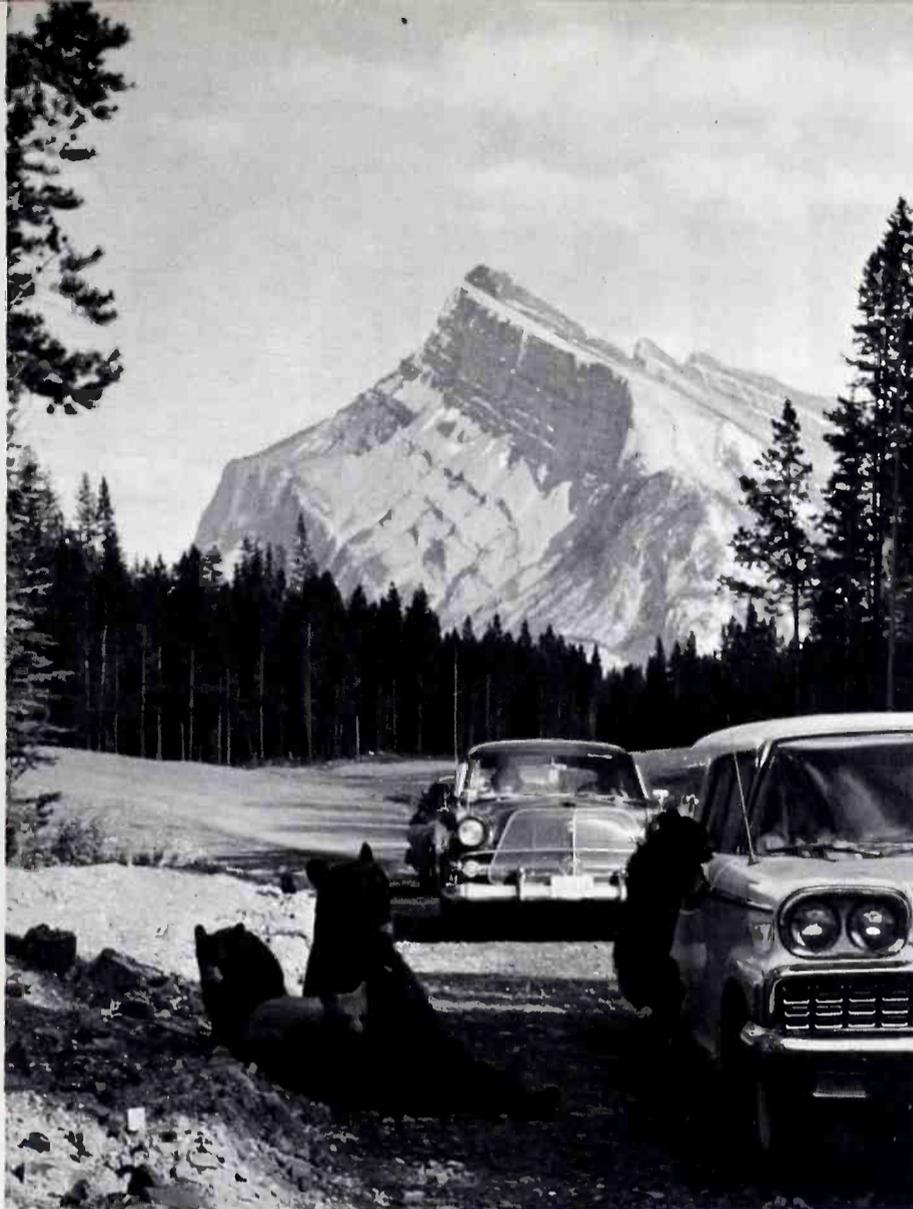


Now in our twenty-fifth year of reaching people who reach people



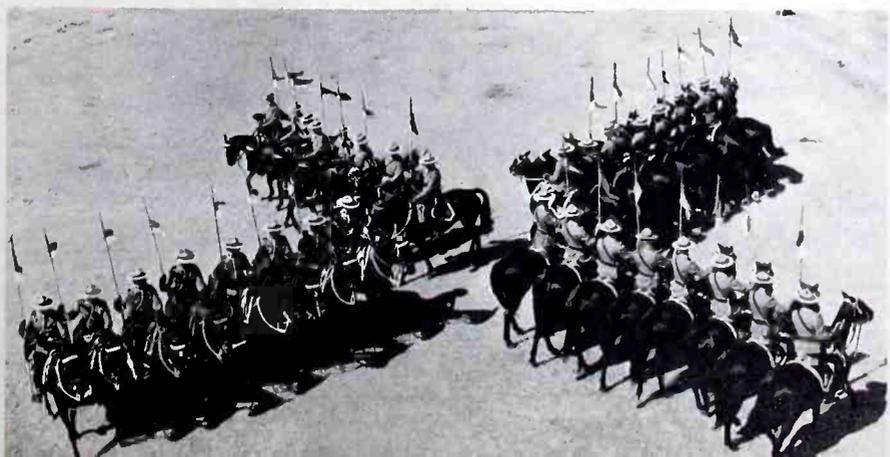
◀ A great attraction in Canada's national parks in the west is afforded by the bears which amble over to cars at every opportunity.

▶ This Indian Dancer brings in the tourist dollars at mountain resorts in the Rockies with his version of the "hoop-la" craze.

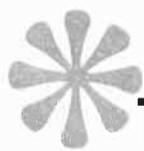
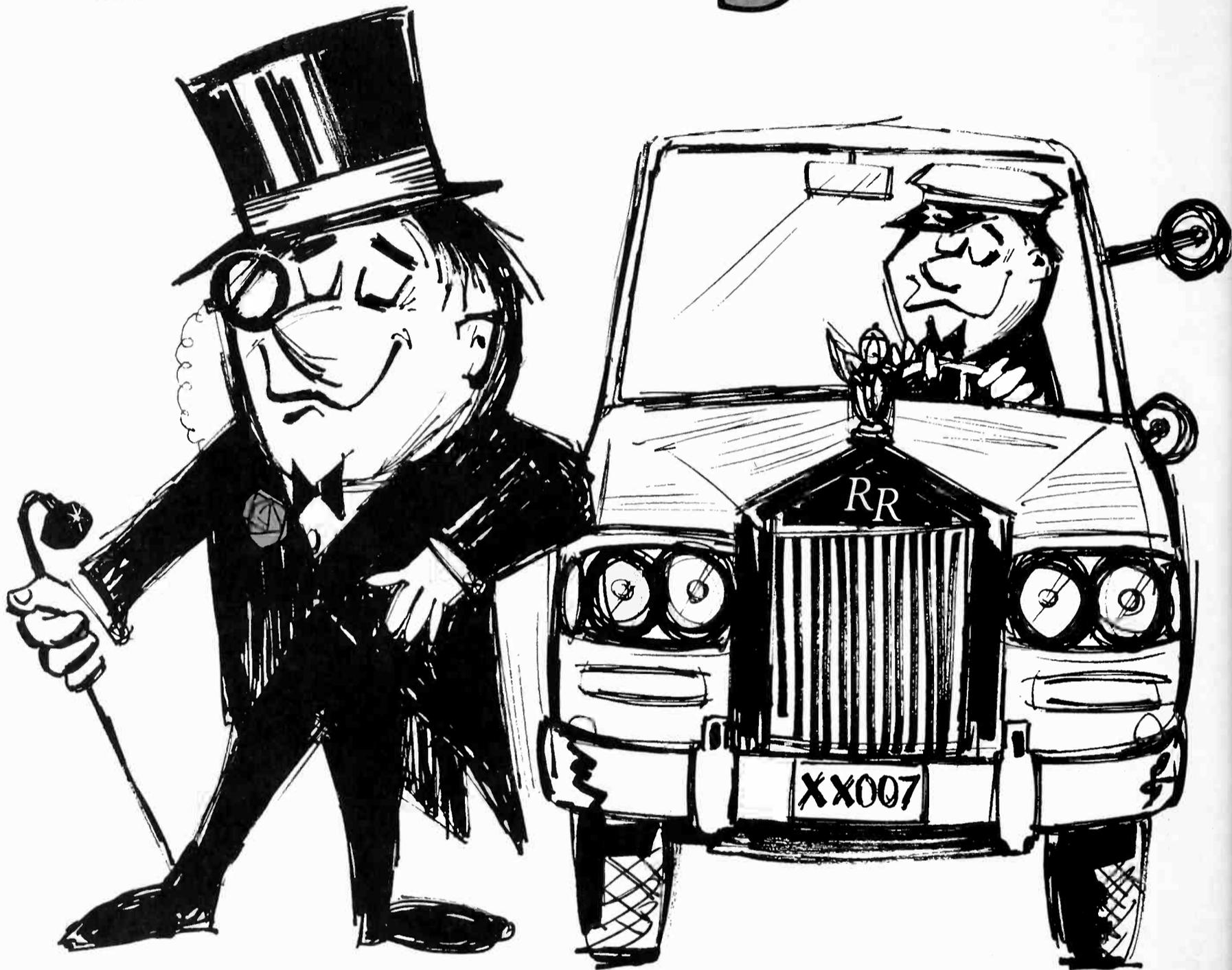
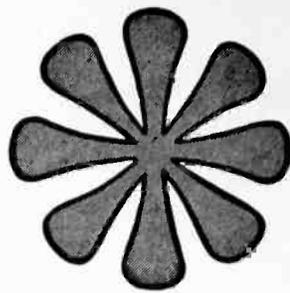
Tourism will bring \$150,000,000 to the Prairies

(Story on page 12)

▶ All over the Prairies tourists thrill as the RCMP gives its precision performance of its famous Musical Ride.



Quality



The degree of excellence which a thing possesses

Radio and television broadcasting stations provide the quality of immediacy to national advertisers.

Radio-Television Representatives' proven approach assists broadcasting stations in telling their sales story to national advertisers and their advertising agencies.

The quality and consistency of our effort helps determine the excellent national sales our stations enjoy.

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MONTREAL • WINNIPEG • VANCOUVER

Toronto's new station is CHINstituted

Toronto's long heralded and eighth AM radio station, CHIN, finally went on the air June 6, with a power of 50,000 watts on 1540 kilocycles.

The station was originally licensed by the Department of Transport to commence operations last November, moving into the 1540 kc. spot vacated by CHFI-AM, in their switch to 680.

"Many technical difficulties delayed the opening, but they have now been completely overcome," said Johnny Lombardi, prominent Italian-Canadian businessman, entrepreneur and president of CHIN.

Lombardi has built the CHIN studios on the site of his record bar and supermarket on College Street, Toronto, and has bought 100 acres of land in Toronto Township, west of the city, for his twin transmitter towers from CHFI.

With his 50,000 watt transmitter, Lombardi expects to reach the three million potential listeners

in Southern Ontario, within range of his transmitter. His expected reach includes Cobourg, Midland, Peterborough, Collingwood, Kitchener and U.S. border towns in New York State.

Music from the world

Regarding programming, Lombardi emphasizes that CHIN will not be a foreign language station. All broadcasting will be in English even though he expects to "play music from all the world," and include the 500,000 people in Metro Toronto of non-English speaking origin as his potential market.

"The music we will play will reflect the musical culture of the world, appealing not only to the listener born outside the English-speaking orbit, but also the Anglo-Saxons who have always made up a large part of the audience for inherently foreign creations such as the Bolshoi Ballet and Italian Opera," he said.

There will be no five or ten minute news broadcasts on CHIN, but the daytime station's programming will be interspersed with one minute items of news, sports, and local public service, as well as "recognizing there is a great big world around us where important events are taking place," he said.

Station manager for CHIN is W.A. (Doc) Lindsey, an agency and broadcasting veteran, who first entered radio at CKCL Toronto, in 1933. He later worked for Jack Kent Cooke, Ken Sobel and Lord Thomson of Fleet, as well as gaining 16 years' experience in advertising agencies.

Program manager and morning man is Al Boliska, and other familiar personnel at the executive and broadcasting level include Joe Crysedale, Ted Curl, Leon Mangoff, Len Carlson and Pete Nordhejmer.

Lombardi says he thought for a long time about the call letters for his new station and then named it after a widely used expression from Europe, Cin-cin, pronounced chin-chin, which means, "to your good health."

"Look at all the slogans that lend themselves to our promotion, like your chin is up when CHIN is on, or isn't that CHINteresting," Lombardi said.

CHCH-TV and Screen Gems combine in big production package

Al Bruner, director of marketing for CHCH-TV, has announced that the station and Screen Gems (Canada) Limited have just nego-

tiated a co-production deal under which Screen Gems will produce 7½ hours of programming a week for Channel 11. This total consists of three daytime half-hour strips to run Monday through Friday. Bruner said that all programming will be produced in Canada in close association with CHCH-TV.

Screen Gems plans to distribute the programs to other stations in Canada, as well as overseas.

Production will begin in July with airing set for September.

Negotiations were conducted by Bruce Ledger, vice-president and general manager, Screen Gems (Canada) Limited, the largest independent producer of Canadian programs.

Baker underwrites Collyer debts

Baker Advertising Ltd., who decided not to go through with their proposed purchase of Collyer Advertising Ltd. due to the latter company's financial position, will pay Collyer creditors a percentage of all revenues derived from those former Collyer accounts which decide to remain on the Baker list.

In a prepared statement, Baker President David E. Gillespie said an audit of the Collyer books by Deloitte, Plender, Haskins & Sells "showed a deficit in Collyer Advertising, the extent of which made it impossible and unwise for the Baker Advertising Agency to consider the purchase."

Accepted for the Collyer shareholders was Baker's proposal for the payment of 6.5 per cent, for four years, of all revenues received from Collyer accounts, such payments to be made to Collyer creditors and not shareholders.

Because the Baker-Collyer contract, calling for the 6.5 per cent royalty, would become null and void should Collyer ever be declared bankrupt, and because most

of the creditors affected are media people who have done business with Baker over the past 55 years, Baker is undertaking to pay this royalty every year, even beyond the original four years, until the indebtedness is repaid.

The statement points out that, in the case of clients who decide not to remain with Baker, these payments will be proportionately diminished. It also further emphasizes the fact that this money will be paid only to genuine Collyer creditors and not to that company's shareholders.

BOOKS By Mail

Book Dept.
CANADIAN BROADCASTER

WANTED

Newsman for a southern Ontario radio station in major market.

Send résumé to:

Rick Smith,
Radio Station CJRN,
Niagara Falls, Ontario

FINE ARTS FM STATION in top Canadian Market

Requires announcer. Must have thorough knowledge of classical music, its composers, performers and pronunciations; be of presentable appearance to meet personalities in the Arts and Sciences.

Good delivery of news and commercial messages as well as ability to ad lib own light-hearted and witty program material essential.

Excellent salary.
Send tape and résumé of experience to:

Mr. Sjeff Frenken,
Production Manager,
CHUM-FM,
1331 Yonge Street,
Toronto 7, Ontario

Meet Ed Rawlinson

President of CKBI Radio - an active broadcaster, thoroughly knowledgeable about his station, his market and its people.

Keenly interested in Prince Albert's community life, Ed is very excited about the expansion being brought about by the development of the area's pulp industry - making the city once again the centre of Saskatchewan's largest single industry and one of western Canada's most important logging centres.

at PRINCE ALBERT

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



AGENCIES

If you could use a commercial like my Harvey's Hamburgs (charcoal broiled) jingle, currently on CHUM and CKEY, contact:

GINO SILVI,
12 Bernice Ave.,
Toronto 18
231-7314





GEORGES LAFLECHE

FRANKIE LAINE

PETULA CLARK

JACK NEUSS

DENNY VAUGHAN

Best Wishes to Canadian Broadcasters

from B-A musical showcase, TV's **most prized** game show!



