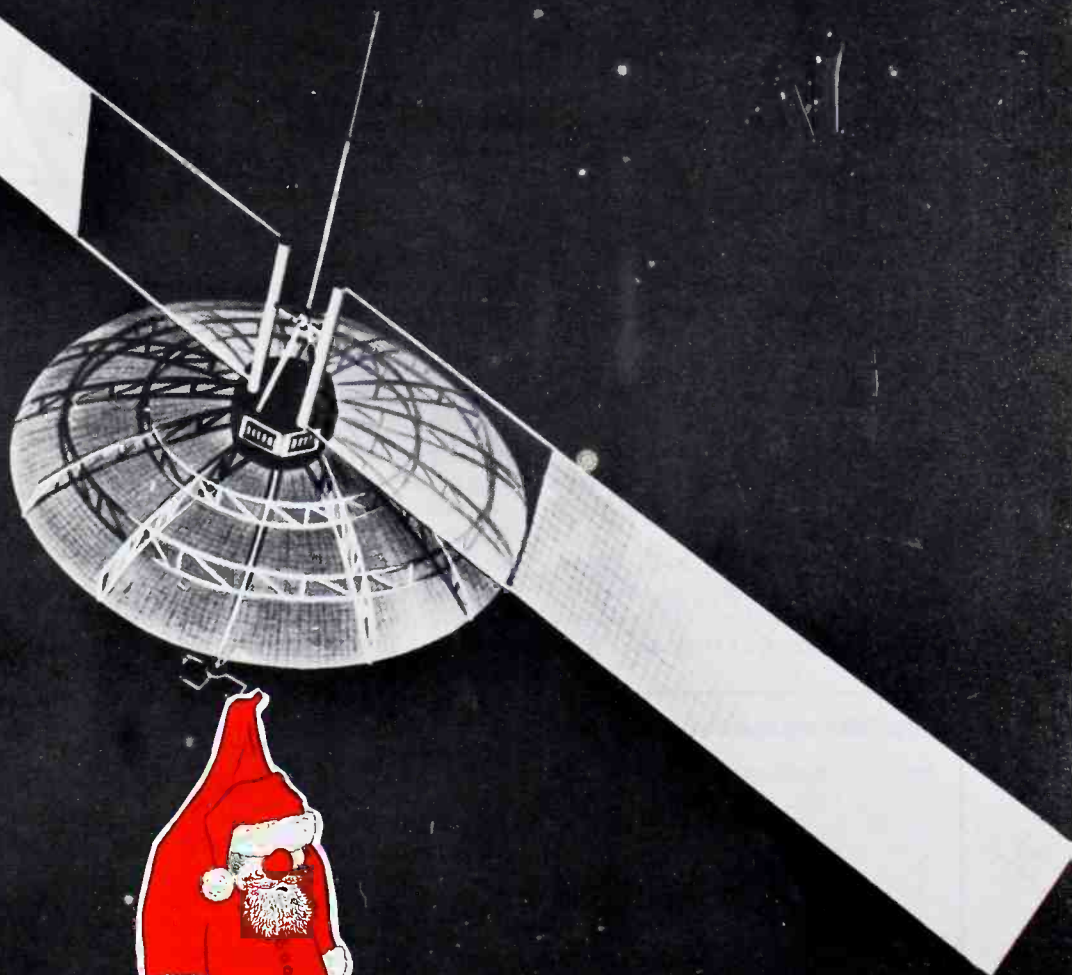


THE CANADIAN

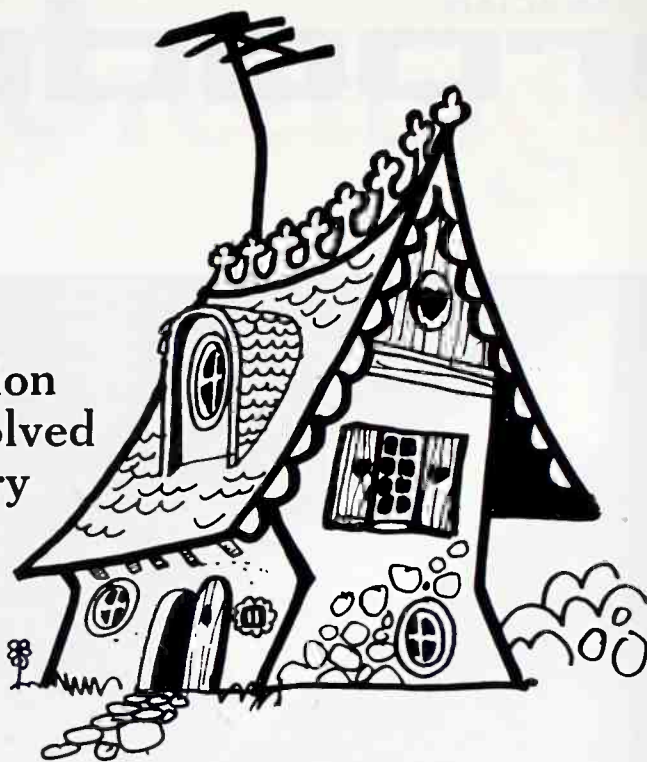
# Broadcaster

DECEMBER 14, 1967



!! -- BROADCASTERS AND THEIR COMMUNICATIONS SATELLITES! -- MERRY CHRISTMAS

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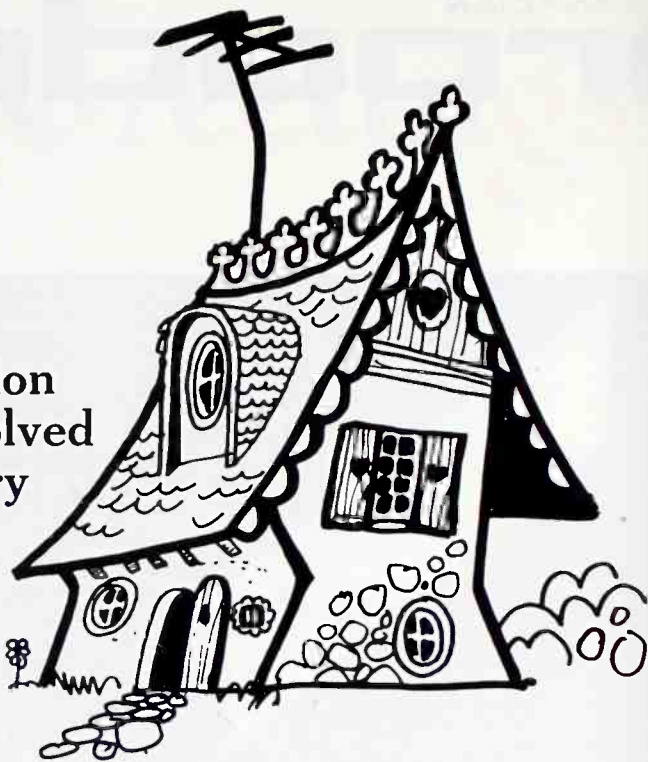
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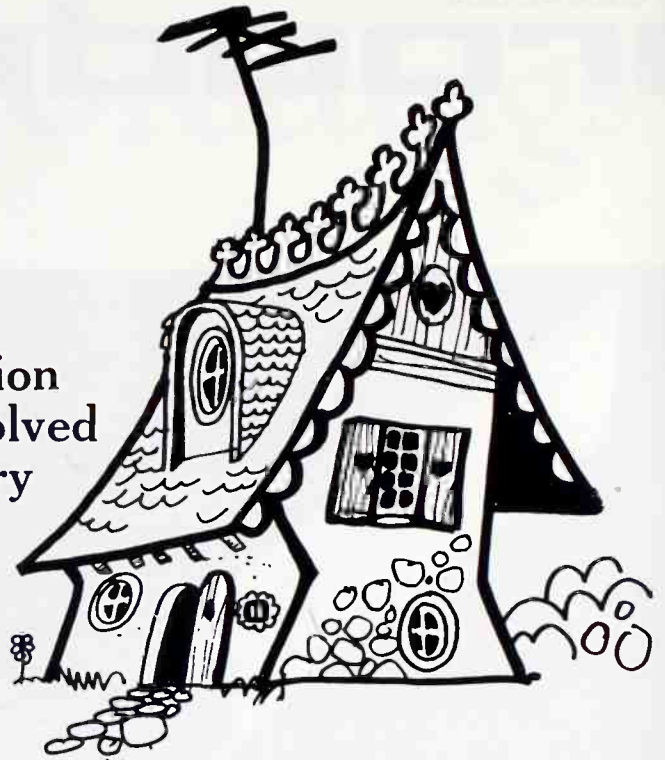
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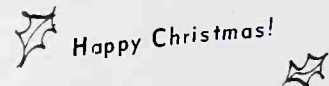
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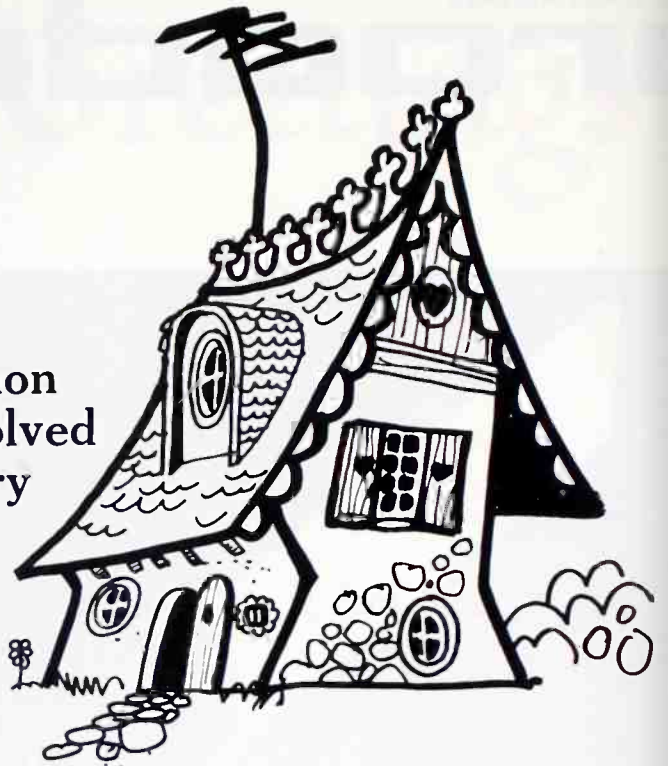
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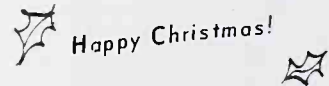
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The Board of Directors have re-organized TvB's selling and administrative structure to allow the Bureau to extend its traditional "association" role and operate as a modern sales and marketing corporation with a full-time operating president.

The full-time operating president is Ross Downey of Canadian Breweries (see page 10) who takes on his new duties January 1. The chief executive officer of the board, Al Bruner, becomes Chairman of the Board.

Bruner was formerly president with Ed Lawless, who has resigned, as executive vice-president.

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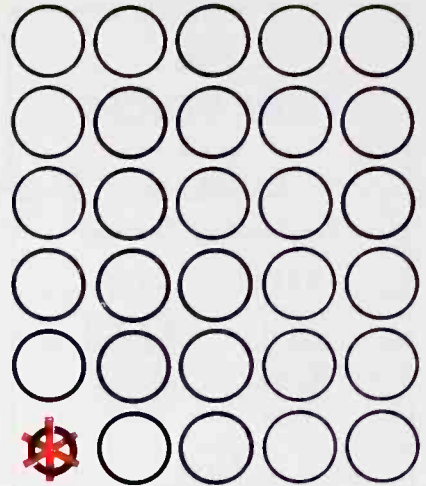
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CALGARY  
VANCOUVER



NEW YORK  
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DALLAS  
HOLLYWOOD

SAN FRANCISCO

■ ■ AFTER MANY MONTHS OF MEETINGS, rumor and unrest, the Television Bureau of Advertising has put its house back in order and is preparing to make its presence felt in 1968.

The Board of Directors have re-organized TvB's selling and administrative structure to allow the Bureau to extend its traditional "association" role and operate as a modern sales and marketing corporation with a full-time operating president.

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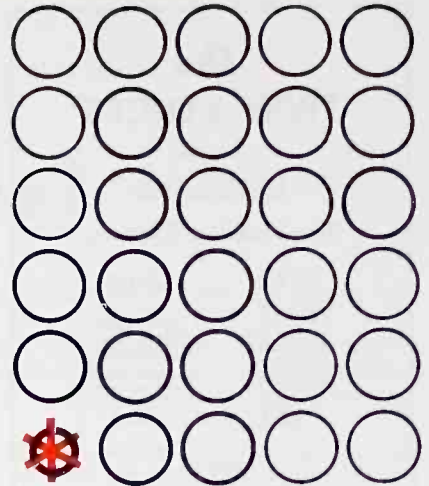
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**The  
TWIN VOICES**

of the  
**LAKELAND**  
Broadcasting Company



Serve  
**SOUTH CENTRAL  
ONTARIO**

with  
**10,000 WATTS**  
at 1350 on AM dial  
and  
**50,000 WATTS**  
of  
**STEREO**  
and  
**VERTICAL  
POLARIZATION**  
at 94.9 on FM dial

•  
**CANADA'S MOTOR CITY**

78,000 people  
with Canada's  
second highest  
weekly income  
get "the word" from



and  
**METRO-TORONTO**  
is sold on



See **LORRIE POTTS & CO. LTD.**  
Toronto - Montreal

# OPINION

**PETER RUNKLE**

CJDC Dawson Creek

"...surely if, during the course of an armed robbery, a person is killed, the penalty should be the same whether the victim is a civilian or a police officer. At least the police officer is armed and trained to look after himself in cases like this."

**CFOX EDITORIAL**

Pointe Claire/Montreal

"Specify maximum hours you will work. Fine. But do not stifle competition by making all food stores close so that you may work these shorter hours. Some stores, after all, can have their employees work shorter hours while themselves remaining open."

**THE FINANCIAL POST**

"(Auguste) Choquette is not averse to asking France for professors who can help fill the present shortage of French teachers in English Canada and would like to expand their presence outside Quebec but inside a united Canada."

**JACK GOULD**

New York Times Service

"By far the most tangible and interesting development in (U.S.) commercial television this season has been the commercials themselves...the quality of many spots reflects remarkable ingenuity in cinematography and, above all, an increasing use of humor to help make a sales point."

**CFOX EDITORIAL**

Pointe Claire/Montreal

"People have to pay for what they get. That's how it goes. And nations must pay, too. When they cannot or when they do not, then eventually the piper must be paid, and devaluation of your money is one way it's done."

**JERRY FENIGER**

Grey Advertising, New York

(Quoted in "Broadcasting")

"With more UHF stations on the air, the viewer's choice is going to expand tremendously. There will be opportunities, in my opinion, for all-news TV stations, for example; there will be more specialized programs to appeal to all kinds of demographic sub groups, and there may be even some stations that will be the equivalent of sophisticated magazines."

**BARBARA FRUM**

Saturday Night

"The specials appeal to sponsors who prefer one-shot, high-intensity messages, with the fillip that, unlike the series, the sponsors pull out from a show before the audience pulls out on them."

The trend is to balanced programming

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

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



# Where do we go from here?

As Canada prepares to step into her second century, it might be appropriate to give a little thought to where we are and where we are going.

In the beginning, our fathers and our fathers' fathers set to and built up Canada by the sweat of their brows and muscles. Today, you and I are enjoying the fruits of their labors.

They didn't have medicare and state broadcasting systems then. All they had were axes and guts. But things have changed.

Government of old was a pilot who steered the ship from Point A to Point B, because this is where he had been told to steer it. Today it has transformed itself into some sort of admiralissimo who *ordains* that the craft shall proceed from Point A to Point B, via Channel C, and then lays mines across the remaining channels, to make sure his orders are obeyed.

Once upon a time governments just used to govern. Today they have entered countless fields of private enterprise.

To name a few, they are in aviation, railroading, radio, television, motion pictures, hotels, restaurants, gift shops, synthetic rubber, telephone, express, banking, tourist resorts, insurance and cocktail bars.

