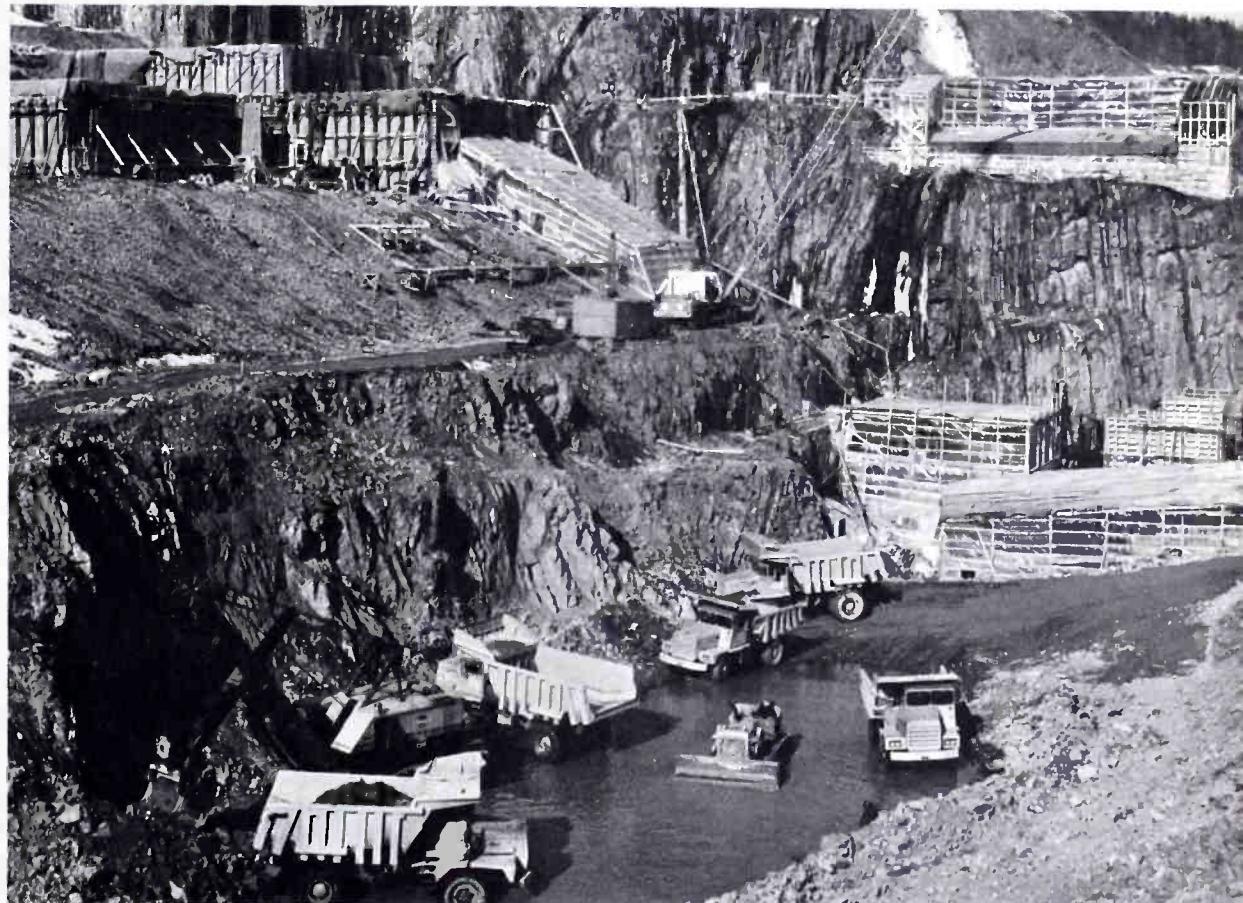


Now in our twenty-fifth year of reaching people who reach people



Nova Scotia Information Service

. . . a hive of industrial development. In the picture (right) excavating equipment loads earth and rock into a seemingly endless line of dump trucks at the \$100,000,000 Mataquac Hydro Development, near Fredericton, N.B., which will be producing 600,000 kilowatts of energy by 1968.



National Film Board

C
B

Volume 25, Number 18

September 15, 1966

Toronto

The Atlantic tortoise
is coming into the stretch

(Page 5)



CJCH Television reflects the growth of its market

The past few years have unfolded a remarkable story of growth in Nova Scotia. Once considered a backward, isolated, unprogressive area, Nova Scotia now demands a second look, and what you'll see may surprise you.

The backwardness? . . . replaced by an exciting spirit of enterprise, creativity, initiative, even adventure. The isolation? . . . forgotten by the encouragement of local, national and international industry, and by a responsible, working, interdependence. The unprogressiveness? . . . swept away by the need and desire to think, act, do and be.

The progress, in every economic and social aspect, makes an impressive story of growth. It's not only the fact that Nova Scotia has grown that is im-

pressive, but also where this growth has placed Nova Scotia in relation to the rest of Canada.

Take Nova Scotia's major cities, Halifax and Dartmouth . . . in Sales Management's list of top 35 metropolitan areas in Canada, Halifax/Dartmouth now ranks **twelfth** in population, **thirteenth** in total retail sales, **twelfth** in total food sales, and **fifteenth** in effective buying income.

Halifax/Dartmouth is substantially larger than a combination of any two of the other four principal cities in the Atlantic Provinces in terms of population or total effective buying income. And, on the basis of total retail sales, it is larger than a combination of any **three** of the other major Maritime cities.

If you've been in the habit of considering Nova Scotia only AFTER you've thought about the rest of Canada, take a second look. You'll soon realize that Nova Scotia is now in a position to be dealt with among the first.

Thinking of "firsts", did you know that CJCH TELEVISION has the largest weekly reach of any TV station in the Atlantic Provinces?

- | | |
|---|----------------------------|
|  | 5 HALIFAX/DARTMOUTH |
| | 6 DIGBY |
| | 8 AMHERST |
| | 10 ANNAPOLIS VALLEY |

Take a second look at Nova Scotia / Look first to CJCH Television

For the complete growth story contact
STOVIN - BYLES TELEVISION LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER

Sight and Sound

Vanderburgh leaves Coke

W.W. "Bill" Vanderburgh, director of advertising for Coca Cola Ltd., has resigned after 28 years with the company.

He officially leaves Coca Cola October 1 and, we understand, will be heading for a new business venture of his own, after a long and undoubtedly well-earned rest.

What is going to happen at Coca Cola has not been announced, but some major operational changes are rumored to be in the offing.

Keith Campbell to CTV

Another senior Toronto agency man is reported to be heading for the broadcasting business in the person of F.K. (Keith) Campbell, vice-president in charge of media at MacLaren Advertising Co. Ltd.

Although unconfirmed, we understand Campbell will be moving to CTV in October as vice-president in charge of marketing and sales.

Willis links with R.C. Smith

Willis Advertising Limited, Toronto and Montreal, and R.C. Smith & Son Ltd., of Toronto, announced September 1 the two agencies have become associated. For the present the two associated agencies will operate separately, under the same names, with existing staffs, addresses and telephone numbers.

G. Alec Phare, president of R.C. Smith & Son Ltd., said the move was a genuine effort by both agencies to extend services to clients by pooling the staffs and resources of the two Canadian agencies.

William A. "Bill" Willis, president of Willis, said it was refreshing to see two agencies owned entirely by Canadians getting together in this way. He said the move was in no way a takeover of a small agency by a larger one.

The Willis agency lists about 87 accounts including Honda Motor Company Ltd., Chrysler Outboards and John H. Breck (shampoo). Smith has 46 accounts including Gestetner (Canada) Ltd. and the Lionel TV Network.

"Every little agency wants to be a bigger agency, but I believe there will always be a place for the smaller agencies who can give clients more personal attention,"

Phare said, "and the new association made available more skilled trained staff to our clients."

"When we place an ad in a publication, it has to be as good as those placed by the MacLarens, the Cockfields and the Browns," he said.

R. C. Smith & Son Ltd. was founded in 1913, which makes it one of the oldest agencies in Canada, while Willis Advertising Limited opened its doors in 1950.

Admiral expands

Canadian Admiral Corporation has started construction on a 61,000 square foot addition to its plant at Port Credit Ontario.

The new extension will increase the plant's total floor space to 250,000 square feet, and will be used for storage of finished goods, shipping, and production of new equipment for the expanding Electronic Products Division.

Admiral says the move will create more space in the present building for production line expansion of color TV sets, black-and-white TV, radios, stereo high-fidelity combinations, refrigerators and freezers.

Admiral commenced operations in Port Credit in 1950, occupying 55,000 square feet on a 12 acre site and employing about 300. After five expansions, they now have a quarter million square feet on 18 acres and 1000 employees.

Premier's assistant

William (Bill) Rathbun, news broadcaster and commentator on CKEY Toronto, has been appointed an executive assistant to Premier John Robarts of Ontario.

Rathbun, aged 33, is the fifth executive assistant appointed by the Premier and will be employed mainly as a speech writer.

McLean rejoins CBC

Ross McLean, one of the CBC's original English language TV network producers, has rejoined the corporation as executive-producer of a new public affairs program, (as yet untitled) commencing September 12 on CBLT-TV Toronto in the 7-7:30 pm daily slot, the half-hour originally occupied by McLean's *Tabloid* show.

McLean, who left CBC in 1962 to become executive-producer of the CTV network and later formed an independent production company in 1963, will also act as an advisor to the CBC's department of Public Affairs in the areas of program format and personality development.

Applebaum starts Musifects

A new music and sound effects editing service, called Musifects, has been opened at 56 Esplanade Street, Toronto 1.

Owner-manager David Applebaum says, with 13 libraries, he has one of the largest collections of background music and sound effects in Canada.

Before opening his own business, Applebaum worked for ASP Productions (Seaway) and the National Film Board. He is making his libraries available to film makers, production houses, broadcasters and agencies.

is John Summers.

Summers said Hanes is using TV and the trade press only in Canada this year, but relies partly on the heavy overflow of color ads in U.S. magazines to bolster their campaign.



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ANNOUNCEMENT

STEPHENS & TOWNDROW APPOINTMENTS



ED ROSS



FRED SMITH

Stephens & Towndrow announce the appointment of Ed Ross as Vice-President and Montreal Manager, and Fred Smith as Vice-President of Stephens & Towndrow (CBS Radio of Canada Limited), Toronto.

Ed Ross has been with S&T's Montreal Office for the past three years. Prior to that he was a senior account executive with Montreal's leading advertising agency, responsible for development and supervision of comprehensive marketing and advertising programs for important food and cigarette accounts.