Here's wishing you the most colorful WAB Convention yet. We at the British American Oil Company Limited extend our sincere thanks for the part you've played in helping Showcase become Canada's most highly rated TV show. Your support has helped us win many new friends in black and white, and as we become more colorful this fall, we look forward to your continued co-operation.



Planning today for tomorrow...in color

B

Not the difference -- but the similarity

CANADIAN BROADCASTER

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Typography and Make-up by
Canadian Broadcaster

Seeing it has now been firmly established in the East that the men of the Prairies do not ride to work on a horse, resplendent in 10-gallon hats, chaps and spurs, it seems desirable that these doughty westerners throw over their separatist tendencies, join confederation or whatever name you want to hang onto our national state of confusion and face up with the fact that whichever of the BNA Act-created isolations we live in, we have one important thing in common and this is the fact that we are all Canadians.

(In case it appears that we are blaming the West for the whole state of disunity, we should mention that this is not so. This is our "Western Issue" and our readers will have to wait for us to point our shafts at the East until the special issue dedicated to the Atlantic Provinces.)

As long as our children study the history of their country from a different history book, depending on which region of Canada they call home, the dream of "One Canada" cannot be made to crystallize. In the meantime though, we would be well advised, for our own selfish sakes as well as for each others', to quit carping about the areas in which we differ, concentrating instead on those in which we are alike.

Without a doubt it rains more in Ontario than it does on the Prairies. This is definitely a "difference". But East and West alike, we put on our rain coats when it rains. This is a similarity, and it is an important one from a business standpoint, because it indicates that there is a market in both the East and West for rain coats.

In planning this Prairie edition of our paper, we commissioned an outside writer to research a possible article on what household goods western consumers buy in greater or lesser degree than their prototypes elsewhere in Canada.

Our writer came up with a significant fact, but it did not produce an article. What he discovered was that, while westerners buy less spaghetti than easterners, basically their living habits are almost identical wherever they live.

This means presumably that Canadians from Vancouver Island to Newfoundland have a predilection for roast beef and potatoes rather than stroganoff or curry, carrots and peas rather than brocolli and eggplant and a preference for flavorless processed cheese over the more aromatic varieties.

Some people favor coffee and some tea, and this may vary to some extent by regions, but there is nowhere between the oceans where there is not a market for both.

In entertainment they watch and listen to the same programs (whether they like them or not). They also turn out for or stay away from the same motion pictures (if only for want of a choice).

People tend to be proud of their homes, be it home provinces, home towns or even home streets.

And they are proud of their home industries too. We strongly advise meat packers not to advertise their product in Calgary or Edmonton as "fine eastern beef". At the same time, not so long ago, on a visit to the west coast, we felt that being close to the Pacific we should experiment with a meal of sea food. We did just this, at a restaurant in New Westminster, B. C., and we should like to report that the experiment was a complete success. Never was broiled lobster so succulent and we were loud in our praises. Flattered, the proprietor confided in us that he flies it out - every Friday - from New Brunswick. And why not?

Westerners emigrate from the Prairies or elsewhere, firmly convinced they will be boycotted by the natives, or if they are noticed at all it will be with a Torontonion hand in their hip pocket.

Easterners get transferred to the Prairies, where they arrive with similar feelings.

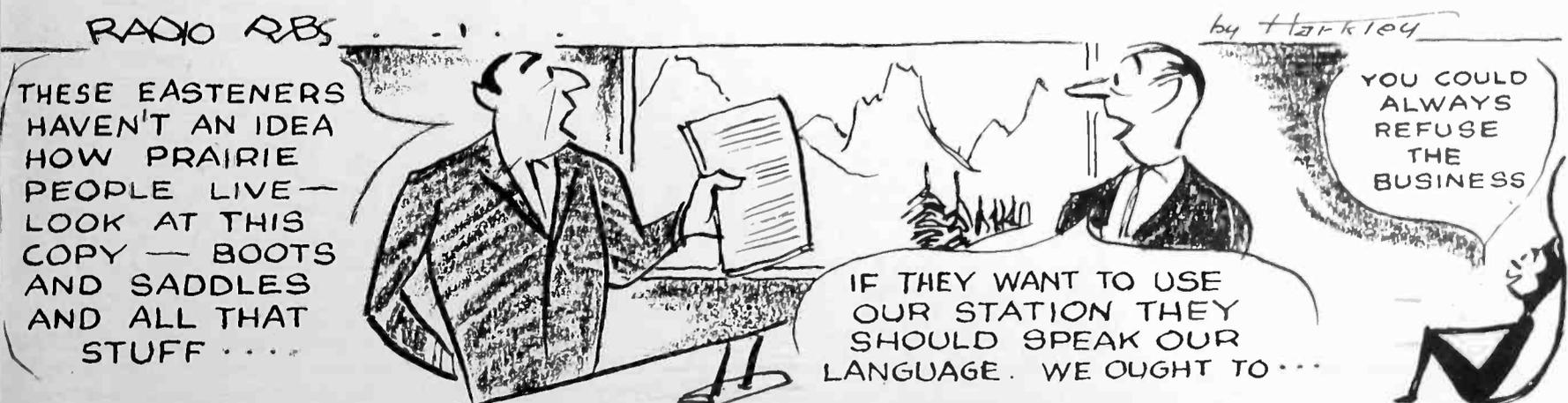
A week later, each of them finds out how wrong he was; is quite disappointed in fact when he finds himself promptly and cordially taken into the fold.

What we are trying to say is that while there are differences between people who live in Lethbridge and Hamilton, by the same token we are different from our next door neighbors, so geography hasn't a damn thing to do with it. If the snow is not swept off our street when it should be, we get in league with the other sufferers on the street and see if we cannot get something done about it. And quite likely, in the process, we find that the so-and-so next door isn't as bad as we thought he was, in fact before long he might quite easily develop into a firm friend.

The prime factor in understanding people is getting to know them. Obvious? Sure. But do we do it? Have you ever heard a Westerner say unkind things about Toronto? And then have you explored further only to find he has never been there? Have you ever heard an Easterner say he wouldn't live on the Prairie if you gave it to him, only to learn he had never been west of Port Arthur?

People in broadcasting and other media, people in advertising on the buying side, are professional communicators. In promoting the sale of products, they are highly successful. But there is more to it than this.

These people, whose business involvement is a national one, have a definite advantage to gain by promoting a form of understanding (out of which grows liking) which is as national as the advertising they buy or sell or prepare. And as far as Canada is concerned, there would be benefit to everyone if British Columbians, Prairieites, Ontarians, Quebeckers and Maritimers would all undertake the assignment of getting themselves better known and better understood by the rest of their country.



Diversified industries plug population drain in hustling trio of prairie provinces

The Prairies used to be the place you flew over to get to B.C. — but not any more. What was once a great have-not region is now a hustling trio of provinces where new-found wealth is becoming a way of life.

Oil is the great lubricator for this growth machine. When you say oil, most people think of Alberta, which will produce close to \$500 million of crude this year. But Saskatchewan crude is worth \$200 million. And Manitoba siphoned up a tidy little \$12 million of the black stuff last year. With airplanes buzzing Hudson Bay in search of underwater oil-bearing formations, Manitoba could eventually have as many offshore oil rigs as Britain has today.

Apart from oil, the Prairies also provide natural gas, nickel, iron, sulphur, coal, helium and a couple of minerals we can't spell.

Then there's potash, the jolly pink giant that was only a gleam in Saskatchewan's eye a couple of years ago. By 1970, most of the present mines being drilled will be in production and the province expects potash eventually to add more to its wealth than oil does. (Saskatchewan presently provides close to 30 per cent of the nation's oil, which shows how profitable potash could be.)

Oh yes, the Prairies also grow wheat — almost as fast as Russia and China buy it from us these days.

Agriculture still accounts for half of Saskatchewan's provincial product — although this is down from 75 per cent only 15 years ago and is expected to drop to less than 25 per cent over the next 15 years. Alberta and Manitoba also weigh in with beef and vegetables to keep Canada well supplied with vitamins.

With all this wealth coming out of the ground, the Prairies have a license to grow money. It is only in the last few years, though, that the three provinces have stopped being producers only and have turned to processing, which is where the big money is made.

Petro-chemicals and fertilizers

The new "cash crops" on the Prairies are the petro-chemical and fertilizer plants springing up on "farms" at Fort Saskatchewan, near Edmonton, at Brandon, and near Calgary. They are the new pulp mills at Prince Albert and The Pas. They are the oil refineries, the packing plants, the flour mills, the steel plants and the potash storage mushrooms that nowadays form the background in photos showing fields of waving wheat.

These refining and processing industries have a three-way importance for the Prairie economy:

First, they reduce the disadvantage of distance from major North American and World markets. It is less costly to ship manufactures than to transport heavy raw materials and their associated waste products.

Second, the value of a trainload of manufactured or refined products is immensely greater than that of a trainload of minerals, or a pipeline full of crude. The extra value — DBS calls it "Value added by manufacturing" — represents money in the pockets of the provincial labor force, and in the purses of the supermarket shoppers.

Third, refining and processing industries provide employment that keeps the population at home, thereby increasing the size of the market and stopping the population drain that helped make the Prairies a relatively depressed area from 1930 to as late as 1960 in some parts.

The drain has been plugged

The population drain has now been plugged. The three provinces now form a market of almost 3.5 million. Alberta has had a 9.3 per cent increase in population in the five years since 1961; Saskatchewan has added three per cent in the same period; Manitoba's population has risen four per cent.

(For the above figures, and some of the others used, we have taken the liberty of quoting from



These three pictures give a rough idea of the steady industrial growth which is throbbing through the Prairie provinces. Top, CNR's new Symington yards to the south east of Winnipeg; second, birdseye view of a supermarket in Alberta; third, aerial view of the potash plant of the International Chemicals Corporation (Canada) Ltd. at Esterhazy, Sask.

Top two photographs by Miller Services Ltd.; third — The Canadian Press

the *Financial Post Survey of Markets*.)

Saskatchewan's growth is impressive when you consider that the province had a net loss of 100,000 people in the 20 years 1936-56. The potash industry, and the service and secondary industries that grow up with it, will provide many of the jobs needed to keep the present heavy crop of youngsters at home.

New projects for Manitoba

Manitoba, after growing steadily for some years and overtaking Saskat-

chewan in population, is estimated to have suffered a small net loss in population during 1965. However, this spring saw the announcement of two big new projects in the Manitoba north: a hydro-electric scheme on the Nelson River that will cost more than \$300 million; and a pulp and paper deal that will double the size of The Pas over the next ten years and provide work through a wide area of forest.

Construction work alone on these projects should start the

Retail sales set records in 1965 and will surely do so again

population graph on the increase again in Manitoba. The pulp and paper project will provide a thousand permanent jobs and the hydro-electric power generated on the Nelson will supply low-cost electricity to all the light industry that wants to move into Manitoba. The province is actually shooting for a billion-dollar project on the Nelson and regards the present scheme, due for completion around 1971, as only the first stage.

Manitoba is working hard to expand its range of industries, concentrated heavily in canning and clothing at present, to give the economy a wider base. And there are rumors that it may announce a potash industry of its own soon.

Mining goes great guns

Mining is going great guns in both Northern Manitoba and Northern Saskatchewan.

Prince Albert, situated in one of the federal government's designated areas, is getting a \$65-million pulp mill that will give the city a great new money-spinner. Northern Alberta has its Rainbow oil find and Athabasca tar sands to add to that province's oil and natural gas version of Fort Knox.

Alberta has just opened a new railway leading to the zinc mines of Pine Point, NWT, and is starting another line to open up natural

resources on its western border, north of Jasper National Park.

These developments are spreading new markets across the face of the Prairies, and building up the traditional ones.

Fastest growing city

Calgary shows no sign of giving up its claim to being Canada's fastest growing city, although Edmonton is crowding it. Regina and Saskatoon have both more than doubled in size since the war. Saskatoon, with potash mines springing up around the city like mushrooms, expects to become a dormitory city, as well as distribution centre for an expanding north. Both Saskatchewan cities are having trouble finding tax money to build Centennial centres, but it didn't stop their setting new construction records last year.

Winnipeg has acquired the unenviable reputation of being Canada's slowest growing major city over the past five years. But one look at the new buildings going up downtown shows the city of 500,000 people is not stagnating.

Brandon, Manitoba's second city, is benefiting from being in a federally designated area and has attracted several large new industries over the past two years, including a major fertilizer complex.

These cities are growing under

two influences:

- The natural growth of the cities themselves;
- The shift from country to town.

The second factor gives advertisers a more concentrated market and makes it cheaper to get a message across.

More skill earns more pay

Mechanization of agriculture means that the rural population is more skilled and better paid than it was even ten years ago. The gap between city and country wages is narrowing, just as the social, educational and standard-of-living gaps are narrowing.

Today's farmhand gets out of his workclothes when he gets off his tractor; and his consumer tastes run to the same kind of clothes, cars and entertainment as those of the city-dweller.

TV attracts workers

Broadcasting is a very real part of the Prairies entertainment pattern, particularly in the northern frontier areas. Residents of Northern Manitoba complained, only a month or so ago, that it was important to provide live television (not canned programs several days old) as an amenity to help attract workers to the north.

Broadcasting, by its flexibility in covering both city and rural

markets, grows in importance as an advertising medium as the new wealth and the new standard of living spread through the Prairies.

Prairie pockets are bulging

Prairie consumers have a confidence they've never known before. Good crops and big wheat sales have put a lot of extra cash into Prairie pockets during the past three years, and will put a lot more there when the final wheat payment is made for the bumper 1965 crop.

Retail sales set records in 1965 and will surely do so again this year. Alberta's \$1.8 billion sales were up nearly seven per cent. Saskatchewan, at \$1.2 billion, was up more than seven per cent, despite a drop in personal income due to a lower harvest in 1964 than the 1963 all-time record. Manitoba, which just broke the billion-dollar barrier, had an increase of 3.7 per cent.

The Prairies no longer have to salt away money from a good year to look after the drought of the future. Only a few years ago, a good wheat crop was the difference between a retail feast and famine for the Prairie market. Today, a good harvest is just the icing on a substantial Prairie cake, a cake that gets richer in ingredients and bigger in size every year.



WHERE THERE'S

Sales
ACTION

IN CALGARY

... THERE'S

CFAC

RADIO

Advertisers selling Calgary know CFAC Radio is their best Salesman.

represented by 

RATEC and Rose Bowls for excellence

A panel of 37 judges from the advertising and broadcasting industry picked the Craven-Menthol *Animals* commercial as the best job of TV advertising in the English National category, at the fourth annual Canadian Television Commercials Festival, held May 26, at the Inn On The Park, Toronto.

The Rothman's of Pall Mall winner was produced by Mort Lessor Productions for F.H. Hayhurst Advertising. Runners up for the coveted RATEC awards were Timex *Water Ski Torture Test*, produced by Peterson Productions for Ronalds-Reynolds, and Dow Breweries' *The Tunnel*, also produced by Peterson, for Breithaupt-Benson.

