

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

CANADIAN BROADCASTER
VOL. 4 NO. 3 FEBRUARY 10TH 1945

For Distinguished Service
TO CANADIAN RADIO
1944
Beaver Award
February 1st 1945

Introducing THE WINNERS

- 1.—York Knitting Mills Ltd. (Sponsorship). Left to right, Rex Battle, J. D. Woods, Claire Gagnier, Jane Harkness, Evelyn Gould, Hugh H. Lawson, John Adamskin.
- 2.—Alys Robt (Singing)
- 3.—Alex McKee (Acting)
- 4.—C. M. Pasmore (Agency Production)
- 5.—Ernie and Kay Edge (Writing)
- 6.—Andrew Allan, producer of "Stage 44", now "Stage 45" (Talent Opportunities)
- 7.—Paul L'Anglais (Production)
- 8.—Mart Kenney & His Western Gentlemen (Popular Music)
- 9.—Grace Matthews (Acting)
- 10.—Foster Hewitt (Sports Broadcasting)
- 11.—Stan Francis (Master of Ceremonies)
- 12.—W. T. Cruikshank, station CKNX, Wingham (Community Service)
- 13.—Jack Fuller (Announcing)
- 14.—Wells Ritchie (Public Relations)
- 15.—Jean Penny and Ralph Kuyls (Initiative)
- 16.—"The Happy Gang" (Programs)



Today, at the CBES luncheon, Canadian Broadcaster presents its Beaver Awards for Distinguished Service to Canadian Broadcasting in 1965.

The first Beavers were presented in 1945, and, here is the cover of the February 10, 1945 issue, showing the first winners.



Bob Irvine speaking on radio.

re'sponse

Webster says: "The reaction to a stimulus"

Needless to say, a great deal depends on the *kind* of stimulus!

Here in the Calgary market, six radio stations are doing a job.

What effect is this having on CFCN? Well...nothing stimulates an outstanding station like healthy competition!

Our recent power increase is an impressive stimulus in itself. CFCN now puts 50,000 watts behind your selling message. But maybe you'd be more interested in some recent examples of response:

A typical CFCN radio remote

moves 10,380 cartons of assorted Betty Crocker mixes from a single supermarket outlet, in one weekend — putting Betty Crocker into 1 out of every 9 Calgary homes.

Over 18,000 youngsters mail in CFCN "Halowe'en Night Pledges", all countersigned by parents. An outstanding safety promotion in co-operation with Calgary's thirty-three Safeway Stores.

There are many other examples. I'll be happy to tell you about them — meanwhile . . . does *your* selling problem need a stimulus?

Bob Irvine,
General Sales Manager.

CFCN / CALGARY

*50,000 watts of
Friendly Family Radio*

CJAY-TV's Davidson heads WAB Board

"Canadian broadcasters should intensify their efforts to put their story before the public and remain in touch with local members of parliament, provincial legislators and business associates. They should put forward broadcasting's viewpoint at every possible opportunity," said A. J. (Red) Hopps of Edmonton, retiring president of the WAB, in his address to the 34th annual convention in Jasper, Alberta.

Hopps rapped critics of broadcasting, particularly those who press for the use of more live talent, whether or not the performers or producers have any skill for the tasks in question.

"Anyone in Canada with suitable talent as a writer, creator, or performer is busy and extremely well paid, and most stations are striving to increase the competency of employees who show talent," he said.

He said informal seminars might be held to increase these efforts to impart additional knowledge to persons in the broadcasting industry and those wishing to enter it.

Hopps praised the work of the WAB and the CAB and their "long, patient and difficult efforts", in opposing some regulations, such as the ban on commercials, and he had kind words also for the Board of Broadcast Governors.

"All broadcasters are united on the necessity for some kind of impartial agency of regulation, such as the BBG," he said.



The Western Association of Broadcasters elected its new board at its Jasper convention last month. Here they are, from left to right, (seated) Ron Skinner, CKOS-TV Yorkton; Blair Nelson, CFQC-TV Saskatoon; Jack Davidson, CJAY-TV Winnipeg, president; A. J. "Red" Hopps, CFRN Edmonton, immediate past president; Cam Perry, CFGP Grande Prairie; (standing) Ted Soskin, CHQR Calgary; Stu Craig, CKX Brandon.

AVAILABLE

Young announcer wishes to enter full-time broadcasting. Some on-air experience. Graduate of Chicago's best Broadcasting School. Competent operator. Tape and resumé on request.

Box A-868
Canadian Broadcaster
217 Bay Street, Toronto 1

ANNOUNCEMENT



ROBERT A. STEVENSON

D. M. Pearson, Vice-President and National Sales Manager, ICTV Sales Ltd., is very pleased to announce the appointment of Robert A. Stevenson, Vice-President.

Mr. Stevenson joins ICTV on July 11, 1966 and brings to his post a background of 18 years in the agency field, most recently as Vice-President, Broadcast Services, for one of Canada's largest advertising agencies. In his new capacity he will be responsible for the complete sales and service of specific Toronto based agencies.

All CJOH-TV, Ottawa clients are invited to avail themselves of Mr. Stevenson's extensive experience in the areas of program evaluation and media plan formulation.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

New board elected

Jack Davidson, manager of CJAY-TV Winnipeg, was elected president for the coming year of the Western Association of Broadcasters on the final day of the 34th annual convention, held at Jasper Park Lodge, Alberta, June 12-16.

He succeeds A.J. (Red) Hopps, manager of CFRN Edmonton. Elected vice-president of the WAB was Blair Nelson, manager of CFQC-TV Saskatoon. Directors for 1966-67 elected were: Cam Perry, CFGP Grand Prairie; Ron Skinner, CKOS-TV Yorkton; Stu Craig, CKX Brandon; and Ted Soskin, CHQR Calgary.

In a unanimous resolution, the WAB delegates expressed concern about jurisdictional problems between the CBC and its performers and producers in Toronto.

The resolution said, "The producers attempted to usurp and defy normal progresses of orderly management authority, and this example could encourage similar disregard for established channels of responsibility in other segments of the community, most particularly in the younger age group."



E. L. BUSHNELL
PRESIDENT

CJOH TELEVISION OTTAWA

ANNOUNCES THE FOLLOWING PROMOTIONS & APPOINTMENT



S. W. GRIFFITHS
Exec. Vice-President,
Managing Director



W. O. MORRISON
Vice-President, Sales



N. RAY BRINING
Vice-President,
Finance & Treasurer



ROY A. FAIBISH
Exec. Assistant to the
Managing Director

Look who won the CJVI-SHULTON Contest!!!



*L-R - Top: Ted Harper, CJVI; Mrs. McFadyen
L-R - Bottom: Andrew and Douglas McFadyen (winner)*

SHULTON provided the model schooner, HUDSON'S BAY CO. provided the window space and CJVI ran the Contest. Entrants were required to estimate the number of SHULTON products in the display. The only correct answer among the box full of entries was submitted by six year old Douglas McFadyen (seated in front of the mike).

**RADIO 9 CJVI -
VICTORIA B.C.**

REPS - All-Canada

B

The "White Paper" spells real recognition

CANADIAN BROADCASTER

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FRASER FAIRLIE

Art Editor
GREY HARKLEY

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Typography and Make-up by
Canadian Broadcaster

Private broadcasters have several reasons to be pleased with the government's long-awaited "White Paper" on broadcasting, because it recommends what they have sought for a long time, a Board of Broadcast Governors made up of full-time members, devoting their entire time to broadcasting. This is not all the Paper proposes, because it also calls for up to seven part-time members, acting in an advisory capacity only, but the full-time (voting) members will be obliged to consult with the part-timers.

Even for those who view with alarm the establishment of a government tribunal to regulate a business they feel should be allowed to operate as a truly free enterprise, this is a tremendous improvement over the existing state of affairs, where the BBG's decisions were controlled by the part-time governors who, for all the good intentions in the world, could not be expected to offer sound judgements on the highly-complicated and technical problems they were called upon to solve.

Another clause in the Paper which all broadcasters will welcome is the decision that community-antenna television systems are to be brought under regulation and control of the BBG and treated as components of the national broadcasting system.

While the government no doubt feels that a curb should be placed upon these dispensers of popular American programs in the face of its determination to keep Canadian air ways basically Canadian, it may also be said that they constitute unfair competition in that they dilute the audiences of regular stations which depend on this audience to sell their advertising.

The Paper would institute various changes in the administration of the CBC, but the Corporation can take heart in the fact that the Paper stands behind it in its desire to expand with second stations in the larger markets by stating that applications for second stations may be heard except for channels in the Saint John-Fredericton area, Sudbury, Saskatoon and Victoria, which are reserved for the CBC.

Another of the more significant things in the Paper is that, for the first time in the industry's history, it offers some business protection for the private broadcasters. It asks Parliament to make "financial provision for the Corporation (CBC) on the basis that, while improving its programming, it should seek to retain but not increase its present 25 per cent of the television market and its present four per cent share of the corresponding radio market."

This does two things in particular. First, it recognizes very eloquently that private broadcasting is an essential industry and, second, it recog-

nizes and acts upon the unfair competition which always existed between the subsidized and untaxed CBC and the unsubsidized and tax-paying private stations in the field of advertising.

There are those who maintain that there is no place for a branch of government in competitive business - and we are among them - but even they must admit that this is a major improvement, an historic one in fact.

This editorial does not constitute an analysis of the "White Paper". There are many more clauses, both favorable and unfavorable to the private industry.

This paper will make a thorough study of the "White Paper" from all aspects and it will appear in the next *Broadcaster*. Meanwhile it is heartening to see that at least some of the quests of those who have worked so hard and so long to remove injustices in the broadcasting field are finding at least some of what they have been seeking.

Restrictive 48-hour ban

The 48-hour ban on political broadcasts by TV and radio stations is again in effect. Under the terms of the Broadcasting Act, radio and TV stations are forbidden to carry political broadcasts or political advertising for 48 hours before an election.

If this restrictive and unfair law ever made sense, it certainly is indefensible today. Newspapers publish political commentary and advertisements up to and including election day if they see fit. This is an integral part of freedom of speech and expression. It is also an important aspect of the democratic process in free elections.

The Broadcasting Act as it stands infringes on basic civil liberties and discriminates against radio and TV.

In 1965 the Manitoba Legislature committee on elections muffed a chance to give leadership in righting this wrong. The committee voted down an attempt to remove the 48-hour ban. This was regrettable - Ottawa could hardly have ignored a request from the Legislature for removal of restrictions in a matter concerning provincial elections.

In any event, changes in the Broadcasting Act are now under consideration by the federal government. Repeal of the 48-hour ban should stand high on the list of needed reforms.

Winnipeg Tribune

RADIO RBS



THE REPORT SAYS TWO NEW VICE-PRESIDENTS ARE NEEDED TO PROMOTE CLOSE AND CONSTANT COMMUNICATION BETWEEN SENIOR MANAGEMENT AND THE TWO MAIN PRODUCTION CENTRES



GOSH! TWO MORE CBC VEEPEES? HOW MANY HAVE THEY NOW?



SO THAT'S WHY THE COMMITTEE SAT



AND IT SURELY LAID AN EGG

by Harkley

Revenues up 12.5% ... set ownership 44%

Advertising revenues for the past five years, on the four U.S. radio networks, increased by 24 per cent, from \$45.2 million to \$56 million in time and talent sales, according to a five year study just completed by the CBS radio network.

"The past five years have been bullish and the outlook is equally encouraging," said Arthur Hull Hayes, president of CBS Radio, as he noted a clear growth pattern for the industry.

He said CBS's own prospects were excellent, with first half of 1966 revenues 25 per cent over last year at this time, and he revealed business already written for 1966 is 100 per cent over 1965.

COCKFIELD BROWN APPOINTMENT



IAN B. CAMPBELL

Appointment of Ian B. Campbell as Manager of Media Services in the Toronto office of Cockfield, Brown & Company Limited is announced by Murray Turner, Agency Executive Vice-President and Toronto Manager.

Mr. Campbell, who has served in senior media positions in major agencies in New York, Montreal and Toronto, brings to this position wide and varied experience in all phases of media, particularly in the packaged goods field.

Hayes said network radio advertisers rose from 174 in 1961 to 203 in 1965, and set sales were over 130 million in the five year period, which was a gain of 44 per cent in owned sets since 1960.

The study also revealed the gain in advertisers was shared by all four networks, and the buying pattern favored multi-network campaigns. (Of the 80 advertisers using two or more networks last year, 69 included CBS, 62 included ABC, 58 included NBC and 42 included MBS.)

Four of the top ten advertisers in 1948 were top again in 1965; they were Campbell Soups, R. J. Reynolds Tobacco, Sterling Drugs and General Mills. However, the survey showed 157 advertisers in 1965 were not on any network in 1948.

Another phase of the report states there were about 242 million radio receivers in the U. S. on January 1, 1966, a quarter of them being in automobiles. Nearly half of all the sets purchased last year were transistorized portables and totaled about 14 million.

Regarding advertising trends,

the survey reported the highest revenue producing categories were still cosmetics, toiletries and drugs, in 1966 (same as in 1948, but their importance is fading) and these accounted for 38 per cent of network sales. Automobile advertising has made the greatest increase in importance and cornered 14 per cent of the network market. Cigars, cigarettes and tobacco remained unchanged from 1948, and in 1965 still provided just over ten per cent of radio income.

Other categories showing increased billing importance in the sixties are: consumer services, confections, publications, beer and ales, religion, travel, shipping and wines. Decreasing in importance are: soaps, cleansers, radio and TV, records, furnishings and appliances.

Hayes said data for the report had been gathered from national advertisers, broadcast advertisers' reports, the RAB, Nielsen Radio Index, MBS network (whose accounts for 1965 were not available from published sources) and the Publishers Information Bureau records for 1948.

Film Industry

\$10 million will aid production

The Federal Government is establishing a \$10,000,000 fund to aid the Canadian motion picture industry, which will have its own advisory board and permanent executive director.

Creation of the fund was announced last month by Judy LaMarsh, Secretary of State, at a meeting of the British Columbia Film Producers' Association in Vancouver. Miss LaMarsh predicted the bill would get a rush of support by members of the House of Commons, "because like mother-

hood, it's a thing you'd better be for."

Miss LaMarsh said the money would be used to establish a series of film awards, to invest in motion picture production on a profit sharing basis, and for loans and outright grants.

"It will be administered by an independent corporation which will in no way be related to government decisions, the CBC or the National Film Board," Miss LaMarsh said.

She predicted Vancouver would become the *Hollywood of Canada*, and said, "It's up to you gentlemen to see that is the case."

But she cautioned that the money would not be fiddled away on hopeless enterprises, and said the government is not "going to subsidize films that will bomb out on which you'll lose your shirts."

"I believe you can make pictures with merit; attractive ones that people will want to see. We will give you assistance in distribution and costs that can't be met because of our small population and distances," Miss LaMarsh said.

Immediacy of TV highlights opposition and burdens the government

Television and faster communications have strained Parliament's framework, changed the politician's relation with the public and produced a new arrogance by an aristocracy of expertise, John Turner, minister without portfolio, told the Toronto Kiwanis Club, last month.

Turner said TV had exaggerated and accentuated political trends, such as the flow of power from Ottawa to the provinces, and today a premier or even a mayor can command the same potential national audience as the prime minister.

"We may some day manage a majority government, but never again the old stability as we once knew it. The immediacy of communication has increased the exposure of opposition parties and placed a greater burden upon the government," Turner said.

He said every party is forced to keep its platform current and palatable, and the government must explain what it is doing or trying to do. Any government that does not compete with the constant "bombardment" of the public will soon be drowned.