Fred Smith joins S&T after sixteen years with a large Canadian agency where his responsibilities encompassed overall marketing strategy and media planning as account supervisor on one of Canada's largest soap and toiletry accounts.

TRY A JOB AD
IN THE BROADCASTER

Atlantic provinces spark tourism with giant budget share to television

When Norman Atkins, Toronto agency man, visited Nova Scotia this summer, he was not at all unhappy to see so many cars on the highways.

Because, he marvelled, so many cars bore familiar license plates that "you'd think you were in Ontario". He was more than happy about this because Atkins is the Dalton K. Camp & Associates account man handling tourist advertising for Nova Scotia and the combined Maritime provinces.

Tourists flocked to the Maritimes this summer in unprecedented numbers and a significant reason has to be the major Maritimes advertising campaigns on TV. Nova

Scotia this year made its television debut while the co-op advertisers (New Brunswick and Prince Edward Island), spurred on by last year's success, came in for the second straight year with a much stronger television budget.

Big TV budget

Television this year won the giant share of the co-op's \$50,000 allocation and all of Nova Scotia's \$20,000. The decisions have not been regretted. The co-op commercials pulled in 1300 written requests for travel information. Replies started coming April 28, three days after the first commercial was broadcast, reached a daily

peak of 80 and were still dribbling through in mid-August a full month after the campaign was over.

Many requests came in on hotel and motel stationery, including some from the U.S. and as far away as British Columbia. In other words people had seen the commercials while on holiday and had noted the address for future action. Some people even sent in lists of friends they thought would appreciate receiving the literature. One convinced lady forwarded nine addresses in Scotland, British Columbia, Illinois and California.

The smaller Nova Scotia campaign was an experiment in more

ways than one. Print campaigns in previous years had always run from March through to June, but Nova Scotia started its TV ads in early July in an attempt to extend the tourist season into the fall (it also let the province earn summer TV discounts).

Spots were usually scheduled close to news broadcasts to achieve a "senior audience". Explains Atkins: "We were more interested in the socio-economic characteristics of the audience than in its size."

Nova Scotia, now firmly sold on TV, attracted 900,000 tourists in 1965 and aims at a million for 1967. By the number of central Canadian license plates Atkins spotted down there, he suspects the province might make this objective a year ahead of schedule. One thorough survey currently under way will assess how many tourists came from where and under what motivation.

TV offered the Maritime advertisers other promotional advantages. For example, when three directors of the co-op campaign went touring this summer they appeared on many Quebec and Ontario stations.

And now a further boost is offered all travel advertisers with the introduction of color. Travel commercials, attractive in black and white, will be unforgettable in color.

900,000 visitors

Such tourist promotion is obviously profitable. Those 900,000 visitors to Nova Scotia spent \$48 million in the province. Interesting side-note: Canadian visitors spend \$8.34 daily; U.S. visitors spend \$13.11.

Said Atkins: "The Nova Scotia summer campaign was an experiment basically to see whether this kind of promotion would stimulate fall travel with those who were thinking of taking a trip to Nova Scotia. Results: very significant. Those who wrote for information are obviously good travel prospects since they took the time to do this. And even those who telephoned must be serious too, because they took the care to write down the telephone number".

For its budget Nova Scotia bought 82 television spots, mostly in late evening hours on CFCF-TV Montreal; CBMT-TV Montreal; CHCH-TV Hamilton-Toronto; CFTO Toronto; and CBLT Toronto. The co-op campaign comprised 226 spots in a great range of evening times from AA to D. Stations selected: CKWS-TV Kingston, CHEX-TV Peterborough, CJOH-TV Ottawa; CBOT Ottawa, CHCH-TV Hamilton-Toronto, CFTO-TV Toronto, CBLT Toronto, CFCF-TV Montreal, CFTM-TV Montreal, CBMT Montreal, CBFT Montreal.

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CJCB
power team
to work
for you**

CJCB Radio

NO. 1 IN CAPE BRETON

CJCB Television

50,000 TV HOMES IN CAPE BRETON AND EASTERN NOVA SCOTIA



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Published twice monthly by
R. G. LEWIS & COMPANY, LTD.
17 Queen St., E., Suite 128, Toronto
Phone 363-5075

25¢ per copy
(Directory Issues, \$1.00)
\$5.00 per year
\$10.00 for three years

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



Typography and Make-up by
Canadian Broadcaster

The Atlantic tortoise is coming into the stretch

A quiet examination of this issue will indicate to the most casual observer that, in their nice quiet way, the four Atlantic provinces are enjoying economic, industrial and all other kinds of growth which can only be described as steady and healthy. The only snag is the "nice quiet way".

Atlantic Canadians — we almost called them "Maritimers" — are not, generically-speaking, go-go boys. They go about living their lives at a peaceful and gentle gait, which may at times be described as two speeds — slow and stop. But, as everyone knows from the old fable, a hare and a tortoise started out on a race. The hare bounded ahead with long leaps while the tortoise trailed behind at its traditional slow but steady pace. Finally the tortoise passed the hare, all tuckered out, a short way from the finish line, and won.

Present indications are that, for the people of the Atlantic area, the steady tortoise pace is paying off very effectively. Unfortunately though there is no Aesop, or whoever it was wrote the hare and tortoise fable, to tell the world or even the rest of Canada what is happening to the economics of the Maritime — dammit, we mean Atlantic — provinces.

Through the years, the eastern provinces have supplied Canada with leaders in all kinds of fields. Notably, in politics, the east coast has sent us such men as Prime Minister R.B. Bennett, war time Finance Minister (now Chief Justice of the Province of Nova Scotia) J.L. Ilsley. (Possibly it is the lack of easterners that has created the lack of leadership in Ottawa today.)

In industry there are such people as the late Sir James Dunn and Lord Beaverbrook.

The annals of the banking business are filled with the names of Atlantic people who have soared to the head of their class.

Brain power has been the Atlantic provinces' main export to the rest of Canada, so much so that unkind people have been heard to say you have to leave home to succeed. However this is history now, as Upper Canada has finally discovered that Canada extends east beyond Quebec and is at last moving in with the capital to develop industries which have been depressed and also to help create new ones.

As new and revived industries keep employing a growing number of people, money is flowing more freely than it has ever flowed before, and, to cite one example, homes which have lacked the luxury of the household appliances and other accoutrements, which have become necessities up here, are offering a virgin field to enterprising manufacturers whose products they are eager to buy.

These manufacturers who are expanding their orbits need information beyond bare audience figures, on which to gauge their marketing and advertising campaigns. Advertising media anxious to take advantage of this new source of revenue need to fill this need of their potential clients, completely and efficiently. This does not mean isolated facts about individual markets. It means exhaustive studies of the whole terrain, of each province, of each county, and then, and only then, of each local market.

It is incumbent on every east-coast broadcasting station to throw its weight into a major campaign to attract advertisers to his station, and this can only be done by means of an even greater concentration on a preliminary mission — with no hope of immediate returns for the individual — to sell Canadian industry that there is, after all, a market for his products in the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland, and this is a project which has never been carried through effectively.

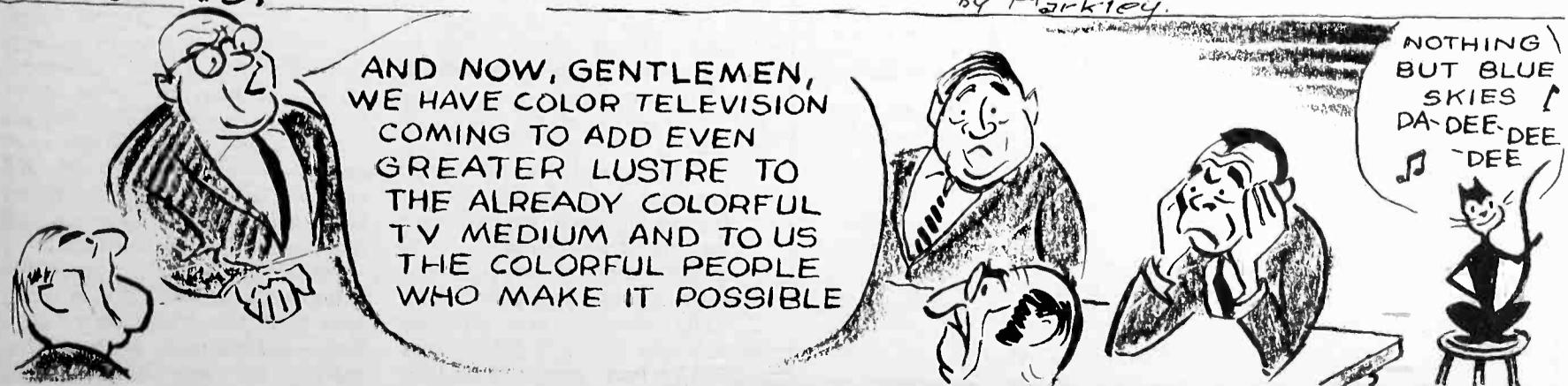
A great many words have been spoken and written about the problems an advertiser must meet in order to reach the Quebec market. It is true that the basic problem in this instance is one of language. But there are other areas in which the Atlantic people differ from Ontarians. What are they?

This sort of information is not just desirable, it is absolutely essential if Atlantic stations are going to earn the confidence and so the business of these Upper Canadian clients.

As a start we would advocate a standardized collection of data broken down into provinces, counties and individual markets. These data should include populations with age and gender groupings; incomes; occupations and so forth. Religious persuasions and other characteristics should be included. Above all, while most of the information can be deduced from the tables of the Dominion Bureau of Statistics, the presentation of the material should be at least validated by a recognized research organization, recognized that is by the industrialists and other people to whom they are directed. Distribution of this information should be effected efficiently and not by random mailings and a "we-hope-it-gets-there".

Traditionally the east coast has been a region unto itself. Perhaps this very isolation is one of its greatest charms. The heart-tug of home to all easterners who have wandered away — did you ever try to get a seat on a plane to the east over a holiday weekend? — is an endearing characteristic which must in many ways influence their buying habits.

RADIO RBS



Tourism surge in the east provides new market for advertised products

by JAMES MONTAGNES

Are radio and television advertisers taking full advantage of the growth in tourism in the Atlantic Provinces?

Preliminary tourist figures for the first half of this year are above those of last year. The Dominion Bureau of Statistics figures for all of last year showed more United States cars entering Nova Scotia and New Brunswick than in 1964.

