

THE CANADIAN

Broadcaster

FEBRUARY 28, 1968





the 16mm camera that's making news with T.V. newsmen

**Beaulieu R16-ES . . .
with 200 ft. reel-to-reel
magazine, double
system sound attachment
and rugged "run-all-day"
quality.**

The superb technical quality, the many outstanding features, the versatility and built-in ruggedness, make Beaulieu R16-ES the greatest thing that ever happened to a T.V. news operation.

Read the features and you'll see why.

- **Synchro-pilot**: A Beaulieu patented alternator driven by camera motor and connected by cable to a tape-recorder's sync head, forms an amazingly light-weight, accurate, easy-to-handle "picture with sound" recording outfit.
- **Synchro Switch** to preselect the 2-64 fps range or the 24/25 fps range providing a film speed stability for . . .
- **Synchro-pilot** for perfectly synchronized sound.
- **Photocell**: high-precision behind-the-lens CdS cell with indicator visible in viewfinder.
- **Viewfinder**: high luminosity reflex mirror set at 45° on the guillotine-type shutter. 10:1 image magnification.

Accepts 16mm C mount lenses and most 35mm lenses including the world renowned Nikkor lenses with Beaulieu adapter rings.

Available with 3-lens rotating turret, or fixed mount for zoom-type lenses. The Beaulieu R16-ES could be a real news-maker on your station. For further information write to: Beaulieu Division, Anglophoto Ltd., 160 Graveline Street, Montreal, Quebec.

- **Speeds**: electronically regulated from 2 to 64 fps. Eight calibrated speeds: 2, 4, 8, 16, 24 or 25, 32, 48, and 64 fps.
 - **Remote Control**: for operation up to 600ft. Optional: radio receiver which starts and stops camera by f.m. transmitter.
 - **Power supply**: Professional nickel-cadmium batteries with 12-15 hundred-ft. capacity; or pocket nickel cadmium batteries 6-8 hundred-ft. capacity. Batteries recharge from car battery through cigar lighter (adaptors available).
 - **Counters**: Footage, graduated in feet and metres. Frame, graduated from 0 to 100.
 - **Special Effects**: Single frame device regulates shutter speeds from 1/5 to 1/80 sec for animation and scientific filming. Time-Lapse photography by means of an intervalometer, or pulse system. Macro and micro photography with adapter rings, extension tubes and microscope.
- *Weight: 4 lb. 6½ oz. without lenses.

Beaulieu

FEBRUARY 22, 1968
Volume 27
Number 4



Photo by Paul Smith

Editor & Publisher
RICHARD G. LEWIS

Assistant Publisher
IAN M. GRANT

Advertising Manager
J. DOUGLAS BLUE

Traffic & Circulation Manager
JOAN EMBURY

Secretary
LYSE PARADIS

Editorial
**GORDON H. BEERWORTH
JACQUELINE HILL**

Art & Production
**PAUL V. MORRIS
JEAN ZOLNIEROWICZ
JOHN WEBER**

BROADCASTERS, ADVERTISERS and agency men who attended the Broadcast Executives Society's February 13 luncheon, honoring the retiring president of the CBC, J. Alphonse Ouimet, at some time or another had reason to disagree with him. Nonetheless, there was no doubting the warmth and sincerity of the 250 people who turned up at the Canadian Room of the Royal York to greet him on the occasion of his first public appearance since his retirement became effective (December 15, 1967).

When his retirement was announced on the front page of our issue of October 20, 1966, under the title *CBC's Dedicated Dictator Will Retire*, we paid tribute to him in these words:

"Most private broadcasters have crossed swords with Al Ouimet before the Board of Broadcast Governors, and more often than not, he has emerged triumphant after these *melées*. But not one of these broadcasters ever felt anything but respect for this powerful advocate for what he believed in so

firmly, and often, in bedroom sessions at conventions, have been heard to say: 'I wish that old (*he told us he resented the 'old'*) s.o.b. was on our side.'

This thought was amply endorsed at the luncheon, during which he was presented with a "Shopsmith" home workshop; entertained with the music of Pat Riccio and his Orchestra and serenaded by the effervescent and so feminine Danièle Dorice, all of which is reported in *Over the Desk* (page 28, this issue).

Also reported in some detail is his speech in which he appeared to be saying a great deal of what he had been wanting to say, and then, at long last, his departure from office had loosened his tongue.

Surrounding Ouimet (on mike) at the head table were, from the left, George Sinclair, 1st vice-president, ICA; Frank Buckley, president, BES; Alan Ross, president, ACA; Laurent Picard, newly-appointed vice-president, CBC.

INDEX

FEATURES

What's ahead in television	8
Long Ottawa hearings	12
That's no moron...	13
Even the best advertising won't sell a poor product	14
Color facilities of television stations	27

DEPARTMENTS

SIGHT & SOUND	4
OPINION	6
EDITORIAL	7
PEOPLE	10
NEWSCAST	16
OVER THE DESK	28
CLASSIFIED ADVERTISING	29

Published twice monthly by
R. G. LEWIS & CO. LTD.
17 Queen St. E., Room 128
Toronto 1, Ont. Tel. 363-6111.

Lithographed by Northern Miner
Press Ltd.

Circulation audited by **ccab**

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

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

■■ NAMED EXECUTIVE DIRECTOR of the Regina Chamber of Commerce, effective May 1, 1968, Will Klein, former sales manager, CFQC-TV Saskatoon, succeeds Alex Aitken who is retiring after serving as manager of the chamber since 1935.

Klein, previously associated with *The Regina Leader-Post* and *The Western Producer*, left CJQC-TV in 1964 to accept the post of executive director for the Saskatchewan Diamond Jubilee, and with the co-operation of the Canada Centennial Corporation was responsible for directing the activities of Saskatchewan's twin celebrations of 1965 and 1967.

He has been extremely active in the Association of Kinsmen Clubs,

ANNOUNCEMENT

CKAC APPOINTMENT



JACQUES-M. GOULET

Jean Parisien, Executive Vice-President of CKAC Limitée, is proud to announce the appointment of Jacques-M. Goulet to the Board of Directors. Mr. Goulet also remains General Manager of the station. Mr. Parisien also disclosed that La Compagnie de Publication de la Presse Limitée had been granted a new charter for the operation of the radio station to be known as CKAC Limitée.

The following appointments were announced after the first company shareholders' meeting: Paul Desmarais, President; Jean Parisien, Executive Vice-President; Gaston Meloche, Secretary; Edmond Deslauriers, C.A., Treasurer and Jacques-M. Goulet, Director. America's first French broadcasting station maintains the same general policy that brought success over its 45 years of operation, but an expansion program is currently under study. The head office, studios and sales department are located at 1400 Metcalfe Street, Montreal.

The Board of Broadcast Governors will be asked to approve this change.

having served as Saskatoon club president, district governor, national director, vice-president and national president (1965-66), and was elected a life member for his work. Currently international president of the World Council of Young Men's Service Clubs, Klein will visit clubs around the world prior to assuming his new post May 1.

■■ A NEW SERVICE, called Executel, uses top creative talent from ad agencies to select the best selling TV commercials submitted monthly by 81 major producers in seven countries.

The resulting selections are delivered to Executel subscribers on film, in two self-contained rear-projection units, which can be moved about easily from office to office for agency review of the most highly-rated TV commercials each month.

Norman Rotholz, who has been associated with Tony Schwartz, noted audio expert, for the past seven years, has been appointed sales manager for Executel, responsible for contacts with advertising agencies in the U.S. and Canada.

■■ NEW PRESIDENT of CKGM AM-FM, Montreal, is Don Wall, formerly vice-president and general manager of the twin-station operation owned by Maisoneuve Broadcasting Corporation.

The appointment, effective February 1, was announced by Geoff Sterling, chairman of the Board.

■■ NEW AGENCY for the Fantastik household cleanser account is Foster Advertising Limited, Toronto. The appointment, effective immediately, was announced by Walter Kogut, general manager, Texise Household Products, a division of Norwich Pharmaceutical Co. Ltd., Paris, Ontario.

Assigned to the Fantastik account is a group headed by Foster vice-president, client services, J. K. McEwan. Dick Sanders is account executive.

Prior to the Bristol-Myers Co., New York, takeover of Domtar Consumer Products Ltd., Toronto, Fantastik had been manufactured under license by Domtar's Javex division, and MacLaren Advertising Co. Ltd. handled the account.

■■ APPOINTED DIRECTOR of the Trade Publicity Branch, Department of Trade and Commerce, Ottawa, is J.A. Murphy, former Toronto newspaper and advertising man.

Murphy, who has been in the government service since 1964, was responsible for Information Services in the Department of Industry since 1966. The Publicity Branch is responsible for trade promotion publicity and advertising in all media in Canada and abroad.

Murphy began his career on the editorial staff of *The Toronto Star*. In 1950, he was appointed publications editor for Prudential Insurance Co. of America and from '54 to '60 was advertising manager, Toronto-Dominion Bank.

From 1960 to '62, he handled national accounts in the financial, industrial and consumer products categories for the MacLaren and McKim agencies before being appointed public relations and advertising manager, Dow Brewery (Ontario) Limited.

■■ ANOTHER TRADE & COMMERCE appointment is that of Leslie J. Rodger, who becomes general director of the Office of Promotional Support Services, reporting to Andrew G. Kniwasser, assistant deputy minister, Trade Promotion.

In his new post, Rodger assumes responsibility for the Canadian Government Exhibition Commission, the Trade Fairs and Missions Branch, the Trade Publicity Branch, and the Transportation and Trade Services Branch.

A native of Cobalt, Ont., Rodger joined the Trade Department in 1947, as personnel director after eight years in the personnel division of the Post Office Department. He has been Comptroller-Secretary of Trade and Commerce since 1962.

■■ LATEST ADDITIONS to the number of stations repped by Group One Radio Ltd. are CJYR Edson, Alta. and CKOT AM-FM Tillsonburg, Ontario.

■■ EFFECTIVE IMMEDIATELY, Young & Rubicam Ltd., Toronto will handle the advertising for non-professional films, including Dynachrome and related new products, for the 3M Company, London, Ont.

The account was formerly handled by Cockfield, Brown & Co. Ltd.

Y&R have the responsibility for the advertising of 3M Photographic Products in Europe and the U.S., and because of the timing required in new product introduction it was felt the Canadian operation would benefit from the same agency handling the Canadian advertising.

■■ **CANADIAN CREATIVE TALENT** is proving its worth and being widely recognized. Needham, Harper & Steers of Canada Ltd., Toronto, is establishing its own creative division in Canada after making use of similar departments in their New York and Chicago offices for the past 16 years.

Bruce McLean, president of the Canadian branch, says the reason for the move is the fact that creative talent is currently available here.

Top-drawer clients in the Needham, Harper & Steers stable include Kraft Foods Ltd., Montreal; Lever Bros. Ltd., Toronto; S.C. Johnson & Son Ltd., Brantford and CIL, Montreal.

■■ **ANOTHER AGENCY SWITCH** sees Doyle, Dane, Bernbach (Canada) Ltd., get the Pharmacrast Division account from the R.J. Strassenburgh Co. of Canada Ltd., for the Fresh deodorant and Desenex foot products. Hutchins Advertising Co. of Canada Ltd. previously had the account.

■■ **SWITCHED** from Muter, Culiner, Frankfurter & Gould, Toronto to Kert Advertising Ltd. in the same city is the Tasco Optics account for various sighting scopes and optical instruments.

■■ **NEW APPOINTMENTS** at Philips Electronics Industries Ltd., Toronto, see W.A. Grant named manager, educational systems and industrial products division, and Jack Albullet, P. Eng. joining the firm as sales engineer with the telecommunications department.

Grant, who has been with Philips for 21 years, holding key posts in product management, marketing and sales management, will now be responsible for management of the company's unified marketing of educational systems, particularly the introduction of the new Philips DAIRS, or Dial/Digital Access Information Retrieval Systems.

Albullet, with extensive experience in sales and engineering of carrier and radio communications systems, will be responsible for the sale of Lynch Communications Systems carrier and multiplex equipment and associated products to telephone companies and utilities across Canada.

■■ **AN OTTAWA SHIFT** sees Anthony (Tony) Jamroz, formerly manager of Northern Electric Co. Ltd.'s component and station apparatus lab, named chairman, Systems Operations Council, at NE's Advanced Devices Centre.

The new post compares to that of plant manager, and is part of NE's new concept of participative management being implemented at the Ottawa plant.

Jamroz replaces Raymond W. Quirk, who has accepted a post with the parent firm, The Bell Telephone Co. of Canada.

■■ **A BOOM IN COLOR TV SET SALES** has been reported by RCA Victor Co. Ltd., with a 100 per cent increase for the first four weeks of 1968 compared with the same period last year. Roy A. Phillips, vice-president, home instruments and appliances, said "retail sales of RCA Victor color sets in the month of January exceeded the highest peak ever achieved since the introduction of color telecasting in Canada in September 1966."

He also noted that their black and white TV sets showed a sales increase for January over the same period in 1966.

■■ **HEAVING BLAME AND PRAISE** on the CBC, the Senate finally gave approval in principle to the government's broadcasting bill already passed by the Commons.

Senator Allister Grosart (Con.-Ontario) said the breakdown in control over CBC expenditures and programming has allowed the publicly-owned system a degree of freedom "cognate with licentiousness".

"The publicly-owned system has taken to itself a degree of license which the worst hucksters of the marketplace are denied by the owners of private TV and radio stations and by the sponsors of their programs," he said. "The bill is a sincere, thoughtful and thorough-going attempt to meet the problems created by the breakdown of control by parliament, the government, the Board of Broadcast Governors and CBC management."

Senator J. F. Pouliot (Lib.-Que.) said a permanent standing committee should be set up by parliament to prevent the CBC from "doing everything in a cloud of mystery." He said it was impossible for parliamentarians to say that any civil servant had made a mistake. They were all "infallible".

Senator Paul Desruisseaux (Lib.-Que.), former owner and president, La Tribune Inc., CHLT AM-FM-TV, vice-president CKTS Sherbrooke, Que., said the CBC radio and television broadcasts amounted to 200,000 hours of programming a year and were bound to be costly. "Nowhere in the world was there an organization which rendered such basic, essential services to its country."

■■ **MRS. ANN CARSON**, widow of the pioneer Alberta broadcaster, H. R. Carson, one of the founders of Taylor, Pearson & Carson Ltd. and All-Canada Radio & Television Ltd., died February 16 in Calgary. Mrs. Carson is survived by a son, Richard Carson of Toronto. The funeral was held in Calgary.

CFCF-TV 12
MONTREAL

presents

A new concept
in
news reporting

Mininews

instant news
throughout
the day

in a
one minute
format

Mininews
is a
strong
sales vehicle
for you.

For additional
information
on
Mininews
contact your

All-Canada Man

All-Canada Radio & Television Limited



ADVERTISERS!

YOU WILL WANT TO
INCLUDE YOUR
MESSAGE IN OUR

1968 SPRING DIRECTORY

(closing date April 11)
and

the ACA POST CONVENTION ISSUE*

Summarizing all meetings
held at this

ADVERTISERS' CONVENTION

THE CANADIAN
broadcaster

17 Queen Street East
Suite 128
Toronto 1, Ontario

*Ask us about the
ACA Daily Broadcasters,
distributed each morning
at the ACA Convention

Sir: Your editorial in the January 11, 1968 issue of *The Canadian Broadcaster* entitled, "For Better or for Granted" and your article on the Radio and Tv Sales Bureaux moves me to write commending you for the interest taken in dealing with these timely subjects.