We, in private business, live in mortal terror that one of our governments will spread its tentacles into our fields of endeavor; impose some new form of taxation which will price us out of business; compel us to shower new forms of welfare on our staffs, when we have always done what our resources would permit on a voluntary basis; afflict our industry with a Royal Commission or parliamentary enquiry, which will keep us sitting on a tack for the two or three years of its deliberations, and then another eternity while we wait and see what, if anything, it will do with the recommendations when, in its own sweet time, it gets around to reading them.

We used to blame the socialists for this sort of thing. We still do, because the so-called Liberals and the so-called Conservatives have stolen all the planks from the socialists' platforms, so that the issue before us when we come to an election is just what shade of pink we want our parlors painted.

Government's pretext for entering the fields of private business is that it is filling the voids, left by private business in most instances, or, in such cases as broadcasting, that the industry uses the air waves which belong to the people of Canada.

Horse feathers!

The air waves are not hunks of chicken wire hanging about in the atmosphere. They are sweet nothing, until some enterprising broadcaster puts a signal on them, nothing but the air we breathe. And any time now we shall be required to appear before some new kind of civil service commission to obtain a license to do that.

Business—and this means your business and mine—has an appalling image in the eyes of the public.

By and large, we are regarded as mountebanks, who buy things for an extremely low price and then

sell them at an exorbitant profit, and the public has to pay.

We are charged with exploiting our employees abominably, paying them as little as we can get away with and expecting them to give in return more than is possible.

We are accused of selling inferior goods but packaged in keeping with the high quality prices we charge.

They would have it that we misrepresent these goods in our advertising, which, with oblique superlatives, deludes people into believing it is telling them something, but which, when it comes to be examined, proves quite meaningless.

We are not *all* guilty of these things, but the *few* of us who are are more noticeable than the *many* of us who aren't.

We who are in advertising in its various forms do nothing to correct and control the few miscreants, neither do we attempt even to correct the mistaken impressions that are bruited around by the enemies of business.

This is what inspires our government to put on its protective mantle, woven for it by the socialists, and win votes by protecting us with measures which, most of them, are entirely unjustified.

Unemployment insurance was designed to protect people who have never missed a day's work in their lives against being out of a job.

State-owned airlines and railroads protect us against the undefined perils of airlines and railroads operated by private enterprise.

The perils of senility are met by old age pension plans through which those of us who start at 20 and live to 93 have a fair chance of breaking even.

Medicare in its various guises is to be thrust upon us, so that we may be provided with attention, even though we don't need it.

Then those trashy American programs! Heavens to Betsy! We *must* be protected against these with the compulsory production of Canadian ones which may be even trashier.

Provincial Liquor Commissions must make the profit on liquor sales because it would be dangerous to let private enterprisers make it.

Crutches, thrust upon us by our great protectors in Ottawa, to the point where we are unable to walk without them! All of which, with stoic Canadian courage and forbearance, we bear with nary a murmur.

What's to be done about it?

We have to decide whether we want the right to risk our lives and our resources, by exercising our sacred right to eat or starve according to our appetites for work. Just that.

And the alternative?

Follow the crowd like a bleating flock of sheep, and accept the protective despotism of the bell wethers we elect and send to Ottawa.

Oh Canada! We stand on guard for what?

# 1967 in REVIEW

*But the tender voice of a day that  
is dead  
Will never come back to me.*  
—Alfred Lord Tennyson

This Fowleresque opening of our "year that is dead" feature may be a bloody good idea at that, because as another poet said:

*Today's the day; yesterday is dead;  
Tomorrow soon 'twill be.*

At the same time, things happened in the broadcast advertising industry during 1967, and, more importantly, to you and me and the other people in it. So let's get it all out of our systems, and get back into the ball game.

## JANUARY 12 1967

In a letter to the editor, Jean A. Pouliot, CFCM-TV Quebec City, completing his second year as president of the CAB, wrote:

"At the risk of being called a pessimist, I will state unequivocally that 1967 will not bring a solution to the greatest single problem that we have to face today, that is the broadcast schizizophrenia of the Canadian public.

"*Individually*, Canadians will want radio and television programs which are informative and educational and cultural, without giving a second thought to their national origin, while, at the same time, Canadians, *collectively*, will insist, as they have in the past, that broadcasting must be essentially Canadian..."

In truly prophetic vein, Jean Pouliot went on to say:

"The greatest danger to our economy is still inflation which, in my book, is defined as the increase of the amount of money in circulation (caused by government deficit) with the result that the value of the medium of exchange is decreased.

"I still think that wage and price increases are not inflation (but the result of inflation).

"If this is correct, any arbitrary measure taken by governments to stabilize prices under the guise of consumer protection will eventually lead to price controls, salary and wage controls, unemployment and chaos.

"This may seem far-fetched, but the example of the United Kingdom is somewhat disturbing.

"Unless we get to the real root of the problem, it will be pretty difficult to cure it."

■ ■ THE BOARD OF BROADCAST GOVERNORS announced it was prepared to hear applications for third television stations in Montreal and Toronto, on either VHF or UHF channels, but would not be hearing such applications until the June 20 hearing.

The BBG also announced it would be proposing minimum hours of separate programming on FM radio

stations operated in conjunction with AM stations—two hours daily during the first year of operation, four in the second and six in the third.

■ ■ EDITORIALY, we paid tribute to the late Kenneth D. Soble, president of CHCH-TV and CHML, both in Hamilton, whose death was "a sad bereavement to his family, a grave loss to his friends and a serious blow to the broadcasting industry of which he was, in every sense a leader."

## JANUARY 26 1967

THIS WAS OUR MILESTONE ISSUE, in which we celebrated, as flagrantly as our innate modesty would permit, the 25th anniversary of *The Canadian Broadcaster*, even including a reproduction of the front page of our Volume 1, Number 1 issue, dated January 1942.

■ ■ EGIDE DANDENAULT of Ottawa, a representative of the Federated Authors and Artists Association, suggested to the Commons Committee on Broadcasting that a new and more powerful body might be given the authority to suspend CBC programs or employees. This, he said, might be one method of disciplinary action open to the new super-authority being suggested for Canadian broadcasting. Dandenaault was one of eleven delegates for the Canadian Broadcasting League.

■ ■ THREE INDUSTRY DEATHS were reported in this issue:

André Ouimet, newly-appointed general manager of CKAC Montreal, who succumbed to a heart attack.

George S. Bertram, advertising manager of Swift Canadian Company Ltd., a former president of ACA and BBM.

N.J. "Nick" Pappas, founder of the engineering and architectural firm of N.J. Pappas & Associates, whose activities expanded from just Canada into a large number of countries around the world.

■ ■ IN A FEATURE ARTICLE, Sam Ross, 26-year veteran in the news end of broadcasting, traced the development of controls from the Aird Commission (1928) to the present government's White Paper (1967).

■ ■ "LONGER FILM PASSAGES with fewer interruptions for commercials" is the basis of a programming policy reported by CJOH-TV Ottawa, explaining that the station now groups commercials in blocks of three or four at a time.

Viewers like the idea and say it makes the programs more interesting and shows consideration on the part of the TV station, they said.

## FEBRUARY 9 1967

AT THEIR PUBLIC HEARING in Ottawa, the BBG picked a sample of radio

stations—six AM and two FM—from a total of 100 which had licenses expiring March 31, 1967.

All hundred got automatic renewals for one year, in a move to allow time for Parliament to handle new broadcasting legislation then pending.

■■ IN A BRIEF TO THE COMMONS BROADCASTING COMMITTEE, the CAB asked that broadcasting be considered "an integral part of the press and the information agencies of Canada" because of its role in providing news, comment, opinion and information.

No regulations should be drafted which would "interfere with the right of free speech...or limit or designate program content", the brief said.

■■ HENRY COMOR, president of the Association of Canadian Television and Radio Artists, suggested in a brief to the Commons Committee that a cut-back of the television broadcast day would up the percentage of Canadian talent. The union's proposal was, if necessary, to cut back the television broadcast day to eight hours, 4:00 p.m. to midnight. This, they suggested, would boost Canadian content from the present 55 per cent to 75 per cent for the CBC and to 65 per cent for CTV and the private stations.

They urged that CBC and CTV should be encouraged to negotiate with American and British networks for the sale of Canadian programs in exchange for the more than \$20 million now paid each year for foreign shows, principally American TV series.

The brief advocated annual government grants of \$10 per capita to the CBC, amounting to \$200 million, compared to \$115 million in actual grants and some \$30 million in loans.

To ease the financial burden of private TV and encourage more domestic programming, the government should buy all privately-owned TV transmission facilities and turn them back to the owners who would operate as program producers under carefully regulated franchises.

## FEBRUARY 23 1967

COMMENTING EDITORIALY under the title *So little time for broadcasting*, we wrote: "Broadcasting has to get its own story across to the people.

"In bygone days, it was the battle of the broadcasters vs. the CBC.

"With the establishment of an independent regulatory body, the Board of Broadcast Governors, this battle seemed to be over.

"But the malady lingers on and more so, and now the forces arraigned against the broadcasting industry are not just the CBC, but the entire government which, by the harboring and encouraging of any crackpot critic who wants to be heard, is costing the industry so much time and so much money, clearing the obstacles

placed in its path, that it is amazing the stations can remain on the air."

## MARCH 9 1967

"FM STATIONS' APPROACH CHANGES—station to station and market to market."

In this issue we focussed on frequency modulation broadcasting, and found there was no pattern, as each station followed its own inclinations.

Our reporter summed it up:

"Already in the first few months of 1967, it is quite apparent that FM is a young giant...a powerful force to be carefully and comparatively studied as a sales medium, since it has outgrown its swaddling clothes."

Despite the variety of their approaches to it, the general impression among FM operators was that FM may eventually replace AM radio as we know it today, if only because most frequencies available to AM radio are gradually being crowded to such a degree that AM broadcasting will eventually deteriorate and FM will forge ahead.

Indicative of the variety of approaches to FM programming are these catchlines which appeared over the opinions expressed and reported by FM station operators:

"Sales representatives need FM education", "Alive and alert and the facts prove it", "Easy listening—no poor man's CBC", "Minimum talk and in depth music", "Not for minorities but for most of the people most of the time", "Relaxed approach with minimum commercials", "Adult listening for higher incomes", "1966 was first sign of FM supremacy", "Varied programs, best in all facets", "Not for minorities, something for everyone", "Lack of data handicaps FM", "We've won the public—now it's the sponsors", "Good time buys on FM stations", "AM only or FM only or both combined", "Numerical minority of high calibre", "Split local and national—FM will sell to all", "Above average taste—has plumbing problems too", "What of the future?—couldn't be better", "No two stations alike as each seeks its own image", "Cadillacs and caviar, swimming pools and split levels".

Agency comments were not quite in the same key. Catchlines on seven of these read like this: "Let all concerned know what FM is really like", "FM could fill the void for selective media", "Not enough education to convince users on FM", "Still selective—will become mass", "No future for FM as a separate medium", "Need listener analysis to help make decisions", "Nothing but judgment. Research? Where is it?"

## MARCH 23 1967

A PROPOSAL OF THE NIAGARA POWER GROUP for a satellite-propelled third Canadian television network, which

# you can't beat the effectiveness of spot television

No matter what the product, you can be sure of effective results when you buy spot television.

Spot participation in top rated shows delivers maximum audience coverage at a good efficiency that makes the difference in the success of a campaign.

Remember, when you've got a product to sell, we have the "sure-sell" stations... and we are ready, willing and able to help you launch it.



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



McCREATH



KOBER

# PEOPLE

ROSS McCREATH, vice-president and general manager, All-Canada Radio & Television Limited, was this week elected president of the Station Representatives Association, succeeding Mike Callahan of Air-Time Quality Sales.

McCreath joined All-Canada in 1949 on radio sales. In 1953, when the TV division was formed, he was appointed manager. In 1964 he became vice-president in charge of television and two years later made general manager of the organization.

Over the years McCreath has served the industry in many ways, notably as a member of the Television Sales Advisory Committee of the Canadian Association of Broadcasters and as vice-president of the BBM Bureau of Measurement. Currently he is a director of the Broadcast Executives Society.

RAY JUNKIN has been appointed general sales manager, CTV Television Network. He will be remembered by Canadians as the vice-president and general manager of Screen Gems Canada Ltd., a position he held from 1961 to 1966. As such he was largely instrumental in the establishment of co-production of Canadian content programs with CTV, such as *People in Conflict*. After leaving Screen Gems Canada he returned to Screen Gems, New York to set up a new division charged with selling, in the U.S., television programs produced outside of the United States. His appointment is effective immediately.

ROSS F. DOWNEY, 39 year old director of marketing services, central division, Canadian Breweries Limited, has been appointed president of TvB Canada Limited, effective January 1, 1968.

Downey has had an extremely wide range of experience. At Canadian

Breweries, where he has been for seven years, he is responsible for practically everything in marketing except direct selling. Prior to CBL he worked for three advertising agencies—Foster Advertising, Warren Reynolds and McKim Advertising.

A native Torontonian, Downey is married with three children.

TED KOBER, who shocked the advertising world several weeks ago with his sudden resignation from Vickers & Benson Ltd., after some twenty-one years, has opened up his own business—P-M Psychometrics Limited.

Kober came to Canada in 1937 from Germany. Following service with the 48th Highlanders during the war, he joined Vickers & Benson, where he managed a number of departments, latterly as director of marketing. He was also a member of the Board of Directors.

He has represented the communications industry, nationally and internationally, on the boards of the American Marketing Association, the Canadian Advertising Research Foundation and the Anglican Church of Canada. At present, he serves as an editorial advisor to the *Journal of Marketing* and as a member of the Special Commission of the Church in the World.

Married to a practising physician, he has two daughters and lives in Oakville.

As executive vice-president of P-M Psychometrics Ltd., he explains that the company functions as a consulting group to management in the areas of innovation and communication. In the area of innovation they help management plan for tomorrow by creating ideas and concepts for new marketing oriented products and services. In the area of communication they offer to management Advertising-Performance-Audits, based on custom tailored techniques.

## 1967 IN REVIEW

they said they were prepared to establish and operate on their own resources, was given some rough treatment by a number of objecting organizations before the Board of Broadcast Governors March 7.

Among the objectors were the CBC and CTV television networks, CN-CP Telegraphs and the Telephone Association. As we reported it, each objector's case was based on the plea that it could do it.

■ IN THIS ISSUE we paid tribute to the memory of the founder and later chief of the CBC news service, Daniel C. (Dan) McArthur, who died at the age of 69 March 17.

■ AN ITEM REPORTED that Belvedere's *I smoke them because I like them* cigarette commercial had won the sole Canadian Gold Medal Award of the Sales and Marketing Executives International for Benson & Hedges (Canada) Ltd.

### APRIL 13 1967

SYNCHRONIZED WITH THE CAB CONVENTION, our Spring Directory combined the directory with the news and features of a regular edition, making a total of 96 pages.

■ WE DID A LITTLE CROWING for the industry over the capitulation of Canadian banks and their starting to use broadcast advertising.

"It is indeed a victory for broadcasting, a triumph of which it may well be proud," we wrote, "but will somebody tell us why it has taken so long?"

We pointed out that broadcasting's "highly successful formula of broadcasting monotonous and predictable nothingness that owes its longevity to the fact that it offends no one, has rung the bell with manufacturers of soap chips and cigarettes, but has failed completely to attract advertisers whose interests lie in the *calibre* of the audience rather than its *numbers*."

"Broadcast advertising," we went on, "will draw in droves of applicants for small loans for the chartered banks. Many of them will open small savings accounts, but, under existing programming policies, it will fail completely to attract the six-figure borrower or the major depositor."

### APRIL 27 1967

HARD ON THE HEELS OF THE CAB came the annual conference of the Association of Canadian Advertisers for which we came up with our regular ACA package. First came our preliminary ACA Convention issue, then, during the convention, the two morning *Dailies*, each reporting the

proceedings of the day before, and then finally our ACA Wrap-up issue.