Complete figures for the tourist influx for this year will not be ready for some months. Newfoundland's *Come Home Year* saw heaviest traffic for any July on the ferries between North Sydney, N.S. and Port-aux-Basques, Nfld. That month the ferries carried over 20,000 passengers in each direction and some 5,000 cars.

Before the season started, the Canadian Tourist Association's survey showed that Prince Edward Island had more enquiries even than its record-breaking 1965 tourist year, while other provincial tourist bureaus and the Canadian Government Travel Bureau's offices in Ottawa and the United States were handling large numbers of enquiries about the Atlantic coast region.

Last year was a record breaker for all four provinces. New Brunswick had over 2.1 million visitors, more than three times its population.

Not only did the tourists come from the nearby United States, but also 16 per cent more came from Ontario and Quebec than in 1964.

Nova Scotia last year estimated the revenue from more than 900,000 visitors at some \$60,000,000.

Last year the tourists were ten per cent more numerous than in 1964. A third came from the United States, the remainder from all other parts of Canada. Automobile traffic from the United States increased by 23 per cent, from the rest of Canada by five per cent.

Prince Edward Island, despite bad weather in August 1965, had almost 400,000 visitors that summer who left some \$14,000,000 in the green province. The increase last year was nearly 16 per cent.

Newfoundland reported an excellent tourist season in 1965, and a highway paving program which helped in bringing more motorists. The Trans-Canada Highway is now completely paved from Port-aux-Basques to St. John's.

For Newfoundland's 1966 tourist season, new motor-hotels with over 1,000 bedrooms were ready, most of them along the Trans-Canada Highway route.

The other provinces have also seen an increase in accommodations in the past few years. In New Brunswick this year new motor-hotels were added and paving of the Trans-Canada Highway was completed. As this travel reporter found out on recent trips through the Atlantic coast area, motels and motor-hotels are increasing in



In the photo, two visitors to the New Brunswick Museum at Saint John examine one of the many interesting displays.

numbers, are comfortable and reasonably priced. Practically all are equipped with radio and many with television receivers, a plus for broadcasters and their sponsors.

Wherever you go there's radio and TV

By far the largest visitor audience from a broadcasting point of view is in the increasing number of campsites, where automobile radios and portable radio and TV receivers are constantly in use.

Camping has greatly increased in the Atlantic provinces. In New Brunswick last year over a million visitors came to the 55 provincial camps and 113,000 of them camped out in the parks. In Nova Scotia over 500,000 came to the 36 provincial parks, and almost 70,000 used trailers or tents for overnight stops. In Prince Edward Island almost 700,000 came to spend at least a day in the 16 provincial parks and almost 22,000 camped out. Newfoundland had almost 600,000 visitors to its 16 provincial parks with some 62,000 staying at least one night at campsites.

The national parks also saw a great increase in the number of visitors and campers in the parks in each of the four provinces. This year saw more campsites opened in popular Fundy National Park in New Brunswick, where every location has magnificent views of the Bay of Fundy and the fine golf greens.

The four provincial tourist bureaus have been steadily increasing their expenditures for tourist promotion.

In the current fiscal year New Brunswick has earmarked some \$570,000 towards this purpose, Nova Scotia over \$900,000, Prince Edward Island almost \$225,000,

and Newfoundland \$660,000. Of these amounts about \$150,000 is for films and photos, a good source of audience-appealing material for television stations, for increasing vacation time with Canada's affluent society means more seeking for places to visit.

While only a small amount of advertising budgets of provincial tourist bureaus goes for radio and television advertising, the amount is growing. And the Canadian Government Travel Bureau is now planning to do more promotion within Canada to increase inter-provincial travel. Previously its mandate was only to promote travel from outside Canada into Canada, and so its main effort has been in the United States and in recent years in Europe.

Maritime broadcasters program many features for the tourists among them. An increasing number of motorists come for the more leisurely pace of life, the less congested highways, and the ever-changing landscape which almost everywhere has the sea or a river in view.

Historical interest

New Brunswick, major point of entry for Canadian as well as American highway visitors, has points of historical interest everywhere. The Saint John River, with its numerous small picturesque towns, its longest covered bridge in the world at Hartland, and its salmon fishing pools, attracts many tourists. There are some 200 covered bridges in the province, some well off-the-beaten-path, an inducement to some vacationers.

American visitors especially enjoy the historical walk in downtown Saint John where early United Empire Loyalists settled after leaving the New England area.

Here's where the action is
in new, New Brunswick

CKMR - NEWCASTLE

millions of \$ spent in 1966
on industrial development
and expansion. Your Hardy Man
has all the facts.



RADIO & TELEVISION STATION REPRESENTATIVES

Toronto, Montreal, Winnipeg, Quebec

Restored old mansions are popular with U.S. tourists, and Saint John has several as well as other old buildings. The New Brunswick Museum is filled with items on early colonial life and Indian life of several hundred years ago.

The New Brunswick School of Arts and Crafts in Fundy National Park near Alma, is something different. Here the tourist can take one day or several weeks to learn something of weaving, wood turning, enamelling and jewelry making, basket-making and leatherwork, textile painting or silk-screen processing. Accommodations in the park are at a premium, the golf course is excellent.

Among natural attractions in New Brunswick are the tides in the Bay of Fundy at Moncton, Saint John and St. Andrews. There is the Magnetic Hill at Moncton with its optical illusion of driving uphill backwards with your foot off the accelerator. The world's largest flower pots are the Hopewell Rocks near Moncton.

Nova Scotia's highways are like a long main street, for picturesque fishing villages blend one into the other, and historic sites are numerous, especially on the Bay of Fundy side. At Louisburg, the once impregnable French fortress is being restored for next year's centennial celebrations, and elsewhere other old British and French forts have been restored, and main buildings turned into museums. The Citadel at Halifax, for example, is today the best museum of military



Scenes such as the one above are no stranger to anyone touring Nova Scotia each year, as Highland games and folklore are the theme of the annual Gaelic Mod, held at St. Ann's on Cape Breton Island. Above, young dancers of Scottish ancestry perform a folk dance from the old country.

uniforms in Canada, while the view from its ramparts covers the modern cities of Halifax and Dartmouth, and the traffic in the harbor.

Even though most visitors to Nova Scotia are not of Scottish ancestry, the skirl of bagpipes and the Gaelic dances of Cape Breton Island appeal to practically every

tourist. This northern part of the province has not only its magnificent Cape Breton Highlands National Park with its breathtaking views of the ocean—weather permitting—from forest-covered bluffs, but also the beautiful Margaree Valley with its early French atmosphere in the small Acadian settlements. And for the modern-oriented tourist there is the Alexander Graham Bell Museum at Baddeck, designed in tetrahedral form like many of the huge man-carrying kites the inventor and his protégées flew here in the early years of this century. Here also was flown the first aircraft in Canada, in 1909, another Bell project.

Causeway to the Island

Prince Edward Island will see an even greater influx of tourists in a few years when the causeway across the Northumberland Strait is completed. Already the centennial cultural complex at Charlottetown, opened two years ago, has been instrumental in bringing more visitors to the garden province. Also the national park in the province with its fine beaches and good fishing has been an attraction.

Some of the island's older homes are now being opened to visitors, including the Strathgartney home-stead near Charlottetown built in 1846 and still furnished with the original items brought from Scotland at the time. Then there is the turn-of-the-century home of "Anne of

Green Gables" immortalized in the books of Lucy Maud Montgomery. One of the major attractions are the Woodleigh scale-model miniature castles and cathedrals of England near Kensington which are being added to periodically.

Newfoundland for some years to come can look towards increasing tourism now that its Trans-Canada Highway section is completed, and more ferries are bringing visitors by car from the mainland.

Numerous new hotels and motor-hotels are being constructed, its national park has been developed for campers, and its isolated fishing villages are being made more accessible by highway. Roadside rest camps, many along rivers and bays, as well as 20 provincial parks with camping facilities have been developed throughout the province with more to come. Avalon Peninsula and the area around St. John's is receiving special attention as a tourism region.

Broadcasters have been given some assistance in finding audience by provincial governments. Some of the Atlantic coast free provincial highway maps list all radio and television stations in the area. Broadcasters are offering advertisers an increasing out-of-home audience as the tourists increase in numbers, and can further increase their audience with programming of special interest to visitors.

... IS IMPORTANT IN HALIFAX

... and a comprehensive news service is one mark of broadcasting professionalism at CHNS Radio • A battery of mobile reporting units • CP and UPI wire service • 40 'stringers' covering every corner of Atlantic Canada • Affiliation with NBC's Worldwide News facilities • and six full-time experts gathering and editing news expressly for radio • Just some of the reasons why ...

27,000 adults* get their news "FIRST, FAST, FACTUAL".

*BBM 1966 8:00 am audience

CHNS
HALIFAX-CANADA

represented by



News

News department probes start civic action in Halifax

An amalgamation plebiscite, a cleanup at the City Jail, and the reinstatement of a defense employee resulted in three recent cases where positive civic action followed investigations and exposures by the news department of CHNS Halifax.

First, the station ran a ten-hour phone plebiscite over the contentious issue of amalgamation of three western suburbs of Halifax, Fairview, Armadale and Rockingham.

Official spokesmen for various community organizations had indicated support for the idea of amalgamation, but the day-long poll, which put the entire CHNS staff to work answering phones and tabulating votes, found the taxpayers were actually against the proposal.

CHNS said officials misjudged public feeling on the matter and support for an official plebiscite won new favor among the municipal officials as a result of the CHNS survey.

In a second investigation, CHNS sent News Director Gerry Kendrick and Commentator Edmund Morris to the City Jail on a surprise inspection trip after a prisoner

smuggled out a letter describing "inadequate meals and rehabilitation facilities."

CHNS said the same day the news department broke the story, the Mayor of Halifax, Charles Vaughan, authorized a special committee to look into the jail facilities, and later implemented six out of seven recommendations suggested by the station.

In the third incident, CHNS found a cook at the armed services base had been dismissed in an incident involving a 29 cent cake. The matter reached the floor of the House of Commons, the Department of National Defense and the Area Commander. Later, Gerald Regan, M.P., Halifax, announced the man had been reinstated in his job.

CHNS says it will continue to take the citizens' pulse on many questions through "straw votes" and "Speak your Mind" programs, because in these days of bigger and bigger governments, the people feel increasingly smaller. The station hopes in this way to restore community feeling for both the governments and the individuals, by keeping them in touch with each other.