The top three commercials in the French National category were: BCP Publicité's *Le Droit* for Labatt Breweries; CN-CP Telecommunications' *Linda*, by Production Services for Ronalds-Reynolds, and Catelli-Habitant's *Nouilles aux Oeufs*, by JPL Productions for McKim Advertising.

In local commercials, the English winners of RATEC awards were: *Santa's Helper* (McCubbin's Men's Wear) by CFCH-TV North Bay, Ont., (cities under 100,000); *Little Man* (Fraser Valley Milk Producers) by Goodwin-Ellis Ltd., Vancouver (cities over 500,000); and *Lucky Loaves* (Weston Bakeries) by CJAY-TV Winnipeg (cities 100,000 to 500,000).

French language winners were: *Les Camelots* (Journal La Tribune) by CHLT-TV Sherbrooke (under 350,000) and *Dupuis Frères Limitée* by JPL Productions (over 350,000).

Rose Bowl Awards

In addition to the RATEC Awards, presented by the Canadian Broadcast Executives Society, Rose

Bowl Awards were made by the Television Bureau of Advertising to the following four winners: Craven Menthol's *Animals* (Rothman's) Hayhurst; *Le Droit* (Labatts) BCP Publicité; *Little Man* (Fraser Valley Milk Producers) Goodwin-Ellis, Vancouver; and *Dupuis Frères*, (JPL Productions).

At the Awards dinner, hosted by TV personality Bill Walker, all the winning commercials were screened on closed circuit Electrohome television sets with equipment provided by CFTO-TV Toronto, as part of an evening performance featuring 25 Canadian entertainers and talent guests. Some of the guests were Joel Aldred, Anna Cameron, Roger Gosselin, Tom Kneebone, Denise Lemieux, Sylvia Lennick, Sheila Rutanen and Bill Walker.

AWARDS OF MERIT

In an afternoon session, CBES Awards of Merit in numerous categories of production excellence were presented. They were announced by Barry Thomas, CBES chairman of the judging committee, and the winners were each telecast throughout the ballroom. They were:

• Thirty seconds or less (a new category this year)

English—*City Hall, Toronto* (Rowntree's Coffee Crisp), Williams, Drege & Hill.

French—*Montreal Matin* (CFCF-TV Montreal).

• Local commercials (over 30 seconds)—Production Excellence

Go-MG (British Motor Corporation), CJCH-TV Halifax. Stovin-Byles.

Animated Parrot (Goodwin-Ellis), Vancouver.

Man from Manitoba (Carling's Cinci Beer), McConnell Eastman.

Eaton's Oriental (CFCF-TV Montreal).

Clock Tick (Late Show Promotion), CFTO-TV Toronto.

• Photography Excellence

La Parachutiste (Coca-Cola Ltd.), McCann-Erickson.

Harness Race (Labatts), Ronalds-Reynolds.

Dodge City Hall (Chrysler Corp.), B. B. D. and O.

Pastorale (Noblesse Cigarettes), MacLaren Advertising.

Atlas Mark II Tires (French) Imperial Oil Ltd., MacLaren Advertising.

• Editing Excellence

Genuine Leather (Tanners' Association), Goodis, Goldberg and Soren Ltd.

The Rambler (American Motors), McKim Advertising.

Floor Cleaner (Eagle Pencils), French, B. B. D. and O.

• Music Excellence

The Four Lads (Molson's), MacLaren Advertising.

• Product Demonstration Excellence

Teflon Fry Pan (Sunbeam Corp.), Foote, Cone and Belding.

Man and Fan (Vitalis), Ogilvy and Mather.

Ride-Air Frigidaire (General Motors), Paul, Phelan and Perry.

• Optical Excellence

Next to Love (Heinz Foods), T.D.F. *The Beach* (Canada Life Insurance Co.), Elwood, Unger and Elliott.

Black Magic Beans (Rowntree Chocolates), Robert Lawrence Productions.

The session was completed with a showing of the Canadian commercials that won CLEO Awards at this year's United States Television Commercials Festival. The eight commercials shown were from Imperial Oil, Harding Carpets, Ajax, Rowntree Chocolates, Canadian Industries Ltd., Arrow Shirts, Noxzema and Lever Brothers.

Advertising

Radio boosts Monarch sales 350 per cent

Monarch Wear Ltd. of Winnipeg had a 350 per cent increase in sales in less than two years, using radio exclusively. They have just won the Men's Wear Travellers' Association Award for advertising, promotion and merchandising assistance to retailers.

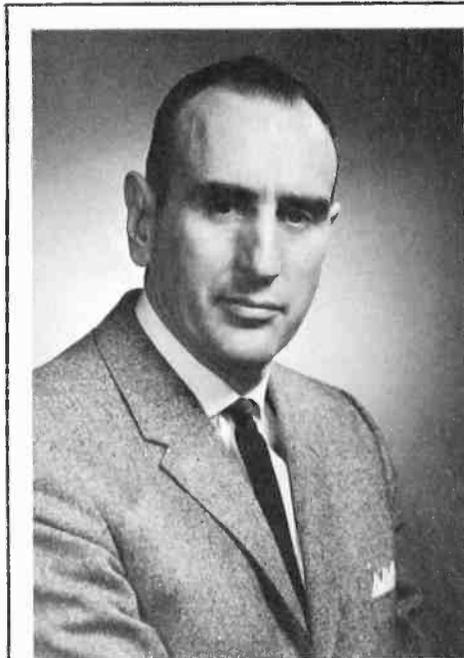
Starting in Winnipeg at the turn of the century, the firm was origi-

nally named the Monarch Overall Company and manufactured work clothes and other lines for sports and children. Then, three years ago, they introduced *TeeKay* Slacks. After examining the advertising strategies of large American firms in the same field, Monarch ran a test-radio campaign for *TeeKays*, using the top disc jockey in Winnipeg.

Results were so successful, Monarch discontinued production of all other lines of clothing and concentrated on buying radio in other markets as distribution of *TeeKays* took hold. At present, they have campaigns running on 42 radio stations in Canada and are now marketing a line of *TeeKay* colored shirts, co-ordinated with the slacks.

Mastermind behind the *TeeKay* policy is H. I. Berkowitz of Winnipeg, 29 year old graduate of Harvard Business School and son of a Monarch owner.

Part of the success of the campaigns, according to Monarch, is that "Berkowitz deals directly with regional station managers and supplies basic information to the top disc jockeys in each area, upon which they can build the *TeeKay* commercials in the language the local teen-agers understand."



Meet Dalt Elton

Outgoing and creative—a talented entertainer in his own right — Dalt has long been regarded as one of broadcasting's top Program Directors.

As Manager of CJCA, he compliments the versatility and showmanship that has made CJCA a unique and highly successful radio station—a community leader in Edmonton.

at CJCA EDMONTON

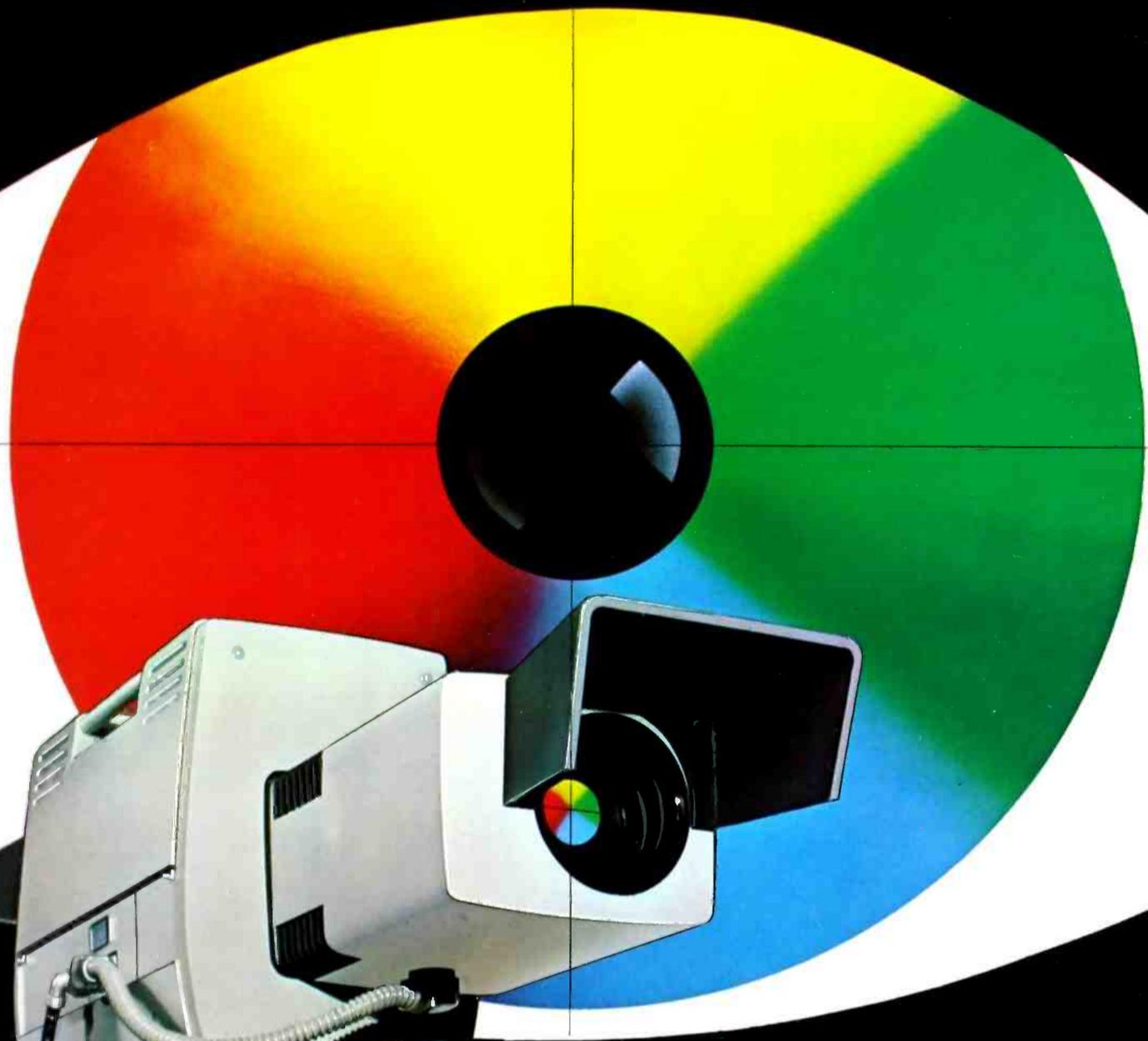
the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



Color it Faithful



Superlative...



PHILIPS

Plumbicon Color Camera

By the makers of the Plumbicon Camera Tube

- | | |
|-----------------------|----------------------------|
| ■ Best Picture | ■ Biggest Seller |
| ■ Highest Sensitivity | ■ Smallest Size |
| ■ Greatest Stability | ■ Lightest Weight |
| ■ Maximum Economy | ■ <i>Earliest Delivery</i> |

Color it Faithful

Matchless Fidelity of Color Reproduction *with the* ***Philips Plumbicon Color Camera***

PROVEN AT NAB 1966 IN CHICAGO AND WAB 1966 IN REGINA

The superiority of design featuring three Philips Plumbicon camera tubes and unique color separation system was clearly demonstrated at both conferences.

Remarkable, but simple—Complete absence of ghost images, spurious reflections and astigmatic aberrations and negligible color errors due to polarized light, are a few of the advantages of the remarkable—yet simple—Philips color separation system. Free of optical relays, dichroic mirrors and field lenses, the unique assembly comprises a sealed prism block, only three inches long.

Hands-off Operation—Because of its high stability, the Plumbicon Color Camera permits hours of "hands-off" operation.

Exact Color Matching—Perfect color matching between cameras is possible even for close-up flesh tones, and over wide variations of indoor and outdoor light levels, including highlights and shadows.

Features

Operational Simplicity—permits one-man set-up at the control console, typically in less than 15 minutes.

Short Warm-up Time—2 minutes for acceptable picture.

Narrow Profile, Lightest Weight—110 pounds with 50 pound zoom lens detached.

Transistorized Design—coupled with the Plumbicon tube characteristics eliminates the need for heating or cooling devices in camera head.

Stabilized Deflection Circuits

Built-in Test Circuits—including pushbutton check of power supplies, calibration and alignment signals, front panel test points.

Low Power Consumption—only 350 watts for entire chain.

Two Zoom Lenses Available—Type 10 x 18 J for normal use; Type 12 x 50 for long focal length use.

Servo-Operated—zoom, focus and iris are all servo operated.

Four Pre-set Zoom Positions Provided

Continuous Zoom Control—over the entire range with no reduction in lens speed; no switching necessary.

Range Extenders Available

Easy Lens Removal—each lens quickly removed for maximum portability.

PURCHASERS: Canadian Broadcasting Corporation 10 cameras CJOH Ottawa 7 cameras CFTM Montreal 7 cameras
 Advertel Productions Ltd., Toronto 1 camera B.C. Institute of Technology, Vancouver 1 camera

PHILIPS ELECTRONICS INDUSTRIES LTD.

116 Vanderhoof Avenue, Toronto 17,
Ontario. Telephone: (416) 425-5161

5930 Cote de Liesse Rd., Montreal,
Quebec. Telephone: (514) 744-5871

4107 11th Street, S.E., Calgary, Alberta.
Telephone: (403) 243-7737



Bob Irvine speaking on radio

ra'dio

Webster says: "The transmission or reception of electromagnetic waves"

Here in the Calgary market, these waves emanate from SIX radio stations. They offer just about everything from the Beatles to Brahms.

Why should a time buyer pick *one* of these stations in particular? Well, take another look at Webster's definition.

CFCN's *transmission* puts 50,000 watts behind your commercial. The *reception* is loud and clear, over a vast market area.

Of course, more power isn't everything. Something else is needed. You might call it "personal magnetism". And CFCN's electromagnetic waves have it! For example . . .

CFCN's "Heart Line", the high-spot in mid-morning ratings . . .

The outspoken voices of Henry Viney on sports and Alex Rankin on the news . . .

Sports interviews that spark discussions, conducted by one of the "greats" of Western Conference football.

The nostalgic music of CFCN's Old Timers.

The up-to-the-minute music of Barry Young . . . to mention only a few.

In short, it isn't only our more powerful transmitter that makes CFCN better. It's a well-rounded personality, with balanced programming that keeps listener-interest high. That's worth keeping in mind, when selecting radio to transmit your selling message!

Bob Irvine,
General Sales Manager.

CFCN / CALGARY

50,000 watts of
Friendly Family Radio

Tourists swell Prairie coffers by \$150 million

by James Montagnes

The advertiser who wants to cash in on the growing vacation audience in the Prairie provinces has some free help from the provincial governments. The fact-filled highway maps of Manitoba, Saskatchewan and Alberta list the broadcast media in each province on the reverse side of the map, along with detailed city maps. This has become a valuable aid to the motoring holidaying family while driving, camping or staying at one of the many new motor-hotels throughout the region.

The three provinces are making a big play for the summer tourists. Mail inquiries for vacations in Alberta are up 15 per cent over the peak 1965 year. Saskatchewan hopes to top the one million mark in out-of-province visitors this year. Last year the province was host to more than 900,000 who spent about \$35,000,000. Manitoba took in an estimated \$50,000,000 from American and eastern Canadian visitors last year. Its officials report all indications are for a continuing acceleration of business.

