



# Study finds ads almost lost in space

Television stations may be pressed to change their rate structure for grouped commercials following a study by Baker Advertising Ltd.

The study, conducted with station CFPL in London, Ont., this summer, showed a marked falloff in viewer recall for the third commercial in a group.

pay for a first in the group or an isolated commercial," Caesar Ruscone, research manager at Baker, said.

This does not mean the end of grouped commercials, Dr. Ruscone said.

As a viewer, he preferred them. However, it does mean that agencies should pay less for third commercial in a group.

Robert G. Rogers, president, said lower sales and profit resulted from curtailment of newspaper production and rising costs of materials and labor.

"Expanded newspaper capacity in the United States and Canada, coupled with lower import requirements in the United States, forced curtailment of newspaper production."

# Is three a crowd

I guess we all agree that if commercials there are, we would prefer to have them in groups instead of a time because this means fewer interruptions. Now, the trade thinks so; bunched commercials are the trend and, as researcher Dr. Cesare G. Ruscone has admitted the other day in the peculiar language of a survey, only a successful trend can find such a wide and long acceptance.

## Media/scope

750 THIRD AVENUE, NEW YORK, NEW YORK 10017

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February 16, 1968

Baker Advertising Limited  
20 Toronto Street  
Toronto 1, Canada

Attention: Dr. C. G. Ruscone, Research Director

Dear Dr. Ruscone:

We are happy to inform you that the judges for the Media Research classification of the Annual Media Awards have awarded Baker Advertising a Certificate of Merit for your study of the effect of clustering television commercials.

It is especially gratifying to me that one of the Annual Media Awards is given to a Canadian advertising agency.

Congratulations upon this achievement.

Sincerely,

*Carroll Swan*

(Carroll J. Swan  
Editor, Media/scope)

## Baker survey shows 'clustered' commercials not as effective

Television commercials DO decrease in effectiveness when "clustered" to cut down interruptions, according to a survey carried out by a Canadian advertising agency.

A number of stations have adopted the clustering technique to help eliminate viewer resentment against commercials. But how does clustering affect the ads?

Dr. Cesare G. Ruscone, research manager of Baker Advertising, Toronto, sought the answer in a week survey which, he says, is the first of its kind ever made in Canada. This week he gave his findings to the Broadcast Research Council.

It is rather unfortunate that the decision to group commercials has been taken and put into effect but any serious attempt being made to measure beforehand how it would affect the efficiency of advertising," Dr. Ruscone told.

Doubts started arising only when the new trend went into effect.

He carried out his survey with CFPL-TV, London, Ont., in June and August because television had not yet started the clustering technique, which allowed for first reading to be taken.

He had been willing to co-operate and switch to the technology for a period long enough to take measurements to be taken.

It was decided that day-after-recall would be measured. Nine commercials were selected — and nine advertising agencies co-operated in order to rotate the commercials according to requirements.

After six weeks three commercials were studied in detail, being alternated in first, second and third positions during the groupings.

"As far as the summer audience situation is concerned, we contacted 2,652 people in the first wave, 2,519 in the second, 2,482 in the third and 2,566 in the fourth," said Dr. Ruscone.

"The percentage of people not watching television between 7 p.m. and 8 p.m. was 79.9% in the first wave . . . 80% in the second . . . 76.2% in the third . . . and 72.3% in the fourth.

"The rating of the program chosen—'Lost in Space'—for four measured weeks was 5.9, 5.1, 6.1 and 5.6—surprising, isn't it."

Was this due to the fact that the episodes were re-runs, or that fewer people watched television in the summertime?

"I do not have the answer, but I certainly hope that somebody will continue from here and survey the summer audience, its habits and preferences," said Dr. Ruscone.

The average unaided recall for the nine commercials when shown

(See Survey, p. 38)

SKOKIE, ILL.

LOS ANGELES

## Canada Agencies Study Grouped TV Spot Plans as Survey Shows Declining Recall

TORONTO, Nov. 7.—Canadian television stations will likely be pressed to consider changes in their rate structure for grouped commercials following publication of a study by Baker Advertising Ltd.

A number of Canadian agencies are already re-examining booking plans following the study, which shows a marked decline in viewer recall for the third commercial in a group.

Baker carried out a three-month study this summer with CFPL (tv), London, Ont. Four surveys were made of "Lost in Space" viewers in the 7-8 p.m. time slot.

The Baker study showed that for every 100 viewers who recalled, unaided, an isolated commercial, 69 recalled the first commercial in a grouping, 67.9 re-

of commercials dropped significantly over the three-month period. For every 100 viewers who could recall a commercial in the first survey, only 41.8 could recall the commercial in the final survey.

Mr. Ruscone said he was unable to give any explanation for the drop, but he did reject the idea of wear-out of the commercials. "It seems to have been proven a long time ago that advertising has a cumulative effect," he said.

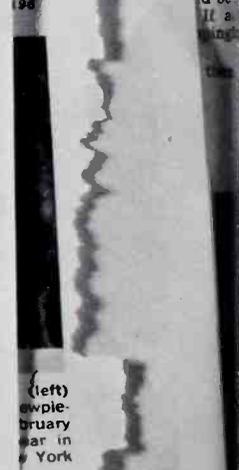
The study was conducted in four phases. The first involved a survey of the recall of the commercials in isolated positions. The others compared recall when the commercials were grouped.

The study was financed by Baker, with cooperation from CFPL-TV and nine advertising agencies, using nine commercials.



One at a time... I think we can assume... findings will form... on group-versus... agencies and the sponsor... bunching weakens com... move back to the bad... But it all depends on... Let's return to Dr. Ruscone... of the objections to group... that the longer interrup... more time for people to leg... the dog out, to get some... these objections com... me. For us, the long in... of efficiency (especially... who thinks he has to com... the room for various... without risking a hern... the commercial com... make this possible... are eminently in the vi... what benefits and pleases... and enrich the sponso... of plugs one, two and... even some of Dr. B... What the survey sho... simply, "How do you... bunches a lot of... d be... If a... ting...

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(left) Empire State Building in New York

Quotes from:  
Marketing, October 27, 1967  
The Globe and Mail, October 28 & 30, 1967  
Advertising Age, November 13, 1967

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CANADA'S NEWEST CABLE TELEVISION SYSTEM, fed from what is claimed to be the tallest CATV receiving antenna in the world, atop the lofty Toronto-Dominion Centre in the heart of downtown Toronto, went into service on Dominion Day weekend. It is operated by Rogers Cable TV Ltd., whose president is E.S. (Ted) Rogers, owner of CHFI AM-FM Toronto, CHAM Hamilton and CHYR Leamington, Ont.

The 810-foot antenna, 70 feet above the rooftop of the 740-foot, 56-storey T-D Centre, was activated by Rogers, accompanied by Mayor Wm. Dennison of Toronto and Mayor True Davidson of East York. They simultaneously pushed a button to instantly turn on ten TV channels displayed on individually-marked color sets arranged in a semi-circle for the official opening.

The Rogers Cable TV system will service 35,000 homes in the borough of East York, initially, and work on the first phase of "Program Hook-up" is already underway. By the end of the year, the Rogers system will be able to service the entire borough, Rogers said. Many other areas within Metropolitan Toronto will be connected in 1969.

The new system offers ten interference-free TV channels, and two radio stations, CHFI-FM and CKEY, on the TV dial. The radio stations program hourly news and music. TV channels offered include WGR-TV Buffalo, N.Y.; CKVR-TV Barrie, WBEN-TV Buffalo, CBLT-TV Toronto, WKBW-TV Buffalo, CFTO-TV Toronto, WNED-TV Buffalo, CHCH-TV Toronto-Hamilton, CHEX-TV Peterborough and CKCO-TV Kitchener.

The Rogers Cable TV system also offers, if desired, seven stereo FM stations, with cable attachment to the subscriber's FM-stereo set. The sky-high antenna atop the T-D Centre is also the receiver for the stereo-FM beam.

Toronto FM stations obtainable via the Rogers Cable system include CHFI-FM, CJRT-FM, CBC-FM, CKFM-FM, CHIN-FM and CHUM-FM, with WHLD-FM Niagara Falls and CFCA-FM Kitchener also available.

At the opening ceremonies, in the Dominion Room at the T-D Centre, attended by advertisers, agency people, representatives of the broadcast industry, and the press, Rogers said that "within five short years, 95 per cent of the TV sets in North America would be linked to cable television systems."

In our cover photo, Rogers, right, and Len Koses, sales manager for the Rogers Cable TV system, are pointing to the initial area of Metro Toronto to be served by their system. The large map shows color-coded areas reached by six other cable TV systems in the Metropolitan region.



**JACK DENNETT**



**BETTY KENNEDY**



**BOB HESKETH**

the **CFRB** secret



**WALLY CROUTER**



**GORDON SINCLAIR**



**BILL DEEGAN**



**BILL McVEAN**

Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people

listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada's largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.

**CFRB**  **1010**

**ONTARIO'S FAMILY STATION**

Sir: I must tell you how much I enjoy receiving *Canadian Broadcaster*. It's something like the packet boat coming over the horizon at one of the far-flung empire outposts and bringing the last three months' issues of *The Times!* Congratulations on the new format.

KEN PAGE  
Managing Director  
CBS (Europe) SA  
Zug, Switzerland

Sir: The concern expressed by Ian Grant on the abuses of hospitality suites by some irresponsible individuals is undoubtedly shared by many companies who provide such suites.

The complaint is not a new one and, as far as the broadcast industry is concerned, the abuses are probably more flagrant whenever "old friends" get together convention-wise in Toronto. Being the headquarters for most agencies, there are naturally more personnel on the loose here seeking bacchanalian hospitality than in other Canadian cities.

One obvious solution to the free loading problem is "by invitation only." But on occasion it is not as easy as that. For example, Paul L'Anglais Inc. have made two appearances at the ACA Convention with a display of substance that we felt would be of interest to advertisers.

A great deal of planning, time and money was expended on the display and naturally we wanted as many clients as possible to participate in our efforts.

"By invitation only" would

require access to advance registration lists at least one week before the convention. The problems here are obvious so an extensive mailing was conducted—just in case.

Then, to make sure that all clients and pertinent agency people knew how to find us we placed our invitation on the board reserved for hospitality suites at the convention floor of the hotel.

Despite the temporary abuses of our invitation, I must say we were very pleased not only with the interest evidenced in our display, but with the calibre of persons who responded to our efforts.

The abuses—and they are not necessarily absent at "by invitation only" functions—will only disappear with the elimination of conventions. Despite the second thoughts expressed by certain persons as to the value of conventions, their continued existence is a reality. It would lead you to suspect some people must find some good purpose in getting together other than an all expense paid trip to hangover land.

For those people providing hospitality suites at conventions, the tolerance of abuse discomfort is proportionate to convention ambition. Then too, there is a nagging thought that the elimination of hospitality suites could be an admission that sophisticated businessmen are being outwitted by glorified office boys and mini-skirted secretaries. And that would never do, would it!

ALEX BÉDARD  
Paul L'Anglais Inc.  
Toronto

Sir: Your April column ends "Buzz me if you hear anything." I've heard something!

I've just heard from 410 of the 1126 schools operating in Saskatchewan. (Granted, this is only 36½ per cent, but they have until June 30 to get in their reports and your column will have cooled by then!) Of the 4712 classrooms in these schools, 4670 have television sets in them or readily available to them. Your implication that "only a limited number of schools ever make use of these broadcasts" looks rather shaky when only *three* of these schools reported *no* students watching our school broadcasts. In fact, the principals of those 410 schools reported that 11,574 students had viewed one or more of the current series as a part of the classroom learning process.

Our department provides the content; the CBC provides the production; and private broadcasters provide the facilities and the time for one-half hour per school day. We appreciate very much this kind of co-operation.

TOMMY DOWNS  
Acting Assistant Supervisor  
School Broadcasts Section  
Sask. Department of Education

Sir: Due to the tremendous public response against CFOM English Radio closing August 1 (*CB June 1968*) the following has happened:

1. A citizens' committee has been organized to form a non-profit organization to continue the service.

2. A fund-raising committee has been set to raise the capital needed to move the station.

3. In co-operation and to give these people time, the present owners of CFOM have decided to keep the station open for at least another month, and then possibly on a month to month basis.

To date we have received over 16,000 calls and petitions, about 40 per cent French, insisting and begging that English Radio continue. So, despite BBM, CFOM does have an audience that's vocal and aware of the community.

MARY BUSH  
General Manager  
CFOM Radio  
Quebec City

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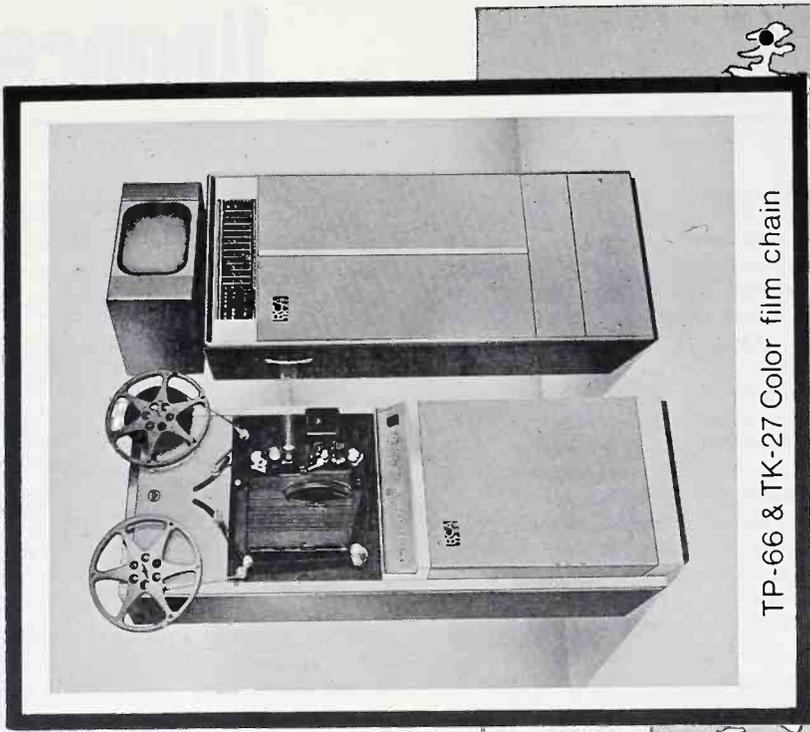
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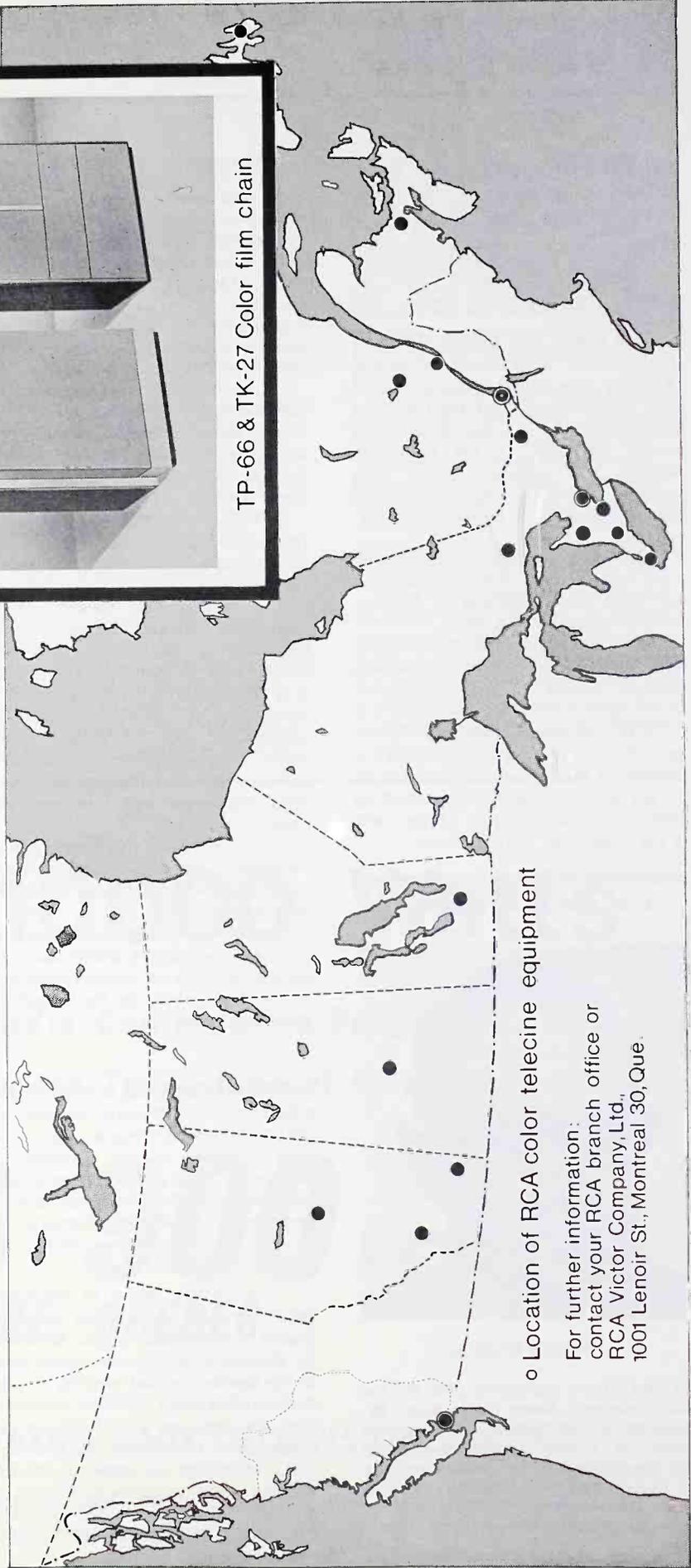
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COMMUNICATION STOCKS were among the best acting groups on the Toronto Stock Exchange over the month of June. While the *Industrial Index* increased 5.5 per cent last month, the six stock *Communication Index* advanced a substantially greater 16.8 per cent.

The Class "A" shares of *Selkirk Holdings Ltd.* were steady at around 17 during June following the announcement at mid-month that the Canadian Radio-Television Commission had denied approval of the agreement whereby the company would have acquired controlling interest in British Columbia Television Broadcasting System Ltd.

Selkirk owns varying interests in eight radio and six television stations and three CATV systems in Ontario, British Columbia and Alberta.

At the present time, the company owns 26 per cent of the outstanding common shares of B.C. Television which owns CHAN-TV Vancouver and CHEK-TV Victoria. Under the agreement, Selkirk proposed to increase its interest in this television company to 47 per cent of the total outstanding common shares including 51 per cent of the Class "B" voting shares.

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#### ANNOUNCEMENT

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#### CJAD LIMITED APPOINTMENT



SIDNEY MARGLES

As part of the expansion plan for the radio station's News Department, Mr. Douglas W. Williamson, Director of News for CJAD Limited, announces the appointment of Mr. Sidney Margles as deputy News Director. Mr. Margles will also continue in his role as Director of Special Events.

---

The CRTC's denial of the agreement was based on its concern about excessive concentration of ownership of communication media. The Commission went on to note that Southam Press Ltd., a publisher of eight Canadian daily newspapers, was a substantial shareholder in Selkirk in addition to owning interests in several other broadcasting companies.

Over the past few years, Selkirk has expanded its broadcasting interests in Western Canada, in some cases acquiring other shareholders' positions through the issue of cash and additional treasury shares.

The company has also diversified into other rapidly growing areas such as time sales, CATV and the production of commercials.

It appears that Selkirk's future expansion through acquisition of broadcasting properties must await clarification of CRTC policies respecting concentration of ownership of communication media. If ownership restrictions were initiated, Selkirk could "up-grade" its holdings by selling off smaller stations and acquiring larger and more profitable ones.

As indicated by management, earnings in the first quarter continued to be affected by softness in national advertising revenues as well as increased interest expense. Earnings for the three months ended March 31, were nine cents per share compared to 14 cents per share for the comparable period last year.

**SATURNA PROPERTIES**, a wholly-owned subsidiary of *Western Broadcasting Ltd.* and Famous Players (see below) were involved in the agreement to acquire all other outside shareholders' interests in B.C. Television. Saturna proposed to increase its interests from 17 per cent to 31 per cent of the outstanding common shares.

The CRTC's denial of the agreement did not specify any objection toward an increase in the ownership by Western Broadcasting. Consequently at the Western annual meeting on June 21, President Frank Griffiths announced that the company is offering to purchase all of the outstanding shares of B.C. Television not presently held by Western. The company's shares responded to this news by increasing from about 18 at mid-June to 22 at month-end.

Western operates AM radio stations CKNW Vancouver, CJOB and CJOB-FM Winnipeg, and recently received a license to establish an FM station in Vancouver.

