

DECEMBER 28, 1967





We pre-test all TV and Radio commercials with housewives before we present them to our clients. (We pay the shot). It's more profitable for ourselves and our clients that way. **BAKER ADVERTISING LIMITED**

COVER STORY

DECEMBER 28, 1967
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BOBBY GIMBY'S "CA-NA-DA", sung by the Young Canada Singers, won two of the four Lloyd E. Moffat Memorial Awards, presented by Moffat Broadcasting Ltd. as a Centennial project to encourage the development of Canadian talent by the country's recording industry.

The bilingual song, which has won several previous awards for Gimby, took the honors for the "Best Middle-of-the-Road record", and also for the "Best Example of Canadian Originality and Creativity".

Recordings of the Centennial song hit were manufactured by Quality Records Ltd., Toronto, for the Centennial Commission, Ottawa.

Other winners of the Moffat Memorial awards were: "Best Beat Record"—*Come Share The Good Times With Me* (Arc Sound), sung by Catherine McKinnon, and "Best Folk or Country Record"—*Irena Cheyenne* (Compo Co. Ltd.), sung by Jimmy Arthur Ordge.

Entries had to be released by the record companies between January 1, 1966 and June 30, 1967.

Every record manufacturing company in Canada was invited to submit an entry in each category, for the final judging by the listeners of the Moffat radio stations. To be eligible, the record was required to feature 100 per cent Canadian talent, and had to be mastered in Canada.

When all entries were received, they were featured on the Moffat Broadcasting Ltd. radio stations, CKLG Vancouver, CHED Edmonton, CKY Winnipeg, CKXL Calgary, and listeners were invited to write in and vote for their favorites. The largest vote total in each category thus determined the final winner of one of the four Lloyd E. Moffat Memorial Awards, each a silver trophy.

Presentations of the four trophies took place recently, at a reception held in the Château Laurier Hotel in Ottawa, by Moffat Broadcasting Limited, hosted by Randall L. Moffat, president, and son of the founder, a pioneer western Canadian broadcaster.

The Moffat company is considering making the awards annually.

Attending the presentations were representatives of the recording industry, the government and the press, along with a number of officials of Moffat stations, including Don M. E. Hamilton, CKLG Vancouver; James M. Pryor, Jr. and David Lyman, CKXL Calgary; as well as Jack Davidson, CJAY-TV Winnipeg.

At the dinner, Randall Moffat also announced a further award in honor of his late father, Lloyd E. Moffat, to be presented annually to the "Best Canadian FM Station of the Year", in tribute to the man who pioneered FM broadcasting in Western Canada.

The FM award will be administered by the CAB, in addition to the association's annual TV and AM "station of the year" awards.

Shown in the cover photo, left to right, with the silver trophies for the *CA-NA-DA* recording which captured the silver trophies for the Best MOR record, and the Best Example of Canadian Originality and Creativity, are: Lee Farley, general sales manager, Quality Records Ltd.; Bobby Gimby, band leader and song writer, known as The Pied Piper of Canada, for his manner of introducing the Young Canada Singers at each public presentation of *CA-NA-DA*; Randall L. Moffat, president, Moffat Broadcasting Limited, CKY Winnipeg.

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SIGHT & SOUND by Ian Grant

■■ GERRY KEELEY HAS LEFT Robert Lawrence Productions to join York Television Centre Limited, a firm offering what they describe as "total involvement in audio/visual communications".

York Television has been in existence for several years, although in recent years it has been dormant. Keeley explained that the decision to reactivate the firm was based on research by Robert Lawrence into the current and future needs of the industrial and educational fields.

While Robert Lawrence is a major shareholder in the firm, York Television Centre is completely divorced from the RLP operation. Involved with Keeley are Jim Langston, vice-president of York Television and George Caton-Jones, president of York Television Centre and executive vice-president of Robert Lawrence Productions.

Describing their service, Keeley says that if a company with offices and plants across the country has to inform all their personnel about a new production system it will involve a huge communications job. York

ANNOUNCEMENT

CFCF-TV APPOINTMENT



WALTER MACHNY

The appointment of Mr. Walter Machny to the position of Sales Manager, CFCF-TV, Montreal is announced by Mr. D.W.G. Martz, General Manager. Mr. Machny was with CFCF Radio and Television for 10 years prior to 1965 when he joined a Broadcast Representative Company. Mr. Machny's return to CFCF-TV is welcomed by his many associates in the broadcast and advertising industry.

BROADCASTING DIVISION
CANADIAN MARCONI
COMPANY

Television Centre will assess the problem and create a complete audio/visual presentation that will do the job.

■■ CKTM-TV TROIS RIVIÈRES suffered a major disaster earlier this month when its tower, located on nearby Mount Carmel, collapsed during a severe ice storm.

Officials estimated the damage caused at \$200,000. The station resumed service after the storm by hooking up to an old standby tower.

■■ BILL TOWNSEND, manager of All-Canada's New York office, is leaving January 15 to become marketing director of CHCT-TV Calgary. He has managed the New York office since it opened in November 1962.

Taking Townsend's place is Neil Henderson of All-Canada's Montreal office.

■■ RADIO STATION CHTK Prince Rupert is wondering about the range of its transmitter. Earlier this month a discussion on the theory that God is dead was held on an open line show and a short time later the station transmitter was hit by lightning, knocking the station off the air for almost 12 hours.

■■ TWO SEATTLE ANNOUNCERS at Station KOL, Dick Curtis and Bill Munson, will be enjoying New Year's festivities and working at the same time.

They plan to drink and drink and drink until they are stone drunk while on the air December 29.

A station monitor, strictly sober, will stand by in case they get too carried away. Others will make sure they get home safely.

A panel of experts from the Washington State Police, the National Safety Council and other organizations will also be on the program to explain to listeners how a person's reflexes are affected by liquor.

The program is part of KOL's campaign against New Year's drunk driving.

■■ IN A NEW COMPREHENSIVE research study in the U.S., jointly sponsored by ABC Radio, CBS Radio, Mutual Radio and NBC Radio, and appropriately titled RADAR (Radio's All-Dimension Audience Research) it was revealed that nearly 140 million people, or 95 per cent of all people in the U.S. over 12 years of age, listen to radio during the course of a week.

The RADAR study measured the listening of a nationwide sample of listeners on a quarter-hour by quarter-hour basis over a full week's span, confirming the vast reach of radio today.

It was revealed that, during the average quarter-hour, 19,100,000 people are tuned to radio. More than three out of four, or 113,000,000, listen during the course of a day, and 95 of every 100 listen during an average week.

Network radio showed equally significant reach levels, with six out of ten people (90,200,000) tuned to network-affiliated radio stations during the course of a week. One of three (54,400,000) listen to network-affiliated radio stations during the course of a day, and over 7,100,000 listen during the average quarter-hour from 6:00 a.m. to 12 midnight.

RADAR also reveals that exposure to the radio medium is extremely high among both adults (18 and over) and teen-agers (12-17). The findings showed that three out of four adults and four out of five teen-agers are exposed to radio during the span of a day. Among both groups, more than nine out of ten listen to radio during the course of a week.

■■ THE ALBERTA ASSOCIATION of Private Broadcasters elected John McCall, president and general manager of CJOC Lethbridge, 1968 president at the Association's annual meeting in Edmonton.

Vice-president is Dr. G.R.A. Rice, president of CFRN and CFRN-TV, Edmonton. Directors include Cameron Perry, CFGP Grande Prairie; Bob Irwin, CFCN Calgary and Arthur Shortell, CKSA and CKSA-TV Lloydminster.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS the SHOWS

MONTREAL

TORONTO

WINNIPEG

1434 St. Catherine St.W.

433 Jarvis St.

171 McDermott

■■ LAWRENCE FEIN REPORTS that Telefilm of Canada is now operating out of their own building at 224 Davenport Road, Toronto. The new telephone number is 924-2155.

■■ JOSEPH ALPHONSE OUIMET has moved out of the CBC president's office, giving up what has been described as the second hottest seat in Canada.

He ends a 33 year career with the publicly owned corporation with a feeling of deep personal satisfaction. Despite the recent controversies that have brewed up around the CBC, Ouimet feels the team he headed has done an outstanding job of moving Canada into the television era. In his words, "there is no other television organization in the world that produces the volume of television programming that we do, in two languages."

Despite many difficulties, such as having half of Canada's population within reach of U.S. television, the scattering of a small nation over a large area and having to operate in English and French, Mr. Ouimet said the CBC has produced programs of generally high quality that can hold their own against those of any other country and has produced them in sufficient volume to constitute a truly national service.

In the 15 years he has headed the CBC, the number of its employees has leaped seven-fold. Asked if he would do it all over again, he replied, "I certainly would."

His only immediate plans are not to work for three months. He and his wife plan to head south for relaxation and some travel.

As to who gets the job—that's still anybody's guess, but Dr. George Davidson is the odds-on favorite.

■■ FORMER CTV NEWSCASTER, PETER JENNINGS, Ottawa-born, will relinquish his post as anchorman for the ABC-TV network evening news show December 31, to follow up his own request to report from the field.

Jennings has hosted the program, *Peter Jennings and the News*, since February 1965, but since last summer he has expressed a strong desire to go into the field, "because the studio job on a full-time basis is just not rewarding enough in terms of the trade or the profession".

The network sent him to the Middle East to cover the Israeli-Arab war, which he enjoyed, but it only stirred up a greater desire to do field work.

He joined ABC in 1964. His father, Charles Jennings, is a CBC vice-president and general manager, regional broadcasting. Peter began his broadcasting career at the age of nine, with a weekly half-hour news and music program.

He said: "I have not been chopped from the show. This is my decision. The company has granted my request.

I only hope they will use me in the field as they did in the studio."

Jennings will be replaced on the 30-minute dinner hour news show January 1 by Bob Young, who has been with ABC since 1963. He is presently ABC correspondent in London.

■■ STUDENT WINNERS SHARED over \$1,600 in awards and scholarships at a special mid-term presentation of the School of Radio & Television Arts, Ryerson Polytechnical Institute Toronto, this month.

The 14 awards were part of those contributed annually by the broadcasting industry of Canada. Andy McDermott, president, Radio & Television Sales Inc., chairman of the scholarships committee and a member of the school's advisory committee, made the presentations. Syd Perlmutter, director of the school, presided.

The principal winner, Steve Smith, Etobicoke, Ont., took two of the awards and tied for another. A 3rd Year student, Smith won the G. Wallace Ford Award, presented by the Alpha Kappa Fraternity for special proficiency in radio lab in 2nd Year; the CJON St. John's, Newfoundland Broadcasting Co. scholarship of \$100, for special proficiency in production, 2nd Year; and shared the CHUM Toronto, \$150 scholarship with Miss L. Millington, for highest aggregate standing.

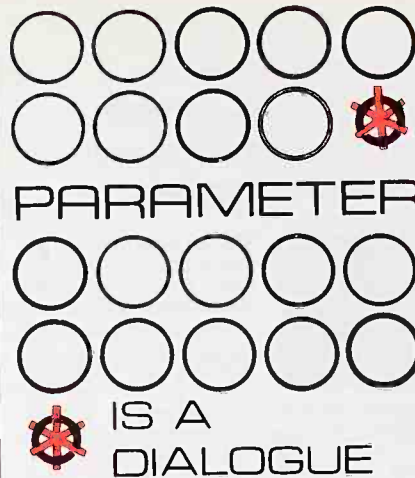
Presentations to winners in 1st year included: All-Canada Radio & TV Ltd., \$150 to M. Prokop, for highest aggregate standing; R.J. King Award, \$200 to L. Colomby, for "particular drive or leaning toward creative writing."

Other 1st Year awards were won by: C. Hunter, \$100 presented by CFRB Toronto-CJAD Montreal, for special proficiency in writing; T. Brennan, \$100 from CHCH-TV Toronto Hamilton, Niagara TV Ltd., for highest aggregate standing in broadcasting; T. Iley, \$100 from Northern Broadcasting Ltd., for special proficiency in announcing.