The completion of the Trans-Canada Highway has been a major factor in improving the tourist traffic to the three provinces. Campsites close to the highway in provincial and federal parks have been operating at capacity the past year and are being expanded. Entry to Winnipeg, for instance, is lined with new motels along the Trans-Canada Highway, and every Prairie city has a rash of new motor-hotels. In the Rocky Mountains section of Alberta the new posh accommodations include some capable of handling fair-sized conventions.

Prairie stations promote tourism

Prairie radio and television stations are helping promote tourism through actuality reports from family vacation areas, and the use of frequent weather and road condition reports. Local visitor attractions such as Prince Albert's centenary, Frontier Days at Swift Current, Pioneer Days at Saskatoon, Trout Festival at Flin Flon, Icelandic celebrations at Gimli, Manitoba, Banff Indian Days, and such annual events as the Calgary Stampede, Edmonton Klondike Days, Banff's Summer Festival, Regina's Exhibition, Winnipeg's Red River Exhibition, are being featured on broadcasting stations.

Family vacations are becoming more and more popular on the Prairies, and this should be good news for the broadcast advertiser. Special attention to the holidaying family is seen in the many new attractions. For example, at Edmonton there is the Storyland Valley Zoo for the youngsters. Specially packaged popcorn is available to feed the ducks, monkeys, deer and other animals.

Edmonton also has a replica of its 1795 fur trading post. Fourteen miles east of the city is a thousand acre game farm with grizzly bears as well as camels and elephants. Another 16 miles east is Elk Island National Park where camera fans can see more buffalo than anywhere else accessible by highway.

Tourist attractions

Alberta's capital has Western Canada's only planetarium, a new civic centre with the tallest buildings on the Prairies, roof-top din-

ing in the continental manner, and a pioneer village on the road to Jasper. The city has the only mosque in Canada.

Calgary has a wealth of new visitor attractions. Free are the Horseman's Hall of Fame with full-scale dioramas of life among the Blackfoot Indians of a century ago, an aquarium featuring game fish as well as tropical fish and alligators. Special lighting is provided for picture taking on request.

Heritage Park is a reconstructed western town of 1905, complete with stores, Indian tepees, stagecoach, barbershop, windmill, stockade and old-fashioned train. The Glenbow Museum at Calgary is filled with relics of the early west, Indian, Eskimo and Hutterite culture and history. Five miles west of Calgary is Happy Valley with indoor and outdoor swimming pools, trout ponds, pony rides, golf and a miniature train. Calgary's zoo has live animals as well as life-size replicas of the dinosaur family.

Vacationers who miss seeing the Indians in the flesh at the festivals in Calgary, Edmonton and Banff, can see how the Indian lived in life-size displays at the new Luxton Museum at Banff. This is a huge wooden structure entered through a 20-foot high wooden stockade. The displays include treaty signing as well as the religious sun dance. At Regina there are dioramas of the plains Indians in fur trading ceremonies and hunting buffalo at the Saskatchewan Museum of Natural History.

Wild life and scenery

In the Rocky Mountain area there

are the national parks with their abundance of wild life, magnificent scenery, a plenitude of good camping sites, new lodges and motels, and also new aerial sightseeing aides. Ski lifts and aerial gondola rides are available at Banff, Lake Louise and Jasper.

New campsites will be ready for this summer's motorists in Saskatchewan and Manitoba.

Incidentally, radio and portable television receivers are used extensively by today's vacationing campers.



Jim Montagnes, freelance newspaper correspondent and travel writer, presents some new thoughts on the use of the broadcast media in promoting tourism in the Prairie Provinces. He has travelled extensively throughout Canada and is well acquainted with the broadcast media as former long-time Canadian correspondent of the U.S. publication, *Broadcasting*.

There are 14 provincial parks in Saskatchewan as well as the 1,500 square mile Prince Albert National Park with its white pelicans, cormorants, bear, moose, elk, buffalo and other game animals.

Largest of the provincial parks is Lac La Ronge, a fisherman's paradise, now accessible by paved highway. Besides the fishing lodges, campsites have been built throughout the park for motorists. Motorboats and seaplanes reach remote lakes.

There is plenty of material in Saskatchewan for more tourist attractions. As an example are the Western Development Museums at Saskatoon and North Battleford,



Meet Cam Perry

A dedicated broadcaster and truly personable individual, president of Northern Broadcasting Corp. Ltd. and manager of its station - CFGP.

Foremost in Cam's approach to broadcasting is responsible community service on a very high level, which is apparent in the excellence of CFGP's complete news coverage and in the intelligent "Open Line" discussion programs which attract participation from interested citizens throughout the Peace River area.

at CFGP GRANDE PRAIRIE

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



now housed in wartime hangars on the outskirts of both cities. Permanent museums are planned, both indoor and outdoor, of life in the West at the turn of the century and the machinery which brought mechanized farming into being.

In Manitoba new campsites are to be in use north of Winnipeg at Birds Hill Park and Grand Beach in preparation for next year's Pan-American Games visitors. Whiteshell Provincial Park, about 100 miles east of Winnipeg, teems with motels and campsites, good roads, numerous lakes and fine beaches. The park even boasts a wild goose breeding sanctuary at Rennie, where the big Canada goose can be seen by the hundreds. There is a nuclear research station on the western edge of the park, while nearby are the model community of Pinawa for research workers and scenic picnic sites at Seven Sisters Falls power plant on the fast-flowing Winnipeg River.

Riding Mountain National Park and Duck Mountain Provincial Park abound in campsites as well as big game animals and good fishing. The International Peace Gardens on the Manitoba-North Dakota boundary near Horton are being expanded. For hunters and bird watchers the Delta Marsh area south of Lake Manitoba is now open for visitors. It is a popular cottage area and has a wildfowl research station.

Winnipeg's Lower Fort Garry is becoming a popular historic site since the old fur trading fort has been restored, complete with stone walls and guard towers. The muddy Red River flows by and a paddle-wheel steamer makes frequent excursions up and down the river where fur traders not so long ago paddled their cargo canoes. The Red River Floodway is another tourist attraction. Winnipeg's Assiniboine Park has a children's zoo.

Throughout the Prairies Canada's Mounties are in evidence. They not only are the provincial police, but also put on their famous musical rides. At Regina the barracks are open to visitors and there is a daily display at noontime. The musical ride is being featured this summer at Calgary and Edmonton in mid-July, at Saskatoon and Regina late in July and early August, and at Brandon in early July.

Shopping for native Canadian souvenirs is good in western Canada. Probably largest selection is available at specialty stores at Banff which carry only Canadian-made items, while ceramics, historical costume dolls and Indian articles are found at stores and motels in all three provinces.

Development of ski resorts

The Prairies are not relying entirely on summer visitors, but have in the past year begun developing ski resorts at Riding Mountain National Park, Whiteshell Provincial Park, La Rivière, and near Brandon in Manitoba, at Buffalo Pound Provincial Park, near Moose Jaw and at the University of Sask-

atchewan campus in Saskatoon. There has been major expansion at the Rocky Mountain resorts of Banff, Jasper and Lake Louise.

With the increase of tourism there has also been an upgrading of restaurant, hotel and motor-inn dining facilities. Good food and good service is available at a growing number of dining spots (but this reporter found on a recent survey of the region, there is still room for improvement).

All this emphasis on tourism has meant increasing business for the prairie radio and television

stations. Their out-of-home listening and viewing audience is growing fast. There are few new motor-hotels without TV sets in every guest room.

An exploding industry

Attendance in national parks in Western Canada was up substantially last year, though no breakdown is available. On the other hand the provincial parks in all three provinces show more visitors and campers, both local and out-of-province. In Manitoba visitors were up to 1,570,000 with 133,000

campers. Saskatchewan had 1,619,000 visitors as compared with 1,303,000 the year before, and campers totalled 116,400. Alberta, with 41 provincial parks, had 2,703,252 visitors, up 450,000 in the year.

The provinces this year increased their promotional budgets for all media in North America, Manitoba to \$174,511; Saskatchewan to \$50,000 and Alberta to \$100,000. The provinces hope to see tourist expenditures top the \$150,000,000 mark within the next year.



Meet Jim Grisenthwaite

An alert administrator with a ready sense of humor. Conscientious and well-experienced in the business side of broadcasting. Jim is constantly on top of all phases of CKRC's operation—running a tight, smooth station that maintains a steady popularity among young adults in competitive Metro Winnipeg.

at **CKRC WINNIPEG**

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



RADIO-CANADA APPOINTMENTS



Karl D. Renner



Germain Cadieux



Roland Gendreau

Jean-Jules Trudeau, Director of Divisional Affairs and Integrated Program Services for the Quebec Division, Canadian Broadcasting Corporation, announces the appointment of *Karl D. Renner* to the post of Public Relations Officer (English) for the Quebec Division, the International Service and the Northern and Armed Forces services, of *Germain Cadieux* to the post of General Supervisor of Information Services (French) in Montreal, and of *Roland Gendreau* to the post of Assistant General Supervisor.

Prior to his appointment, Mr. Renner, 49, was Chief Supervisor of the Information Service of the CBC International Service in Montreal. He studied political science in Vienna and London and was formerly with the United Nations. His first association with the International Service was on a freelance basis until 1953, when he joined the CBC on a permanent basis. In his new post, Mr. Renner will work in close collaboration with Paul Dumont-Frenette who has, for several years, occupied the post of Public Relations Officer (French) for the Quebec Division.

Mr. Cadieux, 39, was administrator of French production for the National Film Board prior to his appointment. He completed his classical studies at the University of Ottawa and at the Collège Bourget, in Rigaud. He was executive secretary of the Montreal International Film Festival from 1960 to 1963.

Mr. Gendreau, 37, is a Bachelor of Arts graduate from the University of Montreal. Following experience in journalism at Valleyfield, Thetford Mines and Sherbrooke, he joined the CBC in 1957 and subsequently became Editor-in-Chief of "La Semaine à Radio-Canada". Prior to his new appointment, he had been supervisor of the CBC Publications Branch in Montreal since 1961.

Color will not embellish poor program content

"The advent of color television will make programming worse, because it will remove pressure on the industry to improve. If it remains a wasteland, in ten years the color novelty will have worn off and the public will turn away, because they will be better educated and have more leisure time."

This prediction was made by George S. Sinclair, president of

ANNOUNCEMENT



ERIC BAILLIE

The appointment of Eric Baillie to the position of Supervisor of Information Services for the Maritimes is announced by S. R. Kennedy, Director for the Maritime Provinces.

Mr. Baillie is a native of Hamilton, Ontario and was educated in Toronto and Hamilton. He joined the Corporation in 1955 as an editor and film director in the television newsroom in Toronto. Prior to joining the CBC he served as a reporter and editor with Canadian Press and United Press in Toronto and Montreal.

In 1957 Mr. Baillie was appointed Film Production Editor for CBC Television News and served in this capacity until 1960 when he transferred to Information Services at Toronto. With Information Services he was first Promotion Editor and latterly editor in charge of network publicity for news and public affairs programming.

MacLaren Advertising Co. Ltd., to the tenth annual Business Conference at the University of Western Ontario, London, May 13.

Gazing into the future, Sinclair also said: "Ten years from now, 90 per cent of Canadian television homes will be color-TV homes. The rate, I believe, will be faster than anyone has yet dared to predict. The acceleration in sales predicted by the Electronics Association seems startlingly quick but I believe they are being cautious and the rate will continue to in-



crease, if our economists are correct in their forecast for our economy."

Sinclair predicted that there will be practically no viewing of U.S. color TV stations in competitive areas such as Toronto and Montreal. "Color broadcasting is more dependent on distance and reception will be better from local

stations," he said. "After all, U.S. stations don't offer much that the Canadian networks don't pick up now - and we see it first."

The result of this would be more Canadian stations and less U. S. overflow advertising on the borders, releasing a bigger bankroll for TV time, which is already almost fully sold, on present stations.

"Color will also pose a powerful challenge to other media, who have been using color as their crutch, especially the weekend supplement papers. This fascination in each household for color will make us demand more color in our daily environment, and demand more color from your products," Sinclair said. (He cited

the University of Mexico's Library Building with its eight storey Rivera murals blazing from the walls as an example of vibrant color in the community.)

Sinclair also predicted a great upsurge in news, documentary and travelogue-type color programming in the next ten years; much of it live from foreign countries, transmitted by satellites.

He said the movie industry went through talkies, Technicolor, Cinemascope and several periods of rejuvenation without improving content.

"Then came TV, and down they went. What has saved the movies was attention to content. TV should beware," he said.

University of Alta. bestows doctorate on Sunwapta's Dick Rice

A pioneer Canadian broadcaster, G.R.A. Rice, president and general manager of Sunwapta Broadcasting Co., Edmonton, received an honorary doctorate of law at the spring convocation at the University of Alberta, May 31.

Dick Rice was one of four people so honored at the convocation. The others were: Hon. J. Grant MacEwan, lieutenant-governor of Alberta; A.L. Birt, retired professor of Canadian history and Mrs. Catherine Andrews, pioneer Alberta educator.

Dr. Rice began his radio career at age 15 as a wireless operator with the Marconi Company. He served with the British Admiralty



in the first World War and then moved to Edmonton, forming Sunwapta Broadcasting Co. in 1934 (CFRN-AM-FM-TV).

Dick Rice has been president of the Western Association of Broadcasters and chairman of the CAB board of directors. He served three terms on the senate of the University of Alberta and is active in the Boy Scouts and the Canadian Centennial Committee.

Speaking at the spring convocation of the University of Alberta where he received his honorary doctorate last week, Dr. Rice suggested the possibility of worldwide classrooms utilizing satellites to relay educational television programs.

He said the innovation of satellite relays challenges mankind to employ this scientific advancement in the interests of universal communications.

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



Meet Dave Penn

An experienced, sales-oriented manager, and recently appointed President of Calgary Broadcasting Co., operating CFAC.

Active, enthusiastic, and a community-minded Calgarian, Dave personifies the drive, salesmanship and spirited community involvement that have made CFAC the long-established leader in Calgary Radio.

