2 St. Clair Avenue West.

In the picture, from the left, are: Victoria Murphy, Gordon Ferris, Edna Slatter and Edna Grieve, secretary to "himself", who was also celebrating an anniversary — her tenth with the outfit.

OFFICE EXECUTIVES can stop burning confidential material in ashtrays if an item on the American market gets popular here.

It's the Destroyit Electric Wastebasket, and the sales pitch for the item is based on warnings of document piracy and competitive snooping — evidently rife in the States though they don't seem to be much of a factor in Canadian business.

"Customers' and vendors' names, facts, figures, designs etc., so important to a business, go through wastebaskets of just about every office with an innocence that is easily exploited for unauthorized use", says the manufacturer.

"There have been many cases where cleaning women and porters received sums of money for 'waste-paper' with enough readable material to cause trouble for an organization.

"But the Electric Wastebasket offers the protection every business needs from the danger of the disgruntled, the trouble-maker or the unethical competitor," the maker concludes.

*Buzz me if you
hear anything
Fred Lewis*

Watch for the new
Spoon Size **Shredded Wheat** spots
produced for

McCANN ERICKSON (CANADA) LTD. by

rlp **ROBERT LAWRENCE PRODUCTIONS
(CANADA) LIMITED**

38 Yorkville Ave., Toronto, WAInut 5-5561

KVOS-TV Bellingham-Vancouver knows no border

KVOS-TV GOT THE JUMP on the west coast television market by taking to the British Columbia airwaves as Channel 12 in 1953, a few weeks ahead of the opening of the CBC station in Vancouver, CBUT-TV.

KVOS-TV is a CBS affiliate, and carries CBS network prime time features, a strong lineup of daytime shows (game shows, soap operas and movies) and CBS specials.

The station has its main studios in Bellingham Washington, with transmitter and tower atop half-mile high Mount Constitution on Orcas Island in the Strait of Juan de Fuca.

Its ideal transmitter location gives line-of-sight transmission into Victoria and Vancouver, and means the signal, going over water, chases right up the Fraser Valley to Hope. The Vancouver-based stations have to use satellites to duplicate the coverage.

All in all, it reaches viewers throughout an international coverage area that includes Canada's third and tenth markets (Vancouver and Victoria), the Fraser Valley and northwest Washington.

Though KVOS is known primarily as an entertainment station, Dave Mintz, executive vice-president of the KVOS complex, says the station is also heavily geared to information programming.

Canadian Subsidiary

The company is incorporated in Canada as KVOS-TV (B.C.) Ltd. A building on Burrard Street in Vancouver houses the Canadian sales force and a subsidiary division, Canawest Film Productions, rated by Mintz as the largest film and radio production unit west of Toronto and north of San Francisco.

Present full time and freelance staff in Vancouver numbers better than forty. Because of the company's extensive recent growth, particularly in the Canawest division, a half block

of property has been purchased around the original building for expansion. A new 2000 square foot studio is now under construction.

All Canadian advertising agencies deal directly with KVOS-TV (B.C.) Ltd. through their reps, Stovin Byles, so full Canadian taxes are paid on all Canadian income, Mintz notes.

There's no sign of the Canadian tail starting to wag the KVOS dog as yet, but Canawest Productions, situated on the Canadian side, seems to be growing apace.

The film firm had its origins in 1955, supplying a need for local commercial production to satisfy local sponsors. The organization sprouted because it was plainly easier to make commercials in Vancouver and transport film across the border than to lug advertisers' products (furniture, automobiles, rugs and other cumbersome items) across to the Bellingham studios. But at first Canawest produced only to feed KVOS television.

Now the firm is a major production company, doing films (live and animated), documentaries, radio commercials, film strips and printing. Ten full time animators and artists are employed.

In 1964 Canawest merged with Marsden Films in Calgary and bought Pageant Productions of Vancouver, one of the west coast's leading documentary houses.

Work comes from the entire Western Canadian market, including Vancouver, Calgary, Edmonton and Winnipeg, and from Seattle, Spokane and Portland in the States (as well as Toronto and Montreal). Some major accounts — Red Rose Tea, Pacific Telephone, Home Oil, Nabob, Pennsalt Chemical, Crown Zellerbach — have filmed commercials at Canawest in the last several months.

Invisible Border

The old American political tag of "Mugwump" seems to suit KVOS pretty closely (mug on one side of the fence, wump on the other), particularly in connection with personnel traffic across the border.

Dave Mintz sums up the situation when he talks about moving to "Bellingham-Vancouver" from Buffalo in 1952 to help put KVOS on the air. He's firmly seated in Bellingham now, though he always commuted back and forth in his various KVOS sales, programming and executive capacities.

Vice-president Doug Davis is also basically Bellingham. He handles overall sales co-ordination.

Davis came to KVOS-TV six years ago from the food and drug brokerage field. Prior to joining the station he was president of the B. C. Food and Drug Brokers Association.

His background in food and drug selling prompted KVOS to set up a merchandising department that is reputed to have set a blistering pace for other stations in the promotional area. Many of the policies and practices introduced by Davis have been widely copied.

Herm Burkart functions as western sales manager, responsible for sales from the Lakehead west. Jack Gettles manages Canawest. Andy Anderson, formerly KVOS operations manager, moved to Vancouver February 1 as administrative assistant and overall business manager.

FCC Replaces BBG

In keeping with its emphasis on entertainment programming, KVOS buys as many top-flight movies and syndicated features as possible. In some respects the station perhaps enjoys a slight scheduling advantage over its Canadian competitors (CHAN/CHEK-TV and CBUT-TV in Vancouver), because it escapes BBG Canadian content requirements.