The Canadian Broadcaster's obvious concern and wide knowledge of broadcasting ably fits it to fill the role of "conscience" of the Canadian Broadcasting industry.

The need for unity, coupled with bold imagination and a strong sense of public and industry responsibility in the broadcasting industry has never been greater. Beseiged on one side by Government inquiries and regulations and on the other by sharply increased competition for the public's interest, broadcasters have no logical choice but to re-examine the quality and content of programming and commercials. It is not sufficient to say that—and I shall confine my comments to radio—"we give the public what they want". Certainly to the extent that this is so, radio has been successful and can fondly gaze back on satisfactory balance sheets and millions of satisfied listeners. With the increased sophistication of the general public and improved offerings of competing media, radio will continue to need new exciting, creative formats and formulae to maintain and increase its share of public acceptance, hence advertiser support.

Improved programming and creative sales messages are a must and they should be compatible.

The Radio Sales Bureau is concerned daily with telling decision makers of advertisers, agencies, trade groups and such about the characteristics and selling qualities of the medium. This requires considerable planning, organization, research of our medium and others. Also the development of large reference libraries of radio's successes as well as qualified people who can research radio in a purely objective way, and present the facts as they apply to the advertiser's specific needs.

Granted, much of radio's strength lies in its community character, but it would be fallacy to believe that should there be a trend away from radio at a national level, the repercussions will not eventually be felt in the smallest hamlet. RSB's aim is to ensure that radio's strength as a prime advertising medium is known at all stratus, at all times.

It is therefore much appreciated that *The Canadian Broadcaster* has pointed up the urgent need for positive and tangible industry-wide support of the Radio Sales Bureau in its efforts on behalf of its members and the whole industry. It is the opinion of all at RSB that *The Canadian Broadcaster* deserves our industry's outgoing support as the one Canadian magazine devoted entirely to the interests of Broadcasting.

Cedric P. Haynes
President
Radio Sales Bureau

Sir: In your latest *Broadcaster* you quote Quebec's Daniel Johnson as saying about Radio, TV and Satellites—"Ottawa could have jurisdiction over the container, we could have jurisdiction over the content." I am no Daniel come to judgment, but I do feel a little like a minor prophet. In 1931, following the Supreme Court's decision in the Radio Reference, I said in a *Saturday Night* article that the Court had settled the question of the technical control of broadcasting (the container) but had left open the question of which jurisdiction had control over the programs (the content). After so long a sleep, the matter is apparently again controversial.

Joseph Sedgwick, Q.C.

Only Management-plus-Labor can give Canada a "people" government

Wars and rumors of wars! Unbalanced budgets! Vanishing sales curves! Increased welfare and other public expenses in the face of rising costs, shrinking dollars and diminishing returns! Labor battling for lower prices and higher wages! Business foaming at the mouth, bent over backwards under the tax burden, yet unwilling to move in forcibly against Government, its biggest customer!

Meanwhile the Ship of State lurches on her way through stormy seas — virtually skipperless — as her crew members leave their stations, to run in all directions, falling over each other in their frantic efforts to usurp the bridge and supplant the captain, who is about to abandon ship.

Every Canadian has run head on into this kind of chaos, and it is brought about by elected members of parliament, especially those in the cabinet, who are, in the main, completely unversed in the navigating skills required to keep the Ship on an even keel.

Governing — a word which can mean "steering" as well as "ruling" — requires knowledge, and, even more, experience, in running as mammoth a business as that of Canada. Yet, while "governing" should logically come from the men of Business, astonishingly few members of parliament fall in this category, and the few who do are outvoted by the lawyers and teachers, the socialistic idealists and academics, who, drawn from all parties, dominate Parliament and Canada.

Surely Business is the only force which is competent to restore economic order, and, paradoxically, surely Business is the main source — directly and through the taxable salaries and wages it pays out — of the bulk of the revenue which Government levies and then uses to raise Business costs and move it closer to bankruptcy.

What then should Business do?

First, enlisting all its powers of marketing, merchandising, public relations, advertising and just plain selling, Business must work to win most of the seats in Parliament. But how?

Business has to quit talking to itself in stuffy Chambers of Commerce and elite luncheon clubs.

It has to go out into the hustings itself and face up with its critics. It must debunk misleading promises of free this and free that, not with sneers or a rumble of "me too's", but with the offer of equally convincing alternatives replacing pragmatism with practicability.

Not just at election time, but all the time, Business has to climb down off its high horse and become the fellow-citizen of all Canadians, most of whom it actually employs.

It has to recognize and admit that employees are a

definite part of Business too.

It has to invite representatives of Labor to its Chambers of Commerce as guest speakers, panel participants and just plain guests. Why not?

Business has to demonstrate that it accepts Labor as the partner in its enterprises which it really is. Why not even have Labor representatives sitting on companies' boards of directors?

As its share, Labor has to recognize that its own job security can best be assured, not by threats and obstructions, but by understanding and co-operation. To do this, it must invite Management to its meetings, so that both may sit, not opposite but alongside one another, sharing and solving the myriads of common problems.

Each facet of Business, Labor and Management, depends on the other. Why then are they perpetually at one another's throats? Comprising between them the majority of the population, wouldn't a Management-Labor political party give us the closest we shall ever come to government by the people?

Once in power, wouldn't a Management-Labor Government be in a splendid position to apply simple procedures of good business to the intelligent and efficient operation of the business of Canada?

By its very nature, Business must battle with Business to pay its wages and earn its profits.

This is healthy, necessary even, in competitive enterprise, providing as it does the only alternative to public ownership, socialism or communism.

But even the keenest of business competitors have a greater challenge than wrestling an order away from the other company. This is the survival of the system when it comes up against the sort of public maladministration which can cripple, not only Company "A", but Companies "A" to "Z".

To prevent this, Labor as well as Management, and competitor shoulder to shoulder with competitor, must show the country a united front, or else face the prospect of public mismanagement of everything.

Company "A" can outbid and outsmart Company "B" in open competition. This is fine, because it keeps each of them on their toes, trying to out-quality the other and give its labor force a better deal so that it won't be lured over the street.

On the other hand, Government's bad management, maladministration and interference in general can cripple them both, along with the whole economy. And, let's face it, isn't this precisely what our present government — or the lack of it — is doing to us right now?



What's ahead in television for the nineteen seventies?

by Michael Hind-Smith
Vice President, Media and Broadcasting
Foster Advertising Limited

FORECASTING THE FUTURE is a hazardous undertaking in any business. Especially television. If we have to look up next week's rating book to find out how last week's television show is doing, we can hardly consider it a qualification to forecast what may be happening two or three years from now.

Yet this is precisely what must be done. And what's more, it *is* being done right now not just by television executives but throughout the whole entertainment industry.

For example, just last month (January), William McAndrew, president of NBC News, announced a new two-hour concept in news with a starting date of January 9, 1969. Pilot shows are in development for the 1969/70 season. And any major buyer of feature films is purchasing pictures right now that will not be seen on home screen until 1970 and beyond.

To duck the challenges of forecasting viewer tastes in the 70s is to risk falling behind in the essential lead time required to satisfy them.

Where, then to begin?

It has become exceedingly popular to quote, misquote or paraphrase (according to whether you agree, disagree or simply misunderstand) Marshall McLuhan. Yet this most fascinating oracle of the communications world surely gives us the place to begin when he suggests that our technical capacity to communicate will largely determine what it is that we shall, in fact, communicate.

Accordingly, to forecast what we might be communicating by television in the 70s, we first have to make some forecasts as to how technically the medium will change.

Instant communication

The 1960s saw the development of television into the most significant far-reaching influence of our lives. Virtually the entire population of the United States or Canada could sit together *simultaneously* to watch the unfolding of history as they did one November weekend in Dallas, to be entertained by a superstar as they were by Streisand; to respond to a commercial for a Clairol blonde.

The 1960s will be remembered as the years we communicated with one another, *instantly and en masse*.

Yet, as McLuhan suggests, each technology carries with it the seed of its successor.

As mass television of the 60s supplanted mass radio of the 50s, so a new technology growing out of our present system of television will supplant it in the 70s.

Fifteen years from television's real beginning we find ourselves on the threshold of a new technology of communications—not mass in the homogeneous sense we have

understood it, but mass-selective.

The new technology which is evolving will have the effect of fragmenting the mass audience, by providing vastly increased choice. High capacity cable systems, ultimately providing customer controlled switching; the rapid growth of UHF channels; the perfecting of home-installed VTR; and the pervasive influence of the computer in every aspect of our lives—all of these will contribute to a widening in not only our choice of fare, but our timing and method of viewing.

Equipped by the new technology with the capacity to make wider choices, it follows that the people must become more selective viewers.

This does not imply, by any means, that simultaneous mass-watching of television will cease to be a factor. On the contrary, with greater leisure hours to dispose of, viewing may actually increase. But instead of families watching television together, and simultaneously with other families, there will be a greater selectivity of programs viewed by individual members of families separately, and not at times simultaneous with each other, or for that matter, with transmission.

The challenge of the 70s will be our skill in reassembling this audience in viable units, if nothing else as an advertising medium.

The technological revolution

Astute analysts of communications, forecasting ten years into the future, have produced a "model" of what we may expect to result from the technological revolution.

They foresee a large-scale (probably wall-size and certainly color) television unit serving the function of a "home entertainment and information centre".

Instead of receiving signals from up to twelve conventional VHF channels, it will be tied to a cable with a capacity of perhaps a hundred channels. Perhaps a dozen of these channels (as now in the VHF spectrum) will represent a continuous service of entertainment and information provided by television networks or stations in the conventional sense in which we now know them.

The balance, roughly equivalent to the as yet untapped UHF spectrum, will represent new sources of entertainment and information in which the home viewer, or customer will play a role in selecting.

This is selective customer-controlled television. An "ordering" system, not unlike the touch tone telephone, will communicate viewer requirements to a central computerized information retrieval system, the function of which will be to satisfy the consumer demand.

Demands that might be made and filled could include a view of city traffic; a parliamentary debate; a specific piece of library information; a sports event; or a new movie. And the viewer would simply "charge it" in the same way that direct distance dialing is automatically charged.

While customer controlled television is still ten years away, it yields significant and dramatic clues to what we may expect in the years that precede it.

Program revolution

With this view of a technological revolution not far away in the 70s, it becomes easier to envisage a revolution in programming concepts for "conventional" television to survive, not unlike the revolution in radio programming concepts which the radio industry adopted as a means of survival as our present television system evolved.

Before exploring what these new programming concepts may be, a final note on two aspects of the new technology which have, in my opinion, been overstated by the popular press in relationship to their effect on viewing patterns.

First, while international space satellite transmission will continue to play a dramatic role in times of emergency, crisis and the big news break, I do not anticipate any regular usage of this capacity any more than short wave radio has become a part of our domestic radio fare. Time zones and language are but two of the obvious factors mitigating against it.

Secondly, I would not anticipate significant development of direct satellite-to-home television. Not only the factor of high cost, but more significantly, the greater flexibility of home-installed customer controlled devices, tied to cables, appear to provide the more logical development.

To identify the technological factors of the medium is one thing; now to discern the message. Or as Columbus might have said as he left Cadiz: "I've got the Nina, the Pinta and the Santa Maria, now where's America?"

It is self-evident that all programming—television, theatrical, sporting—to be successful must be audience-directed. So before we reach a conclusion on the programming, we must know something about our audience of the seventies. At the risk of considerable oversimplification, it would appear that there will be three overwhelming characteristics.

First, there is the steady fall in the median age of the population. Our average age is getting younger. A younger population will, I believe, be far less inclined to "sit still" for given programs on given days, than our generation was. Support for that contention will come right now from any television salesman or researcher trying to prove out television's reach to the teen-ager and young adult.

Second, a shorter working week

brought about by automation and new labor contracts will increase our leisure time. But, to paraphrase another influential oracle of our times, C. Northcote Parkinson, leisure time options will expand to fill the time available for them. In other words, there will not only be choice of what to watch on our home entertainment centres, but increasing alternatives to watching at all.

Finally, increasing affluence and increasing leisure time will combine to produce higher levels of education and sophistication of taste.

These three factors will combine, I believe, to hasten the already discernible decline in the popularity of continuing situation comedies and dramas which depend on repetitive situations and characters.

The social mobility of young marrieds, and other demands on their attention, mean that they are less likely than their parents to "plant" themselves in front of the set week by week, and more likely to "seek out" items of special interest to them. They are far more inclined to become bored. They will have no special "loyalty" to television itself, when there are many other ways to spend leisure time. *Lucy and Ben Cartwright* will join *Amos 'n' Andy*, and we shall not expect to see their like again.

Exit repetitive themes

In the place of continuing series, I foresee a rise—in fact already begun—in five areas of programming for "conventional" television in the relatively near future which do not, by their nature, depend on a continuing cast and repetitive themes.

First, there seems no doubt that the so-called "longer form" will continue to rise in popularity, in particular motion pictures, whether made-for-television or theatrical release. Not only for reasons of economics in production, but because they offer a response to viewer demand for greater involvement or "meat".

The adult themes or "gaminess" of theatrical releases at present will soon revolutionize what television programmers have come to think of as acceptable "in home" fare. Moreover, the fragmentation of the audiences will allow for greater "repeat" showings of major motion pictures on television.

Projecting the trend further, it's not hard to envisage "all movie" channels with full week showings of a single picture, as one New York station already does; or as the Famous Players Etobicoke cable experiment did.

Second, I can foresee a return to shorter series of a more experimental or special nature. Such series might well be spaced on a one-a-month basis as the new *Tuesday* news program announced for 1969; or spaced to occupy consecutive nights of the week as last fall's four-hour *CBS Reports* on

(continued on page 30)

planning radio for your next campaign

?

Your best radio buys are the stations with the facilities and know-how to effectively merchandise and promote sales for your client. ... After all, the purpose of the campaign is to REACH PEOPLE and MOVE PRODUCT! ... Some stations do that particularly well. ... And we've got them!



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



RAMSAY



SMITH



McLAUGHLIN



OUELLETTE

PEOPLE

RUSSELL H. RAMSAY, 39, general manager, Hyland Radio-TV Ltd., which owns and operates CJIC AM-FM-TV Sault Ste. Marie, Ont., will be honored February 26 as *Citizen of the Year*, in recognition of his extremely active participation in community affairs.

Ramsay, 1968 president of Central Canada Broadcasters Association, has been selected as the Soo's leading citizen by B'nai B'rith Lodge No. 1784 of District 6 which celebrates its centennial this year. The Citation Award (\$10 a plate) dinner will be held at the Royal Canadian Legion Hall, Highway 17 North, Monday, February 26. The entire net proceeds of the dinner will be donated to the charity or charities of Ramsay's choice.

Born in Sault Ste. Marie, August 5, 1928, Russ is married to the former Margaret Nichols. They have five children.