■ ■ **McKIM ADVERTISING LTD.** announced its affiliation with the U.S. agency, Benton & Bowles. Under the agreement, Benton & Bowles acquired a "significant minority interest" in McKim, and the new firm saw the light of day as McKim/Benton & Bowles Ltd.

■ ■ **THROUGHOUT THE ACA CONFERENCE**, we pointed to the fact that advertising is in disfavor with many sections of the Canadian public, so, you advertising people—"Don't just sit there...do something."

■ ■ **THE VALEDICTORY SPEECH** of Jean-A Pouliot, for two years president of the Canadian Association of Broadcasters, in which his theme was "The czar threat shifts from broadcasting to advertising," was also reported.

Speaking of Robert Fowler's recommendation that a broadcasting czar should take over the industry, Pouliot said: "...the idea of a czar of broadcasting is dead, but I believe that the concept is still very much alive and has, in a way, simply been shifted from broadcasting to advertising."

■ ■ **BASED ON RADIO SALES BUREAU** information, we reported that Canada's leading advertisers invested a record \$24,581,506 in the sound medium during 1966 for a 13 per cent increase over the previous year.

RSB's "Top Hundred" list started with Rothman's of Pall Mall (Canada) Ltd., which jumped to first spot with a 74 per cent increase over 1965 to \$1,577,134, these figures being for time only.

Four more advertisers fell in the over-a-million category. These were: Coca-Cola Ltd. with \$1,262,043 (up 2 per cent); General Motors Products of Canada Ltd. with \$1,148,838 (up 3 per cent); Dominion Seven-Up Co. Ltd. with \$1,022,069 (up 32 per cent); Canadian Breweries Limited with \$1,007,023 (up 1 per cent).

■ ■ **OGILVY & MATHER (CANADA) LTD.**'s chairman and managing director, Andrew Kershaw, blended a bit of idealism with some practical business sense with a speech to the CAB convention.

Idealistically, Kershaw ended his speech with an invitation to his audience to consider what he described as "this ridiculous proposal".

"Start a fund into which you pay one per cent of all your commercial revenues. Require your advertisers to pay one per cent of their advertising expenditures into the fund, and persuade the government to match the amounts so raised. Then set up a non-profit corporation, with an eminent board of directors, 'The Broadcasting Foundation'.

"The job of the Foundation would be to run professionally-researched

and professionally remunerated advertising campaigns for desirable social purposes, on a scale appropriate to the task, using broadcast media."

On the horse-sense side, Kershaw referred to the gradual disappearance of the mass market.

"It is a pity," he said, "since we have only just become aware of its existence..."

"Greater wealth and better education will make it absolutely impossible to satisfy the needs of our future market without far greater choice in programming than we now provide..."

"Will you (broadcasters) be able to develop ways for advertisers to reach these special audiences? And reach them economically?"

"Television is only beginning to do this today; radio has already done a better job.

"If you succeed, remarkable new advertising opportunities will open up. But, if you fail, we will have to look for other means of advertising to our target groups."

■ ■ **ON THE FRONT PAGE** of our 2 ACA Dailies, we featured, first, Allan E. Ross, advertising manager of Goodyear Tire & Rubber Co. of Canada Limited. With eight years of agency experience with N. W. Ayer & Son Inc. and Atherton & Currier Inc. before Goodyear, Ross became ACA president for 1967-8.

The second Daily was graced with a picture of Monsieur le maire de Montréal, Jean Drapeau, who, for his service to the country in the organization of Expo '67, was unhesitatingly awarded the 1967 ACA Gold Medal.

#### MAY 11 1967

**THIS ISSUE WAS DEVOTED** almost entirely to reports of speeches delivered at the ACA Convention, as they had appeared in the ACA Dailies.

#### MAY 25 1967

**A FANTASTIC PUBLIC SERVICE EFFORT** on the part of CJOC Lethbridge came in for high praise from *The Calgary Albertan* in an article in which Fred Kennedy wrote about this station's fine work during the three-day period... when "an unceasing snowfall blanketed the whole south (Alberta) country to a depth of three to four feet, and blocked highways and farm roads to a depth of eight to ten feet."

Kennedy started his article with a tirade against the industry for "the torture it inflicts upon its disc jockeys by compelling them to be happy and gay, and bubbling over with personality-plus during every minute of their eight hour shifts." But he said this storm story had "revived my faith in radio as a public service vehicle."

#### JUNE 8 1967

**QUEBEC PRIME MINISTER** Daniel Johnson's threat to take over control of


Quebec's broadcasting inspired what has become a rare attack—against the CBC. Our basis was that it is, to us, "highly and evilly significant that the national broadcasting body, designed to breed and engender Canadian unity, does, in actual practice, seek out alleged news and information for the sole purpose of sensationalism".

Implementing this charge with reference to the ill-fated *This Hour has Seven Days*, this article, entitled *Seeds of Disunity*, had this to say:


"They conducted revealing interviews with homo-sexuals, officials of the Ku Klux Klan and spies. In the same way, they included in their coast-to-coast, prime time broadcasts material indicating to those who were unaware of the facts that all French-Canadians, who wanted to preserve their language and their culture, went around blowing up mail boxes and taking pot shots at visiting dignitaries."

This, we felt, indicated that Mr. Johnson was rebelling against the ineptitude of the CBC in terms of Canadian unity, and suggested he

**KEN HUTCHESON**  
OF CJAV  
**SAYS:**



**WHEN AMALGAMATION IS COMPLETED, PORT ALBERNI WILL BE THE FOURTH LARGEST CITY IN BRITISH COLUMBIA WITH RETAIL SALES IN EXCESS OF \$28 MILLION.**

**HARDY**  
RADIO & TELEVISION

TORONTO	—	MONTREAL
QUEBEC	—	WINNIPEG

## 1967 IN REVIEW

turn to the private stations, "privately-owned business enterprises which derive their revenues from the pleasure they are able to bring to all Canadians". As champions of Canadian unity, they are the logical communicators of the true picture of the new Quebec to the rest of Canada.

■■ **IN HIS FIRST SPEECH** from the throne, Governor General Roland Michener said legislation will be brought down to provide the necessary broadcasting facilities for ETV.

The speech said: "The government plans to set up the physical transmission facilities and, because education falls under provincial jurisdiction, turn over the responsibility for programs to the provincial governments."

■■ **THERE IS A COMPUTER IN THE FUTURE** of every corporation regardless of size, said Professor J. J. Wetlauffer, Dean of the School of Business Administration at the University of Western Ontario.

Speaking to the Education Day meeting of the Toronto Advertising and Sales Club, he said: "The expansion of knowledge in science and technology, will inevitably create hardship for some people"...but "in the long run, automation creates more jobs, contrary to some earlier predictions."

Management, he said, will have a new role in the new environment which would entail (1) better education on a formal or informal basis; (2) he will be an avid reader; (3) analytical in terms of internal and external environment; (4) creative in ideas; (5) politically skillful in handling power in and out of the company; (6) reflective in planning and global in outlook; (7) able to draw upon all specialized skills in his organization; (8) strong mentally and physically.

"The principal source of new managers will continue to be from the company," he said. "The ability of a company to survive and grow will be directly related to its ability to select and develop managers."

### JUNE 22 1967

**AN ITEM FROM BELOW THE BORDER** reported that the U.S. Federal Communications Commission had ordered

that radio and television stations broadcasting cigarette advertisements may be required to provide free time for anti-smoking programs.

■■ **"HOW CAN TELEVISION SERVE YOU BETTER?"** was the leading question we asked a cross section of major national advertisers. Top billing went to Allan Ross of Good-year, president of the ACA, who said: "Television should deliver a bigger audience and provide a better medium that appeals to and holds more people—opinion-forming people."

**FRANK BUCKLEY**, vice-president, W.K. Buckley Ltd., said: "...why not let three or four medium size Canadian corporations work together and make a joint buy for a certain period to be used for their joint campaigns?"

**NORTON WYSE**, advertising manager, Salada Foods Ltd., said: "Salada has not used television for over a year now, mainly due to costs and flexibility. The ability to move in and out is most important, and with foods it's immediate. You have to move fast."

**PETER NISSEL**, senior products manager, Chesebrough-Ponds (Canada) Ltd. said: "Costs and efficiencies are the keys to good television buys but there are such divergencies that you sometimes don't know how good your efficiency is."

**GEORGE A. MEEN**, advertising manager, Christie Brown & Co. Ltd. said: "TV stations might well provide better merchandising service to the client...Radio has them beat six ways to the jack in this respect."

**CALVIN NIDDERY**, merchandising manager, Frigidaire Products of Canada Ltd., said: "The appliance business has not been using television as much as print" since... "tie-ins are important to our advertising campaigns, and no dealers can tie in with TV as they can when we use newspaper advertising."

**KEVIN POWER**, advertising manager, Glidden Co. Ltd. said: "If you want to buy in prime time you have to buy one third in some other time in order to get on."

**ROSS F. DOWNEY**, director of marketing services, Canadian Breweries Ltd., said: "Present audience measurement services could be speeded up to provide at least basic information earlier."

**WILMAT TENNYSON**, vice-president marketing, Rothman's of Pall Mall (Canada) Ltd. said: "Television stations are getting too damned tough with their take-it-or-leave-it-that's-all-we've-got attitude."

**C. PETER SPRING**, advertising manager, McCulloch of Canada Ltd. said: "Our American head office sent us some commercials which we wanted to revise for the Canadian market, but the CBC would not grant final approval of the scripts until we proved our claims on our product."

**PETER R. JONES**, media and merchandising manager, Colgate Palmolive Ltd. said: "Out West, they (TV stations) will do a lot more for you than they will in the East. They're stronger in promotion and act as though they really want your business and are glad of it."

**JOHN THOMSON**, advertising manager, Sunbeam Corporation of Canada, said: "Buying opportunities should be better for a smaller advertiser... The guys with the small budget get the dogs..."

### JULY 13 1967

**IN THE FACE OF MUCH OPPOSITION**, the application of Ralph Snelgrove Television Ltd. for permission to move the CKVR-TV antenna site 30 miles south to Palgrave, which is 20 miles north of Toronto, won the BBG's recommendation for approval at its public hearings in Ottawa June 20-22. The Board also said it would wish to hear an application from CFRB Ltd. for the use of Channel 13 in Toronto at its November 1967 hearings, provided it has the technical approval of the Department of Transport. (Later the BBG reversed its decision on CKVR and delayed hearing CFRB's Channel 13 application.)

■■ **IN AN ADDRESS** to the annual conference of the Federation of Canadian Advertising & Sales Clubs, R.A. Engholm, newly-elected president of the Canadian Manufacturers Association, stressed the need for businessmen to involve themselves more directly and extensively in the major social problems confronting the community as a whole—especially educational television.

Criticizing commercials, Engholm, who is the president of Macotta Co. of Canada Ltd., said: "As a manufacturer, of course, I view advertising essentially as the means of moving the products of the factory off the shelves of the retailer and into the homes of the consumer."

"But as a citizen I confess to being as irritated, not to say annoyed, as the next man by noisy and witless commercials and just as quick to take evasive action."

■■ **THE TV SALES BUREAU** reported that, for the second consecutive year, Canada's top 100 national advertisers invested more in television than in all media combined. Heading the list was General Motors Products of Canada Ltd. who, out of a total of \$9,316,000 spent on Print, Radio and TV, used \$1,846,000 for Television, representing 19.8 per cent of total spendings. General Foods Ltd. came

The trend is to balanced programming  
**G. N. MACKENZIE LIMITED HAS  SHOWS**

**MONTREAL**  
1434 St. Catherine St. W.

**TORONTO**  
433 Jarvis St.

**WINNIPEG**  
171 McDermott

second, with total spendings of \$7,066,000 of which TV claimed \$5,710,000 or 80.8 per cent. Then it was Procter & Gamble with \$5,934,000 or 98.7 per cent of a total of \$6,014,000 going into Television.

## JULY 27 1967

**NEWS BROKE THAT RCA VICTOR CO. LTD.** had been awarded a contract to build a \$4 million communications satellite earth station at Mill Village, N.S. To be completed in 1968, it will take over from the present experimental satellite facility at Mill Village, built only last year by RCA for the Department of Transport.

**THE TELEVISION BUREAU OF ADVERTISING** produced a study showing that the top magazine advertisers buy television on the basis of \$3 (TV) to \$2 (magazines). At the top of the list, General Motors Products of Canada Ltd. placed \$906,000 in magazines and week-ends during 1966, against \$1,846,297 in television.

The study listed 50 national advertisers, including distillers who are not allowed to advertise on TV. The TV total of \$29,193,720 exceeded the total for magazines and week-ends, \$20,129,385, by nearly 50 per cent.

**NOT AS BROADCASTERS**, but as providers of facilities for broadcasting, a consortium of communications companies was reported to be awaiting government approval for their \$80 million proposal to provide Canada with a space-oriented domestic communications system. This followed in the wake of the communications satellite plan first proposed to the BBG by the late Kenneth D. Soble and the Niagara-Power group in October 1966 and repeated in March 1967. At this time the common carriers who made up the consortium appeared before the BBG to object.

## AUGUST 17 1967

**AFTER IMPOSING A FREEZE** on applications for second TV licenses in areas already served by one TV station, the BBG announced its intention to lift the freeze in the Maritimes, southwestern Manitoba and southwestern Alberta. Applications for licenses for other districts will not be acceptable until further notice, the announcement said.

**IT WAS OUR SAD TASK** to record the death, following a coronary thrombosis, of Robert French Tait, a vice-president of All-Canada Radio & Television Ltd., "dedicated to his company, his industry, his associates and his friends."

We also said our farewells to: Producer-director George Rennie of CFPL-TV London, who was 47; One-time owner of CKCO (now CKOY) Ottawa, Dr. G.M. Geldert. He was 81;

Executive vice-president of Goodis, Goldberg Soren, Samuel L. Goldberg, who died at the age of 40.

**THE RESIGNATION OF W. DENIS WHITAKER** as president of the Radio Sales Bureau was announced. Having fulfilled his original commitment to RSB Whitaker's move was the result of a desire to return to a private enterprise organization, which developed later into the presidency of Major Market Broadcasters Ltd.

## AUGUST 31 1967

**THE CBC WAS CURRENTLY SHOOTING** a \$2 million, 39 episode color adventure-drama built around the life of Canada's 17th century historic figure, Pierre Lemoyne, Sieur d'Iberville. Titled *d'Iberville*, the series is being filmed on the Ile d'Orléans, the story said.

**LIKES AND DISLIKES OF TEEN-AGERS** for TV commercials are emphatic, according to a survey conducted by the U.S. magazine, *Teen Magazine*.

On the "like" side, top honors went to Yardley, with Alka-Seltzer (especially the funny-tummy one) running a close second.

Soaps, detergents, toothpastes and mouth washes headed the "most disliked" list, with Bold sweeping the field, followed by Tareyton's *eat my hat* spot rating second.

**THE COMING OF EDUCATIONAL TELEVISION** will bring new opportunity and temptation for state control of mass media.

This was the opinion voiced at the Couchiching Conference by Robert Stanbury, Liberal MP for York-Scarborough and chairman of the Commons Committee on Broadcasting.

"The struggle to preserve the principle of broadcasting free of state control may be the most crucial test of Canadian politicians during the next few years," he said.

**THE DEATH OF J. ARTHUR DUPONT**, a pioneer who started in broadcasting in 1924, as an announcer, at CKAC Montreal, was reported in this issue. He was 65.

## SEPTEMBER 14 1967

**THERE WAS A TOUCH OF NOSTALGIA**—just a touch, mind you—in this issue, because it marked the end of the old *Broadcaster* and the beginning of *The New*. Our editorial, titled *Hail & Farewell*, meant, as was explained in the first sentence, *Farewell & Hail*, primarily hail to the new.