Western does not own any CATV systems and its television interests consist solely of the present 17 per cent minority position in B.C. Television. Therefore, possible CRTC policies restricting ownership of communication media by companies with multi-interests would appear to have less of a bearing on Western than Selkirk.

**FAMOUS PLAYERS CANADIAN CORP. LTD.** continued this year's strong market advance last month, rising from 52 at the end of May to 59 7/8 at the end of June. While the company was disappointed by the CRTC's denial of the agreement which would have increased Famous Players' interest in B.C. Television from 12.5 per cent to 22 per cent of the outstanding common shares, the importance of the investment in this television company is insignificant in relation to the size of the other activities of Famous Players.

The CRTC's decision with respect to Famous Players referred to the 1966 BBG policy statement restricting ownership in member companies of the CTV network. Famous owns 48 per cent of CKCO-TV Kitchener, as well as 12.5 per cent of B.C. Television and has a small indirect equity interest in CJOH-TV Ottawa.

Recently, the shares of Famous Players have received wide investor attention because of the renewed strong growth of the movie theatre business (Famous owns the leading motion picture theatre chain in Canada with interests in 306 theatres) and the proposed spin-off of the company's communication interests (which include varying interests in 21 CATV companies, six television and two radio stations). In addition, many of Famous Players' theatres have been owned for several years. Some of these properties are in key downtown locations now worth considerably more than their original cost. The possibilities of redeveloping some of these sites are being studied. Already announced are plans for a downtown hotel in Winnipeg and a convention hotel complex near the Toronto International Airport. Famous will have an equity participation in both projects.

(Continued on page 44)

## Electrohome wins Olympic Games TV contract

A Canadian firm outbid some of North America's largest electronics giants and won an estimated quarter million dollar contract to supply nearly 1,000 television sets to Mexico for the 1968 Olympic Games. Electrohome Ltd., Kitchener, Ont., was the successful bidder in the \$250,000 deal.

The sets are black and white educational models, which will be installed on ceiling mounts at some 40 high schools in and around Mexico City. They will provide free viewing of the games, initially, for Mexicans who can neither afford tickets to the games, or TV sets. The sets will then be offered for sale to educational authorities for continued use in the schools.

"There is future potential in educational television for Mexico and export markets, and this installation should aid immensely in attracting ETV orders to Canada," stated D.B.

Lowater, manager of Electrohome's export sales department.

## Alphamatic News offers full-color all-electronic 24-hour service for CATV

Brighter news is in the picture for some U.S. cable television subscribers, at least from the presentation viewpoint, through the introduction of full-color by Alphamatic News in its all-electronic 24-hour news, stock quotations, and local message origination service.

Viewers of eight U.S. cable TV systems see the news every day via Alphamatic News, developed by Television Presentations Inc., a subsidiary of Sterling Communications Inc., New York.

Shown for the first time at the National Cable Television Association convention in Boston, Alphamatic News demonstrated how it presents world and local news by United Press International on a 24-hour basis, and New York stock exchange quotations

delayed 15 minutes to subscribers to the service.

The UPI news is seen in white letters on a red background across the top eight lines of the TV screen. Blue will be the background for the stock market quotations, and the bottom lines will be available for local messages, programmed in green, for local input by the cable system operator.

"The psychological impact of the color seems to be strong," said Morton Fink, TPI's vice-president and gm. "It is the same news but in a much more attractive package. Those who have seen it admit there isn't any more news, but there is more enjoyment in watching the flow of the white letters across a red, blue and green screen."

Heart of the system is a character generator which converts UPI telegraph newswire signals to words which appear as sentences flowing across the TV screen at an easy-to-read rate. Local messages can be fed into the system by a typewriter-like keyboard input.

# NOW 10000 Watts

English Radio Continues to Progress  
in the Eastern Townships of Quebec!

# CKTS 900 radio

**SHERBROOKE, QUEBEC**

See our reps:

**ALL CANADA RADIO AND TELEVISION LIMITED**

They'll be pleased to tell you that, even though this power increase means better coverage and better penetration, there will be **NO INCREASE IN RATES!**

## Broadcast communications have vital job to do to help solve world problems

### Effective sight and sound

communications have a vital job to do in helping solve the major social and economic problems of today's world. And the advertising fraternity has a responsibility to society as a whole to provide the guidance needed in this field, said C. Warren Reynolds, president of Ronalds-Reynolds & Company, Toronto.

Reynolds, who is chairman of the board of the Audit Bureau of Circulations, told the ABC directors, at a luncheon meeting at the Château Champlain in Montreal, that "the industry should carefully consider the current wave of violence to be sure it does not help create it, and take whatever steps are needed to correct the situation, if it does."

Speaking of the current trend towards violence and a disregard for law, Reynolds noted that most of today's popular films deal with extreme violence, in one way or another. He said that if the President's Committee on the causes of violence in the U.S. indicates that the media are partly responsible, he would "personally go through an agonizing re-appraisal of my profession—my role in it—and the whole world of communications to which I have hitherto devoted my life."

### Curb on TV violence

Similar agitation towards effecting a curb on violence and sex in television programming came under fire from the National Council of Women at its annual meeting in Edmonton.

Delegates voted to send a letter to the Canadian Radio-Television Commission to protest the number of programs featuring violence and sex which they said come into Canadian homes via television. They urged the CRTC "to take early action to curb this type of program."

Mary Van Stolk, an Edmonton broadcaster and writer, has also got into the act, sending out letters to individuals, with copies to scores of newspapers and other media across Canada, asking the recipient to "please protest, as an individual, the use of the communications media as a training ground for murder, violence and assassinations by writing and

speaking out on this subject." She urges people to call their local TV stations and inform them that TV sets will be turned off "during all (such) programs."

And in the U.S., the CBS television network announced it had begun steps to "de-emphasize violence in programs now in production."

Dr. Frank Stanton, CBS president, said in New York City that the network shared President Johnson's concern "as to the possible effect of the content of television entertainment programs upon the nature of our society."

## Toronto firm opens new studio facilities for sound recording

Opening of new studio facilities for the Toronto sound recording firm, Musica Viva Ltd., at 12 Shuter St., Suite 206, have been announced by Carl Meurin, president.

The firm specializes in high quality sound recordings for business and industry, the production of radio commercials, sound tracks for TV commercials and the film industry, sound recordings for small musical groups, and production of duplicate recording tapes and discs.

## Ottawa broadcasters spearhead fund to honor "Sir John A."

Efforts of CJOH-TV Ottawa to organize a drive for funds to erect a permanent memorial to Sir John A. MacDonald, at his ancestral home in Scotland, brought in over \$8,000 in cash and services for the project.

Directed by W.O. (Bill) Morrison, vice-president, sales, and Patrick MacAdam, director of promotion and PR, at CJOH-TV, the idea was first suggested by Hugh MacPherson, Edinburgh manufacturer of bagpipes and highland regalia.

The cairn with its memorial plaque was formally dedicated in Scotland on July 13 by Right Hon. John G. Diefenbaker, former Prime Minister.

The plaque was donated by Alcan and fabricated in their plant at Kingston, Ont., Sir John's Canadian home. Air Canada and Canadian Pacific donated air tickets.

Supporters of the project received copies of the two-volume biography of Sir John A. MacDonald by historian Donald Creighton, which he and Diefenbaker autographed. The volumes were donated by MacMillan Publishing Co.

## Westinghouse introduces long integration SEC TV camera tube

New from Canadian Westinghouse is a long-integration SEC TV camera tube, originally designed for astronomical purposes, which is able to integrate small light signals linearly over a long period of time and convert them to usable electronic signals for TV line display.

The WX-5419B is the only SEC tube responsible to visible light which can amplify and integrate small signals for up to 15 minutes.

The light image is focused onto a tube photocathode from which electrons are emitted and accelerated to a SEC target. This produces an electronic duplicate of the original image. This image is then read by the scanning readout beam.

The outstanding feature of the tube is the SEC target which amplifies (by 100) and integrates the image. By coating the image section with a highly-resistive material, field emission is overcome.

The overall size of the WX-5419B measures 3.3" in diameter and 17.5" long.

## Proposed TV station part of updating French culture in Louisiana

The Bi-Bi bit has spread to the bayous of Louisiana. This southernmost state in the U.S. is pushing legislation for the establishment of a French-language television station, along with programs to set up French courses in schools, an institute for study of the French-speaking world, and a teacher-exchange program with Quebec.

The boost for French culture in this heavily-backgrounded French state is contained in six bills before the state House of Representatives. One seeks an appropriation of \$180,000 to create a non-profit corporation to operate a proposed TV station broadcasting in French, in Lafayette.

Another bill would appropriate \$103,640 to set up a four-year training program for French teachers, one seeks to establish an institute for the study of the French-speaking world at the University of Southwestern Louisiana, and another aims at establishing a bureau of translations in the state government.

Also planned is a bill that would require French courses be made available in five elementary school grades and three high school grades, with provision that any parish board would be able to exempt itself from the bill's requirements.

Other plans include a bill that would set up a teacher-exchange program with Quebec.

### RTNDA-BN seminars set for 1969

Joint two-day sessions of the Radio-Television News Directors Association of Canada and Broadcast News Limited have been scheduled for 1969, following similar seminars just concluded across Canada for the current year.

The French-language division will meet in Quebec City, in '69; Central Canada members will gather in Montreal; the Prairies' groups will meet in Winnipeg; B.C. meetings are set for New Westminster, and the Atlantic Provinces seminars will be held in Sydney, N.S.

### Midnight to dawn All-Nite Theatre returns to CKVR-TV

Canada's first All-Nite Theatre was introduced to stay-up-lates on CKVR-TV Barrie, Ont. ten years ago, when movies were programmed from midnight to dawn each Friday night. Response was so great that the summer-months-only programming concept has continued year after year.

The program began again on June 28, and features top-rated movies including many current productions, concluding at approximately six a.m. on Saturday.

At regular intervals, CKVR-TV presents brief news and weather reports to keep the late-late-late show viewers informed as well as entertained.

To boost the viewing audience, "Channel Three now can be received on most cable systems throughout central and southern Ontario, including Metro Toronto," said Gord Wallace, CKVR-TV promotion manager.

### John Fox of RSB, Toronto named retail sales manager for CKNW New Westminster

Changes in the sales staff for CKNW New Westminster, B.C. have been announced by Bill Hughes, station manager, concurrent with important re-alignments of responsibilities.

Phil Oakes, who has been on the national sales staff for several years, has been named national sales manager. He is particularly well-known for his extensive knowledge of the B.C. food business, and was a former senior sales executive with a leading B.C. food broker before joining CKNW.

John Fox, former vice-president, retail sales, for the Radio Sales Bureau, Toronto, is CKNW's new retail sales manager. Fox has worked closely with advertisers and stations across Canada in the development of increased retail advertising for the radio industry, and has initiated many important campaigns.

Both Oakes and Fox will report directly to Mel Cooper, general sales manager of CKNW, who is also president of Western Broadcast Sales Ltd., Winnipeg and Vancouver.

### Western Broadcast Sales expands Vancouver division

Western Broadcast Sales Ltd. has expanded the Vancouver sales division of its rep house which has offices in Winnipeg and Vancouver. Mike Davies, who has been Vancouver sales manager for the past two years, has been named manager of the division, effective July 1.

In announcing the changes, president Mel Cooper said Jim Cox, a former senior staff member of the CKNW Vancouver-New Westminster sales department, replaces Davies as sales manager in Western's Vancouver office. Cox is also a nationally-known play-by-play sports broadcaster.

Western Broadcast Sales Ltd., through its two offices, represents 22 Canadian AM and seven FM stations.

George Youngman is manager of the Winnipeg office.

### September launch set by CFCF-TV Montreal for new series on Scouting

A new TV series on Scouting, produced by CFCF-TV Montreal in collaboration with the Montreal council, Boy Scouts of Canada, will be launched on the station in September.

The 13-week series, *Scouting '68*, will feature young members of the

# planning radio for your next campaign

# ?

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



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

Scout movement from the various sections, Scouts, Venturers and Rovers, in the roles of announcers, interviewers, and even in "star roles" of filmed sequences, illustrating the many Scouting activities and hobbies.

Scheduled for Saturdays at 2:30 p.m. in color, beginning September 21, *Scouting '68* will also present a brief calendar highlighting upcoming Scouting events in the Montreal area, and a special feature showing how Scouting involves the community.

Sam Pitt is program director for CFCF-TV, Channel 12.

**No-return cassette  
launched by Stereodyne**

The world's first no-return Dynapak cassette has been introduced by Stereodyne Inc., Troy, Mich., and its Canadian subsidiary, Stereodyne Ltd., Toronto.

"We challenged the tape industry

**ANNOUNCEMENT**

**STANDARD BROADCASTING  
CORPORATION LIMITED  
APPOINTMENT**



H. T. "MAC" McCURDY

W. C. Thornton Cran, President of Standard Broadcasting Corporation Limited, is pleased to announce the appointment of H.T. "Mac" McCurdy as President of CJAD Limited, which operates radio stations CJAD and CJFM. Mr. McCurdy has been with the station since its inception in 1945. CJAD is a wholly-owned subsidiary of Standard Broadcasting Corporation Limited, which also operates stations CFRB and CKFM in Toronto.

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The Dynapak no-return cassette was introduced at the Consumer Electronics Show in New York last month.

**CRTC denies  
CHAN-TV share transfer**

Excessive concentrations of ownership in communication media caused the Canadian Radio-Television Commission to deny a request by British Columbia Television Broadcasting System Ltd. for permission to transfer large blocks of shares to Selkirk Holdings Ltd. and Famous Players Canadian Corporation Ltd.

The company which owns and operates CHAN-TV Vancouver, CHAN-TV-1 Chilliwack, CHAN-TV-2 Bowen Island, and CHAN-TV-3 Squamish, sought permission to transfer 371,887 shares of Class B, voting, 447,000 shares of Class A non-voting, and 46,738 preferred shares of capital stock.

"Two aspects of excessive concentration are apparent in this application," the Commission said. "One is the ownership of the CTV network through its affiliated stations. The other aspect is the general matter of ownership of broadcasting stations and CATV systems.

"With respect to the CTV network," the Commission confirmed the policy announced by the BBG on March 4, 1966: "It will be the policy of the Board not to approve (a) any transfer of shares referred to it which would result in one person holding shares directly or indirectly in more than one company licensed to operate an affiliated station;

or (b) any arrangement subsequent to this approval whereby any persons may, in any other way, participate in the control or management of more than one company licensed to operate an affiliated station."

At the time of the BBG policy statement, Famous Players Canadian Corp. Ltd. was (and still is) a shareholder in two member stations of the CTV network, CKCO-TV Kitchener, Ont. and CHAN-TV Vancouver.

Approval of this application, the Commission said, would result in increasing the shares of Famous Players Canadian Corp. Ltd. in British Columbia Television Broadcasting System Ltd. from the present holdings of 106,237 Class B common to 174,229, Class A common from 102,184 to 213,518, and preferred shares from 25,746 to 35,244.

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"Concentration of ownership is a complex problem which is made more difficult by the distribution of the population of Canada. The Commission realizes that the development of communication in Canada may sometimes require the participation of large entities."

However, "considering the facts before it," the Commission decided to deny the application.

**Goodis, Goldberg, Soren  
lands Phantom Hosiery  
but loses American-Standard**

National advertising for Phantom Hosiery will be handled by Goodis, Goldberg, Soren Ltd., Toronto, in a change announced by Susan Karol, vice-president, marketing, for Susan Hosiery Ltd. She said GGS had been selected after a number of large agencies across Canada had been considered.

Until the decision was reached, Susan Hosiery had been carrying out

print and radio advertising with Grosberg, Pollock & Gwartzman Ltd. of Toronto.

"With GGS," she said, "we will be consolidating our resources to achieve a more comprehensive and creative approach to our advertising."

Marvin Scharf will be account supervisor for Phantom, at GGS, with Lorraine Schwartz as account executive.

American-Standard Products (Canada) Ltd. is leaving GGS to go to Foote, Cone & Belding, Toronto, the international agency which handles American-Standard advertising around the world.

Commenting on the decision, Donald F. O'Neil, A-S vice-president, marketing, said "we have been more than satisfied with the work of GGS and the relationship we have enjoyed with agency personnel. American-Standard, whose operations are world-wide, is going through a period of international integration and reorganization, pooling our many resources more effectively and tightening our communications systems.

"The result of this effort," he said, "has been the decision to bring advertising into line with all sister companies and affiliates elsewhere."

### **CBC Radio campaigns for adult audience with "People Power"**

Good morning radio is People Power, says the CBC, in an awakened ad campaign for CBL Toronto, which introduces the new sound of CBC Radio.

Created by Folio V Productions Ltd., headed by Joe Hatt-Cook and Art Lesser, the campaign features a striking new logo emphasizing the silhouette of a crowing rooster spotted against a sunburst background, with the words "Good morning radio" in modernistic lettering underneath.

The eight morning personalities are pictured in the larger ads, which stress the good listening of adult radio, on CBL, rather than the family programming concept of the past.

Each pre-noon personality is spotlighted in individual small-size ads, also running in the three Toronto newspapers.

Featured are Bruce Smith, as wake-up man, 5:00-8:35 a.m.; Max "Rawhide" Ferguson, with his satire on the morning's headlines, 8:35-9:00 a.m.; Fred Scambati, sports, 7:35 and 8:20; Nathan Cohen, entertainment, the theatre and the arts, 9:55-10:00 a.m.; Russ Thompson, showbiz host, 9:15-9:55; Bill Hawes and Rex Loring, co-hosting *The World At Eight*, international news round-up, 8:00-8:15,

and irrepressible Bruno Gerussi, who offers a potpourri of poetry, prose and music "with a classy Stratford flavor," 10:03-11:45 a.m.

The corporation's French-language station, CJBC Toronto, is also vying for attention with a similar campaign based on flower power, "radio en fleurs," with art work of much the same calibre.

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The new CHUM-FM format announced June 24, "will not be based on the Top Forty," according to Larry Solway, CHUM program manager. The "new wave" broadcasts, which began Monday, July 1, are designed to reflect what he called "the social revolution" in the 17-35 age group by presenting "a valid experience in contemporary music and progressive sound."

On the premise that this younger audience requires more than the "easy listening" provided by a hit parade format, CHUM-FM is trying to provide, not a rash of protest songs, but "a frame of reference to the questioning mood of contemporary music."

Solway feels that with emphasis on such artists as Miles Davis, The Electric Flag, Paul Butterfield's Blues Band, Harper's Bazaar, and Herbie Mann, the new programs may be best described as "progressive pop" although the label is really inadequate to cover the fields of folk music, solo classics and poetry, which will turn up in the broadcasts.

"An adventure in audience involvement," it was termed by Murray The K, who comes to CHUM-FM from New York, and will carry the nightly 6-10 show for the first month. Murray The K will be followed by Mike Shepherd, experienced in similar programs in San Francisco and New York.

CHUM-FM is now broadcasting 24 hours a day with three daily five-minute newscasts at 8 am, noon and 6 pm. Program director is Garry Ferrier, brought over from CHUM-AM, where he was production manager. Both Peter Griffin and Walter Michaels have stayed over from the old CHUM-FM.

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Judy LaMarsh, former Secretary of State, who resigned from the Cabinet following the Liberal leadership convention, has been offered a contract to host a new public affairs program on CJOH-TV Ottawa.

Casting her in the role of a TV ombudswoman, based on her role in government and a career in law, the show is expected to start in the fall and run for a year.

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## Ampex introduces new videotape recorder

New from Ampex Corporation is an international version of the smallest portable closed circuit videotape recorder ever offered by the company. It is compatible with previous Ampex videotape recorders using one-inch-wide tapes, and is ideally suited for users who may wish a high quality, relatively inexpensive single recorder, camera and monitor system.

The VR-5003, weighs only 62 pounds, being 40 per cent lighter than the smallest previous Ampex videotape recorder. It is designed for use with closed circuit video systems such as those used by schools, hospitals, and multiple-office businesses where a number of units requiring a degree of mobility are used in separate locations to play back tapes produced on a master recorder such as the VR-7800.

A user starting with a basic system, such as one or two VR-5003s and a camera and receiver, may later wish to add recorders with higher performance

monochrome broadcast capability, editing, or closed circuit NTSC-type color. With Ampex one-inch recorders he may add units or upgrade existing models without concern for obsolescence.

Like all Ampex one-inch recorders, the VR-5003 operates at a tape speed of 9.6 inches per second, a writing speed of 1,000 ips, and offers one hour of playing time as well as stop motion.

The VR-5003 offers frequency response of 30 Hz to 2.5 MHz. Horizontal resolution is 250 lines. Video signal-to-noise is 40 db minimum, peak-to-peak signal to RMS noise.