"The fact that the current machinery of the House of Commons, or the will of its members to respond is inadequate to digest a legislative program at a pace generated by the communications media has prompted dissatisfaction with and cynicism about Parliament," Turner said.

Turner cited the Conservative defeat of 1962, the failure of the Liberals to win a majority last fall, and the downfall of Lesage in Quebec as examples of parties that can no longer stand on their records and still count on winning elections.

He said the new arrogance of intellectuals and professionals, who live in a world of surveys, data and statistics, and who, convinced of their own expertise and of the right in what they are doing, often feel exempt from the prime democratic political requirement of telling the people just what they are doing.

"This arrogance of expertise, or assuming the public does not want or cannot understand, has always been difficult to reconcile in a democracy," Turner said.

"... some of the best programming we've heard covering the popular music field. It came from CKLC Kingston - a thoughtful, tasteful, intelligent blend of the best of what's going on in the various idioms. Country, rhythm and blues, rock, folk and jazz, it was all there for about two hours and could have been taped and circulated as a demo of balanced programming."

Canadian Film-TV Bi-Weekly
May 25, 1966



KINGSTON'S INTERNATIONAL AWARD STATION

A
HARDY
STATION

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS *the* SHOWS
TORONTO 433 Jarvis St.
WINNIPEG 171 McDermott

Beefed-up news and shows

The CTV Network will place much greater emphasis on news and public affairs programming when the fall television season gets underway in September. Gordon Keeble, president of the network, announced at a press conference June 28 in Toronto that the national CTV news headquarters will be moved from Ottawa to Toronto, and Peter Reilly, former CBC luminary, has been appointed executive producer of the beefed-up news and public affairs operation.

Keeble said Reilly will be the on-air host of a live "magazine-format" hour show, Sunday nights at 10:00 pm (EST) which will compete for the national audience directly with *This Hour has Seven Days*, "should that program, or something like it return to the air".

Reilly said the new program is to be entitled *W5*.

"*W5* will have a similar magazine format to *Seven Days*, but the similarity will end there. There will be no taboos, no histrionics by performers," Reilly said.

Keeble said *W5* will have a budget of between \$10,000 and \$20,000 per week, and will be co-produced from CFTO-TV Toronto by Jeff Fry and Gordon Penny. He said all news and public affairs programs on CTV will be available for sponsorship.

In addition to the *National News*, nightly at 11:00 pm (EST) and *W5*, Reilly will supervise four other public affairs programs weekly. They will be a prime time series of portraits of Canadians in all walks of life, *This Land is People*, to be produced by Richard Ballentine; *Platform*, a returning show from CJOH-TV Ottawa, covering the Parliamentary scene and two more late evening public affairs programs, as yet untitled, one from Ottawa and one from CFCF-TV Montreal.

Keeble said the CTV board of directors recently approved changes in the *National News*, which in September will become a joint production from Toronto and Ottawa and be lengthened to 18 minutes.

Michael Hind-Smith, vice-president of CTV programming, said some new staff will be hired, but key personnel at CJOH-TV Ottawa would be given the option to move to Toronto or remain where they were.

"With news production in two centres we shall have the immediacy of plugging into the world, which is much easier to handle in Toronto, and at the same time we shall still be able to make full use of our comprehensive reporting service from Parliament," Keeble said.

Reilly, who is a graduate of the re-write desk of Broadcast News, has been a writer, reporter, editor, film director and producer in radio and TV for the CBC.

The CTV Network has announced details of five new daytime programs to be seen on the eleven member stations this fall. They total 12½ hours of additional air time each week and are part of the 63 hours of network feed planned by CTV for the 1966-67 season.

Net service will begin at 7:00 am, weekdays, with a series of university courses geared to the first year level. Titled *University of the Air*, there will be 200 lectures in 20 series, originating from 14 universities. In addition, there will be 40 weeks of instruction in the French language. National coordinator of the series will be Nancy Fraser, producer at CJOH Ottawa, and ten CTV stations will co-operate in originating the programs.

Bright and Early will be a daily 60 minute live, topical breakfasttime network show. CTV says it will include three newscasts and features from across Canada.

An entertainment program will be the daily half-hour called *Magistrate's Court*, dramatizing cases of a police court judge, to be produced by Rai Purdy for Screen Gems at CHAN-TV, in Vancouver.

There will also be a new musical crossword game from CFCF-TV Montreal, called *Words and Music*. The show is based on a format developed by Jackie Gleason and Sammy Kaye, and features crossword clues to the identity of a famous person.

CTV announced the following daytime network renewals; *Mr. and Mrs.*, *Romper Room*, *People in Conflict*, *Fractured Phrases*, *It's Your Move*, and *Alter Four*.

A new nighttime show was also announced. Oscar Brand's *Brand: New Scene* will feature 150 new performers auditioned at CTV stations across Canada and flown to Toronto where the show will be produced in color. Syd Banks will produce.

Banks will also produce another new musical weekly program called *A-Singin' with the Womentolk*, a group of U.S. performers whose music is described as "gospel rock".

Gordon Keeble, president of CTV, said of the 63 hours of network programming a week, 45 hours will be simultaneously fed by national microwave, and nearly all the nighttime shows will be in color. About 20 hours is available for optional re-scheduling by the stations.

He said daily network feeds will be from 7:00-9:00am, 10:00-12:00 noon, 2:30-4:00 pm, and 7:00 - 11:18 pm (later on weekends).

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to announce
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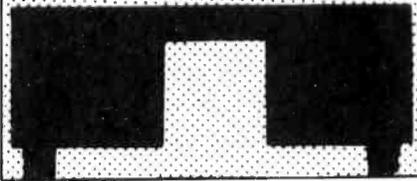
MARYSTOWN

EFFECTIVE JULY 1, 1966



PAUL MULVIHILL & CO. LIMITED—TORONTO—MONTREAL

OVER the DESK



For the fourth consecutive year, the Program Exchange of the CAB winner of one of this year's Beavers is making available *Stay in School* spot messages on two tapes for member stations.

Prepared by Jack Weatherwax

of Northern Broadcasting Ltd., the 34 short messages by leading executives in business and industry encourage students faced with the choice at this time of year of dropping out of school to continue their education.

Gerry Acton, manager of the Program Exchange, said many of the messages have been updated since 1965, and 12 are new ones this year. Generally, the spots stress the increasing need for higher education not only for the students, but also employees seeking promotion and higher wages.

On tape one, Acton said there are 23 messages, and on tape two, 11 spots, of which seven were

recorded in 1965, at CFMB in Montreal.

Some of the well-known executives who recorded messages in the series are: Lord Thomson of Fleet, Foster Hewitt, Nathan Steinberg and Robert Shaw, deputy commissioner general of Expo '67.

"The messages range in duration from 50 seconds to two minutes and 30 seconds," Acton said.

Burns Hotline

Thirteen national sponsors have completely bought out the *Pat Burns Hotline* program on CKGM Montreal, until the end of July. The station says there will be no availabilities until August, and the present national sponsors are Pure Made Orange Juice, Monarch Salad Dressing, Borden's, Toronto Macaroni, Lavo Bleach, Loney's Soup, Mier Liquid Detergent, Pilgrim's Cranberry Sauce, Grissol Bread Sticks, Niagara Cyclo Massage, Bio-Lan Hair Spray and Shampoo, Bernal Laboratories and Plus White Toothpaste.

ASCT President

R. Keith Garrett has been elected president of the Advertising and Sales Club of Toronto for 1966-67. Mr. Garrett is a senior account executive with Ronalds-Reynolds & Company.

Other officers elected were: H. Allister Blenkhorn, first vice-president; E. Ray Purves, second vice-president; M. William Burke, vice-president, education; J. O. Young, treasurer and W.A. Russell, secretary.

The following were elected directors: Murray R. Baylis, Harry Beesley; Stuart C. Brandy, John E. Cooper, A.B. Gardner, A.H. Gillier, Wesley E. Harrison, Kenneth E. Jewett and Thomas J. Quigley.

Western President

A veteran broadcaster, latterly KVOS-TV Bellingham-Vancouver and then, for a short time, with CHQM Vancouver, Gordon Reid has forsaken the selling side of advertising and now sits on the other side of the agency desk as president of the western division of J. H. Burley Limited.

Gordon operates autonomously, promoting, developing and handling his own accounts. At the same time he enjoys the advantages of CAB, CDNPA and all the other media franchises held by the parent company.

In his first five months, he has lined up 25 clients and so far 65 per cent of his billings are in broadcasting.

Besides accounts trading primarily in the Pacific area, he hopes to expand the scope of the Toronto office with his 28 years experience in advertising in general and broadcasting in particular on the Prairies and at the Coast.

Audio Products Manager

R. W. Ward has been appointed manager, audio products, of McCurdy Radio Industries Ltd., Toronto. The appointment was announced by G. E. McCurdy, president. Ward has been with the company for six years and was formerly manager of engineering.

And now we've engineered ourselves to the bottom of the column. So buzz me if you hear anything.

Rich Lewis

WANTED

Newscaster reporter required by large Ontario radio and television station combination.

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The trend is to balanced programming

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CJCH LIMITED ANNOUNCES VICE-PRESIDENTS



GEORGE D. BENWELL



JOHN G. JAY



DOUGLAS A. CLARKE

Following a recent meeting of the Board of Directors of CJCH Limited, three new Vice-Presidents were appointed. They are Mr. George D. Benwell, to become Vice-President, Operations; Mr. John G. Jay, to become Vice-President, Engineering; and Mr. Douglas A. Clarke, to become Vice-President, Sales.

Mr. Benwell was born in Vancouver, B. C., and received his broadcasting experience with the Canadian Broadcasting Corporation. Mr. Jay was born in Borden, P. E. I., and has overseen broadcast engineering operations in Wingham, Ont. and Charlottetown, P. E. I. Mr. Clarke was born in Saint John, N.B., and has been associated in Television Stations in Sydney, N. S., Victoria, B. C. and Red Deer, Alberta.

NOBODY READS CANADIAN BROADCASTER

cept

GROUP ONE RADIO LIMITED
MAITLAND STREET, SUITE 1906, TORONTO 5, ONTARIO · TELEPHONE 923-0919

June 29, 1966

Mr. Richard G. Lewis,
Publisher,
Canadian Broadcaster,
217 Bay Street,
Toronto.

Dear Dick:

My ear hurts, but I love it.

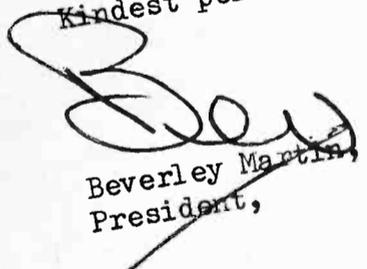
It's from all the calls I received about your article about me on page 11 of the June 23 "Broad". They came from clients, agency types and the stations we represent.

Everybody wanted to know whether I died my hair for the picture, so I simply told them you were using black and white film the night you took the picture of me at Jasper.

The point is don't let anyone ever tell you your publication is just read by broadcasters.

I really appreciated your article. Thanks, Dick, very much.

Kindest personal regards,


Beverley Martin,
President,

bam:mj

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

Stations swap tips through international "Idea Banks"

The fifth annual convention of the International Broadcasters *Idea Bank* was held last month at Alexandria, Virginia, and was highlighted by addresses by a Federal Communications Commissioner, Robert E. Lee, and Lewis Birchfield of the Radio Advertising Bureau.

The *Idea Bank*, as the name implies, is a systematic method of exchanging ideas on all phases of broadcasting, including management, sales, programming, promotion and engineering. Membership in the association is limited to 100 non-competitive stations and delegates attended from 38 states, six Canadian provinces, Australia and Ecuador.

Director and moving spirit behind the *Idea Bank* is Dave Lyman, assistant production manager at CKXL Calgary, Alta., who founded the project in 1962 while serving as program director at WLEE Richmond, Virginia. He entered broadcasting in 1952 as a country and western entertainer at WGNS Murfreesboro, Tenn., and has done stints at WNAH Nashville, Tenn.; WQUA Moline, Ill.; CKY Winnipeg and WFBR Baltimore, Maryland.

Lyman said the 100 stations exchange monthly idea bulletins with each other. No new members are inducted unless one drops out or is suspended for failing to mail his report to the 99 other associates. In return, each station receives 99 bulletins.

"The basic purpose of the *Idea Bank* is to keep abreast of changing trends in broadcasting in widely varying market areas. Members were carefully watching the progress of such innovations as talk programming and all-request radio long before most broadcasters were giving them much attention at all," Lyman said.

Eleven Canadian radio stations belong to the *Idea Bank* at the present time; they are, CHNS Halifax, N.S.; CJOY Guelph, Ont.; CJSP Leamington, Ont.; CKBB Barrie, Ont.; CKCY Sault Ste. Marie, Ont.; CKPC Brantford, Ont.; CKPT Peterborough, Ont.; CKY Winnipeg, Man.; CHAB Moose Jaw, Sask.; CKXL Calgary, Alta. and CKLG Vancouver, B. C.

"Program-wise, it was certainly worth attending the convention in Virginia," said J. D. "Don" LeBlanc, production and program manager at CJOY Guelph. He revealed it was often surprising the similarities of problems and solutions of large and small, city and rural stations represented at the convention.

Regarding the monthly bulletins, LeBlanc said even if they got only one good sales idea per year, it was worth the small amount of

expense in time and money needed to belong to the *Idea Bank*. He said the hardest part was supplying monthly "meat for the other fellows" and the stations using the most promotional gimmicks had the easiest time writing up their quota of *Idea Bank* material.

Lyman said the *Idea Bank* has no officers as such, and no membership dues. Each delegate pays his own expenses to the conventions and costs for meeting halls, etc., are borne by the host station.

"The 1967 Convention will be held at CJSP Leamington, Ont., and this will be a first for Canada. The 1968 convention, we hope, will be held in Australia," he said. He indicated the bulk of the three-day event will be given over to a free exchange of ideas on a personal basis, "with little formality, unlike most broadcasting conventions."

Regarding the benefits, Lyman said dozens of member stations reported greatly increased billings and ratings and one added \$22,000 in annual billing within one week of utilizing an idea. "One man, with very little radio experience, joined the *Idea Bank* when he purchased a money-losing property in a depressed area in the U.S. He credits the *Idea Bank* with converting his operation into an extremely profitable venture," said Lyman.

He said another member who was recently credited with the largest share of audience in any market in the U. S. (over 80 per cent in a three-way station market)

credited much of his success to the *Idea Bank*.

Lyman summed up his own career in the following way: "Although my wife and I are both Americans, we moved to Winnipeg in 1962 because of our high respect for Canadian broadcasting. In 1965, we yielded to an unusually attractive offer to return to the U.S., but six months was enough to convince us we preferred Canada. We packed up and returned to Moffat Broadcasting in Calgary, and Canada will be our home from now on."

New Toronto Studio

Bay Music Company Limited has opened a new recording studio in Toronto, which they say is the first *four track* studio in Canada.

Phil G. Anderson, general manager, says the recording console and system is worth over \$100,000 and is the first built specifically for recording services and not as a modified broadcast console.

Anderson said with four track, maximum use of studio facilities with minimum cost can be provided.

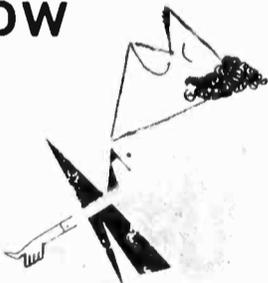
"Two track is just what it says: the tracks are divided into two, with the result that balancing after the recording session is rather limited. With four track you can virtually put the vocalist on one track, the rhythm on another, the instruments on another, and the background music or fillers on the fourth, thus giving greater flexibility when mixing," said Anderson.