**IN THIS ISSUE WE HAD AN ARTICLE**, *Longer newscasts is the trend in some—but not all—markets*. This reported a U.S. 10-station survey of TV viewer trends concerning newscasts. It showed that 79 per cent of those interviewed chose an hour-long newscast over the half-hour variety, mainly for the greater in-depth coverage of the local news scene.

David M. Adams, client service manager of the BBM Bureau of Measurement, said no such survey on news had been conducted in Canada, but the U.S. study showed that 78 per cent of respondents watch the network news carried by a station that also carries a long local newscast.

**PROMOTION OF SAFETY** in the construction industry, especially among the large number of Italians engaged in this trade in the Toronto-Hamilton-Niagara area, was reported in a story outlining the efforts of

**C J B Q**  
RADIO  
AM.  
800 kcs.  
FM.  
97.1 mcs.  
BELLEVILLE AND TRENTON, ONT.

*"The Voice of the Bay of Quinte"*

## 1967 IN REVIEW

Luigi Petrucci of Toronto, who moderates a weekly TV show, *Canadiana*, on the Hamilton/Toronto station, CHCH-TV. Petrucci has the full collaboration of the Construction Safety Council of Ontario, which sponsors this monthly feature of his program.

■ ■ THERE WAS A NEW HOOK in the recommendation of the BBG which voiced approval of a new AM radio station for Lévis, Quebec, just across the river from Quebec City and a substantial power increase for CFGM Richmond Hill, just north of Metropolitan Toronto.

Each of the applicants signed an undertaking to stress local news and provide extensive public affairs coverage for its area.

Adrien Bégin, heading the group applying for the French-language station at Lévis, promised to provide at least two items of local interest in every hourly newscast, one in every headline news report on the half-hour, plus a minimum of ten minutes per day of local news at peak time, rebroadcast during the evening, and 50 per cent of not less than 20 hours weekly of public affairs to Lévis and the surrounding community.

CFGM promised at least one item of York County in each hourly newscast plus a minimum of five minutes daily of York County news and an increase in the station's public affairs programming to seven and a half hours per week with a minimum of two hours devoted specifically to York County.

### SEPTEMBER 28 1967

THE (NEW) CANADIAN BROADCASTER emerged and even the printer liked it. In "A declaration of independence" we claimed ourselves the self-appointed communicators for you communicators.

"Our objective is not to flatter the industry or its clients. Rather we intend to keep those who buy and sell broadcast advertising informed on each others' thinking, so that the views of each one of you may benefit the entire industry," we said.

■ ■ BERT CANNINGS, news director, CFCF-AM-FM-TV Montreal, was re-elected president of the Radio and Television News Directors Association of Canada. He told the Canadian Centennial RTNDA Conference in Toronto that more than 40 news directors had left radio and television in the past year and moved into other work. Low pay, he said, was a key factor in the drop in RTNDA membership in both the U.S. and Canada.

To increase membership in the association a career brochure and recruitment film had been prepared, stressing advantages and opportunities, he said.

RTNDA of Canada announced it would make two tribute awards, one each for excellence in radio and television news coverage, and the other for radio and television documentaries, at future conventions.

The patron saint of Canadian news broadcasting, Charlie Edwards, general manager of Broadcast News Ltd., was reconozed as they named the first of these awards "Charlie Edwards Awards" which was quickly abbreviated into "Charlies".

The awards for documentaries will be called "Dan McArthur Awards" in posthumous memory of the man who was the organizer and first chief editor of the CBC News Service.

■ ■ "YOU KNOW AS WELL AS I DO that 90-95 per cent of advertising is effective and appropriate, but the small percentage that is misleading or irritating creates problems for everyone."

This was a message delivered by the president of the Canadian Advertising Advisory Board, Allan B. Yeates, executive vice-president of Spitzer, Mills & Bates Ltd., speaking to the Broadcast Executives Society.

"Clearly, we have a responsibility to the community and ourselves to set and maintain standards of integrity; and currently, we are exploring the best ways of dealing with those who persist in violating the code, which could be advertisers, agencies or media," Yeates said.

■ ■ THIS ISSUE REPORTED that Cable TV is expected to come under the wing of the BBG in the new legislation contained in the new Broadcasting Act.

### OCTOBER 12 1967

FIRST OF TWO ARTICLES, by John Picton, reprinted from *The Toronto Globe & Mail*, describing the action in radio which has caused investors to climb on the bandwagon, appeared in this issue. It was concluded in the next.

The articles outlined the financial story of such major components of the radio broadcasting industry as Standard Radio Ltd., CHUM 1050 Ltd., Western Broadcasting Ltd., Selkirk Holdings Ltd. and Northern Broadcasting Ltd. It pointed out that one major investor in these stocks is one of the largest Canadian mutual funds, United Accumulative.

■ ■ THE "PEOPLE" SECTION of this issue featured CFPL-Radio's manager, Ward Cornell, best-known nationally for his *Hockey-Night-in-Canada* commentaries and Colgate commercials, who resigned to establish himself as a consultant.

J.N. (Jack) Milne was announced as the successor to Alan Bell, as executive head of the Institute of Canadian Advertising (formerly CAAA).

The resignation of Brigadier W. Denis Whitaker, D.S.O. from the presidency of the Radio Sales Bureau was officially announced.

Jim Grisenthwaite, former radio manager of CKCK Regina was transferred to Hamilton to become manager of Radio Station CKOC.

J. Alphonse Ouimet, CBC president, it was announced, is to receive an honorary Doctorate of Social Sciences from the University of Ottawa.

■ ■ JACK GLASIER, ADVERTISING MANAGER of Ford Motor Co. of Canada, told the Toronto Ad and Sales Club the advertising profession must tell its own story.

"Right now," he said, "the government is taking steps to protect the public from the dangers of today's advertising.

"They have considered imposing a tax on advertising and they have also considered putting a specific limit on all advertising budgets in Canada."

Stating that every opportunity should be taken by agency, client and medium to tell the real truth about advertising and bring about greater understanding, Glasier, a past president of the Association of Canadian Advertisers, said: "We're the experts on communications but we haven't communicated the facts, the truth about our own profession. We're supposed to be the hottest salesmen of the age we live in, yet we haven't even tried to tell the public about the biggest bargain of all, the bargain which nobody has been selling... advertising."

■ ■ ANY DAMN FOOL CAN PRODUCE a product; the problem is to sell it and that's where advertising comes in.

This was the message delivered by Wayne McMahan, TV consultant and columnist for *Advertising Age* to the first anniversary seminar of Case Associates Advertising Ltd. October 4.

During a five-hour presentation, McMahan screened almost a hundred commercials "that really worked", as he illustrated his points on new product productions and product restagings. The restagings bore out his urging to advertisers to rekindle interest by developing new perspectives as he demonstrated what had accomplished for several accounts.

### OCTOBER 26 1967

THE UNIQUE POSITION of a Canadian presiding over what is basically an American organization was attained by Tom Daley, creative services manager for CFPL-TV London, when he was unanimously elected president of the Broadcasters Promotion Association at its twelfth annual seminar held in Toronto.



■ ■ CKVR-TV BARRIE, unsuccessful bidder for a move of its facilities into the fringes of the Toronto market, was sold by its owners, Ralph Snelgrove, CHUM 1050 Ltd. and Geoffrey Stirling to Saturna Properties, wholly-owned subsidiary of Western Broadcasting Co. Ltd., owners of CKNW New Westminster, CJOB Winnipeg, a 16 per cent stockholder in CHAN/CHEK Vancouver/Victoria B.C., with a two per cent interest in Standard Radio.

■ ■ THE NEW BROADCASTING ACT, three years in the making, had its first reading before (14 members of) the House of Commons. One of its 67 clauses proposed a new regulatory body, replacing the BBG, consisting of five full-time members and ten part time, the latter to function only in an advisory capacity. The five full-time commissioners would have full regulatory powers, without reference to the cabinet, as well as the power to impose fines up to \$100,000 for infractions of its regulations.

■ ■ KEN CHISHOLM, 65, sales, engineering and marketing ambassador for the RCA Victor Co. of Canada Ltd. since 1941, retired to set up his own consultant's office in his native Ottawa.

■ ■ CEDRIC PHILIP HAYNES' appointment to the presidency of the Radio Sales Bureau, succeeding W. Denis Whitaker, was announced by Arthur C. Harrison, chairman of the RSB Board of Directors.

■ ■ RUSS H. RAMSAY, general manager of CJIC-AM-FM-TV Sault Ste. Marie—once fired by that station "because he had no future"—was elected president of the Central Canada Broadcasters Association at their 17th annual convention.

■ ■ AN ARTICLE WITH CHARTS, titled *What's up with radio?* was based on a presentation by Pete Harricks, national sales director of the Radio Sales Bureau. Between 1956 and 1966, the article said, Canadians bought nearly 17,000,000 radio receivers. By 1959, annual set sales exceeded the million mark, and by 1963, listeners were buying more than two million receivers a year. The figure of 2¼ million receivers purchased in 1966 represents an increase of 212 per cent over the year 1956, the article said.

■ ■ TWO TELEVISION AWARDS were presented to CFTO-TV Toronto by the Ontario Teachers Federation for production of two ETV programs in collaboration with the Metropolitan Educational Television Association. META also won an award for its participation in the project.

NOVEMBER 9 1967

**STRETCHING THE AD BUDGET** from an original \$50,000 to a cool million, exclusively for television, over the past six years, has brought Playtex to not only the number one position in the Canadian market, in terms of sales, but it is now first in the world. This story was welcomed by TV people across the country as one of the most conclusive success stories for the medium they had seen.

NOVEMBER 23 1967

**THE FALL DIRECTORY ISSUE** which appeared on this date has brought encouraging reactions from the industry. From a news point of view, the search for economical establishment of alternate television service in single station markets was probably the most contentious item of the year. Its outcome to date will be found elsewhere in this current issue.

■ ■ A COMPREHENSIVE REPORT of the BES-RSB Radio Commercials Festival shows a fine example of radio advertisers, agencies and media working shoulder to shoulder for the good of the industry.

■ ■ NEWS FOR THE REST OF THE YEAR will be found in this (December 14) and the final (December 28) issue, after which we shall be turning the calendar on to January '68 to continue to keep you posted.

THE VOICE OF NORTHERN  
MANITOBA  
AND  
SASKATCHEWAN  
FOR 30 YEARS

CFAR <sup>590</sup>  
10,000 Watts

SERVING A \$24 million single industry payroll.

FOR FURTHER DETAILS ON US CONTACT:

Hardy Radio & Television,  
Toronto & Montreal.  
Broadcast Representatives,  
Winnipeg.  
Radio-Television Representatives,  
Vancouver.  
Canadian Standard Broadcast  
Sales, New York.

Most compact, portable,  
reliable professional audio  
recorder ever made!



That's what our engineers call the AG-600. And you know they speak the truth!

If you know any recorder by name, it's probably our 600 Series. 35,000 professionals have used it during its 13-year history. Now we've completely revamped it: new compact solid-state electronics; new two-speed improved die-cast transport; improved clutch system; 3-digit tape counter (at last!); choice of head configuration, 1- or 2-channel, full-track, half-track, two-track or quarter-track, stereo or mono; portable or rack-mount editions.

And so it sounds as good  
as you recorded it . . .



buy the AA-620 speaker-amplifier.

Whether you want to do on-location monitoring or build a nutshell studio, this is the unit to choose: 20 watts of solid-state output; 2 speakers in tuned enclosure with crossover network that give essentially flat acoustical response from 65 Hz to 10 kHz; amplifier with separate bass/treble step equalizers is system-matched to its speakers; case matches that of the AG-600 recorder (but the electronics match any professional-quality recorder); rack-mount version needs only 12¼" vertical space.

And while you're at it,  
get a great stereo/mono  
mixer, too!



Solid state, only 19 x 3½ x 9½", the AM-10 mixer gives you extreme versatility for stereo/mono applications. 6 positions, 2 channels; handles up to 4 microphones and 2 lines, or 6 mikes with accessory preamps, each of which can separately feed channel A, B, or both; S/N ratio is -122 dbm, input terminated; output to 600 ohm line at +4 dbm; can be used with all professional recorders or as a studio mixer.

Details? Prices? More information? Write Ampex of Canada, Ltd., Industrial Products Division, 100 Skyway Avenue, Rexdale, Ontario, or 700 Cremazie Blvd. West, Montreal, Quebec.

**AMPEX**

# TV outpaces all media in believability

RESULTS OF A CROSS-CANADA SURVEY of public attitudes and believability towards television show 45 per cent of those surveyed indicated that they usually get most of their news of the world from TV.

Replying to the multi-choice question, with some duplication of answers, 42 per cent gave newspapers as their primary news source; radio 39 per cent and magazines and other sources 12 per cent. One per cent gave no conclusive answer.

The survey was conducted among two thousand Canadians in mid-October by Opinion Research Corporation, Toronto, for the Television Bureau of Advertising.

In all, five questions were asked. Four of these were identical to those posed in a similar study conducted in the U.S.A. last April by Roper Research Associates.

All five questions and the results are shown in the accompanying tables. For comparative purposes the U.S. results from the Roper Report are also shown.

Commenting on the results, TvB's research director, Ron Brown said:

"Although the Canadian TV figure of 45 per cent in the source of news question is below that of the U.S., there does not seem to be any cause for concern. Canadians appear to have a more definite opinion of which medium they would choose as the answer to this question. Being a multi-choice question the duplicated answers received are, Canadian - 139 per cent; U.S. - 160 per cent. More Canadians chose radio as being the third choice, quite an increase from U.S. figures. Newspapers on the other hand scored considerably lower in Canada than in U.S. However, they do run a very close second in Canada."

Brown says TvB also has the information contained in the tables broken down into occupations and income groups. However these are not being released at this time.

**BUY**  
**Group One Atlantic**  
**RADIO**

A COMPARISON OF POPULATION IN NOVA SCOTIA SHOWS:

HALIFAX & COUNTY	32%
GROUP ONE ATLANTIC	49%

EIGHT STATIONS—ONE ORDER  
CALL  
GROUP ONE RADIO LIMITED

1. "First, I'd like to ask you where you usually get most of your news about what's going on in the world today - from the newspapers or radio or television or magazines or talking to people or where?"

	% Base	TV	News-papers	Radio	Magazines	People	Other	Don't Know/No Answer
Total	1995	45%	42	39	6	5	1	1
U.S.A.		64%	55	28	7	4	-	2
Quebec	571	62%	36	30	5	6	-	1
Sex: Male	840	47%	44	37	6	5	-	-
Female	1155	44%	41	40	5	5	1	1

2. "If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe - the one on radio or television or magazines or newspapers?"

	% Base	TV	News-papers	Magazines	Radio	Don't Know/No Answer
Total	1995	43%	22	3	21	13
U.S.A.		41%	24	8	7	20
Quebec	571	57%	17	1	16	11
Sex: Male	840	42%	24	4	19	14
Female	1155	43%	20	3	23	12

3. "From where do you obtain most of your information about new products or services?"