(KVOS also misses some other regulations, like Canadian broadcast taboos on commercials for some personal products and Canadian food and drug laws, as

well as liquor advertising restrictions. However, the station is governed by American FCC regulations, quite stringent in certain aspects of food and drug copy and in the area of quizzes and contests.)

But Mintz points out that KVOS is also long on public service.

"In order to be what we are, we have to do perhaps three times the normal amount of public service broadcasting," he says. "At the last American hearing for renewal of station licences in our area, we were the only one that went through without question."

In 1963 KVOS won the Golden Mike award for the best program series in the U.S. produced for youth — a series titled *Tide Pool Critters* dealing with marine life in Puget Sound. This was followed in 1964 with an astronomy educational series called *Way Out There*

Jack Webster, well-known British Columbia news commentator, and Duayne Trecker of the B.C. Department of Public Affairs share emcee duties on a weekly prime time half hour. Newscasts, adult education programs, a farm show and a daily women's program round out local production.

KVOS-TV donates the 9-9:30 am period each morning to be used by schools for in-class viewing.

The station maintains rigid control over commercial allowances within programs, and permits no more than four minutes in each half hour of broadcasting, or eight an hour plus station twenties and or tens.

Mintz believes "too many commercials dilute the effectiveness of all advertising." He claims KVOS has turned down business to keep within its basic framework.

Have you noticed the current
G. M. Epic spot on "Bonanza"
produced for
MacLAREN ADVERTISING CO. LTD. by
rip ROBERT LAWRENCE PRODUCTIONS
(CANADA) LIMITED
38 Yorkville Ave., Toronto, WAInut 5-5561

C KEY
To
BUSINESS

IN THE
WHOLE NIAGARA PENINSULA

Reps.
PAUL MULVIHILL & CO. LTD.
Toronto Montreal

DIAL **610**
CKTB
ST. CATHARINES

First the ad and then the product

by JACK PART

Founder of CHUM, Toronto – now president of Pharmapak Ltd.

THE EDITOR OF THE BROADCASTER has suggested I amplify on a few paragraphs I recently wrote for a house organ.

I am not sure whether the additional several hundred words of explanation reflect on the reading intellect of his subscribers, or whether he merely wanted me to fill space.

Anyway, I was asked to give some specific examples of what I meant when I said an "ad" should come before the product – before the product even exists.

I can think of at least a dozen cases where such a situation occurred, but I will confine my references to my own experience to keep the publisher and myself out of litigation.

After writing copy, and otherwise directing the destiny of some twenty proprietary products for a dismal fifteen years, I decided to go on my own. I came to this astonishing conclusion one sunny (78 above) afternoon in February, in Florida.

In fact what I said was "I can do for my clients – what I can do for them I can do for myself."

It was in this jubilant spirit I returned from Florida in the spring of 1949 and proceeded to resign all the accounts of a successful advertising agency.

MOST AD MEN ARE OF THE opinion that to introduce a new product successfully, your first problem is to produce a finished product of merit – then write your advertisement around that product.

In my opinion, it is much more effective for a copy-writer to decide the type of product to be marketed and then write the ad.

Such a procedure imposes no statute of limitation on the writer's creativeness. He is not faced with a formulation that restricts his claims and limits him to finding what merit there is to each individual ingredient. He does not have to channel his thinking into a narrow groove restricted by a pre-established formula.

I believe that a copy-writer or whoever engages him should

choose a type of product he has determined in one way or the other there is, or will be, a demand for. Then the writer should decide all the features and claims he would like to use in the ad and go ahead and write it.

If satisfied with it, turn it over to the chemists or pharmacists and see how close they can come to formulating a product in keeping with the way the product was described in the ad.

Certainly there will be occasions when a claim will have to be dropped. But there will also be occasions when the lab boys accidentally come up with validation for a new claim.

The toughest part of marketing any new product, is the creation of an advertisement that will sell.

When I first decided to go it alone in proprietaries, I had no product and no income.

My first drug product had to be a "doozy". I couldn't afford to miss.

I decided on a general tonic. There hadn't been one on the market for ten years (about right for a tonic). I wrote my ad and registered the name "Sarnak".

Then I got the degree boys in to formulate a product that agreed with my advertisement. This procedure worked real

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

Think **BIGGER!**

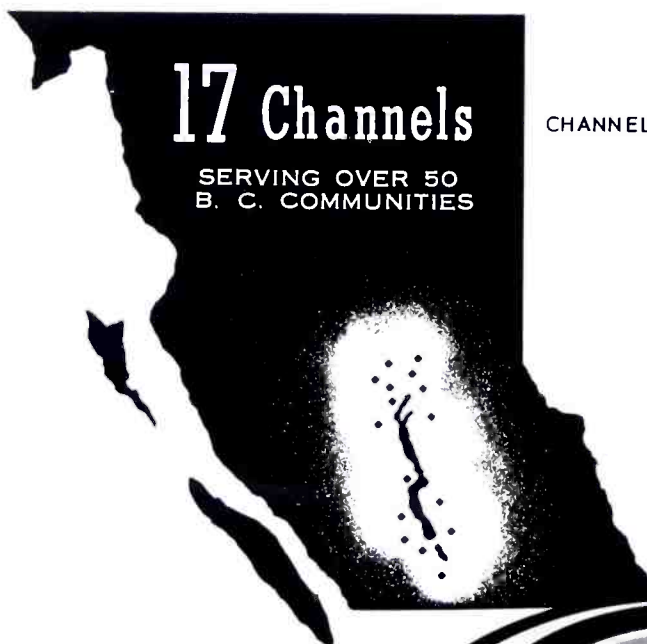
The Vancouver-Lower Mainland area alone isn't enough. You must have the Okanagan Valley to complete every worthwhile B. C. campaign!