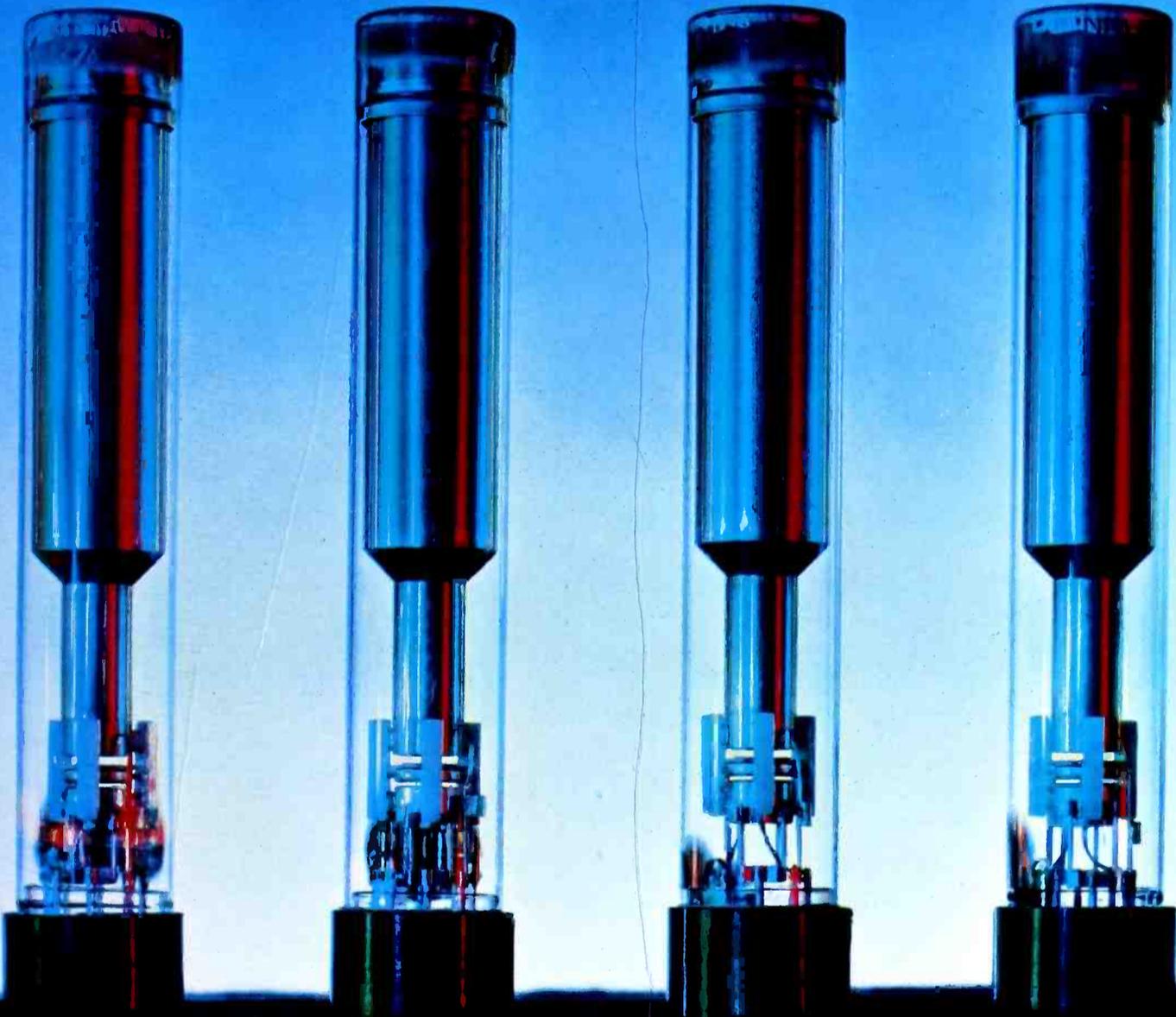
at **CFAC CALGARY**

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.





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**These 4 identical type tubes
are about to change the size, weight and color fidelity
in television cameras**

PRIZES FOR TV GAMES
AND PROGRAMS



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PRIZE BROKERS

10 Castlcknock Rd., Toronto. HU. 8-8601



at **CJOC LETHBRIDGE**

the man behind the All-Canada man



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G. E.'s new PE-250 gives a color fidelity unmatched

Four lead oxide Plumbicons*, in the new PE-250, give you the highest color fidelity in television today.

You also get a separate luminance channel for optimum black and white performance. And exceptionally high signal-to-noise ratio for a more quiet picture.

A precision type optical bench for all channels, and specially designed relay optics for the color channels to provide

maximum stability. A removable 10 to 1 continuous zoom lens is *built into* the camera. And you can even get range extenders if you need them.

The all solid-state and plug-in modular construction are integral parts of the new design.

And the camera is light and mobile —weighing less than 150 lbs., *fully* equipped.

Look at the diagram — the light path

to the Plumbicons is simple but precise. This is a key factor in the camera's amazing performance.

These important new features make General Electric's new PE-250 the best live color camera in television.

But you don't need a zoom lens to see that. Just write Canadian General Electric, Section-46, 830 Lansdowne Avenue, Toronto 4, Ontario.

*Registered Trademark of N.V. Philips

at CFAC CALGARY

the man behind the All-Canada man

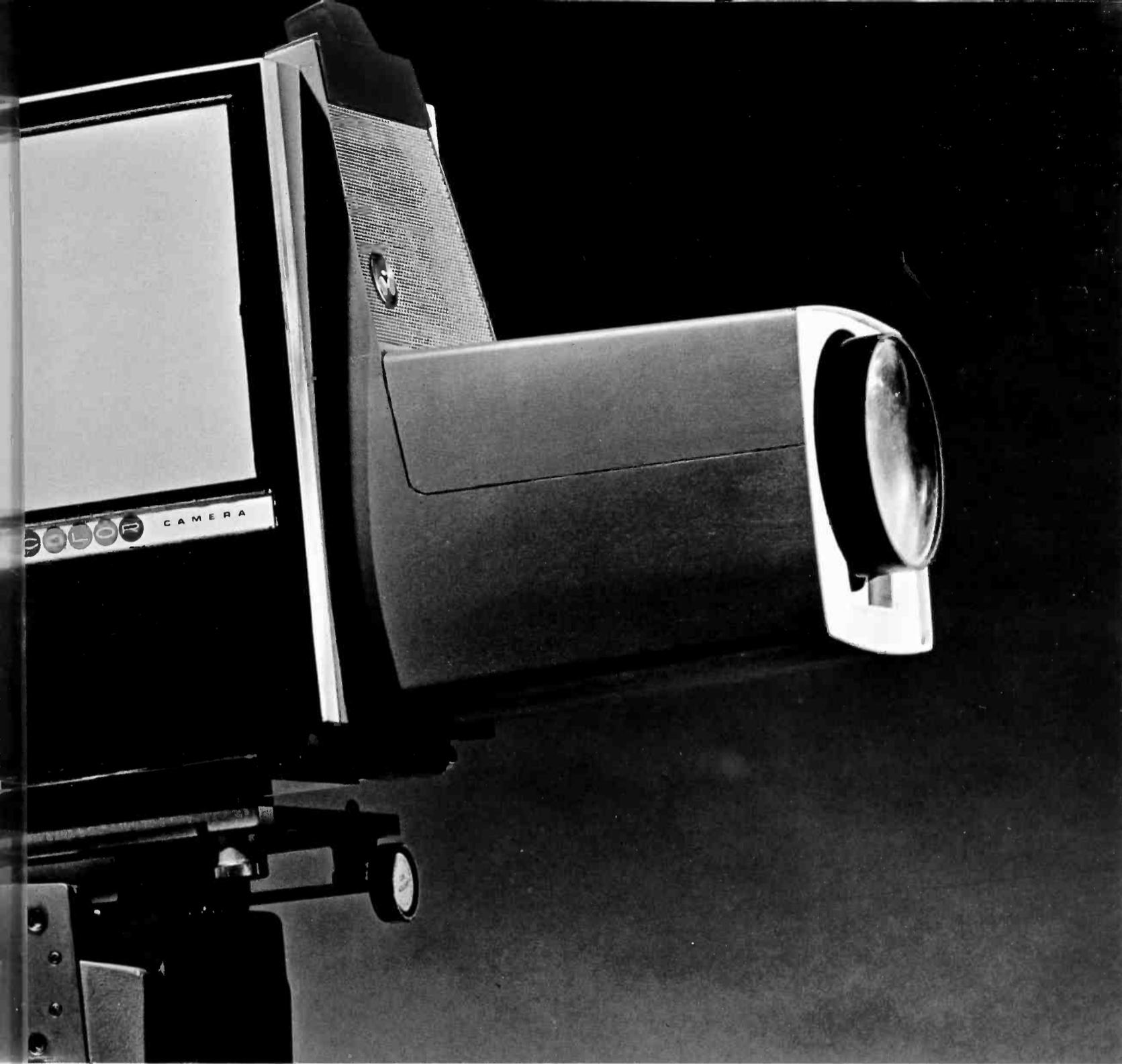


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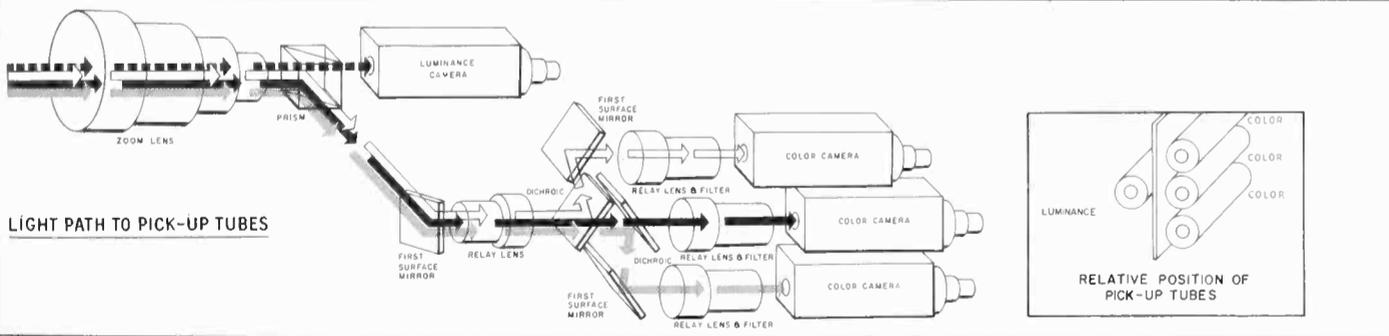
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at **CJOC LETHBRIDGE**

the man behind the All-Canada man



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G. E. also introduces a new 2nd generation 4-V color film system.

See your G.E. Sales Representative about the PE-240 now being produced in Canada

The best color film camera on the market is now better than ever.

General Electric has redesigned television's most widely accepted color film camera, the famous PE-24—replacing it with the new PE-240.

Four similar pink-A tubes give you the highest color fidelity in TV.

And a new separate mesh luminance channel gives optimum registration and resolution performance. The automatic exposure and automatic contrast control (black level and exposure) are important new features in the PE-240 design.

All 4 cameras include precision optical bench and precision adjustments.

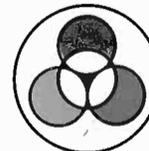
And the plug-in modular sub-assemblies give you easy accessibility—without disabling the system.

Built-in calibration signals and differential monitoring are also provided.

Write to Canadian General Electric, Section-46, 830 Lansdowne Avenue, Toronto 4, Ontario.



CANADIAN GENERAL ELECTRIC



GE-29

Litho in U.S.A.

at CFAC CALGARY

the man behind the All-Canada man

ALL-CANADA RADIO & TV LTD.



suggested the possibility of world-wide classrooms utilizing satellites to relay educational television programs.

He said the innovation of satellite relays challenges mankind to employ this scientific advancement in the interests of universal communications.

Long list is slated for June hearings

Proposals for 13 new radio stations and 8 new television rebroadcasting stations will be heard before the Board of Broadcast Governors, at a public hearing in Ottawa, June 21. The following applications will be heard:

New AM Radio stations

- **KITCHENER, ONT.**, by James D. Dixon for a company to be incorporated, with 10,000 watts, DA-2, 1590 kilocycles.
- **PRINCE GEORGE, B.C.**, by Ronald A. East for a company to be incorporated, 1000 watts, DA-1, on 620 kilocycles.
- **PRINCE GEORGE, B.C.**, by John Skelly for a company to be incorporated, 10,000 watts, DA-N, on 620 kilocycles.
- **SASKATOON, SASK.**, by Donald J. MacKenzie for a company to be incorporated, 10,000 watts, DA-N, on 1370 kilocycles.
- **SHAUNAVON, SASK.**, by Frontier City Broadcasting Ltd., 10,000 watts day, 250 watts night, omnidirectional, 1490 kilocycles; studio at CKSW Swift Current.
- **OSHAWA, ONT.**, by Richard P. Matthews for a company to be incorporated, 5000 watts day, 1000 watts night, DA-1, 1390 kilocycles.

- **LEAMINGTON, ONT.** by Sun Parlor Broadcasters Ltd., night-time only, with 250 watts, DA-N, on 730 kilocycles.
- **STE. AGATHE DES MONTS, QUE.**, by Jean M. Legault for a company to be incorporated, 1000 watts day, 250 watts night, omnidirectional on 1230 kilocycles.
- **LEVIS, QUE.**, by Adrien Begin for a company to be incorporated, with 250 watts, omnidirectional, on 1240 kilocycles.
- **WATERLOO, ONT.**, by Gerald Phillip Moser for a company to be incorporated, 10,000 watts, DA-2 on 1590 kilocycles.
- **POWELL RIVER, B. C.**, by Robert L. Cartmell for a company to be incorporated, 1000 watts, DA-2 on 1230 kilocycles.

New FM Stations

- **PRINCE GEORGE, B.C.**, by Robert T. Harkins for a company to be incorporated, 2640 watts ERP, EHAAT minus 80 feet, omnidirectional, on 100.5 mcs.
- **VANCOUVER, B. C.**, by the CBC, French language FM station in Vancouver; on 97.7 mcs., with ERP 50,000 watts, EHAAT 1823 feet, directional.

Rebroadcasting licenses

- for TV rebroadcasting stations are being sought for:
- **COLEMAN, ALTA.**, by Lethbridge Television Ltd., to receive off-air programs from CJLH-TV Lethbridge and retransmit on Channel 12, 5 watts, directional.
 - **CAUSAPSCAL, QUE.**, by La Compagnie de Radiodiffusion de Matane, Limitée, to receive off-air programs from CKBL-TV Matane, and retransmit on Channel 6, 5 watts, directional.
 - **BOSS MOUNTAIN, B.C.**, by Twin Cities Television Ltd., to receive off-air programs from CFCR-TV-6 Mount Timothy, B.C. and retransmit on Channel 7, 5 watts, directional.

- **WAWA, ONT.**, by CBC, to establish and receive off-air pickup from proposed rebroadcasting station at White River; retransmit on Channel 9+ with ERP 16,000 watts video, 3200 watts audio, EHAAT 581 feet, directional.
- **WHITE RIVER, ONT.**, by CBC, to receive off-air programs from new station near Manitowadge, and retransmit on Channel 12-, ERP 384 watts video, 77 watts audio, EHAAT 761 feet, directional.
- **SPENCES BRIDGE, B.C.**, by Spences Bridge Community Club, to receive off-air programs from CFCR-TV-12 Promontory Mountain, B.C. and retransmit on Channel 3, one watt, directional.
- **BOWEN ISLAND, B. C.**, by British Columbia Television Broadcasting System Ltd., to receive off-air programs from CHAN-TV Vancouver, and retransmit on Channel 3, 5 watts directional.
- **SQUAMISH, B.C.**, by British Columbia Television Broadcasting System Ltd., to obtain ownership of CHAR-TV-1, Squamish and change program feed and antenna site, and receive off-air programs from proposed Bowen Island rebroadcasting station and retransmit from Watts Point, near Squamish.