BBC Television

World-wide audience hits millions for UK soccer tapes and kines

During the World Cup Soccer finals in England in July, the BBC made and dispatched 317 videotapes and kinescopes to 40 countries throughout the world.

Rapid day-to-day export of the tapes and films was handled by BBC Enterprises, acting for the BBC/ITA consortium. Average daily program export was 27 over the 12 day period. 32 matches were played.

South American countries bought the most programs, with 48 tapes and 100 kinescopes going to Mexico, Peru, Brazil, Chile, Uruguay, Argentina, Colombia, Ecuador and Venezuela.

The rest of the world received 169 recordings of the cup matches. Buyers included Canada, Australia, New Zealand, South Korea, Saudi Arabia, the Phillipines, Japan, Liberia, Ethiopia, Cyprus, Tunisia, Egypt, Greece, Kuwait, Iraq, Rhodesia and the United States.

A legal hassle developed in Canada over rights to the showing of the final game between England and West Germany, received via the Early Bird Satellite. Both the CBC and CTV networks claimed they had signed exclusive rights to videotapes of the game, and CTV sought an injunction in the Ontario

Supreme Court to prevent the CBC picking up the game.

Mr. Justice D. R. Morand ruled against granting the injunction, stating that CBC was an innocent party in the case, as it was clear the National Broadcasting Company in the U.S. had prior North American rights to the telecasts. NBC had arranged with CBC to pipe the game into Canada through its Buffalo affiliate on a tape-delay basis.

World audiences for the games on television were estimated in the hundreds of millions, and the BBC said half the population of Britain, over five years old, watched the final, totalling about 30 million viewers. Another two and a half million heard the game on BBC radio.

CORRECTION

An unaccountable miss-statement in the editorial in our September 1 issue read: "... it will also report on the techniques and other developments of independent research organizations other than those of the industry-owned Board of Broadcast Governors." This should, of course, have read: "...other than those of the industry-owned Bureau of Broadcast Measurement."

OPENING SEPTEMBER - CANADA'S MOST MODERN BROADCAST CENTRE



CHSJ Radio/TV is proud that their completely new, completely transistorized broadcast centre swings into action this month.

AAB Convention delegates are invited to stop off at Saint John and take a look at this wholly integrated radio/TV operation.

Newest in New Brunswick, newest in Canada

represented by All-Canada



The

TROUBLED AIR

*A frank, thorough and sometimes disturbing look at
the present state of Canadian broadcasting
by a noted broadcaster*

Don Jamieson

*President of the Newfoundland Broadcasting Co. Ltd.
Four years president of the
Canadian Association of Broadcasters*



- **THE TROUBLED AIR** is 'the book of the moment' in its topicality. On July 4, 1966 the Government of Canada tabled its White Paper on Broadcasting in the House of Commons, and exactly three weeks later, on July 25, the book was being distributed, its 237 pages printed and bound by Brunswick Press and issued to the book trade of Canada at \$5.75 subject to the usual trade terms.
- The book will be read with particular interest at this time when the future of broadcasting as it will affect every home is to be shaped by the new legislation. **THE TROUBLED AIR** provides the terms of reference which simply and clearly explain the problems of the past, and offers a blueprint for the future.
- Brunswick Press is the publishing division of University Press of New Brunswick Limited, publishers of **The Atlantic Advocate** and **The Daily Gleaner**, at the Gleaner Building, Fredericton, New Brunswick.
- Inquiries are invited.

*This is the book which somebody had to write,
and who could have done a better job
than this noted Canadian broadcaster?*

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"...an extremely agile mind trying to cope at once with a real vision and understanding of both the public and its media of communication, and with the practicalities of the latter's operation... His opinions, for all we disagree with some of them, are well worth sharing."

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"Speaking as an individual, I find myself in agreement with Don Jamieson, in contrast to all the other books about broadcasting with which I usually disagree. I feel Don has performed a valuable service in recording in his own book what has needed recording for so long. I only hope the politicians and government people will read it."

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Cheques cashed in major Atlantic centres show an even steeper rise. In 1946, they totalled \$1,600 million. By 1963 they were almost five times as much, at \$7,400 million. The following year saw the figure rise to \$8,300 million and it rocketed to \$9,670 million in 1965.

Catching up with the others

Industrial, commercial and residential building and repairs showed just how strong is the push to catch up with the rest of Canada. Newfoundland spent \$40 million in 1965, compared to \$22 million in 1964. Nova Scotia rose to \$86 million from \$79 million; P.E.I. dropped from \$8.4 million to \$7.8 million; New Brunswick soared from \$54 million to \$72.5 million.

The region wasn't happy at the federal pressure to cut back this kind of spending. But it is ready to start building again as soon as the tight money situation eases.

Industry and building, of course, are relative newcomers to the Atlantic economy. Farming and fishing still play a basic role, particularly in P.E.I. The island's cash receipts from sale of farm products rose from \$18.6 million in 1963 to \$22.7 million in 1964 and \$30.3 million last year. Nova Scotia held steady at around \$33 million for the three years, finishing 1965 with a record \$34.4 million. New Brunswick showed a big increase, from \$30.7 million in 1963 to \$32.9 million in 1964 and \$44.9 million in 1965. Figures could be down for this year, due to poor harvest weather in 1965 but the trend is obvious.

Fishing is having a mixed time of it—although the tuna are responding to Newfoundland's Come Home Year invitation in record numbers and broadcasters in that island—and from farther afield—are expected to do mighty things in an effort to win the \$1,000 reward offered for a 1,000 pound fish.

Fish processing plants are springing up around the Atlantic coasts to show that the region is anxious to process its wealth at home and ship finished products.

Some famous Atlantic exports which are in considerable trouble

these days, though, are the clams and the lobsters which annually bring together more agency people and advertisers than any other Toronto party. These tasty creatures (the seafood not the sponsors) are threatened with disappearance, so the seafood scientists tell us.

Meanwhile, the sea is being exploited as only the Atlantic people can (who else would eat dulse?). Newfoundland plans shipyards and a fish plant at Marysville. The Fundy tides could finally be put to work. And Newfoundland is planning to develop 600,000 hp at Bay d'Espoir at a capital cost of more than \$150 million. The aim is to have a minimum 1 million hp on tap for future industry.

Fresh fields to conquer

New Brunswick is providing still more hydro-electric power via the Mactaquac Dam now under construction (you try pronouncing it). That project will cost well over \$100 million and shows there's money floating around in the Atlantic that no one would have believed even five years ago.

Many advertisers apparently still don't believe it. Auto sales last December were up 54% in Newfoundland, 60% in P.E.I., 25% in Nova Scotia and 43% in New Brunswick. Yet half of Newfoundland's 96,000 households didn't have a car in May, 1965 (time of the last DBS survey). One-third of Nova Scotia's 180,000 house-

holds were similarly deprived; as were 40,000 of New Brunswick's 137,000 households and a quarter of Prince Edward Island's 24,000. Which points to the need for some harder selling, preferably via the broadcast media with which the region is so richly endowed.

Don't pat yourself on the back if you sell smaller household appliances. For example, 65,000 Newfoundland women don't have a vacuum cleaner in the house (maybe the Fuller brush men are super salesmen); 78,000 Nova Scotian homes lack a sewing machine; 15,000 Prince Edward Islanders don't have a record player. Only a little more than half Newfoundland's homes have a phone; 15,000 Nova Scotian housewives have no electric fridge to store their supermarket purchases.

And the people who sell baths, showers and toilets should have a field day.

Retail sales, too, could do with the kind of push that good broadcast advertising can give. Total Atlantic sales for the first five months of 1966 were \$714 million, about 8 per cent of the Canadian total. This was an increase of 5.2 per cent over the same period in 1965 but it was the smallest regional increase and well below the Canadian average of 7 per cent. All of which suggests that it would be well worth taking a good look at the Atlantic marketing effort.

*"In our first month
we did over twenty-five per cent of last year's national billings.
That's what we call a winner"*

GROUP ONE RADIO LTD.

representing

GROUP ONE ATLANTIC

CKBW - BRIDGEWATER
CKCL - TRURO
CKEN - KENTVILLE
CKDH - AMHERST

CJFX - ANTIGONISH
CKAD - MIDDLETON
CFAB - WINDSOR
CKWM-FM ANNAPOLIS VALLEY

"Averaging over thirty thousand households
per half hour 7 am to 1 pm Monday to Friday.

More audience than any single or combination
of English stations east of Montreal.

GROUP ONE RADIO LIMITED

BEV MARTIN - DOUG NEWELL - LEIGH KELK IN TORONTO 923-0910

AL BAZINET IN MONTREAL 932-8357



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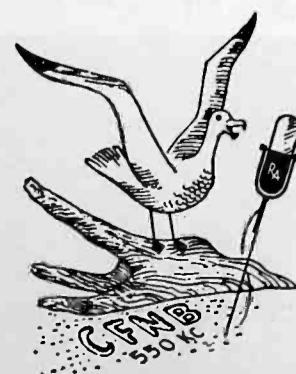


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CFTM-TV

1966-1967 Pro

 Indicates those programs running on three or more Quebec TV stations.

repre
PAUL L'

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00				BONNE JOURNEE (Morning Chit Chat)			
8:45				36-24-36 (Physical Fitness)			
9:00				TOAST ET CAFE (Women's Program)			
10:00		LA MINUTE D'ARGENT (Quiz)		VEDETTE MYSTERE (Quiz)	A VOUS DE JOUER (Quiz)	LA MINUTE D'ARGENT (Quiz)	BONNE JOURNEE (Morning Chit-Chat)
10:30	PSYCHOLOGIE VIVANTE (Educational)				A VOTRE SERVICE MADAME		
11:00					(Women's Program)		
11:15	BONNE JOURNEE (Morning Chit-Chat)			L'ECOLE DE BONHEUR (Dramatized humorous comment on life's problems)			LA ROULOTTIS DU GROS BIEN (Children's)
11:30				DESSINS ANIMEES (Cartoons)			
11:45							
12:00	RESPONSABILITE DE L'HOMME (Religion)			DEUXIEME EDITION (News)			
12:15				CINE ROMAN (Serialized feature films)			
12:30	LE COIN DU DISQUE (Deejay Show)						
1:00	LES HOMMES DE DEMAIN (Religion)			CINE-MIDI (Movie)			CINE MIDI (Movie)
1:30							
2:00	ARRET (Bus Stop)			ETERNAL AMOUR (Serialized feature films)			
2:30							SUR LE MATELAS (Wrestling)
3:00	CINE DIMANCHE (Movie)			CINEMA (Movie)			
4:15				DESSINS ANIMEES (Cartoons)	MES AMIS LES ANIMAUX (Cartoons)	DESSINS ANIMEES (Cartoons)	CINE SAMEDI (Movie)
4:30	TELE-QUILLES (Bowling)			ZOO DU CAPITAINE BONHOMME (Children's Show)			L'HOMME INVISIBLE (Invisible Man)
5:00							RAMPE SPORT (Sports Round)
5:30	LES P'TITS BONHOMMES (Children's Show)	L'ESCADRILLE SOUS-MARINE (Stingray) C	FUSEE X-L5 (Fire Ball)	SENTINELLES DE L'AIR (Thunderbirds) C	SUPER CAR (Super Car) C		C'EST ARRIVE CETTE SEMAINE (News Round)

MONTREAL

Program Schedule

by
IS INC.