Think **OKANAGAN!**

Through all the major super-markets and drug chains your products invariably receive **AUTOMATIC** distribution in the Okanagan. More than 300 food and drug outlets... including some of B. C.'s highest-volume retailers!

Think **CHBC-TV!**

It's the dominant medium in this lucrative market, and the best way to reach and influence the people of the Okanagan Valley.



17 Channels

SERVING OVER 50 B. C. COMMUNITIES

CHANNELS

- 2 - KELOWNA
- 7 - VERNON
- 13 - PENTICTON
- 9 - SALMON ARM
- 8 - OLIVER
- 5 - LUMBY
- 5 - PRINCETON
- 5 - KEREMEOS
- 5 - PEACHLAND
- 5 - ENDERBY
- 12 - WESTWOLD
- 5 - FALKLAND
- 2 - NAKUSP
- 5 - MALAKWA
- 6 - CELISTA
- 10 - CHERRYVILLE
- 72 - GRINDROD

THE OKANAGAN TELEVISION SYSTEM



• Represented in Canada and the U. S. A.

by ALL-CANADA TELEVISION

Canada's Leading Advertisers Use CHBC-TELEVISION Consistently

Sued by no less than two companies

good — a million dollars the first year.

The following winter on a Florida beach I met a man from *Reader's Digest*. He told me that the University of Wisconsin had developed and licensed a chemical called "Warfarin" to kill rats, and that they were publishing a story on it in their next issue. Two companies in the U.S. were licensed to sell the active ingredient.

I went to the nearest pay 'phone and ordered two tons of it to be sent to my factory in Toronto. On the day *Reader's Digest* published the article on "Warfarin", I mailed copies to 200 Canadian wholesalers. I was the only supplier in Canada.

In this instance I didn't even have to write an ad. It took my competitors four months to catch up.

Adding Fluoride for Luck

It is an accepted fact in the toiletry-drug business that you can't make money selling toothpaste.

I did — and I did it as the result of writing my ad first, then worrying about the product after.

I needed at the time a high-volume item to cut down the overhead on the factory I started for Sarnak. The space wasn't sufficient for a detergent, but I thought just about right for a toothpaste. I had recently brought out another product with the help of *Reader's Digest*, "Voids" chlorophyll tablets, but they were manufactured for me, and all my factory had to do was package them.

What could be more natural than a toothpaste containing chlorophyll? And how about adding sodium fluoride for luck?

With this combination in mind I confidently approached the creation of an ad to sell my non-existent product.

I had become intrigued with soap companies showing a grey shirt, depicting how shirts would look when you used one of their competitor's products, and a white, white shirt if you used theirs. (I still don't understand why if you drop the screen in a newsprint ad, the shirt looks whiter than the paper it is printed on.)

At any rate, if the method was good enough for shirts and detergents, it was good enough for teeth. So I had my lead illustration — grey teeth and white teeth — a before-and-after approach.

I traded heavily on chlorophyll as a breath freshener, and used every statistic issued by the Department of National

Health and Welfare relating to how sodium fluoride reduced the incidence of dental caries (cavities). I wanted to say, and did, that this new toothpaste "Fluradene" made even naturally dingy teeth look white.

At the end of six weeks I had a dandy ad, but no product.

I turned a proof of the ad over to the chemists and asked them to try and validate all the claims I made in the copy.

Starting with a standard toothpaste base, it was easy to add chlorophyll. Sodium fluoride wasn't difficult once Food and Drug decided how much was safe to use.

How to "make naturally dingy teeth look white" was a little more difficult, but I fortunately had a chemist who was a prodigious reader and in his reading had come across a chemical agent, fluorescent in character, that gave the illusion of whiteness. I am not really sure how effective it was, but the patent office okayed it, and I still own it for dentifrices.

With an ad, a product, and the conceit that must be a part of any copy-writer's make-up, we waged war on the giants of the industry.

Within forty-eight hours I was sued by no less than two Canadian companies and one American — but we sure sold toothpaste. A quarter of a million dollars in the first ten weeks.

The consensus opinion of the advertising fraternity was that the Fluradene ad was a horror. It violated every principle of how a good ad should look.

Board meetings took place throughout the U.S. as to how best to cope with this Canadian upstart. A year later came the answer — a similar product to Fluradene, and an offer to the consumer of two tubes of toothpaste and a fountain pen for the same price I was getting for one tube of toothpaste.

As I had no intention of going into the fountain pen business, I gracefully retired from costly advertising, and quietly laughed all the way to the bank.

Guts No Longer Count

The art of selling as the result of well-planned advertisements in all media is lost. Ninety-nine per cent of all new products are introduced by old companies.

Dollars replace ingenuity and experience.

Claude Hopkins, the granddaddy of the "hard sell" ad, was often faced with the problem of selling a product already on the market in competition with many others of its kind.



Here's the New Toothpaste You Read About in Reader's Digest!

FLUORIDE + CHLOROPHYLL

and a Magic TOOTH WHITENER

FLURADENE MUST ... Stop Bad Breath! Heal the Gums! Whiten even Dingy Teeth! Clean and Freshen the Mouth!

The original Fluradene ad — shrugged off by advertising agencies as a horror violating every principle of good advertising. It was so bad it apparently left the manufacture of Fluradene no alternative but to laugh (quietly) all the way to the bank.

Confronted with a can of beans no different to a dozen other baked beans, he decided that he would show the machinery, pictorially, that his baked beans employed to reach the table.