Audio signal-to-noise is 36 db from peak record level. The unit measures 23¼" wide, 18½" deep and 12½" high.

## Color TV sets soar in sales

Color television sets are being bought by Canadians at a faster rate with indications that sales will be almost triple the present total by the end of next year, a forecast indicated. The survey, made by members of the Electronic Industries Association of Canada, was released at their annual convention in Ottawa.

At the end of last year, there were about 220,000 color TV sets in operation in Canada, about 4.5 per cent of all television sets in the country.

Sales this year are expected to add another 160,000, and rise to 210,000 next year, with an estimated 270,000 in 1970.

Nine Canadian color TV manufacturers are among the 100 members of the EIAC, which represents an \$800 million industry involved in space exploration, weapons systems, data processing, machine controls and communications. The association is concerned about import competition, especially from Japan.

## New products introduced in the technical field

Raytheon Canada Ltd., Waterloo, Ont. has just introduced a high power S-band ferrite switch, with peak power handling capability of 500 Kw.

The Model SSH5 operates at average power levels of 500 watts, and has a switching speed of one millisecond.

Isolation is 20 db minimum, insertion loss is 0.3 db maximum.

Its operating frequency is 2.9 to 3.1 GHz, and it weighs 15.2 pounds. No special arrangements for cooling are required. VSWR is 1.20 maximum.

McCurdy Radio Industries Ltd., Toronto, has just introduced a brand new audio mixing console, primarily intended for the ETV market.

The unit features professional slide-type attenuators, and is completely self-contained with built-in cue speaker and monitor amplifier. It will handle up to four microphone circuits and eight high level inputs, with an option of adding an extra preamplifier to convert two high level inputs to low level.

A built-in script board makes this mixer ideal for announcer-operated booth work. Optional audio-follow-video relays allow one-man operation in TV installations.

It has balanced circuitry throughout, is compact in size, and has a maximum gain of 102 db.

## Balloon venture linked to CJCH Halifax

Tuned to CJCH Halifax, through a special "world shrinker" radio, for special weather data and other information, broadcast twice daily for their benefit, two Toronto actors, Mark Winters, 39, and Jerry Koster, 29, plan to become the first people to cross the Atlantic in a balloon.

Planning to take off about the middle of July, when the two stunt men have their \$20,000 helium balloon equipped to DOT specifications, their initial attempt to get aloft last month was stopped by DOT officials for having their balloon improperly equipped.

CJCH Radio provided full coverage of the first attempt, and will follow the men on their second try, this month.

## Raymond David named vp and general manager, CBC French network

Raymond David, 45-year-old Montrealer has been named a CBC vice-president and general manager of the French network, as of July 1. He succeeds Marcel Ouimet, who was moved to Ottawa and named vice-president of all CBC programming.

## CJBQ RADIO

LIVELY  
ACTIVE  
COMMUNITY  
RADIO

EXTENDS A FRIENDLY  
INVITATION TO YOU  
TO COME, SEE, AND  
ENJOY THE  
BEAUTIFUL  
BAY OF QUINTE  
THIS SUMMER

THE VOICE OF THE  
BAY OF QUINTE  
BELLEVILLE, AND  
TRENTON, ONTARIO

ask Major Market Broadcasters

CBC president George Davidson also announced that French network operations would now be centred in Montreal rather than Ottawa, and will parallel the transfer to Toronto of English network headquarters.

David, who joined the CBC in 1950, as a producer in the adult education series *Radio-Collège*, was named to head the French net's new department of adult education and public affairs in 1956.

He became general supervisor for religious, institutional and school programming in 1962 and was named assistant general manager of French network broadcasting in 1965.

### Street named after radio station

Radio's role as an image builder has gained new heights, with a street in Ajax, Ont. named after the local radio station, CHOO, in recognition of its contribution to the growth of the area and its many facets of community service.

"Fame arrives by devious means," said William Jones, president of Radio 1390 Ltd., CHOO, and "the Council of Pickering Township has honored the station by naming a street CHOO Street," which he believes "may be unique in Canadian broadcasting."

### Radio House Limited adds CHQT Edmonton

Addition of CHQT Edmonton, a Quality Music station, to the selective list repped by Radio House Limited, brings to six the number of radio stations in key markets across the country served by this Toronto-based firm.

Other stations represented nationally by Radio House include CFGM Toronto (Richmond Hill), CFOX Montreal (Pointe Claire), CFAX Victoria, CFUN Vancouver, and CHOW Welland, Ont.

Radio House has built up its reputation for "personalized" service to its individual stations since its founding four years ago, through a development of its policy of having each member of its owner-management-sales team become a specialist in the market of the station allocated to his individual service.

In the fall of 1967, Rick Guest and Bill Hazell who founded the firm, were joined by Mike Mezo, in Toronto, after he and Adrien Egan folded their own firm known as Air-Time Quality Sales. Egan became National Marketing

Director for Rogers Broadcasting Ltd.

In the past few months, Radio House Limited has continued its expansion, moving to new quarters at 64 Merton St., Toronto, and adding to its Toronto office staff.

John Gibson, a former senior account executive with F. H. Hayhurst Co. Ltd., Toronto, has been named manager of the Montreal office for Radio House.

### Canadian-born newsman named president of NBC News

Reuven Frank, 47-year-old native of Montreal, has been named president of NBC News, New York, succeeding the late William R. McAndrew.

The appointment, announced by NBC president Julian Goodman, gives Frank direction of a news-gathering organization that has nearly 1,000 employees, and contributes 25 per cent of the material seen on the NBC television network. It produces 75 per cent of the programs for NBC radio.

Frank graduated from the University of Toronto in 1940 and went to the U.S. for post-graduate study. He joined NBC as a writer in 1950, after three years as a reporter and night city editor on the Newark, N.J. *Evening News*. In 1956 he produced the national political convention coverage that first brought Chet Huntley and David Brinkley together. He later became producer of the Huntley-Brinkley Report.

A vp of NBC News since January 1966, he was named executive vice-president by McAndrew on March 13, 1967.

### RTNDA Atlantic region presents "Charlies and "Dans" for news excellence

Award winners for excellence in news broadcasting were presented at the RTNDA Atlantic regional seminar in Halifax, for the outstanding radio and television stations in the three provinces.

The Charlie Edwards Awards, named for the general manager of Broadcast News Ltd., were won by CBZ Fredericton, N.B. for coverage of the 1967 New Brunswick provincial elections, and CBHT Halifax for its coverage of the wreck of the trawler Cape Bonnie.

The Dan McArthur Awards, in honor of the former chief news editor and founder of the CBC news service, went to CBH Halifax and CJCB-TV Sydney, each station winning the award for its coverage of the March of Concern by steel workers in Sydney, N.S.

# BULL<sup>ETIN</sup>

**BULL**'s biggest and best ever summer promotion is on the air right now. Called "THINK COOL" the contest centres around the Grand Prize which is a complete home swimming pool. Hundreds of other prizes will be given away; everything from ice cubes to golf clubs. This "THINK COOL" promotion is just one of the many things **BULL** will be doing to make this the most exciting summer ever for listeners all over South-western Ontario.

This is the fourth in a series of columns, and we would like to pause for a moment to pass along a word to the many people who have written or phoned to comment on the first three; "Butt out!"

Congratulations to Andy McDermott and all the guys at Radio & TV Sales Inc. who do such a fine job repping **BULL** on their appointment as official Reps. for CFUN Vancouver.

Did you know **BULL** Good Guy Tom Lodge (8:00 p.m. to midnight) came to us from Radio Caroline where he was P.D.? Safact! Tom cuts quite a figure around **BULL** with his eye patch and seven league boots!

For the second month in a row, **BULL** established an all time billing record last month. Thanks to the many wise buyers who make **BULL** a part of their mix, we have been breaking all records lately!

**BULL**'s number 1 song this week; "When they operated on Father, they opened up Mother's male!" (How do I do it month after month?) If you have never heard the **BULL** story you should talk to our Reps. Boy, will they tell you a story!

Best regards,

*Peter Webb*

Sales Manager

**CHLO Radio**

LONDON - ST. THOMAS

CANADA - RADIO & TELEVISION SALES INC.  
U.S.A. - WEED & COMPANY

## CRTC hopes to establish broadcast research branch

The future of broadcasting in Canada will be the aim of a research and development branch which the Canadian Radio-Television Commission hopes to set up, said vice-chairman Harry Boyle.

He told the Prairie Region seminar of the RTNDA that the Commission hopes to take the lead in initiating research into the future paths Canadian broadcasting will take, and has placed a high priority on such a program.

Boyle said "one of the principal priorities of the Commission is that we will establish soon a research and development branch not tied to the mechanics of the Commission or its enforcement of regulations, and have it assume the duties of finding out what is best for the future of broadcasting."

He told the news seminar that never

before has there been an attempt to correlate the various objectives of all aspects of broadcasting so that broadcasters can see what lies ahead and plan to meet the changes.

The Commission is now considering just what pathway should be followed in establishing the research body, but he said no budget for this has been established nor has the Commission reached a decision on whether it should provide the financial assistance to an outside body to carry out the research.

Boyle said the project will require manpower with special skills and such people are not easy to find. But, he said, the Commission believes this kind of research is needed, and, in priority, the task ranks second only to evolving a new method of distributing results of CRTC hearings more efficiently.

Another change is the judging of entries from markets of a million-plus metro population in a separate category from those submitted by stations in "smaller" communities.

Entries are limited to work which appeared between January 1, 1967 and June 30, 1968, and should be forwarded, with a \$10 entry fee per submission, to: BPA Awards, Room 2002, Merchandise Mart, Chicago, Ill. 60654.

All entries must be postmarked no later than August 10, 1968. Stations may submit as many entries as they wish, and any station may enter, regardless of BPA membership, from the U.S. or Canada.

The 1968 BPA convention will be held in Miami, November 19-23.

## Pat Pearce of the CRTC tells RTNDA Atlantic group no censorship planned

The CRTC has no intention of censoring programming, Mrs. Pat Pearce, one of the five full-time members of the Commission, told the RTNDA Atlantic regional seminar of news editors and station managers, in Halifax, last month.

Mrs. Pearce said the CRTC is aware of the tremendous responsibilities that broadcasters share, and it also believes the public is entitled to responsible information.

## Sudbury radio-TV helps raise \$21,700 in community walkathon

CKSO AM-TV Sudbury, Ont., in collaboration with a group of local district priests, helped raise \$21,700 for the Sudbury & District Boys' Homes, for wayward youths, by organizing a community walkathon.

The 20-mile hike around the city, with each walker sponsored by a firm or individual who agreed to pay a certain amount of money for each mile completed, was similar to the March for Millions drives which proved so successful in Ottawa and Toronto.

The CKSO Good Guys and the Flying Fathers have co-operated in several community fund-raising events in the past, including an annual hockey game which brought in over \$8,000 this past winter.

Of the several thousand persons entering the Sudbury Walkathon, over

## Heads sales promotion for MacLaren Advertising

Named manager of the Collateral Advertising Department of MacLaren Advertising Co. Ltd., Toronto, George I. Perkins now assumes responsibility for all administration and creative output of that department in its sales promotion activities.

He was formerly creative director for the department.

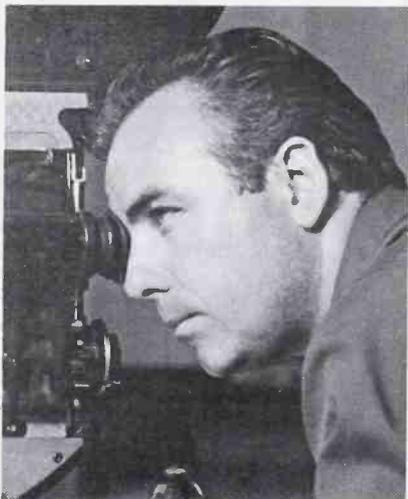
## BPA announces audience promotion competition for '68

Opening of the competition among radio and TV stations for the 7th annual Audience Promotion Awards has been announced by the U.S.-Canada Broadcasters Promotion Association, which is now headed by Canadian President W.T. (Tom) Daley, creative services manager for CFPL-TV London, Ont.

Chairing the 1968 competition is Chet Campbell, WMAQ-TV Chicago. Gold medals of excellence will be given for on-air promotion and/or integrated campaigns using all media.

"The introduction of a separate category for on-air work is a departure from the ground rules of the last few years," Campbell said, "but we believe it will encourage more creative use by promotion people of their own medium."

### ANNOUNCEMENT



MIKE LENTE

Heinz Drege, President, announces the appointment of Mike Lente as Director-Cameraman on the staff of Drege-Audio Limited.

One of Canada's most versatile cinematographers, Mike Lente is a graduate of the Hungarian Institute of Theatre and Film Art. His experience encompasses more than 20 years in theatrical and television feature and commercial film production in Europe and North America.

Mr. Lente's skill and talent has been recognized by many professional honours for excellence.

85 per cent completed the course, almost triple the Canadian average of 30 per cent for similar walks.

### International bodies agree on TV channel changes

Five changes in the assignment of television channels were agreed on by the U.S. FCC and Canada's DOT under an international agreement between the two countries, announced in Washington, D.C.

All of the changes are in Canada, and include Channel 10 deleted in Vancouver and added in Victoria, B.C., with Channel 6 added in Inuvik, NWT, and Whitehorse, YT.

### Screen Gems (Canada) Ltd. names Anthony Robinow director of production

Anthony Robinow has been named director of production for Screen Gems (Canada) Ltd., Toronto, in an announcement by Dan Enright, vice-president, production, for Screen Gems International.

Robinow produced *Marriage Confidential* for Screen Gems (Canada) Ltd. for two years, and served as story

editor for the *Teleplay* drama series for the CBC.

He adapted texts and wrote simultaneous translations for three plays for the Comédie Canadienne in Montreal, during the 1966-67 season, and served with the National Film Board from '63-'66, following two seasons with the Shakespeare Festival Company, Stratford, Ont.

### Selectro Corporation opens Montreal office

A new branch office, to serve customers in the province of Quebec, has been opened in Montreal by Selectro Corporation, New York. Milan E. Robich, general sales manager, said White Radio Ltd. will represent the company, from offices at 3300 Cavendish Blvd., Suite 275, Montreal 28.

The newly-appointed Montreal representatives will take over responsibilities formerly handled by the Rutherford Agencies.

J.D. McCormick, branch vice-president, and his team of specialists will provide sales representation and technical liaison for Selectro's extensive circuit hardware, programming devices and R.F. components lines.

### Stephens & Towndraw Television Sales Division is new member of TvB

Effective July 1, the Television Sales Division of Stephens & Towndraw Co. Ltd., Toronto-based rep house, became a member of the Television Bureau of Advertising of Canada.

The announcement was made by Allan Slaight, president and general manager of S & T, and Ross F. Downey, president of TvB of Canada.

Stephens & Towndraw are the Canadian representatives for WBEN Buffalo, N.Y.

### Andy McDermott, Toronto represents NBC-TV Spot Sales in Canada

Andy McDermott Sales Ltd., Toronto, is now representing the NBC-owned Television Stations Spot Sales in Canada. Stations represented include WNBC-TV New York, WKYC-TV Cleveland, WRC-TV Washington and KNBC Los Angeles.

Announcement of the Canadian representation was made by Bernard (Bud) Hirsch, vice-president, Spot Sales, NBC-owned Television Stations division.

## (MONEY-MAKING) THINGS ARE HAPPENING IN OKANAGAN-MAINLINE LAND!



Kamloops Pulp and Paper Co. Ltd. operates this modern bleached kraft pulp mill on the outskirts of the City of Kamloops. 240 are employed, with an annual payroll of more than 2,000,000.00 dollars. This is just one of the dozens of new industries in the area served by Okanagan Mainline Radio...producing a huge new crop of consumer dollars every year. Everything grows bigger and faster here—including advertising results.

# OKANAGAN MAINLINE RADIO

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



the All-Canada man.

## Elgin Films Ltd. sets up Toronto-based production house

A new film production house has been established in Toronto, under the name of Elgin Films Ltd., with the initial effort to be a production of a filmed adaptation of John Herbert's *Fortune And Men's Eyes*.

The Toronto-based company was formed by co-producers Donald Ginsberg and Nox Lempert, with director Jules Victor Schwerin, the latter two of Umbrella Film Productions Ltd., New York.

They had been negotiating for the screen rights to Herbert's controversial drama for about six months. The play has had very successful runs in both Toronto and New York.

It is intended that the Elgin Films' production will be wholly Canadian, with the cast composed of relatively unknowns, chosen for their ability to empathize with their respective roles rather than for their box-office appeal.

Production is anticipated to begin

ANNOUNCEMENT



ALLAN ANAKA

The appointment of Mr. Allan Anaka to the position of General Sales Manager of Radio Station CKLG and CKLG-FM—Divisions of Moffat Broadcasting Ltd. in Vancouver—is announced by Mr. Don M.E. Hamilton, Vice-President of Moffat Broadcasting Ltd. Mr. Anaka has been Retail Sales Manager since 1964, and his new capacity as General Sales Manager will now include the responsibility of all local, regional and national business in both Canada and the United States. Mr. Anaka is a graduate of the Advanced Sales and Marketing Degree Course from the University of British Columbia. Prior to joining Moffat Broadcasting in Vancouver in 1963 he was for many years associated with the newspaper industry in a sales and marketing function. Mr. Anaka's appointment is effective July 1st, 1968.

before the end of the year. No budget or distribution plans have yet been announced.

## General Foods reassigns agency responsibilities

Reassignment of agencies responsible for several of General Foods Ltd. products became effective July 1. The realignment followed mutual agreement by General Foods and McConnell Eastman to terminate their fourteen-year client-agency relationship because of lack of agreement on product advertising policy.

R.B. Rhodes, advertising and merchandising manager of General Foods Ltd., paid tribute to the contribution which McConnell Eastman made to the marketing activity of General Foods during their long association.

The reassignments have moved Tang to MacLaren, Certo and Good Seasons to Case Associates, Kool-Aids to Ogilvy & Mather, and Postum to McKim. In addition, Ogilvy & Mather will assume agency responsibility for Jell-O puddings and pie fillings, previously held by McKim; Post adult cereals are transferred from Case Associates to McKim/Benton & Bowles, and F.H. Hayhurst Co. Ltd. has been awarded a new development product.

## CBC Atlantic region closes time gap zone for TV network programs

CBC TV network programs will be seen one hour earlier in the Maritimes and Newfoundland, starting September 15, when the corporation's Atlantic Region service lops one hour off the time zone gap.

Because of time zone differences, viewers in the Atlantic Provinces have long been in the position of seeing network programs at a later hour than in other parts of Canada.

The intent of the new service is to show network TV programs at local times, corresponding, wherever possible, to scheduling elsewhere in Canada.

The changeover has been brought about through the development and widespread adoption of videotape recording equipment for television, with instant replay for programs in both color and black and white.

The CBC's Halifax videotape centre will be the keystone of operations, with microwave facilities being used during nighttime hours to feed programs from Toronto for showing the following day.

The CBC National News will be produced live in Toronto for transmission directly via closed circuit

microwave to Halifax for viewers in the Maritimes and Newfoundland, who will see it at 11:00 p.m. Atlantic Time and 11:30 Newfoundland Time. A second edition will be transmitted one hour later (11:00 p.m. EST) for viewing in Central Canada.

The changes will be reflected in both the network and private affiliates' program schedules, and extensive publicity is planned to make the transition as smooth as possible in the areas affected.

Saturday schedules will remain unchanged because so many major sports events occur on that day, but other programming changes will be effected during a Sunday-through-Friday week.

## Psychedelic sound introduced by Clairtone in new "light" machine

Clairtone Sound Corp. has developed "a light machine" which can convert stereo sound into changing hues and color patterns that project onto the walls and ceiling.

"Psychedelic...environmental color," say the Clairtone people, who are equipping all of their 1969 stereo hi-fi line with adaptors to attach the new light machine.

The secret lies with what Clairtone engineers call a visual translator. It converts sound frequencies into light impulses which can be projected all over the room or limited to a more discreet area by plugging in either a light projector or a sound globe.

For the "seven to 70" swingers, Clairtone has also developed a portable phonograph with built-in AM radio, and a much simpler light device.

Leslie Berenyi, Clairtone vp for product development, says that the new light machine, coupled to stereo, has tremendous educational value. "Kids start thinking serious music is a real fun thing."

## Canadian Pacific wins two American Clios

A prized, gold Clio statuette and an Award of Recognition went to Canadian Pacific for two television commercials shown at the American Television Commercials Festival in New York.

CP Air's 60-second color production, promoting the airline's five-continent passenger services, scored a golden "Clio" statuette for the best television message produced in any category in Canada.