He said the studio is being financed by Canadian businessmen, who felt there were many artists and musicians who could develop good careers here and break into the international market with top quality Canadian made recordings.

"The studio will be available on a rental basis for other recording companies and independent producers, and already Arc Records Ltd. have booked sufficient time to guarantee our investment," Anderson said.

Ralph Harding will manage the studio, Marie Panter will handle bookings and engineers will be Bill Rokin and Ray Johnson. The four track facilities began operation July 1, at the new studio at 20 Cranfield Drive, Toronto 16.

GRASS ROOTS GROW



EVERYWHERE



Big market or small, in either language, Hardy stations have the local loyalty that ensures impact. Your Hardy man has the information you need for effective marketing.



Toronto 363-9433
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ANNOUNCEMENT

STANDARD RADIO LIMITED APPOINTMENTS



DONALD H. HARTFORD



DAVID A. WILLIAMS

W. C. Thornton Cran, President, Standard Radio Limited, announces the following appointments effective immediately:

Donald H. Hartford, Vice-President, Standard Radio Limited and Vice-President and General Manager, CFRB Limited.

David A. Williams, Vice-President, Finance, Standard Radio Limited and its subsidiaries: CFRB Limited, CJAD Limited and Standard Broadcast Sales Company Limited.

Want a Man? Want a Job?

TRY A SMALL AD in

Canadian Broadcaster

Despite "discriminating taxation" color sets will pass the million mark by '70

Color television sets sold in Canada could total 1,330,000 by 1970. This figure was forecast by Geoffrey Adamson, retiring president of the Electronic Industries Association, in his annual report to the 37th convention of the association, meeting at Ville D'Estere, Quebec, June 16.

Adamson said technological change throughout the electronics industry continued to be rampant this past year due to such items as color TV, integrated circuitry and the growth of computers.

In forecasting over a million color sets sold by 1970, Adamson said this compared to 4,580,000 households in Canada who now own one or more black-and-white sets. He predicted average sales for the next five years, in thousands of units sold: 1966-49,000; 1967-102,000; 1968-164,000; 1969-229,000 and 1970-289,000. He indicated these were average figures and could go higher or a bit lower.

On research and development, Adamson said one of the greatest needs of electronics manufacturers is clarification of the "confusing situation in Ottawa." He said many government departments are now involved in the subject of R and D and agreement should be reached among all parties on standard definitions for tax incentives, financial assistance and government auditing functions.

In exports, Adamson said a few EIAC members have continued to expand and that about 35 per cent of total Canadian electronic output in 1965 was for export. He told the delegates from 100 companies they were in a small but highly technical industry, based on world standards and in negotiating tariffs, Canada should not give away more than she will get back.

"Our home market is very small compared to the home markets of our foreign competitors, who also receive much greater support for technological development and export sales. Foreign governments also tend to buy more from their home industries than does the Canadian government," Adamson said.

Speaking as a member of a panel on the impact of color TV, Howard W. Main, marketing vice-president of Dominion Electrohome Industries Ltd., said in addition to 50,000 color sets sold in Canada this year, there would also be 583,000 black-and-white sets sold and another 55,000 units of both types would be imported.

Main said he saw the 1966 level of color unit sales at about eight per cent of the market, but predicted this would grow to about 37

per cent by 1970. He felt large black-and-white console models and portables would be the first to feel the effects of color set increases, but that sales of black-and-white small portables, with screen sizes of less than 19 inches would increase from 19 to 25 per cent of the market.

"The color TV scene will not undergo a long period of technical development and market acceptance in Canada, as it did in the U. S., and the five year forecasts and industry optimism appear excellent," Main said.

He attacked what he called discriminatory taxes such as the 15 per cent excise tax and sales tax that boosted home entertainment unit prices by 26 per cent, and said it gives an importer an advantage over a Canadian manufacturer of about 5.5 per cent.

"Consumer obligation should be placed in the proper perspective. We should be cognizant of the services that our dealers and consumers will require to effectively establish a good image for the industry," Main said.

The convention elected George Kempf, vice-president of Erie Technological Prods. of Canada Ltd., president of EIAC for 1966-67.

Other officers elected to the \$625,000,000 industry were: J. M. Bridgman, first vice-president; R.G. Simpson, vice-president and chairman, consumer products; J.R. Dunn, vice-president and chairman, components; J.G. Sutherland, vice-chairman, electronics; C. F. Whittaker, vice-chairman, consumer products; E. Walton, vice-chairman, components; A. Ainley, director of engineering; C.S. Martin, honorary legal counsel; and Cowan Harris, general manager and secretary.

Newly elected directors were: W.R. Longstaffe, R.G. Simpson, N.C. Eiloart, W.C. Luton, R. Story, C.F. Whittaker, W.M. Lower and A.R. Nobbs.

Re-elected directors were: J. McKerrow, E. Whittaker, H.A. Van Beurden, J.G. Sutherland and R.P. Matthews.

Previously elected directors were: D. Knapp, J.R. Dunn, F.A. Hedemark, G. F. Kempf, H. M. Marmorek, L. C. Simmonds, E. Walton, H.W. Main, R.A. MacDonald, J. M. Bridgman and H. Reid.

ANNOUNCEMENT



George Lawlor has joined Radio Station CHUB in Nanaimo, B. C. as Manager. He will also become a Director of the Company. George joins his brother, Joe Lawlor, Bob Giles and Jack Kyle in operating CHUB, in the rapidly expanding Nanaimo and Vancouver Island market. The four Directors have a combined total of more than 85 years in the radio industry.

George has been with Radio Station CHAB in Moose Jaw for 16 years, including the last four as Manager of that Station, one of the most successful on the Prairies.

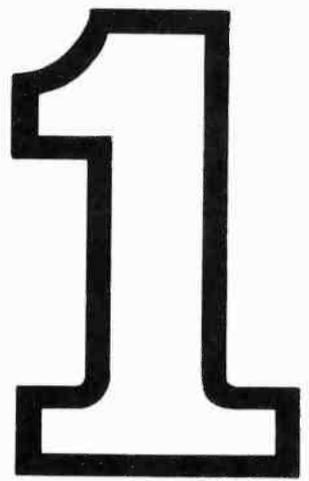
**THE FRENCH VOICE
OF THE OTTAWA VALLEY**

RADIO

CKCH

HULL OTTAWA

Representatives:
STANDARD BROADCAST SALES, TORONTO, MONTRÉAL
WEED & CO., New York



First...by far... in advertisers' preference in booming Edmonton, home of the fabulous Klondike Days.



In fact, the largest TV audience of any Western Canadian TV station.



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



CFRN-TV
BROADCAST HOUSE,
EDMONTON, ALBERTA.

Representatives:
Radio-Television Representatives Ltd.

Use more than one basket

The big ticket is the goal of all salesmen. If a man writes enough of them he arrives at the philosophy that it's just as easy to write up the \$50,000 order as the \$500 one.

Sometimes this is true, but the man who ignores all the \$500 orders while shooting for the big ones is falling into a trap. Only when the trap is sprung goes he realize the fault in his thinking.

Don't put all your eggs in one basket. These small orders may be your only source of income some day. Don't treat them lightly. When you want them they may not be available. That's what happened to Charlie Brainerd.

Rise and fall

Charlie sold airplane parts and was making a nice living at it. He had a loyal group of customers who fed him a steady stream of orders. All were fairly modest, but they added up to a substantial amount of business.

One day Charlie hit the jackpot. He landed a \$75,000 contract. This was followed by another for \$60,000 the following week. Charlie was in the clouds. The two gave him a higher income than

all his other orders combined.

Charlie decided he didn't have time anymore for the smaller accounts.

There's too much work involved for a piddling \$200 order," he told his wife.

His decision was reinforced when he got still another big one—this one for \$100,000. Charlie was really riding high. He forgot his



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

other customers — and they forgot him.

Then Charlie got hit by the landslide.

One of his big accounts switched over to government contracts com-

pletely and had no further need for his products.

Charlie's second major customer merged a few weeks later with another outfit that had its own supplier.

"Sorry, Charlie," the purchasing agent told him "but that's the way it is."

Two months later Charlie's third account got caught with a too big

Many of the giant firms today started as a one-horse outfit in somebody's barn or garage.

The salesman never knows when a company, through smart management or product development, will shoot up to become a powerful industry. You need only look at the post-war rise of some organizations to see the truth of this. One California firm started with three employees and now has branches and sales offices throughout the world.

Suppose some salesman had written that firm off as not worth bothering about. Maybe one did.

If so, he is probably a sadder and wiser man today.

Guard your reputation

A salesman's reputation usually travels with him. When you leave a small buyer in the lurch you do yourself more harm than him. He depended on you and you let him down.

The word gets around about actions like that. That buyer will tell other buyers and they in turn will inform still others. Your rating will be minus zero in your particular industry. I've seen this happen to a number of salesmen.

One, whom I shall call Ray Smith, latched on to a couple of big customers and managed to forget that his old accounts ever existed.

A couple of years later one of his former buyers graduated to the big time, becoming a major corporation. Ray decided to renew old acquaintances.

He found the same purchasing agent still on the job. Their meeting was brief.

"I'm sorry, Ray," the agent said, "but we changed to another supplier after you left us and we've quite satisfied with him. There is just no room for you here."

Go after small accounts

Instead of shedding small buyers, the salesman should pursue them. Often they are the mainstay of his income and should be nurtured.

It might be more profitable to go after five or six small accounts every month than to chase a \$100,000 one for three or four

inventory and cut back production fifty per cent. Much of that fifty per cent was taken out of Charlie's regular order.

The way back

Charlie was in a panic. In less than three months he had lost almost 80 per cent of his business. There was only one thing to do. He had to go back to his old "\$300" customers and try to win back their support.

The reception he got was less than enthusiastic.

"Sorry," one buyer told him, "but we've replaced your line. When you stopped coming around we figured you weren't interested."

He might just as well have said, "Where were you when we needed you?"

Charlie's other former customers gave him the same story.

The moral of this story is that even the big ones can be lost. Every salesman should have a solid base of small but steady accounts. This protects him from sudden shifts in fortune that can leave him out in the cold.

Small ones get bigger

There's no law that says a small account has to stay that way.

CKRN-TV Rouyn, P.Q.



The clue is right here
in Northwestern Quebec.

Contact:- Hardy Radio & TV
Toronto and Montreal

For FILM MUSIC that really puts life in
your picture
and JINGLES that sell and sell!
contact

DON WRIGHT
Productions
77 Chestnut Park Rd., WA 5-1631

years. The loss in time, worry and income sometimes isn't worth the effort. I'm not suggesting that you never try for a big order but don't look at it as the end-all. I know some mighty successful salesmen who never write an order above \$15,000 and are not concerned about it.

"The big ones give me the headaches," said Ernie Bartlow, a textbook salesman. "They demand the most and are the quickest to drop you. And you can't argue about it because you never get to see the man at the top.

"With a small firm you can discuss a problem on a close, personal basis which is a lot more satisfactory."

Helping small accounts

One way to assure yourself of small buyer loyalty is to study his needs and help him do better. Ask permission to make the survey of his problems and then tell him how to improve.

REPRINTS FOR YOUR SALESMEN

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

Prices are:

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

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

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

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

When ordering, please mention the name of this publication.

In a retail store this may involve finding out about his sales volume, his credit rating, his financial condition, the amount and nature of his advertising and so forth. When you get the complete picture then you can make concrete suggestions.

This is work for you but it will pay dividends in the future. You will have earned the dealer's gratitude.

Jack Grange, a food products salesman, has made himself an expert in ironing out problems for the independent grocer. He has several big supermarkets as his customers but he never neglects the small grocers who actually provide a hefty slice of his income. One corner market by itself isn't much of an account, but forty or fifty of them add up to a sizeable contribution. Added to this is the fact that he has created an enormous amount of goodwill for both himself and his firm.

When you are ditched

We've been talking about the salesman who drops his small customers when he scores a personal victory by snagging a large account.

"What about the small account that drops the salesman?" you may ask.

Admittedly, this occasionally happens. And there is not much you can do about it.

However, you can have enough of these small buyers so that the loss of one or two of them will not greatly affect your earnings. You should also have a regular prospecting system so this attrition is taken care of by new customers.

Coming: -

Close the Deal and Exit Quickly

Many a hard won sale is lost the same day because the salesman lingered in the buyer's office when he should have left. When a salesman hangs around, it gives the purchaser a chance to possibly reconsider his decision - and reverse it. Salesman remain often out of gratitude, but it isn't necessary.

The service customer

The danger of putting all your eggs in one basket applies to the service salesman as well. It's nice to write up a \$100,000 life insurance policy but enough \$20,000 policies can keep your family in good clothes and put steak on your table.

An insurance salesman I know has a number of \$150,000 and \$200,000 policy holders. But he also has some at \$10,000 and \$15,000. He gives the latter the same courteous treatment and care as the big ones. They can go to him at any time and he'll spend a week analyzing their situation and preparing a recommendation for them.

For one thing, some of his \$10,000 people are rising young executives who someday may need

a \$100,000 policy. You can bet they will go to my friend when they do.

Another friend of mine sells mutual funds. He spends a great deal of time helping young couples plan their moderate investments. He likes doing it and has drawn a number of such people as customers.

They tell their friends about him and they tell their friends.

Coming back for more

The loss of a big account is disheartening but it isn't the end of the world. In fact, there is a chance you may recover the customer.

If you are hit by something catastrophic like a merger or a product change that freezes out your line, don't take it lying down. Fight for your account. . . You might even bring pressure to bear from your company.

And, above all, keep going back to the company. Let them know that you are still in there pitching and that you'd like to get their

business back.

If a firm changed once it can change again and somebody is going to be around to grab the new business. It might as well be you.

A huge machine tool manufacturer retooled and left one of its biggest suppliers high and dry. The salesman's line was not suitable anymore.

However, in a year the salesman's firm changed its product and it was just the thing the machine tool outfit was using. The salesman got back the business, not because his company had restyled its product, but because he had maintained constant contact with the buyer during the dry spell.

To borrow a baseball phrase and apply it to selling: The game isn't over until the last man is out in the ninth inning.

Are you putting all your eggs in one basket? This quiz will tell you if you are. If you can answer "yes" to at least seven questions you are wisely putting them in a number of baskets.

YES NO

1. Do you cultivate small accounts?
2. Do you continue to service them even after getting a big order?
3. Do you help small buyers with their problems?
4. Do you actively seek small accounts?
5. Do you stay with a large account even though you lost it?
6. Do you give small accounts enough of your time?
7. Do you have a number of small accounts?
8. Are they dependable?
9. Do you get along well with them?
10. Do you have both large and small accounts?



How Top Talent Addresses Resumes.

Even if you're a great broadcaster, you must send the best résumé in order to get the best job.

For example, the address must be absolutely correct. Copy it from the following:



radio saskatoon

A number of people with genuine broadcast talent have already put that address on their résumés. Presumably that is why CFQC is the most popular station in Saskatoon and for hundreds of miles around.

AVAILABLE

Young aggressive newsman six years' experience, all phases of radio, television, broadcasting, reporting, newspaper, open-line moderator, administrator. Reply: Box A-863 Canadian Broadcaster 217 Bay Street, Toronto 1

"Would rather switch than fight"

Good music announcer desires rock show. Good on production, available immediately. Contact: Box A-865 Canadian Broadcaster 217 Bay Street, Toronto 1

SENIOR COPYWRITER (Male)

Excellent national repute, wishes to relocate Calgary area. Will also consider other locations. Fully experienced supervisory capacity - specialty creative work. Top notch references. Write:

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Eastern Ontario METRO STATION

Audition tapes welcomed for News and Announce Departments. Include experience and salary.