While all baked beans used the same equipment and methods, he was first to show the buying public how baked beans got in a can.

While others were extolling the virtue of their beans, taste, aroma and mouth-smacking goodness, Hopkins showed the public how his beans were prepared.

He made a "news" story out of nothing, but he made his beans a standout.

If you have enough dollars to employ enough repetition in radio, TV, or printed media, you will inevitably sell your product no matter how dismal it may be. Unfortunately this approach makes each new product more difficult to establish.

Market-wise today, any product can be sold if the sponsoring company has enough money. (Guts do not count because it is the shareholders' money.)

* They don't slug each other with brains — just money.

Most products that have been on the market since the turn of the century shouldn't be, unless their formulation has been overhauled in the light of modern knowledge.

But in any case, when an ad and a product are born as twins, you'll be as near as you'll ever get to having a new product ready for market-testing.

Once a new product is created as described above, a test-market will prove out the power of the ad as shown by sales. Knowing your ad is strong guarantees distribution.

The "guts" side of the picture enters when you must decide to back your ad with advertising dollars.

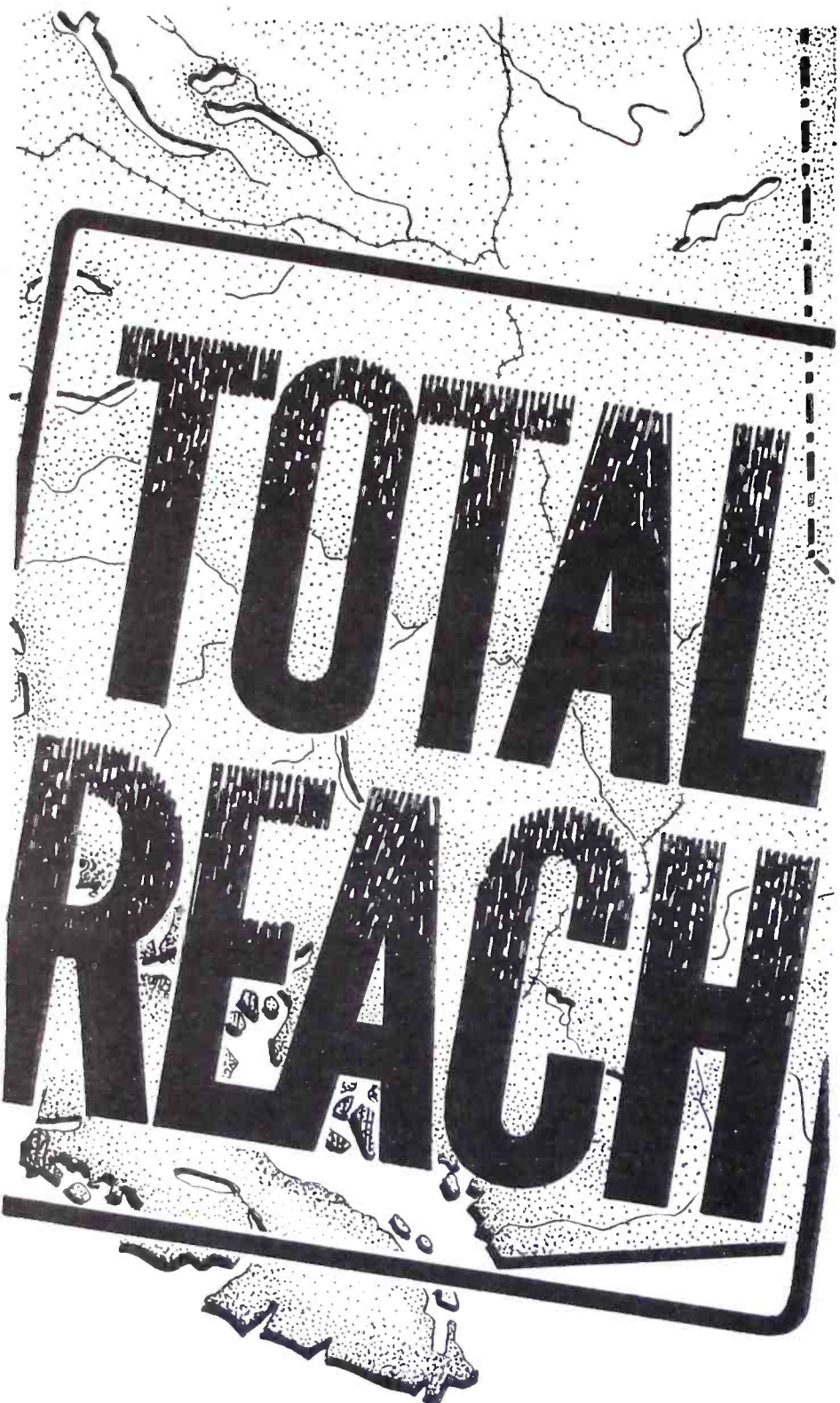
At this point of your development you should be ready to "bill like a circus and get business like a circus."

But I guess you can't win them all. In fifteen years I have brought eleven products to market. Nine of them have been successful.

I don't know how Gordon Sinclair got his Rolls-Royce, but that's how I got mine.

When it comes to men, most women prefer the strong, solvent type.

"ACTION STATIONS!" **CFCN**
RADIO-TV
CALGARY



IN CANADA'S THIRD LARGEST MARKET!