CP Rail's temperature-controlled refrigerator cars was the theme of CP's other winning commercial. Featuring a butcher at work in the refrigerator car as it rolled across Canada, the commercial received the

Festival's Award of Recognition in the service industry category, for Canada and the United States.

McKim/Benton & Bowles created and produced the winning commercials.

### New combination audio-video recorder introduced in U.S.

A four-track stereo and video combination tape recorder, that reproduces sound and pictures with 1/4" tape, has been developed by the Califone-Roberts Division of Rheem Mfg Co., New York.

Company officials believe the Roberts Model 1000 is the first of its kind in the world, and they say it will be priced under \$1,000 (U.S.).

The unit operates in horizontal or vertical positions with the same operational ease as conventional home audio tape recorders, and eliminates the need for wider, expensive special tapes, says Califone-Roberts' marketing vp, Charles E. Phillips.

Explaining the operation of the new audio-video tape recorder, Phillips noted that the video record and playback modes utilized the "proven and accepted" helical scan rotating head system. Tape speed, in the videotape mode, is 11.25 inches per second. "A seven-inch reel of quarter-inch magnetic tape will record an entire half-hour television program," he said. In the four-track stereo mode, the equipment offers both standard hi-fi speeds for audio recording—3 3/4 and 7 1/2 inches per second.

### Ontario/Trinidad radio stations plan twinning

Twinning of radio stations CKTB St. Catharines, Ont. and Radio 610 Guardian, Port-of-Spain, Trinidad, only require official acceptance of their respective city councils to become a fact. It is believed to be a "first" in Canadian radio.

After two years of exchanging programs, music and news items, the proposal to twin the two stations was finalized by Mrs. Jean Stanway, promotion manager of CKTB St. Catharines, and Larry Hollerman, chief engineer, during a recent visit to Port-of-Spain.

This unusual alliance was brought about through efforts of Phil Atteck, Radio Guardian sales manager, who believes that the twinning will establish social and cultural ties between the two cities, each with similar population of about 120,000.

Both stations operate on the same frequency, 610 kcs.

### Admiral using radio to promote TV set sales on football broadcasts

Using radio to promote the sale of their TV sets, Canadian Admiral Corp. Ltd., Port Credit, Ont. is sponsoring broadcasts of CFL professional football games, for the 1968 season, in four cities: Toronto (on CFRB), Hamilton (CHML), Ottawa (CKOY) and Regina (CJME).

The Ottawa Rough Riders broadcasts on CKOY will also be heard on a football network of three additional stations: CHOV Pembroke, CJET Smiths Falls and CFJR Brockville.

Admiral commercials for color and black and white TV sets will be heard in one quarter of each game, on all these stations. Other commercial copy will feature Admiral stereophonic hi-fi and appliances.

All games, home and away as well as exhibition and playoff, will be broadcast during the schedule which runs through to November, concluding prior to the Grey Cup game.

Stanfield, Johnson & Hill Ltd., Toronto handles the Admiral account, with H. Loriaux as account executive. Denis J. Olorenshaw is Admiral's advertising manager.

### Obituary



James Wesley (Wes) McKnight, 59, a prominent Canadian broadcaster, died in hospital in Toronto, following a series of heart attacks suffered in recent years. He had retired two years ago.

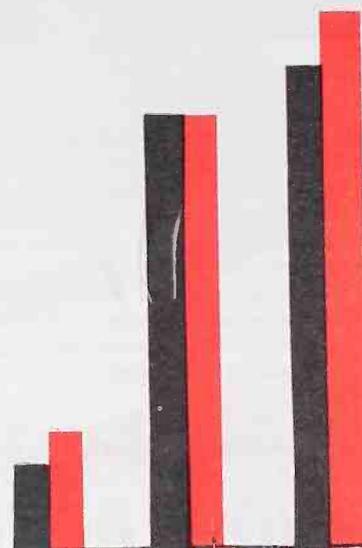
McKnight, who remained a consultant to CFRB Toronto up to the time of his death, had been associated with the station for over 30 years. He joined 'RB in 1928, became sports director and finally station manager, in '59.

For many years he was a member of hockey's old Hot Stove League in its radio heyday. He also did play-by-play broadcasts of the Toronto Argos of the Canadian Football League.

Born in Tottenham, Ont., he leaves his wife and a son, both in Toronto, and a daughter, in St. Catharines.

# CKWX RADIO

## MATCHES YOUR CONSUMER PROFILE



Under 25 20-25 25-34 25-34 35-44 35-49

\* FAMILY EXPENDITURES BY AGE OF "HEAD"—Based on DBS June '67 Statistical Review

\*CKWX % MEN REACHED BY AGE—BBM R/F PROFILE

Another reason why products move on Foreground Radio in Vancouver.

# CKWX dial 1130

represented by



All-Canada Radio & Television Limited

TORONTO  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER



NEW YORK  
CHICAGO  
ATLANTA  
DALLAS  
HOLLYWOOD  
SAN FRANCISCO



SOSKIN



POTTS



DE LA DURANTAYE



JOBES

**TED SOSKIN**, president and managing director of CHQR Calgary, Alta., owned and operated by Bentley Broadcasting Co. Ltd., is the newly-elected president of the Western Association of Broadcasters, '68-'69.

Soskin, who has 27 years experience in the broadcast industry, began his career in 1941, when he was employed as an announcer by CKMO Vancouver.

From 1942-44, he was an announcer, writer and salesman for CKOV Kelowna, B.C., prior to joining the Canadian Army where he was in charge of all military radio broadcasting in the Maritimes.

He rejoined CKOV Kelowna in 1945, holding the same posts he had held previously.

In 1946, Soskin became assistant manager at CJIB Vernon, B.C., and during the following three years he also served as a news writer and announcer, becoming a CJIB air personality in '49.

He left Canada in 1950, to go to Los Angeles, Calif., where he opened an office for the purpose of interviewing Hollywood personalities for CKXL Calgary, and syndicating the programs to 36 Canadian stations.

He returned to Canada and joined the on-air staff at CKXL in 1951. In 1962 he assumed responsibility for servicing and airing all commercial activity on the station.

When Soskin established CHQR in 1964, he became president and managing director, in which dual role he continues to direct the station's activities.

**J. LYMAN POTTS**, widely-known in the Canadian broadcast industry, and regarded as an authority on broadcast legislation and radio programming, has been named president of Standard Broadcast Productions Ltd., Toronto, a subsidiary of Standard Radio Limited (CFRB), renamed Standard Broadcasting Corp. Ltd. as of June 26. The an-

nouncement was made by W. C. Thornton Cran, chairman of the board.

Potts, a native of Regina, Sask., began his radio career while still in high school, working part-time as an announcer, operator, and in various other posts for CHWC, which later amalgamated with CKCK. He did his first network broadcast while in third year high school when a staff announcer failed to show up for a remote broadcast.

After graduation, Potts became a full-time announcer for CHWC and moved to CKCK in 1936 when the two stations merged operations. He later became production manager.

Transferred to CKOC Hamilton, Ont. in 1940, as production manager and program director, he was appointed assistant manager in 1946.

He resigned from CKOC in 1955 to become general manager of CKSL London, which went on the air in June 1956.

Potts accepted a position with CJAD Montreal in October 1958, and served as program manager for the station, which was purchased by Standard Radio Ltd. in 1960.

He launched CJFM Montreal in 1962, the same year he organized and produced the Canadian Talent Library for CJAD and CFRB, and was transferred to Toronto as assistant to the president of Standard Radio Ltd. where he was placed in charge of FM operations.

In 1966 he was appointed vice-president and general manager of Standard Broadcast Productions Ltd., but continued to manage and produce the Canadian Talent Library.

Potts conceived Standard Radio News as an SBP project, which provides voice news reports to 17 leading stations across Canada, and also distributes Canadian syndicated radio programs.

His hobbies are radio broadcasting, the theatre and collecting favorite old records.

**ROBERT DE LA DURANTAYE** is currently getting his feet wet in the world of television as TvB's new manager of marketing services.

Bob comes to the Television Bureau from Canadian Breweries Limited, Montreal, where he was latterly marketing manager for O'Keefe.

At 30 and completely bilingual, his work experience has spanned some 16 years and taken him across Canada.

He started as a part time announcer on CJQC Radio in Quebec City (now CFOM) moving into full time after finishing school. He left radio in 1958 to spend two years at St. Joseph's Teachers College in Montreal.

Deciding that teaching was not his calling, Bob joined Canadian Marconi as a Quebec City sales representative. He was moved to Calgary to set up a dealer organization and then to Halifax as sales supervisor for the Atlantic Provinces.

He left Marconi to try his hand as a manufacturer's agent for a furniture business. It didn't work so he joined Pure Spring in Ottawa as advertising manager. From there he went to Canadian Breweries.

Extremely interested in broadcasting and advertising, Bob says he joined TvB to get much closer to television and broadcasting than he has been in the past.

As for Toronto, he loves the place but has one complaint—the parking lots are marked out to the nearest cubic inch. Bob has had three minor scrapes with his car in Toronto lots so far!

**FRANK JOBES**, vice-president and manager of Radio-Television Representatives Ltd., Vancouver, has been accepted for the post-graduate course leading to a Master's Degree in Business Administration at Simon Fraser University.

Out of 900 applications he is the only one from the broadcasting and  
(Continued on page 44)

# New Gates TV Audio Console



**can be expanded  
as your station grows.**

Gates new dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels – six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control – and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.

*Gates TV-15 with two TV-6's added  
for a total of 27 mixing channels and 108 inputs.*



**GATES**

AUTOMATIC TAPE CONTROL DIVISION

1107 East Croxton Avenue  
Bloomington, Illinois 61702, U.S.A.



# Cable now reaches 8% of television homes

In Canada, the CATV industry serves some 360,000 subscribers, representing approximately eight per cent of the 4.5 million television homes in the country.

The highest concentration of systems is found in the provinces of British Columbia, Ontario and Quebec with half of all systems in Canada serving Quebec. This concentration is due to population distribution and to topographical and geographical factors. An additional and significant factor is the bicultural make-up of the country which manifests itself, particularly in the province of Quebec.

The vast majority of English speaking Canadians have access to alternative television programming. In contrast, in the province of Quebec,

CATV provides the only means of receiving alternative French language television service in many areas.

Over 40 per cent of all CATV systems in Canada carry no United States broadcast signals. They do, however, provide a wider choice of reception from Canadian television stations and in some cases are making available Canadian signals where none would otherwise be available due to distance or topographical barriers.

In Quebec, again, over 55 per cent of CATV systems deliver only Canadian television signals to their subscribers, these being the only ones available in the areas concerned.

The location of the bulk of the Canadian population near

the United States border is one of the facts of the broadcasting scene which must be borne in mind when analyzing the extent of CATV services in Canada.

It is acknowledged that Canadian television viewers devote a considerable proportion of their viewing time to U.S. broadcast signals where such are available. According to the Fowler Committee Report, some 54 per cent of Canadian television homes are able to receive U.S. television signals using ordinary household antennas.

On the other hand subscribers to CATV service total only eight per cent of all television homes in Canada and a large majority of these would be receiving signals from U.S. stations using their own antennas if CATV services were not available.

## THE FUTURE OF CATV

THE FUTURE OF CABLE TV is so big, it's hard to see! Most of us, standing so close to this young giant of an industry, must open our eyes wide... and raise our glance, or we risk seeing only his toes. To comprehend the full stature of cable television is to discover a strapping youth—a veritable Paul Bunyan—whose muscles and imagination have yet to be fully exercised.

Stanley M. Searle, editor and publisher of *TV Communications* and *CATV Weekly*, urged Canadian CATV operators to be ready for the future, as he discussed the possibilities and practicalities of cable TV at the NCATA convention in Victoria, B.C.

"Only in the last five years," he said, "have cable industry leaders begun to encourage operators to expand their service to the community...to provide more than just a distant signal or fringe area reception service.

"And only recently has it become commonplace to find a weather display channel and limited studio productions of a local public interest nature. Some systems have added a channel for wire-service news—using a teleprinter or electronic character generator.

"Color programming, originating from the cable system studio, will be a reality this year," Searle said. "Color cameras, videotape recorders and other color equipment has been specifically designed for the cable operator's price range. Unquestionably, many hundreds of system owners in this country and in the States will be originating color films and live and videotaped color programs within the next five years.

"But, while these developments have been taking place, there has been a lot of talk about CATV becoming much more than just a reception service augmented by locally originated programming.

"Cable television is viewed by Bell Telephone, certain broadcasters and government officials as a great electronic pipeline. They foresee a coaxial cable with a mammoth funnel at one end...feeding millions of tributaries which reach into every home."

### 20-channel cable systems are already operational

"What are the possibilities of Cable Television?" Searle asked. "The dreamers of our industry suggest some intriguing ideas.

"No great industry was ever created without dreamers. And those who dream—and speculate on the future of cable TV—see exciting opportunities and rewarding challenges.

"Already, the engineers have conquered the 12-channel limitation... and the first 20-channel CATV amplifiers are now being installed.

"With this additional channel capacity comes a much increased potential for satisfying a variety of tastes and a multiplicity of needs. Entertainment, information and news, education, services for business, vocational training, and many public service programming functions are now possible. With 20 or more channels available, cable systems can, in theory, program to please every member of the family.

"And, videotape recorders can be used to repeat the same program at various times for the subscriber's convenience," he said. "Or, a home VTR could be used to store programs, indexed for instant selection for one or more replays at a time convenient to the viewer. A unique aspect of the VTR is 'do-it-yourself' instant replay of segments which the viewer finds especially interesting.

"Multi-lingual sound channels are another means of more fully serving the desires of cable TV subscribers," Searle pointed out. "Through the use of an FM tuner at the receiver, the subscriber can select any of several languages to go with a particular program.

"Continuous news reports are already being provided by wire services, with display by teleprinter or electronic character generator. Many systems have such a 24-hour service.

"A variety of news reports can also be presented with the expanded capability of cable systems," he said. "Provided that sources and transmission links can be obtained, a cable company could, for example, provide simultaneous — or continuous — live newscasts covering news at every level. One channel could carry very localized 'community' news, another, city news, and another, provincial or statewide coverage. One channel could carry national news—while another provided international news."

### Local public service offers great potential

"Local public service is an area of great potential. With advancing technology, the 'dreamers' of cable TV envision a wide variety of locally originated programs. The heart of such material would undoubtedly be informational rather than entertaining or educational.

"Business uses envisioned for cable TV are among the most exciting—and lucrative," he said. "A hint of the future was provided in a letter which I received recently from a stockbroker in a small town in the state of Texas. Continuous stock market quotations are carried on a distant UHF television station which

is available in this small town by the television cable. The stockbroker relies on the cable channel for trading information.

"Cable systems are, themselves, providing a stock-quote channel in a number of communities. Similarly, businesses could use the CATV cable facilities for *intra*-company communications as well. Inventory status, orders, and many other kinds of information can be readily conveyed by coaxial cable," Searle added.

"Remember, we are still speaking of the possibilities, and not necessarily the practicalities, of the cable system of the future. I have not gone into any of the problems which could occur with the Telephone Company, for example, if a CATV operator using Bell poles tried to add the services I've mentioned."

### Cable system offers great opportunities for education

"Education is one area where the dreamers are probably right," Searle stated. "That is due, in part, to the fact that public funds will be available to pay for the exotic electronic systems being discussed. Far-sighted educators see the cable as one answer to a growing teacher shortage. They see the possibility of an instructor teaching many students the same lesson simultaneously.

"But of equal significance would be the ability to provide truly person-

alized *instruction* through the use of two-way coaxial cable communications between the student and a carefully programmed computer.

"In areas of widespread poverty or unemployment," he said, "cable television can be used for vocational training sponsored by the government. A relatively simple multiple choice student response unit using FM channels is effective for in-home instruction. With this technique, the student responds to videotaped questions and receives the appropriate correction or further explanation for the multiple choice answer selected.

"This method does not involve actual two-way communication on the cable—but, rather, the student simply 'tunes in' one of several FM channels when he pushes the button to select his answer. Each channel has precisely timed responses of identical length but different content to match the multiple choice answer selection.

"One stateside educator, the head of the Penn State Department of Continuing Education, has predicted that some day the educational broadcast towers may actually be torn down—in favor of distribution completely by coaxial cables," Searle said.

### The electronic newspaper will be brought home by cable

"One of the most talked about potentialities of cable television is the  
(Continued on page 25)

## NCATA members stress free enterprise proposals

FREE ENTERPRISE keynoted the several resolutions passed at the 12th annual general meeting of the National Community Antenna Television Association of Canada in Victoria.

Association members re-affirmed their right as individuals to go beyond the purely passive medium of community antenna television reception and to engage in closed circuit origination and cablecasting as opportunities become available through advancing technology.

The association also re-affirmed its belief that the best interests of the viewing public are served by the criteria for issuing community antenna operating licenses anywhere in Canada, and adopted a resolution that such licenses not be issued under any sort of exclusive arrangement.

The association speaks for over 150 member companies from coast to coast who, together, provide commu-

nity antenna television service to a half million Canadian homes.

Outgoing NCATA president, John W. Loader of Victoria, in his report to members, said: "No longer is community antenna television thought of as merely an ingenious means of bringing television to areas isolated by geography. It has now become the accepted and modern method by which better reception of a greater variety of television programming is made available, not only in the smaller communities, but also in the large metropolitan centres where the increasing density of big buildings has brought signal interference and consequent impairment of even local television reception."

The new NCATA president is Omer Girard, president of Transvision Magog Inc., serving this industrial and tourist centre on Lake Memphremagog, in the Eastern Townships of Quebec.

# Split cable technique for commercial testing

**THE SPLIT CABLE TECHNIQUE** for television commercial testing facilities in Canada represents a significant breakthrough for advertisers to test their commercials in the field. Through the efforts of Canadian Facts Co. Ltd., Toronto, and the co-operation of CFPL-TV London, Ont., such a system is in process of being set up here, with improvements on the plan which has been in operation in the U.S. for some time.

How these new frontiers in television commercial research techniques are being approached was described to the Broadcast Research Council, at the Westbury Hotel, Toronto, last month, by Philip R. Stevens, manager, advertising research services department of Canadian Facts.

He said there are two basic schools of thought in TV commercial research, one by "the communicators," found in advertising agencies, which says the primary aim of TV advertising is to communicate, to convey a set of selling propositions tastefully in a form which will motivate people. The other, by "the sellers," found primarily among advertisers, says "it really doesn't matter to me how well the advertising is getting the commercial message across—I want to know how well it's moving product off the shelves."

Stevens said "the current state of the research art is such that it is much easier to measure communication effectiveness than it is to measure selling effectiveness. The main measurements of communication effectiveness depend on recall of a commercial and its content through such procedures as 'day-after-recall' or comparable studio techniques."

He referred to tests conducted in the U.S. following suggestions that the use of cable television or CATV just might provide the answer to the effective measurement problem. The plan is to have subscribers to a CATV service in a single market split into

two groups, with equipment introduced to cut in on a signal so that a cut-in commercial could be sent to one group of homes at the same time as an off-the-air commercial was being transmitted to another group.

## London set-up is first to introduce plan in Canada

First in Canada, split cable television commercial testing facilities are now in the process of being set up in London, Ont., through co-operation of CFPL-TV.

"A procedure is being established," Stevens said, "whereby subscribers to one of the two cable television services currently available in London, will see one commercial at the same time as everybody else including non-subscribers to cable television. will see another.

"To explain the background of this a little further, the two cable television services in London cover about 63 per cent of all homes in the city. One of them has about 46 per cent of all homes subscribing, the other 17 per cent. Of the remaining homes, 28 per cent do not subscribe to cable television, while nine per cent have no television."

He said "the second factor is that a co-operative technical arrangement has existed for some time between one of the cable television companies and CFPL-TV. Under this arrangement, programming for CFPL-TV goes directly from the studio by a direct feed link-up to the main cable feeder line for that CATV service.

"In other words, that CATV service does not take the CFPL-TV signal off the air. It does, of course, take all other signals such as CKCO Kitchener, and U.S. network stations from Cleveland, Erie and Detroit.

"The other cable television company takes all its signals off the air, including CFPL-TV," he said.

"CFPL-TV have refined their

facilities in order to be able to cut in test commercials into this feeder cable for the cable television service receiving a signal directly from them. Simultaneous telecasts of commercials is thus possible, one going to this set of CATV-TV subscriber homes, the other on the air to everybody else," Stevens added.

Through this set-up, it is possible to obtain measurements of the relative selling effectiveness of two commercials, one transmitted repeatedly to the direct-feed CATV service while the other is telecast on the air. "Since the telecast is simultaneous, and is to households within the same market, all other marketing variables remain constant," he said.