Color Programs C

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
ALLONS AUX COURSES (Let's go to the races)						MON PAYS MES AMOURS (College Quiz)
MUSIC-HALL CATELLI (Variety)						COMMENT POURQUOI (Advice to youth)
CINE SPECTACLE (Movie)						JEUNESSE D'AUJOURD'HUI (Teenage Show)
L'HOMME A LA ROLLS (Burk's Law) <i>January 1967</i>	LE SAINT (The Saint) C	ECHEC ET MAT (Checkmate)	ADAM OU EVE (Quiz)	LES ENFANTS DE COEUR (Variety)	EN PREMIERE (Movie)	LES ARPENTS VERTS (Green Acres) C
JOEL DENIS (Variety)	MA SORCIERE BIEN AIMEE (Bewitched)	CRE BASILE (Serialized Comedy)	A LA CATALOGNE (Variety)	CINEMA KRAFT (Movie)		
DESTINATION DANGER (Destination Danger) <i>January 1967</i>	GRAND PRIX MUSICAL BA (BA Musical Showcase)	DECOUVERTES 66 (Talent Show)	HOCKEY	REAL GIGUERE ILLIMITE (Variety)		LES GRANDS SPECTACLES (Movie)
LE BARON (The Baron)	GAGS A GOGO (Comedy Skits)	BON ANNIVERSAIRE (Variety)	C C		MONSIEUR BANCO (Quiz)	
LA BELLE EPOQUE (The Good Old Days)	RELEVEZ LES MANCHETTES (Front Page Challenge)	PLAZA FORTUNE (Variety)	DEVINEZ JUSTE (Quiz)	UN PEU BEAUCOUP (Quiz)	LA FAMILLE STONE (Donna Reed Show)	
	VENEZ DONC CHEZ-MOI (Person to Person)		VARIETES RICHELIEU (Variety)	L'ECOLE DE BONHEUR	TOUTE LA VILLE EN PARLE (Show Biz News)	
DERNIER HEURE (News)	EN PREMIERE PAGE (News)			DERNIERE HEURE (News)		
	RONDE DES SPORTS (Sports)					
	CINEMA (Movie)					FACE A FACE (Press Conference)
	DERNIERE EDITION (News)					CINEMA (Movie)

Educational TV may start shift of VHF channels

The Board of Broadcast Governors has set October 25 in Ottawa for the start of public hearings on the opening of UHF channels for educational telecasting and other uses, and the possible re-allocation of some existing VHF channels.

In this connection, the BBG wishes interested parties to submit applications for second and third outlets in major markets, and briefs on the priorities that should be established in those situations where demand for channels exceeds the available supply.

In a public announcement, August 22, the Board said, "It is anticipated that multi-channel television service will soon be required in many parts of Canada, and the whole question of priorities for the fast dwindling available channels will be dealt with at the October hearings."

The announcement said a Technical Advisory Committee of the Department of Transport had been convened to provide advice on the long-range use of channels for AM and FM radio and TV. The committee has already considered ways to make the best use of current VHF channels and the best ways to make more available.

They pinpointed areas in Ontario, Quebec, Nova Scotia and PEI, where re-allocations would free channels for additional stations. In Toronto, CBLT-TV might be moved to Channel 5, thus freeing Channel 6 for limited coverage in the London area and in the Kingston-Belleville district. The Barrie rebroadcasting station, CKVR-TV-3 in Haliburton, would move from Channel 5 to limited Channel 4- or Channel 6, provided it was protected from interference

with Kingston-Belleville.

The committee also recommends moving Channel 8 from Summerside, PEI to Amherst, N.S., with limited range, and re-allocation of Channel 9 from Quebec City to Sherbrooke, on a limited basis.

The BBG says the Department of Transport, Telecommunications Branch, is preparing a document showing assigned and unassigned VHF and UHF channels in Canada, and interested parties can write for copies.

Alternate service by UHF

Regarding UHF, the Board said although in the early days of TV the general attitude was that UHF channels should be reserved for educational television, "commercial broadcasters will be clamoring for the use of UHF channels to provide alternate services in many coverage areas in both English and French."

The BBG said this heavy demand makes use of the UHF band inevitable, and in some cases immediate, and wishes to hear representations on the following matters:

1. Possible re-allocation of VHF channels.
2. The prospective demand for additional channels for commercial TV stations.
3. The long term potential broadcasting channel requirements for educational TV.
4. Other prospective broadcasting demands for television channels.
5. Priorities on the use of broadcasting channels.
6. Means of facilitating the use of channels in the UHF band.

The Board says it wishes to receive the briefs not later than October 17, but not those which propose changes in the allocation criteria of the Department of Transport.

Want a Man?

Want a Job?

TRY A SMALL AD IN

Canadian Broadcaster

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

ONTARIO'S
FOURTH LARGEST
MARKET ! ! !

Niapenin
is the registered®
brand name for a
radio active sales
stimulant covering
the entire NIagara PENINsula
sold exclusively by

CKTB / CJRN / paul mulvihill

Niapenin contains

\$55,810,000 automobile sales
506 industries \$822,000,000
Over \$9,000,000 drug sales
\$31,000,000 farm income
\$298,900,000 retail sales
Over 11,000,000 tourists
\$90,505,000 food sales
Over 300,000 people

**HOTTEST NEW SALES
LAB IN CANADA**

**CARLING COMMERCIAL DISC
SELLS 10,000 A WEEK**

The Irish Republican Army song featured in a current TV commercial for Carling Black Label Beer has now sold over 75,000 copies in Canada and is still selling at the rate of 10,000 a week.

Off to Dublin in the Green was released by Arc Records on a 45 rpm disc, after the company acquired exclusive rights to the sound track of the Carling commercial. (*Broadcaster, August 18*).

Ken Warriner, promotion manager for Arc Sound, Toronto, gave the figures last week and said the record featuring the Abbey Tavern Singers of Dublin was now in national release in the U. S., on the Hanna-Barbera label. As of September 1, the disc had reached 77th spot in the *Record World* tabulations and 89th in the *Cashbox* survey in the U. S., he said.

Arc has now recorded 36 more songs by the Dublin group and is releasing 12 of them in an album this month, including *Off to Dublin* and the Orange Protestant melody on the flip side, *The Gallant Forty-Twa* (42nd regiment).

Arc credits multiple playing on certain key stations for the popularity of the original record in

Ontario. September 1, it stood first on the charts at CKPT Peterborough and CFOS Owen Sound; second at CHUM Toronto, CKLY Lindsay and CKOK Sarnia; fourth at CFRS Simcoe and sixth at CKLW Windsor. Warriner thought the song

stood about 25th in the Canadian record magazine, *RPM*.

"Never before has a Canadian produced record made such an impact on the market and it will be the first ever to reach the top ten in the U. S., after initial

release in Canada. It's got to be the biggest record of 1966, in every respect," Warriner said.

Arc is planning to present an emerald-green copy of the disc to Carling and their agency (Hayhurst) at a reception soon.

ANNOUNCEMENT

CHAN / CHEK



GORDON CARTER



DAVE NORMAN



WALLIE PETERS

J. R. Peters, President of British Columbia Television Broadcasting System Ltd., announces the appointment of Mr. Gordon Carter as Vice-President — Sales for British Columbia Television Broadcasting System Ltd., owners and operators of CHAN-TV, Channel 8, Vancouver, B.C., and CHEK-TV, Channel 6, Victoria, B.C.

The new appointment in no way changes the structure of the present Sales organization. National Sales Manager is Dave Norman, and Local/Regional Sales Manager is Wallie Peters.

Mr. Gordon Carter assumed this new position commencing September 1st, 1966.

BIG AND GETTING BIGGER

COMPARE THESE FIGURES* WITH THIS ONE →

*Nielsen broadcast index

STATION TOTAL AUDIENCE							
number of homes delivered averagely per 1/4 hour							
MON. thru FRI.			SUN. thru SAT.				
FEB.'66	8-12pm	12-4pm	4-6pm	6-8pm	8-10pm	10-mid	
CFCM	00	00	00	00	00	00	
CKMI	23	305	557	720	753	405	
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 1/4 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



Station-sponsored plane on world flight for Expo.



Left to right in photo: Andy Kniewasser, General Manager of the Expo '67 Corporation; co-pilot David Shefler; Roch Demers, General Manager of CJMS; the famous "Flying Grandfather"—Max Conrad, and H.T. 'Mac' McCurdy, General Manager of CJAD.

Two Montreal radio stations, CJAD and CJMS, are combining with Expo '67 to sponsor a round-the-world flight by a light aircraft, to promote the 1967 World Exhibition.

The "Flying Grandfather", Max Conrad, and Montreal businessman David Shefler left in early August in the same Piper Twin Comanche, in which Conrad set a world distance record in 1964. They plan to visit 25 world centres on the east-to-west trip, and expect to arrive back in Montreal, September 25.

The flight schedule calls for stops in London, Copenhagen, Frankfurt, Brussels, Paris, Rome, Athens, Beirut, Tel Aviv, Karachi, Bombay, Bangkok, and points east.

About September 15, the Expo flyers hope to arrive in San Francisco, leapfrogging home via Seattle, Vancouver, Calgary, Salt Lake City, Denver, Chicago,

Minneapolis, Winnipeg, Detroit and Toronto.

At each stop, Shefler is reporting back to listeners on CJAD (English) and CJMS (French) by telephone or tape, details of the trip and the receptions received.

The Piper aircraft has Expo markings in dark blue, the crest of the city of Montreal, and the insignia of four private backers, including CJAD and CJMS.

In each city, Conrad and Shefler are extending greetings to civic officials from Mayor Jean Drapeau of Montreal, and presenting the latest photographs of the Expo Pavilions to the local commissioners general.