CHAN/CHEK-TV SERVES/ SELLS/ MERCHANDISES EIGHTY PER CENT OF ALL THE TV VIEWING HOUSEHOLDS IN B.C.! GET INTO TWO LUCRATIVE MARKETS WITH ONE BUY! CONTACT: DAVE NORMAN AT CHAN/CHEK-TV OR YOUR ALL-CANADA REPRESENTATIVE!



VANCOUVER/VICTORIA

CHANNEL 8 VANCOUVER
CHANNEL 6 VICTORIA
CHANNEL 11 CHILLIWACK

Report from Kamloops

From two hours a day to a broadcast complex

WHEN THE COMBINED STAFFS of CFCR-TV, CFJC, and CFFM-FM move into their new headquarters on Sahali Heights overlooking Greater Kamloops later this Spring, the event will mark another milestone in the 38-year history of broadcasting in the Interior of B.C.

In 1927 CFJC-Radio, with a 15 watt transmitter, began broadcasting a couple of hours a day from the second floor of a hardware store. Through the years CFJC increased power to 1000 watts and then to its present 10,000 watt coverage.

In April 1957, while the broadcasting industry watched with tongue in cheek, CFJC's general manager, Ian G. Clark, threw the switch that put CFCR-TV into operation as the first television station on the continent to serve a population of less than 50,000.



Ian G. Clark

CFCR-TV's first antenna was located in the centre of the City of Kamloops on the top of the studio building and the signal served those who lived within a radius of some 30 miles. Three years later a huge tower was built on the top of Mount Dufferin and several thousand more rural residents watched TV for the first time.

Gradually, at the request of the various communities in the Thompson and Nicola Valleys and the Cariboo, satellite stations were added until CFCR-TV Interior Television now serves a

vast area of Central B.C., from beyond Quesnel in the north to Merritt in the south, from Boston Bar in the west to the Shuswap Lake area in the east, with twelve satellite stations and a master station which has recently increased the home signal six-fold through a hefty power increase.

In fact, CFCR-TV and its satellite complex reach a land area larger than any other similar television station operation in the world.

Coming of FM

FM came as the latest addition to the CFCR complex, with CFFM-FM going on the air in spring of 1962.

From the start CFFM operated as an entirely separate station from the parent AM unit, programming the complete day with good music and information shows which would give the listeners in the captive Kamloops market a choice of radio programs.

In 1964, in the fall, CFFM-FM began broadcasting 24 hours a day with high fidelity stereo programming.

A new 18,000 square foot radio-television centre symbolizes the progress which has taken place in the Kamloops market during the past months. Though the interior of B.C. has always kept up with the province, recent interior population and industrial explosions are stepping out far ahead of the provincial average.

Building Explosion

Though many communities in the province claim to be the "fastest growing" the fact of

RADIO NEWFOUNDLAND

VOCM · **CKCM** · **CHCM**
59 10,000 watts · 82 10,000 watts · 58 1,000 watts

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

Outlying businessmen like local flavor

the matter is that according to N.H.A. reports, in 1964 more homes were built in Greater Kamloops than in any other B.C. community except Vancouver and Victoria.

Three large hotels in the city have recently been completed and a fourth will open this summer. Anyone who has not visited the city for a year would be amazed to see a nine-story addition to the hospital, the beautiful six-story Royal Inland Nursing School, the Woodward's Shopping Plaza, more than twenty big apartment blocks including an eight-story high-rise unit, and dozens of large wholesale and industrial buildings which are sprouting up in and around the community.

Far-Flung Market

Since Kamloops is the centre of the activities throughout a market area which involves a host of populated centres separated by many miles, television and radio are playing a role of increasing importance in linking the communities together in both home and business life.

CFCR-TV Interior Television's local programming places as much emphasis on community life in Williams Lake, Boston Bar and the other satellite communities as it does in Greater Kamloops. This same policy applies to the programming on CFJC and CFFM-FM. As a result, business men in the outlying areas consider the stations "local", and in increasing numbers rely on broadcasting for their promotion campaigns.

The Financial Post's Survey of Markets shows Kamloops with a market rating index of 265, the second highest in Canada. DBS statistics indicate that the city has one of the highest family incomes in the Province, and reports show bank clearings up more than 42 per cent.

More and more national advertisers are realizing that the Kamloops market is one of the west's most active areas.

General Manager Ian Clark says, "No single person or group can be credited with the achievements of our operation.

Our progress has been created by the efforts of many".

Thanks to the BBG

"The Board of Broadcast Governors have been most understanding and encouraging in our efforts to expand programming to the outlying areas, particularly to the more isolated regions which lack any form of entertainment or information.

"The Canadian Broadcasting Corporation, with whom we have been affiliated for many years, has been a constant and helpful companion in countless ways. The Department of Transport, which has assisted us in solving many of our technical problems, must also be listed in the credit column.

"Above all", he says, "any success we have achieved must be credited also to my assistants and staff who have contributed a spirited mixture of loyalty and hard work without which all our efforts would have been in vain".

RANK TAKES ON GEMINI

MGM TELESTUDIOS has signed a three-year contract with the Audio Visual Division of the Rank Organization Ltd., London, to sell and service Gemini film-video equipment in TV stations through most of the world. (The western hemisphere and Japan are reserved by MGM.)

"Until now technical differences in the line frequencies of overseas TV screens have made it difficult or impossible for countries to interchange video tape programs," said George K. Gould, president and general manager of MGM Telestudios.

He believes France, Germany, Japan, Great Britain and others, with their varied line standards, will be able to use Gemini to achieve uniformly excellent results.

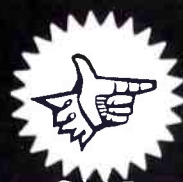
The Gemini system simultaneously produces a high quality direct 16mm film along with video tape. It couples a 16mm camera unit mechanically and optically with a TV camera.