## Nature of tests vary according to need

"Some of the tests we are able to carry out," Stevens noted, "include tests of alternative copy, of media weight, of commercial length, of day-part positioning of commercials, of clustering-vs-island positions, of program vehicle type, of position order in a piggyback, and of color-vs-black and white, although we are aware that color set ownership is still low enough not to make many advertisers particularly interested in this."

He said that any tests, such as of advertising weight or commercial length, which involve a transmission of a commercial to one group at a time when no commercial goes to the other, can be carried out by sending alternative material to the second group.

"This alternative material, which can be another commercial, a station promo, some sort of neutral film-clip filler, an extension of program material, and so on, can also be used repeatedly over several weeks," he said, "so that one group repeatedly gets more advertising than the other. Similar procedures can be used for

*(Continued on page 27)*

# The future of CATV

(Continued from page 23)

electronic newspaper," Searle said. "By that, I am referring to the concept of bringing signals into the home which can graphically reproduce a newspaper on a television screen.

"Storage of these signals through videotape recording would naturally be required—so that you could read your newspaper at your leisure just as you do now. To illustrate the sophistication which we are approaching, it would even be possible to save the 'clippings' which are of interest. This would be done by dubbing the desired article, cartoon or advertisement onto a second permanent storage tape.

"This permanent storage tape would be compact, just right to fit your bookshelf, and it would be indexed for easy retrieval of specific items from your electronic newspaper," he said.

## Possible opposition from federal government

"The number one limiting factor—or at least the principal tool of those who would limit CATV—is the Federal government," Searle pointed out. "Of course, we must not discount the fact that your CRTC and our Federal Communications Commission members may oppose some of the possible future cable TV services for very valid reasons—at least from their respective viewpoints.

"But, in spite of technological limitations, financial barriers, competitors, and even our own governments," he said, "cable television must surely change and grow in usefulness to society. The alternative is stagnation...and inevitably becoming relatively less useful!

"This applies to individual systems, as well as the industry collectively," he told the cable operators. "If you ignore an opportunity to make your service more vital to the community, you are inviting some one else to come in and seize that opportunity.

"Bell Telephone might be the one

to do it," he said, "or another cable operator, publisher, or, perhaps, an imaginative newcomer to the cable communications business. However, no wide awake CATV owner will allow himself to be supplanted in his own market."

## Cable operators urged to be ready for the future

"Routine innovations—such as increased gain, more channels, or lower attenuation—are not the subject under consideration here," he added. "I'm talking about being ready to use *Pulse Modulated Signals*, conducted through waveguide, for long trunklines, offering a potential of hundreds of channels for the new uses of cable television." He told how cable operators in the U.S. are getting "ready to serve small communities and isolated homes with 18 GHz microwave, when it becomes both feasible and legal.

"Let us not become so engrossed in expanding cable TV in its present form that we wake up one morning and find that important new cable services—such as the electronic newspaper—are being distributed on a hybrid waveguide and coax system bearing the familiar Bell trademark!

"That, gentlemen, is exactly what will happen if we permit it," Searle said. "You can prevent this sort of occurrence by exerting leadership in technology, service and merchandising."

He concluded with a few specific predictions of what he forecast we'll see during the next five years. "In my opinion," he said, "within five years, at least half of the cable systems in Canada and the U.S. (serving large metropolitan areas) will offer these services:

20 or more channels of commercial, educational and instructional TV.

Locally originated programming in color.

Weather display channel, plus wire-service news channel utilizing a solid state character generator.

Local live news coverage.

Surveillance and burglar and fire alarm services.

One-way and two-way services to business, including links with computers.

At least one home study channel, with some sort of allowance for student response.

Home videotape recorders will be available for storage and retrieval of indexed program material.

TV receivers, designed expressly for cable television service, which eliminate converters, fine tuning and interference problems, will be available to subscribers."

Did you know -

# CALDWELL EQUIPMENT

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# CATV operators face CRTC licensing and CAPAC performing fees

CATV SYSTEMS IN CANADA, brought under the wing of the Canadian Radio-Television Commission through the new Broadcasting Act, now present a dual problem for their operators. They must be licensed by the CRTC, and, they may face court action to decide whether or not they must pay performing-rights fees.

CRTC members are presently studying just what they are going to require from CATV operators, under the terms of the new Act, and an announcement of policy is expected when this is completed. In the meantime, the CRTC is engaged in writing broadcasting licenses for every CATV system set up before licenses were required. A Commission official said there are "close to 500" systems in Canada at the present time, and preparing a license for each "is quite a mouthful."

The new Broadcasting Act, for the first time, classifies CATV as a broadcasting undertaking and requires that it be licensed. The old regulations merely required a technical clearance from the DOT, concerned mainly with such things as ensuring that an antenna was not put up where it would be a hazard to an airport flight path.

The license requirement could lead to changes in a form of geographical discrimination set up under the old Act that drew loud protests from such cities as Calgary and Edmonton.

Operators of CATV systems seeking to bring in signals from U.S. stations to these cities were foiled by the stipulations of the former regulations. They were too far from the Canada-U.S. border to pull in the signals directly. They wanted a microwave link to carry the signals from a receiving antenna located near the border.

But microwave, using the air to relay signals from tower to tower, changed a cable television applicant to a broadcaster, from a non-broadcaster under the terms of the old Act. This meant that a license had to be

obtained, and all TV broadcast regulations had to be met.

One regulation required 55 per cent Canadian content in the total broadcast fare of any TV station, an impossibility for the proposed Calgary-Edmonton microwave-linked cable system.

The cable men claimed this amounted to geographic discrimination. Other Canadian cities closer to the border were able to get U.S. stations either directly or by cable. Why should Calgary and Edmonton be frozen out, they ask.

Under the terms of the new legislation, the CRTC is empowered to set individual conditions on each broadcasting license that it issues. This will allow it to tailor the standards

for every broadcaster to fit local conditions.

A wealthy big-city station could be required to do more towards developing Canadian talent and good Canadian programming than a small station with a slim profit. Canadian-content requirements could be higher for some stations than for others.

This kind of leeway would allow the CRTC to write a license for the kind of CATV operation sought for Calgary and Edmonton.

It is expected that all cable system operators will be required to carry available local stations on their system, as well as the far-away stations that they pull in. Most do this now, so a subscriber simply

*(Continued on page 28)*

## U.S. Supreme Court rules the FCC has the power to regulate CATV systems

Protection for the broadcasters against competition from cable television systems was upheld in the U.S. Supreme Court in Washington, D. C. when the Court ruled that the Federal Communications Commission has the power to regulate community antenna television under the present law.

The Court ruled that the FCC has the authority to stop the expansion of a CATV system into a new area until a hearing is conducted to determine whether the CATV expansion would hurt regular broadcasting in the area.

Since 1965, CATV systems in the U.S. that relay signals by microwave have been subject to FCC regulations, since they use

part of the radio spectrum for the microwave relays and need an FCC license.

In the Washington decision the Court gave the FCC authority over CATV systems that use wire or cable rather than microwave, as they do not use any of the radio spectrum.

The U.S. has about 1,900 CATV systems which relay programs to their subscribers, picked up by antenna signals from TV stations, for a monthly fee. The microwave relay is designed primarily to bring television to sparsely-populated areas. The wire or cable system is used mostly to improve picture quality in areas on the fringe of regular stations.

# Split cable technique for commercial testing

(Continued from page 24)

tests of commercial clustering versus isolation."

Stevens said that if a firm adherent of the communications school wishes to carry out a day-after-recall type of test, the London facilities can offer better test design control than is currently available through normal day-after-recall types of measurement.

"Principally, because two commercials can be telecast simultaneously, a comparison of recall scores for two commercials can be obtained," he said, "which is not influenced by differences in markets, weather conditions, competitive activities through time, and other factors."

## Findings are tabulated from two sections of city

"The CATV service with the technical agreement for direct feed from CFPL-TV of its signal has its subscriber homes basically in the north and east parts of London. The other CATV service which takes all signals directly off the air is basically in the south and west part of the city," Stevens pointed out.

"We are aware that this does present some complications," he said. "Firstly, we know that there are some differences in the characteristics of the two groups of CATV subscriber households. Subscribers to the direct-feed cable service tend for example to be lower income households, more blue collar heads of households, more apartment dwellers, slightly older housewives, and slightly smaller families.

"What this means," he said, "is that telephone or personal interviewing has to be done carefully in order to arrive at samples of respondents which are more closely matched, or alternatively, by weighting procedures in tabulation to bring the two samples into balance. However, both these procedures tend to add to the cost and time required in either interviewing or tabulation of results.

"Secondly," Stevens added, "the distribution of stores of the major supermarket chains is such that some subscribers to one of the services may on occasion be faced with slightly different point-of-purchase promotions than another. However, these problems too are not insuperable."

## Newspaper agreement will help provide intermedia comparisons

"We are currently negotiating with the *London Free Press*," he said, "in order to be able to match our two-way split of the city between CATV subscriber groups with a two-way split of truck delivery routes for the *Free Press*. In this way, a four-way division using a split run of the *Free Press* could become possible.

"Hence, intermedia comparisons between newspaper and television advertising become feasible."

"Furthermore," he said, "it could be feasible to control direct-mail distribution for a split between the CATV subscriber groups, providing intermedia comparisons of yet another kind."

Describing the interviewing procedures for the London project, Stevens said most of it will be done by telephone or by personal contact with interviewers instructed to start their calls at certain set points in the city, based on current census data or better yet, from residential assessment data, procured from the City Assessment Department. "To this end, we have obtained data on average residential assessments per household for each of over 400 subdivisions of London, and divided these into ten groups," he said.

"While we expect to follow the U.S. procedures of continuing panels reporting purchases on a regular basis, as a means of measuring effectiveness of campaign tests of commercials, we will probably not use these panelists for any single exposure day-after-recall types of tests we may do. These, we feel, can better be done by the usual procedures of intensive telephone interviewing to find viewers who were in the commercial audience the previous evening," Stevens said.

He also pointed out that some care has to be exercised to make a clean split between the viewers to each of the cable services. "For

example, a commercial which is being kept from the direct-feed cable service subscribers should also, if possible, be kept from them on the other stations they can view. This may mean pulling of commercials from CKCO or CHCH, and where possible, the U.S. network stations in Cleveland, Erie and Detroit.

"In some cases," he said, "such a degree of careful control over commercial material reaching the direct feed cable subscribers just may not be possible; for example, it may be unrealistic to expect a Canadian advertiser to have control over commercials placed by a parent company on the U.S. network stations."

He added that some analysis of rating service data, however, showed that "viewing patterns between each of the cable service subscriber groups are quite similar, with a substantial share of time spent viewing CFPL-TV."

He stated that the problem of pricing for the various studies that might be carried out remains to be solved, and "right at the moment, we have no more than an approximate idea" of what this may cost.

### ANNOUNCEMENT

## STANDARD BROADCAST PRODUCTIONS APPOINTMENT



J. Lyman Potts

W. C. Thornton Cran, President, Standard Broadcasting Corporation Limited, announces the appointment of J. Lyman Potts as President, Standard Broadcast Productions Limited.

This subsidiary of Standard Broadcasting Corporation serves private radio stations across Canada, providing them with syndicated radio program material of Canadian origin and the Standard Radio News service.

Mr. Potts had previously been Standard Broadcast Productions' Vice President and General Manager.

FM 101 AM 1540

# CHIN

Do you know there are more Italians in Toronto than people in the city of Winnipeg?

There are also 50,000 Greeks.  
Plus 200,000 other new Canadians.

# Future of football threatened by cable

**CABLE TELEVISION CAN DESTROY** Canadian football, unless it is limited in its coverage, said Allan McEachern, president of the Canadian Football League. He said the CFL is "prepared to take legal action" to restrict cable TV from reaching areas that are blacked out on local stations for home games.

Canadian football officials are definite about two things: payment from the cable system operators wouldn't help the situation, and there is no way they'll ever abandon the local blackout policy.

Commissioner Jake Gaudaur stated the case simply. "Let's suppose the least likely possibility were to happen. Let's say the cable people could reimburse us to the extent that our revenue from them would be equal to that from a good sell-out crowd in the stadium. It would still be no good. Unless we have people in our parks, there's no reason for our existence."

McEachern said "we simply

cannot compete for the audience if the fans can see the game at home free of charge."

The situation is at its worst in Ottawa. "It's already a terrible problem for the Ottawa club," said McEachern, "and it's about to become a problem for Hamilton and several western cities."

Ottawa fans can watch the Rough Riders' home games on their TV screens, even though no local station is permitted coverage, with the play-by-play picked up from Montreal on an exceptionally high antenna, and brought into the homes by means of cable.

"We realize that, before long, all television reception will be by cable," McEachern said. "That means it can destroy football if it isn't limited somehow."

The CFL plans to lobby the CRTC's new committee which is making a study of cable television to learn what restrictions, if any, are needed. The league hopes to find a

way around a 1954 court decision which ruled that the air is public domain, and that, therefore, no government had any right to prevent citizens from picking up television signals.

All the cable networks were doing, the verdict said, was to give TV set owners access to an exceptionally high antenna, something they could build themselves, if they could afford it.

"We are led to believe that there may now be some restriction on this so-called 'pirating,' and that limitation is what we hope to encourage by lobbying, and perhaps by the presentation of a brief," McEachern said.

"Because it's a simple matter for the cable outfits to respect our blackouts," he said. "All they have to do is throw a switch."

"Otherwise, if something can't be done, we may have to seek a decision on our legal position. I should emphasize, though, that this would only be done as a last resort," McEachern added.

## ANNOUNCEMENT



**RAY DELISLE**

Mr. Ian J. Hall, General Sales Manager, CFTO-TV, is pleased to announce the appointment of Mr. Ray Delisle to the position of Montreal Sales Manager. Mr. Delisle has been with CFTO-TV Sales in their Toronto office, and brings to Montreal an extensive background in all phases of the broadcasting industry.

## Licensing and performing fees face CATV

*(Continued from page 26)*

hooks the cable to his set, leaves it there, and gets both local and distant stations.

### Performing rights payments may be sought from CATV

The question of charging a fee to CATV operators for performing rights has been building for some time. Regular TV stations or networks pay a fee when they broadcast music or dramatic material for which the Composers, Authors & Publishers Association of Canada (CAPAC) holds performing rights. The fee is based on a percentage of station or network income. Cable system operators do not pay such fees, at the present time.

CAPAC says it would not be considering action if CATV systems merely extended signals from a Canadian TV station to homes outside the area the station would normally reach.

Since advertising rates charged by stations are based on the audience they reach, every such extension eventually would be reflected in the

station's earnings, and, in CAPAC's fee.

But "a very substantial portion of CATV is non-domestic," in origin, a CAPAC spokesman noted.

A cable system using American channels as its big selling point means no increase in Canadian station earnings, and consequently no increase in fees collected by CAPAC. In fact, such an operation usually detracts from the Canadian station audience. Viewers who might have been watching a Canadian station would be watching an American one once the cable was installed.

For this reason, CAPAC may possibly consider a test court case to establish whether or not CATV operators should pay performing rights fees.

The recent U.S. Supreme Court decision that cable system operators do not have to pay copyright fees, on movies relayed from TV stations whose programs they carry, will not influence a CAPAC decision one way or another, a spokesman stated.

# Component suppliers must assure performance, economy and reliability

SELECTION OF CATV COMPONENTS is certainly a most difficult engineering challenge, and at least four key factors should be considered, said W.E. Evans, P. Eng., director of engineering for Metro Videon Ltd., Winnipeg, at the NCATA conference in Victoria.

He listed technical performance as a prime consideration for any component, and said "it is imperative that the performance requirements themselves be known before a component can be judged as acceptable or unacceptable."

Evans said "this knowledge of requirements ties in with the second key factor, economics. It is sometimes very hard for system engineers to convince management that we recognize the meaning of the word 'economics,' but it's vital and fundamental.

"Reliability is certainly a most important component requirement. We are selling luxury service and our customers have every right to expect uninterrupted service for their money," he said.

"The fourth key factor" he said he would like to label maintainability, "since outright failures as well as significant instabilities and deviations from optimal performance do occur in system components. Equipment with a high degree of maintainability can be repaired or realigned to its specifications in a minimum length of time, with a minimum amount of test equipment, by personnel with a minimum amount of sophisticated training."

## Head End is heart of a CATV system

The heart of a CATV system is the Head End, said Evans, and "basically there are three general types of Head End processing systems." The simplest type, the strip amplifier, is economical, reliable and has a high degree of maintainability. The more expensive heterodyne processor, at higher cost and greater complexity affords increased performance capability. The third type of processor, the demodulator-modulator system, he said is finding less and less favor due to its complexity, high cost, decreased reliability and distortion generation.

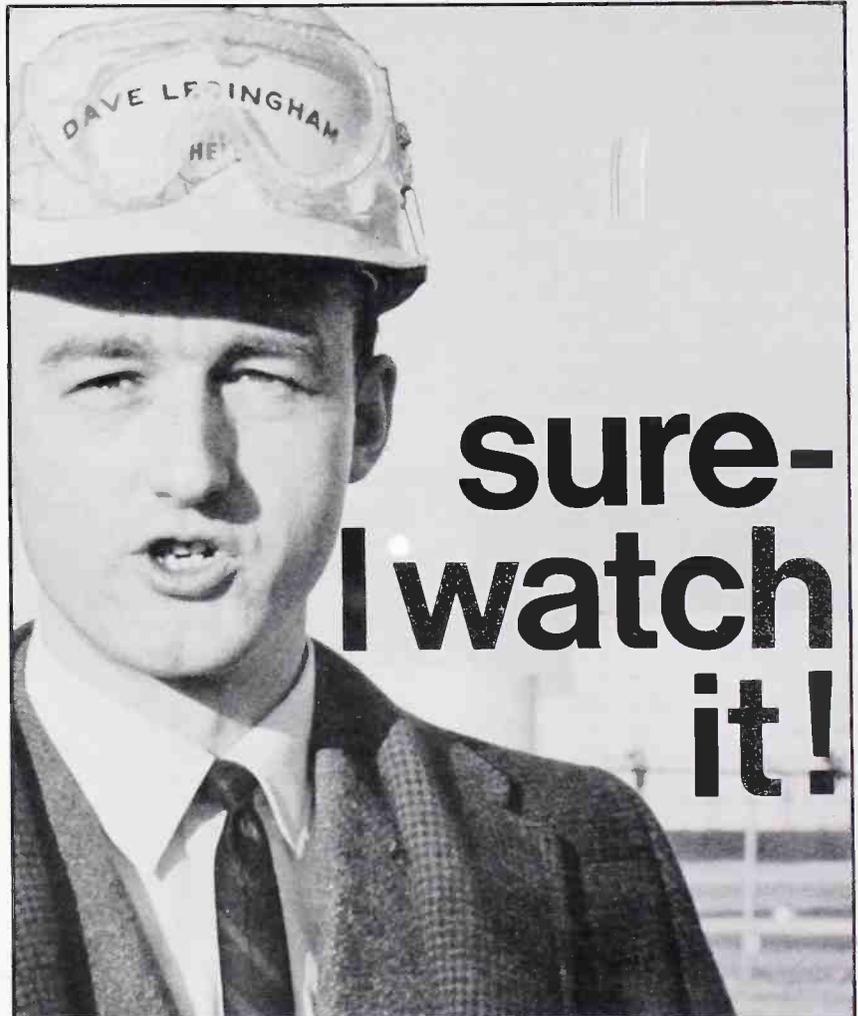
"Nevertheless," he said, "for large systems dealing with distant signals there are significant advantages in obtaining the received signal

at video baseband. Sync improvement is possible via clip and stretch circuitry, color phase and envelope delay can be equalized, and impulse noise such as hydro can conceivably be hidden by employing delay line techniques similar to VTR drop out

compensation."

Evans said that, prior to selection of the distribution plant components, an examination of the physical characteristics of the area to be served should be made, by checking

*(Continued on page 39)*



# sure- I watch it!

"CFPL-TV has the knack of being current—the ability to run "with-it" programs. Your "World Around Us" series on housing, for instance, was topical and it was good. In Sarnia, we rely on CFPL-TV to inform us about things Canadian . . ." says Dave Ledingham, a Sarnia engineer.

CFPL-TV serves Western Ontario—completely.



**CFPL-TV  
LONDON  
CANADA**

# The idea is king... the deadline is secondary

by Jerry Goodis  
President, Goodis, Goldberg, Soren Ltd.

*(Creating commercials is the subject of this month's outburst. To get it onto paper, I have talked about the agency I know best. Our own. Maybe this is self back-patting. But I just can't do a piece called "Cockfield Brown by Jerry Goodis." So here it is...if your editors can take it.—J.G.)*

I sounded off in my last column about agencies which steal ideas rather than create their own. Of course approving creativity in an agency is about as controversial as favoring motherhood. The real question is: how does any organization get the best out of creative people?