In one of his calls from Frankfurt, Shefler said, "Stressing the fun of Expo at the level of the individual is bound to stimulate enthusiasm. I am impressed with the warm reception that Canadians and Expo are receiving in Europe."



NORTRONICS 8000 SERIES PROFESSIONAL REPLACEMENT HEADS FOR AMPLEX, MAGNECORD, CONCERTONE, RCA, CROWN

*Available for all track styles and functions,
plus Record or Playback Types in 3 or 4 Channel Heads!*

Now you can reduce "downtime" by using Nortronics replacement heads—available locally and immediately from your dealer! Pick the head and track style YOU need from Nortronics' full professional line. After initial changeover, replace heads or convert track styles in minutes! Precision engineered adapters and mounting brackets let YOU make the initial changeover... let YOU service YOUR recorders according to YOUR needs.

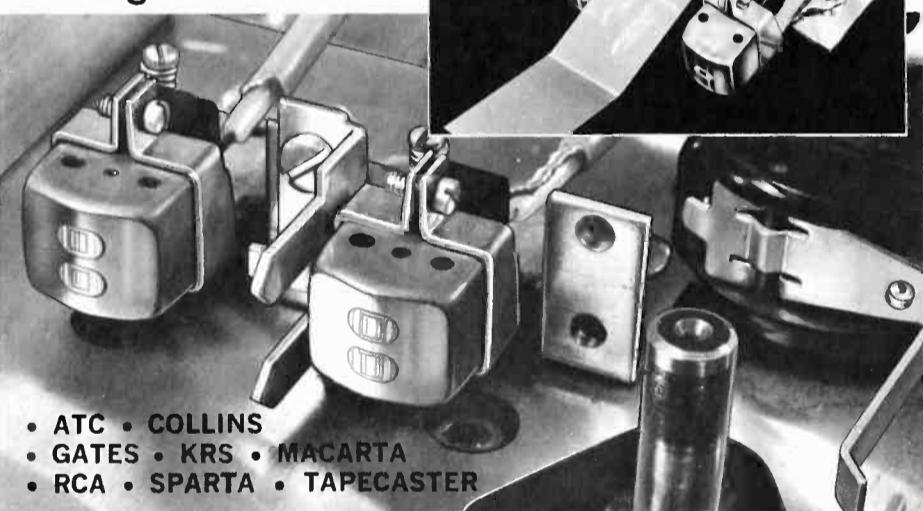
See your dealer; write for details;
or call 612-545-0401

Nortronics
COMPANY, INC.



LEN FINKLER LTD. 2 Tycos Drive, Toronto 19, Ontario, Canada

**Fast, easy
head replacement for
cartridge machines!**



- ATC • COLLINS
- GATES • KRS • MACARTA
- RCA • SPARTA • TAPECASTER

Through a unique system of Nortronics Quik-Kits and No-Mount Heads, rapid, economical replacement or NAB conversion is possible on more than 55 different cartridge machines!

You can replace worn rear-mount heads with high quality Nortronics no-mount heads—in minutes! Quik-Kits are pre-assembled and semi-aligned... fully adjustable for height, azimuth and face alignment. All heads are Professional Type, laminated core with hyperbolic contour and all-metal faces.

For full details—see your Authorized Nortronics Distributor,
or write for Section E, Head Replacement Guide.

Nortronics
COMPANY, INC.



LEN FINKLER LTD. 2 Tycos Drive, Toronto 19, Ontario, Canada

C SERVING SOUTH-CENTRAL ONTARIO FROM OSHAWA
K AN IMPORTANT MARKET
L
B "YOUR KL RADIO" MAN HAS ALL THE FACTS

- ★ Already in Canada's highest income area, Oshawa's average weekly wage has increased to \$125.97
- ★ Surging wages mean more sales for your product
- ★ CKLB reaches this buying power 24 hours a day

CKLB-AM 1350 KC
10,000 Watts

CKLB-FM 93.5 MC
14,000 Watts

For Further Information Contact:
LORRIE POTTS & CO.
TORONTO 921-8951 MONTREAL 845-6448

CKLB
OSHAWA

OBITUARIES

Paul Guy

Paul Guy, a well-known Edmonton announcer for 25 years, died August 15, at the age of 48, from a liver infection.

Mr. Guy was a Calgarian, and started his career in the West, assisting at the opening of CFGP Grande Prairie in 1937. He later worked for CJCA, CFRN and the CBC in Edmonton. He spent two years at CKAC Montreal, and in 1945 returned to CJCA.

He was best known for his poetry and organ music program, *Just the Two of Us*, and with the late Leo Thompson did the first two-voice newscast in Edmonton.

Mr. Guy is survived by his wife, a son, two sisters and his mother.

William F. Galgay

William F. Galgay, 60, regional director of the CBC in Newfoundland, and a pioneer broadcaster on the island, died late last month in St. John's.

Born in Cambridge, Mass., Mr. Galgay had lived in Newfoundland since the age of six. Trained as a teacher, he helped found VOCM St. John's in 1925 and later served as chief announcer and program director. He was appointed manager of Dominion Broadcasting Co. (VONF) in 1932.

He became regional director of the CBC, after the Broadcasting Corporation of Newfoundland was absorbed into the CBC, during the confederation of the island in 1949, and in that capacity helped guide the CBC through its growth from three stations to a network covering most of Newfoundland and Labrador.

Communications Course

A two-year postgraduate course in communications, leading to a master's degree, will be introduced next year at the University of Saskatchewan, at Regina.

Dr. A.B. Van Cleave, director of the School of Graduate Studies, said the new course would be academic, as distinct from vocational, and will analyze critically the communications process in our society.

He noted over the past 70 years the development of communications agencies which bridge the interest areas of several conventional disciplines, namely economics, sociology, education, political science, psychology, mathematics and the fine arts. For this reason the new course will be interdisciplinary.

Dr. Van Cleave said four years of undergraduate work would be required for admission to the new program, which would be conducted by teams of instructors from different disciplines in both English and French and possibly other languages.

A nos amis Canadiens de langue française,
notre édition annuelle, "Inside French Canada",
paraîtra le 3 novembre.

Cette revue est préparée chaque année
dans le but d'instruire et de renseigner

les commanditaires de langue anglaise
concernant le Canada de langue française --
ses marchés, ses coutumes, son économique.

Chaque année, elle offre aux postes
et aux agences de langue française
une occasion exceptionnelle

d'expliquer et de promouvoir
ses avantages dans l'opération de ses affaires.

Nous vous invitons de profiter
de cette occasion unique
de transmettre votre message
à nos lecteurs, si importants pour vous,
et de nous faire parvenir la texte de votre annonce
avant le 20 Octobre.

Merci!

Canadian Broadcaster

Suite 128, 17 Queen Street East,
Toronto 1.

New service simplifies spot and time buys

Phil Stone Enterprises, Toronto, (soon to be known as Phil Stone Communications Ltd.) has announced a new service for advertisers and agencies involving spot placement and time brokerage.

"It's a simple conception," says President Phil Stone. "How do you buy 12 or 15 stations in Ontario to cover a product or catch the affluent tourist who now uses Toronto as against New York or Buffalo as his tourist mecca? An agency can put a man on the phone

calling various reps or station directors, while an advertiser without an agency has to write or phone 12-15 or whatever number of stations he wants."

Stone said the advertiser or agency can now contact him or his new vice-president in charge of financial and broadcast services, Sydney Wise, who makes the contacts.

Spots can be run in two ways, he said, either on the *Sammy Davis Jr. Show*, which Stone buys from

G. N. Mackenzie Ltd., or on a general spot placement basis.

The following Ontario stations have subscribed to the *Sammy Davis, Jr. Show*: CKBB Barrie, CKPC Brantford, CHIQ Hamilton, CKLC Kingston and CKAP Kapuskasing. The following stations are accepting general spot placement through Stone: CJBQ Belleville, CKCB Collingwood, CJOY Guelph, CHML Hamilton, CKKW Kitchener and CJSP Leamington.

Regarding fees, where there is an agency, the fee is 15 per cent for handling and servicing; where there is not an agency, he charges the stations 15 per cent to cover his costs, such as the franchise for Sammy Davis, and then adds 15 per cent to the gross for his profit.

CKCN Sept-Iles aids stricken steamer

CKCN Sept-Iles, P. Q., aided in the rescue of a stricken steamer on the North shore of the St. Lawrence River, one Sunday last month.

The *M.V. Jean Brilliant*, a cargo and passenger vessel owned by Clarke Steamship Lines, developed engine trouble near Havre St. Pierre and required immediate assistance.