Low Power Relays

- The CBC seeks permission to establish and operate the following low power radio relay transmitters:
- **PINE POINT, N.W.T.** (English) 40 watts on 880 kilocycles.
 - **NORMAN WELLS, N.W.T.** (English) 40 watts on 990 kilocycles.
- The CBC seeks to increase the power of the relay transmitter at:
- **SIoux LOOKOUT, ONT.**, from 20 to 40 watts on 1240 kilocycles.
- The following miscellaneous applications will be heard.
- **NIAGARA FALLS, ONT.** Radio Niagara Ltd. seeks permission to increase power and change antenna site, from 10,000 watts to 50,000 watts, DA-2, 1600 kilocycles.
 - **SASKATOON, SASK.** Saskatoon Community Broadcasting Ltd. seeks to establish a standby transmitter, 250 watts, at CKOM; remain on 1250 kilocycles.
 - **MONTREAL, QUE.** Guy Corbeil for a company to be incorporated seeks authority to change ERP, frequency and site of recently authorized FM station; from 98.5 Mcs. to 93.5 Mcs.; from 10,000 to 95,000 watts and from

- EHAAT 712 feet to EHAAT 266 feet.
- **YORKTON, SASK.** Yorkton Broadcasting Co. Ltd. seeks to join a network to carry baseball games of the Minnesota Twins, American League.
- **FORT FRANCES, ONT.** Border Broadcasting Ltd. seeks authority to transfer all of the issued common shares of capital stock in the company.
- **MONCTON, N.B.** The CBC seeks to increase the ERP of CBAFT Moncton, and raise antenna height; from 10,000 watts to 163,000 watts, video; from 5030 watts to 33,000 watts, audio; EHAAT 516 feet to EHAAT 781 feet, remaining on Channel 11, directional.
- **PRINCE GEORGE, B. C.** Radio CKPG Limited seeks permission to establish a 250 watt standby transmitter at old transmitter site, and operate on assigned frequency of 550 kilocycles.
- **VILLE ST-GEORGES EST, QUE.** Radio Beauce, Inc. seeks to change studio location of CKRB to 320 Second Ave., Ville St-Georges Est.
- **MOOSE JAW, SASK.** Radio CHAB Limited seeks to re-locate studio of CHAB to 116 Main St. N., Moose Jaw.
- **INVERNESS, N.S.** Cape Breton Broadcasters Ltd. seek to increase the ERP of CJC-TV-1 Inverness; from 6000 watts to 9400 watts video; 3000 watts to 4700 watts audio, and EHAAT 982 feet to EHAAT 1017 feet, omnidirectional.
- **SASKATOON, SASK.** Radio-Prairies-Nord Limitée seeks to change studio

- location of CFNS to Block 1400, Alexandra Street, Saskatoon.
- **NORTH BAY, ONT.** Northern Broadcasting Ltd. seeks to change daytime radiation pattern of CFCH North Bay, 10,000 watts day, 5000 watts night, DA-2-, on 600 kilocycles.
- **SUDBURY, ONT.** Cambrian Broadcasting Ltd. seeks to increase ERP of CKSO-TV Sudbury from 30,000 watts to 100,000 watts video and 16,000 to 13,700 watts audio, on Channel 5, omnidirectional, EHAAT 1049 feet.
- **ELLIOT LAKE, ONT.** Cambrian Broadcasting Ltd. seeks to increase the ERP of CKSO-TV-1 Elliot Lake, from 3400 watts to 19,000 watts video, and from 1700 watts to 3800 watts audio, on Channel 3, omnidirectional, EHAAT 552 feet.
- **LEAMINGTON, ONT.** Sun Parlor Broadcasters Ltd. seek to increase power and change antenna site of daytime station CJSP Leamington, from 1000 watts to 10,000 watts, DA-D, on 710 kilocycles.
- **TORONTO, ONT.** Shoreacres Broadcasting Co. Ltd. seeks to increase night power of CKEY Toronto, from 5000 watts to 10,000 watts night, and from DA-1 to DA-2 on 590 kilocycles.
- **PETERBOROUGH, ONT.** Barrie Broadcasting Company Ltd. seeks to increase power of CKPT Peterborough and change transmitter site, from 1000 watts to 5000 watts day, and 500 to 5000 watts night, DA-2 on 1420 kilocycles.

**THE FRENCH VOICE
OF THE OTTAWA VALLEY**



RADIO

CKCH

HULL OTTAWA

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

PRIZES FOR TV GAMES
AND PROGRAMS



Contests Associates
PRIZE BROKERS

10 Castleknock Rd., Toronto. HU. 8-8601



Meet John McColl

An excellent administrator with a sound business background, John operates CJOC with a quiet assurance that's reflected in the station's solid dominant position in the Lethbridge radio market. A promotion conscious station, CJOC is unstinting in support of its retail and national clients - adding a powerful regional market to the Southern Alberta Radio Group buy.

at CJOC LETHBRIDGE

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



Running into the rude buyer

Joe Frost, an advertising specialty salesman, was showing his products to an indifferent prospect.

The more Joe put into his presentation the more bored the man seemed to become.

When Joe had just about exhausted his line, the prospect, stifling a yawn, asked:

"What else do you have in your little bag of tricks?"

Joe came apart at the seams. He had become increasingly annoyed with the man and his remark was the final straw.

"I'm not a magician," Joe snapped back. "I have no tricks. I can, however, help you to promote your business but you obviously would rather insult me than listen to my sales talk."

With that, Joe packed his bag and strode out.

He was still angry about the incident when he told me the story six months later."

"You were justified in getting upset," I remarked, "but no salesman ever sold a prospect anything by walking out on him."

"But why should I stay there and take his abuse?" Joe replied.

"Because you might find out what is causing him to act like that," I retorted.

One in every territory

Almost all salesmen have run into the insulting buyer. There is at least one in every territory. You know this fellow when you meet him. He doesn't have a good word to say about you or your product. He makes snide remarks about your line, finds petty faults with your approach and generally behaves like a petulant child. In some cases he flies into rages which are usually staged.

The salesman, being human, naturally resents this kind of individual. After all, selling is tough enough without extra problems thrown in. Then, too, it is difficult to maintain one's self esteem in the face of such abuse.

For these reasons, the salesman should not let himself be used as a floor mat for a buyer just because

he happens to be in a bad humor on a particular day. He should stand up to the man and demand an apology if the occasion warrants one. The consumer will have more respect for the salesman who reacts in this way.



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

But these situations are seldom that simple. When a buyer blows off steam at a salesman there is usually a logical reason for it. It's up to the salesman to find this reason.

He will never discover it if he walks out in a huff.

Are you at fault?

If a buyer behaves badly toward you, there is one question you must ask yourself: "Have I done anything to make this man dislike or resent me?"

Think back over your previous visits. Did you deport yourself in the right manner? Were you courteous and attentive to his needs? Was there anything about your personal appearance, grooming or habits that might have annoyed him? Have you performed all of your obligations to the buyer? Is he stewing about some unfilled order, damaged merchandise or lack of proper servicing?

These are only some of the reasons that may have provoked your customer or buyer into turning on you. You should be especially sensitive to the buyer who one day goes completely out of character and puts on the nasty act. Obviously, something is eating him. If he's cordial and pleasant for ten calls and then becomes mean on the eleventh, there is usually a good reason for it.

Bill Jameson, a greeting card salesman, was stunned one day when a dealer barked at him:

"You're the last person I want to see." And he wasn't smiling.

When the man finally calmed down, Bill learned the reason for

It could very well be that you are the innocent victim of another salesman's poor showing before the customer. The man just ahead of you may have irritated the buyer so much that he is still seething when you come in. Or it may have been the first salesman of the day. In any event, the buyer is not really sore at you. He is simply venting his spleen on the nearest available person.

The buyer may be so upset he won't buy from you or anyone else that day. In this instance, bid him a cordial goodbye and try again another day.

However, it may be possible to calm him down and present your story. You might first say something like this:

"Mr. Jones, if there's anything I've done to displease you, please tell me. I'll do anything I can to correct it."

If he's at all fair (and most buyers are) he will assure you that you are not the source of his displeasure. He might even apologize for his rudeness or bad temper. This gives you an advantage and you can go into your presentation with the reasonable assurance that he will hear you out.

Always remember that human behavior is motivated. When you encounter a moody or caustic buyer there is a reason behind his attitude. Probe for the reason and you have won half the battle.

Dismissal device

Some buyers insult a salesman as a dismissal device. The want to get rid of him and are not sufficiently adroit to do it in a gentlemanly way. Their irritation is faked.

In this case your wisest reaction is to bring his deception out into the open. Ask him bluntly why he is dismissing you. This has worked more than once.

Rod Crandell, a copying machine salesman, used this method successfully with a cranky prospect.

"I know you're trying to get rid of me, but I would like to know why," Rod told him.

Finally, the man admitted that his budget restricted him from buying. He had not wanted to give Rod the impression that he could not make a decision on his own. They became good friends and the buyer became a good customer.

There are also buyers who want to create an image of themselves as crusty and hard to get along with. They feel that their position will be more exalted if they erect a barrier between themselves and the salesman. With such individuals it's best to let them play the

the crack. On his last call the salesman had forgotten to leave some promotion materials after promising them to the dealer. It had been a bad oversight and Bill apologized profusely. The customer accepted the apology and they were friends again. In fact, Bill received a nice order on that visit.

This incident could have had a different ending. Bill could have taken umbrage at the dealer's remark and stalked out. The only result would have been a lost account. Is pride that important?

So examine your past performance when confronted by an insulting or bad-tempered buyer. Perhaps you did something to deserve his ill will. If so, you can correct the error on the spot and save yourself from future trouble with the customer. Or the buyer may be shooting off steam on the basis of a misunderstanding. He may find you guilty of something you did not commit. In this case you can explain the matter. No matter how angry a buyer is, he will usually give you an opportunity to tell your side of it.

However, you can't defend yourself if you walk out in a huff.

Salesman not to blame

What about the salesman who encounters an insulting buyer on his first call? Let's assume he meets a buyer for the first time and the latter is curt or surly. This is still no excuse for the salesman to return the insult in kind. Nor should he walk out.

The buyer obviously has no legitimate grievance against the new salesman. But he may have a very deep hostility toward others who have called in the past.

Let's assume you are calling on a prospect for the first time. Not only do you not get an order but the man is nasty tempered in the bargain. He treats you like someone carrying the plague.

RADIO NEWFOUNDLAND

VOCM · CKCM · CHCM

10,000 watts 10,000 watts · 1,000 watts

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

lion to their hearts' content. They mean no ill by their remarks and they'll probably warm up to the salesman who is tolerant of their foibles.

When I first started in selling I called on an old gentleman who berated me as the example of everything that he believed wrong with selling.

"Salesmen aren't the hard workers they were in my day," he

REPRINTS FOR YOUR SALESMEN

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

Prices are:

- 1 to 9 copies (of each article) 50¢ each.
- 10 to 49 copies (of each article) 37½¢ each.
- 50 to 99 copies (of each article) 30¢ each.
- 100 or more copies (of each article) 25¢ each.

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

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

1. The Salesman is a V. I. P.
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4. You're On Stage
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7. Closing The Sale
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9. Resting Between Rounds
10. The Competition
11. Taking A Risk
12. Playing The Short Game
13. Selling An Idea
14. Buying Committees Are Here To Stay
15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
20. Making Salesmen of Your Customers
21. Repeat Orders Are Not Accidental
22. Room At The Top
23. You Must Give More to Get More
24. Running Into The Rude Buyer

When ordering, please mention the name of this publication.

thundered. "You young fellows have got it too easy."

I let him finish a 15-minute oration and then asked politely:

"May I make my presentation now, sir? And by the way, if all my prospects are like you I won't be having it too easy."

This broke him up and I walked out of his office with a substantial order. The man also became one of my top accounts.

The time waster

A common reason a salesman encounters hostility from a buyer is because he is a time waster. He wastes the buyer's time and his own time in endless chatter, fumbling demonstrations, pointless arguments and badly prepared presentations. It's small wonder that customers have little patience with such salesmen.

The time waster is particularly odious to the buyer if he is having a hard day. In such circumstances he will very likely snap at a salesman who adds to his troubles.

Red Moreau, buyer for a big tool company, told me:

"One inept salesman can ruin my day. I don't mind admitting that I lose my temper with a guy who doesn't give me the facts about his line and I expect him to know those facts cold.

"When he fails in this obligation, I feel I have a right to be displeased."

Challenge for salesman

It would be pleasant if all buyers were cordial, considerate and topped off a salesman's visit with a huge order. But you are aware that this is a utopian situation which is never achieved. Don't be dismayed. It might be better this way.

I'm convinced no salesman should have everything his way. It's only when he meets a challenge that he can produce his best. A belligerent or insulting buyer makes a salesman try harder, at least it should. A man who walks away from such an encounter is not being true to himself or his company.

Some of the toughest buyers initially later become the best customers.

If you don't get them first, your competitor will.

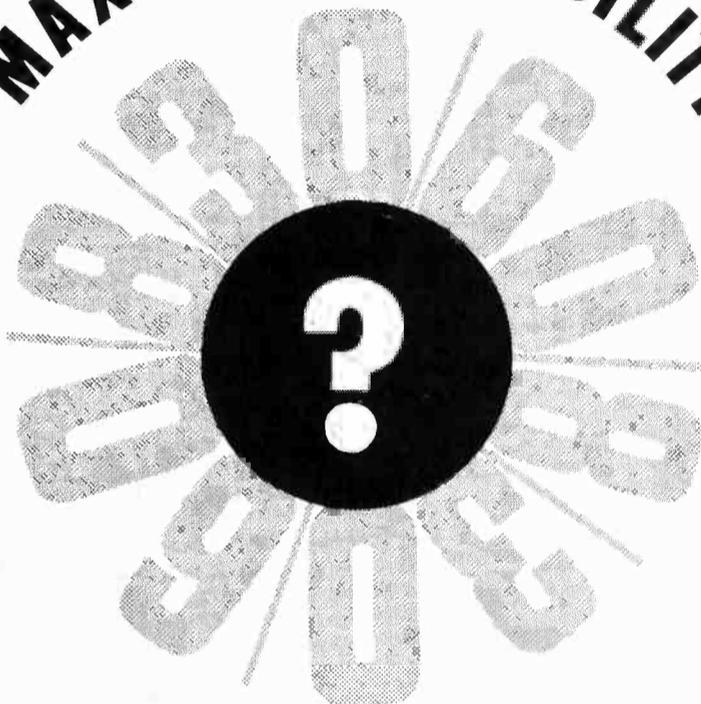
Are you able to handle the insulting buyer? Try these questions and see. If you can answer "yes" to at least seven of them you are more than holding your own.

- | | |
|---|---------------|
| <ol style="list-style-type: none"> 1. When you meet a rude or insulting buyer, do you stay with him instead of walking out? 2. When a buyer is insulting do you think about what you might have done on past calls to upset him? 3. Do you get right down to business with a buyer and not waste his time? 4. Do you take into consideration the fact that the buyer may be taking his resentment of other salesmen out on you? 5. Are most of your customers pleasant to you? 6. Do you think you can recognize a bad reception as a dismissal device? 7. Can you counter such a tactic? 8. Do you consider a crusty buyer as a challenge? 9. Do you perform all your obligations to the customer? 10. Is your department such that you are welcome in a buyer's office? | <p>YES NO</p> |
|---|---------------|



ONLY SPOT TELEVISION PROVIDES

MAXIMUM FLEXIBILITY



When you buy these stations selectively you can run any commercial, of any length, for any desired duration. You can purchase spots in and around programs which deliver a select audience. This way, you reach the maximum audience—and you achieve maximum sales impact. You just can't beat the flexibility of spot television.