I have some answers, but certainly not all.

First, the agency and its people have to plug into society, listen to the latest music, read the latest books, see the latest films, foreign and domestic, take part in life to the fullest. Because the aim is to understand what's going on, what people are thinking.

Another thing: you yell and scream at creative people about the tired commercial they offered you last week, and you let them yell and scream back at you.

This morning our executive vice-president stomped into my office because he thought some commercials we were about to present to a client are tired. I thought: "Great! Somebody else around here is tired of tired ideas. Now he's on the war-path." He may upset a few of our creative people because they know the client will like the commercials: that they're safe and no one will get into trouble.

But that's the easy way out — out of business! — for us. We can't be complacent or we will turn, God forbid, into another establishment shop, and then where will we be?

Some say you shouldn't be rude

to your creative people but we believe you're more rude to them when you keep strong feelings about poor work to yourself. That's being unfair, unprincipled and does them no good. When I tell someone "that idea is tired," I'm not saying "I hate you." Our people know that by now.

A lot of creative people cannot take that approach. It's said we are the toughest agency in Canada to work for. There are plenty of agencies, and no one needs us unless we can sell more tea and more chocolate and more of the other stuff. And the only way we can do that is to be original, and send out messages that are fresh and convincing.

We figure it takes about eight weeks to do a campaign. After that if we still have a campaign that is mediocre, the account supervisor phones the client and says: "If you want to spank us, that's okay. But we are not going to give you second-rate commercials for the sake of meeting the deadline. Give us another week and we will try to come up with a much better commercial."

## When will the bell ring?

We try to encourage our guys to write a commercial or ad in a given amount of time. If he doesn't, then we have to give him more time. The idea is king in this agency; the deadline is secondary. We have been known to take a helluva long time to come up with ideas because we are not geniuses. With creative people you don't know when the bell is going to ring and the faucet is going to turn on. Hopefully it is within the deadline that our business people set up.

Of course there are ways you can encourage the bell to ring a little more frequently. Every week, for example, some studio from London, New York, or Chicago or Los Angeles

brings in the latest reel of commercials and our writers and art directors see what is going on in advertising throughout North America and Europe. Now they are going to be influenced by the style of these commercials and there's nothing wrong with that.

You don't have to walk around in a suit that looks like it was made in 1929. They need to know what's the visual style and the flair and the words that are used in commercials. But God help a writer who brings in an idea lifted from a commercial anywhere in the world. It's back to the salt mines for him.

True talent around here is recognized quickly and rewarded accordingly. We brought in one man, 32 or 33 years old, who had been on the periphery of advertising. He'd been an announcer. We gave him a break and took him on at \$10,000 a year. He worked for us as a junior writer, then as a senior writer, group head, creative director, then became a vice-president and was finally stolen away from us by Canada's largest agency. Now he is making \$30,000 a year.

Guys like that give us the reputation of being the breeding ground for Canadian agencies. We take a chance on hiring people. We look for sparks that leap out of the poetry they've written and the bra ads they wrote for Eaton's catalogue.

We give creative people leeway. We don't care what they do as long as they write good advertising. This is not a bawdy house we've got going here. It's an advertising agency so we have decorum, we try to have order; but if a guy wants to have a shot of Canadian Club at 3 pm we don't mind. Actually, it rarely happens.

We do peripheral things. We win lots of awards and we hang them in the creative department, not in the

boardroom or the president's office. We hang them in the creative department so the guys can say: "See, our peers recognize us."

### They can't see without looking

We don't want our writers to stay in their offices from 9 to 5. We want them out talking to the clients, to the retailers. We have writers visiting Tamblyn stores to see whether the clerks really are friendly, and visit Speedy Muffler to see whether at Speedy you really are a somebody. Because we aren't going to write ads about our clients' services if they don't deliver. If our commercials promise people they are going to get a cigar when they go into Speedy to get a new muffler, our writers go out to make sure they do.

One of our group heads once said he needed his batteries recharged. We gave him a week and paid the whole shot and he and his wife checked into a hotel in Rochester, or someplace, and he wrote a great advertising campaign.

Our people have sat in the Inn on the Park creating advertising campaigns because they just got fed up with this joint (maybe there were too many media reps crawling around).

Oscar Ross and I once created a mashed potato campaign in a park at Yonge Street and Lawrence.

There is no rule about where a creative person can do his work best. We hope that, on the whole, it is in the office.

Some writers are very prolific; others take a great deal of time and come up with a great idea only once a month. Who is to judge which one is worth more money? You have to balance it. Our business is the toughest in the world from that point of view. It's tough to know which writers to keep on staff, to encourage, to give raises to, give titles to, project forward and upward in the organization.

But every writer, every piano player, every violinist, every craftsman, must have discipline. This is a business and the business of balancing how much time a man must take to write a great commercial and how much time he should take in order for the agency to make a little money is a tough job.

Somewhere there is a balance and it is a constant struggle to find it. We haven't solved the problem. There is no organization in the world, from the Canadian government on down, that is perfect.

Not even ours.

# Ostry leaves CBC

## for new post with the CRTC

**MOVING FROM THE CBC TO THE CRTC.** Bernard Ostry resigned as supervisor of talks and public affairs, radio and TV, for the corporation, to accept new responsibilities with the Canadian Radio-Television Commission. He took over his new post July 1.

In making the announcement, Pierre Juneau, CRTC chairman, said Ostry "will be concerned with the general area of programming, and has been assigned special supervisory responsibilities in the fields of news and public affairs, political and controversial broadcasting, and educational and religious broadcasting."

Born in Wadena, Sask., Ostry graduated from the University of Manitoba and did post-graduate work in international history in England, then spent four years on the academic staff of the University of Birmingham and completed a book on Canadian political history. The following year (1956) he held a fellowship in International History at the London School of Economics and Political Science.

When Canada's Centennial Commission was set up, Ostry was appointed a consultant in matters associated with youth and education.

Before joining the CBC he was host of the public affairs program *Nightline* (winner of the Ohio Award, 1962) and was vice-president of ACTRA, Ottawa branch.

During the past five years as supervising producer for the CBC and then supervisor of public affairs, in Ottawa, his chief responsibilities have centered on programming activities dealing with the Federal Government, its agencies, political parties and personages.

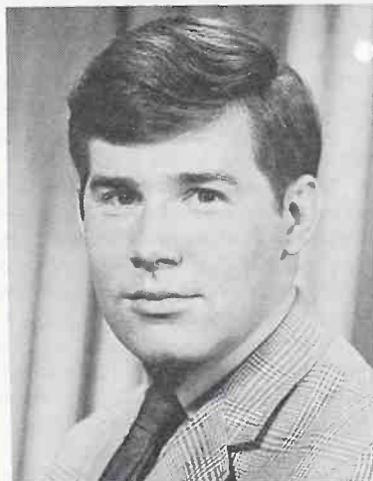
He has supervised such TV series as *Inquiry*, *The Sixties* and *Twenty Million Questions*, in addition to *Hail and Farewell*, this year's winner of the Wilderness Award.

In radio, Ostry has had direct responsibility for the main commentaries originating from Ottawa, such as *Capital Report*, and *Preview Commentary*.

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### ANNOUNCEMENT

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MR. JOHN POZER



MISS PAMELA FERNIE

Mr. E. J. Delaney, Manager of Glen Warren Productions Ltd., is pleased to announce the appointment of Mr. John Pozer to the position of Manager, Variety Artists Productions, and Miss Pamela Fernie to the position of Talent Coordinator.

V.A.P. has been established for the purpose of seeking out and developing new Canadian talent, for careers in Canadian television, stage, recordings, commercials and motion pictures. Mr. Pozer has a broad background in personal management, freelance broadcasting and public relations.

Miss Fernie brings to her new position, a long list of credits, in both television and stage performing and production.

Both appointments are effective immediately. Variety Artists Productions will soon be opening permanent offices in downtown Toronto.

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McIntee



Graham



Gillespie



Lawless

# Can small market stations get national business?

by James Montagnes

**SMALL MARKET STATIONS**, both radio and television, have not been forgotten by advertising agencies handling national accounts—despite the fewness of orders.

The small stations are not getting much—if any—national business. But most agency media men interviewed are prepared to place orders with smaller stations if—and it is a big if—they and their clients can be shown definite product sales potential without increasing advertising budgets.

"People who represent small stations have to be real skilled professional salesmen, know the needs of our clients and the need for information by the agency to get their station included in the market list," said Stan E. McIntee, media manager at Toronto for MacLaren Advertising Co. Ltd.

There was one small station representative who came to McIntee some time ago, positive that he could persuade the agency it should buy time on the small station in a town which was receiving some coverage from a nearby metropolitan radio station.

The rep was so enthusiastic that McIntee gave him all the data on the client's program and told him to go back to his office and work out how the small station could add to the reach of the campaign without adding to the budget.

The rep took the Bureau of Broadcast Measurement figures for the small market station and the metropolitan station, worked out the number of listeners for the various times of the day that the advertiser's message was on the air from the major station, and came back with a solution.

If certain spots were dropped from the major station in one day and spots to the same value were added in top listening time on the small station, the client would have an additional number of listeners.

After studying the schedule worked out by the small station representative, agency and advertiser agreed that its campaign efficiency could be increased.

## Product acceptance and group selling

"Small stations have to find out what products have a better per capita acceptance in rural areas, and go after these," pointed out Dave Gillespie, president of Baker Advertising Ltd., Toronto. "Many products today are of an urban nature, and there is not sufficient market for such products in the area covered by small stations. Such stations should sort out those products for which they can do a job, products with a distinct rural appeal."

Gillespie also offered the suggestion that more and more small stations

should develop a combined rate and be represented by one firm.

"If I were a small station owner, Gillespie said, "I would join with other similar stations in the area and provide money for market surveys.

"Small regional radio stations could be sold as a unit, not just those under one ownership, but all in a region. Small stations could show how advertisers are missing a big audience, should prove penetration in the local market for national products advertised on metropolitan stations. They could have a special annual BBM report to show their market. This should not be done by an individual station, but for the group by BBM," he said.

Jack Graham, vice-president and media director of Spitzer, Mills & Bates Ltd., Toronto, came up with a similar suggestion.

"Many soap brands, for example, are concentrated in large markets mainly because of finance," Graham explained. "The problem is one of the mentality of brand people and the sales force. We often submit plans for 10, 18 or 30 markets, but they get cut down. One device small stations could use would be a grouping together of stations close to each other geographically. This would make clients more aware of what such a market has to offer."

Graham felt, however, that there

probably were not more than 20 advertisers in Canada who have the money to go into the small markets. These would include the soap companies, banks and automobile manufacturers.

The area group or bulk buying plan was also held out to have hopes for the small stations by Ian Campbell, manager of media services of Cockfield Brown & Co. Ltd., Toronto.

### Plans for a cross country group

For smaller television stations such a group buying policy is likely to be in operation before long. Ed Lawless, formerly of the Television Bureau of Advertising, is currently busy approaching stations on a national group basis. His suggestions have met with favorable response from a number of stations and leading advertising agencies, he reports.

The plan encompasses a group of 36 TV stations in smaller markets which have prime time audience of just under two million, according to late 1967 BBM reports.

Lawless suggests that this group could offer five minutes daily in prime time at the rate of \$1 per thousand viewers. This would provide an audience covering a quarter of Canada's population with an average adult reach of just under 60 per cent. National advertisers could thus add a major market audience larger than that of Toronto, Hamilton and Vancouver, combined, Lawless explained.

"The same method could be used for daytime sale of selective announcements," Lawless said. "We could go after special markets and offer advertisers a women's show package, a teenage package, a feature movie package, and so on, at the same rate of \$1 a thousand viewers, based on the latest BBM reports."

In his presentation, Lawless showed savings for stations, advertisers and agencies through a central billing and placement service provided by the group's representative, which he plans to call EDP Media Services Limited. The stations would pay this firm 10 per cent for all services and the usual 15 per cent agency commission.

### Pointing up market growth

Small stations can present their case in a variety of ways to advertising agencies and national advertisers. A number of such presentations, pointing out the markets and growth of a particular area, were singled out by agency media executives. These included the presentations made by CJGX Yorkton, Sask., and by CKPR-AM-TV Port Arthur-Fort William, Ont.

Several agency people felt that the noon hour was the best time for

such presentations, with a good short film or slide visual description. Refreshments should be kept light and the entire operation planned to allow busy executives to be back in their offices soon after 2 p.m. After hours presentations were not looked on favorably.

One small station representative had an agency's senior executives come up to his office for a presentation of the station's market. At the end of the presentation he placed a long distance conference call with the owner, who was then able to talk with the agency executives directly and answer any of their questions.

A major problem small stations have to compete with, especially on television selling, is that metropolitan station representatives, working on commission, are first on the job every day with major agencies.

They are looking for availabilities required and have quick access to their own immediate availabilities. With the increasing rates of metropolitan stations, such operations quickly eat up the budgets available by national advertisers, to the detriment of smaller stations whose reps may not have availabilities to offer as quickly.

Small stations could also do regional promotions as a group with area supermarkets for food, soap, toiletries and drug products. They could gear such promotions as a group, rather than as individual stations as many do now, it was suggested by media men. This would help sell their time to national advertisers.

Smaller stations could go after heavier media weight tests in order to determine if efficient spending could be worthwhile, some pointed out. Many national advertisers do not cover small markets for lack of response. Some small stations do good product studies, supplying data to agencies and keeping their reps posted with up-to-the-minute information. Some don't.

### Agencies should take a look

"Agencies should get out and see markets," McIntee emphasized. "Groups could be able financially to show decision makers their market at first hand."

Like others interviewed, he felt that many agency executives as well as senior executives in client companies, were not fully aware of the changes taking place in the areas of smaller markets. He felt many executives were too close to the major decision centres of Toronto and Montreal. There should be more dialogue between media executives and stations, not in an agency's or rep's

*(Continued on page 41)*

# you can't beat the effectiveness of spot television

No matter what the product, you can be sure of effective results when you buy spot television. Spot participation in top rated shows delivers maximum audience coverage at a good efficiency that makes the difference in the success of a campaign.

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



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

# News must keep pace with changing times and trends

**BROADCAST JOURNALISM** has emerged as a key factor in the successful operation of a radio or television station. It offers a continual challenge to keep pace with the fast-changing times and trends in providing complete coverage of the news scene, said Gene McPherson, vice-president, news and special projects, Avco Broadcasting Corp., Cincinnati, Ohio.

At the Western Association of Broadcasters convention, at Jasper Park Lodge, McPherson presented



himself as an analyst, to "examine the news psychosis—picking it apart, problem by problem, and prescribing a treatment or two to correct its ills."

He qualified himself for the role through his "intimate dealings with a station which has undergone a total self-analysis in its development in the field of news within the past four years." Avco owns and operates the powerful pioneer radio station, WLW Cincinnati, a regional chain of TV stations linked to the flagship, WLW-TV, and several other radio and television stations in the U.S.

McPherson told of the steps taken to overcome the fierce competition that moved in to reveal that television news could be more than talking radio.

"The rip-and-read ways of the past hadn't prepared our people for

the dynamic news coverage techniques that the public demanded," he said. "Many of our people had been old-time newspapermen with no understanding of broadcast journalism. Some were mediocre people, who for one reason or another had stuck with broadcasting and wound up in the news department more by default. Some of our people (at that time) would not recognize a news story if it jumped up and hit them right in the face."

He said every attempt to attract news men brought in more 50-year-old ex-newspapermen who knew little of the new kind of journalism we were attempting to build, so we decided that the only way we could advance would be to develop our own people."

## Intern program developed new breed of news men

An Intern Program was established, with nearby universities, to develop the so-called "new breed" of news men. They sought would-be young "tigers" fresh out of journalism school, with a minimum of experience under their belts, but with good brains, and good potential to be developed by someone with the patience to develop them.

McPherson said the program sought a top young man or woman who could benefit from 13 weeks summer work as a professional news man or woman, helped develop a talent pool of potential future "new breed" news men, and exposed the station's needs to the universities, hopefully, to encourage meaningful training for prospective news people.

The plan now operates in conjunction with six universities, from six states, from each of which a summer intern is selected from the crop of broadcast journalists, through a comprehensive and factual testing system.

"After a brief face-to-face interview, the candidate is asked to become a reporter," he said, "interviewing either the news director or myself. We use the same story on everyone—a true story which gives us a standard by which to judge.

"He is given six minutes to interview, and take notes, which simulates a reporter's frequent assignment to cover a man about whom he knows very little and who will only allow the reporter a limited amount of time.

"He is then given 15 minutes to write not only this story in broadcast style, but to rewrite or condense a piece of wire copy.

"After we have read the student's story, we ask him to deliver it out loud in broadcast style. Finally, he is asked to do an ad-lib stand-up report, based on the story.

"The whole process takes less than an hour, and we overlap students so that a new one shows up every half-hour," he said.

## Broadcast journalism lacks training field

McPherson noted that "even among good students, ones obviously intelligent, we were surprised at how poorly they performed in these simply journalistic areas.

"It seems that far too much emphasis in some of the schools had been placed on the development of mechanical skills—running a control board or running a live TV camera, or some other mechanical process that offers little, if any, help for the future television journalist.

"Students tend to be impressed by schools that offer vast technical facilities," he said, "when, if the truth were known, they could develop most of the skills in a bare classroom, just by practicing basic speech

and writing techniques under the tutelage of a good coach."

He said Avco had also established high school journalism seminars in five of their television operations in separate cities. Outstanding journalism talent is hand-picked by the school staff, and these students are given a full day's course in the station's news department. "By the end of the day," he said, "they have actually filmed, produced and aired on videotape their own television newscast. And out of this group, we hope that one or two will be fired up about the prospects of broadcast journalism enough to enter a journalism curriculum when they go on to university."

He said he fears that in many schools "the curriculum for broadcasting is still set up for broadcasting of the 1950s. Too little emphasis is placed on broadcast journalism."

"Only the most meagre liaison exists between the Radio-TV departments and the journalism schools. They scarcely speak—yet, if they would look at what is happening to the radio-television industry, they would realize that journalism, public affairs and information programming occupies more than fifty per cent of every television station's activity."

"A concerted effort needs to be made by every radio and television station to work very closely with the universities," he said. "They will be encouraged to attract the finest brains into the news field, so that their training will prepare competent, intelligent journalists instead of mechanics who come out of school with a smattering of the humanities and four years training on how to run a tape recorder or a video switcher."

"Far too much emphasis has been placed on mechanics that we could teach the student in a day or two's work, and far too little on helping him to understand the complex problems that face us as broadcasters," he added.

### Station managers should analyze their own news departments

"It is my contention," McPherson said, "that every radio and television manager should take his turn on the analyst couch and analyze his own news department, and his relationship with it."

"He should ask himself if he is still operating an antiquated department as the step-child of programming, where the news director answers to a program director and news is only as important as a program director thinks it is."

"He should ask himself as a manager what kind of attitude he had towards news—whether he realizes its

importance, not only to the public he serves, but to the future of communications. And ask himself what kind of budget he has allotted to it."

"He should ask whether his news personnel are the top calibre people, the best available in the industry. What has he done to develop new news talent?"

"Is your news man still operating with antiquated facilities and minimum ability to communicate? Does he have an assignment editor on duty? Does he dispatch his people by two-way radio? Does he make full use of the communication facility available to us in the 20th century? How much coverage is he providing for the local market?"

"And is he smug enough to think that because he is an intellectual and only interested in national and international news, that the people whom he serves should be denied television coverage of the simple things that happen in the block next door? Has he neglected entire segments of the population because he really styled his station in his own image and his own interests?"

"Have his reporters failed to cover certain segments of the population because they didn't understand

them and realize their needs? Has he looked to the future and the kind of things that have happened...are happening...and will happen?...Is his power and influence being abused? What is he doing about the broadcast changes in the near future?"

McPherson told the broadcasters that "as we look to the future, we cannot help but realize the cost of producing a product that will satisfy the people must go up. The days of a television newscaster in front of a drapery, or a radio man who only rips and reads from the wire, are long since past."

"Our audience is becoming sophisticated and demanding. They want radio news with the 'now' sound. They want their television news to be visual and dynamic."

"Twenty years ago, educators and broadcasters were blind to the proximity of television. Many television broadcasters failed to realize how fast television news would grow. We failed to realize the importance that broadcasting would play in the everyday lives of people in North America. I am driven by a terrible fear that we may already be overlooking the next wave of the future," he said.

# now listen here!

Radio 600 — One of the two most powerful  
SELLING media in Saskatoon.