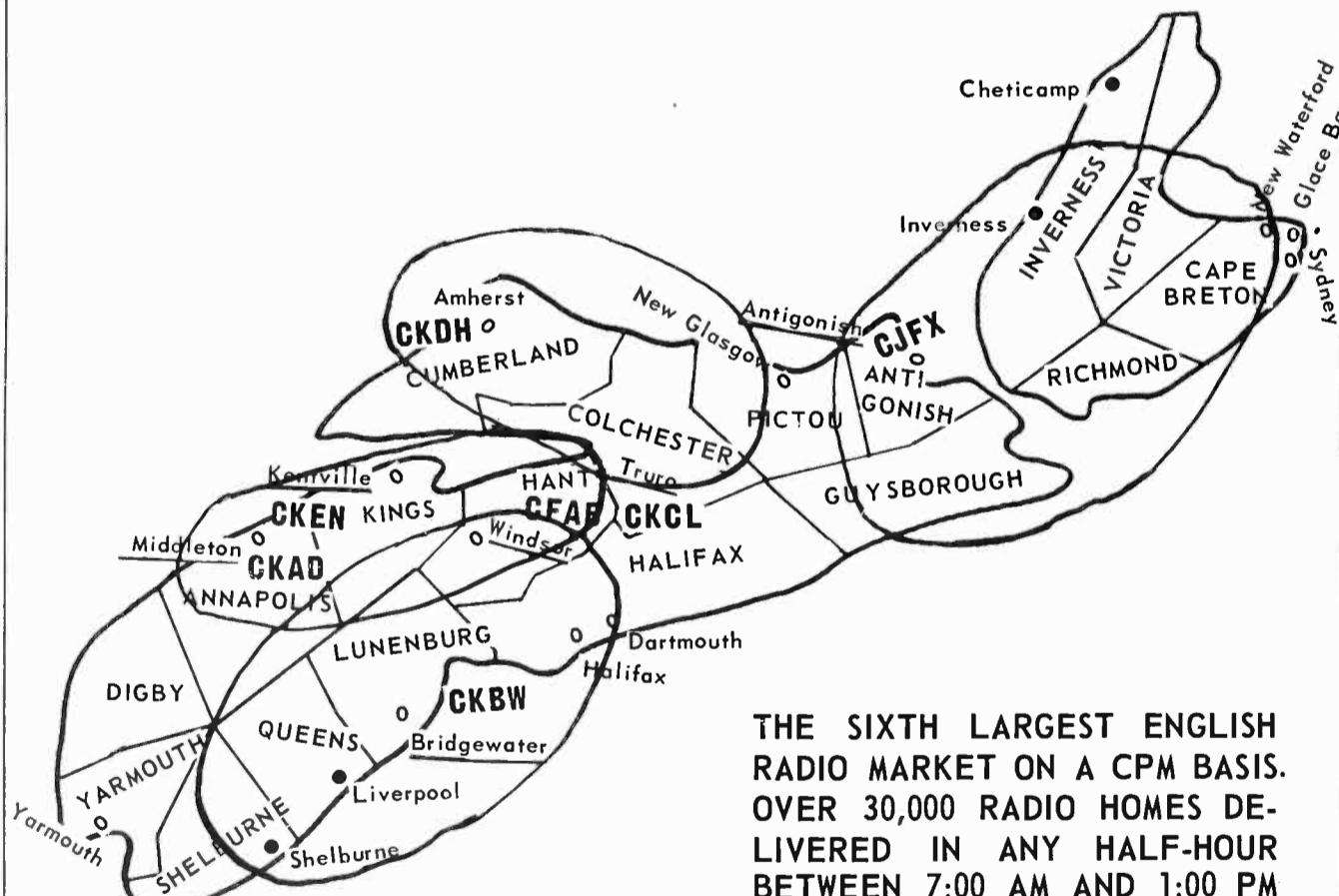
CKCN Radio broadcast appeals for the crew of the tug *Foundation Vibert*, to return to their ship immediately, and by 8:00 am all but one had returned from Sunday shore leave.

The tug towed the steamer into Sept-Iles for repairs with its load of mail, general cargo and 47 passengers still on board.

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

GROUP ONE ATLANTIC

for greater Nova Scotia coverage.



THE SIXTH LARGEST ENGLISH RADIO MARKET ON A CPM BASIS.
 OVER 30,000 RADIO HOMES DELIVERED IN ANY HALF-HOUR BETWEEN 7:00 AM AND 1:00 PM AT A C.P.M. OF \$1.31.

"THE BALANCE OF POWER IN NOVA SCOTIA"

represented by

GROUP ONE RADIO LIMITED
 TORONTO - 923-0919 MONTREAL - 932-8357

CTL NOW HAS 54

CFCA-FM, the newly licensed FM radio station in Kitchener, Ont., has joined the Canadian Talent Library, bringing to 54 the number of stations subscribing to the service.

In applying for a license to establish and operate the new FM outlet earlier this year, Bill McGregor, manager of the parent AM station, CKKW Kitchener, promised the Board of Broadcast Governors CFCA-FM would subscribe to the CTL.

J. Lyman Potts of CTL said McGregor was as good as his word and had just received the first batch of 79 discs containing the work of Canadian artists. The station expects to be on the air later this fall.

Potts said the library now has 999 selections, including 165 Canadian compositions, 153 of which were recorded for the first time.

CARIBBEAN CENTRE

Canada has offered to help Commonwealth Caribbean countries establish a regional radio broadcasting centre worth four to five million dollars.

Prime Minister Pearson made the proposal in Ottawa last month at the Commonwealth-Caribbean-Canada conference. He said it was likely to be accepted.

Under the plan, Canada would pay the bulk of construction costs of the centre and would make later contributions to operating expenses. Canada would also supply technical assistance if needed.

Mr. Pearson said the Caribbean governments involved would share in the costs and control of the broadcasting centre, which he felt would be helpful in bringing the countries closer together.



TELETRIPE

The whole question of Canada's fast-swirling available television channels will be opened up by the Board of Broadcast Governors...

-Broadcast News Report

(Would you believe "dwindling"?)

SWITCHAROO

You don't have to be an editor to go crazy, but it helps.

HIGHER EDUCATION

He was educated well beyond the limits of his intelligence. How else could he know so much about nothing?

CURRENT AFFAIRS

The time is now ripe for program planners who have neglected planning for the fall to start forgetting their good intentions for the winter season.

AUDREY STUFF

Then there's the gal who was so dumb that when she was stopped at the border by the customs she declared her complete loyalty to the Progressive Conservatives, the Women's Christian Temperance Union and the Consumers Association of Canada.

MORE OF THE SAME

Then there's the gal who was so dumb she thought a happy medium was a fortune teller out on a spree.

CANADIAN MPs PLEASE NOTE

In England the day's proceedings of the Mother of Parliaments are reduced to an average of 700 words by the man whose duty it is to report to the Queen. He manages to boil it down to fewer words on dull days.

-Printed Word

QUESTION BOX

Why doesn't some enterprising restaurateur open a bar called "Chez When"?

AURA OF CREATIVITY

Safely established in my sumptuous new office, lolling back in the snug comfort of my expansively upholstered executive chair, as I pick gently at my electric typewriter, I can't help dreaming of a hole in the wall up some back alley, equipped with a dilapidated machine, perched on a battered kitchen table, where I could squat on a beat-up wooden chair and really write something.

-R. G. L.

Some plain talk from Kodak about tape:

Kodak
TRADEMARK

The meat of the matter... and some boxing news

Undistorted output from a tape—as from any other link in the chain of audio components—is at the very heart of high fidelity enjoyment. Distortion (or the lack of it) is in theory simple enough to evaluate. You start out with something measurable, or worth listening to, and you reproduce it. Everything added, subtracted or modified by the reproduction, that can be measured or heard, is distortion. Since most kinds of distortion increase as you push any component of your system closer to its maximum power capability, you have to label your distortion value to tell whether you did this while coasting or at a hard pant.

Cry "uncle"

To make the distortions contributed by the tape itself big enough to measure and control, we simply drive the tape until it hollers "uncle" and use that power reference as our benchmark. Here's the procedure. Record a 400-cycle signal (37.5-mil wavelength at 15 ips) and increase its level until in a playback, which is itself pristine, you can measure enough 1200-cycle signal, (third harmonic) to represent

2% of the 400-cycle signal level. This spells "uncle!" We use 400 cycles for convenience but insist upon a reasonably long wavelength because we want to affect the entire oxide depth.

The more output level we can get (holding the reproduce gain constant, of course) before reaching "uncle," the higher the undistorted output potential of the tape.

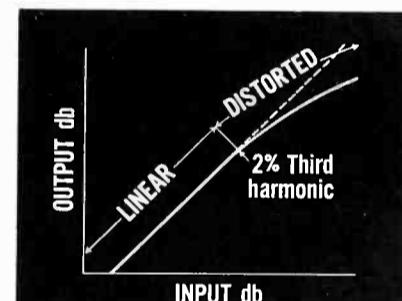
Simple, what?

"Wadayamean — undistorted output at two percent?"

Two percent third harmonic is a reference point that we like to contemplate for a picture of oxide performance. Since distortion changes the original sound, it becomes a matter of acumen and definition how little a change is recognizable. If you're listening, two percent is a compromise between a trained and an untrained ear. If you're measuring, it comes at a convenient point on the meter. It's like a manufacturer testing all sports cars at 150 mph, even though some cars are driven by connoisseurs and some by cowboys. Same goes for tape. Two percent tells us a lot about a tape even if, on

the average, you never exceed the 0.5% level.

Because undistorted output helps to define the upper limit of the dynamic range, it has a further effect on the realism of the recording. The higher the undistorted output, the easier it is to reproduce the massed timpani and the solo triangle each at its own concert hall level. And this is just another area where Kodak tapes excel... our general-purpose/low-print tape (Type 31A) gives you up to 3 decibels more crisp, clean output range than conventional tapes.



2% third harmonic distortion represents the practical limit to linear recording.

Kodak tapes—in the five- and seven-inch sizes—now look as good as they sound. We've put package identification on a removable sleeve and designed a tape library box with a smart new look. This box features durable one-piece construction, full index space, plus detailed tape use instructions on the inside. Kodak Sound Recording Tapes are available at most camera and department stores.

New 24-page, comprehensive "Plain Talk" booklet covers all the important aspects of tape performance, and is free on request. Write: Canadian Kodak Co., Limited, Toronto 15, Ontario.



CANADIAN KODAK CO., LIMITED, TORONTO 15, ONTARIO

"Combat Crime" pamphlet deluges CJOB Winnipeg

CJOB Winnipeg has received requests from police departments all over the country for copies of its "Combat Crime" pamphlet. The station says the pamphlet contains helpful information on how to prevent crime and lists precautions against pickpockets and purse snatchers, precautions at home;

how to be a witness for the police and many other items.

CJOB compiled the pamphlet in co-operation with the police departments of Metro Winnipeg and the RCMP, and has received commendations from the Mayor of Assiniboia, the Winnipeg Chief of Police and the Assistant Commissioner of the RCMP in Manitoba.

Recently described in an article in the confidential police magazine, *RCMP Gazette*, copies of the pamphlet have been requested by police in Saskatoon, Thorold and Oakville, Ont., and Sheddac, N.B.

CJOB says it is overwhelmed with the response to its crime pamphlet, which is now in its second printing.



Radio Replies:

by BOB IRVINE

"What's happening in Calgary Radio?"

"The competition is rough and tough! There are now five AM stations and one FM station. That's as many radio stations as cities twice Calgary's size. While the competition is fierce, CFCN is on top. Just look at the BBM. CFCN-Radio leads in most important time periods.

"Since 1922 CFCN has been serving Calgarians and southern Albertans with the kind of programming they want. And now, more people than ever can tune in to the big 'Voice of the Prairies'. Our 50,000 watts around the clock covers the prairies with a bright powerful signal and reaches far beyond the borders of this big province.

"What's more, no other station can boast of the listener loyalty that CFCN has. It's not just habit — it's tradition! People know they can get the kind of programs they want, news and sports, weather, farm and market reports, all in a balanced comprehensive form.

"Yes, there are six radio stations in Calgary, but to reach the vast southern Alberta market you need only one . . ."

A handwritten signature of Bob Irvine.

Bob Irvine,
General Sales Manager.