F. Conlon won the Ted Pope Memorial Scholarship for \$200, for the highest standing in Humanities, 2nd Year.

Winners of \$100 awards in 2nd Year included: B. Johnston, for special proficiency in announcing, from CFQC Saskatoon; T. Thorne, for special proficiency in operation or performing on CJRT-FM, from CFPL AM-FM-TV, London; D. Lombard, for special proficiency in writing, from CFCF Montreal, and J. Keeble, for special proficiency in studio operation, from CKSO AM-FM-TV, Sudbury, Ontario.

■■ EUGENE O. EDWARDS has been promoted to the new post of general sales manager of Gates Radio Company. In his new position, Mr. Edwards will direct Gates world wide sales. His responsibilities will include all domestic, government and export sales activities.



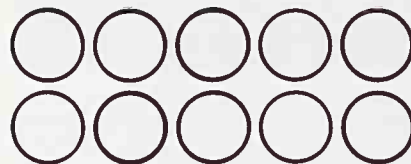
It takes two to "dialogue". Without communication from you, our friends and associates in the business, PARAMETER might have been a soliloquy.

All-Canada introduced PARAMETER in 1967 to help expand understanding of fundamental research concepts, among ourselves and fellow practitioners, through a free exchange of broadcast marketing information.

To date there are over 6,000 PARAMETER booklets in circulation in Canada—35% as a result of your requests! Another 1500 are being distributed in the United States and the U.K.

Thanks to your encouragement, your suggestions, advice, comments and knowledge, PARAMETER has become a stimulating conversation—one that we would like to continue in the new year.

P.S. In case you just came in, our current series of PARAMETER booklets discussing such subjects as Broadcast Research Terms, Sampling, Reach/Frequency and Brand Optimization, are available without charge from any All-Canada office.



All-Canada Radio & Television Limited

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DALLAS
HOLLYWOOD

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Most compact, portable,
reliable professional audio
recorder ever made!



That's what our engineers call the AG-600. And you know they speak the truth!

If you know any recorder by name, it's probably our 600 Series. 35,000 professionals have used it during its 13-year history. Now we've completely revamped it: new compact solid-state electronics; new two-speed improved die-cast transport; improved clutch system; 3-digit tape counter (at last!); choice of head configuration, 1- or 2-channel, full-track, half-track, two-track or quarter-track, stereo or mono; portable or rack-mount editions.

And so it sounds as good
as you recorded it.



buy the AA-620 speaker-amplifier.

Whether you want to do on-location monitoring or build a nut-shell studio, this is the unit to choose: 20 watts of solid-state output; 2 speakers in tuned enclosure with crossover network that give essentially flat acoustical response from 65 Hz to 10 kHz; amplifier with separate bass/treble step equalizers is system-matched to its speakers; case matches that of the AG-600 recorder (but the electronics match any professional-quality recorder); rack-mount version needs only 12¼" vertical space.

And while you're at it,
get a great stereo/mono
mixer, too!



Solid state, only 19 x 3½ x 9½", the AM-10 mixer gives you extreme versatility for stereo/mono applications. 6 positions, 2 channels; handles up to 4 microphones and 2 lines, or 6 mikes with accessory preamps, each of which can separately feed channel A, B, or both; S/N ratio is -122 dbm, input terminated; output to 600 ohm line at +4 dbm; can be used with all professional recorders or as a studio mixer.

Details? Prices? More information? Write Ampex of Canada, Ltd., Industrial Products Division, 100 Skyway Avenue, Rexdale, Ontario, or 700 Cremazie Blvd. West, Montreal, Quebec.

AMPEX

DENNIS BRAITHWAITE
Globe & Mail Columnist

"Up to now all our (Canadian talent) success stories have been about Canadians making it in Hollywood (Macleans has two this month). Wouldn't it be great if we could begin talking about the triumphs of not leaving Canada?"

EDITORIAL
Broadcasting

"When radio salesmen take agency buyers to lunch, are they buying lunch for the wrong people?"

BROADCASTING and TELEVISION
Australia

"Politicians should stick to politics, secure in their jobs and with the promise of pensions, and leave advertising to the professionals."

STIMULUS

"Advertising faces many problems...But the major problem of all is persuading the public and government of its vital role in the economy. It's a job that is going to take a long time and cost a lot of money. But it must be done."

(U.S.) TELEVISION

"So far we have rejected the conspiracy theory that newspapers are engaged in an organized campaign to defame the television business. But it does seem that a great many of their writers go out of their way to use items calculated to do television no good and to ignore those that may give the medium some credit."

J. HERBERT SMITH
President, Canadian General Electric Co. Ltd.

"...we can expect at most an expansion (for 1968) in the order of three or four per cent. This does not take into account any degree of price inflation, which could double this growth rate in terms of present dollars."

CANADIAN BROADCASTER
July 22, 1944

"The forces that are at work against individual enterprise are not just endangering the business out of which we earn our livelihoods. What is happening is that our whole system of living is tottering—the right to think, act, live and work according to our inclinations. It can do nothing but crash down into the chasm of socialism, unless selfish individual interests can see their way clear to ditching their private and petty squabbles; in considering their fellows' problems in conjunction with their own."

Alternative service might accomplish nothing

The major issue to be faced by the television industry in 1968 will be the establishment of alternative service in markets where only one service exists.

In the forefront at this point are CKCW-TV Moncton N.B. and CKX-TV Brandon Man., both privately-owned CBC affiliates and both fearful that the intrusion of another station into their markets could reduce their revenue to the point even of putting them out of business.

The BBG has recommended for denial applications of two neighboring private CTV affiliates (CJCH-TV Halifax and CJAY-TV Winnipeg) to put rebroadcasting stations in these two areas. CBC's applications along the same or similar lines have been taken under advisement.

The two existing stations, CKCW and CKX, have offered, not too enthusiastically, to run the alternative services themselves, alongside their present operations.

Logically CTV should provide the network part of the alternative service, but in these two instances has said it would be an economic impossibility in markets of this size.

Finally, the people of Moncton and Brandon are just as eager for a choice of programs where it appears to be impossible, as are the people of Vancouver, Calgary, Edmonton, Winnipeg and Toronto where it is functioning well.

There, in a nutshell, is the problem faced by Canadian television.

It is not one for a delaying tactic, because the public in these areas has been sold the idea that this is what it wants. And it wants it now.

Also, in very short order, others who live in one-station markets, will catch on fast and add their me-toos to the furor.

In some cases it might be possible to emulate the pattern established by CKCK-TV Regina and CHAB-TV Moose Jaw, where the Regina CBC affiliate repeats its programs over a repeater in Moose Jaw and the CTV outlet in Moose Jaw delivers in Regina.

This was an arrangement made by the stations themselves, and the BBG went along with it as soon as it was presented.

CFCN-TV in Calgary has made another mutual deal with CJLH-TV Lethbridge for an outlet there, and the BBG has taken it under advisement for further technical explorations.

The unfeasibility of making similar reciprocal arrangements in the cases of Moncton and Halifax or Brandon and Winnipeg is obvious because of the variation in the sizes of the markets involved, also Halifax and Winnipeg already have two services. At any rate, the BBG has already ruled against such a procedure.

Phrased simply, the problem is that the establishment of an alternative service, giving the public two choices of programs, might well result in the disappearance of the original service, leaving things exactly as they are.

What possibilities then are open?

(1) The people of the Moncton area might establish a non-commercial community antenna system, enabling those of them who really want an alternative service to obtain it for a nominal monthly charge. Whether they would go for this is a question. After all, they are paying their share for the upkeep of the CBC in their taxes.

(2) The CBC could supply, out of the public purse, an advertising-free alternative service, which would restore to it the worth-while function of supplying people for whom an alternative service is out of economic reach, rather than spending public funds competing for advertising in Toronto and Montreal.

This would be a far more worth-while purpose for the state-owned system than its present one. However it would still fragment the audience of the existing station, although perhaps not as severely.

There is one other possible solution.

Granted that alternative service is desirable—necessary even—in these markets, where it cannot be maintained on an advertising revenue basis, at least until satellite transmission is in general operation;

Granted that every station, in large markets as well as small ones, needs television in every nook and cranny of the country, in order that the TV medium as a whole may be in a position to offer advertisers access to the whole country for its sales messages;

Granted that television and the whole broadcasting industry is beset by a crippling system of government regulation;

Why then would it not be a matter of common business sense for the whole industry to evolve a plan, through the CAB rather than the BBG, under which each station would throw a picayune percentage of its advertising revenue (or profit) into a trust fund or foundation to be used to subsidize non-commercial television in one-station markets?

In an address to this year's convention of the Canadian Association of Broadcasters, Andrew Kershaw, chairman and managing director of Ogilvy Mather (Canada) Ltd., spoke of establishing a foundation subsidized by a one per cent levy on all broadcast advertising revenues, and a like amount to be paid by advertisers, to improve programming and extend its scope.

Mr. Kershaw described this as a "ridiculous proposal". We suggest it would be equally "ridiculous" to apply such a levy as this on the TV stations in order to make their medium cover the whole of Canada, effectively, and do it as a voluntary move of a free enterprise industry.

Wouldn't it be utterly and absurdly "ridiculous" if such a move went a long way towards convincing Ottawa that broadcasters have grown into mature and astute businessmen, willing and able to regulate themselves without putting the government (and the people) to all the trouble and expense of doing it for them?

Or would it?

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ASSOCIATIONS

SALES AND MARKETING EXECUTIVES in the Toronto area have been invited to register for two one-day seminars and two special marketing courses planned for January by the Toronto Advertising & Sales Club, the Young Men's Ad & Sales Club and the Toronto Chapter of the American Marketing Association.

On January 9, Toronto ASC will sponsor a sales seminar for some 2,600 executives from all areas of industry, at Massey Hall. Conducting the 8:00 pm session will be Miss Eden Ryl, who heads the Eden Ryl Organization in New York, specializing in sales consultations.



Miss Eden Ryl

She will discuss sales techniques, and their relation to behavior patterns as they affect the salesmen and their customers. Miss Ryl has logged over

100,000 miles across the U.S. in the past year explaining her "Change Your Behavior Pattern" to a list of more than 30 blue chip companies and professional groups.

Another one-day seminar will be held January 10, at the Royal York Hotel, when the Toronto Chapter, AMA, will sponsor their 15th annual management seminar under the theme "Canada/USA—One Market 1970?" Eight prominent speakers will discuss various phases of the theme and its implication to the overall picture.

Topics and speakers include: "The Economist"—R.J. Wonnacott, co-author of *Free Trade Between the USA and Canada*; "The Trade Union"—George Burt, president, United Auto Workers of Canada; "The Consumer Market"—Donald B. McCaskill, president, Warner-Lambert Canada Ltd.; "The Retailer-Wholesaler"—Bertram Loeb, chairman of the board, M. Loeb Ltd.; "The French-Speaking Canadian"—René Levesque, Quebec MLA; "The Advertising Agency"—(Special Panel): Clayton F. Daniher, president, F.H. Hayhurst Co. Ltd.; Jerry Goodis, president, Goodis, Goldberg, Soren Ltd.; George G. Sinclair, president, MacLaren Advertising Co. Ltd.

Emil J. Borra, vice-president, marketing, Grey Advertising, is chairman of the management seminar committee. Reservations are in charge of Herbert G. Marshall, Radio-TV Reps. Ltd., 2 St. Clair Ave. West.

Marketing Workshop

The 1968 Workshop in Marketing Management, sponsored by Toronto Ad & Sales Club, will begin an 11-week course Monday January 15, at

the Maclean-Hunter Building, 481 University Ave., continuing each successive Monday evening, at 6:00 pm.