Box A-867 Canadian Broadcaster 217 Bay Street Toronto 1, Ontario

7 years' experience contacting agencies and national advertisers for CHCH-TV Hamilton, Northern Broadcasting, CKLB Oshawa and Thomson Newspapers. What offers?

Bob Gosschalk
16 Carlisle Crescent #511
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CKRD, Red Deer, Alberta requires a Continuity Editor with both Television and Radio experience. Excellent opportunity for girl with necessary qualifications. Six writers in department. Address particulars to G.E. Spackman, CKRD, Box 5555, Red Deer, Alberta. All replies confidential.

AVAILABLE

Top 40/middle of road consultant, P.D., M.D., able to do shift. Desire to locate with "good people". Nine years in top Canadian markets with proven results. Call 112-604-684-3055.

WE HAVE OPENING FOR

News Director

(English language) and

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Group insurance, major medical, bonuses, etc. Please send all particulars: tape, résumé, etc. to

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THE STATION OF THE YEAR

RADIO 1410

CFMB

THE GOOD MUSIC STATION

2015 Drummond Street
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PROGRAM DIRECTOR

Major Ontario radio station requires AM-FM program director - must have experience and be willing to take responsibility. Salary - minimum \$10,000, plus incentives. Write or phone:

Bev Martin
Group One Radio Limited
100 Maitland Street
Toronto 5, Ontario
923-0919

WANTED

Aggressive station in Aggressive town in Aggressive Nova Scotia seeks an Aggressive News Editor

Must be self starter and go getter. Only experienced news personnel need apply. Write, giving complete résumé and salary expected to:

W. F. Harvey
Program Manager
Radio Station CKCL
Truro, Nova Scotia

Old friends meet through radio interview

CKEK Radio, Cranbrook, B.C. and lady luck combined last month to bring together two old friends from out of town, who hadn't seen each other for 40 years.

Lloyd Hoole, CKEK station manager, went in the *News Cruiser* to the Cranbrook railway station to interview some of the 65 members of the Lethbridge Chamber of Commerce arriving on a goodwill tour of the East Kootenays.

One of the delegates he interviewed "live" was Douglas G. Sutherland, president of the Huron and Erie Trust Company branch in Lethbridge.

Meanwhile, Mr. C. Luckhart of Vancouver, on a regular sales trip for the Mutual Life Insurance Co., was driving into Cranbrook and heard the interviews on his car radio. He recognized the name of Sutherland as an old friend he had not seen for 40 years and made enquiries at the motel where he was staying. It turned out Sutherland was registered at the same motel!

Needless to say, the two old friends had a pleasant reunion and discussed their boyhood days in Saskatoon, all made possible by the laws of chance and the radio station of the city they were visiting.



CASUAL LABOR

People who change jobs at the drop of a hat may not be running away from their jobs but from themselves.

DEALER'S CHOICE

Whether you look at a show to see what's wrong with it or what's right with it, you will find exactly what you are looking for.

SELF-IDENTIFICATION

The commentator really sold himself as an interesting and provocative performer. The only thing was people could never remember what he talked about or the name of his station or product.

AUDREY STUFF

Then there's the gal who was so dumb she thought an educational program was one which the station manager couldn't understand.

SALES TECHNIQUE

Two copy samples instead of just one enable the client to discuss *which* instead of *whether*.

ONE CANADA-PLUS

Only to think! Next year Canada celebrates one hundred years during which she has lived under the British North America Act, completely dis-united into nine (and now ten) provinces.

OUT OF CONTEXT

The publicity man used the bit which said, "She has the most beautiful coloratura soprano voice in North America.." but he left off the punch line, "...when she is sober."

HIGH COST OF NOTHING

His expense item, "To one evening spent entertaining client - \$365.00" got by all right, but the comptroller really balked at the claim for \$450.00 "for appeasing mental anguish following turn-down."

SHADES OF DIFFERENCE

This paper's Beaver Awards are just like the BBG in making examples of broadcasting stations. The only difference is the Beavers pick on the good ones.

GATES

the most complete
broadcast equipment
line in Canada

*(Quick reference guide
to products and coast-
to-coast service)*



For immediate attention
to your broadcast requirements
— write or call:

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637 Craig Street, West
Montreal 3, Quebec
(514) 866-6755



JOHN S. MURPHY, District Manager
637 Craig Street, West
Montreal 3, Quebec
(514) 866-6755



ROBERT J. GAUTHIER, District Manager
19 Lesmill Road
Don Mills, Ontario
(416) 447-7234

These Gates products
are now available from
Gates Radio Company
(Canada)

AM, FM & TV Transmitters
Amplifiers, Audio
Antennas & Accessories
Audio Consoles & Accessories
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Automation
Booms, Microphone
Cabinets, Racks, Panels
Cartridge Equipment, Automatic Tape
Chronometers, Clocks
Communications Systems
Consoles, Audio
Disks, Blank Recording
Headsets, Headphones
Heads, Magnetic Film, Magnetic
Tape, Disc Recording & Playback
Jack Panels & Accessories
Loud Speakers & Accessories
Microphones & Accessories
Monitors, Audio & Video
Monitors, AM, FM & Phase
Phasing Equipment
Power Supplies
Racks & Cabinets
Recorders, Audio
Remote Broadcast Pickup Equipment
Speakers
Stands, Microphone
Switches & Accessories
Tape, Audio
Towers, Accessories, Services
Transcription Equipment
Transformers
Transistors
Transmission Line
Transmitters, AM, FM, TV, SSB, HF
Tubes
Tuning Units, Antenna
Turntables

GATES

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal: 637 Craig Street, West
Toronto: 19 Lesmill Road, Don Mills

HARRIS
INTERTYPE
CORPORATION



CFCM-TV

quebec city has



20/20 FRENCH VIEWING

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

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

SALES REPRESENTATIVES :

Hardy Radio and Television, Montreal and Toronto
 Stephens & Towndrow, Vancouver
 A. J. Messner & Co. Ltd., Winnipeg
 Forjoe-TV, Inc., New York.

*NIELSEN FEBRUARY 1966

FOR DISTINGUISHED SERVICE
 TO CANADIAN BROADCASTING
in 1965
 Canadian
 BROADCASTER
 this

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



Photo by Alex Gray

Here are the representatives of the five winners of Canadian Broadcaster's Beaver Awards for distinguished Service to Canadian Broadcasting in 1965, who were presented with their plaques at the Canadian Broadcast Executives Society luncheon July 7. From the left: Gerry Acton, CAB Program Exchange; Russ Ramsay, CJIC-TV Sault Ste. Marie; Bill Crampton, CFTO-TV Toronto; Doug Pearson, CJOH-TV Ottawa; Bill Butler, CKPM-Radio Ottawa.

CANADIAN BROADCASTER



CFCM-TV

quebec city has



20/20 FRENCH VIEWING

THE TOP 20 SHOWS*		HOUSEHOLDS	VIEWERS	TIME	DAY	STATION	THAT OTHER TV STATION
1	CRE BASILE	108,400	370,000	8:30	tuesday	CFCM	
2	MA SORCIERE BIEN AIMEE	96,100	326,400	8:30	monday	"	
3	GRAND PRIX MUSICAL	95,700	246,700	9:00	monday	"	
4	CINEMA KRAFT	94,800	262,700	8:30	thursday	"	
5	ALORS RACONTE	89,500	232,500	9:30	monday	"	
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Country music rings the cash registers

To provide an answer to the question, "What's so great about Country Music?", the Canadian Broadcast Executives Society invited the Country Music Association's number one choice as guest speaker, Dr. Nat T. Winston, Jr., who was described as the "Will Rogers of the music industry" from Johnson City, Tennessee. He is also Commissioner of Psychiatric Services for the Tennessee Department of Mental Health.

Winston was introduced by CBES vice-president Gordon Ferris, who said, "Here is a head-shrinker who plays the five-string banjo."

Speaking in a rapid-fire drawl, punctuated by a series of hillbilly-type gags that kept the audience howling, Winston divided the reasons for the greatness of country music into three distinct areas:—the sound, the stars and the fans.

"The sound of country music has achieved universal acceptance by all classes of people because of its ABC simplicity and down-to-earth truthfulness," Winston said.

Its real stories about real people, heartbreak, payday and Saturday nights have brought it

down out of the hills and into the hearts of city people too. He cited Hank Williams, Gene Autry, Hank



Dr. Nat T. Winston, Jr.

Snow and Eddie Arnold as examples of clean living citizens who had brought country music to the masses and built empires for themselves.

Greatest for sponsors

Winston said Canada's broadcast executives didn't need reams of surveys to know the sound of country music made the cash registers ring, and "was the greatest thing for sponsors since the refrigerator door opener appeared on TV".

The exemplary lives of the stars on the *Grand Old Opry* accounted in part for its 41 years of continued success in radio.

"They don't thrive on gossip, phony romances and lurid personal details in the press, such as some people in Hollywood. They believe in God, Mother and the Flag (in the case of Canada, the Queen) and always do what is expected of them," he said.

Hillbillies Lester Flatt and Earl Scruggs were good family men, but when asked if they were married always replied, "No, we're just good friends."

All levels of adults

Winston said the third element in the success of country music was the fans, who encompassed all levels of adult society and were

fiercely loyal. It was this element that brings higher ratings and bigger profits to the buyers of country music shows.

"In this fertile valley of programming, broadcasters can find corporate satisfaction in the knowledge that country fans are with you to the end—that will never come," he said.

Radio, television and albums

He completed his entertainment with a demonstration of his ability on the five-string banjo, which he described as the only stringed instrument native to North America, and the most primitive. He noted the fifth string was shorter than the other four, and made a sound that was delightfully out of tune.

Winston said he had made many appearances with his banjo on national radio and TV, and had released two albums of instructional records through the Sears-Roebuck organization.

"That makes me the only five-string banjo player in Sears' catalogue, or taking it one step further, the only psychiatrist in all the outhouses of America," he said.

IN MONTREAL

NEWS IS ALL
GO AT
NINE
EIGHT
O

Through the worldwide resources of CBS, CKGM now carries the really big names in news broadcasting — names like Mike Wallace, Walter Cronkite, Lowell Thomas, Douglas Edwards. Add these to the local and national news team of CKGM staff men and you know just how great radio is. This is why Montrealers are tuning to 980 in ever increasing numbers. Here's buying power that can be yours when you include CKGM in your Montreal radio planning.

Take advantage of the double impact of CKGM's am/fm sales power now available on one combined rate card. For example: from 8.00 a.m. to 4.30 p.m. Sundays, CKGM am/fm combined audience is now first in all BBM survey periods compared to the AM audience of the other two English stations.



Representatives:
Stephens & Towndrow Ltd.
Toronto, Montreal
The Devney Organization Inc., New York



Mike Wallace



Walter Cronkite



Lowell Thomas



Douglas Edwards



Bill Faulkner



Vince Gallant



Bob Holiday



Gil Christy

Sight and Sound

The freeze on licenses for new competing television stations is lifted, as of now, Transport Minister Pickersgill told the House of Commons, July 5, the day after the White Paper on Broadcasting was tabled by Secretary of State Judy LaMarsh.

For the past two years the Board of Broadcast Governors has not recommended any new TV stations in areas already served by one station. Mr. Pickersgill said new applications will now be heard by the BBG and will be evaluated on the basis of their revenue potential. He said applicants would have to satisfy the government that their advertising revenue would be adequate to support a proper level of public service programming.

He noted the White Paper, outlining the government's proposed policy on the future of broadcasting, reserved alternate channels for the CBC in Victoria, B. C., Saskatoon, Sask.; Sudbury, Ont. and the Saint John-Fredericton area of New Brunswick, but said the BBG would consider applications for alternate service from any other areas.

The minister also said the BBG would continue to receive applications for community antenna TV systems (CATV), pending approval of legislation bringing the CATV industry under BBG jurisdiction, as set out in the White Paper.

William Guild has announced his retirement as president and general manager of Station CJVI Victoria which he has been operating for the past 14 years.

Guild, who is 56, has been in the broadcasting business for the past 35 years, having started as continuity writer at CKOC Hamilton. While there he wrote one of the earlier network dramatic programs, *Black Horse Tavern*.

At CKOC he rose to the position of sales manager and then transferred to CJOC Lethbridge, where he was manager. His next move was to CJVI in which organization

he is also a stock holder.

Active in association work through the years, Guild was president of the Western Association of Broadcasters (1948-9), moving over to the parent Canadian Association of Broadcasters of which he was also president (1949-50 and 1950-1). During his presidency of the CAB, he was at the helm for the Massey Commission on Arts, Letters and Sciences.

He says he will remain as a member of the board of directors of CJVI.

Ken Goddard, for the past two years assistant manager and sales manager of CJCA Edmonton, succeeds Guild as general manager of CJVI. He has been in the business in Calgary and Edmonton for the past 15 years.

Succeeding Goddard as general sales manager of CJCA is Jack Sayers, already a sales executive of that station.

Standard Radio Limited has announced a further expansion of its broadcasting activities with the launching of Standard Broadcast Productions Limited.

W.C. Thornton Cran, president, said the new company will be a wholly-owned subsidiary of Standard Radio (CFRB Toronto and CJAD Montreal) and will operate a domestic and international 24 hour news reporting service for subscribing Canadian stations. He named J. Lyman Potts vice-president and general manager of SBP.

Cran said within seconds of an item being received in the CFRB newsroom (the key station of the new service) a voice report will be transmitted to subscribing stations from coast to coast.

"Voice reports and actualities from Parliament in Ottawa, Canadian news and the world-wide facilities of NBC News will be included in the service," Cran said.

He said subscribing stations will also transmit local news of national interest back to the anchor station, CFRB, for re-distribution. Cran said in addition to CFRB and CJAD, CKNW Vancouver, CFQC Saskatoon, CKCK Regina and CJOB Winnipeg are already in the hookup, and more stations will be joining August 1, so every major market would be served.

BOOKS By Mail

Book Dept.
CANADIAN BROADCASTER

WANTED Manager

for new AM station in Central Ontario.

Must be able to create and administer complete program schedule, organizing community and live talent broadcasts, represent station in all public affairs.

Good salary plus equity position to right man.

All replies treated in utmost confidence.

Box A-871
Canadian Broadcaster
217 Bay St., Toronto 1

Len Pulver's Air News Service, operating from the Ontario Provincial Legislature with voice reports on Ontario government affairs, has just added CKFH Toronto to his list of Ontario stations.

Len's service provides voice reports and actualities by telephone as they occur. During the sessions they work from the Legislature press gallery, but between sessions they maintain contact with the ministers and their deputies, and this, Len says, "is when we find out who really runs the province."

Besides his reports from the Buildings, Len arranges with each of his subscribing stations to string for him. During the Dalton murder trial in Sault Ste. Marie, they received twice-daily reports from CKCY in that city.

Pulver says the first two years have been quite a grind, but he feels his project is on the rails now and is planning to open an Ottawa bureau this fall, at which time, as he puts it, "we shall be covering the nation."

The Canada Starch Company Ltd. has appointed Spitzer, Mills & Bates as advertising agency for several of their product lines, including *Mazola Corn Oil, Crown Brand Corn Syrup, Knorr Soups, Canada Bread, Benson's Corn Starch* and *Hellman's Mayonnaise, Salad Dressing* and *Sandwich Spread*.