	% Base	Advertised on TV	Advertised on Radio	Ads in News-papers	Ads in Magazines	Other	Don't Know/No Answer
Total	1995	61%	11	17	13	6	3
Quebec	571	64%	11	19	9	5	4
Sex: Male	840	58%	11	20	12	5	4
Female	1155	63%	10	14	13	7	2

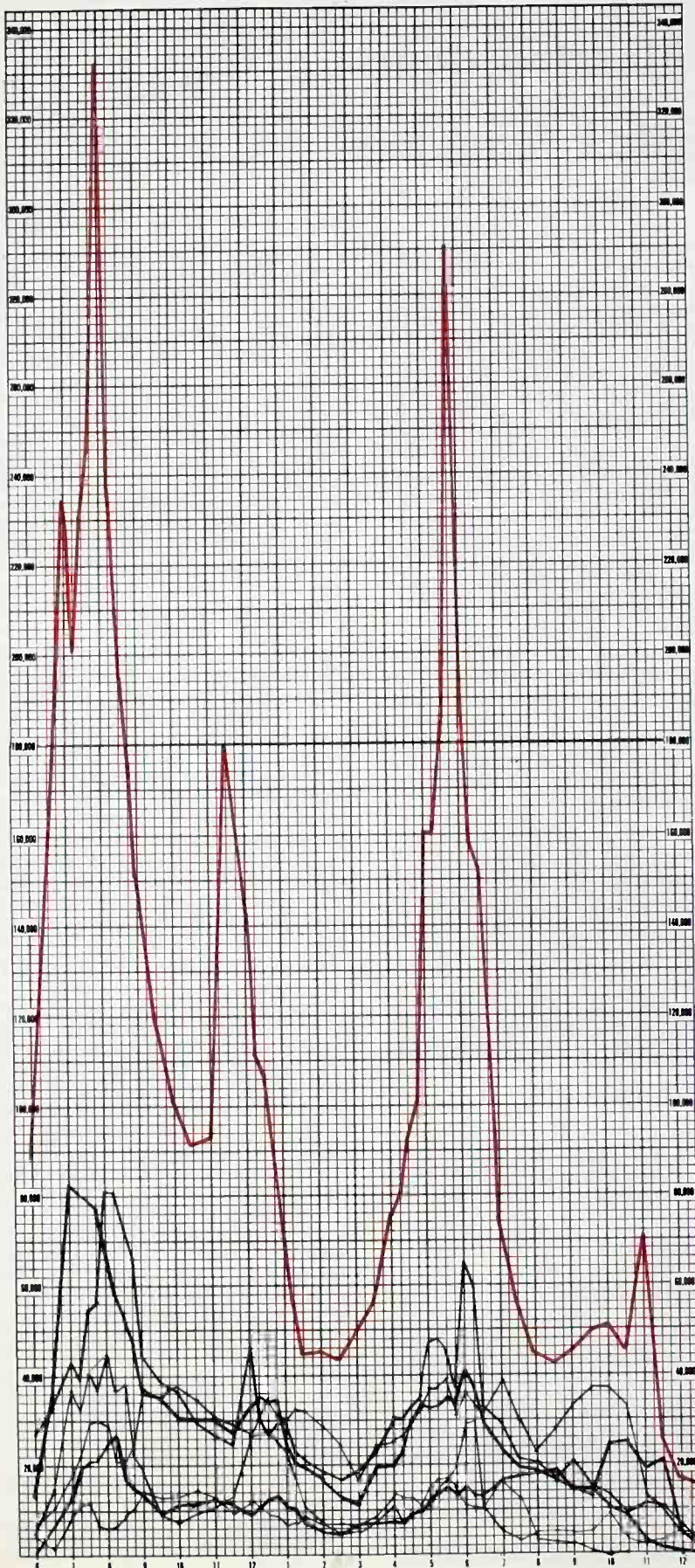
4. "Do you agree or disagree that having commercials on Canadian television is a fair price to pay for being able to watch it?"

	% Base	Agree	Disagree	Don't Know
Total	1995	65%	27	8
U.S.A.		80%	9	11
Quebec	571	60%	31	9
Sex: Male	840	63%	30	7
Female	1155	66%	25	9

5. "Which one of these statements comes closest to describing how you feel about Canadian commercials on television?"

	Percentage Base	I dislike practically all commercials on TV	While some of the commercials on TV are all right, most of them are very annoying	There are some very annoying commercials on TV, but most of them are perfectly all right	The commercials on TV seldom annoy me - in fact I often enjoy them	Don't know/No Answer
Total	1995	10%	30	32	24	4
U.S.A.		11%	26	33	23	9
Sex: Male	840	12%	32	32	21	3
Female	1155	9%	29	31	27	4

TOTAL ADULTS—Monday to Friday Average / BBM—JULY, 1967



## what's radio CFRB Toronto up to?

**BUSINESS AS USUAL:** entertaining and informing the largest radio audience in the country. You'll find CFRB does a particularly effective job seeking new customers and retaining present ones, whether used by itself or as a part of your Toronto marketing mix.

Competition for listeners is keen here, as it should be. It makes for better radio. Naturally, some stations deliver greater quantities of ADULTS-WHO-DO-THE-BUYING than others. One station stands head and shoulders above the others in Toronto, CFRB.

For instance (BBM July 1967):

- Weekdays 6 a.m. to midnight—CFRB reaches 3½ times more adults than the next Toronto station. In fact, during this period CFRB reaches 46.5% of all adult listeners, with the balance divided among the 10 other Toronto stations.
- Weekday mornings 6 a.m. to 10 a.m., CFRB reaches more adult listeners than all 10 other Toronto stations put together.
- Weekends 6 a.m. Saturday to midnight Sunday, CFRB'S adult audience is over 2½ times greater than the next Toronto station.

For more facts and availabilities, please call STANDARD BROADCAST SALES.

In Toronto: (416) 924-5721. In Montreal: (514) 849-2454. In New York—Canadian Standard Broadcast Sales Inc.: (212) 838-5774.

**CFRB**  
**1010** TORONTO

*The most listened-to radio station in Canada*

## Close Brandon and Moncton doors to Winnipeg and Halifax repeaters

DENIALS OF THE BIDS of CJAY-TV Winnipeg and CJCH-TV Halifax to bring their signals into the areas of CKX-TV Brandon, Man. and KCKW-TV Moncton, N.B. were handed down by the BBG at their Ottawa hearings last month.

The Board restated its policy that "it will not recommend extension of alternative television service under conditions which would deprive viewers of the level of local service to which they have become accustomed."

It reaffirmed its opinion that "the best long run pattern of alternative television service is a combination" of a CBC-owned (public broadcasting) station and a privately-owned station carrying the private (CTV) network service.

The Board policy had been endorsed by the Standing Committee on Broadcasting, which recommended that "wherever practical, in areas now receiving only one Canadian service, if the service is through a private outlet, the alternative service should be provided by the CBC. If CBC is now the sole service, the second service should be private. Where there are obstacles to such parallel development, however, these should not prohibit the extension of alternate

service by other means, at least on a temporary basis."

No evidence was presented at the hearing which would lead the Board to change its policy, it said, and "in the opinion of the Board, the two applications recommended for denial are not of the nature of the temporary arrangements to which the Standing Committee referred. It is, further, the view of the Board that approval of the applications could seriously prejudice the maintenance of local service in Brandon and Moncton".

Further discussions were arranged with officials of CKX-TV, KCKW-TV, the CBC and CTV network (but not including the two applicants, CJAY-TV and CJCH-TV). The Board is expected to make an announcement later concerning the applications of CKX-TV Brandon and KCKW-TV Moncton, for licenses to operate alternative services of their own alongside their existing stations. They are also to discuss proposals for consideration of other markets, including Sydney, N.S.

### Lethbridge bid deferred

Although admitting they were "in principle" in favor of the application

by CFCN-TV Calgary to establish and operate a new TV station at Lethbridge, Alta. the Board deferred its decision until certain conditions have been met, concerning the agreement between CFCN Television Ltd. and Lethbridge Television Ltd.

These conditions include the approval of the Board, after a public hearing of an application to operate CJLH-TV part-time as a rebroadcasting station from CHCT-TV Calgary. The Board will also seek firm commitments from the parties to the agreement with respect to the maintenance of local programming in Lethbridge.

### Hamilton FM—for denial

The Board turned down competing applications for the same FM frequency in Hamilton, Ont., stating they were "not satisfied with the program proposals of the applicant" in each case.

Wentworth Radio Broadcasting Co. Ltd. (CKOC Hamilton) and Rogers Broadcasting Ltd. (CHAM Hamilton) each sought 102.9 mcs. to establish a new FM station. The Board noted that of three FM frequencies allotted to Hamilton, one is occupied by CKDS-FM which provides separate programming 18 hours per day.

Ralph C. Ellis was denied his bid to operate a new AM station at Trenton, Ont. The Board noted there is a local station at Belleville, only eight miles away, and said it was "not impressed with the need for another station in the area at this time". It expressed itself as being concerned that "no impediment be placed in the way of establishing alternative Canadian television service in the area."

Preference to the CBC was shown in the denial given to the bid of John Watt, representing a company to be incorporated, which sought a license for a new TV station at Whitehorse, Y.T. The Board said it had been advised that the CBC plans to apply for a Whitehorse license in April, and "in the opinion of the Board, the establishment of a station by the CBC will provide a better solution to the long range problem of service to Whitehorse and adjacent communities."

Denial was also given to the application by La Radio du Bas St-Laurent (1966) Inc., Lower St. Lawrence Radio (1966) Inc. to establish



Kokanee  
Broadcasting Ltd.  
P. O. BOX 250 - NELSON, B. C.

TAKE PLEASURE IN ANNOUNCING  
A CHANGE IN STATION IDENTIFICATION  
FROM CKLN  
TO  
**CKKC**  
1390 K.C. NELSON, B. C.  
EFFECTIVE IMMEDIATELY

and operate a new TV rebroadcasting station at Grand Falls, N.B., to retransmit programs from CJBR-TV-1, Edmundston. The Board said while it was "sympathetic to the provision of an improved French language television service to Grand Falls", it felt that the use of Channel 4 located within the grade "B" contour of CJBR-TV-1 Edmundston to carry its programs "does not represent a good technical use of the channel."

### Approve 4 TV and 3 radio stations

Recommended for approval were new TV stations at Chapais, Que. and Churchill, Man., TV rebroadcasting outlets at Shaunavon, Sask. and Brooks, Alta., new AM stations at Ste-Anne-des-Monts, Que. and Windsor, Ont. and a new FM station at Smith's Falls, Ont.

All four TV approvals carried a further recommendation of the Board that each station would be required to operate as part of the CBC network. F.C. Cooke represented a company to be incorporated at Chapais, Que. which plans to establish and operate a new TV station with an ERP of 7.8 watts video, 3.9 watts audio, directional antenna, EHAAT 100 feet. Nanuk Television Inc. proposes to establish and operate a new TV station at Churchill, Man. on Channel 4, ERP 10 watts video, 4.94 watts audio, directional antenna, EHAAT 95 feet.

Lethbridge Television Ltd. won approval of their bid to establish and operate a new TV rebroadcasting station at Brooks, Alta. to retransmit programs from CJLH-TV Lethbridge on Channel 3, with a transmitter power of 5 watts, directional. The CBC got the nod on a similar bid for a station at Shaunavon, Sask., retransmitting programs from CJFB-TV Swift Current, on Channel 7+, ERP 1140 watts video, 230 watts audio, directional, EHAAT 560 feet.

The two AM stations were also given approval with the added recommendation that each be operated as part of the CBC French network. The CBC proposes to establish and operate a new French language AM station at Windsor, Ont. at 540 kcs., with a power of 2500 watts day, 5000 watts night, DA-1. La Compagnie de Radio-diffusion de Matane Ltée. plans to establish and operate an AM station at Ste-Anne-des-Monts, Que., on 1340 kcs., 1000 watts day, 250 watts night, omnidirectional, receiving its programs from CKBL Matane.

Rideau Broadcasting Ltd., Smiths Falls, Ont. won approval of their bid to establish and operate a new FM station on 101.1 mcs., ERP 47,300 watts, horizontal and vertical polarization, EHAAT 278 feet, omnidirectional.

### CBC wins twelve LPRTs

Approval was recommended by the Board for the CBC to establish and

operate 12 new low power relay transmitters, of which two will provide French network service at Matagami, Que. and Churchill Falls, Nfld.

Others will serve the English network in Churchill Falls, Flower's Cove, Port Saunders and Cow Head Harbour, all in Newfoundland, Fort Good Hope and Fort Providence, N.W.T.; Gillam, Man.; Stewart, B.C.; Moosonee and Fraserdale, Ont. The Board also received a commitment from the CBC to provide service to Cartwright, Labrador and St. Anthony, Nfld.

### Miscellaneous

Stations recommended for approval of power increases included: CKCR Revelstoke, B.C., Hall-Gray Broadcasting Co. Ltd., and CFWB Campbell River, B.C., operated by CFCP Radio Ltd., both proposing a daytime increase from 250 to 1000 watts, nighttime unchanged at 250.

Radio Station CKNX Ltd., Wingham, Ont. got the nod to increase from 2500 watts to 10,000, daytime, nighttime unchanged at 1000.

The Board recommended approval for the CBC to increase the power of CBU Vancouver from 10,000 to 50,000 watts day and night, and to change

the antenna site, also to change the antenna site and main studios of CBA Sackville, N.B. to Moncton.

CHGB Ltée. received approval to establish an auxiliary studio for CHGB La Pocatière at Baie-Saint-Paul, Que. Studio location changes were also approved for Radio NW Ltd., CKNW New Westminster, B.C., from 227 Columbia St. to 8th Ave. and McBride Blvd.; Nanaimo Broadcasting Corp. Ltd. for CHUB Nanaimo, B.C. from 38 Front St. to 22 Esplanade; Moncton Broadcasting Ltd. for CKCW AM-TV Moncton, N.B. from Gordon St. to 191-195 Halifax St.

Also approved were studio changes for the CBC stations, CFPR Prince Rupert, B.C. from 336 Second Ave. West to Stiles Place at 3rd St.; and for CBI Sydney, N.S. from 247 Charlotte St. to Alexander St.

The Board approved permission for Monarch Broadcasting Co. Ltd., CHAT AM-TV Medicine Hat, Alta. and CHAT-TV-1 Pivot, to transfer 200 shares of capital stock, and for La Compagnie de Publication de la Presse Ltée., CKAC Montreal, to transfer 7,500 common and 5,000 preferred shares of capital stock from the present shareholders to Trans-Canada Corporation Fund—(Corporation de Valeurs Trans-Canada).

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### ANNOUNCEMENT

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#### YOUNG & RUBICAM, LTD. APPOINTMENT



BOBB CHANEY



CHARLES H. GEOFFROY

Charles H. Geoffroy has been appointed President and Managing Director of Young & Rubicam, Ltd. in Canada. He was previously a Vice-President in the Los Angeles office of Young & Rubicam, Inc. The announcement was made today by Edward L. Bond, Jr., President and Chief Executive Officer of the Agency.

Geoffroy succeeds Bobb Chaney, who has been Managing Director since 1964. Chaney will join Y & R International in New York to assist in directing the Agency's growing international activities, which this year resulted in the opening of three new offices in foreign cities.

A native of Ireland, Geoffroy joined Young & Rubicam, New York, as an account executive in 1959. He was made an account supervisor in 1964 and a vice-president the following year, being transferred to the Los Angeles office in 1965.

After serving in the U.S. Army, Geoffroy earned a B.A. degree at Haverford College, Haverford, Pennsylvania and attended the University of Pennsylvania.

Chaney, a graduate of Dartmouth and holder of an M.B.A. from Babson Institute, transferred to Young & Rubicam Canada in 1964 from New York.

Young & Rubicam, Canada, is headquartered in Toronto and maintains a Montreal Office.

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# CTV claims BBG decision delays alternate service

"THE CTV NETWORK IS DISAPPOINTED and discouraged by the announcement made public by the Board of Broadcast Governors," said Gordon Keeble, president of the private network, in a statement criticizing the Board's decisions stemming from the November 14-17 Ottawa hearings.

"In the area of application to provide alternative television service, the Board has recommended for denial the applications by Channel Seven Television Limited in Winnipeg to provide CTV service to Brandon, Manitoba and by CJCH Limited in Halifax to provide service to Moncton and Charlottetown," Keeble said.

"Both applications were for rebroadcasting stations, the method which, in our opinion, is the most economical and least disruptive technique for introducing alternative television viewing in secondary market areas.

"These applications," he said, "as well as that for Lethbridge, Alberta, which is dealt with elsewhere in the Board's announcement, were made at the invitation of the BBG last July."

Keeble said the network "had hoped that evidence presented at the BBG's mid-November hearing of these applications was sufficient to prove that neither CKX in Brandon nor CKCW in Moncton commands a large enough market to be economically acceptable, at this time, to a network which is entirely supported from advertising revenues; that the costs of providing the CTV program service on a totally non-commercial basis is unfortunately beyond the reach of these stations on the cost-sharing formula which prevails among the other member stations of the network and that, therefore, the only feasible route for the provision of alternate television service in these areas was through a rebroadcasting station fed from the nearest regular CTV affiliated station."