**CKVR-TV BARRIE • CFCL-TV TIMMINS
WKBW-TV BUFFALO • CKCW-TV
MONCTON • CHOV-TV PEMBROKE**



PAUL MULVIHILL & CO. LIMITED • Toronto • Montréal

* the western canada french radio group covers a french population of 234,622 with a personal income (1963) \$381,399,000 farms operated (french farmers) 14,830

The French-speaking element in the three Prairie Provinces is a significant section of any advertisers' market . . . Would you by-pass a city of that size?

* the following four stations comprise the Western Canada French Radio Group:

- CKSB—ST. BONIFACE, MANITOBA • 10,000 WATTS
- CFRG—GRAVELBOURG, SASKATCHEWAN • 5,000 WATTS
- CFNS—SASKATOON, SASKATCHEWAN • 1,000 WATTS
- CHFA—EDMONTON, ALBERTA • 5,000 WATTS

Represented by: Hardy Radio & Television Ltd.
TORONTO, 2 CARLTON ST., 363-9433
MONTREAL, 1010 ST. CATHERINE ST. WEST, 861-5461



Five personalities of Radio CKY Winnipeg, formed a *Daddys' Club*, in co-operation with the Shrine International during the recent Shrine Circus in Winnipeg.

Porky Charbonneau, George Dawes, Michael Hopkins, Bert Gordon and one "daddy" of the opposite sex, Kay Wise, all of CKY, assisted Shrine members in seeing that hundreds of underprivileged kids in the Winnipeg area were taken to the circus.

By donating their own funds, Shrine members bought blocks of seats for the youngsters who otherwise might not have been able to see the big show. The CKY group also helped provide transportation, refreshments and a close-up view of the performers in the internationally-known circus. In the photograph, Porky Charbonneau (2nd from left), of CKY, is seen with a group of circus artists and wide-eyed children.



Dumont Lepage
CFRG Gravelbourg



Bernie Gagnon
CHFA Edmonton



Roland Couture
CKSB St. Boniface



Marsh Ellis
CJME Regina



Raymond Marcotte
CFNS Saskatoon



Art Bradshaw
CHFM-FM Calgary



Ken Hutcheson
CJAV Port Alberni



Peter Duke
CKAY Duncan



Don MacKenzie
CFMC-FM Saskatoon

These stations join with Hardy to wish the Western Association of Broadcasters a successful convention



HARDY RADIO & TELEVISION LIMITED
LIMITÉE

TORONTO

MONTREAL

QUEBEC

Calgary is on the go-go



... through the sale of car aerial pennants, the first project of the new CKXL Good Neighbor Fund are (left to right) Bob A.C.T. Clubs; Doug Johnson, Calgary Tourist and Convention and James M. Pryor, Jr., CKXL General Manager.

Calgary established the Good Neighbor Fund this spring to incorporate community projects, solely for charity.

Project under the new promotion and sale of pennants boosting all profits going to the Friendship Centre.

Calgary Sportsmen's Club presented a parade of champions. Members of the club and others donated their equipment. Proceeds from this parade go to a Boys' Club Camp in Alberta.

Calgary also established a contest for the Year Award, with prizes coming from the winner for 1966 will

be announced on Father's Day. A similar contest was held on Mother's Day.

The station is also running a Birthday Card Contest in connection with its second anniversary under present ownership. Listeners send in birthday cards and each day several are drawn for prizes.

Meanwhile, CKXL says it is the first station in Canada using a revolutionary new music control system, which, according to Dave Lyman, assistant production manager, "utilizes computer techniques to insure a brighter, more familiar sound."

Lyman was reticent about giving any further details about the music system, except to say, "It's similar to one used by several large stations in the U.S., following a great deal of research by a leading data processing firm."

to roost

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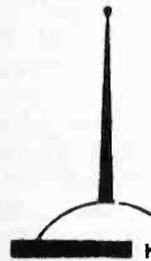
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ADCASTER

Montreal station as general manager, radio.



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

Canadian Film-TV Bi-Weekly
May 25, 1966



CKLC RADIO

A
HARDY
STATION

KINGSTON'S INTERNATIONAL AWARD STATION

THE GROWN-UP STATION

CFRN RADIO

50,000 WATTS EDMONTON

Meet Jim Struthers

Affable manager of one of Canada's most dynamic, polished radio stations.

Formerly CKCK's news editor and experienced in programming, Jim is a strong exponent of the creative flair-CKCK's "hallmark" in every facet of production and promotion - imaginative broadcasting that has captured virtually the total south-central Saskatchewan radio market.

at CKCK REGINA

the man behind the All-Canada man



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HARDY RADIO & TELEVISION

TORONTO

MONTREAL

QUEBEC

CKXL Calgary is on the go-go



Boosting Calgary through the sale of car aerial pennants, the first project undertaken by the new CKXL Good Neighbor Fund are (left to right) Bob Wintrip, Calgary A.C.T. Clubs; Doug Johnson, Calgary Tourist and Conventions Association and James M. Pryor, Jr., CKXL General Manager.

CKXL Radio Calgary established a *Good Neighbor Fund* this spring as a non-profit incorporated company in Alberta, solely for charitable purposes.

The first project under the new fund was the promotion and sale of car aerial pennants boosting Calgary, with all profits going to the new Indian Friendship Centre.

At the Calgary Sportsmen's Show, held at the Stampede Corral, the CKXL Fund presented a parade of sports champions. Members of the Calgary Stampeders and others donated pieces of their equipment for auction. Proceeds from this venture went to a Boys' Club Camp at Jumping Pound, Alberta.

CKXL has also established a *Family Man of the Year Award*, with nominations coming from listeners. The winner for 1966 will

be announced on Father's Day. A similar contest was held on Mother's Day.

The station is also running a Birthday Card Contest in connection with its second anniversary under present ownership. Listeners send in birthday cards and each day several are drawn for prizes.

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Home to roost

Dave Wright, general manager of CFCF Radio, Montreal, has transferred his allegiance back to All-Canada Radio & Television Ltd., Toronto, where, starting July 1, he will sit behind a desk labeled "Director of Creative Broadcast Services."

This new department has been set up "to originate and co-ordinate an exchange of programming, audience promotion and sales ideas for All-Canada represented stations."

Replacing Wright in Montreal is Ken Dobson, who left the sales manager's berth at 'CF to become manager of CHSJ Radio Saint John, N. B. and is now returning to the

Montreal station as general manager, radio.



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

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at CKCK REGINA

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



Say You Saw It
in
THE BROADCASTER



A. W. MARSHALL

Effective May 24, 1966, the broadcasting and closed circuit television equipment of The Marconi Company, Limited, England, is being sold and serviced by English Electric Company of Canada, Ltd., (Marconi Division) through their facilities at 8660 Darnley Road, Montreal 9, P. Q.

The result of this change, which has been mutually arranged between Canadian Marconi Company and The Marconi Company of England is to put all Canadian customers directly in touch with the supplier. Mr. Allan Marshall, who handled the television equipment activity of Canadian Marconi Company, has transferred to English Electric Company of Canada to head up the new organization.

English Electric Company of Canada Ltd., Montreal, P. Q.
Canadian Marconi Company, Montreal, P. Q.

Advertising projects the symbolic package

"Ninety five per cent of all goods in our affluent society are sold to satisfy psychological desires and libidinous pleasure feelings." Dr. Louis Cheskin, director of the Color Research Institute of Chicago, for the last 20 years, was guest speaker at both the Baker Advertising Color Seminar, May 25, and the Fourth Annual Canadian Television Commercials Festival, May 26.

He spoke on *sensation transference* and *unconscious level testing*, two fields of psychological marketing research he has pioneered through the CRI and his own firm, Cheskin Associates, Chicago.

He said all basic human needs could be satisfied by just five per cent of the items in a supermarket: overalls, bread, oil, vinegar, etc. and he had made a 20 year study of the irrational behavior of human beings and why and how they make purchases for psychological reasons, on the unconscious level.

Describing sensation transference, Dr. Cheskin said he asked over 500 women to try two face creams, one in a round jar with circles on the lid, the other with a triangle design. A week later, 86 per cent told him the circle cream

was greatly preferred by them for a number of reasons, even though the creams in both jars were the same.

"The pleasurable feelings provided by the circles on the jar were transferred psychologically to the product inside," Dr. Cheskin said. He went on to describe a similar test with colors, using jars with pink tops and blue tops. Over 80 per cent of the women described the pink product as superior to the blue, after using both. Again, the creams were the same. In all his tests he never revealed what he was trying to find out from the subject, he said.

"They can't tell you anyway why they like an ad, or why they buy a product," he said, "because there's no use using rational language about irrational factors. And the sooner you realize the facts, the sooner you will make your marketing more profitable."

Dr. Cheskin said he has now written a dozen books describing his researches and tests on the unconscious level, where he said buying power is really concentrated.

ANNOUNCEMENT

CALGARY BROADCASTING COMPANY LTD.



G. N. WALKER

Gordon N. Walker has been appointed General Sales Manager of Radio CFAC, Calgary, and in that capacity will assume responsibility for National Time Sales.

ed. "It's not the ad that sells them, but its unconscious appeal to the satisfaction of psychological needs."

He cited a chart in his office on which he had written four headings that every product must have to be successful. They are quality; a package symbol of psychological significance; advertising that communicates and motivates; and price (which is a psychological as well as an economic factor.)

Dr. Cheskin cautioned both advertisers and broadcasters not to conduct their research on the premise that people will do what they say, or will give rational answers to researchers' questions.

By indirect questioning, you must find out the psychological significance of the practically insignificant," he said.

He pointed out that a difference in two products may be insignificant, but psychologically it is significant.

"We can't see the atom, but we know what it does. Your success must be based on the realization that the package is the symbol of the product, and advertising is the projection of the package."

He said the additional stimulus of color would give the advertiser an opportunity for wider communication, and predicted that color in TV would create the mood (like music on the subliminal level) in advertising, and not the impact as it does now.

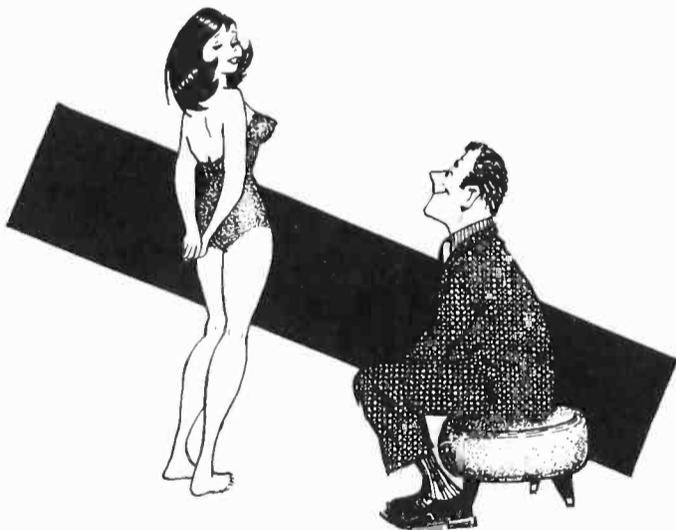
"The impact will then have to be provided by the copy," he said.

To demonstrate the psychological power of color, Dr. Cheskin told of research he conducted for the dress business in Chicago.

"A young girl came in to try on three Dior gowns. The first was fuchsia, a color she had been told she looked best in; this appealed to her ego. The second gown was aqua, the color she liked best and thus appealed to her libido; the third dress was chartreuse, which was then the fashion color, and appealed to status. Thus, three psychological emotions, created by color, were in conflict in the girl's mind. Which dress did she choose?"

There was a burst of laughter when the speaker revealed the girl's father was a millionaire and she bought all three.

CKRN-TV - ROUYN



admire these figures

Monday through Friday - 7 to 10 pm
5 day average

23,600 households - CPM - \$2.75

Feb. 1966 - BBM

Contact:- Hardy Radio & TV
Toronto and Montreal

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

DON WRIGHT

Productions

77 Chestnut Park Rd., WA 5-1631



STRICTLY CLASSIFIED

The luncheon speaker, Mr. Whatshisname, some sort of an expert from somewhere or other in the U. S. of A., told the meeting he was speaking off the record, and he certainly was.

CONTINUED

One reporter made a story out of this speech and it won him the Governor General's Award for fiction writing.

NOTE TO PR SEPTs.

Editors print your handouts to interest their readers, not to please your president.

MATTER OF MOTIVATION

Now let's have a Canadian Programs Festival designed to get the public to tune in their sets so that they will hear the wonderful commercials.

HAND OF FRIENDSHIP

This WAB Special Edition is designed to make friends with the westerners against the day they all move to Toronto.

ADAGE DEPARTMENT

A little knowledge is a dangerous thing but it's a dam site better than no knowledge at all.

AUDREY STUFF

Then there's the gal who was so dumb that when she won a free trip to Europe, she sent it back because she didn't know how she would ever get home again.

WISHFUL THINKING

One way to make a fortune on the stock market is always to sell too soon.

WHAT'S IN A NAME?

"Doc" Lindsey, manager of Toronto's new CHIN, who used to handle the Canada Packers account for Cockfield-Brown, says: "You can call me 'Doc' if you like, but I never cured anything except a ham."

Some plain talk from Kodak about tape:



The lowdown on low-noise tapes... and on low-speed tapes

Designing a "low noise" tape is a bit like trying to fit a six-foot man with a pair of pants tailored for a five footer. Cutting off his legs is a solution . . . but it lacks elegance. Tapewise, if all you do is use a low-noise tape, you end up with lowered output; i.e., mightily short legs. And if you push up the gain, where's the low noise you were hoping for?

The art of low noisemanship requires a bit more finesse. And it's not so hard to master if you take a listen to KODAK's Type 34A Hi Output Professional Tape. Try this test: Listen to a "no signal" tape at high gain. Now turn down the gain until the hiss disappears. Wouldn't it be nice if you could listen to the tape that way? The solution, obviously, is to pick a tape you can put a lot on—and play it back at low gain . . . and low noise, naturally!

Enters the star. Compared to our own Type 31A Standard Play Tape, and to the low-noise product from a competitor we must keep mum about, the chart below reveals that KODAK Type 34A Hi Output Tape gives five or more additional decibels of undistorted output. At similar output levels, Type 34A is just as quiet as the next fellow's. It does this with no increase in print-through over general-pur-

pose tapes. Pretty nice for silence lovers. The values expressed in the chart are in decibels at optimum bias settings using our Type 31A as the reference.

Some like it slow. In medieval times, a favorite subject of theological discussion was just how many angels could dance on the head of a pin. KODAK can provide no informed opinion on this question, but leaps into the fray when it comes to how much signal you can squeeze on a given length of tape. Since tape started, tape speeds have been dropping. First it was 15 ips, then 7½ ips; the day of 3¾ ips is here for some. And the recorder manufacturers still haven't stopped. Who knows where it will end.

But there are some problems involved. At 15 ips a single cycle of signal at 1,000 cycles-per-second covers 15 thousandths of an inch longitudinally on the tape as it travels by. At 1¾ ips (to go to extremes) it's down to less than 2 thousandths of an inch. As a result, as tape travel speeds decrease, tape "resolution," to borrow a photographic word, becomes more and more important. A second problem is that external magnetic flux on the tape available to thread the reproduce head also decreases in propor-

tion. This means that you need a high-efficiency tape. Last but not least, the tape itself has to be thin for maximum footage on a given reel. People buy long-playing tapes because they play long.