S M & B was also recently appointed agency for Mars Limited of England, and the agency says it is currently working on budgets and development plans for *Mars Candy Bars, M and M Treats* and *Maltesers*.

The Montreal staff of S M & B moved to new enlarged offices July 1, in the Stock Exchange Tower at Place Victoria. The agency says this move represents a 100 per cent increase in office space and the 8000 square feet will also provide a 130 per cent increase in private-office facilities.

In the past year, S M & B has increased staff by 51 persons, added 24 new products and raised billings by 26 per cent.

ANNOUNCEMENT

CFCF RADIO APPOINTMENT



S. B. Hayward, Vice-President, Broadcasting Division, Canadian Marconi Company, is pleased to announce the appointment of Ken Dobson to the position of General Manager, CFCF Radio, Montreal.

Mr. Dobson has twenty years' experience in the Broadcasting Industry, both radio and television, including two years as Sales Manager of CFCF Radio. He rejoins CFCF Radio after three years as manager of CHSJ, Saint John, New Brunswick.

ANNOUNCEMENT

CJCA APPOINTMENTS



JOHN L. SAYERS

Mr. Dalt Elton, President of the Edmonton Broadcasting Co. (CJCA), is pleased to announce the appointment of John L. (Jack) Sayers to the position of General Sales Manager. Prior to this appointment, Mr. Sayers was the Retail Sales Manager for CJCA. In 24 years of broadcasting, Mr. Sayers has filled major positions in stations from Vancouver to Toronto. He has also earned prominence serving as the Past President of the B.C. Association of Broadcasters, Past Director of the Canadian Association of Broadcasters, and as the Past Chairman of the Vancouver Ad and Sales Bureau.

Mr. Walter Everitt has been appointed to the position of Retail Sales Manager. Mr. Everitt recently celebrated his twentieth year with CJCA. Prior to his association with CJCA he served in the Royal Canadian Navy (during World War II). Mr. Everitt was Assistant Retail Sales Manager at CJCA.



WALTER EVERITT

Station and Red Cross combine in TV Home Nursing course



Discussing the action for the first episode of "TV Nurse", on the studio set at CHSJ-TV Saint John, N. B., are "guest nurses" Patricia Jardine, R.N. and Dorothy Wasson, R.N., B.N. The producer of the series is Mel Johnston of CHSJ-TV and the "guest patient" is Cindy Estabrooks.

A Canadian registered nurse may become a nationwide television personality if the Canadian Red Cross Society has its way with a new TV series of half-hour tapes, entitled *TV Nurse*, produced at CHSJ-TV, Saint John, N. B.

The home nursing course experiment features Elaine Hazen, R.N., P.H.N., of Saint John, who has her own weekly program on CHSJ-TV, and marks the first time the Red Cross has tried television as a direct teaching method

SASKABOOM

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

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



radio saskatoon*

*The most listened-to station in Saskatoon and for hundreds of miles around. See any BBM of the past few years.

for care in the home.

Elvino Sauro, publicist for the National Public Relations Office of the Canadian Red Cross Society said over 1600 people enrolled in the TV course, paid a one dollar entry fee, received the Red Cross manual and workbook, and wrote open-book tests after the third, sixth and tenth lectures.

"After watching the weekly shows, the viewers were brought together in Saint John and 35 rural areas to write the tests based on knowledge derived from the TV series," Sauro said.

He said the Red Cross was satisfied the Saint John "experiment" was an excellent way to teach home care, especially to rural people who were not normally in direct contact with public health nurses.

The 10 tapes each run 26½ minutes to fit the average commercial format, and were produced by Mel Johnston of CHSJ-TV, in co-operation with the New Brunswick Branch of the Red Cross. Both hospitals in Saint John, St. Joseph's and Saint John General, also collaborated on the scripts. The series features a guest nurse or doctor each week, and even guest patients, usually in a home sickroom scene. The titles of the ten lectures are:

- Episode 1. When Illness strikes.
2. The Patient's Day.
3. Food for the Family.
4. Posture.
5. Medication and Treatment.
6. Protect Yourself.
7. Approach to Individual Living.
8. Baby Care.
9. Safety in the Home.
10. Emergency Care in the Home.

The TV station provided all facilities, studio personnel and the titling for the Red Cross series; the Red Cross provided the videotape, the volunteer actors and compensation for technicians overtime. Enrollment was advertised by CHSJ-TV but all paper work was handled by the Regional Branch of the Red Cross. Sauro said any broadcasters across Canada wishing to use the series should contact the Director of Nursing Services, at their Regional Branch of the Red Cross.

Miss Hazen made it clear in the opening episode that the series was not a professional training course for nursing, but merely would show simple skills that can benefit the family at home. For as she said, in summing up one of the episodes, "Life is like a ship. It can go off course, or even keel, when illness strikes."

About 40 members of the Canadian Red Cross, nurses, directors, public relations staff and executives met at Robert Lawrence Productions, Toronto, June 14 and 15, to view the *TV Nurse* series, evaluate its standard of production and its success as a direct teaching method.

Sauro said one reason the series would appeal to Canadian TV stations is because it is 100 per cent Canadian content.

TV must justify public acceptance

"The reach, impact and immediacy of television journalism have won it extraordinary public acceptance and trust. The massive audiences it draws to witness great public events attest eloquently to its status."

The speaker was Walter D. Scott, chairman of NBC, and he was addressing students, alumni, faculty and communications leaders at the University of Missouri's School of Journalism, last month.

Scott, who graduated from the school in 1936, and returned to receive an Honor Medal for Distinguished Service to Journalism, cautioned that the very attributes which gained TV its superior place in the medium of journalism, placed upon TV a special obligation to earn the public trust imposed on it.

He said its strength in some areas should serve to remind us of its shortcomings in others, and he cited specific areas where TV networks and stations could improve their journalistic capabilities.

● *Develop more specialists among reporters.* Newspapers carry experts in many fields including religion, medicine, art and architecture, and TV staffs should be beefed up to have reserves available for fast-breaking stories.

● *More creative use of cameras to pictorialize events.* The easy route to news coverage is the interview or spoken report, and as TV is a visual medium, more background and significance should be given to events. "Don't just show the comings and goings of statesmen, instead of the issues that confront them," he said.

● *Be wary of sensationalism.* TV creates its own problems, in that its very power of presenting an event on the screen gives it importance and makes it news.

While conceding TV journalism had much to learn, Scott said only a dozen years ago newscasts were only of 15 minutes duration.

"Today, 90 minutes is the rule on some stations, and hour-long news specials in prime time are routine on NBC. Occasionally, we have pre-empted an entire evening of entertainment to examine a single issue," he said.

Scott said NBC now has over 800 people in news bureaus and crews around the world and they produce more than 25 per cent of the total NBC network programming, on an annual budget of over \$70 million.

"This makes us the largest single supplier of programming in the nation. And it's not just the increase in volume or scope that has marked the explosive growth of TV journalism, but the fashioning of new forms of presentation and new techniques of coverage that are the greatest promise of the creative developments ahead."

B

Bureaucracy bungles broadcasting

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Typography and Make-up by
Canadian Broadcaster

Nearly 40 years ago, the Aird Commission on Broadcasting decided that there was "unanimity in Canada on one fundamental question—'Canadian radio listeners want Canadian broadcasting'."

No one can quarrel with an effort to encourage Canadianism, but the "White Paper's" manner of implementing it is a horse of a different color.

The "White Paper" poses this question: "How can the people of Canada retain a degree of collective control over the new techniques of electronic communication that will be sufficient to preserve and strengthen the political, social and economic fabric of Canada, which remains the most important objective of public policy?"

How, indeed? To us the answer is simple. Canadian media of communication must dispense entertainment and other material of greater appeal to Canadians than the American programs which are so readily available to them.

But the "White Paper" is trying to make a case for the forced feeding of material which is "basically Canadian in content and character", whatever that means, by claiming this is the "unanimous" desire of Canadians.

With the utmost respect we submit that, for at least two reasons, its case is fallacious.

(1) Unanimity in Canada refers to the "unanimous" opinion of the relatively limited number of people who appeared before the Aird Commission and subsequent tribunals, plus the truly "unanimous" voice of the Canadian newspapers of the day, all eager to do anything they could to impede the new medium of advertising—radio—which was looming up as a threat to their revenues.

(2) It is not true—as the Aird Commission said and the "White Paper" implies—that Canadians really want Canadian broadcasting, if broadcasting means programs. This is shown clearly by the overwhelming popularity of programs and program material brought in from the U. S.

Incidentally this is not by any means confined to broadcasting, since precisely the same thing applies in the case of books, magazines, motion pictures and live theatre.

Is it not really a fact that Canadians want entertainment which entertains them, regardless of its origin, and that no "Paper", white or even pink, will influence their tastes?

To what extent and how are the suggestions in the "White Paper" going to help maintain Canadian identity on the air?

The intelligent proposal that a new and stronger Board of Broadcast Governors be empowered to authorize licenses instead of just recommending them to the cabinet—where they risk becoming political footballs—is overdue. But can a BBG, in any guise, *make more Canadians listen to more Canadian programs?*

In considering renewal of licenses, is the opinion of the Governors valid in assessing the

desirability of past programming techniques in terms of *making more Canadians listen to more Canadian programs?*

Will "minimum standards of public service and Canadian content", required by the proposed regulations, *make more Canadians listen to more Canadian programs?*

Will singling out broadcasting, among all industries, and requiring that stations be basically Canadian-owned *make more Canadians listen to more Canadian programs?*

Will the entry of the Federal Government into the field of educational broadcasting *make more Canadians listen to more Canadian programs?*

Will the application of government regulations to community-antenna television systems, rather than the relaxation of impractical regulations on broadcasting of all kinds, *make more Canadians listen to more Canadian programs?*

The fact of the matter is that, just like any other form of entertainment, broadcasting is a highly personal matter, a matter of personal and individual taste, developed during childhood, at school and at home, and no power on earth, no legislation or regulation is going to exercise any influence on the habits and tastes of the people

The Secretary of State, the Hon. Judy LaMarsh, is to be commended for her "White Paper" which is an intelligent, forthright and equitable manner of handling the problems of Canadian broadcasting *under existing conditions*. But this only skims the surface of the problems.

It takes it for granted that we have to live with the extraordinary regulating (under the Act) of a BBG, beyond the rational and reasonable code of all other businesses, the Criminal Code.

It looks at the inordinate extravagances and internal bickerings of the CBC on the premise that there must be a CBC.

It accepts as a fact that a do-it-yourself system of forcibly-fed Canadian programs of "high" quality, but regardless of their appeal, will be publicly accepted and engender patriotism.

Because broadcasting is, innately, a person-to-person medium of communication, people don't listen to systems, government or otherwise; they don't listen to networks; or stations even. Whatever the system, the network or the station, *people listen to people*.

By the same token, the highly successful administration of the present, and basically futile, Act has been accomplished *in spite of* the Act but *because of* the interest, intelligence and understanding of the BBG.

In spite of the BBG's strengthened position, its problems will not be automatically solved by the new legislation proposed. Nor will those that have so long beset the broadcasters. All this is because of the "White Paper's" assumption that Canadians unambiguously want Canadian programming is not only wrong but the main cause of these troubles.

RADIO RBS

by Harkley



MacLaren buys major interest in U.K. advertising agency

MacLaren Advertising Company Ltd. has purchased a major interest in an English advertising agency—Dunkley and Friedlander Ltd. of London.

In making this announcement last month, MacLaren President George G. Sinclair said in Toronto this was the first instance of a Canadian agency buying control of a foreign advertising company, and the two were brought together "in the belief that agencies restricted to one economy are simply not going to flourish in the next 10 to 20 years".

He said the purchase included two other English companies; Dunkley and Friedlander Product Development Ltd. and D & F Research Ltd., as well as an interest in D & F Spa, another product development company in Milan, Italy.

The London agency will be renamed MacLaren, Dunkley & Friedlander Ltd., and Sinclair said it expects to handle \$4,000,000 in English billings this year. He said this would bring MacLaren's total international billings for 1966 to \$46,000,000 and, according to *Advertising Age*, would make them 42nd largest agency in the world.

Leaders in advertising

Sinclair said, because of its affluence, North America has been the leader in advertising and marketing, but Europe is fast catching up and demanding the same kinds of consumer goods popular here.

"Ease of communication is creating common demands and common tastes throughout Europe and America. Common markets are likely to result in valid products being in demand in all countries, no matter what the country of origin," he said.

He cited examples of the new trend for commercials to cross international boundaries and still be effective, including the Esso Tiger campaign and a toothpaste that had equal appeal in Sweden, Australia and Italy.

Sinclair said one of the important factors in favor of expansion into international markets was "the extremely constructive nagging from Ottawa telling Canadian business to get out into the big world".

He felt too few Canadian companies have done so and that it is easier than some imagined.

He predicted MacLaren's would enter other countries in Northern

Europe and the Low countries. He said the Milan branch was an experiment on how to do business in the Mediterranean area, which is rather bewildering us at the moment.

"We also opened a branch in Nassau, Bahamas, a year ago as a test to learn how to deal with people in a different economy," he said.

Under the American gun

Sinclair said Canadian advertising was startlingly good and the most efficient in the world, because we are constantly exposed to U. S. advertising from Madison Avenue

where budgets and commissions are many times those available to us. "We have to be as good for far less money," he said.

The only staff change necessary in the new purchase will be the appointment of F.H. Horler, general manager of MacLaren, as chairman of MacLaren, Dunkley and Friedlander in London. Horler has moved to London.

Sinclair said many new techniques in advertising are being developed in England, "and we intend to introduce these innovations in North America".

MVR Videodisc

Ampex and MVR bury the hatchet

The Videodisc Recorder, which provides instant replay and stop action in televised sports events, has won this year's Emmy Award for "Individual Achievement in Engineering Development" from the Academy of Television Arts and Sciences.

The Emmy was presented last month to Kurt R. Machein, in Hollywood, president of the MVR Corporation of Palo Alto, California, who developed the MVR Videodisc Recorder. This was the third major award won by MVR, since its founding in 1961.

In 1963, MVR won the *Master-design* Award for its portable MVR 10 Videotape Recorder, from the McGraw-Hill Publishing Co. This same model also won *Pacesetter* Award for Industrial Design presented at the Western Electronic Show, also in 1963.

Numerous systems have been used in the past two years to achieve the replay facility on TV sports programs, but Videodisc is the first machine that can actually stop on a single "frame" of videotape.

A CBC homemade replay device was first used on the NHL Hockey telecasts in October 1964. This consisted of mounting a series of tension arms and guide rollers on two Ampex Model 1000 videotape machines operating side by side, simultaneously. The rollers were arranged so that there was exactly 225 inches of tape between the recording heads of the two machines.

One machine recorded the hockey game, and the second was placed on continuous playback. With 15 inches of tape passing per second, it took exactly 15 seconds for the image to be played back by the second machine. When a highlight or goal occurred in the action, the producer could switch to his replay and televise it for the fans 15 seconds later.

Meanwhile, MVR and the Ampex Corporation announced jointly June 10 they have reached an agreement settling all litigation between them.

MVR had claims against Ampex under the anti-trust laws, and Ampex had trade secret and patent infringement claims against MVR, in connection with the production and sale of the Videodisc recorders.

Under the settlement, MVR has dismissed its anti-trust claims against Ampex and acknowledges the validity of the contested Ampex patent and is enjoined from future production of videotape recorders using the patent.

MVR has entered into a patent license agreement with Ampex which grants rights to use various Ampex patents and continued production and sale of the Videodisc recorders.