Topics and speakers for January include: "The Role and the Functions of the Marketing Manager", George Mowbray, principal, Stevenson & Kellogg Ltd., management consultants; "Direction and Control of Your Marketing Effort", R. Stuart Aikman, management consultant for Simpson, Riddell, Stead and Partners; "Selection of the Sales Force", J.H. McQuaig, president, and A.B. Ferguson, vice-president, McQuaig-Ferguson Ltd.

February sessions will feature "Market Analysis and Segmentation", by A.P. Kneider, assistant chairman, Business Department, Marketing & Retailing, Ryerson Polytechnical Institute; "Marketing for Profit", E. B. Chown, director of marketing services, Woods, Gordon & Co.; "How to Conduct a Successful Sales Meeting", C.D. Baker, No. 1 District Manager, Office Products, IBM; "Promotional Strategy for Unified Marketing", F.J. Travell, senior lecturer, Marketing & Retailing, RPI.

In March, the topics and lecturers will be: "Statistical Approach to Marketing Problems", W.M. Kerrigan, management consultant for Urwick, Currie Ltd.; "A New Product Introduction", A.G. Gunter, advertising co-ordinator, Shell Canada Ltd.; Marketing Games Session—group participation—(Saturday morning); "The Computer Comes to Marketing", W.G. Hutchison, central region branch manager, Honeywell Controls Ltd.

Course chairmen are R.N. Bassett, Bermuda Development Board, and Roy E. MacKay, Ditto of Canada Ltd. Fees are: ASC members \$30.00, others \$35.00, payable in advance to The Advertising & Sales Club of Toronto.

Paging executives

Designed for tomorrow's top executives, a 10-evening course in modern marketing techniques will begin January 15, sponsored by the Young Men's Ad & Sales Club of Toronto.

Using the theme "Marketing '68", the course will be held Monday evenings at 7:00, at Runnymede School Auditorium, 357 Runnymede Rd. Eleven top business executives from diversified fields will lecture on

N.J. PAPPAS AND ASSOCIATES

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5253 DECARIE BLVD.
 514-488-9581

MONTREAL 29, QUE.
 CABLE: PAPPACO

topics that cover every aspect of the marketing mix.

Speakers and their subjects include: Stewart E. Shepley, Dunkley & Friedlander Product Development (Canada) Ltd., who will give an "Introduction to Marketing", on the opening night, with Robert T. Smylie, Tisdall, Clark & Lesly Ltd., speaking on "Public Relations".

January 22, James J. Graham, marketing chief, Department of Economics & Development, Government of Ontario, will speak on "Export Marketing". "Industrial Marketing" will be the topic of J.K. Davy, advertising and sales promotion manager, The Steel Co. of Canada Ltd., January 29.

February 5, John MacDonald, general products manager, Thomas J. Lipton Ltd., will speak on "Product Management". "Advertising" will be the topic for Emil J. Borra, vice-president, marketing, Grey Advertising Ltd. February 12, and "Sales Promotion" will be discussed by Gordon K. Russell, sales promotion manager, Thomas J. Lipton Ltd. on February 19. Ivor Downie, president, Downie Advertising, will discuss "Merchandising" February 26.

Lecturers and their topics in March will be Clarke B. L'oyd, superintendent of Agencies, Crown Life Insurance Co.—"Sales", March 4; K.S. Clark, general manager, Robert Simpson Co. Ltd., Cedarbrae store—"Retailing", March 11; Allan R. Fleming, vice-president and creative director, Maclaren Advertising Co. Ltd.—"Creative Services", March 18.

Following a summary of the course on the closing night, certificates will be awarded. Registration fee is: YMASC members \$20.00, non-members \$25.00. Applications should be mailed to P.O. Box 433, Postal Terminal "A", Toronto.

CABLE

OPERATORS OF CABLE TELEVISION SYSTEMS, or community antenna TV, will face problems of their own in 1968, both in Canada and the U.S., where pending legislation has already created much discussion.

Cable system operators across Canada face the possibility of having to be licensed and controlled by the BBG, or whatever it is to be called, under terms of the new Broadcasting Act.

Submissions of protest against the proposed legislation have been made by the National Community Antenna Television Association of Canada, representing some 150 members operating CATV systems across the country. The Commons Committee on Broadcasting has been studying the new Bill, clause by clause, before the final draft comes up for third reading in the House.

In the U.S., the Supreme Court has announced it will look into the application of federal copyright laws

to CATV systems. Operators were said to fear that the fate of this phase of the industry may hang in the balance.

The Supreme Court judges agreed to hear the appeal from the First Federal Court decision that a CATV operator should have to pay for copyrighted movies, cartoons and the like, picked up from TV broadcasting stations.

The CATV operator involved in the case, Fortnightly Corporation, said damages for the claimed copyright infringements could run to one billion dollars a month.

The firm said in its appeal that past liability for CATV systems throughout the U.S. could run so high that a take-over of CATV by copyright owners could be the only way of discharging the liability.

COMMERCIALS

PRELIMINARY JUDGING OF CANADIAN ENTRIES in the American TV/Radio Commercials Festival, which awards the treasured CLIO statuettes, will take place in Toronto and Montreal during February and March. Similar judging will be held in eight U.S. cities, and, for television entries, also in London, England. Finalists will be judged in all ten cities in April.

This is the second year for acceptance of Canadian entries, co-incident with the holding of the 2nd annual national radio competition, sponsored by RAB, in conjunction with the TV Commercials Festival, which marks its 9th year in '68.

Among other rule changes for the 1968 competition, the eligibility period has been modified to include only commercials introduced during the calendar year of 1967.

Judging of entries will be done by ten regional councils, composed of prominent advertising executives, approximately 250 in all, who will select the exemplary commercials. Chairman is David Ogilvy, creative director, Ogilvy & Mather, who is also chairman of the Festival's advisory board of which Warren Reynolds, president, Ronalds-Reynolds & Co. is the sole Canadian member.

For the radio entries, a special panel of 25 radio advertising specialists will be added to the judges.

Deadline for receipt of entries is January 15. Late entries will be subject to payment of an additional fee. Absolutely no entries will be accepted after February 1.

FILM

SOVEREIGN FILM DISTRIBUTORS LTD. has just completed the sale to the full CBC network of two feature films, *The Pawnbroker* and *Long Day's Journey Into Night*, said Mel Lefko, director, TV sales.

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

Two packages of 45 features each, for limited network showing, have also been sold to the CBC for Toronto and Montreal. These include such features as *La Dolce Vita*.

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Lefko said Sovereign Films had recently been named supplier for National General feature films, which include two soon-to-be-released theatrical films which will later be given television release: a British production, *The Poor Cow* and also *How Sweet It Is*, starring James Garner.

SALES TO THE CTV NETWORK of three British-produced films, *Scott and the Antarctic*, *Man in the White Suit*, and *Lavender Hill Mob*, have been reported by Murray L. Sweigman, managing director, International Tele-Film Enterprises, Toronto.

Just added to the list of availabilities from International Tele-Film are *Alice in Wonderland*, with an all-star cast in a 59-minute feature (not a cartoon); *Submarine Attack* (89 minutes), World War II undersea drama, in color; three full-length Charlie Chaplin features, each 80 minutes and including four of the many comedy hits made by the undisputed master of the silent film; *The Fighting Rats of Tobruk* (71 minutes) starring Peter Finch and Chips Rafferty; *Mission to Death* (75 minutes) in color, starring Jim Brewer in a story of American G.I.s sent out to destroy a radar installation somewhere in France.

International Tele-Film Enterprises also have 44 half-hour features available under the title of *Return Engagement*, featuring some of Hollywood's top stars in such hits as *Sergeant Sullivan Speaking* (William Bendix, Joan Blondell), *The Poachers* (Ernest Borgnine), *Marked for Death* (Paul Kelly), *Our Son* (Dorothy Malone), *It's Easy to Get Ahead* (George Brent), *The Sporting Doctor* (Gene Raymond), *Bitter Grapes* (John Banner) and *The Innocent and the Guilty* (Alan Wells).

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A. Varah Ltd., Vancouver, supplied the Philips Plumbicon, with zoom, sync generator and camera control unit.

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From his vantage point, Campbell is able to supplement traffic reports transmitted from the CKEY helicopter by Bob Carter. The full service of time checks, weather, news and sports reports will be maintained within the show.

The program is broadcast from the Satri Room, operated by Versafood Services Ltd., who are co-operating with CKEY for the somewhat unusual venture.

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CFRN Radio and Television, Edmonton, are proud to have played a part in Canada's Centennial celebrations—and promise to continue with even greater spirit in the year to come.

1968

CFRN RADIO - TELEVISION - FM - STEREO

SUNWAPTA BROADCASTING LIMITED - EDMONTON, ALBERTA

ad agencies, radio and TV stations, or as station representatives, the course will cost \$35.00, payable to BRC, c/o D.G. Ulens, CKEY Toronto, 247 Davenport Rd.

On completion of the course a certificate will be awarded to students who have attended at least seven of the nine sessions, of which the final one is a must. Successful students will be invited to attend a special BRC dinner later in the year.

TECHNICAL

COMPLETELY AUTOMATIC. Raytheon Canada Ltd.'s Model 605 new compact, low-cost vidicon camera is about the size of a loaf of bread.

Transistorized and self-contained, the 605 measures only 4 1/2 by 5 5/8 by 10 1/2 inches. It requires only an on/off switch for operation.

The camera's resolution of 650 TV lines (9 megahertz bandwidth) and contrast range of ten full shades of grey assure high quality video tape recordings. It can be used directly with a wide variety of standard and accessory TV equipment.

Designed for continuous operation with high reliability and stability, the completely automatic controls provide for a wide range of television applications.

The compact circuitry is assembled on two etched circuit boards. These panels, one for the power supply

module and the other containing the video control circuits—beam, target and focus, are plugged into each other eliminating complex inter-connections and improving reliability.



Due to the camera's simplified design, the number of operating controls has been reduced to three, which used in conjunction with Raytheon's patented automatic sensitivity control, enable the camera to operate over wide ranges of ambient light without adjustments.

Both video and modulated RF output are standard. The RF output may be set for TV channels 2 to 6 and viewed directly on a conventional home receiver.

The transistorized circuitry reduces power requirements for the 605 to only 20 watts from a nominal 120 VAC household current. It can tolerate voltage fluctuations from 108 to 132 volts with ambient temperature variations from 4 to 122 degrees F. without picture degradation.

The camera may be mounted in any attitude and may be used outdoors when protected against precipitation. It is supplied with a 1" f/1.4 lens.

The camera is manufactured by Raytheon Canada Ltd., Waterloo, Ont.

CURRENT READING

"NEWS IS NOT A BY-PRODUCT", compiled and issued by WTVJ Miami, Florida to mark that station's 10th anniversary of pioneering the daily television editorial in 1957, should interest anyone interested in broadcasting journalism.

The booklet traces the concept and history of the TV editorial, covers the organization of a broadcast news operation, the function of the editorial, its effect on the community, and station policy on editorials.

It also points up the fact that involvement is the key to editorializing and ends with the caution that because of market difficulties, the

editorial may not be "every station's dish of tea."

WTVJ's vice-president for news, Ralph Renick, discusses in clear and simple terms how his station deals with the privileges and responsibilities of the broadcast editorial. Renick himself broadcast the first TV news program for WTVJ in July 1950. *Ralph Renick Reporting* was the first such broadcast heard in Florida. He also delivered the station's first editorial. From 1952-1967 WTVJ has won 32 national awards for its news staff and special coverage, including several Distinguished Achievement Awards from RTNDA.

Free copies of *News Is Not a By-Product* may be obtained by writing direct to: WTVJ News Department, 30 N.W. 4th St., Miami, Florida 33128.

COMING EVENTS

January 8-9: RSB Sales & Management Conference, Aeroport Hilton Hotel, Montreal. Speakers: Sydney Levin, general manager, WKAT Miami, Fla.; Tony Gauntley, PR director, Rothmans of Pall Mall (Canada) Ltd.; Bryan Vaughan, president, Vickers & Benson Ltd.; Miles David, president, RAB.