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Télévision de Québec (Canada) Ltée.

CFTO-TV goes it alone with major dramas

PRIVATE TELEVISION'S long-awaited entry into major Canadian drama production is going to be touched off this year by CFTO-TV in Toronto, with a \$120,000 project planned to include four hour-long dramas and a symphony broadcast. And the \$120,000 budget is only for cash out of pocket. Most of it will go to performers and production staff. Studios, facilities and the technical people involved aren't being charged into the figure.

This means the \$120,000 needs doubling or thereabouts to give an honest picture of the outlay for the productions, and puts CFTO's effort right up there in terms of cost with CBC drama (which normally runs \$50,000 or more for an hour).

Ambitious? It has to be called at least that — in view of the fact that CFTO is going it alone, without participation by any or all of the rest of the CTV television network members.

George McCowan, formerly with the Crest Theatre, Toronto and the CBC, has already agreed to sign on as CFTO producer for the shows. The task for now is to find enough suitable scripts by Canadian authors.

Ever since the project got

underway in late November, says Peter Macfarlane, CFTO's executive producer, "We've been contacting known, tried and true professional writers for scripts. But if you ask if I've found anything definite yet, the answer is no, not yet."

Macfarlane adds that he's looked at about two dozen scripts so far (expectations are that the producers will cull through about 100 before they're through), and he doesn't rule out two or three possibles (one by *Open Grave* author Charles Israel for example, another by Hugh Garner).

One thing he insists on — "We'll bring absolutely no incense to the high altar of Canadian culture. Quite enough wor-

ship has been done at that particular shrine."

Dramas and Entertainment

CFTO's aim will be to find dramas with an entertainment flavor. But not in the "light" sense of entertainment by any means. Macfarlane explains, "When you're looking at a problem in a way that grips you, involves the audience, that's entertainment."

He draws a parallel with programs like some episodes of *The Defenders*, which he classifies as rich in entertainment value.

"We are out to do a good show...a good, gripping, believable story," he says, "perhaps unlike what has been Canadian fare up to now." (It's very unlikely any of the productions will be from the classics, he points out.)

John Bassett, chairman of the board of CFTO, is the driving force behind the television station's move. (He's credited with being a "theatre nut" by one Toronto newspaper columnist.)

And the whole project is considered part of CFTO's determination to show that the station has come of age, both in broadcasting maturity and the ability to devote funds to desirable, but not necessarily profitable, programming.

"This is the first year since we've been operating that we've felt we could afford to launch such a program," Bassett is quoted as saying.

Although the only part of the project jelled so far is the symphony concert (a tribute to Walter Susskind, who will give up his Toronto Symphony Orchestra baton at a Massey Hall concert to be taped by CFTO), Bassett has already announced the programs will eventually be made

available to other stations in Canada — free.

Distribution priority will go to private stations, and recipients will be expected to pay any talent differential fees involved. Otherwise, CFTO won't charge a dime.

Prestige Treatment

Bassett hopes to get some controversial scripts, says one report. And he wouldn't mind grabbing hold of something the CBC has killed "to let the people have a look at it for themselves".

The station takes the view that the programs should be given prestige treatment, which means keeping them relatively free of commercials. In fact at this point they're planned as sustainers.

CFTO isn't against commercial backing, of course. But sponsorship would have to be on a limited commercial basis, with reasonably bare announcements at the beginning and end, and a half-way commercial spot.

"Those are the only terms," Bassett is reported as saying.

It's hoped the programs will be ready for prime time scheduling by late spring, with some to appear in the fall. The symphony concert due to be videotaped by CFTO will occur in April.

The station has been considering the possibility of using major theatre groups in one or more of the productions — the Crest Theatre and the Canadian Players in particular.

Ballet has also been given some thought, but the cost per hour (\$43,000) turns out to be significantly higher than the cost for a televised play of similar length — and John Bassett has no intention of draining budget from the dramas.

double-header

And what a pair of heads! On your left Chuck McManus and to the right Ned Powers, the Huntley-Brinkley of sports here at CFQC. This is a team to beat, indeed. Two veteran sportscasters and reporters busily engaged in bringing the good people of Saskatoon comprehensive sports coverage. Two heads, in this case, are enormously better than one.

Chuck and Ned are typical of the double or nothing way in which CFQC serves the community. May we go to bat for you?



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THE EYES HAVE IT

Everyone knew it was a lousy ad, but the president liked it, so everyone was happy.



DEFINITIONS DEPT.

A gentleman is one who is never rude unintentionally.



TOP RATING

One of the favorite television features among viewers in Italy, and this includes the children! — is "Carousel"... a series of commercials running back to back for ten minutes!

—:CHBC-TV Teleguide



BE MISERABLE!

It's always best not to tell people your troubles. Half of them are not interested, and the other half are glad you're getting what's coming to you.

—:Elliott Research Trends



REFERENCE FILE

This department has just started a reference file to enable it to determine whether the gags it wants to steal were originally swiped from this column.



POET'S CORNER

There once was a prexy named Trent,
Who buzzed till his finger was bent.

But his gal couldn't hear
(She was out for a beer)
So instead of her coming, she went.

CHRS, Montreal South Shore

Exchequer court reverses BBG suspension

IN THE FIRST TEST-CASE of its kind disputing a Board of Broadcast Governors ruling, the Exchequer Court of Canada has rescinded an order of the BBG.

Last November 23rd the BBG directed a one-week suspension of the broadcasting license issued to radio station CHRS, St. Johns, Quebec, a daytime-only station serving the south shore of the St. Lawrence River opposite Montreal.