Two PR firms make mutual arrangement

Marshall-Taylor Productions Ltd., the Toronto public relations firm, has announced a liaison has been completed with Ray Torresan and Associates Ltd., Vancouver.

The two companies say they will represent each other in these two major markets and be better able to serve clients with national interests.

1

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University of Alberta wins WAB award

Four representatives of the Western Association of University Broadcasters showed up at the WAB Convention at Jasper last month for the presentation of the WAB-WAUB Broadcasting Award which was won this year by the University of Alberta (Edmonton) Radio Society for the program, *On Campus*. The program was a factual documentation concerning the re-appointment of two professors whose tenure at the University was in doubt due to a local political situation. The program presented the points of view of both the professors and the Board of Governors without editorial slant.

The WAUB Award, now coming into its fifth year, consists of a framed scroll, accompanied by a cheque for one hundred dollars. It is presented to the University Radio Society for the best program, technically and in content, submitted by the Student Radio Societies of Western Canada from Manitoba to B. C.

Five taped submissions were offered this year to the panel of judges, headed by Roy Currie, manager, Radio Station CFQC, Saskatoon.

Commenting on the submissions, Currie said: "Of all the entries auditioned, *On Campus* demonstrated more imagination, initiative and good hard technical work...it would have been a credit to any commercial radio station."

Public rapport

Peter Walls, who, as WAUB chairman, is working head of the organization, pointed out that the WAB Award has spiked enthusiasm with all western universities, which have established radio societies, and which are WAUB members. Each society is under student control, who both staff and operate it. Their objectives are to maintain a strong rapport through themselves between their universities, the public and the professional broadcasting industry.

As of last December, the University of Saskatchewan (Saskatoon) became the first western university to acquire a license for a station—CJUS-FM—and this Ken Sebyrk—WAUB president—points

out is a milestone in university broadcasting, which they all hope will be followed up with the establishment of similar stations in other universities.

aimed at tomorrow's undergraduates, produced in co-operation with the Extension Department of the University, discussing problems the new student must face and



On hand at the WAB Convention last month for the presentation of the WAB awards were four representatives of Western universities. Left, Roy Currie, chairman of the WAB University Awards Committee; Ron Lowe, University of Saskatchewan, the winners, Director of CJUS-FM; Ken P. Sebyrk, Director, University of Alberta Radio (Edmonton); Peter Walls, University of Alberta (Edmonton), WAUB Chairman; Don Sarochan, producer.

Ron Lowe, student-director of CJUS-FM, reports that throughout the six months they have been on the air, they have experienced no trouble whatsoever staffing the station with volunteer students, who have been eager to pull their weight, even during summer vacations, when they leave their holiday jobs in the city and put in their free evening time at the station. This has enabled CJUS to maintain its 4 pm to midnight schedule.

Through involvement with the Canadian Educational Radio System, consisting of four stations; CFUS Saskatoon, CJRT Toronto, CKWM Kentville, CKLB Oshawa, they are exchanging a large number of programs of an educational and cultural nature. CJUS contributes three of its own productions — *Traditions in Choral Music* tracing choral music and its origins; *Who Knows?* a panel program of professors who answer questions of a scientific nature; *Varsity Profile*,

what he may expect on graduation into his chosen profession.

While the station project was in the idea stage, University officials were inclined to wonder about the advisability of placing as powerful an instrument in the hands of the students as a broadcasting station. "Now, six months later," Lowe says, "they are extremely satisfied. In the words of the controller, J.A. Pringle, 'operation of CJUS-FM has been done in a very capable and mature manner deserving much commendation'."

FCC

Must offer opposing view

The constitutional right of free speech on television and radio would be abridged by new rules proposed by the Federal Communications Commission in the U. S., according to complaints laid before the FCC, by the National Association of Broadcasters.

The NAB has asked the FCC not to impose two new rules pending under a so-called "fairness doctrine". The proposed rules would require a broadcaster to send within one week to a person or group attacked in a broadcast, a tape, transcript or summary of the program with an offer to respond; and to provide a political candidate, within 24 hours, a script, tape or editorial attacking him, with reasonable opportunity for him or his spokesman to reply.

Speaking for the NAB, Douglas Anello, general counsel for the association, said broadcasters always have accepted the moral obligation to be fair and without bias.

"The industry objects to waiving this moral obligation transmuted into a legal one, under which the FCC will determine what is fair and what is not—and what punishment shall be meted out to those judged unfair," Anello said.

He said the rules would be the "type of administrative fait that has been the classic tool of censors from the beginning of communications".

Anello told the FCC that the U.S. Constitution guarantees a free press and freedom of speech, and neither the Congress nor the FCC "may diminish, lessen or reduce the right of free communication".

"These rules would discourage treatment of controversial matters on the air and force broadcasters to give away their only saleable commodity—time. They would be faced with the alternative of presenting responsible sides under threat of government sanctions or avoiding such presentations altogether. In any event, the results of such rules would be the antithesis of what they hope to accomplish," Anello said.

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Canada and U.S. will regulate CATV

The Federal Governments on both sides of the border have now indicated they intend to legislate and then regulate the mushrooming growth of the Community Antenna Television industry (CATV).

In Canada, the government's "White Paper" on broadcasting is quite specific that all TV programs whether fed over the airwaves, transmitted by community antennae or via microwave and cable, come under the heading of broadcasting, and, as such, "will be treated as components of the national broadcasting system, subject to licensing regulation and control by the Board of Broadcast Governors."

In the U. S. last March, the Federal Communications Commission reached the same conclusion and announced a set of guidelines, by which it revealed its intention to regulate CATV systems.

This was followed in mid-June by nine days of hearings and closed-door sessions by the House Commerce Committee in Washington, who subsequently wrote a bill confirming the FCC's authority to impose the regulations and added a few more.

Meanwhile, a federal judge in New York ruled that CATVs were liable for copyright infringement. Judge William Herlands found the Fortnightly Corporation, a CATV operator in West Virginia, was liable for infringing United Artists' rights in films licensed by UA for showing in five cities, but picked up by Fortnightly's wires and shown in two additional centres.

Up to now, CATV systems have been picking up regular broadcasters' signals and piping them over wires and local antennae into subscribers' homes for a fee averaging between \$4.50 and \$5.50 per month. CATVs have not been paying the broadcasters for the material so used.

Moves to metro areas

CATV systems began about 15 years ago and were originally

aimed at rural viewers in fringe areas who had trouble picking up distant city stations, but lately they have been moving into metropolitan areas and now, in the U.S., it is estimated they serve about six million people. It is this feature that has panicked regular broadcasters, who said: "CATV is having ruinous effects upon the broadcasting industry." (*Broadcaster, May 26*).

Meeting in convention at Miami Beach at the end of June, delegates of the National Association (NCTA) promised a long hard fight on the floor of Congress, and if necessary, the Senate.

Frederick W. Ford, president of NCTA, said: "This bill gives the FCC power to control the free speech of CATV operators, and prevents the public from receiving any TV programs except as they are fed to them by broadcasters."

He also indicated Judge Herland's copyright ruling would be appealed, and taken to the Supreme Court, if necessary.

In any event, most CATV operators felt that "the free ride" of the last 15 years is over and if CATV is forced to pay for programs, it might delete the broadcasters' commercials from its transmissions, and possibly insert commercials and programs of its own.

Foreign and multiple ownership

Another element appeared in the Canadian CATV situation that is not a common problem in the U.S. industry - foreign ownership. The "White Paper" says the new, all-powerful BBG will be required to insure an adequate degree of Canadian control over CATV and will also decide questions of multiple ownership of the systems. It says a study is now going on regarding the ability of Canadian CATV to supply strong signals from U.S. stations that could otherwise not be received.

Up to now, the 500 odd CATV systems in Canada have only needed an inexpensive Department of Transport license to operate, and thus did not come under the Broadcasting Act's Canadian content regulations. Two U. S. controlled companies, Famous Players Corporation and the Columbia Broadcasting System, are listed as having substantial interests in Canadian CATV.

Last week, it was reported at least one Canadian station has an interest in a cable system in its own broadcast area. General Manager Stuart Griffiths, of CJOH Ottawa, said his company owned 25 per cent of *Skyline Cablevision*, and Famous Players owned another 17 per cent.

"It's a case of if you can't beat 'em, join 'em," said Griffiths.

In June, E.R. Jarman, president of the National Community Antenna Television Association, said his group was doing, at considerable expense, the first comprehensive statistical analysis of the Canadian CATV industry.

"Primarily, this study is intended to provide the NCATA with the factual information essential for the preparation of our submission to, or for any discussions with, the Parliamentary Committee on Broadcasting, the BBG or any other agency of the Government," Jarman said.

He said the report that his group was spending a large amount of money collecting statistics regarding suitable markets (*Broadcaster, May 26*) was misleading and open to misinterpretation by the membership.

Regarding the survey, Jarman said in view of its prime purpose and since it has not yet been fully completed, "the release of any data at this time would be unwise."

In July 1964, the Minister of Transport asked the Board of Broadcast Governors to examine applications for CATV systems, "to see whether they were unlikely to make the operation of any existing station uneconomical or inhibit the provision of Canadian alternate TV service in the area concerned."

In its annual report for the fiscal year ending March 31, 1966, the BBG states it examined 82 CATV applications and found 72 of them, in its judgment, would not inhibit the provision of alternate service or make existing stations uneconomical.

In any event, the governments have now signified their intentions and have drawn up their proposed legislation on both sides of the 49th parallel regarding CATV systems. But we are still a long way from anything being written in the lawbooks.

Say You Saw It in
THE BROADCASTER

Supply

Multiplex subsystems for COMSAT stations

A Japanese company, Nippon Electric Co. Ltd., who say they are the second largest telecommunications manufacturing firm in the world, has become the successful bidder to supply *Multiplex Subsystems* equipment for the COMSAT earth stations at Brewster Flat, Washington and Paumalu, Oahu, Hawaii.

The announcement of the successful tender was made by Dr. Koji Kobayashi, president of NEC, and amounts to \$442,412,000 worth of equipment. Both earth satellite stations are expected to be completed this year and will link the U.S. communications system with Asia and the Far East.

COMSAT officials said the contract received full approval of the Federal Communications Commission and was signed May 23.

At the signing ceremony, Dr. Kobayashi said this was "another significant step toward total universality and compatibility of communications and a primary prerequisite to better understanding and peaceful co-existence throughout the world."

NEC had already supplied other equipment for COMSAT, but Dr. Kobayashi said this was by far the largest order ever awarded by COMSAT to a non-American company as a result of open tenders. He said NEC had also supplied telecommunications equipment for the Bell System, ITT, Varian Associates, Hughes Aircraft, Honeywell and the Transpacific submarine Cable Company.

He revealed that NEC had made successful tenders for micro-wave and broadcasting systems in Australia, India, Pakistan and other countries, and credited much of its success to "American-styled marketing methods and tools." He said in March 1966, NEC signed a contract with the International Telecommunications Union in Geneva to build an earth station at Ahmedbad, India, with funds supplied by the United Nations Development program.

It was announced in Geneva, ITU will present the experimental station to the Government of India, as a gift, and NEC will train Indian technicians to man the operations as part of its "engineering, marketing and merchandising" program.

Dr. Kobayashi said there is a growing movement among countries of the world, especially in Africa, to expedite the construction of telephone, telegraph and television networks by adopting satellite communications systems and his company expects to make major contributions to this activity.

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OSHAWA

Would silence pirates -- but how?

British members of Parliament have asked the government to silence the pirate radio stations ringing the coast, in the wake of a murder and the hijacking of one of the stations.

Since there is no commercialism on the BBC, an ever-increasing number of unlicensed stations have been setting up shop in old forts and on anchored vessels outside territorial waters, bombarding the British public with music and commercial messages.

Reg Calvert, 37, owner of a pirate station called *Radio City*, was killed in the home of Major Oliver Smedley, a former politician and war hero, who also has commercial radio interests. Smedley has been charged with the murder. Meanwhile, an unidentified group raided *Radio City*, located in an old fort in the Thames estuary, and put it off the air.

With pressure mounting for the government to act with force against the pirate stations, House Leader Herbert Bowden promised legislative action, but hedged on when this would happen.

Despite increased threats of government action, the latest and most powerful off-shore radio ship, *Olga Patricia*, (with anonymous Canadians among its financial backers) has started commercial operation. Armed with two 55,000 watt transmitters, the *Olga* is beaming lush music for housewives on one frequency called *Britain Radio*, and the *Top 40* pop numbers on another wavelength called *Swinging Radio England*. The ship is anchored more than three miles off the East coast port of Harwich. Range is estimated to cover all of Britain and a good part of Western Europe.

Big business

Although many of the pirate stations are apparently shoestring operations, the *Olga Patricia* is reported to have cost \$9,000,000 and represents big business, Canadians, Britons and Americans each contributing one third of the capital outlay.

Managing Director William Vick, a Texan, estimated operating costs at about \$55,000 a month.

"But our profits will be higher than any other station's, because we are more powerful and our two separate transmissions give us two entirely different audiences," said Vick.

Another pirate station, in operation for some time, *Radio Caroline*, made an estimated profit of \$3,000,000 a year, while *Radio London*, owned by a Bahamas Trust that includes Canadian money, covered its original investment of \$1,500,000 plus operating expenses, in the first 18 months.

Speaking about the proposed legislation, Vick said the pirate radio operators don't yet know what form it will take, so don't yet know what kind of worrying they should be doing. However, he revealed the operators have drawn up contingency plans in connection with most possible avenues of government action.

Making a distinction between the public and the government, Vick said: "We're here with the

consent of the public. If they don't want us, the advertisers wouldn't use us and we'd have to close down. We like to think of ourselves as respectable, honest businessmen."

However, he declined to name any of the backers of his station but said some were well-known businessmen who would be flooded with requests "to invest in the wildest schemes if their names came out".

CBC outstrips Film Board in film production

The CBC has outstripped the National Film Board as the most important film maker in Canada and must adjust to that fact by centennial year, according to a private survey made by Robert Anderson & Associates of Aylmer, Quebec, for the Federal Centennial Commission.

In a report made public June 21, the survey said the distribution system of the NFB is inadequate and the CBC spends millions of dollars a year on films that are shown once on TV and then shelved or thrown away. It concludes the government should consider setting up "a body superior and unrelated to either of the existing agencies to look into the whole situation."

The \$10,500 survey, made by the Aylmer film production and consulting firm, was presented by Centennial Commissioner John Fisher to the Commons Committee on Broadcasting, Film and the Arts. Fisher said the report is now under study and urges:

- Establishment of a National Film Archives. CBC films are often destroyed for lack of space and the Canadian Film Institute's private collection is deteriorating for the same reason.

- Rapid passage of a bill to set up the Canadian Film Development Corporation, with \$10,000,000 to help finance and distribute feature films. (This bill received first reading in the House of Commons, June 20.) The report said producers are ready and waiting and can make feature films available by 1967 if the bill is speedily passed.

- Examine and redefine the role of the National Film Board. NFB production importance has diminished as the CBC's increases and as the provincial governments set up their own film boards.

- Make a policy decision on distribution. A crash program is needed to see distribution of CBC

and NFB films serves all areas, "in building public sentiment for the centennial year." The report forecast the most important function of the NFB in 1967 will be distribution of films through its 40 offices across the country, and said many organizations that want and would benefit from the films cannot get them at present.

Fisher said the Centennial Commission is approaching private enterprise with specific suggestions for films, but said in the Toronto area, only 40 out of 200 companies approached so far had expressed interest in sponsoring centennial films.

The report revealed that the CTV private network intends to inject centennial material into its regular programs in 1967, rather than sponsor specials, but was planning a 26-week series on the Canadian way of life and a 20-week color entertainment series built around Expo '67.