January 9: Advertising & Sales Club of Toronto, luncheon meeting, Royal York Hotel, 12:30 p.m.; Young Men's Ad & Sales Club Day.

January 9: Broadcast Research Council, Toronto, sponsors 1st annual course in broadcast research, 4:30-6:30 p.m., Room E130, Ryerson Polytechnical Institute.

January 9: Toronto Ad & Sales Club Sales Rally, Massey Hall, 8:00 p.m. Speaker, Miss Eden Ryl, "America's dynamic sales personality", New York. Topic: "How to Change Your Behavior Pattern".

January 10: 15th annual Management Seminar, sponsored by Toronto Chapter, AMA, Royal York Hotel. Theme: "Canada/U.S.A.—One Market 1970?" Eight top speakers.

January 15: 1968 Workshop in Marketing Management, opening session of 11-week course, sponsored by Toronto Ad & Sales Club, Maclean-Hunter Bldg., 481 University Ave.

January 15: Marketing '68, 10-session course in modern marketing techniques, sponsored by Young Men's Ad & Sales Club of Toronto, 7:00 p.m. Runnymede School Auditorium, 357 Runnymede Rd.

January 15-16: RSB Sales & Marketing Conference, Hotel Nova Scotian, Halifax.

January 19: Sales & Marketing Executives Club of Toronto, annual Guys & Dolls Night, Inn on the Park (postponed from December 1).

BUY Group One Atlantic RADIO

A COMPARISON OF POPULATION
IN NOVA SCOTIA SHOWS:

HALIFAX & COUNTY 32%
GROUP ONE ATLANTIC 49%

EIGHT STATIONS ONE ORDER
CALL

GROUP ONE RADIO LIMITED



Telephone
Answering
Service

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

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

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS ^{the} SHOWS

MONTREAL TORONTO WINNIPEG
1434 St. Catherine St.W. 433 Jarvis St. 171 McDermott

CLASSIFIED ADVERTISING

TRY A SMALL AD
in
The Canadian Broadcaster

RETIRED RADIO MAN
WNTED—Man or woman who has
bin associated with the Broadcast
industry for years and who knows
mo people across Canada. Position:
Part or full-time position in public
relations with broadcast industry
working from Toronto area. For further
details send brief resumé to Box 120,
The Canadian Broadcaster, 17 Queen
St. E., #128, Toronto 1, Ont.

WANTED TO BUY
Radio station in small to
medium size Ontario
market. Cash is available.
All replies confidential!
Box 119
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED
Morning news man. Experience a
must. Top salary. Best fringe
benefits. Contact:
John Murphy
Program Director
CKPR
87 North Hill
Port Arthur, Ont.

**Radio C-JOY requires
A PRODUCTION MAN**
He should be strong on com-
mercials, have a good pro-
duction sense and be an
artist on top flight solid-
state equipment. Good pro-
duction libraries to work on,
as well as good announcers
to work with.
It's an interesting, challeng-
ing, and rewarding position
for the right man!
Send tape and resumé to:
The Programme Manager,
CJOY,
GUELPH, Ontario.

WANTED
Electronics Technician, Ryer-
son Graduate or equivalent
for closed circuit TV main-
tenance. Permanent work,
fringe benefits. Apply in
writing stating experience,
age and certificates held to:

Mr. Hubert Lemire,
Business Officer,
Laurentian University of
Sudbury,
Ramsey Lake Road,
Sudbury, Ontario

FOR SALE
Used GE television transmitter
in good condition, type TT-6-E,
serial 101-C. Best offer accepted.
Please contact Chief Engineer
through Box 121, The Canadian
Broadcaster, 17 Queen St. E.,
#128, Toronto 1, Ont. or phone
705-752-3000.

WANTED
We need a copy chief to head
up a combined radio-television
copy department (5 writers).
CKRD-AM-FM-TV
Red Deer, Alberta

YOUNG ANNOUNCER
Desires a challenging and rewarding position with a small outlet.
He is prepared to do anything to prove himself. Eighteen months'
previous television operations experience has given him an insight
into the broadcasting field. For particulars and tape, phone 514-334-
4685 or write: Box 122, The Canadian Broadcaster, 17 Queen St. E.,
#128, Toronto 1, Ont.

EQUIPMENT FOR SALE
We're renovating and have the following studio equipment
for sale:
(A) Northern Electric Transportable Production Centre com-
plete with stand, turntables, and four channel mixer.
Ideal for remotes etc. ... less than 1 year old.
(B) EMT Model 140 Reverberation Generator... A-1 condi-
tion used only one day. Cost \$3300 new. Make an offer.
(C) McCurdy SS4300 9 Channel Monaural console complete
with remote announce turret. All solid state components.
For further information, contact:

Paul Hunter,
Chief Engineer,
CHIN-Toronto, 531-9991,
637 College St., Toronto 4, Ont.

PROFESSIONAL SALES REPRESENTATIVES
Expansion of our Sales Division, covering population of
300,000 in Metropolitan Niagara with a Welland-Port Colborne
primary market of 90,000 population, requires fully experi-
enced, trained broadcast time salesmen. We offer excellent
salary, monthly bonuses and sales share participation. Apply
in writing giving complete background to:

Mr. R. S. Burnett, Sales Mgr.,
Radio Station C-HOW,
76 Division Street,
Welland, Ontario

ELIOTT RESEARCH CORPORATION
LIMITED

ADVERTISING AUDITS
Press and Broadcast

840 PAPI AVENUE • TORONTO
3280 BERNADIN ST. • MONTREAL

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1968

CFRN RADIO - TELEVISION - FM - STEREO

SUNWAPTA BROADCASTING LIMITED - EDMONTON, ALBERTA

ad agencies, radio and TV stations, or as station representatives, the course will cost \$35.00, payable to BRC, c/o D.G. Ulens, CKEY Toronto, 247 Davenport Rd.

On completion of the course a certificate will be awarded to students who have attended at least seven of the nine sessions, of which the final one is a must. Successful students will be invited to attend a special BRC dinner later in the year.

TECHNICAL

COMPLETELY AUTOMATIC, Raytheon Canada Ltd.'s Model 605 new compact, low-cost vidicon camera is about the size of a loaf of bread.

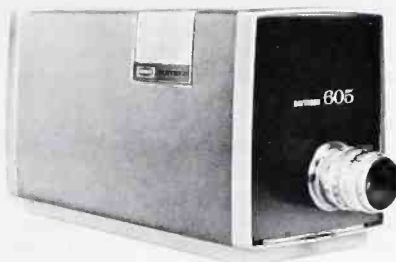
Transistorized and self-contained, the 605 measures only 4 1/2 by 5 5/8 by 10 1/2 inches. It requires only an on/off switch for operation.

The camera's resolution of 650 TV lines (9 megahertz bandwidth) and contrast range of ten full shades of grey assure high quality video tape recordings. It can be used directly with a wide variety of standard and accessory TV equipment.

Designed for continuous operation with high reliability and stability, the completely automatic controls provide for a wide range of television applications.

The compact circuitry is assembled on two etched circuit boards. These panels, one for the power supply

module and the other containing the video control circuits—beam, target and focus, are plugged into each other eliminating complex inter-connections and improving reliability.



Due to the camera's simplified design, the number of operating controls has been reduced to three, which used in conjunction with Raytheon's patented automatic sensitivity control, enable the camera to operate over wide ranges of ambient light without adjustments.

Both video and modulated RF output are standard. The RF output may be set for TV channels 2 to 6 and viewed directly on a conventional home receiver.

The transistorized circuitry reduces power requirements for the 605 to only 20 watts from a nominal 120 VAC household current. It can tolerate voltage fluctuations from 108 to 132 volts with ambient temperature variations from 4 to 122 degrees F. without picture degradation.

The camera may be mounted in any attitude and may be used outdoors when protected against precipitation. It is supplied with a 1" f/1.4 lens.

The camera is manufactured by Raytheon Canada Ltd., Waterloo, Ont.

CURRENT READING

"NEWS IS NOT A BY-PRODUCT", compiled and issued by WTVJ Miami, Florida to mark that station's 10th anniversary of pioneering the daily television editorial in 1957, should interest anyone interested in broadcasting journalism.

The booklet traces the concept and history of the TV editorial, covers the organization of a broadcast news operation, the function of the editorial, its effect on the community, and station policy on editorials.

It also points up the fact that involvement is the key to editorializing and ends with the caution that because of market difficulties, the

editorial may not be "every station's dish of tea."

WTVJ's vice-president for news, Ralph Renick, discusses in clear and simple terms how his station deals with the privileges and responsibilities of the broadcast editorial. Renick himself broadcast the first TV news program for WTVJ in July 1950. *Ralph Renick Reporting* was the first such broadcast heard in Florida. He also delivered the station's first editorial. From 1952-1967 WTVJ has won 32 national awards for its news staff and special coverage, including several Distinguished Achievement Awards from RTNDA.

Free copies of *News Is Not a By-Product* may be obtained by writing direct to: WTVJ News Department, 30 N.W. 4th St., Miami, Florida 33128.

COMING EVENTS

January 8-9: RSB Sales & Management Conference, Aeroport Hilton Hotel, Montreal. Speakers: Sydney Levin, general manager, WKAT Miami, Fla.; Tony Gauntley, PR director, Rothmans of Pall Mall (Canada) Ltd.; Bryan Vaughan, president, Vickers & Benson Ltd.; Miles David, president, RAB.

January 9: Advertising & Sales Club of Toronto, luncheon meeting, Royal York Hotel, 12:30 p.m.; Young Men's Ad & Sales Club Day.

January 9: Broadcast Research Council, Toronto, sponsors 1st annual course in broadcast research, 4:30-6:30 p.m., Room E130, Ryerson Polytechnical Institute.

January 9: Toronto Ad & Sales Club Sales Rally, Massey Hall, 8:00 p.m. Speaker, Miss Eden Ryl, "America's dynamic sales personality", New York. Topic: "How to Change Your Behavior Pattern".

January 10: 15th annual Management Seminar, sponsored by Toronto Chapter, AMA, Royal York Hotel. Theme: "Canada/U.S.A.—One Market 1970?" Eight top speakers.

January 15: 1968 Workshop in Marketing Management, opening session of 11-week course, sponsored by Toronto Ad & Sales Club, Maclean-Hunter Bldg., 481 University Ave.

January 15: Marketing '68, 10-session course in modern marketing techniques, sponsored by Young Men's Ad & Sales Club of Toronto, 7:00 p.m. Runnymede School Auditorium, 357 Runnymede Rd.

January 15-16: RSB Sales & Marketing Conference, Hotel Nova Scotian, Halifax.

January 19: Sales & Marketing Executives Club of Toronto, annual Guys & Dolls Night, Inn on the Park (postponed from December 1).

BUY Group One Atlantic RADIO

A COMPARISON OF POPULATION
IN NOVA SCOTIA SHOWS:

HALIFAX & COUNTY 32%
GROUP ONE ATLANTIC 49%

EIGHT STATIONS ONE ORDER
CALL

GROUP ONE RADIO LIMITED



Telephone
Answering
Service

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

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

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS the SHOWS

MONTREAL TORONTO WINNIPEG
1434 St. Catherine St.W. 433 Jarvis St. 171 McDermott

CLASSIFIED ADVERTISING

TRY A SMALL AD
in
The Canadian Broadcaster

RETIRED RADIO MAN

WANTED—Man or woman who has been associated with the Broadcast industry for years and who knows radio people across Canada. Position: Part or full-time position in public relations with broadcast industry working from Toronto area. For further details send brief resumé to Box 120, The Canadian Broadcaster, 17 Queen St. E., #128, Toronto 1, Ont.