A judgement of the court handed down by Mr. Justice Thurlow and made public on January 20 granted an appeal by Radio Iberville Ltée, headed by Bernard Turcot, against the BBG order.

The order was to have been effective ten days after it was issued, but was held up pending hearing of the appeal.

The BBG is authorized by the Broadcasting Act to suspend any broadcasting license for a period up to three months, for violation of or failure to comply with conditions of licencing.

But CHRS, basing its appeal on questions of law, said it had received no notice of the alleged violation, was given no opportunity to be heard by the BBG on whether it had failed to comply with the conditions of the licence, and had never waived its right to be heard.

The court accepted these arguments.

The Board had ordered the suspension after finding some CHRS programs were running up to half an hour longer than recorded in program logs required by broadcast regulat-

ions. The station admitted the regulations were broken but said this was unintentional.

William Pearson, counsel for the BBG, believes the court's ruling puts an end to the dispute. He sees no reason for the BBG to consider a re-hearing of the case under the strict procedural conditions laid down by Mr. Justice Thurlow

In a telephone interview, he said, "I don't think you can put a man in jeopardy twice on the same set of facts."

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CB-1

CHAN-CHEK combo fights KVOS fire with fire

IN THE THREE-WAY TUSSLE FOR the big Vancouver-Victoria-Fraser Valley television market (with a population of about one-and-a-quarter million,) British Columbia Television Broadcasting System Ltd. (BCTBS) is Canada's one and only privately-owned entry.

Competition — of the stiff variety — exists in the form of KVOS-TV in Bellingham, across the U.S. border in the State of Washington, and CBUT-TV, the CBC-owned and operated television outlet.

But for the last year and a half BCTBS has been giving blasts at its opponents with two barrels — ever since acquiring CHEK-TV in Victoria (July 1963) as an addition to its long-time outlet, CHAN-TV in Vancouver.

The results have been encouraging, in the view of Don Smith at All-Canada Radio & Television Ltd. (the BCTBS sales representatives). Smith considers it safe to say, in general terms, that CHAN/CHEK has leapfrogged over CBUT and become a fighting second to

KVOS in Vancouver-Victoria and vicinity ratings.

And there's been another, more recent (November 1964) improvement in CHAN/CHEK facilities, in the shape of a new re-broadcast satellite located in the Chilliwack area of the Fraser Valley. (CHAN/CHEK is the "working name" for BCTBS.)

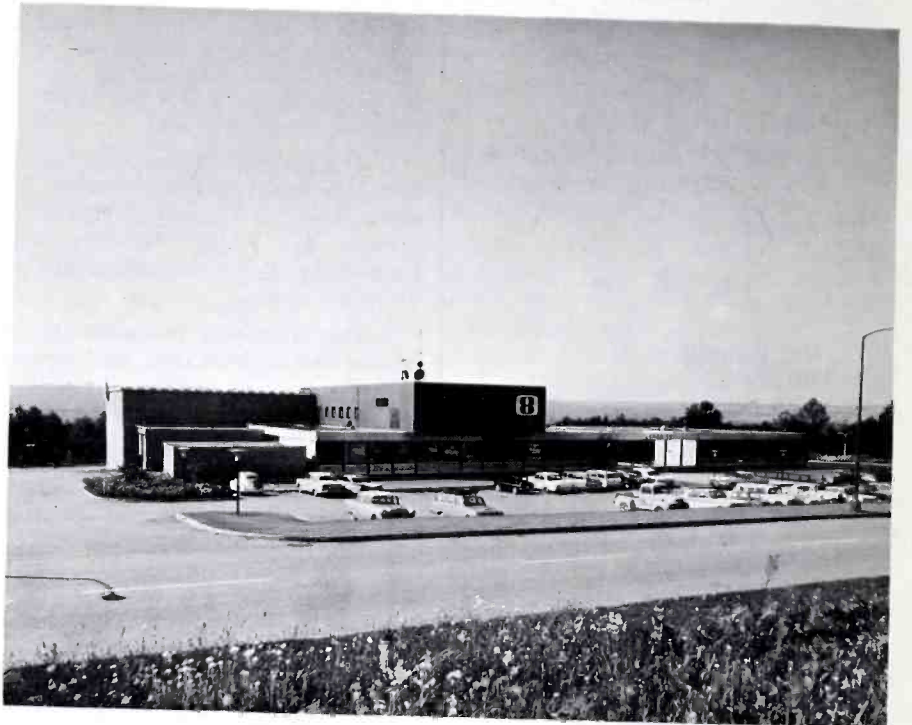
Up to now CHAN/CHEK hasn't been in position to fight KVOS' fire with fire. The American based station has enjoyed a distinct reach advantage by virtue of a superior transmission site — Mount Constitution on Orcas Island in the Straits of Juan de Fuca (between the American west coast and Vancouver Island).

KVOS has beamed nearly ideal line of sight transmission to Victoria, all of Vancouver, and straight up the Fraser Valley, and hasn't wasted its edge. KVOS puts 214 kw behind its video signal.

CHAN'S acquisition of CHEK has helped matters, particularly by improving signal and reach in Victoria and mainland Vancouver. And CHEK's signal, coming from Saturna Island in the same group used by KVOS, lines up perfectly with the Fraser Valley.

But the CHEK transmitter has only 100 kw in back of it, and can't be boosted because 100 kw is the maximum allowable on channel 6 in the area.

airing CBC. But in non-network periods the stations are able to run the same show, at different times, for a double hit at the viewing audience.



CHAN Television's studio and offices. The transmitter and tower are located in Burnaby, a suburb of Vancouver.