He began his radio career as a part-time sportscaster and play-by-play announcer on CJIC while employed at the Dominion Bridge Company, from 1949 through 1955. Named sports director of CJIC and its sister station, CJIC-TV, in 1955, Ramsay became in turn operations manager and station manager for the TV outlet. He was appointed general manager in 1962, having supervision over the entire Hyland Radio-TV Ltd. four-phase operation: CJIC-AM-FM-TV in the Soo, and CJWA Wawa.

President of the Sault Ste. Marie Rotary Club in 1959-60, he is the nominee for District Governor, Rotary International District 629 for 1968-69. He conceived the idea for Rotary's first annual Sports Celebrities Dinner in 1955, and the first Rotary Oldtimers Hockey Game in 1962, and has been chairman of each ever since.

COLIN Y. SMITH, 31, the well-known film director, producer and writer, has joined the staff of Goodis, Goldberg,

Soren Ltd., as director of the Toronto agency's radio-television division.

"GGGS is now in a position to offer a comprehensive film service to its clients," said David Hayward, director of creative services. "We've been working toward this goal for several years now, since GGS made it a policy for its creative people to become directly involved in commercial-making at all levels."

Smith, born in England, came to Canada at the age of 13, and after finishing high school at Rossland, B.C., took the Radio-Television Arts course at Ryerson Polytechnical Institute in Toronto.

He joined the film production house of Williams, Drege & Hill Ltd., in Toronto in 1958, and, except for two years in New York (1960-'61) remained there as producer-director until he resigned in January of this year to accept the new post at Goodis, Goldberg, Soren Ltd.

Smith has won several major awards in the Canadian and American film industries, and has produced and directed television commercials for many large accounts in both countries. His work has taken him throughout North America, Bermuda and Europe.

In addition to his duties with GGS, Smith will continue his involvement in documentary and entertainment films. His latest effort, *The Magic Man*, was presented on the CBC television network, February 1, on the program *Telescope '68*.

DAVID GORDON McLAUGHLIN, 40, well-known in the Canadian advertising, agency and rep field, who joined Warner Bros. Pictures in 1960 as national sales manager, Canadian TV sales division, has been appointed to the new post of director of European Television Sales for Warner Bros.-Seven Arts.

McLaughlin, a resident of the Toronto suburb of Willowdale, is

married, and has three children. He was educated at Upper Canada College, and is also a graduate of the Ontario College of Art in Toronto.

After a brief tenure with the Royal Canadian Navy in World War II, he joined Sampson-Mathews Ltd., creative lithographers, as a commercial artist, where he worked from 1946 to '51 specializing in the development and execution of campaigns for leading Canadian advertisers and their agencies.

He joined the creative department of Vickers & Benson Ltd. in 1951, eventually becoming account executive and then account supervisor, responsible for a number of national accounts, several of which placed a large percentage of their total ad budget in the broadcast media. This led to his decision to enter the broadcast field.

In 1955 McLaughlin was appointed national program representative for All-Canada Radio & Television Ltd., being also responsible for research into and development of broadcast production facilities, making the fullest possible use of Canadian talent.

In 1960, when Warner Bros. Pictures decided to enter the Canadian TV field, McLaughlin was appointed national sales manager, charged with the responsibility of establishing and operating a Canadian TV sales division, with headquarters in Toronto.

His new appointment is effective immediately, and he will be headquartered at the WB/7A offices, in London, England.

L. E. (LARRY) OUELLETTE, 46, is the new chief of the Quebec service, for Broadcast News Limited. He had been Quebec news editor since BN was established as the national news service of Canada's privately-owned broadcasting stations in 1954.

Ouellette, a native of Toronto, attended public school in the Toronto suburb of Willowdale, then went on to l'Académie Roussin in Montreal, and the University of Montreal, from which he graduated with a BA degree.

During the period 1940-'43, he served with the Canadian Army (RHR of Canada). He joined the French radio service of The Canadian Press in 1945, after gaining experience on the staff of *Le Petit Journal*, a Montreal weekly, and *Montréal Matin*, a daily.

His appointment was announced by Gillis Purcell, general manager of The Canadian Press, and chief executive officer of its subsidiary, Broadcast News, which serves some 300 private radio and television stations across Canada, with 51 French-language stations in Quebec, Ontario and New Brunswick receiving the news in their own language.

Succeeding Ouellette as Quebec news editor for BN is Johan Eggers, 37, a Parisian-born son of Swedish parents. He came to Canada in 1955 and joined BN in Montreal in 1960.

Ouellette and Eggers will be headquartered in Montreal.



CFTM-TV • MONTREAL

More people watch Channel 10
than any other television
station in Canada...



REPRESENTATIVE

PAUL L'ANGLAIS INC.

TORONTO

2160 Yonge Street 487-1551

MONTREAL

1405 Rue de Maisonneuve 526-9201

NEW YORK

230 Park Avenue 678-8820

Long Ottawa hearings encounter objections in all forms

USE OF JOINT STUDIO FACILITIES to program the two national television networks in one city, was proposed to the Board of Broadcast Governors as a means of bringing CTV network service to Lethbridge, Alta., where the only station is CJLH-TV, a CBC affiliate.

The bid, made at the Ottawa hearings, February 6-8, suggested the collaboration as the station's means of survival and ability to compete against a proposed new Calgary-based CTV station for Lethbridge.

The Calgary station, CFCN-TV, operating CFCN Television Ltd., submitted a bid to set up a new TV station in Lethbridge, to program partly from its Calgary base and produce local programs from the facilities of CJLH-TV in Lethbridge.

CJLH-TV, Lethbridge Television Limited, submitted a proposal to operate part-time as a rebroadcasting station of CHCT-TV Calgary, another CBC affiliate, owned by Calgary Television Ltd.

The collaborative bids resulted from a signed agreement between CFCN-TV and CJLH-TV following previous hearings before the Board (last November). Under the agreement, CFCN-TV would use CJLH-TV's studio facilities for its locally-originated programs to be telecast on its Lethbridge outlet. CJLH-TV would take the CBC Network programs from CHCT-TV in Calgary, plus some of the Calgary station's other fare, such as feature films and syndicated material.

CJLH-TV would continue to turn out local programming in Lethbridge for telecasting on its own station, said president Norman Botterill. He told the Board that the move would allow CJLH-TV to keep its staff and studio functioning. The close tie-in and corporate alignment with CHCT-TV in Calgary would save money for his small station by eliminating duplication in many areas, and leave the new combination flexibility to meet the competition from the CTV outlet.

Botterill said the agreement would enable color TV to be brought to the

Lethbridge area without the small station having to incur the heavy expense itself.

Donald Campbell, CFCN-TV president, said his station's staff would produce six hours and 45 minutes of local programming, to be used on the Lethbridge CTV outlet.

Botterill said CJLH-TV now turns out 14 hours a week of regularly-scheduled local programs. This might have to be trimmed slightly when production facilities were shared with the CTV outlet and when CBC programs were fed to Lethbridge from CHCT-TV, but he said he did not expect CJLH-TV local production to fall below ten hours a week.

The Lethbridge station also submitted a proposal to transfer 37,601 shares of stock to Selkirk Holdings Ltd., a holding company which also operates CJOC Radio, Lethbridge. The shares would be sold by the *Lethbridge Herald*, the daily newspaper which holds majority control of the TV station.

Sarnia station opposes new AM-FM bid

Opposition to a twin-brief to set up a combined AM-FM operation in Sarnia, Ont. was registered before the Board by Karl E. Monk, general manager, CHOK, the existing AM station which has served Sarnia since 1946, and which had previously operated a small FM outlet, as well.

Keith Dancy, formerly vice-president, CFOX Pointe Claire, Que., presented the double-barrelled proposal for a dual station operation in the Sarnia market, on behalf of a company to be incorporated. Dancy said his proposals were really being made in tandem because it is cheaper to set up from the start with equipment suitable for FM as well as AM operations, rather than tacking FM equipment onto an AM plant later on.

He said the Sarnia urban area chalked up retail sales of 83 million dollars in 1966, and is the home of a flourishing petro-chemical industry that gives workers there the highest

average pay of any Canadian city. There was ample room for his new stations to come in without financial hardship to CHOK, he said.

Strongly opposing Dancy's twin bids, Monk said less than 60 per cent of the income earned by Sarnians is spent in the immediate area. Many residents took advantage of bigger shops with more selection in London, Windsor or Detroit, all within an hour's drive, he said.

Monk told the Board that CHOK had just started on a \$250,000 project for a new and more powerful transmitter and new competition should not be allowed into the area at this point. He said his station is providing good local coverage and there are plenty of other Canadian signals available.

He clashed with Dancy's FM proposal by asking the Board to deny this application and give CHOK a chance to submit a formal bid for an FM license, which he promised would be made within 18 months.

Dancy said his company was ready to go ahead now, and there was no reason why Sarnia should have to wait another 18 months for CHOK to submit their FM application. Four other FM frequencies were available for Sarnia and CHOK could apply for one of these if it decided to do so.

He pointed out that CHOK had run a small FM operation from 1948 to 1953, when the transmitter tower was toppled in a tornado that struck the Sarnia area. It had never been rebuilt and the station had let its license lapse in 1957. Now it was 15 years later, and CHOK still wanted more delay.

Monk countered by saying CHOK had retained its interest in FM throughout these years, but had been faced with other capital expenditures that had to be made first. The station had wanted to submit an FM application last year, but has held back because of the high cost of its new AM transmitter. Monk said CHOK had earmarked \$100,000 for an FM operation and would apply for a license within 12 to 18 months.

(continued on page 24)

That's no moron she's your customer

I'M THE HIPPIE of the advertising world; I believe in Love not Hate.

There are some outstanding Vickers & Benson commercials on the air for the Construction Safety Association of Ontario and there's a lesson in them. They get to the essence of what they want to say in the most meaningful, toughest, most human terms. They talk about human life and they don't corn it up.

They treat the human beings in them with love.

That's one thing about making good commercials. You've got to start out by liking people.

Because if you like people you'll never talk down to them. You'll never abuse them from your lofty heights. The people who wrote those Construction Safety Association commercials obviously have a great and healthy admiration for working people and all people.

Contempt doesn't sell

When you don't like people you produce condescending commercials. Like the "Ask Fran" spots; or the ones that say, "Use this mouthwash and you'll get married"; or, "I haven't lost a daughter, I've gained a dandruff shampoo".

That Head & Shoulders effort is a classic. It shows contempt for people and, if you have a contempt for people, how do you expect them to buy your bloody products?

The advertiser ought to go into a thousand living rooms the moment his commercial is on the air and see what happens. He ought to hear the ladies saying: "Did you see that stupid annoying broad come floating into our kitchens dressed like Mary Poppins or Wanda the Witch!" Sure they still buy the products despite the advertising because they are good products. But with half the budget and intelligent commercials you could sell more of the same product and have all the women love you instead of hate you.

Does Procter & Gamble like women to hate them? In spite of the fact that women buy their products? Shouldn't a corporation want people to love them and buy their products? Procter & Gamble apparently don't care. All they want is to keep the line moving and the packages going out and off the shelves.

Knowing the customers

The problem with so many poor commercials is that advertising people write for—or at—people they don't even know, and that's kind of dumb. We have the feeling that we are the chosen ivory tower bunch and we aim commercials *down there*. Guys live in Oakville and take the GO train into the giant concrete buildings, write the commercials, go back down in the elevator, over to Union Station and away back into suburbia. They never really see their customers.

Advertising writers and art directors and guys like me are *salesmen*. We are selling things to people who are customers of our clients. Anybody who says that advertising isn't supposed to sell directly should get the hell out of our business. He is a fraud.

You can't sell things to people unless you know them. You just can't. So we should expand the living habits of the people who work in our agencies. Instead of going down to Malloney's and having a martini for lunch, they should go on up to the Dominion Store and have a hot dog and see the ladies who are making or breaking our clients and find out why they aren't buying the product. That isn't a magic elixir that's going to turn them into great communicators after this hot dog lunch, but it sure doesn't hurt.

An agency should insist that its staff mingle with the good people of this earth who work at the Ford plant in Oakville or who pump oil out of the ground in the Rainbow Fields in Alberta. These are the guys and their wives who can put Greb Shoes or Procter & Gamble out of business simply by not buying their products any more.

If enough people made a conscious decision that they are not going to buy any more Ajax because they don't like that White Knight riding into their living rooms, the house of Ajax would be out of business tomorrow morning. Now that's not going to happen, but it does create a climate for other products with intelligent advertising to come into the marketplace and take a little hunk of it for themselves.

You aren't talking to morons

You cannot make good commercials if you don't stay in touch with the

people. All the people. And if you talk down to them, they'll slam the door in your face.

When you write down to people what is the result? Commercials that are "stupid, silly, an insult to one's intelligence". Is this a problem? Well 13 per cent of the people interviewed by the CBC's research department last year picked that aspect of commercials as the one that bothers them most, and that's twice as many as those who found commercials dishonest or misleading.

As is so often the case, the public is pretty realistic and shrewd. They know about caveat emptor, they know and expect that advertising will concentrate on the most favorable product attributes. What they won't tolerate too much longer is being addressed as morons.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

- WEEK-END SKI REPORTS
- EXCITING TEEN PROGRAMS
- LIVE CITY COUNCIL BROADCASTS
- CONTROVERSIAL OPEN LINE PROGRAMS
- LOCAL ARTISTS IN RECITAL

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

See Byles-Gibb

Even the best advertising won't sell a poor product

"THE PRODUCT MAKES THE ADVERTISING, but there are a few product categories where the flow is the other way—the advertising makes the product. I call these badge products. You sort of 'wear' them to show what kind of a person you are," said John S. Straiton, president and creative director, Ogilvy & Mather (Canada) Ltd., Toronto.

"Beer, soft drinks, booze and cigarettes are examples," he told a University of Toronto Myth & Madness Seminar on Advertising. "When you haul out the pack of DuMaurier or Benson & Hedges or Export, you are saying something about yourself. If you're a Craven Menthol type, you wouldn't be seen dead with a Rothman's, even though they're made by the same company."

ANNOUNCEMENT

RADIO STATION CFRA LIMITED



J.R. SMITH

Mr. George M. Gowling, Vice-President and General Sales Manager of Radio Stations CFRA and CFMO-FM Ottawa announces the recent appointment of Mr. J.R. (Jim) Smith to the position of National Sales Manager of CFRA and CFMO.

Mr. Smith, formerly General Sales Manager of the Frigidaire Division of General Motors, Australia, brings to CFRA-CFMO twenty-two years of Canadian and Overseas management and marketing experience.

Straiton said: "Automobiles come in here somewhere, but I feel advertising plays a very small role in the selling of cars. It is the car itself, as it roars, or glides, or darts down the street, that does most of the advertising.

"Advertising didn't sell the Mustang. The public was ready for the Mustang. Young and old. Automobiles are mobile posters in 3-D. The product really is the advertising. They only spend about one to two per cent of the price of a car on advertising."

Speaking of the cost factor, Straiton added: "Many people do not realize how little advertising costs. A television commercial will reach a thousand people for about four dollars. To send a postcard to a thousand people would cost forty dollars (postage).

"If you took all the money spent on advertising and divided it up among all the Canadian public, you'd each end up with an extra 42 cents a week, less than a pack of cigarettes.

"If anyone can come up with a reasonable alternative to advertising, I will be one of the first to be interested. And then I won't have to listen to damn fool questions like 'Is advertising necessary?'"