WANTED TO BUY

Radio station in small to medium size Ontario market, "cash is available"
All replies confidential!!
Box 119
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED

Morning news man. Experience a must. Top salary. Best fringe benefits. Contact:
John Murphy
Program Director
CKPR
87 North Hill
Port Arthur, Ont.

Radio C-JOY requires A PRODUCTION MAN

He should be strong on commercials, have a good production sense and be an artist on top flight solid-state equipment. Good production libraries to work on, as well as good announcers to work with.

It's an interesting, challenging, and rewarding position for the right man!

Send tape and resumé to:
The Programme Manager,
CJOY,
GUELPH, Ontario.

ELLIOTT RESEARCH CORPORATION
LIMITED

ADVERTISING AUDITS
Press and Broadcast

ERC

840 PAPE AVENUE • TORONTO
3280 BERNADIN ST. • MONTREAL

WANTED

Electronics Technician, Ryerson Graduate or equivalent for closed circuit TV maintenance. Permanent work, fringe benefits. Apply in writing stating experience, age and certificates held to:

Mr. Hubert Lemire,
Business Officer,
Laurentian University of
Sudbury,
Ramsey Lake Road,
Sudbury, Ontario

FOR SALE

Used GE television transmitter in good condition, type TT-6-E, serial 101-C. Best offer accepted. Please contact Chief Engineer through Box 121, The Canadian Broadcaster, 17 Queen St. E., #128, Toronto 1, Ont. or phone 705-752-3000.

WANTED

We need a copy chief to head up a combined radio-television copy department (5 writers).
CKRD-AM-FM-TV
Red Deer, Alberta

YOUNG ANNOUNCER

Desires a challenging and rewarding position with a small outlet. He is prepared to do anything to prove himself. Eighteen months' previous television operations experience has given him an insight into the broadcasting field. For particulars and tape, phone 514-334-4685 or write: Box 122, The Canadian Broadcaster, 17 Queen St. E., #128, Toronto 1, Ont.

EQUIPMENT FOR SALE

We're renovating and have the following studio equipment for sale:

- (A) Northern Electric Transportable Production Centre complete with stand, turntables, and four channel mixer. Ideal for remotes etc. ... less than 1 year old.
- (B) EMT Model 140 Reverberation Generator... A-1 condition used only one day. Cost \$3300 new. Make an offer.
- (C) McCurdy SS4300 9 Channel Monaural console complete with remote announce turret. All solid state components.

For further information, contact:

Paul Hunter,
Chief Engineer,
CHIN-Toronto, 531-9991,
637 College St., Toronto 4, Ont.

PROFESSIONAL SALES REPRESENTATIVES

Expansion of our Sales Division, covering population of 300,000 in Metropolitan Niagara with a Welland-Port Colborne primary market of 90,000 population, requires fully experienced, trained broadcast time salesmen. We offer excellent salary, monthly bonuses and sales share participation. Apply in writing giving complete background to:

Mr. R. S. Burnett, Sales Mgr.,
Radio Station C-HOW,
76 Division Street,
Welland, Ontario

THIS COLUMN SHOULD BE HEADED "Me by Me". And I'm damned if I know what to say.

It happened Tuesday December 12, and I didn't know what to say then either.

Two weeks ahead, Ian told me not to make any daytime dates that day.

Nobody offered to take me to lunch or buy me a drink, so there was no problem.

The day before, he reminded me and told me to wear my other suit. I didn't say anything—just wore it like he said. It wasn't in nearly as good shape as the one I had on, but I did as I was told. What could I lose?

Come noon of The Day, he came into my office with my coat and hat, handed them to me and said: "C'mon!" So I put them on. What else?

Next stop—the Royal York Hotel, Private Diningroom C.

While we were quenching our respective thirsts—mine was especially respective after the previous evening—people began trickling in.

Obviously they knew something I didn't know. But I didn't let on.

There was Tom Daley, from CFPL-TV London, new president of the Broadcasters Promotion Association and all that jazz. He was flanked by CFPL-TV Station Manager Bob Reinhart (who is quite well-flanked himself, just in parenthesis). Then there was Cliff Wingrove, of 'PL too, smiling like he'd just become another grandfather, and Murray Brown who manages all the CFPL managers.

Ernie Legate of ACA, Bill Byram of BBM (I haven't room for "Bureau of Measurement"); Mike Callahan, past-president of the Reps Association; Ross McCreath, the current ditto and, representing the Broadcast Executives Society, Al Bruner of CHCH-TV (minus his satellite), were among those present.

Russ Ramsay, of CJIC-AM-FM-TV, president of the CCBA, risked lowering his station's BBM by flying in from the Soo, as did Jim Allard who did likewise from the CAB office in Ottawa, though in his position he hasn't a BBM to lower.

Peter Harricks of the Radio Sales Bureau, showed up with his warm smile, but had no opportunity to display his radio listening charts. And then, to add dignity to the affair, Mr. Public Relations himself, the president of Vickers & Benson, and also of the Institute of Canadian Advertising, Bryan Vaughan, rounded out the party.

Oh I forgot our assistant publisher, Ian Grant, who, it developed, had guarded the secret for five weeks.

We all sat at the head table, largely because there was none other to sit at.

All of a sudden, Bob Reinhart rose from the chairman's seat (he did it in three tries), cleared his throat and said: "Well! It is now up to me to try and think of something nice to say about Dick Lewis."

I stirred in my chair. I could have given him an idea but I forebore.

Then it happened.

From under the table, Bob, aided and abetted by Cliff, or was it Murray, lugged out a cumbersome parcel, very important looking and festooned with our Canadian flag.

Unveiled, it turned out to be a beaver, not a reasonable facsimile, but a real one—dead y'know, but artistically mounted on a highly-polished stand. On it was a plaque, engraved, after the order of the Beaver Awards we present ourselves, thusly:

"For distinguished service to Canadian Broadcasting, CFPL-TV presents this Beaver Award to Dick Lewis, 1942-1967."

And this brings me back to my opening gambit: "...I didn't know what to say then either."

It was presented to me by CFPL-TV who have no less than four—or is it five?—of the Beavers they have won from us hanging in their studios. A neatly engrossed scroll, which completed the package, tied in the broadcast-advertising associations, all of which were represented at the lunch.

They were:

All-Canada Radio & Television Ltd., Association of Canadian Advertisers, Association Canadienne de la Radio et de la Télévision de Langue Française, BBM Bureau of Measurement, Broadcast Executives Society, Broadcasters Promotion Association, Canadian Association of Broadcasters, Central Canada Broadcasters Association, Institute of Canadian Advertising, Radio Sales Bureau, Station Representatives Association of Canada Inc. and Television Bureau of Advertising of Canada.

Phew!

Incorporated into the scroll was the most flattering eulogy I have heard—outside of one I once wrote for myself—so much so that, if I read it again, I might even believe it.

All I can say now is: "Thanks Tom, Cliff, Murray and Bob, as well as all you accessories before, during and after the fact. The extraordinarily nice things you have said about me have given me a great deal to try and live up to. I only hope I can make it."

Buzz me if you hear anything.

BUY
Group One Atlantic
RADIO

A COMPARISON OF POPULATION
IN NOVA SCOTIA SHOWS:

HALIFAX & COUNTY 32%
GROUP ONE ATLANTIC 49%

EIGHT STATIONS—ONE ORDER

CALL

GROUP ONE RADIO LIMITED

The largest audience
of any Western Canadian
television station



Representatives

RADIO-TELEVISION REPRESENTATIVES LTD.

We think you're getting gypped when you have to pay almost as much to run a 30 sec. commercial as you do for a 60.

So we did something about it.

When we stopped to take a good look at the use of 30's about two years ago, we discovered that you were paying about 90% of the cost of a 60 to run a 30.

We felt that was nonsense. So we cut our 30 second rate down to 65% the cost of a 60. Still too much we thought. So this year when we implement our new rate card, you'll finally see a *realistic* 30 second rate. It will be 56% the cost of a 60.

This means you can really get to use television more effectively; you get more frequency; more

audience; lower production costs; greater flexibility. And your smaller clients will now have an opportunity to realistically use television in their ad programs. Add the new 30 concept to some of our other innovations like Super-spots; Orbit plans; Prime time equivalents and the fact that we have a group of marketing men who won't just call on you but will work with you, and you know why we feel we've got a pretty hot outfit.

So hot in fact that when we see there's a problem, we do something about it.

**REALISTICALLY
PRICED 30's**

(52 WEEKS—10% DISCOUNT)

Now a CHCH 30 second spot costs \$265.00 (in an orbit). To allow more flexibility in your use of TV a more realistically priced 30 second spot comes into effect January 1. New price is \$225.00 (less a continuity discount of 10%).

We never stop starting things.



CHCH TV

A division of Niagara Television Limited

Whenever
you need
more than one
Toronto
radio buy...
consider

CKFM
99.9

Practically perfect
setting for
your sales story...
practically perfect
C.P.M., too!



For availabilities call:
STANDARD BROADCAST SALES COMPANY LIMITED
2 St. Clair Avenue West, Toronto 7, Ontario (416) 924-5721
1407 Mountain Street, Montreal 25, Quebec (514) 849-2454
CANADIAN STANDARD BROADCAST SALES INC.
654 Madison Avenue, New York, N.Y. 10021 (212) 839-5774

JANUARY 11, 1968

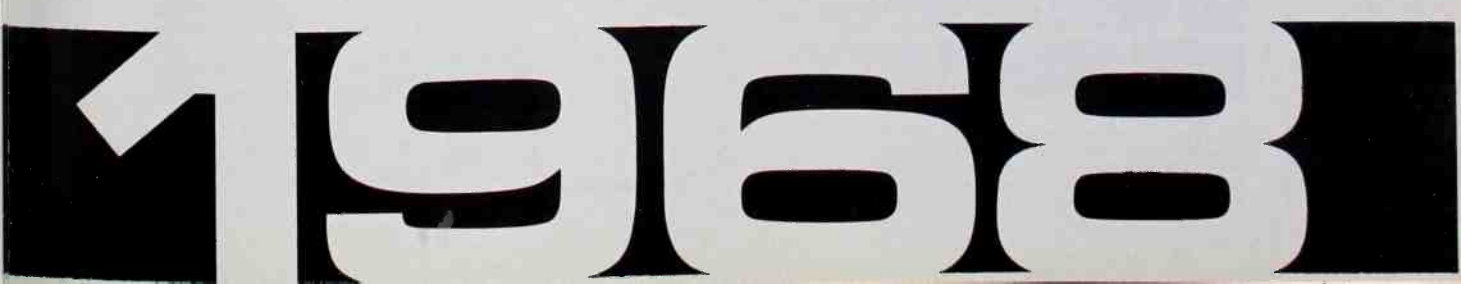
JANUARY						FEBRUARY						MARCH						APRIL											
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SEPTEMBER						OCTOBER						NOVEMBER						DECEMBER									
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INDUSTRY CALENDAR

- | | | | |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------------------------------------------------------|
| January 22-25 | NATIONAL RELIGIOUS BROADCASTERS (U.S.)
25th annual convention, Washington, D.C. | June 2-6 | WESTERN ASSOCIATION OF BROADCASTERS
Jasper Park Lodge, Banff, Alta. |
| March 18-22 | 1968 INTERNATIONAL CONVENTION & EXHIBITION, Institute of Electrical & Electronics Engineers
New York Hilton Hotel and the Coliseum, New York | June 17-19 | AMERICAN MARKETING ASSOCIATION
Philadelphia, Pa. |
| March 29-31 | NATIONAL ASSN. OF FM BROADCASTERS (U.S.)
Palmer House, Chicago, Ill. | September 20-21 | INSTITUTE OF CANADIAN ADVERTISERS
Inn on the Park, Toronto |
| March 31- | BRITISH COLUMBIA ASSN. OF BROADCASTERS
Harrison Hot Springs, B.C. | October 20-23 | CENTRAL CANADA BROADCASTERS ASSN.
Château Champlain Hotel, Montreal |
| April 1-2 | NATIONAL ASSOCIATION OF BROADCASTERS (U.S.)
Conrad Hilton Hotel, Chicago | November 17-20 | BROADCAST PROMOTION ASSOCIATION
Hotel Deauville, Miami, Florida |
| April 31- | ASSOCIATION OF CANADIAN ADVERTISERS
Royal York Hotel, Toronto | November 19-23 | RADIO & TELEVISION NEWS DIRECTORS ASSN.
Los Angeles, Cal. |
| April 1-2-3 | CANADIAN ASSOCIATION OF BROADCASTERS
Château Champlain Hotel, Montreal | To be announced: | ACRTF (ASSN. OF FRENCH LANGUAGE BROADCASTERS)
Montreal, Que. |
| April 29-30- | | | ATLANTIC ASSOCIATION OF BROADCASTERS |
| May 1 | | | |
| May 6-7-8 | | | |



SIGHT & SOUND by Ian Grant

■■■ A SALUTE TO CANADIAN TELEVISION, a two hour extravaganza in color, black and white and various shades in between, produced for showing to the International Council of the National Academy of Television Arts and Sciences in the United States, by CBC, CTV and private stations, was screened at the Broadcast Executives Society luncheon January 11, in Toronto.