He said the BBG announcement noted that there was insufficient evidence presented to cause them to

change their previously-stated policies (October 5, December 15, 1966), on extension of television service, and the Board suggested a solution be sought in further meetings and discussions between the parties involved.

"CTV is most willing to attend such meetings," he said, "but we note with some considerable concern that the parties involved (as stated in the BBG announcement) do not include either of the two CTV applicant stations in the case of Brandon and Moncton, and we feel they would have a great deal to contribute to a fruitful result from the upcoming sessions."

## Could cover 88 per cent

"Because of the great public interest in the extension of alternative television service, CTV would like to make it clear that the network and its affiliated stations are prepared to extend the coverage of the network to reach 88 per cent of all the television homes in Canada."

He said this would involve an additional expenditure of \$3.5 to \$4.5 million, on the part of the network and its affiliates, but CTV was prepared to do it within twelve months of receiving the necessary permissions from the authorities.

Keeble pointed out that CTV service is presently available through 11 basic and 14 rebroadcasting stations to 74 per cent of Canadian TV homes.

The extension of coverage would be accomplished, he said, by the addition of existing privately-owned CBC affiliates in Saskatoon, Sudbury/North Bay and Saint John/Fredericton, where the Corporation currently has broadcasting channels reserved and plans made to build stations. The existing stations "are acceptable to us as new stations in the full CTV network operation," Keeble said. To these would be added a number of major rebroadcasting stations committed by various CTV members at the

BBG hearing, February 23, 1966.

These rebroadcasting outlets would provide service to Moncton, N.B. and Charlottetown, P.E.I., from Amherst, N.S., Sydney, N.S., Sherbrooke-Three Rivers-Quebec City, Kingston/Belle-ville, the Muskoka Region, and southwestern Ontario; Brandon, Man.; Yorkton (through Goodeve) and Weyburn/Estevan (through Midale) in Sask.; Lethbridge, Medicine Hat and Red Deer, Alta.; Okanagan and the Interior, B.C.

Different broadcast technology is required to extend coverage into areas of small population in remote locations, beyond the 88 per cent reach the network proposes, but, Keeble said, "we are prepared to work in its development".

## Anxious to increase service

Keeble said the private network is "anxious that the public in the areas not now receiving CTV service should be aware of the fact that the hold-up in supplying it does not lie with us.

"One of the major areas of concern," he said, "has been the Central Maritime region, and it is interesting to note that the first application to provide service to the Moncton-Charlottetown-Amherst triangle was made by CJCH-TV in Halifax in 1963. The 1967 application is now recommended for denial."

The CBC had waited until this year before taking action on channel reservations, applied for and approved by the BBG in 1963, for Saskatoon, Sudbury and Saint John/Fredericton. "In April, they made application for a station in Saskatoon, which was approved by the BBG, but which has since been deferred by the government as a result of the current economic situation.

"It would seem obvious," said Keeble, "that the installation of CBC stations in Sudbury and Saint John, the remaining reserved areas, will be delayed now until the fall of 1969 at the earliest, and possibly on into the early 1970s.

"Since the CBC must establish in these three cities before a station is available there to CTV, it is equally obvious that alternative service will be similarly delayed."

The CTV is conscious of the public's desire for alternative service, but "can't do much about it. We're ready and willing," he said, "but we are unable, for a variety of reasons, to secure the necessary permission."

The trend is to balanced programming

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

MONTREAL

TORONTO

WINNIPEG

1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

# NEWSCAST

ASSOCIATIONS . . . . .	21	INTERNATIONAL . . . . .	22	RESEARCH . . . . .	25
CABLE . . . . .	22	NETWORKS . . . . .	23	TALENT . . . . .	26
COMMERCIALS . . . . .	22	PROGRAMMING . . . . .	24	TECHNICAL . . . . .	26
EDUCATIONAL . . . . .	22	PROMOTION . . . . .	24	COMING EVENTS . . . . .	26
FILM . . . . .	22				

## ASSOCIATIONS

**THREE TORONTO AGENCY PRESIDENTS** will be among eleven top speakers at the 15th annual Management Seminar, sponsored by the Toronto Chapter, AMA, at the Royal York Hotel, January 10. The topic will be *Canada/USA - One Market 1970?*, exploring the possibility of a North American common market.

Discussing how Canadian advertising agencies can organize to profit and protect themselves in an open market with large U.S. and international agencies will be George Sinclair, president and chairman of the board, MacLaren Advertising Co. Ltd.; Jerry Goodis, president, Goodis, Goldberg,

Soren Ltd., and E.C. Daniher, president, F.H. Hayhurst Co. Ltd.

Business will be represented by speakers with both Canadian and U.S. interests. These include Donald B. McCaskill, president, Warner-Lambert Canada Ltd., and vice-president, Warner-Lambert International, who will present the view of a major international package goods concern at present doing business in Canada; Bertrom Loeb, president, M. Loeb Ltd., and chairman of the board, National Drug Ltd., who will present Canadian retail interests; George Bent, president, Canadian United Auto Workers Union, who will present the union views.

Dr. Ronald J. Wonnacott, University of Western Ontario, who, with his

brother, Paul, University of Maryland, co-authored *Free Trade between the United States and Canada*, published by Harvard University Press, will tell of the basic economic implications of free trade in North America, and the advantages and disadvantages to Canadian and U.S. business; René Lavesque, M.L.A., Quebec, will give the views of a strong and vocal group of French Canadians.

Other speakers, including important U.S. and Canadian political figures, will be announced later.

Herb Marshall, Radio-Television Representatives Ltd., 2 St. Clair Ave. W., Toronto, is in charge of advance registrations. Members \$35.00, non-members \$40.00.

**QUEBEC CITY/800 KCS/24 HRS. A DAY**

# CHRC

# 50,000 LISTENERS



### OUR PUBLIC IMAGE

**"Preferred by far for Sports"**  
IN METRO AND RURAL QUEBEC

CHRC	49%
SECOND BEST STATION	12%
THIRD	---
FOURTH	---
NO ANSWER	18%

Yes, BBM figures showing consistent CHRC leadership are accurate! In May 1967, this fact and many others were proven by International Surveys Limited, with a study of the radio listening habits of the 904,300 Quebecers in our coverage area.

No wonder CHRC leads by far in public confidence, ratings, power, programming, public service, influence, and awards.

It's why we also lead in sales.

"THE JOB OF SELLING TELEVISION is not a simple one and isn't something that any one segment of the industry can do alone," said Norman E. Cash, president, Television Bureau of Advertising. He was the keynote speaker at the Bureau's 13th annual membership meeting, in New York, last month.

"Only the co-operation of station representatives has made possible our progress in creating greater advertiser awareness of spot television's unique abilities.

"The continuation of this support assures continued spot growth," he said, as he reported a U.S. increase for local television sales of over 100 per cent, network growth by more than 150 per cent, and, "spot television by more than 200 per cent."

Cash added that "television's future growth in spot, in network and in local, is important not only for the telecaster but for the total economy of our nation."

## CABLE

NATIONAL CABLE TV WEEK, set for February 4-10, 1968, will be marked in the U.S. by launching a color documentary film on the cable TV industry.

To be produced by Irving Gitlin Productions Inc., New York, for the National Cable Television Association, at a cost of some \$50,000, the 16mm film will be sold by NCTA to members, for a nominal fee, for showing to local civic groups as a promotional effort. Members will also be urged to buy time to run the film on their local TV stations.

A 24-CHANNEL CABLE TV SYSTEM, costing \$1,000,000, is being readied by Lower Bucks Cablevision Inc., to serve some 28,000 homes in the Levittown, Pa. area, about ten miles north of Philadelphia. It will be the first of its size in the U.S.

### BUY Group One Atlantic RADIO

A COMPARISON OF POPULATION  
IN NOVA SCOTIA SHOWS:

HALIFAX & COUNTY 32%  
GROUP ONE ATLANTIC 49%

EIGHT STATIONS—ONE ORDER

CALL

GROUP ONE RADIO LIMITED

## COMMERCIALS

TEST MARKETED SUCCESSFULLY in Calgary and Regina over the past 18 months, by General Foods Ltd., Shake 'n' Bake, a new easy-to-use coating mix for baking chicken and fish, has reached Ontario and Western Canadian markets.

The introduction of the product is being supported by a pool of 60-second and 30-second color TV commercials, as well as black and white, with the campaign handled by McKim/Benton and Bowles, Toronto.

## EDUCATIONAL TV

AN ETV NETWORK OF 34 STATIONS, covering 95 per cent of the populated areas of Ontario, will be developed within five years, says T. Ran Ide, director, ETV branch, Ontario Department of Education.

Ide told the Ontario Association of Curriculum Development, at Niagara Falls, that the stations will be built by the federal government, with programs produced by the province.

Ide claimed critics' statements that a government-operated network might permit political propaganda to edge into programming, show lack of confidence in the independent viewpoints of teachers and the intelligence of the public.

He said critics had urged an independent board or commission be set up to head the organization, and prevent possible propaganda use from a government-run ETV network.

## FILM

ABC TV FILMS OF CANADA INC. have a series of the David O. Selznick classics, 20 in all, now available, says Mel Watson, network TV sales manager. The titles include *Duel in the Sun*, *Spellbound*, *Ruby Gentry*, *The Paradine Case*, *The Spiral Staircase*, and other top box office hits of the 1940s. A few are in color, and some have been dubbed in French for the French network, said Watson.

Among the new syndications, said Watson, *N.Y.P.D.* is playing selectively on several stations across Canada, including CBLT Toronto, and nine or ten other Ontario stations. This is receiving very favorable response, he said, and Nielsen ratings are being eagerly awaited in the new VIP reports.

STERLING FILMS LTD. has a package of 13 re-issues, mostly from the mid-50s, available for release, says George Oullahan, vice-president and

general manager. These include six color features: *Blue Peter*, *John & Julie*, *Conquest of Everest*, *Conflict of Wings*, *Make Me An Offer* and *Man of Africa*.

Black and white titles are: *Love Match*, *Double Cross*, *Devil on Horseback*, *The End of the Road*, *The Angel Who Pawned Her Harp*, *Orders are Orders* and *Child's Play*.

SALES OF ITS "MAN IN THE SUIT-CASE" have been reported by Independent Television Corp. of Canada Limited.

30 one-hour color episodes go to a number of stations in the French-Canadian market, where it is currently being shown, and also to the CTV Network, where no start date has yet been set.

The story of a CIA undercover man, *Man in the Suitcase* is rated one of ITC's hottest sellers in recent months. Sales have been made to the ABC-TV Network in the U.S., and a total of 17 markets including the Far East and Latin America. The film series stars Richard Bradford.

## INTERNATIONAL

A MAJOR EXPANSION IN TV PROGRAMMING has been announced by Warner Bros.-Seven Arts Inc., coincident with the appointment of Donald E. Klauber of the New York office, as executive vice-president in charge of all world-wide television activities of the company.

The Toronto-based Warner Bros.-Seven Arts (Canada) Ltd., of which Charles Chaplin is vice-president and general manager, will come within the scope of Klauber's activity.

Klauber assumes complete responsibility for the company's world-wide distribution of all television programming, including feature films, specials, series and cartoons, the development of a new broadcasting division, and the development of the company's television production program.

Following his appointment, Klauber announced that W. Robert Rich had been named vice-president, International Television Sales, for WB-7 Arts Inc., and will be responsible for all foreign television sales of feature films, specials, series and cartoons.

Rich was formerly executive vice-president and general manager of Seven Arts Television, in charge of production and distribution. He has been active in the broadcast industry since 1934, both in radio and television.

COLOR TELECASTING BEGAN IN BRITAIN December 2 when the BBC's second network completed six months of test programming.

Operating on a different system than that used in North America,



which employs the NTSC (National Television Standards Committee) as the accepted standard of transmission of color TV signals. Britain and parts of western Europe use the PAL system (phase alternate lines). France, Russia and certain East European countries use the SECAM (sequency and memory) system. The three systems were explained in detail in *The Broadcaster*, October 12 issue, from a speech delivered by Andrew Kuflik, chief engineer, CJRT, Ryerson Polytechnical Institute.

Britain's other two networks, BBC-1 and Independent Television, are still transmitting in black and white, but are re-equipping studios and constructing transmitters for a switch to color in 1969 or 1970.

BBC-2 is devoting 27 to 29 of its 30 hours per week to color, more than any other network on that side of the Atlantic.

Major productions include a taped Barbra Streisand special, *Color Me Barbra*, already seen in Canada and the U.S., a big-budget production of Thackeray's *Vanity Fair*, along with a selection of imported and home-produced drama series, plays, thrillers, documentaries and movies.

An estimated 20,000 color sets were reportedly available to pick up BBC-2's first offerings. In Britain, a standard 25-inch color TV set sells for between \$780 and \$850. Rental companies have long waiting lists for customers who are willing to pay \$4 to \$6 per week for a color set.

## NETWORKS

THE CTV NETWORK will re-schedule its Sunday night public affairs show, *W5*, one hour earlier, 9:00-10:00 p.m., to avoid direct confrontation with CBC's *The Way It Is*.

Gordon Keeble, CTV president, said the directors decided to make the change "to provide the maximum amount of choice for the viewing public", and because there was "obviously a fairly widespread opinion that these programs should not run against each other".

The change will be made sometime in January, as soon as present contractual commitments will allow, he said.

Keeble added that "a period of assessment will determine whether the change will be beneficial".

In the new time slot, *W5* will run against *Bonanza* on the CBC network.

No replacement has yet been announced by CTV for the 10:00-11:00 p.m. period. The network now has *The Smothers Brothers Show* in the 9:00-10:00 slot.

UPCOMING CTV NETWORK PRODUCTIONS include three one-hour specials on *The Rise and Fall of the Third Reich*, set for early in the New Year.

# THE SMALL MICROPHONE MATCHING THE GRANDIOSE SOUND



The response curve you see below is that of a condenser microphone, not that of a laboratory prototype. It is the actual final inspection curve of a random-picked production model.\*

MKH 405 CARDIOID shown in actual size at the right. The curve of this directional microphone spans more than nine octaves.

This SENNHEISER quality - is assured in each and every microphone by a rigorous, comprehensive series of tests, which ensure excellent reproduction and high uniformity (maximum permissible deviation from the factory-standard nominal curve is as shown).

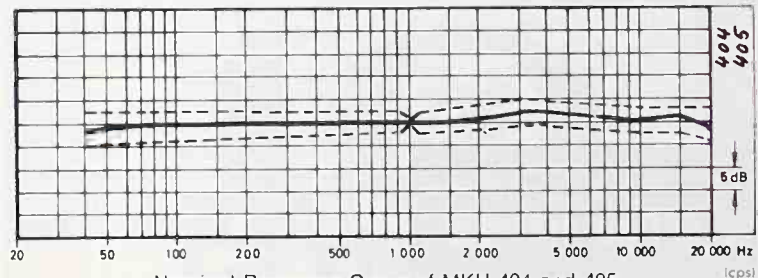
The SENNHEISER microphones are designed for professional applications in recording, broadcasting and for acoustic measurements.

*Prices will be favourable to your budget!*

**SENNHEISER**  
*electronic*

Plant: Bissendorf/Hannover, West Germany.

\*An individually-plotted response curve—the most meaningful guarantee of quality—is supplied with each SENNHEISER professional microphone.



Nominal Response Curve of MKH 404 and 405 showing maximum permissible deviation from nominal values. (each microphone is supplied with its individually plotted frequency response curve)

*For further details, including technical specifications on condenser as well as dynamic microphones and a list of microphone accessories available, please call or write:*

**perception**  
PERCEPTION INDUSTRIES INC.,  
TORONTO . OTTAWA . NEW YORK

said Arthur Weinthal, national program director.

These documentaries will be based on William L. Shirer's book of the same name, he said.

CTV will also show a special documentary on *The Battle of Britain*, making use of German and French films, probably in April, said Weinthal.