Referring to the effects of advertising and the alleged gullibility of the public, Straiton said: "People say who the dickens would ever believe those ridiculous Katy Winters commercials for Secret. The point is, they don't necessarily believe the incident. It's just that the parable form has been a good way of getting sales points into people's heads for 2,000 years.

Women love new products

"The intellectuals tend to say products are so much alike nobody can tell the difference at all. They imply advertising creates the difference.

"Of course, the most popular example is in detergents. But it is a fact that some detergents are, truly, more effective than others. Tide was, for fifteen years, the best product for getting out dirt. And Tide remained the top seller all those years. Not because it had the most advertising. Many times Tide was out-advertised. It was the best product.

"You can fool women one time, maybe five times. They love to try new products," he said. "But eventually, relentlessly, they discover the product that does the job and keep coming back to it. Today, Procter & Gamble is selling Bold, an astonishing new product with everything in it. It is a low-suds product, yet it holds its suds longer, into the second and third wash load. It contains both bleach and bluing. It even works in cold water. The advertising doesn't even hint at the miracle in the product, but women seem to be discovering it in spite of the silly commercials. Sometimes I wonder!"

The product comes first

He pointed out that "Rosser Reeves, a hard-headed advertising man, believed the product has to be good. He said the bigger and more effective an advertising campaign is for a bad product, the faster will be its demise. But," said Straiton, "whatever sociologists or advertising men say, I say the product makes the advertising. In eight cases out of ten, the product makes the ad or the commercial."

Straiton noted that "Coffee Crisp is today the biggest selling candy bar in the land, and Aero is the biggest selling milk chocolate bar in the land," as he said "For Rowntree's line, we have done nothing but describe the product accurately and clearly for five years.

"A simple presentation of the product showing how it dissolves in water, made Score hairdressing such a fantastic success that another advertiser had to start saying—I came back.

"For Campbell's Soups we simply state what's in the product for the money.

"Shell's Platformate is a product story.

"Now it's pretty hard for many people in advertising to accept this idea that the product is the advertising."

He said they believe they are *The Hidden Persuaders* (the author, Vance Packard, was also a panelist on the same seminar), able to "manipulate the moods and thoughts of men...turn on the teenagers...swing with the swingiest. And then along comes square old Straiton (that's me) saying:

"Hey man, let's tell about the product, eh?"

Straiton said: "Now I figure to make and show the average commercial costs about \$2000 a second. I'm not prepared to let anybody wonder for one \$2000 second what I am trying to tell them."

He admitted that he does "color the truth" a bit when he writes advertising. "I am out to woo the customer," he said, "trying a little seduction."

"It's very much like trying to talk a woman into liking you...you don't really level and tell the whole truth like 'my feet sweat a lot', or 'I have this terrible habit of picking my nose'. You let her find a few things out for herself."

"And do I need to go into the advertising devices used by women? One of the traumatic experiences of my youth was my first exposure to a garter belt."

"What with falsies, false eyelashes, wigs, contact lenses, dental caps, Suppohse—you could buy all the parts and assemble your own woman!"

Straiton pointed out that "The government won't let us stretch the truth much. For instance, we have been stopped from saying that a rice product was easier to prepare than mashed potatoes—and that's the plain truth—because it was unfair to the potato farmers."

"It's pretty hard to write any really deceptive advertising nowadays," he said. "The Board of Broadcast Governors questions anything that seems untrue, or unduly competitive. The Department of National Health & Welfare is a rigid body that will not allow us to overstate the case for analgesics, toothpastes, foods, medicines, etc. I certainly try to put the case as enthusiastically as possible for my clients, but I happen to agree with the philosophy behind the Department of National Health & Welfare."

Advertising mirrors society

He admitted that "advertising is a logical extension of the competitive system. There was a time," he said, "when a lot of advertising really was a pack of lies, and the public was gullible. But, today, the average viewer watches over two and a half hours of television every day. She sees fifteen, twenty, yea, even forty television commercials a day. Negative adaptation sets in. She discounts a lot of what she hears."

"We often use testimonial commercials, and take great pains to have genuine people tell their real feelings about a product. It works for a while. But, after a viewer sees that same woman bite that cracker with Good Luck Margarine for the twenty-seventh time, she begins to feel it's all an act. Negative adaptation."

Straiton emphasized that "the product makes the advertising" and "the content of the commercial is more important than the form. A very simple commercial about a new

product will beat the hell out of the cleverest commercial going, for an old product"...but, "people don't buy 'til they're ready." He illustrated this point by mentioning that hundreds of products have been tried out in the Ontario test cities of Peterborough, Kingston and London, and have failed.

"Because most of us in advertising use public reactions to test and design our advertising, and because the public rejects or ignores ineffective advertising, the advertising you see today is very much a mirror of our society."

In answer to the question "Has advertising created myths about our society?" he asked: "Can one Bob Dylan protest song or one Beatle commentary be compared in myth-making power with a Ban commercial? Which has more to say about the North American mind: *Green Acres* or the bad breath commercials? What has more effect on the emotions, *Mission Impossible* or a Brylcreem commercial? Who would you rather go to bed with, Diana Rigg or Katy Winters?"

"It is the artists, the writers, the directors, the designers, not the advertising, that point the way for our culture," he said. "Advertising is an economical and efficient means of getting ideas into people's heads. There are professionals who have specialized in this art. They're called advertising men."

Help for social causes

John Straiton concluded by urging that the efficiency of advertising in influencing the people should be used "in other parts of our society rather than simply for selling Rice Crispies and Flushabys." He suggested such higher purposes as seat belt and safe driving campaigns to save lives, a big campaign "to convince children

and their parents of the benefits of education," slum clearance, help for the impoverished Indians, and depressed communities, and other social forces for which advertising should be used to promote more worthwhile causes.

Honor two pioneer U.S. broadcasters

TWO BROADCAST INDUSTRY LEADERS were honored by Lincoln College, in Lincoln, Ill., on the observance of the college's 103rd anniversary of its Charter Day. Ward L. Quaal, president of WGN Continental Broadcasting Company, a wholly-owned subsidiary of the Chicago Tribune Company operating 34 firms in the U.S. and Canada, and Walter Schwimmer, a noted author, president of the Chicago firm bearing his name, each received an honorary Doctor of Humane Letters degree.

Quaal, a past president of Broadcast Pioneers, is a director of numerous broadcast groups, and also president of Clear Channel Broadcasting Service.

Schwimmer, three-time Emmy award winner from the Chicago chapter, Academy of Television Arts & Sciences, was named the group's Man of the Year in 1964.

He produced the award-winning Nobel Prize Awards program from Stockholm, Sweden, that same year. He also wrote *What Have You Done For Me Lately?* about his advertising experiences. His latest book, *The Television Game*, will soon be published.

We talked
ourselves
into it!



CKY IS NO. 1 IN WINNIPEG & MANITOBA

BBM proves it!*

*Fall 1967 Weekly Circulation
Total Adults Tuned.

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

Reach the largest Manitoba daytime audience... put your selling message "in the centre of things" on CKY, No. 1 in Manitoba. Call Major Market Broadcasters Limited, Toronto or Montreal; Jim Crawford, Vancouver; or Don McDermid, Vice President, National Sales in Winnipeg.

CKY 58

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

NEWSCAST

ASSOCIATIONS	16
CABLE	16
COMMERCIALS	16
EDUCATIONAL TV	17
FILM	18

INTERNATIONAL	18
NETWORKS	18
PROGRAMMING	18
PROMOTION	20
RECORDINGS	20

SALES BUREAU	20
TALENT	20
TECHNICAL	22
COMING EVENTS	22

ASSOCIATIONS

"SALES PROMOTION IS A DILEMMA for advertising agencies. It's a costly, time-consuming activity," but they need to look more closely at their activities" in this field, said G. N. (Mel) Cooper, vice-president, sales, Western Broadcasting Co. Ltd., Vancouver, and commercial manager, Radio NW Ltd., owning and operating CKNW New Westminster, B.C.

Cooper, who is also president and owner of Western Broadcast Sales Ltd., representing 32 radio stations, told the 22nd annual Sales Management Conference of the Toronto Advertising & Sales Club, that sales promotion "is a major marketing device which can play a big part in the generation of sales...to help get maximum impact and results from a campaign."

He said he had read with interest, not too long ago, "a statement by a major Canadian advertising agency president that his company was going to stick to the creation of advertising and not divert its activities into sales promotion...because, he said, this is not the proper function of an advertising agency.

"But," Cooper said, "talk to companies and ask them what they are looking for from their advertising agencies. After they have covered the requirement for creative advertising, they tell you they want an agency that can play a bigger part in the total marketing picture, and this includes the formation of effective sales promotion programs.

"It would be fine if agencies could restrict their involvement to the creation and placement of advertising, but what's happening in the market place just won't allow it. It's too competitive.

"There are many marketing-conscious agencies in Canada today, and they are the agencies that are attracting the big new accounts. They know their job is not just to advertise their clients' products...but to help sell them. So, if that means creating sales promotion ideas that work hand-in-hand with the consumer advertising to make it work better...that's what they do."

Lack of originality

Cooper said "one industry that is very aware of the importance of the sales promotion manager in the total

marketing picture is the gasoline business. And it was just a couple of years ago that we saw one of the most superb sales promotion campaigns ever started in this country...Imperial Oil's *Tiger* campaign. Yet, despite their comparative sophistication in the area of promotion, the oil companies today are running multi-million dollar schemes to bring more cars to the gas pumps...and what do we see but sales promotion ideas that are near-carbon-copies of each other."

He said the great similarity of the promotion devices employed in these campaigns has resulted in an outcry by station operators and the public against them, something which he felt would have been less likely to happen if the ideas were more diverse. This, Cooper insisted, pointed up the need for "more creative sales promotion people."

Promotion suits radio

Stressing the importance laid on sales promotion techniques for boosting radio campaigns for Western Broadcasting Co., and the resultant fast-rising sales curve of the company, Cooper said "it is understandable that in the radio business promotion activity flourishes. We're in a glamor industry and promotion suits the show business atmosphere.

"It's interesting to note that nearly every major radio station in Canada has a promotion, or sales promotion manager, a man or woman responsible for planning promotion that helps deliver more audience to the station and helps sell advertisers and agencies... and their products.

"Not many industries are as unanimous in their support of promotion and the promotion manager's place on the marketing and sales organization chart. And just maybe this has something to do with the fact that for the past two years in a row, radio advertising revenue in Canada has increased, on a percentage basis, more than any other medium."

CABLE

FURTHER DELAYING TACTICS for the controversial Broadcasting Bill, approved in third reading by the Commons, February 7, occurred over a

CATV issue when the bill came before the Senate for final approval. At the first reading, Senator Keith Davey (Lib.-Ontario), promised that the bill will go to committee before its final passage in the Upper House.

Davey said amendments are needed for certain provisions in the legislation giving the Canadian Radio and Television Commission, successor to the BBG, a whip hand in the regulation of Community Antenna Television service.

He said CATV serves 550,000 households, mostly in the Vancouver and Montreal areas, and the only requirement now is that an operator satisfy the Transport Department that equipment installation will not interfere with reception by other broadcasters.

Under the new act, he said, the CATV operator may be held responsible for program content and this could place an undue hardship on him.

Liberal Senator Norman MacKenzie (B.C.) asked if a CATV operator would be held liable for transmissions from the U.S. that contravened the Canadian law. Senator Keith Davey replied: "That is how I read the act."

The new act would also give the CRTC control over issuing licenses for CATV operators, who would be heard at public hearings.

CABLE TELEVISION MAY YET COME to Kingston, Ont., the only large city in Ontario which does not have cable TV or access to CTV programming.

The Kingston city council will ask the BBG to reverse its recent decision to refuse all applications for cable television in the Kingston area, and will ask the Board to make cable TV licenses available for the city.

COMMERCIALS

TWO FRENCH-LANGUAGE TV COMMERCIALS from Canada, both produced in Toronto, are among the 15 finalists in the new non-English language category of the International Broadcasting Awards, sponsored by the Hollywood Radio & Television Society.

Doyle, Dane, Bernbach (Canada) Ltd. was selected for a Fry-Cadbury Ltd. commercial, produced by Lesser Studios, Toronto.

MacLaren Advertising Co. Ltd. got the nod for an H.J. Heinz of Canada Ltd. commercial, produced for them by ADS/VIP Studios, Toronto.

Japan dominated the list of finalists with nine television entries. There were three German entries selected, two of which were entered by Doyle, Dane, Bernbach (Dusseldorf) for Volkswagen, and the remaining nominee was a Japanese language commercial made in New York, for Nestlé Japan Ltd., by McCann-Erickson International.

The 15 finalists will be considered by an international board of judges, meeting in Hollywood in March. One commercial will be selected as a trophy winner in the category.

Altogether, trophy winners in eleven television and eight radio categories and sweepstakes winners for TV and radio will be announced at the International Broadcasting Awards presentation dinner March 12, in Hollywood.

Over 3000 commercials have been entered in the various categories, from 32 different countries.

EDUCATIONAL TV

A NEW CROWN CORPORATION, tentatively named the Canadian Educational Broadcasting Agency, has been proposed by the government to run ETV in Canada. It would hold licenses, operate the broadcasting facilities

and negotiate with provincial authorities for their use. Each provincial authority would be responsible for its own production and programming.

The outline of the government's intention in this highly-controversial field was made in a draft bill presented to the Commons Committee on Broadcasting by Secretary of State Judy LaMarsh, as the committee began a detailed study of the proposals which chairman Robert Stanbury, MP (Lib.-York-Scarborough) said might take a month or more.

Dangers of misuse from the allocation of programming responsibilities to the provinces were echoed in the initial hearings, as various groups and individuals presented briefs offering both criticism and suggestions.

"What would happen if a province, in the name of education, presented programs damaging to national unity?" asked Don Jamieson, MP (Lib. Burin-Burgeo), president, CJON AM-TV, St. John's, Nfld., and a director of the CTV Network. "Who would blow the whistle on that kind of thing? It could upset the traditional principle of Canadian broadcasting that government be kept out of programming," he said.

Jamieson was not specific, but the fact that Quebec has stated its hopes to establish provincial control over broadcasting seemed to indicate what he referred to. He said that keeping the government out as much as possi-

ble had been one of the touchstones of Canadian broadcasting legislation.

Professional responsibility

Howard Mountain, a pioneer developer of ETV in Toronto, who teaches Grade Six in Brookbank public school in suburban North York, said "ETV places in the hands of the few who must create its programs a professional responsibility and a public obligation second to none. Even though they combine the authority of education with the power of television, whole series of educational programs are now being broadcast to thousands of pupils with little more consideration than the rental cost per unit exposure or the personal preference of one individual in authority."

He said: "In any educational process this situation is intolerable. I submit that, in today's world, in educational mass media it is criminal...the explosion of knowledge, population and atoms must be matched by an explosion in education that only television can provide."

The Ontario Federation of Home & School Associations, which said it represented 55,352 members, said that while ETV facilities were being set up, Canadian television stations should be obliged to carry ETV programs during school hours, for reasonable remuneration. The brief said this possibility would also overcome the geographical deterrent

AIR EXPRESS puts any address in Canada just a day away!



Any address in Canada from St. John's to Victoria is never more than a day away when you ship by Air Express... the fastest door-to-door, all-inclusive air service in Canada.