Being polite, the production was mediocre. It was far too long, lacked creativity, the technical production left a lot to be desired, the film sequences portraying the program efforts of Canadian television were poorly selected and it made the fatal mistake of trying to please everybody.

When one considers for whom the film was made and the combined resources of those who produced it, it was disappointing. It was far from being a true reflection of the wealth of talent, creativity and technical know-how that does exist in Canadian television.

What did the BES audience think of it? Well, of the over 200 who attended it is doubtful if more than a quarter of them stuck it out to the bitter end.

Why was it bad? Possibly because it was put together by a committee. The industry would have been better off if they had approached an independent producer and asked for a one-hour film telling the story of Canadian television. It would no doubt have been cheaper that way too.

■■■ DR. ANDREW STEWART, whose desire to retire from the chairmanship of the BBG rather than assume the presidency of the embryonic Canadian Radio & Television Council, has told *The Broadcaster* he would be willing to remain, probably for a couple of years, if the Prime Minister so desires.

Dr. Stewart also told us the third full-time member of the BBG, David Sim, has resigned, effective next month.

■■■ COURIER PUBLIC RELATIONS, a division of Goodis, Goldberg, Soren Limited, has announced the appointment of William MacDougall to its staff as an account representative. He will be responsible for several Courier accounts and some of the PR work involved with GGS.

MacDougall has five years experience in public relations, most recently with the Ontario Hospital Association. He also served as a news correspondent with the U.S. Marine Corps and was for a year employed by the Toronto PR firm of Hugh S. Newton and Company Ltd.

■■■ IN A MID-SEPTEMBER SURVEY taken by the BBM Bureau of Measurement, it was estimated that 172,000 Canadian households, or about 3.2 per cent of all households, now have color television sets.

Ontario is still leading the provinces. It has nearly 45 per cent of all color sets in Canada. Quebec is next with nearly 22 per cent. The regional totals are as follows:

Ontario	76,000
Quebec	37,700
B.C.	18,400
Alberta	15,700
Saskatchewan	8,800
Maritimes	8,100
Manitoba	7,300

In major metropolitan areas the set count is:

Toronto	24,000
Montreal	19,400
Vancouver	10,300
Hamilton	7,000
Edmonton	5,500
Winnipeg	4,300
Windsor	3,200
Ottawa	3,000
Calgary	3,000
London	2,600
Kitchener	2,000

■■■ JACK MOFFAT, president and general manager of CHAB Limited, operators of CHAB radio, CHAB-TV, Moose Jaw, and CHRE-TV Regina, has sold his controlling interests in CHAB Limited to a Vancouver company.

The sale was made for an undisclosed sum to Jim Pattison Enterprises Limited, subject to the first refusal rights of minority interests and of course the approval of the Board of Broadcast Governors.

The Pattison Company operates National Leasing Company, a General Motors dealership in Vancouver and radio station CJOR, Vancouver. Pattison and a group of associates control Neon Products of Canada Limited.

Sid Boyling, manager, CHRE-TV, said it is possible the share transfer application may be heard by the BBG at its public hearings in Ottawa, February 6.

■■■ GORDON JONES, who has spent the last 14 years in various capacities at All-Canada Radio & Television Limited, is leaving at the end of this month to join Glen-Warren Productions, the program production and distributing subsidiary of CFTO-TV Toronto.

While at All-Canada, Jones has worked on radio and television time sales and film sales, in offices across the country. At Glen-Warren he will be working on program sales.

■■■ PAUL BREAK, a man well known to those involved with the advertising and promotion department of Expo '67, has opened his own consulting firm, based in Toronto. As one of his first clients he has landed the Toronto and Montreal offices of Vickers & Benson. He will serve the agency as a consultant in the creative area.

■■■ MINOR HALLIDAY, vice-president, Goodis, Goldberg, Soren Limited, has been appointed director of the agency's Montreal operations. He was previously account group supervisor on several major Toronto accounts. Halliday's appointment is part of the program of increased client services in the GGS Montreal office.

■■■ AN APPEAL TO THE U.S. SUPREME COURT has launched a major challenge to the U.S. FCC regulations requiring broadcasters to offer free time for individuals or groups to answer "personal attacks" and "political editorials".

The court has been asked to decide before next spring whether the Federal Communications Commission's equal-time regulations square with the free press guarantees of the American constitution.

The appeal said the regulations encourage self-censorship by broadcasters, inhibit stations from endorsing particular candidates and threaten to sap the journalistic vigor and integrity of networks, stations and newsmen.

The appeal was filed by the Columbia Broadcasting System, the National Broadcasting Company, the Radio and Television News Directors Association and eight other operators of radio and television stations throughout the U.S.

Under FCC rules, issued last summer, every radio and television station that broadcasts a statement attacking the "honesty, character, integrity or like personal qualities of any individual or group" must notify the individual or group, furnish a tape, script or summary of the attack and offer free broadcast time to reply. Also if the station broadcasts an editorial endorsing or favoring a particular candidate it is required to give other candidates a chance to reply.

The FCC exempted bona fide newscasts and on-the-spot coverage of bona fide news events. However, the appeal said, the rules apply to all editorial commentaries, news interviews and news documentaries.

For example, the petition said, over one year the Eric Sevareid edi-

torial commentaries, broadcast over CBS-affiliated stations, contained more than 50 statements that it might be argued were personal attacks, while *Face the Nation*, broadcast on the same stations over some 19 months, contained 75 such statements.

Since it would be impractical, the appeal continued, to offer reply time in all instances, stations and newsmen will have to choose between eliminating such comments or "abandoning entirely presentation of significant news editorial, interview and documentary discussions of public issues."

The appeal also urged review of the regulations governing editorials, saying they too restrain freedom of electronic journalism.

■ ■ **RCA VICTOR CO. LTD., MONTREAL**, has announced the signing of an additional \$1 million contract with the Secretariat of Communications of the Government of Mexico for a microwave system linking Matamoros and Monterrey in the northern part of the country. The original \$6 million order covered a microwave system between Mexico City and Matamoros.

The major financing of the project was handled by the export Credits Insurance Corporation, a crown company of the Canadian Government.

The work will be directed from the RCA Victor head office in Montreal using Canadian engineers and Mexican personnel. The project is to be completed in August of this year, so that the system may be used as a key link in the transmission of television from the Olympics in Mexico City.

■ ■ **THERE IS A MAJOR** feature length movie package up for grabs in the Toronto television market. From Screen Gems the package includes such titles as *Night of the Generals*, *Born Free*, *The Silencers*, *Taming of the Shrew*, *Cat Ballou* and many others which have hardly had time to get out of the theatres. Who will pick it up? That's the one detail we can't find out.

■ ■ **MORE CHANGES ON THE CALGARY TV SCENE.** The new general sales manager for CFCN-TV, effective mid-February, is Herb Marshall of the television division of Radio-Television Representatives. This follows a recent announcement that Bill Townsend of All-Canada's New York office is taking a similar position with CHCT-TV Calgary later this month.

Marshall's place at Radio-TV Reps will be taken by Eric Viccary, who moves back to Toronto from Montreal. Art Patterson from the Toronto office will replace Viccary as manager of the Montreal office.

■ ■ **"DODGE FEVER"** became the most contagious of all the new car slogans, reports Batten, Barton, Durstine & Osborn Inc., as a result of a recent consumer survey. "Fever" was correctly identified with Dodge by 39.9 per cent of 1385 men interviewed in seven centres across Canada.

In the survey conducted for BBDO by Survey Research Ltd., which also included slogans being promoted by General Motors and Ford, "Fever" was found to have a higher level of unaided awareness than the combined results of 37.6 per cent for "Ford has a better idea" and "Chevrolet's got it for '68".

The survey went into the field November 7-13, after eight weeks of advertising on the new '68 cars.

In Montreal, "La Fièvre Dodge" was correctly identified by 38.4 per cent of the French sample. This was far and away the highest level for any of the French slogans tested.

■ ■ **AMERICAN BROADCASTING COMPANY** directors have named Elton Rule president of the ABC Television Network to succeed Thomas Moore. Moore becomes a group vice-president of American Broadcasting Companies Inc.

Rule was vice-president and general manager of KABC-TV, Los Angeles. The board also approved the appointment of Roone Arledge to the new post of president of ABC Sports. He was a vice-president and executive producer.

■ ■ **A NEW DAYTIME SHOW** is being produced for the CTV Network by CFTO-TV Toronto. Called *The Big Spenders*, the half-hour game show will replace *Mr. & Mrs.* 9:30 to 10:00 a.m. Monday through Friday. The program will feature Bill Walker as host and Lucille Boucher as hostess.

■ ■ **MAURIE WEBSTER**, vice-president, development, CBS Radio, New York, will be the guest speaker at the regular meeting of the Broadcast Research Council, January 18. His topic will be New Dimensions in Radio Research. The meeting is being held in the University Room of the Westbury Hotel, Toronto.

■ ■ **ANOTHER NEWSPAPER** has bitten the dust! *The Toronto Daily Star*, which has been an aggressive opponent to broadcasting, particularly television, has found it necessary to publish a television guide in the Saturday edition. Called **STARTWEEK**, it is a magazine type format (7 x 10) in color. The new guide, they say, makes programs easy to find, offers complete movie listings and ratings and feature articles on the stars and their shows.

■ ■ **THERE IS SOME ADVANCE PLANNING** going on at NBC. William McAndrew, president, NBC News, has announced that a regularly scheduled two-hour, prime time, news program will hit the air Tuesday, January 7, 1969.

The program will be seen on the first Tuesday of each month starting at 9:00 p.m. and is tentatively titled, *First Tuesday*.

McAndrew, whose news organization numbers more than 900 persons and is the largest, single supplier of network television (more than 26 per cent of the NBC-TV schedule) said NBC News would employ five or six production teams in preparing the new program under an executive producer to be named.

Anchor man for the program will also be named later this year.

■ ■ **A NEW MONITORING SERVICE** has opened its doors. Air Check has launched its first international franchised office, Air Check of Canada, located at 98 Sir Wilfrid-Laurier Street, Jonquière, Québec. The firm will offer a radio and television monitoring service, kinescope film recording and a videotape monitoring service. Manager of the new firm is E. Lalancette.

The home base firm, Air Check Services Corporation of America, located in Chicago, is planning to open similar offices in every country with commercial broadcasting and as a result will change their name to Air Check Corporation of the World, effective March 1, 1968.

The location of their Canadian office is to say the least strange, since they hope to offer their services to agencies, advertisers as well as broadcasting stations.