So CHAN/CHEK has made its final move in the campaign to equalize or better KVOS' coverage, and installed the Chilliwack satellite.

A short time after Chilliwack went on the air, Ray Peters, president of the CHAN/CHEK combination, announced that British Columbia Television System Ltd. would be formed to provide a more suitable name for the expanded facilities. The old name, Vantel Broadcasting Co. Ltd., was dropped.

One of the unique features of the present BCTBS setup is its affiliation with both the CBC and CTV national networks — and the fact that it can sell the combined audiences of CHAN-TV and CHEK-TV as a single advertising package.

Serves 80 per cent of B.C.

CHAN carries CTV programs in network time while CHEK is

The *Virginian*, for example, goes into the 8:00 to 9:30 pm Wednesday time slot on CHAN and reappears 6:30 to 8:00 pm Thursdays over CHEK.

What with the enlarged facilities and the CHAN/CHEK programming possibilities, BCTBS now claims to serve 80 per cent of the population of British Columbia (there are five satellite re-broadcasters in addition to Chilliwack), and to deliver more television homes on a "weekly circulation basis" than any other station in the market.

CHAN/CHEK-TV also claims the distinction of producing more sponsored network programs than all other western television outlets combined.

Most of the productions are for the CTV network. They include *Windfall* for Royalite Oil Co., *Tides and Trails* for Rothmans of Pall Mall Canada Ltd., and *People in Conflict*, a CTV network-spot vehicle.

Besides network material, CHAN/CHEK does a considerable amount of live production for local viewing. Major items include a five-day-a-week women's show originating in Victoria, and *The Awakening Giant*, a public service sustaining show dealing with B.C.'s growth and produced on behalf of the B.C. government.

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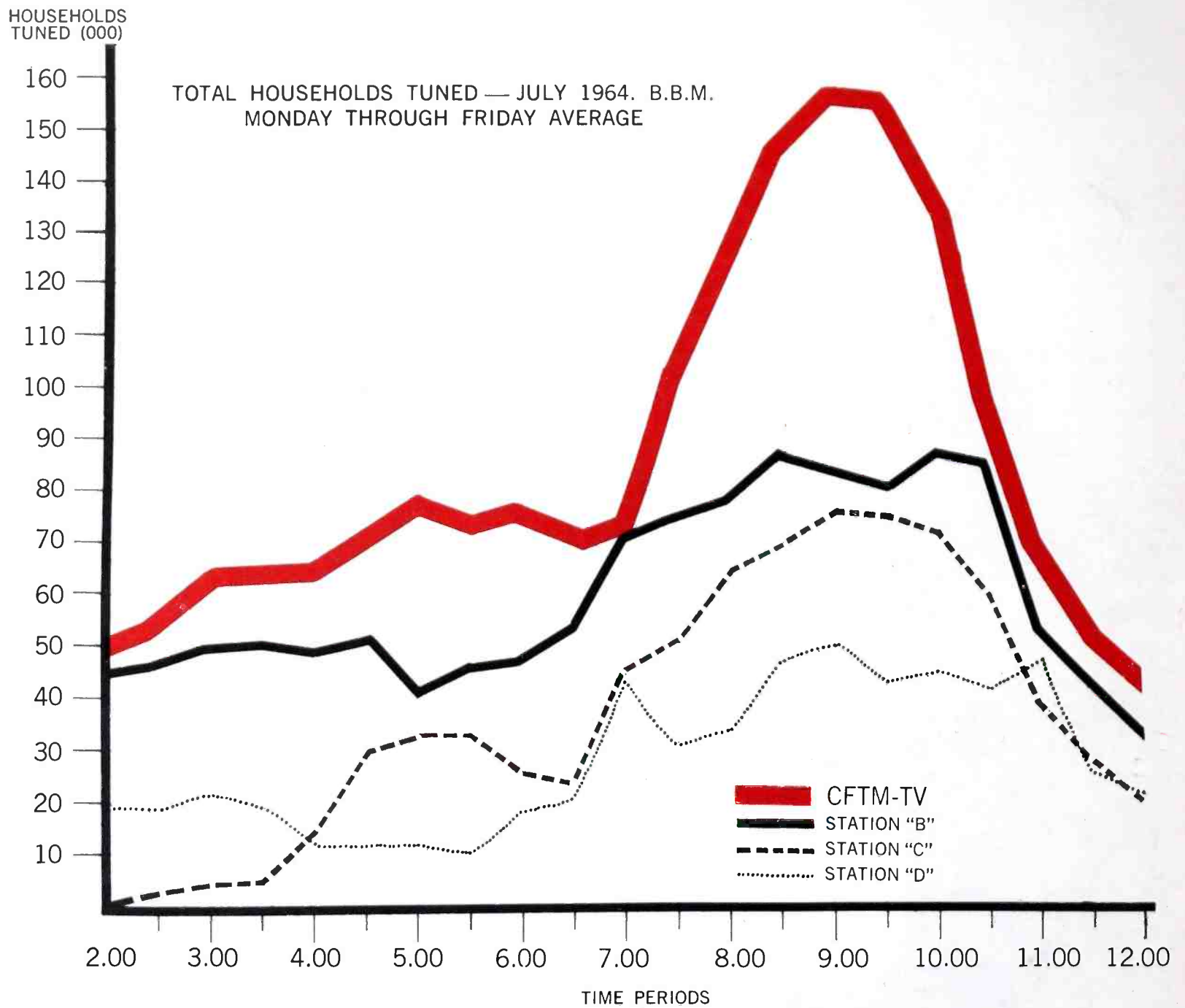


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