Your goods are picked up at your door and shipped top-priority on the first scheduled Air Canada flight to the destination city, where they're hustled to the consignee.

One waybill, which you can complete yourself, provides all the necessary documentation for receipts, invoices, consignee memos, delivery, forwarding and receiving records.

Find out more about fast, dependable Air Express by calling Air Canada right now. Or the next time you need something delivered in a hurry.

AIR CANADA  **Jet-Air Express**

to equal educational opportunities.

The Committee will also hear briefs from several other interested groups, and many of the provinces.

Miss LaMarsh said cost-sharing arrangements have yet to be worked out, but the Federal Government is prepared to put up as much as \$50 million to get the system operating. The provinces are under no obligation to take part.

Specific legislation covering ETV will be drafted after the Committee submits its report.

FILM

TELEFILM OF CANADA, which holds exclusive Canadian rights for the sale of the syndicated series of *Superman*, 104 black and white and 52 in color, has just sold the series to CHCT-TV Calgary and CJCH-TV Halifax, says Lawrence Fein, sales manager.

"In Calgary," he said, "they are stripping the show five days a week, and in the first week they received over 10,000 applications for membership in the *Superman Fan Club*."

Halifax will be starting the series on the same five-days-a-week basis March 18.

INTERNATIONAL

GIVING THE VIEWERS A CHOICE, the (U.S.) ABC Television Network has announced it will present nightly wrap-ups of the Presidential conventions this summer rather than "gavel-to-gavel" coverage, which has been done since 1952.

Elmer Lower, president, ABC News, said: "Over the years we have received an increasing mail response from viewers and affiliated TV stations questioning why all three (U.S.) networks had to carry simultaneous 'gavel-to-gavel' coverage." He added: "It is our opinion that the viewers have been requesting a choice and this year we decided to provide one."

The CBC and NBC television networks have said they will present full coverage of all sessions of the conventions.

ABC said it will air a 90-minute summary each night of the conventions, the Republican gathering August 5-8 in Miami Beach, and the Democrats August 26-29 in Chicago.

TOP EXECUTIVE CHANGES have hit some of the overseas news echelons, with Donald Edwards, 63, former news

and current affairs editor, BBC, being named to the key executive post of managing director for the rival Independent Television News (ITN).

In the shift, 38-year-old Nigel Ryan, a former assistant editor, ITN, becomes editor.

The dual posts of chief executive and editor were previously combined under the editorship of Sir Geoffrey Cox, who has resigned from ITN to accept a new post.

ABC, AP, CBS, NBC AND UPI will combine news forces to work as a unit, under the name of News Election Service (NES), to report results of the major U.S. Presidential primaries, through a central computer system.

NES, first organized in 1964 to cover presidential general elections, will set up its first 1968 operation in New Hampshire, for the March 12 primary. Other states which are deemed to have significant national interest will also be covered, including Wisconsin, Nebraska and Oregon, which like New Hampshire have a law requiring or encouraging names of serious national presidential candidates to be placed on the primary ballot.

CRITICISM WAS LEVELLED at the U.S. Federal Communications Commission by the chairman of the U.S. House Commerce Committee for rejecting a plan to prevent station owners from acquiring more than three TV stations in the top 50 U.S. markets.

Rep. Harley Staggers (Dem.-W. Va.) said the decision, by a four to three vote without a hearing, came in the midst of hearings by his group's special sub-committee on investigations into FCC procedures.

He said: "The FCC seems to have forgotten its role as an agency which is directly accountable to the Congress. Additionally, it seems to have forgotten its role as a guardian of the public interest."

Staggers also said the proposed ownership plan "was suggested in 1965 after long and intensive research. It was designed to promote diversity and local responsibility in broadcasting. It was designed to avoid any trend toward monopolistic control over what U.S. television viewers see and hear and think."

By rejecting the proposed policy, which had been in effect on an interim basis since June 1965, the FCC reverts to a policy permitting one owner to acquire up to seven television stations, no matter where the location.

NETWORKS

EXTENDING THE COVERAGE of the CBC French television network in the Atlantic provinces has been made possible by increasing the power from a new 433-foot tower, for the corporation's French-language station, CBAFT Moncton, N.B.

The boost will enable the station to reach another 15,000 possible viewers among French-speaking audiences in the counties of Westmorland, Albert, Kent, southern Northumberland, Sunbury, Kings, Queens and Saint John, in addition to the Moncton viewers.

The increased power will also mean viewers in the county of Cumberland in Nova Scotia, and the northwest regions of Prince Edward Island, will be able to enjoy CBAFT programming.

The video power has been increased from 18 kilowatts to 325 kilowatts, and the audio power has been upped from 9 to 65 kilowatts.

THREE-TIME WINNER of Penlens Awards, for best broadcast coverage of Canadian auto racing, Bob Helm, CBC Radio Network sports producer won his third consecutive award for his 1967 coverage of the Mosport Player's 200, in the *Summer Sound of Sports* series.

Helm won in 1966, also for his Player's 200 coverage, and in 1965 took the overall award for top honors over all press, radio and TV media, for his coverage of the Canadian Grand Prix.

The CBC also took the Penlens Award for television programs, with Loyd Brydon's color film *Formula One* in the *Telescope '67* series winning the trophy.

CBC SPENDING ESTIMATES, tabled in the House of Commons last week, indicate a cost per capita of \$7.70 for the 1968-69 fiscal year, up \$2.22 per head over the current year ending March 31.

Operating cost of the corporation was set at \$154,200,000, up from \$144,000,000 for '67-'68, the estimates also including the cost of operating the CBC International Service, which was listed separately for the current fiscal year. The '67-'68 figures showed a cost of \$3,813,000.

The grant does not include an estimated \$25 million loan for capital expenditures during '68-'69. The corporation received loans totalling \$30,398,000 for capital costs for '67-'68.

The '67-'68 spending took in a special non-recurring grant of \$7,100,000 for Centennial programs. Loans for capital costs reflected the setting up of CBC facilities at Expo '67.

PROGRAMMING

SIMULCAST on CKPR-AM-FM Port Arthur, Ont., a new C & W show is being beamed to a potential audience

IGM

leads them all with four great automation systems.

Three for radio, one for TV.

1st by choice of broadcasters.

Sold exclusively in Eastern Canada by

BRINKWORTH & ASSOCIATES

81 Kootenay Crescent

Scarborough, Ontario

267-3828

of an estimated 160,000-175,000 people under the title of *Fred King Country*, hosted by Fred King, a veteran country music entertainer and recording artist.

The show, originating on CKPR-AM, is heard Monday through Friday from 2:05 to 3:30 p.m. King also hosts the morning show, 6:00-9:00 a.m., on CKPR-AM, which he will continue to do.

The FM signal is carried on the CATV systems of several large north-western Ontario towns, making CKPR-FM the only available radio signal in these towns.

King also plans to take a live C & W music group on tour through the area under the name of *CKPR Kingsmen*, to play for dances and shows, on weekends, under station sponsorship as a promotion vehicle.

PREMIERING IN COLOR, February 26, a new half-hour comprehensive news program will be telecast week nights at 6:30 on CFTO-TV Toronto, under the title of *World Beat*. Anchorman will be Ken Cavanagh, the station's news and public affairs director, who replaced Doug Johnson in that slot when Johnson left February 16 for a new post with WKBS, Kaiser Broadcasting Corp., Philadelphia.

The new week night news show will present the top news story of the day as lead item, followed by individual reports from Channel Nine's own correspondents in some of the key cities of the world. This will supplement the "in depth" local coverage, to provide what CFTO calls "a decidedly different approach to news."

EXPO'S IMPACT AND EFFECT will be studied at Toronto's York University, February 24 to March 30, in a series of mixed media "happenings" concurrently with a series of live broadcasts on the CBC FM network.

Working together, the CBC and York University will create a complete environment in Atkinson Hall where Expo films, sound tracks and discussion will be presented.

There will be full use of the various mass media, including photographs, posters and physical objects, blended together. Emphasis will be placed on participation by all those in attendance, and there will be no speeches or lectures in the formal sense.

Expo planners and executives will be present to inform as well as learn, among the professors, writers, advertising men and communicators from various media who will participate.

The five "happenings" will take place March 2, 9, 16, 23 and 30 in Atkinson Hall, Steeles Campus, from 9:00 a.m. to noon, with the radio broadcasts scheduled from 10:00 a.m. to noon. An introductory broadcast will be given February 24, putting Expo into perspective with recollections and comments from a number of Expo planners.

The joint York-CBC group in charge



SCULLY MODEL 284-8, 8 TRACK RECORDER/REPRODUCER

The
eight-
track
trend

PERCEPTION gives you the winning combination:

SCULLY — the new professional tape recorder with advanced features. With this combination, you are assured of absolute results. **SCULLY** engineering pioneered the plug-in head assemblies, plug-in amplifier cards, plug-in relays and solid state electronics.

SENNHEISER — the small microphone, designed for professional application in recording. Quality is assured in each and every microphone by a rigorous, comprehensive series of tests.

PERCEPTION OFFERS YOU: the Great Combination for professional application designed by competent engineers, with a complete engineering back-up for professional installations.

With **SCULLY**, the finest in professional tape recorders, and **SENNHEISER**, the world's finest microphone, you are absolutely assured of the epitome in results.

For information, call or write



perception

PERCEPTION INDUSTRIES INC.,
NEW YORK ■ 274 CHURCH STREET, TORONTO 2 ■ OTTAWA
416-363-9141

of arrangements includes Dr. Murray Edwards, associate director, The Centre for Continuing Education, and Harry J. Boyle, supervisor of features, CBC radio network. Advisors are Robert H. Black, former director of Expo's film, radio and TV liaison section, and John David Hamilton, broadcaster and writer.

PROMOTION

COMPLETE PROMOTIONAL CAMPAIGNS for broadcasters, spotlighting top Hollywood and motion picture personalities, are being made available by a newly-formed group operating out of Hollywood under the name of Station Promotion Productions.

Two veterans in the station promotion field, Don Garrett and Bruce Pollock, are partners in the firm which has its sales and distribution handled by General Artists Corp. SPP is designed as a "one-stop organization to create and produce individualized station promotion and advertising campaigns by using top Hollywood performing talent and production facilities."

The stars will be used as exclusive "station spokesmen" in each contracted city, linking the star and the station in a network-quality campaign aimed at making the station the outstanding one in the market, said Garrett. On-the-air promotion spots, newspaper and outdoor advertising, merchandising, publicity and in some cases even in-person appearances of the stars, themselves, will be included in the package.

RADIO'S PULLING POWER as a promotional force was put to the test by John Deadlock, production and promotion director, CJSL Estevan, Sask., when he asked listeners to send him used Christmas cards for two TV sanitariums in the area.

With 15 mentions on his morning show, between January 2 and 30, Deadlock received 49,887 cards, from all parts of southern Saskatchewan, and even from across the border in North Dakota and Montana.

Patients in the sanitariums use the cards to make doilies, table top designs and wall plaques.

Deadlock also set out to prove the pulling power of radio even further, by selling a promotion to a local hardware and furniture store from which he proposed to do a continuous remote broadcast in an attempt to break the standing record of 72 hours for one announcer to remain on the air.

The store obtained council permission to remain open 24 hours a day, and CJSL stayed on the air while Deadlock continued his marathon broadcast. Listeners were asked to register at the store, guessing how long he would stay awake. After 77 hours, 8 minutes and 35 seconds Deadlock had to quit, because of a throat strain and loss of voice.

14,387 listeners had registered at the store, and the winner was a ten-year-old girl, who won a chesterfield set with her guess of 77 hours, 6 minutes and 15 seconds.

Don Perry, president and general manager of Perry's Hardware and Furniture, said that "after 50 years in business in the area I've never seen anything like it."

Asked if he felt the promotion had paid off, Perry said: "As far as I'm concerned it was worth a million dollars in advertising." He said only radio could have brought sales results like this (print was not used at all, but the local weekly paper gave tremendous front page coverage to the story when the Marathon was over).

RECORDINGS

GOING PLACES on the Canadian scene is the Toronto-based group known as the *Irish Rovers*, with their latest hit *The Unicorn* (Decca Records) climbing the pop charts.

The group have been signed to tape the *Mike Douglas Show* on March 1, for viewing March 8. This popular U.S. syndicated program is seen daily, five times a week, by many Canadians within reach of nearby American TV stations.

The *Irish Rovers* will also kick off their first Canadian tour with a week at Montreal's Place des Arts in April.

SIGNED BY MGM RECORDS in the U.S., one of Canada's top-rated pop groups, *The Lords of London*, will have their first disc on the MGM label released March 1 in the U.S. market, with a smash hit predicted for *Candy Rainbow*. On the flip side is *Within Your Mind*.

MGM reportedly paid an amount in excess of five figures for *Candy Rainbow*, which was produced in New York. Thirty-two instruments were used on the session, which cost the group more than \$10,000.

"This is one of the best records I've heard in a long time," said Robert Morgan, A & R director, MGM Records, who added: "Never, in the history of MGM, have we put up more money for an unknown group than in

this deal which we've signed with *The Lords of London*. The group have obviously proved their worth in Canada, and we feel sure that their many talents are going to meet with much success in the States."

Apex Records have just released *Candy Rainbow* as a single, for Canada. *Cornflakes and Ice Cream* was the group's debut disc.

They were the first group to commission a color promotional film of themselves, which was sent to TV stations here and abroad. It will be used shortly on *After Four*, CFTO-TV Toronto, with appearance also set on the CTV Network's *It's Happening*.

SALES BUREAU

NEWEST MEMBER of the Television Bureau of Advertising (U.S.) is MGM Television, a division of Metro-Goldwyn-Mayer Inc., which becomes the first among all video program producers and distributors to join the TvB roster.

The announcement, made jointly by Norman E. Cash, TvB president, and John B. Burns, MGM vice-president in charge of television, indicated MGM Television's further step towards total involvement with all phases of the TV medium. Cash cited the "need for total industry participation to include stations, their representatives, networks, and now TV program producers and distributors."

"Its purpose," he said, "is to increase advertiser awareness of television's ability to act as a dynamic force in our economy. According to (the U.S.) FCC figures, programming is the single largest investment in station operations. Therefore, it is appropriate that broadcasters and producers share in these efforts to inform the advertiser of TV's increasing values."

Burns said "MGM-TV recognizes that TvB can be of invaluable use to programmers. The Bureau's resources, research and total presentation of the uses and values of television are as important to us as they are to advertisers and stations. The better the understanding of the medium, the greater its effectiveness. By our joining TvB, we hope that other program companies will see the benefits of membership and follow suit."

TALENT

CLASSICAL MUSIC HOST on CKPR-AM Port Arthur, Ont. is 23-year-old Boris Brott, director of music at the Lakehead University, who doubles in brass as conductor of the Lakehead Symphony Orchestra and is music consultant to the Lakehead Board of Education.

Just for fun, Brott entered the world's most important conductors' competition in New York City, won top honors in this international contest, receiving the Dimitri Metropoulis gold

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS (the) SHOWS

MONTREAL

1434 St. Catherine St. W.

TORONTO

433 Jarvis St.

WINNIPEG

171 McDermott

STOP



Don't blame him for being in such a rush to use his new Uher 4000L Report Tape Recorder. He knows there is no technically finer tape recorder for professional reporting, scientific purposes, or for the knowledgeable amateur. It's the preferred instrument for the CBC, NBC, and BBC London, and it's available in both mono and stereo. Just walk into your nearest UHER dealer.