■ ■ **THE NATIONAL FILM BOARD** has awarded CFTO-TV, Toronto, a contract to produce a program on taxation for the Department of National Revenue. The half hour show, produced in French with Pierre Paquette and in English with CFTO-TV's news director Doug Johnson, was written by George MacKenzie and produced by Jerry Rochon.

Production will be completed this month and it will be ready for April 1 viewing.

■ ■ **CORNELIUS CAHILL WEED SR.**, 60, pioneer broadcaster, advertising man and one of the founders of Weed & Company, died in his Chicago home January 2. Known as Neal to his friends, he was in advertising since 1930, first with Lord & Thomas and then with the New England Network for two years prior to the founding of Weed & Company in 1936.

Besides his widow, Adelaide Reilly Weed, he leaves four sons, a brother Joseph J. Weed and a sister Mrs. Peter McGurk.

Most compact, portable,
reliable professional audio
recorder ever made!



That's what our engineers call the AG-600. And you know they speak the truth!

If you know any recorder by name, it's probably our 600 Series. 35,000 professionals have used it during its 13-year history. Now we've completely revamped it: new compact solid-state electronics; new *two-speed* improved die-cast transport; improved clutch system; 3-digit tape counter (at last!); choice of head configuration, 1- or 2-channel, full-track, half-track, two-track or quarter-track, stereo or mono; portable or rack-mount editions.

And so it sounds as good
as you recorded it...



buy the AA-620 speaker-amplifier.

Whether you want to do on-location monitoring or build a nut-shell studio, this is the unit to choose: 20 watts of solid-state output; 2 speakers in tuned enclosure with crossover network that give essentially flat acoustical response from 65 Hz to 10 kHz; amplifier with separate bass/treble step equalizers is system-matched to its speakers; case matches that of the AG-600 recorder (but the electronics match any professional-quality recorder); rack-mount version needs only 12¼" vertical space.

And while you're at it,
get a great stereo/mono
mixer, too!



Solid state, only 19 x 3½ x 9½", the AM-10 mixer gives you extreme versatility for stereo/mono applications. 6 positions, 2 channels; handles up to 4 microphones and 2 lines, or 6 mikes with accessory preamps, each of which can separately feed channel A, B, or both; S/N ratio is -122 dbm, input terminated; output to 600 ohm line at +4 dbm; can be used with all professional recorders or as a studio mixer.

Details? Prices? More information? Write Ampex of Canada, Ltd., Industrial Products Division, 100 Skyway Avenue, Rexdale, Ontario, or 700 Cremazie Blvd. West, Montreal, Quebec.

AMPEX

EDITORIAL

CFOX Montreal/Pointe Claire

"Only by conscientiously doing this (digesting the British North America Act of 1867 and the Statute of Westminster of 1931) can every adult in this country understand what Canada's Fathers of Confederation and subsequent lawmakers were trying to do when these documents were formulated. Only then can every adult in this country form an educated opinion on where the future of Canada lies, and can contribute to the moulding of any change."

VIRGINIA KELLEY

in "Signature"

"(Tipping) is a true test of one's mettle. It takes a special kind of intestinal fortitude to stare coolly at a hitherto skittish waiter who suddenly appears at check-time and announces that he is going off duty right away."

EDITORIAL

in "Broadcasting" (U.S.A.)

"More than \$2 billion a year is being spent on television advertising, much of it on the strength of audience research. In their own interests, broadcasters ought to make sure that the data on their audience is dependable, and they have the power to do that. After all, they pay most of the bills for the audience measurement that is going on."

ERIC SEVAREID

in "TV Guide"

"While they (the press) compose columns and editorials deploring TV's 'wasteland', let them measure the column space devoted to astrology, moronic comics, advice to the lovelorn, liquor ads—none of which appears on TV. Let them, at the same time, see what TV programs and personalities are featured on the cover pages of the weekly TV supplements their own papers publish."

RICHARD DONNELLY

in (U.S.) "Television"

"There are trends in advertising as in fashion, and the trend this year (1967) along Madison Avenue is to the mini-agency. Like the mini-skirt, the mini-agency is for the young, the free-wheeling, the exhibitionistic and it has its followers—advertisers in search of the creativity muse, today's goddess of sales."

BILL BRISTOW

in "Broadcasting & Television" (Australia)

"Millions of dollars of advertising are saying that the product is so good, it doesn't need advertising; and the brand name peels off the pack along with the cellophane wrapping to prove it."

CANADIAN BROADCASTER & TELESCREEN

January 3, 1957

"If a national network in radio or television or both seems uneconomical...then it would be possible to divide the country into areas and establish regional networks of private stations to function regularly as such, with the possibility of linking them into a national system whenever a feasible opportunity to do so provided itself."

For better or for granted

The proliferation of broadcast advertising—radio and television—must be rewarding indeed, not just to those who remember the days of the cat's whisker and the magic box, but to everyone connected with the industry. Ironically however this phenomenal success story presents a major problem.

No other medium can claim "circulation", encompassing virtually every Canadian man, woman and child.

No other medium can offer flexibility and immediacy, such as adjusting advertising copy to suit the day's weather in the morning and then readjusting it to fit the vagaries of the climate the same afternoon. This is modern radio.

No medium except television can broadcast a sales message with a combination of sight and sound, but also deliver an actual demonstration of a product—a car in motion, a dessert being cooked, served and eaten; plane passengers drinking in the view of cities, lakes and mountains over which they are flying. Yes, and in color too.

No other medium can entertain and inform whole families at one and the same time, as they look at and listen to their favorite programs, interspersed with commercials, so constantly improving in terms of both audience and sales appeal.

On the other side of the coin, no other medium is subjected to the steadily increasing flow of onerous government regulations and controls as is broadcasting.

This is the curse of the broadcasting business, and it is increasing rather than abating. It is a millstone around the industry's neck and, presumably, it always will be.

Only broadcasting, among all the media, is afflicted in this way. Yet the growth of radio and television has far and away outpaced the relatively uncontrolled print and other media in public acceptance as well as selling power. What greater testimonial could there be?

Wherein then lies the danger referred to in the first paragraph?

The growth story of the electronic media is a success story beyond compare. How can you quarrel with success? Surely it has reached the point where it can be taken for granted. How can you be better than best?

This is the danger.

Are the print and other media sitting idly by while their returns are being diminished by the growth of their closest competitors? By no means.

Newspaper and magazine publishers must right now be marshalling their resources for a counter-attack. They will doubtless succeed in recovering some of their losses. And while this is happening, will the broadcasting industry sit smiling sardonically at the futile efforts of their adversaries to dislodge them.

This is the real danger the broadcasting industry should face up with today.

Competing with other media does not consist of reviling them. Rather it requires thoughtful and positive planning to improve themselves.

Success notwithstanding, there is still room for improvement in broadcasting.

Countless words have been written and opinions expressed on the subject of programs.

By and large, the electronic media have done a wonderful job of wooing and winning what we call the mass audience.

Ability to deliver this largest segment of the population to advertisers has resulted in the use of these media by them for the advertising of products everyone or virtually everyone uses—soap, breakfast food, automobiles, gasoline, cosmetics, tooth pastes, and now they have landed the banks.

But what of the others, the products appealing to the little minorities, which, added together, probably number more than the mass? What of the furniture manufacturers, real estate sales and rentals, housewares, business colleges, private schools, employment agencies, summer and winter resorts, sporting goods, hotels, imported perfumes and fertilizers?

Along these lines, broadcasting has a long way to go, because these people are all advertisers but not generally in the broadcast media.

Audience and other measurement devices, called broadly research, have developed and improved steadily over the past years but the end is nowhere in sight.

On a quantitative basis, their job is probably complete. Qualitatively there is a great deal more to be desired.

Also on the research side, broadcasters have used these statistics far more to prove how much better they are than "the other station", than to improve their programming for greater public acceptance.

To what extent do the sales bureaus relate the success of a commercial to the type of program that surrounds it and the kind of product involved?

Then there's the old problem of the flow of information directed by stations to the reps, the agencies and the actual clients.

In a country the size of Canada, market assessment needs more than the cold figures of census and other reports. Obviously the best method is to ask the man who lives there. Station management would do well to make more and more of such information available regarding their own audiences—ethnic origins, types of employment, predominant religions, average income and all the rest.

Broadcast advertising offers its clients advantages which cannot be offered by other media as effectively, if at all.

These advantages, obvious to people in the industry, need far more exploitation than they have ever had.

Now is the time to do it. This is definitely *not* the time to say: "We never had it so good, so what the Hell?"

The Sales Bureaus . . . where to now?

by Ian M. Grant

AFTER SIX YEARS IN OPERATION the two industry sales organizations, the Radio Sales Bureau and the Television Bureau of Advertising, are still a long way from achieving the strength and unity of purpose that apparently exists in other media associations such as the Canadian Daily Newspaper Publishers Association, the Magazine Advertising Bureau and the Outdoor Advertising Association.

One possible explanation is the daily newspaper, magazine and outdoor people are having to work much harder for their national dollars, while

ANNOUNCEMENT

Major Market Broadcasters Ltd.



Justin H. McCarthy

W. D. Whitaker, President of Major Market Broadcasters Limited, announces the appointment of Mr. Justin H. McCarthy to the Toronto Office as a Sales Executive and Partner. Over the past seven years, Mr. McCarthy has gained substantial marketing and sales experience. He is a graduate of Assumption University of Windsor and was most recently in consumer products account management with a major international advertising agency.

radio and television are enjoying an increasingly larger share of these same dollars as each year goes by.

Another, far more probable explanation lies in the broadcasting industry's inability to provide a united front.

In 1960 the industry paid a lot of money for the self-imposed Royal Commission, namely the Woods Gordon report. Simply stated, it asked Woods Gordon to put broadcasting under a microscope, study it, and come up with recommendations as to what should be done to make radio and television grow and prosper. Part of the recommendation was the formation of the sales bureaus. Thus were born RSB and TvB.

Despite their success, and they have been successful in varying degrees, the industry is still not behind them one hundred per cent. RSB's membership is still only about 50 per cent of its potential and TvB is moving into 1968 without the financial support of the two biggest members, CBC and CTV, although this is generally considered a temporary situation until the government decides future broadcast legislation.

Two questions are in order. (a) Are the sales bureaus really needed? (b) Can they do the job they were set up to perform?

The general consensus is that they are needed, although some major stations and rep houses suggest their support is simply for the "good of the industry" and not because they believe they can help them.

Can they do the job and perhaps more importantly what is the job? Let's take a look at the track record.

When established in 1961, the industry was told the bureaus had one main function—to promote the continued and increased use of their respective media by national advertisers.

Birth of the Radio Bureau

RSB opened its modest though very functional office with C. C. "Bud" Hoffman at the helm, while TvB, with

somewhat more lavish offices, chose Bill Seth.

Hoffman, who is often described as a professional president, was to say the least a controversial character. He delighted some, angered many and stirred up quite a storm. Hoffman was an energetic, fast-talking, colorful hustler. He was an extremely vocal desk thumper, who in many sessions with broadcast sales people spent as much time talking about their sloppy appearance, need for a clean shirt, regular bathing and use of deodorant as he did about the problems of selling radio—but he got the job done. He got the Radio Sales Bureau off the ground and functioning.

During his three and a half years, RSB exposed a great many agencies and advertisers to the size and scope of Canadian Radio, gathered and collated a great deal of information which was made available to advertiser, agency and station, alike, and instilled in many, a much greater belief in the value of radio as an advertising medium, than had existed previously.

Hoffman was followed by Denny Whitaker who took over as president in June 1965, direct from the presidency of O'Keefe Brewery.

Whitaker was no stranger to broadcasting, having been associated with CHML Hamilton for many years. An able administrator, his contribution was one of organization, operating the bureau on a professional management basis. Under his direction many new services were started—a commercial announcement library, local sales clinics, creative agency and advertiser presentations, sales and management conferences, market visits, copy clinics, exchange of case history information, a complete report on FM, a national sales report, the Quintile study and many others.