*(The other is TV8.)*

CFQC-600  
SASKATOON



# For the greatest stimulus measure all media simultaneously

A "SYSTEMS APPROACH" to advertising research, with all media measured simultaneously rather than each alone, will provide the greatest growth stimulus to broadcasting in the years ahead, Melvin A. Goldberg, vice-president, planning and research, John Blair & Co., New York, told the Broadcast Executives Society at the Park Plaza Hotel, Toronto, last month.



Melvin A. Goldberg

Goldberg, who heads the new business development section of one of the largest station rep firms in the U.S., was a former vice-president and director of research for the NAB, was director of research for Westinghouse Broadcasting Co., and the Dumont TV network, and was news editor and research director for *Television* magazine, among other top posts he has held in the research field.

Discussing the need to measure the combined impact and effect of all media, Goldberg said, "Since I believe that all media influence the consumer in a cumulative and synergistic way, I see no reason why advertising research in the future can't develop in a 'systems' direction, using television perhaps, as a base around which to build."

He added that for total advertising

impact, "the parochial attitudes of media will have to be completely submerged. Each will sell in concert with others. With a systems approach, the advertiser will gain and so will the media."

Goldberg took exception to the conventional view of television as an "inert conveyor of messages." He said, "Television is neither an anti-septic medium which just carries the message, nor is it the total message as asserted by Marshall McLuhan. Rather, I believe television—and the programs on television—do transform or change the advertising messages as they are being transmitted, thereby exerting a further influence on the viewer."

He noted the importance of this theory on the use of television for new product introductions. Granting the innovative feature of television, Goldberg commented, "Advertisers and agencies will have to also consider the effectiveness of their message as transmitted on different types of programs. This, in itself, could be the key to the success or failure of a new campaign."

He further predicted that, in response to competitive pressures arising from an ever-increasing number of stations and audience segmentation, there will be greater specialization on the part of stations. He explained this will enable each station to offer a total program environment, which in turn will have to be researched in terms of influence and compatibility with commercial messages.

Forecasting the future, he said TV set ownership is almost universal and "we can expect the number of multiple set homes to increase. We can expect UHF to add substantially to the number of TV stations on the air. And we can expect an increasing

diversity of programming again following radio's path."

In reference to specialized programming which he forecast for TV, Goldberg said "as a matter of fact this may happen sooner than we think. In the United States, at the present time, there are 4,000,000 homes able to receive television by cable. While most of the cable systems in operation are still relatively narrow in dimension, the newer ones have the capacity of providing up to 15 or 20 individual channels.

"Obviously, such a capacity will allow for considerable origination programming as well as retransmission of TV signals off the air.

"If the same situation prevails in Canada, as I expect will happen in the United States," he said, "television research of the future will have to encompass the viewing habits of individuals on many receivers, at home and away, to many different channels.

"What form the research takes depends on what specifications we broadcasters require," he added.

Goldberg said broadcasting has a multiple responsibility. "It is responsible for providing entertainment, news and information to its viewers. It is a communications link between the government and the people. And, as a marketing arm of the advertiser, it is his communications link with his customers.

"At one and the same time, broadcasting is an entertainment medium, a communications medium and a marketing vehicle. And broadcast research must accompany the needs of each role. It must provide information to the broadcaster in fulfillment of his programming duties, it must provide information to the advertiser so that he can more efficiently market his products."

## Y & R/CHUM alliance introduces new radio concept to Canada

"RADIO FREE TORONTO," CHUM-FM's new-format program featuring Murray The K (see page 13), has been introduced on a trial basis through co-operation between CHUM radio and Young & Rubicam Ltd., in what is claimed to be a first in an agency-station relationship of this kind.

The unusual programming experiment is the first project to emerge from the Y & R radio workshop, established last year in New York with the aim of generating new ideas in radio.

The new program format was realized through Y & R's Toronto office, working closely with CHUM-FM and Murray The K, who hosts it four hours a day, six days a week. If successful, Y & R may adopt the format in the U.S.

But, while the general format is set, the program is experimental in that Murray The K will improvise according to his mood. He will interview people with strong convictions on all issues, and often setting a musical background or injecting sound effects for opinion-type talks. Listeners will also be invited to phone in their views, which will be aired in a similar manner.

## FM's oldest commercial station in U.S. forsakes classics for new pop sound

FROM BACH TO BEATLES seems to be a trend for FM stations, in both Canada and the U.S., with more and more FM's dropping classical music in favor of a more pop sound, with many going all-out for progressive rock.

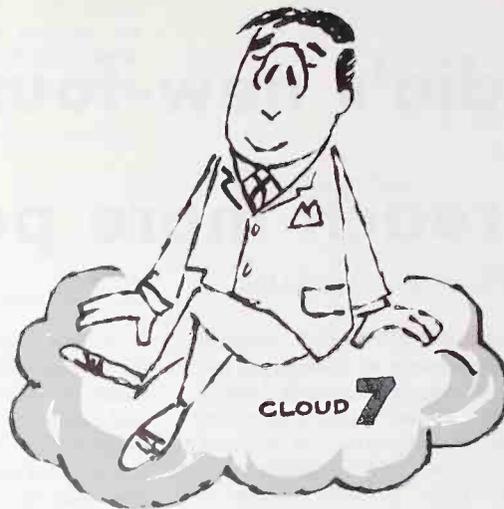
WFIL-FM Philadelphia, one of the Triangle group, and the first commercial FM outlet, in the U.S., established in 1941, dropped the longest-running FM format of classical and light classical music on July 10, to get on the bandwagon with a contemporary or middle-of-the-road pop sound.

Other FM stations in the U.S. and Canada have likewise swung from strings to swing, with great success. CKLG-FM Vancouver was one of the first in Canada to switch to the new sound, on March 16. KMPX-FM San Francisco was the pioneer progressive rocker, teeing off last September, said *Variety* in its July 3 issue.

Now, with the oldest U.S. FM'er abandoning the classical format, others are following, fast. All six Metromedia FM stations in the U.S., said *Variety*, are going underground in a try at a rise in ratings. While the timetable is not known, eventually all six plan to be "progressive rockers," in line with the success gained by WNEW-FM New York, which triggered the fever.

On WFIL-FM, station manager John Richer says "the spoken word will be absent, except for twice-hourly newscasts, at 15 minutes after and 15 minutes before the hour, a first for the Philadelphia market."

All announcements, time, weather and station breaks will be sung, he said. "And so *Naughty Marietta* and *Madame Butterfly* are giving way to *Mrs. Robinson* and *The Girl From Ipanema*," he added.



## The Advertiser who found that WINNIPEG has one of the HIGHEST CASH INCOME GROUPS in Canada

Winnipeg-ers haven't discovered their affinity to Texans (yet), but they're on the way. Already 18.8 percent of Winnipeg households have incomes over \$10,000 per year . . . and that's tops.

And Winnipeg is just on the brink of being even richer. For it's the hub of Manitoba which is growing faster than any other province in Canada.

Winnipeg is the hub of Manitoba . . . where today, a \$1 billion-dollar hydro development on the Nelson River provides work for 3,000 workers. And in 1969 will start to lay down low cost power in the southern Manitoba grid that will lure industrial development to the Winnipeg area.

Winnipeg is the hub of Manitoba . . . where a 100 million-dollar expansion program is enlarging the world's largest nickel mining and smelting complex . . . where a \$30 million dollar chemical fertilizer plant has just been completed . . . where \$14 millions have just been spent on two distilleries . . .

How do you tap this  
Wealthy Market?  
C-JAY-TV . . . of course!

Put your dollars where they'll develop impact . . . buy your time on the station with the full coverage. Then your message reaches the high income groups. C-JAY-TV reaches the 4th largest concentration of consumers in Canada. It carries all the CTV network shows as well as providing local flavour tuned to the local sales picture.

C-JAY-TV



WINNIPEG  
first in the 4th Market

\*All data derived from Globe & Mail, Jan. 16, 1968.

# Radio's new-found ability to reach more people faster

**INCREASING USE OF RADIO**, coupled with the resurgence of interest in the principle of imagery transfer, which gives radio the sight-plus-sound advantages of television, at a much more attractive CPM, proves that "Radio is back in—even though it never was out. And," said Stephen B. Labunski, president of NBC Radio Division, New York, "the audience is still there."

He told the Florida Association of Broadcasters convention, in St. Petersburg, that "radio did not suffer a breakdown, as a medium," with the advent of television. "Instead, there was a breakdown in the technological tools of perception on which national advertisers depended."

Even though the family-unit, group radio listening of the old familiar kind was fragmented, and the "night-time mass radio audience, so-easy-to-see and so-easy-to-measure, was gone," Labunski said "the people—consumers—didn't stop listening to radio. They suffered through some temporary dislocations and the loss of some old favorite programs, as radio made the transition from the major *entertainment* medium to the major *service* medium.

"But soon they listened to radio at different times of the day and to more and different kinds of programs and stations," he said. "And they listened in new and different locations," through their portables and their car radios. "Thus radio listening became an individual activity, a very personalized experience."

He noted that the mass radio audience did not really disappear... "it just scattered...was carved into many smaller-sized, jigsaw-like pieces, making radio's overall dimensions difficult to see, and much more difficult to measure by existing research methodologies which worried about *households*, and didn't know how to measure *people*."

## Major advertisers upped annual investment in radio

Labunski quoted RAB figures for 1967 (in the U.S.) showing that Bristol-Myers had increased its investment in overall radio by 151 per cent over 1966, to \$4,700,000. General Foods more than doubled its investment, up 117 per cent, to \$3,370,000, "and both of these companies had used virtually no radio up until '66, when they began

testing and experimenting."

He said General Motors, the country's largest advertiser in all media and the largest radio advertiser, increased its use of spot radio by 12 per cent, and spent over \$25 million in spot and network radio in 1967 alone.

Other major (U.S.) advertisers likewise upped their radio budgets. American Home Products increased its combined radio budget by 15 per cent, to close to \$7 million. Carnation came close to doubling its radio budget, and the oil companies and airlines also went up in spiralling increases for radio.

"Significantly," Labunski noted, "very little of the recent expansion in the use of radio is occurring through seat-of-the-pants judgment. Each of the major companies reassessing radio employs extensive research and tests every step of the way.

"And, having developed new, reliable, in-depth research, radio is now going into the computer programs of companies which employ those friendly mechanized monsters for media evaluation."

He also pointed out that "radio is being employed to introduce new products, not just because it is inexpensive, but mostly because of radio's new-found ability to reach so many different consumers, so quickly."

Labunski said "Long ago, the Lord and Procter & Gamble ordained that the way to introduce a new product was on television and in full-page newspaper ads. Now radio is beginning to be used, and that's good news indeed because so high a proportion of today's advertising is devoted to new products."

## Radio-plus-TV campaigns have much greater impact

"Radio is showing up in more media combination studies to be a valuable ingredient in a mix with television," he said. "Today's testing is realistic and sophisticated.

"Advertisers test an all-TV campaign in one group of markets versus a radio-plus-television schedule in another set of matched markets," and they find that "integrated radio-



### CKY IS NO. 1 IN WINNIPEG & MANITOBA

**BBM proves it!\***

\*Spring 1968 Weekly Circulation Total Adults Tuned.

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

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



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

plus-TV campaigns can produce considerably more impact than television alone."

He said "this certainly suggests that radio and television when used together, with finesse and advertising savvy, can deliver a most potent and persuasive one-two punch in anybody's marketing plan."

Labunski added that "this complementary aspect of the two media was recently pointed up by an NBC Radio research undertaking: *Imagery Transfer: A Study of its Potential*...an investigation of the imagery transfer concept, introduced by NBC some years ago.

He said the idea of applying the imagery transfer principle to radio advertising is not new. The radio listener re-creates the sight portion of a memorable TV commercial in his own mind, after having seen it many times and absorbing the theme and message. "The advertiser can then capitalize on this and get further mileage from that commercial by reproducing the audio version of it, preferably a well-conceived, carefully produced *radio* version. In their own minds, the audience will complete the pattern of the entire commercial."

Renewed interest in imagery transfer is being shown by advertisers who have intensified their search for creative new ways to combine media in order to increase the pay-out of their campaigns, Labunski added. "In fact, media people have borrowed a scientific term which describes the effects they are seeking—'synergistic'. A synergistic effect is achieved when the total effect of an integrated combination of media is greater than the sum of the media parts employed separately."

He said the "mighty impressive" total of 72 per cent of all respondents in the study got imagery transfer, after just hearing the audio portion of the commercials used, over the telephone. And when brand names were "blipped" out of TV sound tracks, in another phase of the study, 50 per cent of the respondents were able to name the brands.

"Imagery transfer radio campaigns, for example," he said, "might be the way to get still further mileage from television campaigns which are being discontinued because they are no longer affordable," due to the escalating costs of TV time.

Labunski also suggested that imagery transfer radio campaigns might be used "to fill the seasonal gaps in TV advertising—particularly in the summertime, when television viewing is down and radio listening is going strong."

He said advertisers who use TV in "flights" might study the idea of

using imagery transfer radio campaigns between those "flights" for added commercial weight "and to keep the image of his product alive in millions of minds, all at low cost, to achieve sight-plus-sound on radio."

## Component suppliers ...

(Continued from page 29)

street maps and possible trunk cable routings, since "the longest trunk run footage is an important requirement in the selection of plant components."

He said "generally, economics dictates that the total trunk footage in a system be minimized if possible, since the trunk cost is greater than that of the distribution and trunk generally must be paralleled by distribution. Hence considering possible trunk runs, aerial or in duct, it can be ascertained what the longest distribution cable footage runs will be for maximum plant economy."

In selection of trunk and distribution cable, Evans said it is important to check the attenuation, which should lie within a known range, evaluate the structural return loss, and make sure of the materials used in the construction, since these can seriously affect cable power performance and economics.

Dimensional tolerances should be carefully controlled to ensure good SRL, uniform impedance, and proper connector fit, he said, and the cable should be protected against water entry, water migration, and chemical electrolysis.

### ANNOUNCEMENT CJAD LIMITED APPOINTMENT



RODERICK B. BLAKER

As part of the expansion plan for the radio station's News Department, Mr. Douglas W. Williamson, Director of News for CJAD Limited, announces the appointment of Mr. Roderick B. Blaker as Director of Public Affairs.

## Southern Saskatchewan's only Captive Television Market

# CJFB-TV

CHANNEL 5 – SWIFT CURRENT  
CHANNEL 2 – EASTEND  
CHANNEL 2 – VAL MARIE  
CHANNEL 10 – RIVERHURST

### PRODUCTIVE AREAS

Sanford Evans Services Ltd. reports that the coverage area includes 12.8% of the population of Saskatchewan, 12.5% of the province's retail sales, 13.9% of the cars, 22% of the trucks, 19.1% of the farms, 27.4% of farm cash receipts, 18.2% of the province's tractors, 19.7% of the electrified farms and 26.4% of the cattle.

SEE:

Radio-Television Representatives  
Ltd., Toronto, Montreal,  
Winnipeg, Vancouver.

# Dehumanization spells disaster

ADVERTISING HAS TO CHANGE and improve drastically because advertising, like retailing and every other institution and practice, is vulnerable. If it swims against the true well-being of the people, then it too can be wiped out.

The "people problems" will always be with us, said Jerry Goodis, president of Goodis, Goldberg & Soren Ltd., "and those are always the tough ones." Speaking on "Tomorrow's Consumer," to the annual conference of the Retail Council of Canada, at Toronto's Inn on the Park, he asked that more consideration be given to the people, who, actually wield the power to make or break a business.

"People are what they are — cussed, independent, loving, lovable, illogical, bitching, creative, capable, cruel and kindly," he said. "They're like that today and they'll be like that tomorrow. There is no way in which, in the interest of neatness or efficiency or profits, you can take the humanity out of people.

"You can't make them do what they don't want to do. Tomorrow's consumers will, for a variety of reasons, be even more independent and critical than today's."

"In today's environment," he said, "and even more so in tomorrow's, business must not even look like it's trying to push people around, and when we think about what business looks like, we must think about retailing. Because retailing is the face of business — it's the store front.

"How people feel about retailers will determine how they feel about business. So you must take the lead in showing that business puts people, not efficiency, first," he told the retailers.

"If my advertising agency has a special strength," Goodis said, "it's that it is determined to be a 'people agency.'

"We don't hire anyone at Goodis, Goldberg, Soren unless he has a genuine respect, admiration and concern for his fellow human beings.

"We don't believe that a cynical attitude can ever create convincing advertising," he said. "We do not believe people are stupid; we do not believe they can be fooled more than once by any message, any product, any company, any store.

"Nor do we believe they will put up for long with being treated as faceless members of a mass. The people to whom our writers and artists communicate, and to whom your clerks sell, are you and me and our wives and our bosses and our employees and our ever-lovin' momas. And no one ever suggested my wife was stupid and lived to say it again," Goodis added.

"Now you're the experts in retailing and I don't want to try to teach egg-sucking to my grandmother," he said, as he offered some criticisms and challenges to the group.

Referring to the "people problems," Goodis said "that's why, even today, personnel managers are paid more than production managers, and good copywriters earn more than good truck drivers.

"It takes special skills to deal with people," he said, as he accused the retailers of not yet recognizing this. "The average retail clerk in Canada still earns less than the average carpenter or plumber, and consequently most retail clerks don't do a very good job. I have stood and fidgeted and finally stormed out of both Eaton's and Simpson's because underpaid clerks thought it more important to finish conversations than to wait on me," he said.

Goodis told the conference "if the challenge of business tomorrow is dealing with people then your occupation and mine have a joint responsibility to start facing up to the challenge now. Because the main points of contact between business and people are advertising messages and shopping trips.

"My occupation, I admit, has not met the challenge," he added. "Many of my competitors produce

poor advertising and one of the main reasons is that they don't have a genuine respect and affection for people.

"Advertising has to change and improve drastically," he said, as he offered one example of the sort of trouble advertising is running into.

"Television created a fantastic advertising medium and agencies and their clients rushed in and loaded it with commercials. But we did not do this responsibly," he said.

"I have heard advertisers admit that they know their commercials irritate people but they say these irritating commercials also sell products, so they think this gives them the right to leave those commercials on the air. That's lunacy! Suicidal lunacy!" he claimed.

"At any rate, the other day a knowledgeable man predicted that, because of such commercials, advertising will eventually be tossed out of TV altogether. He said — quote — 'it is inconceivable that the highly educated and sophisticated viewer of tomorrow would find anything but irritation in the repetitive barrage of superlative advertising claims and counterclaims to which we ourselves have become accustomed.' — unquote. He is saying, in other words, that it is inconceivable that tomorrow's consumer will put up with irresponsible advertising garbage.

"Who said it," he asked. "Some ivory tower university man? No, sir. That was said by J. Alphonse Quimet, former president of the CBC."

Goodis criticized the "impersonal efficiency" in today's retailing pattern, as he suggested "the dangers in which you are working today could make your position impossible tomorrow, because I believe that tomorrow's consumer is every bit as likely to rebel against poor retailing as against poor advertising."

Stressing the importance of research, today, he said "Now I'm no statistician. I lost interest in statistics the day some economic

genius proved to me that I have 2.7 children, when I know for sure that I have three children.

"But an advertising agency does need to know in statistical terms," he said, "what sort of world it will be selling its clients' products in tomorrow. So, we have researchers who worry about this sort of thing."

Commenting on the ways in which times are changing, Goodis said his researchers had predicted that tomorrow's consumer will be both better-heeled and better educated, and, with more money and more knowledge, will want more personalized service.

"Canadians are communicating more with each other; they are hearing more about the world outside their own community and their country. They are changing," and the methods and styles which were developed to meet their 1968 needs and desires will not work in 1978 or 1988," he said.

"You have to show that you feel more concerned about people than things. You must change direction toward increased service and increased involvement with people, and you must drag the rest of the business community with you."

He insisted that any "further development of any trend towards dehumanization will lead to disaster."

## Can small market stations get national business?

*(Continued from page 33)*

office, but actually on the small station's home ground.

### Concerning bilingualism

And touching on the subject of bilingualism, Gillespie pointed to the need of more agency personnel using French when discussing business with French-language stations, large or small.

"We have a number of French-language people on our staff at Toronto," he said. "Hardly a day goes

by but that I speak French or dictate letters in French for our business in various parts of Canada with French-language stations. There is a need for more bilingualism among agency personnel."

Most media men felt that advertisers are looking more and more where they get greatest return for their money. They are not going to be swayed by group presentations unless the advertiser has a regional brand or marketing list, or the group can present an increased marketing efficiency to the advertiser.

Lawless feels his plan for selling time on smaller TV stations meets the agencies' awareness of increasing overhead. It does not pay them to handle small markets individually, but as a group it would increase an agency's buying efficiency, especially if the planned group firm does all the placing, billing and bookkeeping.