There are plenty of Uher 4000's, 4200's and 4400's, available in mono and stereo. If you don't know where, look it up in the Yellow Pages or ask your lucky friend who owns one.

UHER
Tape Recorders

For information contact
ROBERT BOSCH (CANADA) LTD.  **BOSCH**
33 Atomic Avenue, Toronto 18, Ontario
7325 Decarie Blvd., Montreal 9, Quebec

 and **BOSCH** are registered trademarks of Robert Bosch GmbH Stuttgart Germany

medal, a cash award of \$5,000, and an opportunity to participate as guest conductor of world-famous orchestras in the United States and Europe.

Prior to his return to the Lakehead early this month, Brott was a guest at a White House reception, and appeared January 29 with the New York Philharmonic Orchestra.

He hosts a weekly classical music program on CKPR, which program director John Murphy says "is a step inspired by recent industry-at-large action to de-emphasize 'hard-rock-hit' programming, and it will help develop a greater degree of variety for the station while it maintains its contemporary music image."

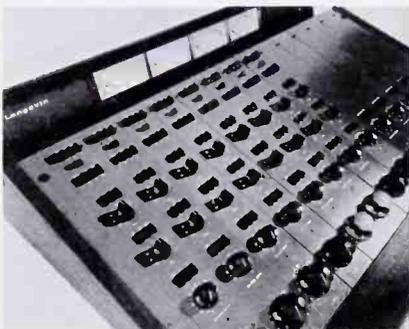
TECHNICAL

NEW TECHNICAL DEVELOPMENTS in television will be covered in some 20 papers to be delivered in four sessions devoted to TV during the 103rd Technical Conference of the Society of Motion Picture and Television Engineers, in Los Angeles, May 5-10.

Areas of discussion will include video tape, CCTV, broadcasting, slow motion and stop motion recording, television studios and computer applications.

New TV equipment will be on display at the SMPTE Equipment Exhibit, running concurrently with the Technical Conference at the Century Plaza Hotel.

A TOTALLY NEW CONCEPT in sound mixing systems is available from Langevin, Santa Ana, Calif., who have introduced the AM4A Mixer Assembly as "a sophisticated sound system that offers simplified expansion capabilities tailored to the individual's requirements."



Distributed in Canada by Perception Industries Inc., Toronto, the AM4A is designed for recording studios, churches, public meeting halls, auditoriums, and wherever audio mixing is required.

This new system features "blocks" of pre-wired plug-in modules, designed for sound reinforcement and recording applications, and contain all the active circuitry of the mixer assembly.

Its low silhouette design provides the operator with a convenient sloping work panel. Overall height is only seven inches and depth is 27".

COMING EVENTS

February 26: Women's Advertising Club of Ottawa, Board of Trade Bldg., 6:00 p.m.

February 26: Sales & Marketing Executives Club of Montreal, Mount Stephen Club, 5:30 p.m. Topic: Market Research and Analysis.

February 26: Sales & Marketing Executives of Hamilton, Holiday Inn, 5:30 p.m. Al Cummings, Russell T. Kelley Co. Ltd.: "Visual Aids".

February 26: Sales & Marketing Executives of Toronto, Distinguished Salesmen's Awards & Ladies Night, Park Plaza, 5:30 p.m. Speaker: Ross Smith, VP Crombie Advertising Co. Ltd., Montreal. Topic: "In Front of Every Great Woman...There's a Man."

February 27: Advertising & Sales Club of Toronto, Direct Mail Day, Royal York Hotel, 12:30 p.m. Seminar 2:30-5:00. Luncheon speaker: John Yeck, Dayton, Ohio: "What Makes Direct Mail Top Dog?"

Senatorial opinion

BBG should take action on K. C. Irving's multi-ownership

IMPLICATIONS OF MULTIPLE-OWNERSHIP of news media caused a New Brunswick senator, C.R. McElman, to state that a situation existed in his province that "cried out for action" by the BBG or its successors.

McElman, speaking during the Senate debate on the government broadcasting bill, warned there are possible dangers in the wide ownership by the K.C. Irving interests in news media in New Brunswick.

He said the Irving industrial empire financially controls much of the province's press, radio and television outlets. He said this also affected the public in parts of Nova Scotia and Prince Edward Island.

McElman said the BBG or its successor should carefully consider suggesting to the Irving interests that they divest themselves of "effective financial control" over radio and television stations.

The senator said such action might in due time, be a prerequisite to any favorable consideration of renewals of broadcasting licenses for their stations.

He said he was not attacking the Irving business and industrial interests in fields other than broadcasting. He said he had nothing but commendation for Mr. Irving's business initiative, and wished there were more people like him, especially since that would increase competition.

February 27: Sales Promotion Executives Association of Canada, dinner meeting, Peppio's Restaurant, 146 Dupont St., Toronto, 5:30 p.m. Speaker: Lyn G. Jamison, executive VP, Packaging Association of Canada: "Through The Looking Glass," a packaging man's views on sales promotion.

February 27: Advertising & Sales Club of Ottawa, Board of Trade Bldg., 6:30 p.m.

February 28: Advertising & Sales Executives Club of Montreal, Queen Elizabeth Hotel, 12:30 p.m.

Change of dates: Tom Reynolds, head of Teen Age Fair, previously announced for March 17-24 in the QE Building, CNE, Toronto, says the event has been rescheduled to its former time, and will again be held in conjunction with the Canadian National Exhibition: August 16-September 2. The decision to return to the dates of the CNE, said Reynolds, was through an agreement reached with the CNE officials to "provide a much better location". Teen Age Fair will be much bigger and much better, he said, and there will be intensive TV as well as radio coverage, this year.

However, he felt the power of the diversified Irving empire might cause persons in the news media financed by it to tread warily.

Irving interests were back of four out of the province's five English-language dailies, one of the two English-language television stations and one of the two private radio stations in Saint John, he said.

McElman said the Irving interests had repeatedly tried to buy the remaining English-language television station, which would give it full control of English television in the province.

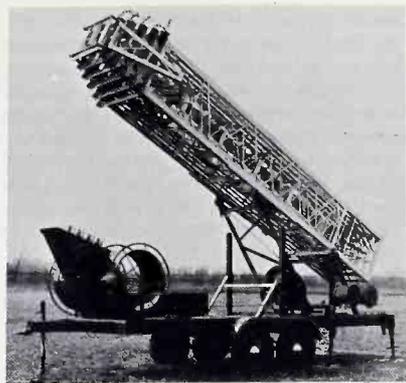
Few people in New Brunswick cared to speak about the situation, publicly, he said, because of the powerful interests involved, but it was widely discussed in private.

"Picture a labor dispute erupting in one of the Irving industrial concerns," he said. "The Irvings might be most meticulous in maintaining a hands-off policy with their newspapers, radio and television stations, but how would the management of those media feel?"

"If you felt that labor had a good case in dispute, would you, as the newspaper publisher or station manager, feel free to undertake a crusade on behalf of the union involved?"

"I suggest that balanced news coverage might suffer," the senator added.

Portable quick-erect tower features mobility and adaptability



A QUICK-ERECT TOWER, that can be erected by five men in approximately three hours, and be in full service within four or five hours, is portable and extends to a height of 100 feet, has been perfected by Andrew Towers Inc., Fort Worth, Texas.

The tower is mounted on a trailer and can be pulled by a pick-up truck of one-ton capacity. It is completely self-contained, can be mechanically raised or lowered, and is based on the rear of the platform trailer which has outriggers built into the trailer bed to provide stabilization, balancing and levelling.

Designed for commercial and military microwave applications, the new 100-foot tower has all the features of Andrews' 300-foot quick-erect tower, except for power features. Its only power-activated feature is a motorized post-hole digger used to dig anchor holes.

The tower consists of six 20-foot sections that extend to an overall height of 105 feet. It can be varied from 25' to 105' in three-foot increments, and was designed to support two six-foot parabolas in a 100-mile-an-hour wind.

Primarily developed for microwave operations, the quick-erect tower can be used for radar and video surveillance, for motion picture or still camera work, and at sporting events. It is compact enough to go into small areas, and can be operated in connection with a TV van at sports or news events.

This new 100-foot tower can also be utilized to provide service for short periods of time for television pick-up and for mobile radio coverage pattern. It goes up so quickly that it can be set up, perform its function and be dismantled all in one day, if necessary.

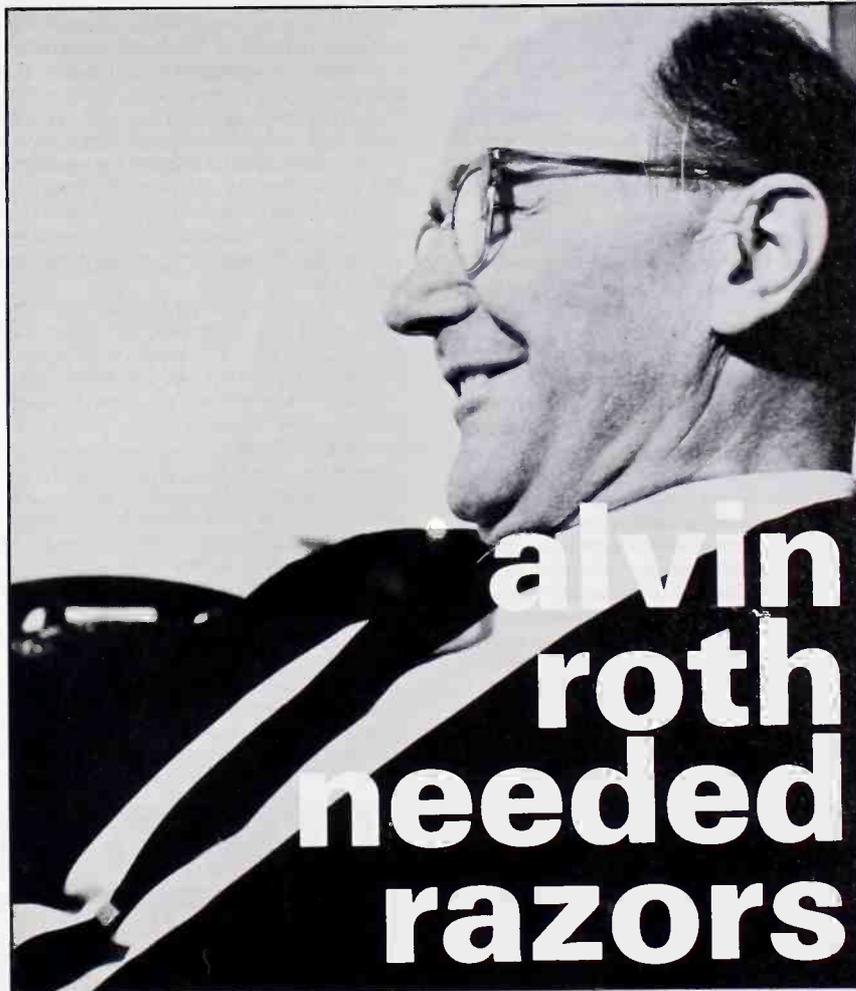
Reposing horizontally on its trailer, the tower can be raised into a vertical position by a hand-operated winch, and then telescoped upward from the rear of the trailer bed. Each section has a positive locking feature which prevents sections from becoming over-extended. All material and workmanship meet EIA standards.

The tower can also be mounted on a truck to make it self-propelled.

There is sufficient room on the tower trailer to house almost any communication gear for transportation or for operation. For instance, the

trailer, in addition to providing space for the tower and equipment, guy lines and other items needed in the erection of the tower, can accommodate sufficient operation equipment for a portable radio or microwave station. Reels for transmission lines and guy lines are a standard part of the trailer.

According to John Andrews, general manager, Andrews Towers, the new 100-foot quick-erect tower will fill more applications, primarily because of its cost, than the 300-foot quick-erect. Cost of the 100-foot tower is some \$20,000 (U.S.) compared to \$60,000 for the 300-foot model.



and he got them . . . thousands of them. Alvin Roth, Superintendent of the London Rescue Mission, had a problem. The unemployed, the transients and others who use the services of the Rescue Mission get food and lodging but they also need a clean-up and shave. Alvin Roth needed razors. He took his problem to Ed Manning, Public Service Director at CFPL-TV. Alvin Roth got his razors. He got them two years ago and he is still getting them.

A success story? Not really . . . just an indication of how CFPL-TV and the Western Ontario community complement each other.

CFPL-TV serves Western Ontario — "completely."



Long Ottawa hearings *(continued from page 12)*

Dancy said he saw a "credibility gap" in CHOK's contention that it had retained an interest in FM throughout the 15-year period. If it had been keen, he said, it would have made an application long ago instead of waiting until another broadcaster put in a bid and then calling for a delay.

He accused CHOK of using the new AM transmitter cost as a "red herring" and said the \$250,000 price tag put on it was far above the cost figures the station presented to the BBG in seeking the power increase last year. Dancy said the figure then was \$143,000.

Dancy said CHOK admitted that much of its AM plant was 20 years old and needed to be modernized. He was sure the station had been writing off equipment over many years, and there was nothing extraordinary in it now being faced with a stiff bill for this modernization.

Monk said his station is aggressive in seeking advertising sales, but in the last few months it had only managed to sell 62.5 per cent of its available commercial time. Introduction of either a new AM station or the AM-FM combination would reduce CHOK's revenues just when the station faced heavily-increased capital expenditures, he said. CHOK deserved first chance at setting up a modern FM operation in Sarnia, he added.

Dancy said Kingston and Peterborough are comparable markets to Sarnia and each had local TV stations plus several AM and FM local stations. There was no doubt the area could afford the new AM and FM stations he proposed. The people in the area also deserved another local choice for programming.

Competing applications for Guelph FM

The Board heard two proposals for FM stations in Guelph, Ont. One was made by CJOY, the present AM station, and the other by a company to be incorporated represented by Elverne Earl Hallman.

CJOY wants the 106.1 frequency, and the Hallman group made a bid for the 103.5 spot, but although technically feasible for both stations to be approved, Robert Snyder, lawyer for the Hallman group, said they would oppose the CJOY bid if it proved prejudicial to their attempt to get on the air, and that CJOY was late in submitting its proposal because it had only decided to move after the Hallman group acted.

Snyder said the CJOY FM operation would be prejudicial to the Hallman station if CJOY was allowed to offer bargain rates to advertisers who bought time on both the AM and FM outlet.

W.O. Slatter, president, CJOY Ltd., admitted his group had stepped up activity on the FM project after hearing about the Hallman proposal, but the move "had been in CJOY's thinking for a long time", and it had decided to submit a formal application to the BBG last summer. He said the FM outlet would provide 50 hours of programming a week different from that carried now on CJOY-AM. At other times the FM station would carry the AM programs.

Hallman, a Guelph farmer-businessman, said his proposed station would be on the air 18 hours a day, and would concentrate on bringing agricultural information to area farmers, which was "sadly neglected" by present stations.

Snyder said the proposed station would "tap a revenue source" not being touched now, from businessmen in such outlying communities as Fergus, Elora, Arthur, Mount Forest, Acton and Elmira. He said there is a "keen desire" in these towns for the kind of service this station would provide.