Four Canadian public affairs shows are being prepared for early '68 showings.

For the New Year weekend, Weinthal said the CTV Network would have a Year-end Special on W5, Sunday, December 31, reviewing highlights of the Centennial Year.

There will also be a special New Year's Eve edition of *Crossfire*, he said, with host Mavor Moore, regulars Pauline Jewett and Arthur Phelps, formerly of *Neighborly News* on CBC Radio, joined by their guests for a program that "will be mixed with the revelry of the evening".

On New Year's Day, January 1, CTV will carry live, in full color, the spectacular *Rose Bowl Parade*, from Pasadena, Calif.

Instead of the traditional Rose Bowl football game, CTV will carry the Sugar Bowl game from New Orleans, Louisiana. This will make way for the network's coverage of the International Hockey World Invitational Tournament, from Winnipeg, to be seen on the full network January 1, 3, 4, 5, 6.

**CANCELLING OUT CYPRUS**, due to the tense situation developing on the island, the Canadian Forces Show annual Christmas jaunt was rescheduled to take in CF bases in West Germany. The 26-member troupe of *Operation Showtime* left Trenton (Ont.) Air Base December 3 and will be home for Christmas.

Co-sponsored by the CBC and the Department of National Defence, this Christmas entertainment package has been sent overseas since 1961.

Gordie Tapp emcees the variety show, which also includes the personal appearance of Carol McKinnon, Miss Canada 1968. Ken Dalziel, CBC Radio Network supervisor of light entertainment, is supervising producer.

BUY  
**Group One Atlantic**  
RADIO

A COMPARISON OF POPULATION  
IN NOVA SCOTIA SHOWS:

HALIFAX & COUNTY 32%  
GROUP ONE ATLANTIC 49%

EIGHT STATIONS—ONE ORDER  
CALL

**GROUP ONE RADIO LIMITED**

Musical highlights of overseas performances will be recorded and presented on *CBC Showcase*, 5:03 p.m. Christmas Eve, December 24, on the full radio network.

Montreal chanteuse Danièle Dorice, star of her own weekly show, *Montréal, je t'aime*, on CBC radio, is a member of the touring troupe and will tape the Christmas edition of her show overseas, for broadcast December 22, on the network.

## PROGRAMMING

"THE PAPER PEOPLE", a 90-minute color production, telecast on CBC's *Festival*, December 13, was the first feature film entirely produced by the Corporation.

Filmed on location in Toronto, using such backgrounds as Markham Street and Toronto Island, Ed's Warehouse restaurant, and the studio-home of an artist and his wife in nearby Oakville, *The Paper People* was actually a film within a film.

It told the story of a woman filmmaker working on a documentary about the swinging world of a very "in" young artist, Jamie Taylor. Jamie's artistic gimmick is that he creates "paper people", and burns them in a kind of ritual-happening.

The 15 life-size "paper people", sculptured by Jamie in the film to resemble people he encounters in his life, were created in six weeks by CBC special effects men, Norman Hersch, Arnie Boye and George Clarke, who took body molds in plaster. The mould was then overlaid with grey roofing paper, reinforced with bookbinders' lining paper pasted on the inside. The "sculptures" included death masks which had to be done separately for the faces of *The Paper People*.

Starring Marc Strange as Jamie, Marigold Charlesworth as Janet Webb, the movie-maker, and Lucy Warner as Carrie, Jamie's mistress, the film featured several guest stars including Kate Reid, Hilary Vernon and Brett Somers.

Directed by David Gardner, producer of last season's successful CBC series, *Quentin Durgens MP*, and written by Timothy Findley, *The Paper People* was produced by Ted Zarpas, with Ernie Kirkpatrick as director of photography.

A ONE-HOUR COLOR CENTENNIAL SPECIAL, *Their Roots Are Deep*, produced, written and directed by Dick Bocking of CBC Vancouver, has just been telecast (Dec. 14) on the full network. It tells of the development of Canada's agricultural industry from 1610 to the present day.

A CBC-TV Farms & Fisheries Department special, the film was photographed by Bob Reid, edited by Fred Engel, and has original music composed and conducted by Bobby Hales.

It took two years to make, and was filmed in every season, portraying Canada from B.C. to Prince Edward Island, from the international border to the new farming pioneers of the north. Dramatically created sequences provide a look back on such phases of farming as the days of the Selkirk settlers, the Pennsylvania Germans who started farms in Ontario, the early days of mechanization on the prairies, and the depression years.

**BEAMED AT THE INDIANS**, a radio program in the native Cree language is being broadcast throughout most of northern Alberta, on three stations, CKUA Edmonton, CFCW Camrose and CKYL Peace River.

The broadcasts originated a year ago, in an effort to make the Indians aware of their language and cultural background, said Roger Steinhauer, program director for CKUA, the Alberta Government Telephones-owned station at the University of Alberta.

CKUA agreed to donate 15 minutes of air time weekly, and the program was later picked up by CFCW and CKYL, to blanket almost every area in the province, north of Red Deer.

It includes interviews recorded by Steinhauer during visits to Cree reserves and Métis communities in which residents are encouraged to give their views on native problems.

Steinhauer, born on the Saddle Lake reserve, 130 miles north of Edmonton, says he encountered suspicion by the Indians of any of their own people who drift into white society. Now, he says, they take great pride in hearing their own language over the radio.

## PROMOTION

**THE SPECIAL CHRISTMAS PROJECT** of CFCF-AM, CFQR-FM and CFCF-TV, Montreal, known as *The Tiny Tim Fund*, is in the midst of its 17th annual campaign. Contributions to the Fund provide Yuletide cheer and hospital care for the young patients in Montreal Children's Hospital.

Bud Hayward, vice-president, broadcast division, Canadian Marconi Co., operating the tri-station complex, is campaign chairman.

Each year, they enlist the help of Montrealers to buy toys and give a Christmas party for all the youngsters confined to the Montreal Children's Hospital. The balance of the money received is used throughout the year to help the Hospital provide thousands of children with much-needed medical and surgical attention, regardless of race, creed and language.

Appeals for donations are made through announcements over each of the three stations. All campaign planning and administration is handled by the combined staffs of CFCF, the Hospital, and its Women's Auxiliary.

CANADIAN ENTRIES WILL AGAIN COMPETE for the prized Clio statuettes in the ninth annual American TV-Radio Commercials Festival set for Lincoln Centre's Philharmonic Hall in New York, May 21-22, 1968.

Warren Reynolds, president, Ronalds-Reynolds & Co., Toronto, sole Canadian member of the board ('67-'68) in charge of the Festival, said approximately 50 Canadian entries were submitted for the Festival last year. Several won Clios.

The Festival has been designed to give special recognition for outstanding local and regional advertising on both TV and radio during the past year. Judging is performed by 250 advertising and production professionals on ten regional panels.

For the television entries, the judges will appraise entries for some 35 product categories, the small market, Canadian market, and various U.S. market areas, as well as such classifications as banks, retail stores, utilities, and even low budget, among others.

The second annual radio competition, sponsored by RAB, will accept entries in four basic judging divisions, national, regional, large and small markets, as campaigns or single entries. Clios will be awarded for craftsmanship in such categories as copywriting, use of sound, instrumental scoring, humor and others.

Deadline for entries is January 15, with extension to February 1 on payment of a fee for being late. Information and entry forms may be obtained from the American TV/Radio Commercials Festival, 6 West 57th St., New York, N.Y. 10019. Telephone: (212) 581-7060.

## RESEARCH

NIELSEN'S NEW CANADA-WIDE RADIO AND TV measurement is now underway. NCS '68 will be the fifth national broadcast media study by Nielsen, and the report will be released early in the new year.

NCS '68 will report the daily and weekly, daytime and nighttime as well as the total weekly audiences of each reportable station, including U.S. stations with Canadian audiences. Household audiences are reported separately for each county and census division.

Key features of the new study will be that more than 50,000 homes will be sampled, with an anticipated 60 per cent response giving an in-tab sample of some 30,000 NCS ballots. Household listening and viewing, for all family members, both in and out of the home, will be tabulated. The report will also cover cable TV subscribers, TV color set ownership, and both single and multi-set ownership.

NCS '68 will update the coast-to-coast report on broadcast services to

## 18 OF THE TOP 20 TELEVISION PROGRAMS \*IN MONTREAL

Are delivered by CFTM-TV

Each of these top shows reach over 250,000 homes.

PROGRAMME	AVERAGE HSLDS.
1. Cre Basile	423,600
2. Real Giguere	358,500
3. Cinema Kraft	344,500
4. Secret Bien Garde	314,700
5. L'Homme A La Valise	309,500
6. La Grande Vallee	300,700
7. Le Fugitif	300,200
8. Les 3 Cloches	296,600
9. Pere Gedeon	295,400
10. Le Coq et Fils	282,000
11. Formi Formidable	271,500
12. M. Banco	269,800
13. Toute La Ville En Parle	265,600
14. En Premiere	260,600
15. Venez Donc Chez Moi	259,900
16. Jeune D'Aujourd'Hui	256,300
17. Adam Ou Eve	253,600
18. Sauve Qui Peut	251,400

\*Source: A. C. NIELSEN, MONTREAL  
OCTOBER 1967 N.B.I.

**10**  
  
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incorporate such factors as rebroadcasting outlets, tower and power changes, to provide a comprehensive source of pertinent reference material.

## TALENT

**SOLVING THE OPERATING PROBLEM** for a partially blind deejay was easy for CJLX Fort William, Ont., says R.P. "Mac" MacGowan, president and station manager. The station's McCurdy SS 4000 control board has its keys and pot knobs all color coded, and warning lights have been replaced by a 12 kc. tone.

Robert Seed, recently hired by CJLX as a disc jockey, is partially blind and is registered with the CNIB. He expressed interest in radio work, and the station took up the challenge of training him to use the complex equipment of the control board. He runs a MOR format show, very successfully.

"Robert does not receive any special consideration as an employee," said MacGowan. "When he has a problem, we sit down and discuss it. Most of the time it is Robert himself who comes up with the solution."

Since Robert is only partially blind, the color coding of the control board knobs and keys helped to overcome the operating problem.

How to replace the warning light system from a remote board was another question for CJLX engineers to solve. They finally decided to install a 12 kc. tone in the remote equipment. When the announcer handling the remote needs the attention of the operator at the station, he pushes a button which activates the tone in the control room, and Robert answers on another line.

Adapting himself well to his chosen career, Robert is making much progress and it is expected that soon he will be doing more reading and announcing, the station says.

## TECHNICAL

**BROADBAND EXCHANGE SERVICE**, a high-speed, coast-to-coast data transmission system operated by CN-CP Telecommunications, was inaugurated in Canada, November 7, and several radio stations have become fore-runners in the race to hook up with the new facility to speed up their news dissemination.

Installations of the necessary equipment, says Al Leach, CN-CP area sales manager, are now being processed for CFRB, Toronto; CHNS, Halifax, N.S.; CKNW, New Westminster, B.C.; CFRN, Edmonton, Alta.; CFCN, Calgary, Alta.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJAD, Montreal; CHSJ, Saint John, N.B.; CJCB, Sydney, N.S.; VOXM, St. John's, Nfld.; CFNB, Fredericton, N.B., and most of the stations operated by Selkirk Holdings in the west.

Broadband is the first system of its kind in Canada, and second in the world. It was constructed by CN-CP Telecommunications at a cost of \$4 million, and will have an ultimate capacity of transmitting and receiving computer data at the rate of 51,000 words per minute. This is almost 50 times faster than the present transmission rate, of up to 1100 words per minute, on conventional switched networks.

Keyed to speed, the new service will transmit and receive voice, computer data and pictures. It can be used to automatically call up a pre-determined number of stations across the country for conference, and, it may be used as a "hot line" for instant and emergency communications.

Four main switching centres are located in Montreal, Toronto, Winnipeg and Vancouver. Satellite exchanges will connect five additional cities to the network: Edmonton, Calgary, London, Hamilton and Ottawa.

Interconnections with the Western Union Broadband provide service to points in the U.S., and negotiations are underway to extend Broadband service to overseas centres.

Network transmission will be made over the existing CN-CP transcontinental microwave system, "the aerial super-highway", which will handle almost unlimited communications traffic.

Although the service will begin with a 4 kilocycle bandwidth channel, the 8, 16 and 48 kc. bandwidths will become available with customer demand.

The 4 and 8 kc. bandwidths are for voice, facsimile and data, the 16 kc. channel for high fidelity program transmission and facsimile. The 48 kc. bandwidth will provide for computer to computer data exchange and high-speed facsimile.

The circuits are provided on a full duplex basis, enabling subscribers to send and receive simultaneously, cutting both time and costs.

Broadband equipment is simple in operation and does not require a specially-trained operator. Connections are made within 1 to 3 seconds, depending on the distance between the called and calling parties.

Each subscriber pays \$100 per month for connection to the network. Charges are then made on a pay-as-you-use basis, with the cost based on the bandwidth selected, the distance between points and the time used for transmission. Cost to subscribers for a one-minute transmission, for instance, on the 4 kcs. channel from Montreal to Toronto is 10 cents. From Toronto to Vancouver 50 cents.

## COMING EVENTS

December 14: Women's Advertising Club of Ottawa, Christmas party, Board of Trade Building.

December 15: Young Men's Advertising & Sales Club of Toronto, Christmas party, Peppio's Restaurant.

December 16: Advertising & Sales Club of Montreal, Christmas Charity Ball, Queen Elizabeth Hotel.

January 8-9: RSB Sales & Management Conference, Aeroport Hilton Hotel, Montreal. Speakers: Sidney Levin, general manager, WKAT Miami, Fla.; Tony Gauntley, PR director, Rothmans of Pall Mall (Canada) Ltd.; Bryan Vaughan, president, Vickers & Benson Ltd.; Miles David, president, RAB.

January 15-16: RSB Sales & Marketing Conference, Hotel Nova Scotian, Halifax.

January 19: Sales & Marketing Executives Club of Toronto, Guys & Dolls Night, Inn on the Park (postponed from December 1).