Fisher felt CTV would play a major role in support of centennial year since it may have "a good deal of broadcast time to offer".

90-mile microwave links COMSAT with U.S. Telephone

Comsat expects to launch a satellite in the Pacific coast area in September, and establish service to the western United States.

Meanwhile, General Telephone and Electronics, New York, announced they will complete a 90 mile micro-wave link with the Comsat earth station in Brewster Flats, Washington, by August.

The micro-wave will tie in the satellite to the U. S. telephone systems, including Bell and independent companies.

Jap team films Canadian Commentary

A Japanese Broadcasting Corporation film team arrived in Canada June 28 to film in color a six part documentary series on Canada as it approaches Centennial year.

The three man team is headed by JBC Foreign Editor Takeshi Ishida and will spend two months in this country crossing Canada from Vancouver to Charlottetown and as far north as Inuvik.

Their first assignment is called *Frontiers Unlimited* and will show *Canadian Day* celebrations in Ottawa. In their second program they will show Charlottetown and Montreal, in an episode called *Century of Progress*. The third program will be on *Canadian Identity* and will feature Quebec City.

The Big West is the title of the fourth documentary and the team hopes to portray Canada's booming West and its economic effects on Japan. For the fifth episode, they fly to Inuvik to film the Arctic in a program called *Awakening Northern Territories*, and the last episode will examine Canada's *Present Day Diplomacy*.

JBC is a public corporation and operates two Japan-wide TV networks with a total of 80 stations. Producer of the series is Masaki Suzuki and the cameraman is Masaji Tsuzuki.



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Close the deal and exit quickly

Some salesmen are afflicted with an ailment I'd like to call "lingeritis."

The illness can be fatal to a sale but fortunately there is a sure cure for it. In fact, the "patient" who follows instructions can make a very fast recovery.

But first let's examine the symptoms of "lingeritis."

Salesman Sam Smith has just closed a deal with one of the toughest buyers he has ever met. Victory followed one of Sam's most brilliant presentations and he is basking in the glow of self-acclaim.

Sam also has a warm feeling for the customer. The man who had seemed so forbidding an hour ago, strikes our hero as downright gracious and kindly.

The salesman is so overcome with it all that he can't seem to leave. He lingers in the buyer's office, hoping thereby to show his gratitude for the order. He lights up a cigarette and pours out his feelings.

Sam has an advanced case of "lingeritis."

"Doesn't sound so bad," you say? Well, let's see what happens.

As Sam chatters on, Mr. Brown, the purchaser, is beginning to have some second thoughts about the deal.

"Fifty dozen filing cabinets is a lot to buy from one outfit. That other company—the one in Ohio—also has a good line. Maybe I should have split the order. . . I caved in too easily for a guy who is supposed to be tough."

The thought is father to the deed.

"You know, I've been thinking it over," Brown interrupts. "I believe it's better to give half this order to the Green Company. We ought to give our customers a choice."

A few seconds later Sam is rewriting his order, his heart heavy and his brain numbed in disbelief.

Don't take it so hard, Sam. It could have been worse. You could have lost the entire order.

Exit on cue

Sam, of course, stayed too long. After writing up the order, he should have said "thank you" and left. The buyer's acceptance was the salesman's cue to be on his way. The latter has nothing to gain and everything to lose by hanging around.



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

When you've made the sale, pick up your marbles and get out. Dawdling is dangerous. It gives the buyer a chance to reconsider his decision—to reverse himself. Perhaps he gave you the order with mental reservations. He could get cold feet five minutes later.

This happened to me in my own selling career. Anxious to show my appreciation to the buyer, I couldn't bring myself to leave a certain office. While I strove to make small talk the customer suddenly remembered that he was supposed to look at a rival line the next day. I wound up by tearing up the order form since he said, "It wouldn't be fair to buy without seeing what the other fellow has got."

On another occasion, the buyer decided to check with a vice-president who said "no." This was after I had written the order and was mentally spending the commission.

A similar fate overtook Ted Bickery, a sporting goods salesman. Ted had been an outstanding college athlete and liked to discuss sports with his customers.

One day, after writing up a beautiful order for skiing equipment, Ted remained for a half hour talking to the dealer about conditions on nearby ski slopes. Suddenly, the owner's face grew thoughtful.

"You know," he remarked, "we didn't have too much snow last year and it might be the same this year. Think I'll cut that order in half."

Ted was crushed. He had been counting on that sale for a new dining room set. And it did not help his spirits when he learned that there was plenty of snow in the dealer's area that year.

Another friend of mine, Nick Masters, made the same error with a big paint account. As Nick was lolling around the buyer's office after the sale, the phone rang. It was Nick's competitor calling the customer with an alluring discount offer. The buyer took it on the spot and Nick was frozen out.

"I know this guy would never have reneged once I was out of his office," Nick told me later. "But I was like a clay pigeon when the competitor phoned. The dealer said he was sorry but you can't send kids to college on sympathy."

Exit with style

Timing plays an important part in selling. There is a right time to call, a right time to talk, a right time to listen and a right time to close.

There is also a right time to leave the buyer's office—and a right way to leave.

I've been giving you vivid examples of what happens to the salesman who overstays his visit.

This doesn't mean, however, that you have to flee the buyer's

office like a burglar after closing the sale. Make your exit smoothly and with style. Leave a lasting impression in his mind. Thank him warmly for the order and reassure him that he made the right move. Let him know that you enjoyed doing business with him and that you look forward to seeing him again.

I attend the theatre quite frequently and at the same time pick up many ideas and techniques adaptable to selling. A case in point is the exit line.

Have you ever noticed how distinctive is the exit of an actor? There is real artistry in the simple act of walking off stage. He departs on cue because he has said his lines.

Of course, his exit is called for in the script. And there is the lesson for salesmen. In a way you have a role to perform in the interview. Your cue to leave comes when the sale is closed. But there is more than that. You must exit with grace and charm. I might add that this is just as true when you don't get an order. Accept your defeat like a gentleman and score points for the next call. Don't storm out like a sorehead. Smile—even though it might hurt a bit.

Ask the buyer if there is anything he doesn't understand or if he wants additional information. If not, thank him for his time and leave. Even the greatest salesman can't win them all.

Coming: -

Selling Sincerity

The salesman who tells his customer that he (the customer) is more important to him than his own company is using the wrong tactics. Such insincere statements will not be believed by the buyer. Further, such an approach is usually the dodge for a weak salesman. Treat the buyer in a friendly manner, but there is no need to grovel beside him.

Ken Harker, a wallboard salesman, once waited six months for a buying committee to decide on a \$300,000 order. When the decision came it was against him. The committee called him in and gave him the bad news.

Ken betrayed no outward emotion. He thanked each committee member personally for his consideration of his presentation. They were so impressed with his aplomb

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and good grace that they never forgot him. Ken lost the battle but won the war. A year later that same firm handed him a half million dollar order. Of course, his presentation was tops but so was that of his competitors. It was Ken's personality that turned the trick.

Consideration for the buyer

The salesman who overstays his visit is also taking a selfish attitude. There is more than his time involved here. The buyer's time is important. When he has given you the order he expects you to be on your way. It might even be embarrassing for you to remain. His next caller may be your competitor.

The customer may not be so rude as to dismiss you, but if you're perceptive you can spot the signs of his impatience. His manner becomes less cordial, his answers become shorter. He glances at his watch or fidgets with papers on his desk. Don't wait until he actually ushers you

out. It could come to that if you stay too long.

King for a day

The salesman who lingers on after getting the order, is often indulging himself. True, he feels grateful to the buyer, but he is also flushed with his own success to the point of bliss. For the moment he is King. He sees no need to go out and sell more merchandise. He wants to relax in his customer's office and savor his triumph.

This is a shortsighted view. Remember, even if you nail the biggest order of your life, you're still only King for a day. It isn't a lifetime sinecure. The time you spend in the buyer's office chewing the fat (and possibly losing the sale you made), you could be calling on another prospect. There isn't so much time in the day that you can afford to waste it. Make every moment count. One sale doesn't give you permanent security. You can be sure your competitors are not idle while you are making your prolonged exit.

George Blane, a mutual funds salesman, said that he always intensifies his efforts after a big sale.

"My natural tendency is to goof off after a big one," he explained. "That's why I try doubly hard that same day to score again. I actually force myself to continue as if nothing had happened. I'm afraid that if I let down once it will become a habit."

The policy, incidentally, has made George one of the highest earners in his field.

On invitation

There are times when you may be invited to stay by the customer. He may want you to meet others in the firm or perhaps to have lunch with him. He may even desire to discuss future business.

If you can spare the time, by all means go along with the request. Of course, there is still a danger he may renege on the order, but it's a chance you must take. The time you spend with the buyer may give you a permanent entrée into that company. It could lead to a friendship that will mean business for years to come.

If you can't spend the time, decline with thanks and ask for a rain check.

And that's the story of the disease called "lingeritis." Do you think you have it? Let's find out. If you can answer "yes" to at least eight of these questions, you'll get a clean bill of health:

YES NO

1. Do you leave shortly after getting an order?
2. Do you leave graciously, with thanks to the buyer?
3. Do you take a pleasant leave even if you don't get an order?
4. Are you considerate of the buyer's time?
5. Do you usually recognize a buyer's desire to dismiss you?
6. Do you keep on at top effort after getting a sizeable order?
7. Do you keep your composure after losing an order?
8. Do you accept a buyer's friendship when offered?
9. Are you aware of the importance of timing in salesmanship?
10. Is selling time precious to you?
11. Do you use your time wisely?

REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8½ x 11" three ring binder, each reprint includes a self-evaluation quiz.

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8. How To Set Up An Interview
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10. The Competition
11. Taking A Risk
12. Playing The Short Game
13. Selling An Idea
14. Buying Committees Are Here To Stay
15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
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22. Room At The Top
23. You Must Give More to Get More
24. Running Into The Rude Buyer

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Canadian farms are a lush market

"The travelling radio salesman may not meet the farmer's daughter, but will come upon a rich source of green-like money for his clients when he sells them his station's coverage of the lush farm market," says Larry Heywood, director of member services for the Radio Sales Bureau, in a synopsis of Canadian Farm Market Data he prepared for RSB members.

Heywood said a study of 352 farm homes in 1959 by the Ontario and Federal Departments of Agriculture revealed that farmers' wives regard farm radio broadcasts a must, as important to them as the homemaking data they also derive from radio. In the Ontario survey, the farm wives ranked the media in the following order: farm press, radio, television, magazines and newspapers.

"The farmer's demands have never been higher for living conveniences and farm family spending now rivals that of city dwellers. They tend to buy big ticket items, mostly for cash. They are quality conscious and generally buy the better grades of merchandise," Heywood said.

Heywood derived his Canadian farm statistics from numerous sources, including the *Financial Post Survey of Markets 1965-66*; the *Canadian Statistical Review (DBS)*, October 1965; *Canadian Market Data*, Maclean-Hunter, 1965; RSB's Radio Bumper Crop, 900 extra markets; and the Ontario and Federal Departments of Agriculture Survey, 1959.

Cash receipts are growing

The RSB report shows farm cash receipts were a record \$3,-

464,000,000 in 1964 and were expected to pass \$3,500,000,000 in 1965; that tractors on farms increased 244 per cent in the 20 years preceding 1961; 33 per cent of the farms had two or more tractors; 63 per cent of farms had one or more trucks; operations and depreciation on these tractors, trucks and other machinery accounted for 28 per cent of farm total operating costs; that by 1961, over 85 per cent of farms had electrification; and one out of four farm households had a home freezer, compared to one out of ten urban dwellings.

Heywood said machine power, modern techniques, and the upsurge in electrification have brought the amenities of the farm home closer to urban standards, and the uptrend in farm prosperity is mirrored in booming machinery sales and corresponding advances in everyday home purchases.

Debt-free and good listeners

The statistics showed 70 per cent of farms totally free of mortgage debt and 62 per cent free from non-mortgage debt. Heywood said such freedom from major financial obligations gave many farmers more spendable income. He felt the owner-operator farmer, as a consumer, was far better off than the statistics indicated, because he could class many major purchases as wholly or partly operating expenses while the city dweller had to pay for such items entirely out of personal income. Thus, the personal income of the farmer is far less committed than that of the urban dweller.

In his sales presentation guide,

Heywood said the typical farm home listens to radio a weekly average of 35 hours and 21 minutes, but this climbs to 41 hours on farms with radio-equipped cars or trucks.

"Radio reaches him where he is beyond the reach of other media, in the barn, in the fields or in his truck, and the Radio Farm Director is a trusted and dependable individual in the eyes of the farmer. They respect his judgment and information, such as crop and livestock reports, road conditions, transportation schedules and tips on successful operation.

"They need to know about the products and services he recommends, and can afford to buy them. Such reliance and response make radio a persuasive spokesman for your message which is delivered in the friendliest of settings against a backdrop of service and earned goodwill," Heywood said.



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Bigger business - more stations - no prosecutions

Revenues from radio broadcasting in Canada increased by 17.9 per cent in the past three years, states the Annual Report of the Board of Broadcast Governors, for the fiscal year ended March 31, 1966. This figure is made up from financial statements supplied by 186 private radio stations which reported an increase of revenues in 1964 of 10.5 per cent and in 1965 an increase of 6.8 per cent. In the same period, operating profits for the stations were up 34.1 per cent in 1964 and 13.9 per cent in 1965, making a total growth of 52.8 per cent in three years. The report says 40 stations reported operating losses in 1965.

In television, 51 stations reported an aggregate total revenue of almost \$69,000,000 in 1965. Advertising revenues rose 34.9 per cent in the three year survey, made up of increases of 16.3 per cent in 1964 and 18.9 per cent in 1965. Aggregate total profit of the 51 stations last year was reported at just over \$13,000,000. Six stations indicated they operated at a loss in 1965.

Greatest single improvement was in the nine major market television stations whose revenues were up 43.6 per cent over the three years, with increases of 20.3 per cent in 1964 and 23.3 per cent in 1965. All nine major stations recorded operating profits last year, the aggregate increasing 18.5 per cent in 1964 over 1963, and 79.7 per cent in 1965 over 1964.

Many new applications

The BBG reports it made recommendations to the Minister of Transport on 149 applications submitted in 1965 and as of March 31 had another 51 still to be referred under Section 12 of the Broadcasting Act.

The Board heard 21 applications for new AM radio stations during the year; seven were recommended for approval, 12 for denial, and two decisions were reserved.

CBC low power relay transmitters were approved by the Board for 23 locations in Ontario, Quebec, Manitoba, British Columbia and Nova Scotia.

New FM radio stations were approved for nine centres, and three were denied. New TV stations were approved in 1965 for Geraldton, Ont. and Port aux Basques, Nfld. TV rebroadcasting stations were approved for 26 areas; two were denied and two are being reserved for decision later.

All 55 applications for boosts in power or other changes in facilities in radio and TV were recommended for approval in 1965.

There were 129 applications for changes in ownership of stations or share ownership of broadcasting companies and the BBG made recommendations on all of them. Only three were denied. 31 of the applications were heard at public hearings.

During the year, the Board recommended for one year renewal the licences of 72 radio and TV stations or relay transmitters; approved four applications to operate radio networks and a number of other requests for short term networks (30 days or less).

Concerning color

By March 31, 1966, the BBG had granted 16 stations approval to carry color television programs in four categories. Five stations, CBLT-TV Toronto, CHCH-TV Hamilton, CFTO-TV Toronto, CKCO-TV Kitchener and CFCF-TV Montreal, were recommended for approval to carry color by every means possible, including film, tape and live color origination.