Replying to questions from the BBG counsel, Snyder said the Hallman group has an application for an AM station before the DOT for technical clearance. This eventually would be brought before the BBG, but his group would proceed with the FM bid no matter what happened to the AM proposal.

Manitoba repeater wants separate commercials

Permission to air separate commercials on its two outlets, CFAM Altona, and its repeater station, CHSM Steinbach, which has no local studios or local programs, was sought by Southern Manitoba Broadcasting Co. Ltd.

President W. E. Kroeker said the proposed split would allow a better deal for local merchants wishing to use only one of the company's two stations, and would bring slightly lower rates for the small merchants in either centre who wanted to buy time on only one station.

He said local merchants in small communities served by the two stations had suggested lower rates. A small merchant near Steinbach had no benefit from having his commercial

broadcast over the Altona station.

The company proposed to trim local rates for one-station commercials by one-quarter, and increase the rate for a two-station commercial by the same amount. There would be a slight increase in rates for national advertisers, or those in Winnipeg who continued to buy time on both outlets.

Kroeker said the proposal would result in about a five per cent gain in total revenue for the station, offset in part by the increased technical cost of separating the two stations for local commercials.

BBG counsel Mel Goldberg said the move should leave the Steinbach station with more time available for commercial sales. He wondered, since the station put a good signal throughout greater Winnipeg, whether it meant the station would attempt to move into that market more aggressively.

Kroeker admitted his company's programs are designed to attract listeners among various ethnic groups, including people in Winnipeg, but he said no advertising time would be offered to Winnipeg buyers at the low local rate, and the Altona-Steinbach operation made no adjustments in program schedules to make its fare more attractive to a city-dweller. The aim was, he said, to continue to serve the rural population in the southern Manitoba area.

Toronto station proposes more ethnic programs

Seeking to provide increased service to the city's growing ethnic population, CHIN Toronto served notice to the Board that it intended to seek permission to put on more foreign language broadcasts.

John B. Lombardi, station president, appearing before the Board for renewal of its broadcasting license, said his station had tried many different approaches with its programming, but felt it has finally arrived "on the right track."

He said it had become obvious in the station's 20 months on the air that building a substantial audience among the various ethnic communities in Toronto could not be established with English-language broadcasts that merely stressed European music. He said more foreign-language broadcasts are needed to attract the immigrant audience, but once this has been done, it could be held through programs that would help the listeners learn more English.

Dr. Andrew Stewart, BBG chairman, reminded Lombardi that he would have to make a specific application to the Board to increase the foreign-language percentage of CHIN's broadcasts, which is now authorized at "up to 20 per cent". It could apply to have the maximum raised to 40 per cent. Lombardi said he would do so.

CHIN is a daytime-only AM operation, which recently added FM on a 24-hour basis. There had been problems with the FM operation because it interfered with some TV signals in

Toronto, and the station had promised to remedy these whenever they occurred. This had been done, with special traps purchased and installed to eliminate such interference. But all this had contributed to the substantial loss sustained by the station so far, said Lombardi, who added: "We are still in the trap business, although our station isn't producing any skins!"

FM station in B.C. plans "All-C & W" format

Proposing an "all country and western" format for an FM station, CKNW New Westminster, B.C. sought permission to establish and operate such an outlet as a companion to its AM operation.

Bill Hughes, station manager, said the new outlet would provide a change from the "steady diet of classics and strings" provided by FM stations now reaching the area. The potential for C & W music is "hardly hillbillies" he said, pointing out that New York City has two stations that cater to country music fans, and a survey of their audiences showed most of the listeners were white-collar workers, more than half owning two cars and a large percentage owning their own homes.

Trail AM asks for FM

CJAT Trail, B.C. also applied for an FM license, to cover the same area now reached by its AM signal.

Station manager Joseph Kobluk said the FM service would be "uninhibited by the noise and interference" from increased industrialization that was posing problems for the AM signal. He said one in three Trail homes already has an FM receiver.

Board is concerned over local programming

Called before the Board, as one of several stations from the 116 whose

licenses are up for renewal March 31, 1968, CFOB Fort Frances, Ont. was asked to explain its low percentage of local programming.

H. Fraser Dougall, CFOB president, said it is a "tough job to rustle up local talent among the ten thousand residents of Fort Frances. We program all the Canadian talent we can get our hands on."

He said it is difficult to generate more public affairs programming in a community where "it is headline news if a gas station opens or closes."

Dr. Stewart said the BBG found the station's record in local programming and in relating to the community "not very impressive". He noted there was a total of only ten hours and 20 minutes of news and commentary in one week on CFOB.

Dougall said the station feels it is turning out an excellent local service, with improved news reporting and plenty of attention to the affairs of local organizations. They had also hired a new program director.

Delinquent reports bring call from Board

For not replying to BBG letters, and being late in supplying required program information, CFDR Dartmouth, N.S. was asked to appear before the Board as another in the group of stations applying for renewal of its license.

CFDR president John Cruickshank said he had been unaware there had been repeated incidents of late filing of required information (daily program logs) and promised "this will be rectified". C. J. Flemming, station manager, said the staff had been reorganized to ensure prompt reporting to the BBG and that all BBG letters will be answered promptly in future.

Board members showed interest in a mutual agreement between CFDR and CJCH Halifax on advertising sales, the two stations offering a special rate to advertisers who wish to

purchase time on both outlets.

Dr. Stewart said this is unusual when both stations serve substantially the same market and should be competing against each other for advertising dollars.

Flemming said the stations do not reach the same audience even though they serve the same area. CJCH played popular music and had a different format from CFDR which avoided country and western and the records listed in the Top 40 of the pop chart. CFDR, he said, was aimed at a more adult audience, and advertisers recognized the sense of buying both stations together.

The common sales policy allowed a slightly reduced rate because only one station had to produce the advertising matter which could then be used by both. Advertisers can still buy time from the stations individually, he said, and the two stations still compete with each other for revenue.

Seeks further expansion

Rogers Broadcasting Limited, operating CHFI AM-FM Toronto, and CHAM Hamilton, made a proposal to purchase controlling shares (83 per cent) of CHYR-CHIR Leamington, operated by Sun Parlour Broadcasters Ltd. The Leamington operation would retain its present management.

Dr. Stewart said the Board had been concerned by the Leamington station representing itself as serving Windsor, when it was licensed to serve only Leamington and surrounding Essex county. He asked whether Rogers Broadcasting would accept a license condition that stipulated the station would maintain its county status.

Rogers' lawyer, John Graham, said his company would gladly do this if the BBG imposed a similar condition on CFGM Richmond Hill, just north of Toronto.

Rogers Broadcasting also sought power boosts for its AM stations in Toronto and Hamilton, proposing to

GROUP ONE ATLANTIC

BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

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

GROUP ONE RADIO LIMITED

MONTREAL
932-8357

TORONTO
923-0919

WINNIPEG
942-1892

VANCOUVER
682-6391

boost CHFI's daytime power from 1,000 to 2,500 watts and CHAM nighttime operation from 5,000 to 10,000. CHFI is already authorized to use 2,500 watts at night and CHAM is on 10,000 daytime.

Power boosts sought

CFAX Victoria, B.C. sought a power increase to 10,000 watts day and night, from its present 1,000 watt coverage. President Clare G. Copeland said the increase is needed to overcome night interference and to provide the signal strength in the Victoria area equal to that of the other two stations.

Outside daylight hours, he said, there is strong interference with the CFAX signal from KNX Hollywood, California.

CFCN-TV Calgary sought a new TV rebroadcasting station at Drumheller, Alta., which president Donald Campbell said would serve a new housing development spreading out along a river valley in the Drumheller area in which residents could not receive the Calgary signal directly.

CFLV Valleyfield, Que. sought a power boost from 1,000 to 5,000 watts day and night, since increased industrial development in the area had steadily whittled down the range of the station's signal.

J. C. Lefèbvre, station manager, said the proposed new signal pattern would reduce the extension westward towards Cornwall, Ont., which the Valleyfield station had no desire to penetrate.

Plans are opposed for 3-station B.C. net

Two new radio stations at Castlegar and Creston, B.C., tied to a mother station at Nelson, were proposed by Kokanee Broadcasting Ltd., operators of CKKC, formerly CKLN, Nelson.

Douglas Glover, managing director, said the Nelson station would form the logical hub of an integrated system extended to the two other mountain communities. CKKC proposed setting up small stations at Castlegar and Creston to receive the bulk of their programming from CKKC but each would provide some local programming of their own.

T.N. Tuck of Castlegar and a group of associates opposed the Castlegar application because they want to set up an independent station there. They have submitted an application which is currently in the hands of the DOT for technical clearance. They offered no opposition to the Creston bid.

Glover argued that neither Castlegar nor Creston could support an independent station, and the only way to provide the needed service was through the proposed tie-in with the Nelson station.

Robert Hall, president, CKCR Revelstoke, spokesman for the Tuck group, said his associates had hoped to have their application for Castlegar ready for the hearing of the Board, but they had been confronted with a change in broadcasting consultants, and a last minute problem over leasing land for the transmitter site. He maintained that the Castlegar area is affluent enough to support a full-fledged local station.

Glover was asked by the Board if CKKC would go ahead with one new station if the application for the second addition was denied, and he said they would, although the application was based on operating all three stations together and any change would require some new figuring.

Asks for repeater

CKVM Ville-Marie, Que. sought to establish a radio rebroadcasting station at Temiscamingue, which manager René Legault said would provide a good signal in the area which now receives only spotty service and fades out almost completely at night.

Complaints registered against local station

Complaints against CHAD Amos, Que., an affiliate of the CBC French Network, that the station was carrying only 25 per cent of the network programming available, and asking for the establishment of a full-fledged CBC station with disaffiliation of CHAD from the network, were heard by the Board.

The brief, signed by the mayor, civic and service groups, said CHAD technical standards were poor, and there were surges or fades in volume when it switched from CBC programs to its own or those from its sister stations, CKRN Rouyn, CKVD Val d'Or or CKLS La Sarre, all owned and operated by Radio Nord Inc.

David Gourd, president of the group operation, said CHAD carried 76 hours of CBC programming a week, more than the minimum of about 30 required by the network. He said station relations were good and the majority of merchants in the town used the station. CHAD produces only about two hours of programming a day from Amos, he said, and the rest came from the other stations along the Radio Nord network or from the CBC. The

station could not survive as an independent outlet, having to produce all its own programming.

Seeks to extend its TV service

CHAN-TV Vancouver, B.C. proposed to set up a new TV rebroadcasting station at Courtenay, on Vancouver Island, to provide increased service, but the station had no intention of selling local advertising in the new areas reached.

President J.R. Peters said the move by CHAN-TV, an affiliate of the CTV network, would make the programs available in the Powell River and Campbell River areas, as well as the Courtenay area of the island. He said the CBC had set up a similar system to reach the mainland north of the Vancouver area.

High-rise apartments blot out signals

CHUM-FM Toronto sought a change of transmitter site and a power boost, as J.W. Armstrong, vice-president, CHUM Ltd., said the present transmitter atop the station's Yonge St. building is overshadowed by new high-rise apartments, blotting out the signal in many areas of the city.

His own home was only six miles from the station and he couldn't receive the signal, he said.

CHUM-FM seeks a power increase from 54,000 to 100,000 watts, and proposes to locate its new transmitter on the Manufacturer's Life Building in downtown Toronto.

Plans for survival made by Quebec station

Survival of CFOM Quebec City, the only private English-language radio station in the predominantly French city, would be assured as a result of a complete financial reorganization, said Henri Lepage, president, Goodwill Broadcasters Inc., owners of the station, who sought Board approval for a stock issue and transfer.

CFOM must move its studio and transmitter, and proposed to issue another 2,000 common and 4,000 preferred shares of its stock, as well as transfer 3,595 common and 9,576 preferred shares, said Lepage. He said a confidential letter on the financial reorganization had been filed with the BBG.

CBC Radio seeks to expand service

At the hearings, the CBC applied for permission to establish a new radio station at St. Anthony, Nfld., with a proposed 10,000 watts on 600 kcs., enabling it to reach across the Strait of Belle Isle to settlements on the Labrador coast. This would provide the CBC English network service to some 23,000 people. The DOT which has technical facilities and staff at St. Anthony, would take over the maintenance of the station.

HOYLES, NIBLOCK AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.

3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

CATV • ETV

TELEPHONE 613-237-1038

TELEPHONE 604-437-1141

COLOR FACILITIES OF TELEVISION STATIONS

as of FEBRUARY 1968

The Television Bureau of Advertising of Canada recently conducted a poll of all Canadian and U.S. border television stations to determine the current color facilities available.

At present, of the 72 Canadian television stations listed, 66 can accommodate a network feed in color, 39 are able to transmit color film, 33 are equipped to handle videotape commercials and 14 have facilities to produce local color commercials and programs.

The amount of color programming available from the three networks—CTV, CBC English and CBC French—totals 88 hours in the average week. In addition is the color

programming originating from independent stations and network affiliates.

As for color set penetration, which now stands at six per cent of all television households, TvB estimates for the next five years are as follows:

1968	--	510,000	--	10.0%
1969	--	750,000	--	14.3%
1970	--	1,025,000	--	19.0%
1971	--	1,335,000	--	23.9%
1972	--	1,720,000	--	29.9%