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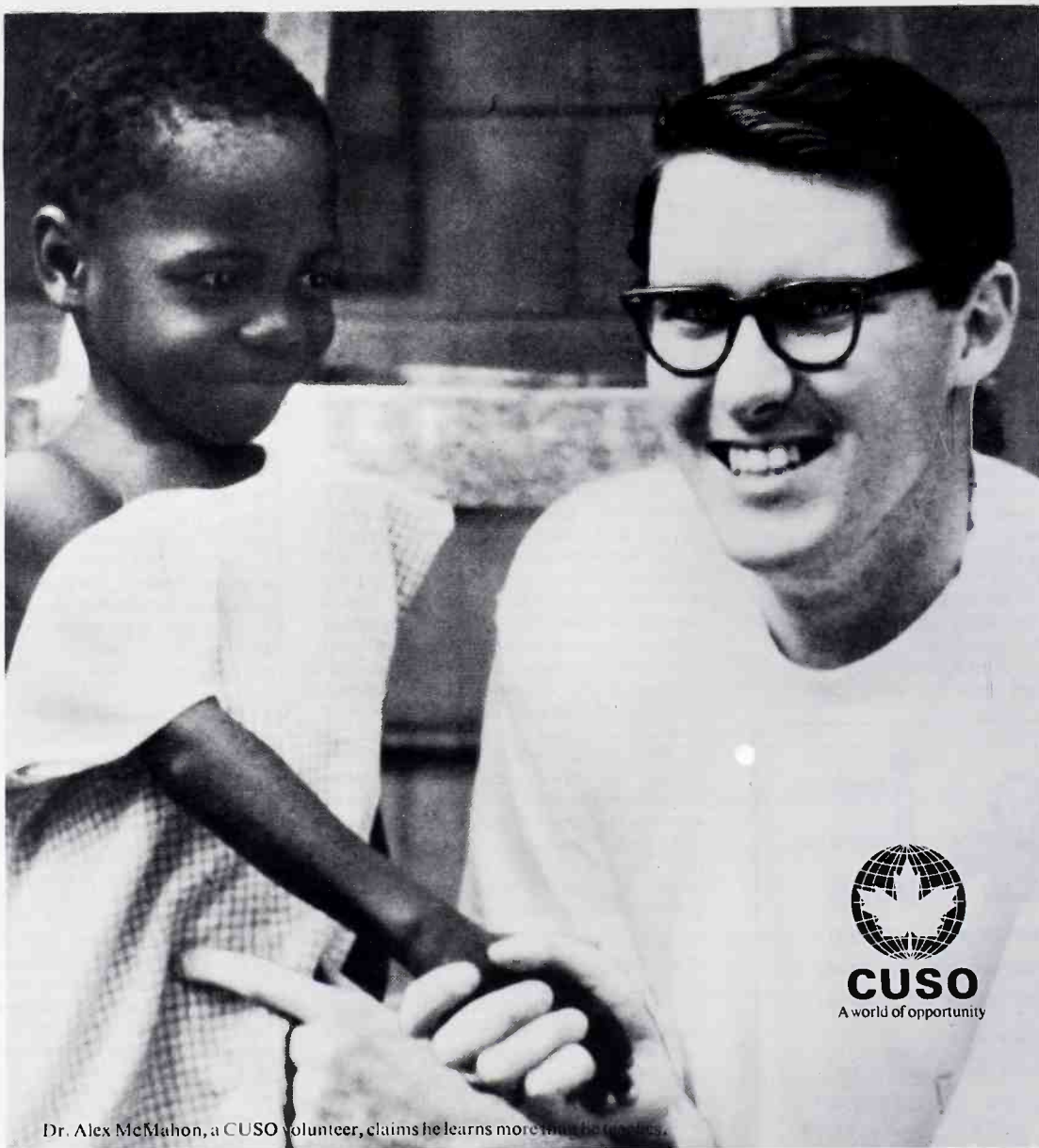
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## We have a "Thank you" to pass along to broadcasters all across Canada



Dr. Alex McMahon, a CUSO volunteer, claims he learns more than he teaches.

Last fall, for the second time round, we asked you for help in enlisting young people for the CUSO recruitment drive. Information about CUSO—Canadian University Service Overseas—was provided to broadcasters across Canada. Altogether you donated about \$300,000 of your air-time to this project—and the drive was a resounding success. As a result, CUSO has about 900 young men and women at work sharing their knowledge in 40 developing nations of the world. So the "thank you" we're passing along to you comes from many different places—from Asia, Africa, Latin America and the Caribbean. Now it's time to do it all again. We hope that the work CUSO is doing still seems as worthwhile to you as it does to all the young people you helped enlist last year. Because we need more of them . . . and you have their ear. Will you be generous again—and pass along the new message we'll soon be sending you?

The cost of this space was donated by a friend of CUSO.

# OVER THE DESK by Dick Lewis

**HAND IN HAND WITH THE TIME FOR JOLLITY** is the silly season when everyone stages festive cocktail parties just when the daily traffic jam is at its height.

Top of the list last week was the opening of the new Foster building on St. Clair Avenue West. Red's agency spreads itself on the top four floors of the building, each more tastefully decorated than the last, and all of them sensible and practical—pragmatic too, whatever that means.

I was elected to attend the Wednesday function, politely labeled VIP's night, but which turned out to be a get-together of all the old fossils, some of them even older than yours truly. Can you believe it?

It was a warm and cordial party, starting with a tour of the building past displays of many of the products the Foster people advertise, then through the various divisions, such as the Creative Department, where creators were creating like sixty, just to show us how it is done I suppose.

One of the first people I bumped into was All-Canada's young Stuart MacKay. He must have come in as somebody's son on this fossils' night. *The Globe and Mail's* Bruce West, whose book "Toronto" has just

come off the press, was there in close (but not closed) session with Ontario's Minister of Financial Affairs, Hon. Leslie Rowntree (What Ontario needs is Les Rowntree). Bruce and I sent him off to get our glasses refilled, just to prove how democratic we are.

Following this was dinner at the Granite Club, with and on Stuart MacKay, where we were joined by Bob and Jess Day. Here I learned for the first time that Bob has just retired from Bulova, where he held sway for so many years, most recently as vice-chairman.

**THE BROADCAST EXECUTIVES SOCIETY** held its Christmas smash at the Inn on the Park last week where we enjoyed Mel Tormé and dead chicken embalmed in some sort of goo. Mel Tormé won.

As a matter of fact Tormé was a smash hit. His songs were tuneful, happy and loud enough that even I could hear them. Accompaniment and incidental music by Moxie Whitney and his Royal York Imperial Room orchestra were just as accompaniment and background music should be, and the reaction was so good not one member of the audience had to answer an urgent telephone call before it was over.

For some reason or other Mel Tormé, a very young looking forty-plus, has devoted his talents almost entirely to night club singing, which indicates short-sightedness on the part of the TV producers who have never elected to star him in a *Mel Tormé Show* of his own.

REV. ROD. M. BOOTH, B.C. Regional Director of Broadcasting for the United Church, paid me a visit last week to tell me about the de-humbugging of religious broadcasting being undertaken by Inter-Church Radio Operations.

IRO is made up of the professional broadcasting departments of the Anglican, Roman Catholic and United

Churches.

This group aspires to humanize religious broadcasting.

As Rod puts it: "We're trying to take religious broadcasting out of pat devotional packages and into the gutsy issues of life."

"That's where the church ought to be and that's where the broadcasting industry ought to be, if either has any justification," he said.

How do you do this?

IRO's latest radio effort is *Dateline*, now on 15 B.C. stations and it is now being promoted nationally across the country at four dollars a show.

Produced initially by two Vancouver men, Brian Brenn and Jim Morrison of CKWX, *Dateline* is a news magazine type half-hour show. It is made up of interviews, editorial comment, music—running the gamut from Tom Lehrer's satires to Les Brown and his Band of Renown. Subjects discussed run the gamut from school dropouts to Viet Nam to homosexuals.

Instead of saying prayers and singing hymns, they talk about real people facing real life.

They had a meeting at Harrison Hot Springs, B.C., last month, attended by thirty broadcasters and thirty churchmen.

It was like any other broadcasters' meeting, complete with speeches, discussions and cocktails.

By the time it was over, Rod says, "you couldn't tell whether you were talking to a deejay or a dog collar. Even the bishops took them off when they got there."

"We realized finally we were all in the same business together—communicating with and involving people in the business of living."

Roy Bonnisteel, late of CKTB St. Catharines, is now national co-ordinator for IRO. He works from his Toronto home, 23 Wheatsheaf Crescent, Downsview. He is seen Sundays at 5 pm on the CBC television network, hosting the new *Man Alive* series.

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We need a copy chief to head up a combined radio-television copy department (5 writers).  
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Radio station in small to medium size Ontario market, "cash is available". All replies confidential!  
Box 119  
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17 Queen St. E., Suite 128  
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## WANTED

Electronics Technician, Ryerson Graduate or equivalent for closed circuit TV maintenance. Permanent work, fringe benefits. Apply in writing stating experience, age and certificates held to:  
Mr. Hubert Lemire,  
Business Officer,  
Laurentian University of Sudbury,  
Ramsey Lake Road,  
Sudbury, Ontario

## I'M READY

Recent graduate of radio & TV announcing school desires work in radio station. Have wild imagination, flare for comedy and can make the best of any situation. I am not the best announcer around, but I try harder. For tapes and résumé apply:

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Toronto 1, Ont.

## ANNOUNCER AVAILABLE

22 years, single, recent grad. of the Michael Hopkins School. Exp. in operation of turntable, announcing.

For tape & résumé, contact:  
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Apt. 215, 55 Oakmount Rd.  
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experienced in both medium and small markets, presently station manager in an important Ontario Centre, prefers sales management in a larger market. Replies to:

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Growing contemporary sound station in medium metro market, has an immediate opening for a mature, swinging air personality. Ideal working conditions, five day week with full benefits. Tell us about yourself. Send tape, picture and complete résumé to:

Jim Waddell, Operations Manager  
CKSO, Box 400  
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## RADIO MANAGEMENT OPPORTUNITY

An important broadcasting company in Ontario is receiving applications for the position of Station Manager of its AM operations.

The successful applicant must be completely qualified through considerable experience in modern radio programming and production, as well as an active involvement in radio sales.

The successful applicant will have presently a successful career in radio management or sub-management.

The responsibilities of the position are complete control of the AM operation, which is one of Ontario's most important and successful commercial radio stations.

Applicants can be completely assured that submissions will be received in strictest confidence and that no contact or reference will be made without the known permission of the applicant.

The position offered is an excellent opportunity to move into the highest level of broadcasting management within an aggressive company.

In order that complete confidence will be maintained, the company has engaged the below mentioned firm to make preliminary assessments of the applicants. Write to:

Clarkson, Franklin and Company  
Chartered Accountants  
4953 Dundas Street West  
Islington, Ontario

# A Child's Primer to Advertising

by Alan Barzman

## Chapter One – AD-MEN

There are two kinds of ad-men. Creative people... and un-creative people.

Creative people are responsible for creating the ads – and un-creative people are responsible for rejecting the ads.

Creative people are frustrated because they are not understood.

Un-creative people are frustrated because they are not creative people.

Creative people are very insecure... and let everybody know it.

Un-creative people are also insecure... but keep it a secret.

Creative people drink Martinis... but prefer Cocoa.

Un-creative people drink Martinis... but prefer Gibsons.

Usually creative people are not very tactful. They say things like, "I just got an extremely great idea," or "I quit!"

Un-creative people are usually very tactful. They say things like, "Frankly I like it very much, but the Client will never approve it," or "Okay, go ahead... but you're certainly blowing a lot of fringe benefits."

Creative people despise what they are doing, but accept it.

Un-creative people live what they are doing, but don't know it.

Creative people enjoy playing Tennis, Perquackey and Jacks.

Un-creative people enjoy Tennis, Perquackey and the Stock Market.

Creative people write speeches about Creativity, which un-creative people deliver at Ad Club luncheons. (Creative people eat lunch in their offices.)

Creative people have nothing to say to un-creative people.

Conversely, un-creative people have lots to say to creative people. For example: "Now I don't want to tell you how to write the copy because I'm not 'Creative'. But I do think that you

should say something about 'this,' and make mention of 'that', and get in a plug about 'such,' with reference to 'so... in your own inimitable way!'"

Creative people then write what the un-creative people are trying to say... and go home and have a cup of cocoa with an olive in it.

Now then. What about that strange breed of ad-man who is one part creative people, and one part un-creative people?

We shall deal with him at great length in a forthcoming chapter entitled, "The Hybrid Ad-man" or "What this industry really needs is more good neuter-creative un-people!"

## Chapter Two – THE CLIENT

### FOR THE BEGINNING READER:

This is the Client. His name is Mr. Client. Mr. Client is a nice man. Hooray for Mr. Client. Mr. Client has a family. It is a nice family. There is Mommy Client and Sister Client and Brother Client. There is also Mother Corporation. She lives with the Client's too. Mr. Client has a pet. He is a nice pet. His name is Bow-Wow Advertising Agency. Bow-Wow goes to Obedience School and can do many tricks. He can shake hands, and beg, and roll over and play dead. Once in a while Bow-Wow barks. But it isn't serious, because he cannot bite. Bow-Wow has been fixed.

### FOR THE ADVANCED READER:

The word "Client" is a generic term pertinent to the people in whose behalf Advertising is created or un-created for. The notion that the Client's advertising message is created and designed to interest, motivate, please or arouse the mass consuming public, is a misconception. Instead, the Client's advertising message is really created and designed to interest, motivate, please or arouse – the Client.

All Clients are fundamentally Copywriters. All Clients wives are fundamentally Critics. All Clients children are fundamentally good.

Clients have something to sell: Like a product, a service or an ego.

Contrary to popular belief, most Client's nephews do not go to work in Uncle's corporation. Instead, they get jobs with the Advertising Agency. These jobs are usually menial or simple. For example: "Assistant Trainee Jr. Account Executive" or "Senior Vice President in Charge of Creative Services." Once the nephew has worked himself into a good, secure position, his uncle will then fire the agency.

Clients spend much of their time in meetings or at conference tables. These tables are either round or square – like the Client.

Clients spend a good deal of time writing memos. As regards Advertising,

there are five fundamental memos. These are:

1. "Your agency is invited to make a presentation for our account. Kindly give consideration to the means by which you will create a unique desire for our product."
2. "Now that you have been selected as our advertising agency, please create a unique desire for our product."
3. "Please try again to create a unique desire for our product."
4. "You didn't create a unique desire for our product."
5. "For your information we are now accepting presentations from other agencies."

Clients believe that the consuming public is anxiously waiting for one thing in life. His product!

Clients attitudes about his product. Latent and otherwise: Narcissistic, sacred, oedipal, paternal and obsessed.

The Client makes top level advertising decisions on the basis of: the counsel of his wife, the advice of his janitor, the nature of his competition, the calculations of his slide rule – and by plucking flower petals. "They love my show – they love it not!"

Clients ask two things of Advertising: (1) Something that will make his product outsell Charley Competition's. (2) A totally new kind of campaign that's fresh, different and completely original... just like Charley Competition's.

### FOR THE SENSITIVE READER:

The author would like to concede (reluctantly, if you care to take it that way) that there is a little bit of 'Client' in all of us, and that if it weren't for Clients there would not be Advertising, and without Advertising there would not be an Ajax Stain Center – and this gets us into the socio-economic implications of supply-and-demand, pay-rolls, unemployment, tourism, lonely crowds, planned parenthood and little league baseball teams. Please know that somewhere in the crannies of the corporate world there are Clients who are veritable pillars of joy – lovable, affable, warm, sincere, generous, kind, responsible and nice. Some of my best friends are Clients. They must not be judged collectively – but rather individually, on the personal merits of their character, morality and total billing.

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*Chapters One and Two of "A Child's Primer to Advertising" was written several years ago by Alan Barzman, who is one half of the free-lance creative firm, Klein/Barzman, Hollywood, California. His partner, Bob Klein, was a guest speaker at last month's Radio Commercials Festival.*

*With their kind permission we have presented both chapters in their entirety in the hope they will inject a note of humor into the rigors of daily life in the advertising business.*



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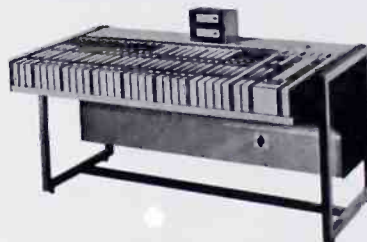
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## We just gave our whole staff\* a promotion

We've got quite a lot to promote. These are the people of CHAM, Hamilton's brand new radio station. They've created a format of good music and limited commercials, combined with important local features and important local names. News like this just has to be promoted. That's why we've announced our arrival through billboards, newspapers, bus cards, and television. Somebody is bound to ask if it's necessary to go to all this trouble to cover the Hamilton market. Not any more. Our reps will be happy to show you why.

\*TOP ROW: E. S. "Ted" Rogers, President; Vaughn Bjerre, Vice-President; Roly Koster, Manager; Norm Marshall, Operations Manager; Steve Hunter; Earle Bradford. SECOND ROW: Baden Langton; Don Parrish; Sidney Katz; Don Walker; Ken Kirkley; Bill Knowles. THIRD ROW: Fred Davis; Tom Gould; Bill Lawrence; Sandy Hoyt; Bill Knapp; Ian Byers. FOURTH ROW: Dick Drew, Sales Manager; Bruce Lawson; Bud Martin; Bill Stoneham; Jim Junkin; Don Wilson. FIFTH ROW: Bill Comepeau; Mary Ellen McBride; Dianne Thompson; Joan Tallo; Les Rooke; Charlotte Esseltine. BOTTOM ROW: June Archer; Diane Alfano; Mariane Eaton; Phil Ross Boynton; Bill Hartnoll; Arnold Edinborough.

# CHAM

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(Owned and operated by Rogers Broadcasting Limited)

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