The Board also approved the applications of CFCF-TV Montreal and CFCN-TV Calgary to carry educational programs, but reserved its decision on applications by CHYM Kitchener and CHLT Sherbrooke to disaffiliate themselves from the CBC radio network.

The BBG reports there are now 653 broadcasting stations of all kinds in Canada, including the Yukon and Northwest Territories.

The radio, television, English, French, network and non-network and armed forces outlets break down as follows:— CBC, 57; CBC auxiliary (relays), 162; private stations, 137; private auxiliaries, 138; and non-network, 159.

Regarding regulations, the BBG reports that under Section 11 of the Broadcasting Act the AM radio regulations were amended to request financial information and require the consent of a person before his interview may be broadcast. The FM regulations were amended also to request financial information and that certain material must be kept for four weeks. New TV regulations also solicit financial information, and set the maximum amount of time for commercial messages in

any hour. (12 minutes rising to 13, but the extra minute must be compensated for in the previous or succeeding hour).

The Board says satisfactory explanations were presented in every instance of infraction of the regulations in 1965, and none were prosecuted. However, the BBG warns it is examining the logs of all stations and making tapes to check operations from time to time and for comparison with the logs submitted.

BBG Color

Second stations may disturb markets

Thirty-three more television stations have been recommended for approval to broadcast in color, as a result of hearings by the Board of Broadcast Governors in Ottawa, June 20.

The recommendations for approval were announced in three categories, as follows:

- **Category A.** Authority to transmit programs only, received through either the CBC or CTV.

CKRN-TV Rouyn, P.Q.; CKRN-TV-1 Senneterre, P. Q.; CKRN-TV-2 Val d'Or, P.Q.; CKRN-TV-3 Ville Marie, P.Q.; CKRN-TV-4 Matagami, P.Q.; CHAB-TV, Moose Jaw, Sask.; CHRE-TV Regina, Sask.; CKX-TV Brandon, Man.; CHSJ-TV Saint John, N.B.; CHBC-TV Kelowna, B.C.; CKPR-TV Port Arthur, Ont.; CKBI-TV Prince Albert, Sask.; CKSO-TV-1 Elliot Lake, Ont.; CJFB-TV Swift Current, Sask.; CKCW-TV Moncton, N.B.; CKCD-TV Campbellton, N.B. and CKAM-TV Upsalquitch Lake, N.B.

- **Category B.** Authority to transmit color film programs and announcements, and commercials on film or slides, as well as network color.

CBFT-TV Montreal, P.Q.; CBMT-TV Montreal, P. Q.; CBNT-TV St. John's, Nfld.; CBXT-TV Edmonton, Alta.; CBUT-TV Vancouver, B.C.; CBWT-TV Winnipeg, Man.; CBHT-TV Halifax, N.S.; CBVT-TV Quebec, P.Q.; CBOT-TV Ottawa, Ont.; CBOFT-TV Ottawa, Ont.; CKNX-TV Wingham, Ont. and CKVR-TV Barrie, Ont.

- **Category C.** Same as category B, and also authority to operate color videotape equipment.

CBWFT Winnipeg, Man.; CKMI-TV Quebec, P.Q.; CJON-TV St. John's, Nfld. and CJPM-TV Chicoutimi, P. Q.

There were no applicants at this hearing for category D, which would include color telecasting by all means available, including local live programming.

In its announcement of June 29 the BBG reiterated a statement it made November 18, 1965 as follows:

"It is the general view of the Board that licensees who wish to add to their service by offering programs in color should be permitted to make the expenditures they consider appropriate for the purpose. However, in situations in which television viewers are now limited to one channel, the Board attaches a high priority to the provision of alternative service at the earliest possible moment. In all situations in which viewers are limited to one channel, it should be clear to the applicants that in making the investment in color facilities they do so at the risk of later disturbance of the market by the introduction of a second service."

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171 McDermott

Color comes sooner

September 1 is new date

Trial color television programming will begin in Canada September 1, one month earlier than originally announced, Secretary of State Judy LaMarsh told the House of Commons, July 13.

She said the earlier date had been requested by broadcasting organizations, particularly the Canadian Association of Broadcasters, and was due to speedy advances in color changeover both in the CBC and private stations.

"The earlier date will thus allow color television to be brought in with the advent of the fall programming schedules," Miss LaMarsh said.

She noted that stations already authorized to telecast color had been running trial programs and shakedown after regular broadcast hours since July 1, but said trial color programming could be run during regular broadcast hours after September 1, and all colorcasters would be expected to have their transmissions meet full technical requirements by January 1, 1967.

Miss LaMarsh said the CBC will have to adjust to the earlier schedule with no increase in its budget, in line with Government policy recently announced in the White Paper on broadcasting.

L. R. "Bud" Sherman, PC

Winnipeg-South (and director of news and public affairs at CJAY-TV Winnipeg before he was elected to the House of Commons in the last general election) welcomed the Minister's announcement, but said he and his party felt extension of TV service to the North and other unserved areas should still have priority.

"However, color television can still make an important contribution to Canadian unity, by showing viewers across the country in living color the beauties of this land and all its regions," Sherman said.

David Lewis, NDP York-South, agreed with Mr. Sherman but said he hoped the limitations placed on the CBC would not allow the

Announcer opportunity!

CHOK, Sarnia, Ontario seeks a reliable General Purpose Announcer with newscasting interest. Excellent working conditions and company benefits.

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Contact Program Manager.
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private stations to pull too far ahead in the field of color.

Miss LaMarsh said by March 1967, CBC capital expenditures for color are expected to amount to about \$14,000,000, with opera-

ting costs increasing by about \$2,000,000.

"Within a year of its inauguration, 11,390,000 Canadians will be within reach of CBC-owned color television facilities," she said.

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BIG AND GETTING BIGGER

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*Nielsen broadcast index

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

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



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

REPS: HARDY RADIO AND TELEVISION, Montreal and Toronto • STEPHENS AND TOWNDROW, Vancouver
A. J. MESSNER & CO. LTD., Winnipeg • FORJOE-TV, INC., New York

Has largest library of radio commercials

The Radio Sales Bureau has available more than 1000 commercial messages, in 53 categories, which it says is the largest and most comprehensive library of radio commercials in Canada.

The commercials, on tape, are available to RSB member stations and may be used for a number of suggested reasons, such as thought starters in the creative department; to play for clients so they can hear what the competition is doing; to be included as samples in station presentations; to open the ears of holdouts, and to listen "for the sheer joy of hearing what radio can accomplish as it plays on the stage of the human mind."

Some of the 53 subjects include automobiles, beverages, cosmetics, department stores, farm equipment, paints, real estate, rugs, tourism and wall paper. A dozen or more commercial tapes are available on each subject. About 300 commercials in 12 categories are available in French.

There is also a special category that includes Commercials Festival winners for 1963, 1964 and 1965; speeches, promo announcements, Bob and Ray, Mel Blanc on creativity, electronic sounds, and public service (traffic safety).

RSB will supply up to three commercials to members for \$1.50; up to seven commercials for \$2.00; up to 15 commercials for \$3.00 and up to 30 commercials for \$5.00, postage not included.

RSB says it is not necessary to

order a complete category, and selection may be made by applying for the detailed category sheets, supplied by RSB. However, the bureau says all of them are proven performers where it counts, in the market place.

Technical

Underseas cable links N. & S. America

Work has commenced on the first underseas cable link between North and South America, according to telephone companies in the United States and Venezuela, participating in the venture.

American Telephone and Telegraph Co., and Compania Anonima Nacional Telefonos de Venezuela announced the cable will be available for service about August 1, and can handle 80 simultaneous telephone conversations at one time. It will extend 550 nautical miles from St. Thomas, U.S. Virgin Islands, to Maiquetia, Venezuela. Another cable will join St. Thomas to Florida and complete the communications link.

At present, the two continents currently are connected only by high frequency radio, and the number of calls annually is expected to double within a year.

"67,000 calls were placed between the two countries in 1965,

and we expect this to double in 1966 and reach 225,000 annually by 1970," said Jorge Armand, president of the Venezuelan national telephone service.

Details of the project were announced by Lowell F. Wingert, vice-president of the long lines department of A. T. and T., who said construction of the system will cost over six million dollars.

He said the British cable ship *Alert* had sailed from Southampton with cable, repeaters and other equipment manufactured in England by Standard Telephone and Cables Ltd., a subsidiary of International Telephone and Telegraph Company.



WHAT AND WITH WHICH?

Pity the poor researcher who stumbled onto a teen-age girl watching TV, with a transistor glued to one ear and a telephone to the other and a record player purring in the background.

-:Dr. Nat Winston
CBES Luncheon

FOWLER PARODY

In broadcasting, programs count for nothing—the only thing that really matters is bureaucracy.

CKLG BUMPER STINKERS

"Help stamp out Mondays."

CANDID COMMENT

He's a writer for the ages—the ages of four to six.

-:Dorothy Parker

CALLING ALL DEPTS. OF EDUCATION

You could tell the youngster was a Canadian because he could reel off the names of all the presidents of the United States since George Washington.

AUDREY STUFF

Then there's the gal who was so dumb she was sure her pain couldn't mean she was pregnant, because she knew she wasn't married.

SYNTHETIC COURAGE

When he stepped to the podium, trembling in his shoes for fear his speech to this audience of professors would flop, the chairman, in an effort to help him, said: "It's all right, old man. They're expecting very little of you."

DEFINITIONS DEPT.

Somebody once defined "honorary" as a "twenty-dollar word designed to dress up a ten-dollar editorial fee."

-:Bennett Cerf

PRO PATRIA

Now that we have our own flag, will somebody tell our co-patriots the second line of "Oh Canada" is not "tee-da-tee-dum-tee-dee."

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Production Manager,
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Calgary, Alberta

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Send a resumé to
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CHTK RADIO LTD.
Box 3000
Prince Rupert, B. C.

*One TV, one FM and three AM
get nod of approval*

One new television station, one new FM radio station and three new AM radio stations were recommended for approval by the Board of Broadcast Governors following the June hearings.

The applications for six other AM stations were recommended for denial and power boosts for two existing stations were turned down.

The recommendations for approval made by the BBG were as follows:-

New AM Stations

Ste. Agathe des Monts, P. Q., by a company represented by Jean M. Legault.

Shaunavon, Sask., by Frontier City Broadcasting Limited.

Powell River, B. C., by a company represented by Robert L. Cartmell.

New FM Station

Vancouver (French) by the CBC.

New TV Station

Causapscal, P.Q. by La Compagnie de Radiodiffusion de Matane Ltée.

New TV Rebroadcasting Stations

Wawa and White River Ont. by the CBC.
Coleman, Alta., by Lethbridge Television Limited.

Bowen Island, B.C., by B.C. Television Broadcasting System Limited
Spences Bridge, B. C., by Spences Bridge Community Club.

Boss Mountain, B.C., by Twin Cities Television Limited.

New Low Power Relay Radio Transmitters

Pine Point and Norman Wells, NWT, by the CBC.

Power Increases, Radio

CHRD Drummondville, P. Q., (Radio Drummond Ltée), to 10,000 watts on 1480 kilocycles from 250 watts on 1340 kilocycles.

CKPT Peterborough, Ont., (Barrie Broadcasting Co. Ltd.-Radio CHUM 1050 Ltd.) to 5000 watts day and night from 1000 watts day and 500 watts night.

CHEX Peterborough, Ont., (Kawartha Broadcasting Co. Ltd.), to 10,000 watts from 5000 watts, daytime.

CJSP Leamington, Ont., (Sun Parlor Broadcasters Ltd.) to 10,000 watts from 1000 watts, daytime.

CKEY Toronto, Ont., (Shoreacres Broadcasting Co. Ltd.), to 10,000 watts from 5000 watts, night.

Studio Location Changes

CHAB Moose Jaw, Sask., by CHAB Limited.

CKRB St. Georges East, P.Q., by Radio Beauce Incorporated.

Power Increases, Television

CJCB-TV-1 Inverness, N. S. (Cape Breton Broadcasters Ltd.), to 9400 watts video and 4700 watts audio from 6000 watts video and 3000 watts audio.
CBAFT Moncton, N.B., (CBC), to 163,000 watts video and 33,000 watts audio from 10,060 video and 5030 watts audio.

CKSO-TV Sudbury, Ont., (Cambrian Broadcasting Ltd.), to 100,000 watts video and 13,700 watts audio from 30,000 watts video and 16,000 watts audio.

CKSO-TV-1 Elliot Lake, Ont., (Cambrian Broadcasting Ltd.), to 19,000 watts video and 3800 watts audio from 3400 watts video and 1700 watts audio.

Miscellaneous

CKPG Prince George, B. C., (Radio Station CKPG Limited), to establish a 250 watt standby transmitter.

CKOM Saskatoon, Sask., (Saskatoon Community Broadcasting Limited), to establish a 250 watt standby transmitter.

Montreal, P. Q., by a company represented by Guy Corbeil, to change the power of proposed FM station to 95,000 watts on 93.5 Mcs., from 100,000 watts on 98.5 Mcs.

Squamish, B. C., by BC Television Broadcasting Co. Ltd. to obtain ownership of TV rebroadcasting station CHAR-TV-1.

Sioux Lookout, Ont. (CBC) to increase power of Low-Power Relay Transmitter to 40 watts from 20 watts.

Yorkton, Sask., by Yorkton Broadcasting Co. Ltd., to join a network to carry baseball games of the Minnesota Twins Baseball Club of the American League.

The BBG recommended denial of the applications for the following:-

New AM Stations (Denied)

Levis, P.Q., by a company represented by Adrien Begin.

Saskatoon, Sask., by a company represented by Donald J. G. Mackenzie.

Oshawa, Ont., by a company represented by Richard P. Matthews.

Ajax, Ont., by a company represented by William Jones.

Waterloo, Ont., by a company represented by Gerald Phillip Moser.

Kitchener, Ont., by a company represented by James D. Dixon.

Power Increases (Denied)

Niagara Falls, Ont., (Radio Niagara Ltd.) to 50,000 watts from 10,000 for station CJRN.

Collingwood, Ont., (Barrie Broadcasting Co. Ltd.) to 1000 watts from 250 watts, daytime, for station CKCB.

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CJVI APPOINTMENT



KENNETH C. GODDARD

Mr. G. Gaetz, President of Island Broadcasting Company Limited, is pleased to announce the appointment of Kenneth C. Goddard as General Manager of CJVI. Mr. Goddard comes to Victoria from CJCA Edmonton, and originally CFAC Calgary.

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John D. McLean
Advertising Manager
Canadian Kodak Company Ltd.
Toronto 15.

. . .I would like to compliment you on publishing articles on selling in what we generally consider is a broadcast trade paper.

D. S. Broome
Advertising Manager
Rothmans of Pall Mall
Canada Ltd.
Toronto

. . .my subscription for another year's series of your magazine of highly interesting advertisements which you publish along with your editorial comments on the broadcasting scene.

Ross MacRae
Vice-President
Director of Broadcasting
Cockfield, Brown & Co. Ltd.
Toronto.

. . .items for broadcasting stations telling of their activities in production, public service, community effort and even promotion and merchandising make interesting and informative reading for agency and client personnel.

Arthur C. Harrison
General Manager
Hardy Radio & Television Ltd.
Toronto.

. . .I would like to protest an inaccuracy. . .

J. Scott Feggans
Advertising Manager
Dominion Stores Ltd.
Toronto.

... Could you send my subscription to my home?

D. E. Gillespie
President
Baker Advertising Ltd. ”