Market	Station	Net- work Feed	Film Color	Video- Tape Color	Local 'Live' Color	Market	Station	Net- work Feed	Film Color	Video- Tape Color	Local 'Live' Color
BRITISH COLUMBIA						ONTARIO (continued)					
DAWSON CREEK	CJDC-TV	0	--	--	--	TORONTO/HAMILTON	CHCH-TV	--	0	0	0
KAMLOOPS	CFCR-TV	0	--	--	--	WINDSOR	CKLW-TV	0	0	0	--
KELOWNA	CHBC-TV	0	--	Testing	--	WINGHAM	CKNX-TV	0	0	1969	--
PRINCE GEORGE	CKPG-TV	0	--	--	--	BUFFALO/TORONTO	WBEN-TV	0	0	0	0
TERRACE-KITIMAT	CFTK-TV	0	--	--	--	BUFFALO/TORONTO	WGR-TV	0	0	0	0
VANCOUVER	CBUT	0	0	0	May/68	BUFFALO-TORONTO	WKBW-TV	0	0	0	0
VANCOUVER	CHAN-TV	0	0	0	--	DETROIT/WINDSOR	WWJ-TV	0	0	0	0
VICTORIA	CHEK-TV	0	0	0	--	DETROIT/WINDSOR	WJBK-TV	0	0	0	--
BELLINGHAM/ VANCOUVER	KVOS-TV	0	0	0	--	DETROIT/WINDSOR	WXYZ-TV	0	0	0	0
						WATERTOWN/ KINGSTON	WWNY-TV	0	0	0	Oct/68
ALBERTA						QUEBEC					
CALGARY	CFCN-TV	0	0	0	June/68	CARLETON	CHAU-TV	0	--	--	--
CALGARY	CHCT-TV	0	0	--	--	CHICOUTIMI	CJPM-TV	--	0	0	--
EDMONTON	CBXT	0	0	--	--	CHONQUIERE	CKRS-TV	0	0	0	--
EDMONTON	CFRN-TV	0	0	0	--	MATANE	CKBL-TV	0	--	--	--
LETHBRIDGE	CJLH-TV	0	Sept/68	Sept/68	--	MONTREAL	CBMT	0	0	0	0
LLOYDMINSTER	CKSA-TV	0	--	--	--	MONTREAL	CBFT	0	0	0	0
MEDICINE HAT	CHAT-TV	0	--	--	--	MONTREAL	CFCF-TV	0	0	0	0
RED DEER	CKRD-TV	0	--	--	--	MONTREAL	CFTM-TV	--	0	0	0
						QUEBEC CITY	CBVT	0	0	0	--
						QUEBEC CITY	CFCM-TV	--	0	0	1969
						QUEBEC CITY	CKMI-TV	0	0	0	1969
						RIMOUSKI	CJBR-TV	0	--	--	--
						RIVIERE-DU-LOUP	CKRT-TV	0	--	--	--
						ROUYEN-NORANDA	CKRN-TV	0	--	--	--
						SHERBROOKE	CHLT-TV	0	0	0	0
						TROIS RIVIERES	CKTM-TV	0	--	--	--
						BURLINGTON/ MONTREAL	WCAX-TV	0	0	0	0
						PLATTSBURG/ MONTREAL	WPTZ-TV	0	0	--	--
						POLAND SPRINGS/ MONTREAL	WMTW-TV	0	0	0	--
						NEW BRUNSWICK					
						MONCTON	CBAFT	0	--	--	--
						MONCTON	CKCW-TV	0	0	0	--
						SAINT JOHN	CHSJ-TV	0	1968/69	--	--
						NOVA SCOTIA					
						HALIFAX	CBHT	0	0	--	--
						HALIFAX	CJCH-TV	0	1969	1969	--
						SYDNEY	CJCB-TV	0	Sept/68	Sept/68	--
						PRINCE EDWARD ISLAND					
						CHARLOTTETOWN	CFCY-TV	0	--	--	--
						NEWFOUNDLAND					
						CORNER BROOK	CBYT	0	--	--	--
						ST. JOHN'S	CBNT	0	0	0	1969/70
						ST. JOHN'S	CJON-TV	0	0	0	--

0 - in operation

-- - present plans do not include this equipment

OVER THE DESK by Dick Lewis

NOBODY PROCLAIMED IT "Alphonse Ouimet Day". They might as well have in broadcasting and advertising circles though, because it was the day, Thursday February 15, chosen by the Broadcast Executives Society, aided and abetted by the Association of Canadian Advertisers and the Institute of Canadian Advertising, to fete, honor and lunch the retired president of the Canadian Broadcasting Corporation.

The thrice bedoctored guest of honor, accompanied by his charming wife, was in fine form, and between him and the cross section of the broadcast advertising world in attendance, to say nothing of Danièle Dorice, who supplied the scintillatingest of entertainment to come down the pike for lo these many moons (agenda chairmen please note) they done it up—but good.

Al Ouimet is proud of the CBC and proud of the contribution he has made to it through his 33 years of service, and he made no bones about it, as why would he?

Obviously moved by the warmth of the 250 who attended the lunch, and the gift of a "Shopsmith" home workshop, he recalled highlights from the story of Canadian broadcasting.

Expo and the Centennial were challenges the Corporation had met in 1967, but not the only challenges. Others were in the form of controversies.

"For years now," he said, "there has hardly been a day that the Corporation has not made the headlines in some way or other.

"I am not speaking here of articles by some columnists who earn their daily bread by exploiting CBC's real or imaginary problems," he said.

"I am thinking of those press stories which regularly make the headlines right across the country and which, in turn, often become the inspiration for castigating editorials.

"Without having made a systematic analysis," he went on, "I would say that at least 90 per cent of the adverse headlines regarding CBC in the last ten years were well-featured reports of accusations, criticisms or insinuations, made individually on or off the record, by some who collectively are the boss of the CBC; not by Parliament itself but by some individual members and by its agents.

"Another five per cent," he said, "would be stories based on traditional

union attacks at times of negotiations, and on the humiliating indiscretions of certain employees who seek psychiatric treatment on the columnist couch.

"The last five per cent—possibly only one or two per cent—would cover criticism from members of the general public made directly or through various institutions.

"Whatever the exact percentages might be," he continued, "widespread criticism, even of our most daring program ventures, by the public itself, has been very rare indeed.

"The CBC continually keeps its finger on the public pulse and knows quite accurately, through scientific surveys just what the various segments of the public think about different types of presentations," he went on, "and I can assure you that any similarity between public opinion generally and official or semi-official criticism of the CBC, as reflected in press headlines, is purely accidental."

Obviously Al Ouimet, retired, felt at long last able to get something off his chest which had been there a long time.

He came right to the nub of the matter when he said it was the first 90 per cent, "the officially-inspired headlines, which are really damaging to the Corporation. These headlines or the controversies to which they are related all have one thing in common. They never occur when Parliament is not sitting.

"This," he said, "is why CBC executives have come to look forward so much to the altogether too short parliamentary recesses, because this is really the only period in the year when they can really catch up with their work."

Personally, I am unable to account for 89 of the 90 critics he referred to, but it was no secret that the other was Miss Judy LaMarsh.

Perhaps in order to make sure he would make his point, when Al Ouimet's gift was unwrapped at the time it was presented before his speech, he gave a mock sigh of relief, and said, "For a moment I thought it was going to be a reclining figure of the secretary of state."

Ouimet made not the slightest effort to disguise his distaste for Miss LaMarsh, who, not long ago, openly accused his CBC of being the victim of "rotten management."

"The situation (controversy etc.) during the last two years has of course been even worse," he said, "with the minister on occasion practically leading the attacks, both inside and outside the House, with accusations which have yet to be substantiated."

Throughout the speech, Ouimet gave side glances in the direction of the CBC's new president, Dr. George Davidson, in mock warning of what his successor might have in store.

But he ended his talk with an expression of faith, as the audience rose to give him a standing ovation, with the words: "George, the CBC is not only a great institution... it works."

S'long Al Ouimet. I don't know where you are heading. But wherever it is, it is going to be interesting and provocative.

A THOUGHTFUL EDITORIAL, typifying those that are being aired by Canadian broadcasting stations comes to light with the following, presented over CKWW Windsor, under the by-line of Stan Switzer.

"Here in Windsor there are a good many people look forward to the long, hot summer ahead with fear and trepidation. Not because of what it may have in store for our city...but what may happen just across the River in Detroit.

"Already the stirrings—the undercurrents of distrust and dissatisfaction can be sensed. There is more than muttering—it amounts to outright boasting, at times, of the guns already stockpiled—the ammunition put by—the plans which have been finalized and just await the signal which will put them into action.

"Lest you think we have some sort of pipeline into the hard core of either side, let us disavow this right now. We are merely bringing into the open fears which have been expressed in our presence many times in recent weeks.

"Expressed by men and women who work or live in Detroit, and who have spent enough years in our neighboring city to be able to sense the winds of hate which already are stirring.

"Having been closely associated with reporting one civil insurrection—the worst in U.S. history since the Civil War—which occurred last July on Windsor's doorstep... none of us want to witness a repetition of the same.

"But to put it bluntly—we not only worry about another outbreak equally as bad...we fear one which could be worse."

And this cleans off The Desk for this issue, so buzz me if you hear anything.

N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

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

5253 DECARIE BLVD.
514-488-9581

MONTREAL 29, QUE.
CABLE: PAPPACO

CLASSIFIED ADVERTISING

NEWSMAN/ANNOUNCER

for radio or tv. Ten years experience... currently tv news reporter in million-plus U.S. market. Wishes to return to Western Canada.

Box 140

The Canadian Broadcaster
17 Queen Street E., Suite 128
Toronto 1, Ont.

FILM EDITOR

Creative, intelligent, experienced in news & documentary film work, seeking challenging position in Canada.

Box 141

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

WANTED

WE NEED A GOOD
ON-AIR NEWSMAN FOR
A WELL PAID SLOT.
WE'D LIKE TO HEAR
HIS TAPE AND SEE
HIS RESUME.

Box 132

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

FM OPERATOR CREDIT MANAGER OFFICE MANAGER

Aggressive family man, 29 years of age, community minded. I am experienced in all three lines above and am seeking a challenging position with a progressive radio station.

The station will most likely be in a smaller town, one where I will be in contact with all phases of the industry.

Voice untrained but has great potential.

Let me make money for you!
Contact the following for résumé:

Box 139

The Canadian Broadcaster
17 Queen Street E., Suite 128
Toronto 1, Ont.

Does your retail sales department need a shot in the arm?

Mature radio sales-management type available for short term assignments.

Box 145

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

I want a change of LOCATION & CHALLENGE

- Program dir. - morning man
- News - announcer
- Married, 30 - 1 child
- Will locate anywhere in major mkt.
- For tape & résumé write:-

Box 142

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

AVAILABLE

Graduate of "Career Academy" Broadcasting School. Worked for 2 months in nearby radio station for Christmas season. Unemployed at present. Know all phases of radio... shows, news, sports, etc.

Richard Levy
McLean Ave., Arnprior, Ont.
Phone: 623-2305

NEWS AND PRODUCTION ANNOUNCERS

Are you ready for a major Western market? Mature, and sound it? Resourceful - willing to give the effort that pays off in polished work? Adult station in a booming market is building a winning team. Can you make it?

Send a tape and background information to:

Box 135
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

GRAPHICS - TV - AGENCY

Experienced in TV Graphics, also layout and design. Wish to continue this type of work in a position in TV or agency. Willing to work anywhere in Ontario.

Box 143

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

AM/FM STATION AVAILABLE METROPOLITAN MARKET

MICHAEL JAY

Licensed Broker

1262 Don Mills Road

Don Mills, Ont.

(416) 445-8822

— USED EQUIPMENT FOR SALE —

AM, short wave and TV transmitters also wide range radio and TV broadcast equipment.

Write:

G. G. Yull, Ass't Coordinator
Engineering Projects & Services,
Canadian Broadcasting Corporation,
7925 Cote St. Luc Road,
MONTREAL 29, Quebec.

(continued on next page)

What's ahead in television

the new evidence surrounding the Warren Commission investigation of the assassination of the President; or simply a short series of weekly programs lasting perhaps five or seven weeks, such as have been a staple of the BBC diet.

Third, we are beginning to see a new form of "young comedy", zany, subjective, semi-structured, turned-on. Pioneered by the talented, with-it Smothers Brothers, it appeared in full bloom with the debut on CTV of NBC's *Laugh In* with Rowan and Martin. Not comedians in the traditional manner of a Skelton or a Gleason, they appear to be tuned in with our affluent, educated, young marrieds. Above all, they are unpredictable, different—surest guarantees against the boredom and conformity which characterizes so much of television programming.

Fourth, it has become commonplace to refer to television as our "window on the world". It is nonetheless accurate and descriptive. The blood of Vietnam is spilled on our living room carpets, and the debate on national unity here in Canada is a dialogue in which we participate. NBC's *Tuesday* is not a co-incidence, but a real response to the needs of an increasingly educated, articulate and concerned public. The unique capacity

of television to record, reflect and interpret the world around us will play an increasingly important role in programming, as in the very conduct of national and international affairs.

Fifth, there will be a continuing growth in competitive sport on television. The acquisition, for example, by CBS of an NHL franchise for Sunday afternoon hockey is only the beginning. The massive coverage by ABC this winter and next fall of the 1968 Olympics at Grenoble and Mexico City is additional evidence of the trend.

Dangers of boredom

Common to these five areas of programming development is a single theme. It is a response to the dangers of boredom and sameness by an increasingly sophisticated, educated, younger, leisure-time audience.

If these five suppositions, and the evidence on which they're based are accurate, what will it mean to the "conventional" television broadcaster?

First, if the cable systems under the new Broadcasting Act, are permitted a greater role than their present one of re-transmitting the conventional television signals, it will alert him to the already evident dangers of erosion of his audience.

Second, he will study increasingly the demographic data in his rating books (age, education) to detect the first signs of fall-off in his young, middle class audience. Life-expectancy of series will be shorter, and he will not expect the long run successes of a *Gunsmoke*, a *Bonanza* or even a *Bewitched*.

Finally, it may suggest to him that, as choice and fragmentation increase, there may be an interesting new alignment of loyalties in the audience. Where it is accepted that dial switching now from channel to channel to "find" certain programs is characteristic of today's audience; tomorrow's audience may dial switch from channel to channel, in a crowded spectrum, to find a whole service.

As the innovative Westinghouse Broadcasting Company in the U.S. has done, with two of its UHF stations, a whole channel may be devoted to twenty-four hour news; or as a Chicago independent has to sports; or a Los Angeles station to stock market reports; or a New York station to movies.

As contemporary radio responded to television by creating "brand" loyalty to "a sound", so today's television may respond to tomorrow's by creating a unique service on its channel. And the Networks (three or four in the seventies?) may do as ABC Radio has done this year, in creating four special services to match four patterns of service provided by its heterogeneous affiliates.

ANNOUNCEMENT

Warner Bros.-Seven Arts
Vice President and Canadian
Television General Manager



Charles S. Chaplin, Warner Bros.-Seven Arts' Chief Executive Officer in Canada has been appointed to head the new combined Television sales operations as Vice President and Canadian Television General Manager, effective immediately. Mr. Chaplin, who was recently named by Warner Bros.-Seven Arts' Board of Directors as an officer and Vice President of the parent Company (Warner Bros.-Seven Arts Limited), will also be personally responsible for all Network and Eastern Canadian feature film sales.

MAINTENANCE TECHNICIANS MAJOR TV BROADCASTING CENTRE

Minimum of two years' experience, preferably in color telecine and Ampex VTR. Highest salaries and good benefits.

Reply in confidence detailing experience and salary expected.

Box 144
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

CJAD RADIO MONTREAL NEWS AND SPECIAL EVENTS DEPARTMENT IS E-X-P-A-N-D-I-N-G!

Montreal's leading English language station is looking for qualified newsmen to add to its staff.

The people we would consider are happy and successful where they are, but would be willing to undertake the challenge of work in a major market.

If you think you would be an asset to CJAD, send me a letter — no tapes please — outlining your background, your present duties and your hopes for the future.

All replies will be held in strictest confidence.

Write:

Bill Roberts,
Vice President, Programming,
Radio Station CJAD,
1407 Mountain Street,
MONTREAL.

CANADA  PACKERS

TIMEX



VICKS



CHRYSLER CANADA LTD.



FACELLE

Flushabys



ELECTROHOME

TOYOTA CORONA

Packard 
by Kaufman

Parker Brothers Games, Ltd.



AJAX



AMERICAN MOTORS



SINGER



AYLMER

BEAU CHATEL WINES LIMITED

NESTLÉ's



SARAN WRAP

From all of us,
to all of you,
thanks.



**Have you seen
any good looking
figures lately?**



DPC-TQ-68-1

She might settle for a perfect **36 - 24 - 36**
but we're pretty proud of our **23 - 23 - 25**
which means 23 of the top 25 shows,
according to the latest Nielsen and B.B.M.
ratings, in our coverage area of close to a
million people.

Surprised? We're not. We've been doing
it for quite a few years.

Happy? Not completely!
We're aiming for a perfect... **25 - 25 - 25**
and we'll do our darndest to reach our
objective.

For more information about our good
looking figures, call our sales reps.

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

QUEBEC CITY

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