Put all these problems together and our trusty KODAK 11P ½ Mil Double Play Tape sounds better and better. Look at the chart which compares it to a premium-priced famous name brand recently improved for low speed . . . and to a competitive general-purpose tape. KODAK 11P shows off as well as the first, and better than the second. Figures are in decibels using our 11P as the reference.

	Competitive double-play tape	Premium-priced "improved" low-speed tape	KODAK 11P double-play tape
Optimum bias	+0.5	-0.5	0.0
Sensitivity at 37.5 mil wavelength	-0.6	-1.2	0.0
1 mil wavelength	-2.5	-0.2	0.0
0.6 mil wavelength	-2.6	+0.4	0.0

KODAK Sound Recording Tapes are available at most electronic, camera, and department stores. New, 24-page, comprehensive "Plain Talk" booklet covers all the important aspects of tape performance, and is free on request. Write: Canadian Kodak Co., Limited, Toronto 15, Ontario.

	KODAK 31A Tape	Premium-priced competitive low-noise tape	KODAK 34A Tape
Bias	0.0	+0.4	+0.8
Sensitivity at 37.5 mil wavelength	0.0	-3.0	+2.1
Input at 2% harmonic distortion	+10.0	+11.4	+13.0
Output at 2% harmonic distortion	+11.5	+10.7	+16.3
Saturation Output	+20.0	+19.0	+23.6
Maximum Dynamic Range	75.0	79.0	79.0
Modulation S/N Ratio			
-20 to 1000 CPS	62.0	57.0	62.0
-1000 to 15,000 CPS	64.0	65.0	67.0

CANADIAN KODAK CO., LIMITED, Toronto 15, Ontario

Color can please or displease

by Fraser Fairlie

In what was described as an informal happening, Baker Advertising Limited invited 15 client companies to participate in a day-long Color Seminar at their new downtown Toronto offices, last month.

"Color perception, not reception, is often associated with feelings of pleasure or displeasure, so to a large degree this is the area in which the advertiser should be most interested," said John Sone, vice-president of broadcasting at Baker.

Sone said it was doubtful whether young children could perceive color or shapes at all, but they were attracted and excited by bright primary colors and later developed a favoritism scale.

"Red, yellow, blue and then green, in that order are the favorite colors of young children. By school age, this preference has changed to blue, green, red and yellow. Adults in the Western world have been shown to have this order of preference; blue, red, green, purple, orange and yellow," Sone said.

Speaking of the emotions color can arouse, Sone said red makes us excited, and tense, and denotes warmth; blue denotes calm, quiet and relaxation; green is fresh, clean and cool; pink is feminine or childish; and brown is formal and the color of nature; purple denotes the unreal or unliving, while orange and yellow don't seem to have wide generality. He said color defects are very rare among women, but over seven per cent of men seem to have some defects in color vision.

"One peculiarity of color vision that starts early and persists through life is 'synaesthesia', or the stimuli of the different senses, such as hearing, taste and smell in combinations where one stimulus is liable to arouse imagery of the others," he said. He cited an experiment where one individual saw brown images while listening to low tones, blue with medium tones and green with high sounds.

Sone said for these and other reasons, color could aid the advertiser in non-verbal communication, or the art of having the receiver

perceive more than could be described in words. He said that after watching color television every day for the last six months, he could describe just about any color commercial playing on the U. S. networks, but couldn't remember the copy points of a single one.

"The words just seem to get lost as the picture content takes up too much reception space to allow the brain to consider what's being said," Sone said. He was conscious of superimpositions of printed matter in some of the commercials, but only to a certain extent.

Sone said by using action, costuming, carefully chosen bits of business, interesting props and music, color TV could deliver the viewer better than black and white had ever hoped to, but that the consumer benefits of the product must be supplied by the pictures, and the words must act merely as visual punctuation. He said music and color seem to go hand in hand and the slower, moodier jingles seemed to integrate best.

One CKEY show and 9 CBC win Ohio Awards

Nine Ohio Awards were won by the CBC this year and one by CKEY Toronto. These are the awards given each year at the Annual American Exhibition of Educational Radio and Television Programs sponsored by the Ohio State University. This was the project's 30th year.

Norm Perry of CKEY Toronto, won for the second year in a row for his provocative program, *Perry-Scope*, and the episode on *Murder, the Crime and the Criminal* won in the Public Affairs category. (An article on this program series appeared in the May 26 issue of *The Broadcaster*.)

The citation to Perry read, "This probing examination of the act of murder encompasses the sociological, psychological and legal perspective. The crime and the criminal emerge from this skillful exploratory treatment with new and often startling parameters of understanding."

CBC Awards cover wide field

Radio winners on the CBC were *The Creative Writer*, produced in Toronto by Janet Somerville, on *The Best Ideas You'll Hear Tonight*, which won in the Fine Arts and Humanities for local Adult Programming and *D. H. Lawrence*, produced at Toronto by Lola Thompson, in the Children and Youth local category.

Two CBC radio programs won in the Children and Youth network category. They were *Living Through Music*, produced in Toronto by Digby Peers for the National Advisory Council on School Broadcasting; and *The Pied Piper*, produced in Vancouver by Fred Laight for the B. C. Department of Education.

In the Network Physical and Social Sciences category, *Nature's Buried Treasures*, by Lola Thompson and *River of the Clouds*, produced by John Edwards in Vancouver, were winners.

CBC TV wins three

Three CBC Television programs won Ohio Awards. They were: *Ideas For The Asking*, produced by Doug Davidson in Toronto, which won in the Children and Youth local category; *What is Magna Carta?*, produced by Herb Roland in Toronto, which won in the Network Social Science category; and *Cities and Their Challenges*, a documentary on Toronto produced by Perry Rosemond, which won in the Network Public Affairs category.

There were 565 entries in the 1966 Ohio Awards competition and 45 awards were made in the annual contest for educational programming.



Telephone
Answering
Service

Answers your phone
whenever you are away
from your office or
residence.

Phone for Booklet in
Toronto 924-4471 Montreal UN 6-6921

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

TORONTO 433 Jarvis St. WINNIPEG 171 McDermott

HOYLES, NIBLOCK AND ASSOCIATES
BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM · FM · TV CATV · ETV

298 ELGIN STREET, OTTAWA 4, ONTARIO TELEPHONE 613-237-1038
1234 MARINE DRIVE, NORTH VANCOUVER, B.C. TELEPHONE 604-985-3136



Meet Orv Kope

Genial, effervescent manager of CHAT Radio. A rare composite of Salesmanship and Showmanship, Orv is actively involved in all aspects of his station's operation and contributing greatly to the well-defined "personality" of CHAT and to its unanimous acceptance in South Eastern Alberta homes.

With his customary energy, Orv acts as co-ordinator for the Southern Alberta Radio Group - uniting CJOC Lethbridge with CHAT to afford unparalleled coverage of the complete Southern Alberta market.

at CHAT MEDICINE HAT
the man behind the All-Canada man



 ALL-CANADA RADIO & TV LTD.



CFCM-TV

quebec city has



20/20 FRENCH VIEWING

THE TOP 20 SHOWS*

HOUSEHOLDS

VIEWERS

TIME

DAY

STATION

THAT OTHER
TV STATION

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

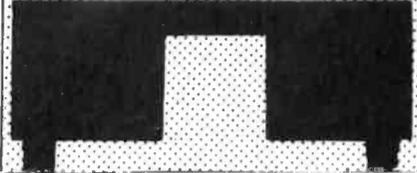
QUEBEC'S ANNUAL PURCHASING POWER IS OVER  915,758,000.

SALES REPRESENTATIVES :

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

*NIELSEN FEBRUARY 1966

OVER the DESK



Two former Maritime broadcasters, Bob Tabor and Paul MacDonald, have covered themselves with glory for their shares in the National Catholic Communications Centre (Toronto) radio drama "White" Christmas which was carried over fifty Canadian stations last Christmas.

Tabor both wrote and narrated the one-man reflections on "a colored man's Christmas in a white man's world." MacDonald, who is engaged full time as radio and



BOB TABOR

PAUL MacDONALD

Want a Man?

Want a Job?

TRY A SMALL AD in

Canadian Broadcaster

217 Bay Street,
Toronto 1, Ontario

television producer for the Centre, was producer on this show.

This show competed with the NBC, CBS, ABC and Mutual networks and local and regional stations across the continent in a competition staged by the U. S. Catholic Broadcasters Association and came through with not one but two "Gabriels", which, I am told, are the "Oscars" of religious broadcasting.

The program received two awards because the judges felt "it

deserves not only the award in its own category (religious drama) but to be honored with the additional recognition of its general excellence."

In their citation, the judges said: "This program does what a work of art should do. It recreates a live experience from which comes a clearer vision of man and deeper insight into one area of life, in this case racial prejudice.

"This truly beautiful work stands out in broadcasting as an instance of the medium to bring to the people a vision of the good, the true and the beautiful."

The Catholic Broadcasters Association of America is an affiliation of local, regional and national producers of religious programs throughout North America.

Paul MacDonald broke into radio at CJCH Halifax some sixteen years ago. Coming to Upper Canada he joined Spence Caldwell's organization and then went to Cockfield, Brown's radio and television department. He joined the Catholic Communications Centre two years ago and is currently working on two major program projects, a weekly radio informational (but non-denominational) commentary called *Religion in the News* and, in conjunction with the Anglicans and the United Church, a half-hour TV magazine public affairs series, running the gamut from drama to documentary to music, called *Spectrum*. CTV will pick this up this fall along with around twenty stations. Tape and film will be available, some in color.

Paul and his wife, Marina, have just added a fourth to their family, tying the score with two boys and two girls.

Bob Tabor started writing for radio at the age of 16 in 1938 for Fred Lynds of CKCW Moncton with a Christmas play called *The Man Who Was War*. Still at school, he part-timed it with Fred, doing the *Morning Bulletin Board* Saturdays and every day during the holidays.

After service with the army overseas he joined CKCW full time as writer-announcer and later program director. His total years of service at CKCW tot up to about seven years over a period of 11, with "mutual rest periods" interspersed.

After grazing in such fertile pastures as CBC Montreal; WDSU New Orleans; BBC London etc. he joined UPI in Toronto and then the creative department at Cockfield, Brown.

Last year, he decided to return to the freelance preserves and since then, from his home in Toronto, has been "writing whatever needed to be wrote".

Currently he is working on assignment from the Catholic Centre on three more religious programs, *Please God Don't Let the Fog Lift*, *Not with Harps and Angel Wings* and *What Time Is It?*

Bob Tabor

How Top Talent Addresses Resumes.



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

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



radio saskatoon

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

STATION ENGINEER

To take charge 10,000 watt non-metro station in Manitoba. Will consider junior engineer wanting to move up. Give all details first letter.

Box A-862
Canadian Broadcaster
217 Bay St., Toronto 1

ANNOUNCER required in BERMUDA WE DESIRE

1. A man who has a "developed" voice and personality to handle a mid-morning radio time-slot and be capable of maintaining a "tight" board operation.
2. This man must also be capable of reading news, sports and be convincing in commercial production work.

WE OFFER

1. Transportation from Toronto.
2. Employment in an ultra-modern station operating Radio and Television. We are a happy family of 65 employees, and have a very aggressive broadcasting outlook.
3. We will negotiate salary.

Please send audition and résumé to:
THE BERMUDA BROADCASTING CO. LTD.
P. O. Box 452
HAMILTON, BERMUDA

BAKER ADVERTISING Ltd.—TORONTO/MONTREAL

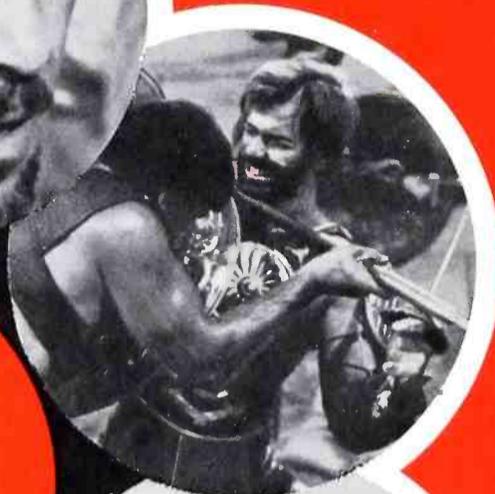
A. E. LePage Limited	Federal Shipping Agencies Ltd.	Quebec Terminals Ltd.
American Biltrite Rubber Co. (Canada) Ltd.	Fyon & Fyon Ltd.	ReaLemon Co.
B & K Shipping Agency Ltd.	General Printing Ink Corp. of Canada Ltd.	Rediffusion Inc.
Block Drug Company (Canada) Ltd. (part)	Hawker Siddeley Diesels & Electrics Ltd.	Romi Foods Ltd.
BP Canada Ltd.	Helene Curtis (Canada) Ltd.	R. J. Strassenburgh Co. of Canada Ltd.
CKAC	Hodgson, Robertson, Laing & Co.	Saguenay Shipping Ltd.
CKTM-TV	Home Specialties (1962) Inc.	A. H. Sainsbury & Co. Ltd.
Calmic Limited	Hurum Shipping & Trading Co. Ltd.	Sainsbury International Agencies Limited
Canada Fiber Can Co. Ltd.	Joe Lowe Corporation	Shaver Poultry Breeding Farms Limited
The Canada Starch Company Ltd. (part)	La "Presse"	Simpson, Riddell, Stead & Partners
Canadian Government Travel Bureau (part)	The Manufacturers Life Insurance Company	St. Andrew's College
Canadian Kodak Co., Limited	March Shipping Agency Ltd.	Swedish American Line Agency Inc.
Carnation Company	Marie Brizard et Roger S. A.	Technical Service Council
Carnation Foods Company Ltd.	National Film Board	Transworld Shipping Ltd.
Chrysler Canada Ltd. (Autopar parts & acc.)	Nordair Limited	United Chemical Co., Ltd.
Co-operative Wine Growers Association S. Africa	Olympia Business Machines Co. (Canada) Ltd.	United Van Lines (Canada) Limited
Crystophane Company of Canada Limited	Peek Frean (Canada) Ltd.	Venus Pencil Company Limited
The Distillers Co. (Canada) Ltd. (part)	Photo Journal	Westburne Industries Ltd.
Dow Corning Silicones Limited	Prestolite Company	Yardley of London (Canada) Limited
Ella Skinner Uniforms Ltd.	Quebec School of Practical Nursing	(to be continued)

Volume 10...now available from Seven Arts

Volume 10: Entertainment
that is star-studded



Volume 10: Entertainment
that is mighty



Volume 10: Entertainment
that is electric

Volume 10: Entertainment
that is solid and complete



Volume 10: Entertainment
that is heart-warming

Volume 10: Entertainment
that is happy



Volume 10: Entertainment
that is color-full

Prime time programming, stars, color, all-family appeal

From epic drama to science-fiction, from frolicking comedy to tender love story, Volume 10 contains 33 full length feature films, sparkling, well-rounded entertainment for the entire family. The unusually long running times of these features are ideal for complete prime time programming.

Of the 33 titles, 29 English versions are available in color, and of the 29 French versions in Volume 10, 25 are available in color.

For information on all Seven Arts' "Films of the 50's & 60's" write or call Chas. S. Chaplin or W. K. (Bill) Moyer at Seven Arts' Toronto office.



Seven Arts

11 Adelaide Street West • Toronto, Ontario • EMpire 4-7193