CFCN RADIO

CALGARY

50,000 watts... 50,000 ideas



SIMULCAST ON 57 STATIONS FOR "TAKE A CHANCE"

Fifty-seven television and radio stations will simultaneously present the highly rated *Take a Chance* quiz program this season, with MC Roy Ward Dickson.

Cockfield, Brown & Co. Ltd., on behalf of the sponsors, Maple Leaf Mills Limited, said the program will make broadcast history, as this is the first time in Canada the sound track of a commercial entertainment-type TV show will be adapted for radio use.

CB said the decision to go both media was made after a thorough investigation by the client and agency that "double usage" was possible, mainly due to the long and successful radio career of Dickson who could gear his program for both media simultaneously.

Maple Leaf Mills vice-president of marketing, C. P. Coutts, said the large audience of *Take a Chance* was "exactly right" for their product, Purity Flour, being composed of young marrieds with children, and mature and middle income city and country women with a long history of home baking.

Dickson is slated to make nationwide public appearances at the stations and in supermarkets.

C.A. Fraser, Maple Leaf director of advertising, said since 1961, the TV *Take a Chance* had been consistently in the top-ten rated shows, and was the top-rated national radio show from 1947-54 across Canada.

He said the new format would be accompanied by extensive point-of-sale displays, such as posters of Dickson, and references to the programs. Dickson said during the season over \$100,000 worth of prizes would be given away to radio and TV audiences.

CAR DEALER BUYS SAFETY

CHUC Coburg, Ont., sold twelve months of daily newscasts to the local Ford dealer, after coming up with a safety promotion that convinced the car salesman of the wide listenership of the station.

Once a week, the Coburg Chief of Police accompanied the CHUC remote crew to a spot where they could easily stop cars. The chief inspected the autos and if the occupants were wearing seat belts they received a certificate for a free tank of gas at Durham Motors.

CHUC said the police felt the promotion had a great effect in increasing traffic safety, and Durham Motors were so impressed they signed up for the broadcasts.

CHUC also sold a public relations package to the Coburg Construction Company, with spot announcements and on-air reminders of where construction was taking place, advising alternate routes, and giving the reasons for the work. The station says the public and the workers now have pleasant smiles for each other and the construction company has bought another larger package of spots.

Sept. 1 color debut will spark sale of color sets

Color telecasting during regular broadcasting hours commenced in Canada, September 1, almost imperceptibly, but on time.

The CTV network set aside a full hour in prime evening time for an official salute to color by its member stations. The program emanated from Toronto at 8:30 pm, EDT, and featured short addresses by Secretary of State Judy Lamarsh, BBG Chairman Dr. Andrew Stewart and CTV President Gordon Keeble. Film clips from upcoming color network shows and a National Film Board short subject, titled *Celebration*, were also presented.

Miss Lamarsh said: "Surveys tell us that no other activity occupies more of our waking hours than TV viewing. Even now, I do not believe we fully understand the dimensions of the impact that viewing has on our lives and the patterns which guide them."

We Canadians are very fortunate in having a television system of the breadth and calibre that has been developed in this country in the last 15 years . . . Now we are ready to enjoy the benefits of yet another achievement of our technological age, the transmission of television signals in color . . . Fortunately for

our broadcasters, we already have available in Canada a supply of color material along these lines on film, to which I am sure CTV and other broadcasters will add their own output of live production material."

Dr. Stewart warned that conversion to color is costly for the networks and the stations, but thought it inconceivable that the advantages of the new technique could be withheld from Canadian viewers.

"No new device can come into general use unless someone is first prepared to make it available in quantity . . . CTV network and its stations are to be commended for the efforts they are making, and have made, to add to their service to their viewers."

The addresses by Miss Lamarsh and Dr. Stewart were pre-taped at CJOH-TV Ottawa, with the new \$83,000 Phillips "Plumbicon" color camera that had just arrived from Holland. The station has two more

on order.

The CBC network ushered in color programming with a re-run on one of the episodes of last year's *Telescope* series. Titled *Bronco*, the film showed bronco riding at the Calgary Stampede, and was produced for the CBC by Chetwynd Films, Toronto. *Telescope* host Fletcher Markle announced it was the first CBC program in color.

CHCH-TV, the independent Hamilton outlet, commenced color programming with its regularly scheduled 9:30 am show. Some later programs were in black and white, but two full-length color feature movies were shown during the day.

Cinema Kraft was the first color program carried by CFTM-TV Montreal, and seven other French stations in Quebec. The program now rates number two in French Canada, reaching more than a quarter million Quebec homes, according to CFTM-TV.

But as Gordon Keeble noted in

his CTV kickoff: "All but one or two percent of you are watching this in black-and-white."

However, he believed these numbers would grow rapidly now that viewers have so many color shows to select from, including all American prime time programs, many daytime programs and increasing schedules of color on the CTV and CBC networks.



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ROGERS BROADCASTING LIMITED—RADIO STATIONS CHFI AND CHFI-FM, TORONTO



THOMAS I. HULL



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JOHN A. TORY, Q.C.

Edward S. Rogers, President, Rogers Broadcasting Limited, announces the appointments of three new Directors of the Company: Thomas I. Hull, Founder and President of Thomas I. Hull Insurance Limited, and Vice-President of the Life Underwriters Association of Toronto; Richard J. H. Stanbury, Q.C., Partner in the firm of Hollingworth & Stanbury, and a Director of York Trust and Savings Corporation, Canada Electric Co. Limited, and Programmed Learning of London Limited; John A. Tory, Q.C., Partner in the firm of Tory, Tory, DesLauriers & Binnington, Toronto, and a Director of Abitibi Paper Company Ltd., and Thomson Newspapers

Limited.

Rogers Broadcasting Limited owns and operates CHFI and CHFI-FM, Toronto and is a privately-owned Canadian Company. CHFI has recently completed the installation of 24 hour-a-day facilities for the choice AM frequency of 680 kcs at a cost in excess of one million dollars. CHFI-FM is the Nation's Pioneer FM station and operates at 420,000 watts Stereo and Vertipower at 98.1 mcs. The company develops quality programming for transmission on both channels that is designed to reach the top third of the market.

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

People

Westinghouse apprentice retires as general advertising manager

Kenneth J. Farthing, general advertising manager at Canadian Westinghouse, has retired after a career of fifty-three years with the company.

Born in Lancashire, England, Ken Farthing joined Westinghouse in 1913 as a boy of 14, moving up through many posts in the company, from shop apprentice and office boy, to correspondence desk and technical sales.

He became manager of the retail correspondence department in 1928 in Hamilton, after a four year stint in Winnipeg, and was appointed manager of the newly-formed sales promotion division in 1944, after his ability as a public speaker and

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organizer was utilized to sell War Bonds.

In the past 22 years he has gained a reputation as one of Canada's top advertising practitioners and spokesmen as well as being a member of a number of professional associations.



Mr. Farthing is a past president of the Association of Canadian Advertisers, and a member of the Canadian Manufacturers' Association, the Canadian Electrical Manufacturers' Association and the Electronic Industries Association.

Known to many friends and business associates as "Mr. Westinghouse", the ACA had this to say recently about Mr. Farthing:

"The standards of taste and acceptability he was instrumental in introducing to advertising have become guideposts."

"His unwavering adherence to the highest standards of conduct in the performance of his duties as an advertising executive...his constant endeavor to ensure awareness on the part of advertising people of the absolute need for integrity...his enthusiasm for and leadership of public service across the nation...these are but some of the contributions K.J. Farthing has made to the advancement of advertising and public relations."

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CHCH-TV Hamilton
'CH uses CNE booth
to help "Variety Village"



CHCH-TV Hamilton donated its booth at the Canadian National Exhibition this year to Variety International and featured displays of the Club's activities on behalf of handicapped boys at Variety Village, Toronto.

Each day at the Ex, celebrities of the entertainment and sports

world made guest appearances on *Celebrity Conference* at the booth.

In the photograph, publicist Phil Stone (left) interviews Maple Leaf hockey star Frank Mahovlich (centre) and commentator Ward Cornell (right).

Other celebrities who visited the booth included Red Kelly and George Armstrong of the Toronto Maple Leafs, actress Phyllis Kirk and The New Christy Minstrels.

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CKEY Toronto
Uniroyal is exclusive sponsor
of 'copter's news activities



CKEY Toronto unveiled its new helicopter, a Hughes Model 300, at the Inn-on-the-Park in Toronto last month, and introduced Canada's first pilot-announcer, 25 year old Robert Carter. CKEY said it was the first station in Ontario to own a helicopter outright, and will use it not only for traffic and weather reporting, but also for emergency situations such as mercy flights, rescues and police actions.

Two other Toronto stations use helicopters, CFRB and CHUM, but Doug Trowell, CKEY vice-president and general manager said outright ownership of the chopper would give the station complete flexibility to go all out with public service and news coverage.

He explained Carter will be able to carry newsmen speedily to the scene of fast-breaking events, and through a hot-line alert system with rescue organizations could

give first hand reports and transfer personnel and injured on a moment's notice.

Trowell said CKEY had invested \$50,000 in the project, but could not as yet determine annual operating costs.

Later, he announced Uniroyal (the new corporate identity of the Dominion Rubber Company) will be sole sponsor of all reporting activities from the helicopter, with twelve 60-second commercials daily on 'EY. Half the blurbs will advertise Uniroyal Centres, whose main product is tires, and the other half corporate identity.

In the photograph, taken on a visit to the Uniroyal Centre in Oshawa, are (left to right): Ken Markle, Uniroyal branch manager; Owen S. Merkley, Ontario sales manager for Uniroyal; CKEY Vice-President Doug Trowell, and pilot-announcer Bob Carter at the controls.

Carter got his pilot's license in his home town of Peterborough Ont. in 1959 and was soon director of operations at the Flying School. He also spent over two years at CHEX-TV as a producer-director.

The mini-copter can carry two or three, and has a gross weight of only 1670 pounds. It cruises at 80 mph and has a range of 200 miles. Rotor diameter is just over 25 feet, and the machine can land on water as well as any solid surface.

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HERE ARE TWO REASONS WHY

you should read this message from Moncton in the Maritimes! Firstly: CKCW-TV now offers the largest "Average Delivered Households in Prime Time" (Monday through Friday), of any Maritime station — as reference to B.B.M. for May '66 will show. Secondly: The Lionel TV Network serves the Eastern half of New Brunswick, where things are happening! Things like tremendous activity based on intelligent, long-range plans; increased earning power and spending. Paul Mulvihill & Co. Ltd., our Canadian Representatives, will gladly give you further "reasons why".