SERVING AND SELLING the prosperous coal and lumber men in the East Kootenay area of B.C.  
CRANBROOK "The only Voice of the Rockies"  
In Toronto and Montreal see Radio & Television Sales.  
In Vancouver it's Radio-TV Representatives.

# Major Market Broadcasters

now represents

## CHAB - Moose Jaw

Vancouver—CKLG, CKLG-FM  
Edmonton—CHED  
Calgary—CKXL  
Regina—CJME  
Saskatoon—CKOM  
Moose Jaw—CHAB  
Winnipeg—CKY, CKY-FM  
N. W. Ontario Group—CKPR, CKDR, CFOB, CJRL  
London—CFPL, CFPL-FM  
Hamilton—CHAM  
Toronto—CHUM, CHUM-FM  
Belleville—CJBQ, CJBQ-FM  
Ottawa—CFRA, CFMO-FM  
Montreal—CKAC  
Quebec City—CJLR  
Halifax-Dartmouth—CJCH, CFDR  
"The CJON Newfoundland Radio System"



**major market broadcasters limited**

Toronto: 1255 Yonge Street, Toronto 7, Ontario, 929-3301

Montreal: le cartier, 1115 Sherbrooke St. W., Montreal 2, Quebec, 845-4111



Veteran of veteran broadcasters, Gordon Love, who sold his Calgary broadcasting properties in 1966, has definitely not retired from the WAB Golf Tournament. Up there with the leaders, this year he took home a handsome lamp.

JUNE WAS the Western Association of Broadcasters month, and Jasper Park Lodge was generous with fine weather (golf weather that is).

The tournament went off with traditional ceremony and B. C. Tree Fruits' 19th hole drew in even this non-golfer. Radio-TV Reps repeated their "refresher" proceedings at the 13th hole and later in the convention, Rothman's staged the cocktail party before the annual dinner.

Dozens and dozens of prizes were distributed as usual (including a cribbage board for Uncle Charlie Edwards), and, while the situation has been known to arise where there were more prizes than players (they even gave me one once) this year they seemed to come out even.

Big winner was WAB Retiring President Blair Nelson of CFQC-TV Saskatoon.

Next on my jaunt was a two day drive to Penticton, B.C. with Merle and Maurice Finnerty (CKOK) and their daughter Lesley who is now studying broadcasting at the B.C. Institute of Technology.

The drive through the mountains was like a souped up travel folder. I have done it before and hope to do it again. You gaze at the limitless scenery and just plain don't believe it. Some time I'll get you in a corner and show you the color shots I took.

The first night we stayed at Cranbrook, where I dropped in on Lloyd Hoole at his CKEK. I caught him somewhere between a remote from Rotary and the noon news. If this is a "small" market, they couldn't come too small for me.

We did the 400-odd miles from Cranbrook to Penticton the second day. Still magnificent scenery. I wonder what it's like when it isn't raining.

We stopped off at Trail where CJAT's Joe Kobluk was right in the middle of an ethnic festival.

Now that he has stopped being mayor of Penticton, Maurice Finnerty has time for his friends.

He was elected for his first two year term by a sweeping majority of fifty. Next time around he went in by acclamation, repeating this performance for a third two year term. Then he threw in the sponge.

I "did" the Okanagan Valley over a long week end. It must have been my umpteenth visit, and I still gasp at it. Imagine living in a place where, when you want to enjoy the view, you just open the window and grab yourself a handful.

On my way home, an adventure befell me in Edmonton, where I was to meet Dr. Andrew Stewart, now comfortably settled back at the University of Alberta, after his ten years at the helm of the late BBG.

The meeting was to take place in Cam Perry's office at CJCA.

This office is so completely encased in plate glass that I imagine Cam has to keep reminding himself not to throw any stones.

Cam left on his own lunch date, and I waited in his office until I saw the good doctor beaming at me from down the hall.

I ran out through Cam's door to meet him, but unfortunately forgot to open it. Quite a mess!

It only took Andrew Stewart half an hour to get me over to the hospital and have three stitches crocheted into my knee. The pants were an old pair anyhow.

No interns seemed to be available, so the "operation" was performed by the chief surgeon, no less. He turned out to be Dr. Charles A. Allard, a major partner in CHQT Edmonton.

As he had appeared before Dr. Stewart when the license was applied for in 1965, they knew each other. He also politely remembered my being around at the time of the hearings.

From this point, Dr. Stewart took over, and led me straight to my room in the Château Lacombe, looked me right in the eye and prescribed a double scotch—for both of us.

This boomeranged a bit because it completely cured me. It even alleviated any mental anguish I may have been suffering, and for which I might have claimed damages. And since Andrew generously picked up the tab for the booze, I couldn't even claim for it.

As justification for this rather rambling column, there comes to mind a thought which is seasonable and in keeping with today's state of business.

Hot and sultry weather, the lure of the beach and the golf course, annual vacations and one thing and another are infecting business circles with feelings of languor, and an all too oft-spoken expression is: "what's the use?"

"What's the use of making business calls on people when they are away on holidays?" whines the salesman.

"Not the slightest use in the world, Bud. But are they all away at the same time? I hardly think so."

A reporter-photographer who once worked on this book complained bitterly when I asked him to be sure and take a shot of the speaker at a meeting we were covering.

"Do I have to lug the camera along wherever I go?" he asked, not too happily.

"There are reporter-photographers," I suggested, "who always bring the camera, in case they need it. Others never bring it, in case they don't."

He read the message.

Moving this over to the annual doldrum period we are into now, aren't there salesmen who call on their prospects as usual, during July and August, as well as others, who don't, in case they are away?

Buzz me if you hear anything.

Dick Lewis



**Working  
together...**

**...for the good of the industry**

The 342 private radio and television stations, and the CTV Television Network, which cover Canada from Vancouver Island to Newfoundland, maintain their individuality, while, at the same time, presenting a united broadcasting industry through their Canadian Association of Broadcasters and their five regional Associations.

Each attuned to the likes and desires of the members of its own local audience, they serve their individual communities as fellow citizens. This individuality gives them strength, unrivaled by any other communications medium.

Each of the five regions has a regional association, steered by directors elected from its own membership by its own members.

These regional associations concern themselves with problems prevailing in the five regions—British Columbia (BCAB), the three Prairie provinces (WAB), Ontario and English-language Quebec (CCBA), French-language

Canada (ACRTF) and the four Atlantic provinces (AAB).

Besides electing their own directors, the regional associations each choose broadcasters from their own membership, to represent them on the board of their national association, the CAB.

Thus the national association devotes itself to the industry's national problems with a board of directors representing the whole country. This enables the CAB, and more especially its Board of Directors, to maintain a continuous and accurate perspective on the whole country.

The unusual combination of 342 private radio and television stations and one private television network, operating strictly individually while at the same time in nationwide unity, gives this one among trade associations an indivisible unity of individual stations.

(Continued from page 8)

**STANDARD RADIO LTD.** shares rose 20 per cent over the month of June to a new high of 60 (12 on the new 5 for 1 split basis). For the year ending March 31, earnings were \$1.72 per share (including about \$0.10 of non-recurring income) or an increase of 26.5 per cent over last fiscal year.

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stock split. The shares started trading on the split basis July 3.

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(Continued from page 20)  
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Munk founded the ten-year-old firm in collaboration with David Gilmour, a furniture merchandiser, in Toronto. Clairtone became the first manufacturer in the electronics industry to sell in the U.S., a product designed, engineered and manufactured in Canada.

While they last--  
The Canadian Broadcaster's  
1968  
SPRING DIRECTORY  
\$2.00 postage paid  
Room 128, 17 Queen St. E.,  
Toronto 1

ANNOUNCEMENT

STEPHENS & TOWNDROW CO. LIMITED  
APPOINTMENTS



JOHN R. GRANT



DAVID R. LAKING

Allan Slight, President of Stephens & Towndrow Co. Limited announces the appointments of John Grant as Manager of their Vancouver office and David Laking as Sales Executive in their Television Division.

Mr. Grant brings to his new position extensive experience in the advertising agency, broadcast and representative field. He has served as Media Buyer, Sales Manager with a major radio station, and most recently as Vice-President and Manager of another representative firm.

Mr. Laking's background includes extensive sales experience in the insurance and broadcast fields. He brings to Stephens & Towndrow a thorough knowledge of television representation and sales, acquired during the past four years with another Canadian representative firm.

RADIO SALESMAN  
EXPERIENCED

Excellent opportunity for an experienced radio salesman in Canada's fastest growing market. Send complete resumé to:

Box 185  
The Canadian Broadcaster  
17 Queen St., East, Suite 128,  
Toronto 1, Ontario

Need experienced personality announcers and newsmen to be available by July 22 for new M.O.R. Station. Send references and tape to:

Box 186  
The Canadian Broadcaster  
17 Queen St., East, Suite 128  
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HOW FAST MUST SAMMY RUN?

Top U. S. TV/Radio Sales Executive seeks good Cdn. opportunity. Location - "prefer major market" and good growth potential.

Excellent TV/Radio background. Best industry references. A real candidate for management.

Box 187  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

## RATES

66¢ per agate line  
\$9.24 per column inch  
Box Number Charge—\$1.00.

# classified advertising

### TELEVISION TECHNICIAN

Opening for an experienced man. Send résumé of experience plus personal information to:

Director of Engineering  
CFCH-TV, Box 1000  
North Bay, Ontario

### AVAILABLE

AM Radio Station General Manager wishes to relocate. Proven success in all operations of AM Radio. For details and résumé write:

Box 188  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### MANAGER

Applications now accepted on confidential basis for Manager/Program Director of an AM radio station in Northwestern Canada. Reply to:

Box 189  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### NEWS DIRECTOR

—Offers 20 years experience,  
—Has worked in Toronto and Montreal markets.  
—Is used to outmanoeuvring competition with pleasure.  
—Is presently employed but seeking challenge.  
Give him the staff and he'll give you number one in news. Minimum \$10,000.

Box 190  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

Experienced radio-TV copywriter wants freelance work. For résumé and copy samples, reply to:

Box 191  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

### AVAILABLE

22-Year-old graduate of Career Academy, Broadcasting School, Milwaukee, some experience. Single.

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

If you are alive and wide awake at 5:30 a.m. and are experienced, come on down to seaway country and send our appreciative listeners to work each day. Mail résumé, tape and salary requirements to:

J. I. Chapman  
Operations Manager  
CFJR Radio  
P.O. Box 666  
Brockville, Ontario

### MAINTENANCE ENGINEERING TECHNICIANS MCGILL UNIVERSITY

Four qualified maintenance engineering technicians are required to work with close circuit television equipment in the Instructional Communications Centre at McGill University.

We require young aggressive technicians with experience in black and white work, preferably in a small television station. The positions we are now offering are those of maintenance engineering types who would like to get into the ground floor of the educational television field and in the development and implementation of new teaching methods using television as the medium.

Please send resumes to

Mr. J. Bruce Archer,  
Personnel Interviewer,  
McGill University,  
Montreal 2, P.Q.

All applications will be held in strict confidence.

## EXCEPTIONAL OPPORTUNITY FOR AN EXCEPTIONAL RADIO BROADCASTER

**The Employer** Radio Sales Bureau — service/marketing organization for the private sector of Canada's Radio Industry.

**The Position** Responsibility for member development and many member services. In addition to assisting with presentations to national advertisers and agencies, the successful candidate will make retail presentations and work closely with individual stations.

**The Candidate** Will have a record of achievement as a sales-oriented broadcaster with acceptance by his contemporaries and well rounded understanding of Radio's powers as an advertising force. Bilingual ability is desirable but not mandatory.

**The Opportunity** To be an important part of the RSB management team. The scope of this position necessitates the ability to assume greater responsibility in a short period of time.

**The Procedure** Send résumé, including current salary in complete confidence, to

Cedric P. Haynes, President  
The Radio Sales Bureau  
321 Bloor St. East  
Toronto 5, Ont.

(Continued from page 8)

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—Offers 20 years experience.  
 —Has worked in Toronto and Montreal markets.  
 —Is used to outmaneuvering competition with pleasure.  
 —Is presently employed but seeking challenge.  
 Give him the staff and he'll give you reader use in town. (Min-imum \$12,000).

Box 188  
 The Canadian Broadcaster  
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 Toronto 1, Ont.

Experienced editor/copywriter writes freelance work. For record and copy samples reply to:

Box 188  
 The Canadian Broadcaster  
 17 Queen St. E., Suite 128  
 Toronto 1, Ont.

**AVAILABLE**

22-year-old graduate of Career Academy, Broadcasting School, 80 Lockton, some experience. Single.

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

If you get drive and wide awake at 5:30 a.m. and are experienced, come on down to somebody country and spend our appreciative listening to work each day. Must record, tape and salary requirements to:

J. I. Chapman  
 Operations Manager  
 CFB Radio  
 P.O. Box 688  
 Brockville, Ontario

**MAINTENANCE ENGINEERING TECHNICIANS  
 MCGILL UNIVERSITY**

Four qualified maintenance engineering technicians are required to work with close circuit television equipment in the Instructional Communications Centre at McGill University.

We require young aggressive technicians with experience in black and white work, preferably in a small television station. The positions are not new offering an those of maintenance engineering types who would like to get into the ground floor of the educational television field and in the development and implementation of new teaching methods using television as the medium.

Please send resume to:

Dr. J. Bruce Fisher,  
 Personnel Interviewer,  
 McGill University,  
 Montreal 2, P.Q.

All applications will be held in strict confidence.

**EXCEPTIONAL OPPORTUNITY  
 FOR AN EXCEPTIONAL RADIO BROADCASTER**

**The Employer:** Radio Sales Bureau — service/marketing organization for the private sector of Canada's Radio industry.

**The Position:** Responsibility for member development and many member services. In addition to assisting with presentations to national advertisers and agencies, the successful candidate will make retail presentations and work closely with individual stations.

**The Candidate:** Will have a record of achievement as a sales-oriented broadcaster with acceptance by his contemporaries and well rounded understanding of Radio's powers as an advertising force. Bilingual ability is desirable but not mandatory.

**The Opportunity:** To be an important part of the RSB management team. The scope of this position accentuates the ability to assume greater responsibility in a short period of time.

**The Procedure:** Send resume, including current salary in complete confidence, to:

Geoff P. Haynes, President  
 The Radio Sales Bureau  
 221 Bloor St. East  
 Toronto 2, Ont.

## Nobody wants to buy a sinking ship

Happy is the man who has no recollection of an economic slump. But what of the one who lived through the collapse of the early thirties, survived, and benefited from the experience? Is it possible that his lot is as enviable, at least, as that of the man whose vocabulary does not even include the word "depression."

The business barometer, if it is not falling, is at least not rising with the speed to which, for many years now, we have grown accustomed.

No dire depression faces us. Our national productivity takes care of that.

Unfortunately, productivity on its own is not enough. There is no value in producing goods unless we can sell them. And this means people must have money with which to buy.

Our government welfare policies take care of this to some extent. But while government hand-outs distribute more money, these funds do not come off a printing press, but have to come from us in higher taxes. This is reflected in rising prices, which cause labor to strike for more money, which makes prices still higher, and so on.

In a sound economy, productivity must be maintained by the goods the public buys out of its pay envelopes.

This is where advertising comes into the picture.

There is a fallacious idea that the purpose of advertising, be it "national," "local" or "trade," is to dispose of surplus profits, and not to restore profits when revenues are shrinking.

There is only one way to bolster a faltering economy, and that is to stimulate production, and the employment which production creates.

The only way to accomplish this is to stimulate the sale of what is produced, and the only way to stimulate sales is the use, not just of advertising but of *effective* advertising.

A business can create or restore a profit position by drastically reducing its overhead, of which advertising may be a substantial part. But whether this is done by reducing advertising, laying off staff, eliminating client or customer services or diminishing various forms of usefulness, then slowly perhaps, but inevitably for sure, sales will react with a downward curve, and, sooner or later, the last state will be worse than the first.

In the face of the economic danger signals which do, quite definitely, exist, nothing will be achieved by putting fewer clams in the chowder or safety devices in an automobile. Quality must be maintained, or buyers will be discouraged. It will not help to reduce staff, efficient staff that is, because quality will suffer. Eliminating or diminishing advertising can only reduce sales.

What can be done then? The key word is "efficiency,"

whether to maintain the quality of the product or the volume of sales, both of which are essential.

As concerns advertising, the founder of the New York department store, R.H. Macy, once said he knew half the money he spent on advertising was wasted, but he could never determine which half. Why not?

What Macy really meant was that half his advertising was *ineffective*, which it obviously would not have been had it sold what it was intended to sell.

The remedy, of course, is to find out which half works and which doesn't, and then give the doesn't-work half the needle it needs before committing it to the ash can.

The common sense procedure would be to increase the budget rather than cut it, even when times are rough.

Most people, including advertisers and their agencies, have their own personal pet television programs. These they should look at and listen to avidly. The betting is though that these programs they like so much themselves won't sell their products, and are therefore in the doesn't-work half.

Men who buy advertising tend to buy what appeals to them or their wives or their secretaries. This may often be the height, or the depth, of inefficient advertising.

The future of any business, whatever it may be, revolves around the people who make it work — the staff.

Possibly there may be too much emphasis on the production side of the business. Perhaps part of the operation could be performed by outside companies more economically. But it must be effective as well. The quality of the product must be maintained.

Again, the boom that is evaporating may have left behind it a lack of stress on sales.

This is not going to be remedied by firing the salesmen, provided they are efficient.

But are they properly equipped to do their jobs? Have they adequate samples, statistical data or whatever tools they require to work effectively?

Those shrinking sales need more effort and the tools the effort requires. Direction of effort, in the plant, in the office, in the studio or on the road, can be the vulnerable spot in any business. Ill-chosen advertising can be a plain waste of money, or, what is worse, it may repel sales rather than attract them. Wholesale cutting of expenses, for the sake of cutting, may cut the jugular vein of the business, and destroy the life-blood of the product. Redirecting the operation in all quarters may or may not add to costs, but it is the only remedy.

If we won't muster the guts to do this, we might as well lock up the office, and sell the business — if we can — but then there is no market for a sinking ship.

# Do contour lines tell the whole story?



DPC-TO-68-2

Perhaps not ... but they do give a mighty good indication of what is appealing... and they are impressive!

I reach over a million people in the area I cover, which is the second largest market in the province of Quebec, and the 7th in importance in Canada.

I consistently attract over 70% of the total television viewing audience, with buying power of over \$1,460,680,000\* per year.

If you're impressed by my contour lines, but feel you're missing a few more pertinent statistics, call my reps. They'll gladly send you my brand new coverage map.

\*Statistics D.B.S. 1961

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

QUEBEC CITY

**CFCM-TV** (French)

Announcements only:

**Hardy Radio & Television Ltd.**

TORONTO  
 MONTREAL  
 WINNIPEG  
 VANCOUVER

**CFCM-TV** (French)

Programs only:

**Paul L'Anglais Inc.**

TORONTO  
 MONTREAL

**CFCM-TV** (French)  
**CKMI-TV** (English)

Programs and announcements:

**Forjoe-TV Inc.**

NEW-YORK  
 CHICAGO  
 SAN FRANCISCO  
 LOS ANGELES

**CKMI-TV** (English)

Programs and announcements:

**Hardy Radio & Television Ltd.**

TORONTO  
 MONTREAL  
 WINNIPEG  
 VANCOUVER

## **STATION OF THE YEAR AWARD**

CFPL-TV, 1967 - AWARDED BY THE CANADIAN ASSOCIATION OF BROADCASTERS FOR A SINGLE OR CONTINUING CONTRIBUTION TO ANY FORM OF COMMUNITY SERVICE.

## **H. GORDON LOVE NEWS TROPHY**

CFPL-TV, 1967 - AWARDED BY THE CANADIAN ASSOCIATION OF BROADCASTERS FOR A HIGH PROFESSIONAL STANDARD OF CONSISTENT NEWS REPORTING THROUGHOUT THE YEAR, AND AN INVALUABLE SERVICE TO THE COMMUNITY.

## **NATIONAL HEADLINER AWARD**

CFPL-TV, 1967 - AWARDED, FOR THE FOURTH TIME TO A CANADIAN STATION, FOR OUTSTANDING ACHIEVEMENT IN TELEVISION NEWS REPORTING.

## **THE CHARLIE EDWARDS AWARD**

CFPL-TV, 1967 - AWARDED BY THE RADIO AND TELEVISION NEWS DIRECTORS ASSOCIATION FOR ENTERPRISE AND THOROUGHNESS IN THE REPORTING OF NEWS IN CENTRAL CANADA.

WE ARE GRATEFUL FOR THE RECOGNITION OF OUR EFFORTS!!



**CFPL-TV  
LONDON  
CANADA**