During Whitaker's better than two years term RSB reached an all time high of 129 members and the bureau became a smoothly operating organization.

He resigned last October to take over as president of Major Market

Broadcasters, having fulfilled his commitment to the board.

Progress of TvB

TvB's development has not been as definite as RSB's, but it has nevertheless progressed.

Seth, an American formerly with the Colgate-Palmolive Company, was hired for TvB Canada by TvB New York.

He was an introverted man, extremely creative, but unable to establish himself in the eyes of the broadcasters. He operated the bureau more as an offshoot of the U. S. bureau, by simply throwing the odd Canadian tidbit into material that was produced in the U.S.

He did produce a film telling the story of Canadian television called MMRSP and although far from being perfect, it was a step forward. He also started the annual compendium of statistics called *TV Basics*.

He stayed only 15 months, resigning in December 1962.

TvB sat idle for the next six months, its staff performing the routine functions, without an operative head. In July 1963 Ed Lawless, with 14 years of national sales experience at *Reader's Digest* under his belt, was appointed executive vice-president.

During the four years he spent with the bureau, TvB collected and developed a great deal of Canadian material, established many new research projects, produced an extensive study on color, and made its presence felt among agencies and advertisers. It would be fair to say that TvB played a significant part in bringing Canadian Banks into television.

TvB's problems are not the same as those of RSB. The Radio Bureau's membership is made up of private stations. TvB on the other hand included CBC in its roster. This was natural since they could hardly promote the use of television, and exclude the CBC. Although they were not selling specifically network or selective, just television, many felt that a proper job was not being done for selective. Since every time TvB discussed the use of television with an advertiser, they had to discuss the coverage available to advertisers by the networks as well.

Also the board of directors of TvB told Lawless what the job was and how to do it. This caused dissension among the stations and reps, some believing that the board was operating the bureau for their own gain, whatever that might have been, instead of doing a job for Canadian Television.

Coupled with all this a power struggle developed within the ranks of the TvB culminating in the discharge of its station relations man and the resignation of Ed Lawless last month.

The details of this internal problem are unimportant, except that it created a degree of uncertainty among its members and the agencies.

Despite all of the above, the bureaus are there, they are function-

ing and they are doing a job. It is a job that nobody else can do. No individual station or group of stations can do it, nor can the station representative firms, because they are biased, they have their own axes to grind. Not even the Canadian Association of Broadcasters can do it because they do not represent the entire industry, just the private sector.

The bureaus are needed

In the face of increasing competition from other media, notably print, there can be no question that the bureaus are needed to tell and keep on telling the story of Canadian radio and television.

Equally there can be no question that the bureaus have done a job. It may not be the job the industry would like, but is this necessarily the fault of the bureaus or the people in them, past or present? While one could argue that TvB and RSB have not contributed significantly to increasing broadcasting's revenues, it could also be argued that had broadcasters supported the bureaus in every way possible, radio and television might have had a bigger slice of that national dollar last year.

Two new chiefs

What of the future? Well for openers, as 1968 gets under way, both bureaus have new presidents.

At RSB is Cedric P. Haynes, 54 years old, ex-president of Crush International. He has spent considerable time in various executive capacities, mostly sales and marketing, with other consumer product manufacturers.



Cedric Haynes

He also spent twenty years with the Canadian Army, rising to the rank of Colonel, and as he says, if you think that doesn't involve selling, try it some time. Anybody who knows anything about the military will know that his administrative experience must be extensive.

Haynes is a straight-forward man with both feet planted firmly on the ground. He has no illusions about his new job.

He is taking over a smoothly-

(continued on page 12)

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



BASSETT



BAEYER



GALL

PEOPLE

JOHN F. BASSETT, 28, has been appointed executive assistant to his father, John W. H. Bassett, publisher of *The Toronto Telegram*, who is also president of Baton Broadcasting Ltd., owning and operating CFTO-TV Toronto. The dual appointment became effective January 1.

Eldest of three sons born into a family with a deep newspaper background, the younger Bassett emulated his grandfather, John Bassett, who was president and publisher of *The Montreal Gazette*, and his father who, before moving to Toronto, was president and publisher of *The Sherbrooke Daily Record*.

He graduated as a Gold Medalist from the University of Western Ontario, at London, and began his newspaper career in B.C., as a reporter for *The Victoria Times* in 1961.

Since 1962 he has been associated with both the *Telegram* and Baton Broadcasting Ltd., most recently as promotion director for both companies.

DR. HANS VON BAEYER, P. ENG., president, and Frederick Gall, P. Eng., executive vice-president, InterTel Consultants Limited, Ottawa, telecommunications specialists, will continue in like capacity in the newly-formed firm of Acres InterTel Limited, which merges InterTel with the Toronto-based consulting engineering and planning firm of Acres Limited.

The merger, announced jointly by both firms, reflects the broadcasting spectrum of services provided by the Acres Group, totally Canadian-owned and managed by its senior personnel. The engineers and staff of InterTel Consultants Limited are specialists in telecommunications both in Canada and abroad.

With the support available from the extensive facilities and related disciplines of the Acres organization, now about 1000 strong, InterTel will be in a position to undertake even more

significant assignments in their extensive fields of activity. Headquarters of Acres InterTel Limited will be at 298 Elgin St., Ottawa. C. Norman Simpson, president, Acres Limited, will serve with Dr. von Baeyer and Mr. Gall on the board of the merged companies.

Acres services, to government and industry, have been in the fields of planning and design of microwave, tropospheric scatter, communication satellite, wireline and point-to-point HF and VHF telephone, aviation communication and information retrieval systems. They also design TV and radio stations, including short-wave and FM, and participated in setting up Canada's first earth satellite station at Mill Village, N.S., and in establishing TV and sound broadcast systems for West Africa.

FOUR NEW APPOINTMENTS, in line with the further expansion and reorganization of the creative department, have been announced by Goodis, Goldberg, Soren Ltd., with v.p. David Hayward being named Director, Creative Services.

Becoming Associate Creative Directors in the Toronto office are Oscar Ross and Tony Hilliard, with Allan Sneath assuming a similar post with the Montreal branch.

All four appointees have won numerous awards for creative excellence, and each had returned to the GGS fold within the past few years after brief break-aways.

Hayward worked for the agency during 1964-65, left to join the Ronalds-Reynolds Special Projects Group, and then returned to GGS in October 1966. He was named a vice-president in March '67. He had previously held creative posts with several other agencies, including Foster Advertising Ltd. and J. Walter Thompson Co. Ltd.

Ross originally joined GGS in 1959, left in '63 to form his own company, and returned to the agency in 1965. He has had over 17 years experience in the advertising field, and formerly worked for McCann-Erickson of Canada Ltd.

Hilliard, with 13 years experience, came to Canada five years ago after working in advertising in South Africa and England. He became art director with GGS in 1965, after having held the same post at Ronalds-Reynolds & Co. He returned there for a brief spell but came back to GGS in November '66.

Sneath rejoined GGS in late '66 after some 18 months as Creative Group head for a number of agencies in England. He has had 13 years experience in Toronto, and has been with the Montreal office of GGS for the past eight months.

PASCHAL O'TOOLE has been appointed regional representative of the Board of Broadcast Governors for the Atlantic Provinces, with offices in Moncton.

Since 1959 he has served in several executive positions with the National Film Board, latterly as director for the Atlantic Provinces.

His only contact with broadcasting has been as a free-lance radio and television interviewer.

A MARKETING COUNCIL to formulate, co-ordinate and execute the marketing plans for Canadian Kodak Co. Ltd., has been announced by R. Louis Christie, company president, coincident with five appointments, all effective January 1.

Donald N. Spring, a 28-year employee of Kodak, and sales manager since 1960, was named general manager, marketing. Jack Haigh, with 34 years service in the company, and credit manager since 1955, was appointed Spring's assistant.

Kenneth M. Mitchell, who joined the Kodak organization in 1930, was named manager, commercial markets division, and Jack Guest, who has been with the sales department since 1955, was named manager, consumer markets division.

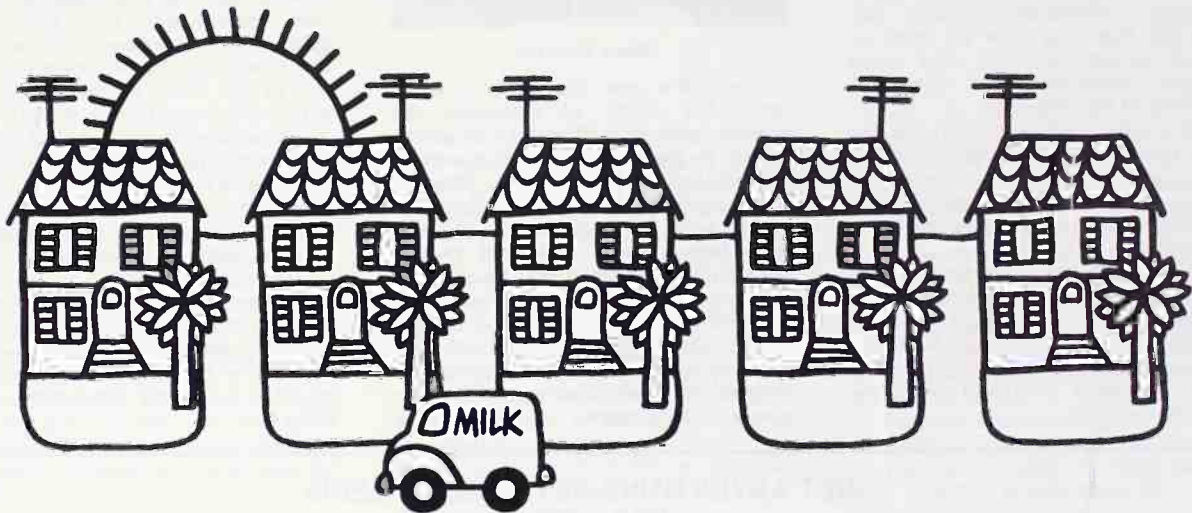
William Richardson, a Kodak employee since 1939, and assistant to the sales manager since 1956, was appointed manager, marketing services.

Kodak advertising manager John D. McLean, who joined the company in 1938, was appointed director of advertising planning in 1954 and became advertising manager in 1960, will continue in the same post.

These six men will make up the new Marketing Council, under the chairmanship of Spring.

Christie's announcement of Kodak's expanded marketing organization also noted that D. Douglas Lauder, vice-president, sales and advertising, plans to retire February 1, after more than 44 years service with the company.

We can deliver you prime time anytime.



At Channel 11, our people are so inventive that we've come up with an idea that will give you prime time, anytime. Here's how we do it.

Say you want 10 gross rating points. We take your spot and put it in several programs so that when they're readded up, you get the reach and the rating points you were after in the first place (in fact, chances are you'll get even more). Thus, prime time anytime.

This isn't the only innovation we're responsible for. We've also come up with ideas like Orbit plans; Superspots; a whole new rate for a 30; and a staff of really qualified marketing men who know your business and your problems.

These are just some of the things we've started. So if you want prime time anytime (or any of our other new concepts in tv communications) talk to us.

And we'll never give you a bad time.



CHCH TV
A division of Niagara Television Limited

PRIME TIME EQUIVALENTS

Plan	Weekly Combination	60 sec.	30 sec.	20 sec. (on breaks)
1.	1AA, 1C, 2D.	\$400	\$225	\$320
2.	3C, 3D.	400	225	320
3.	1AA, 2C.	450	250	360
4.	1A, 1B, 2C.	450	250	360
5.	2AA, 1A, 1B, 2C.	900	500	720

Alternate demographic combinations, e.g., Children, Teen-age, etc, consistent with above rate schedules, available on request.

We never stop starting things.

(continued from page 9)

The Sales Bureaus

operating organization, with what he himself describes as a top-flight team.

He says he intends to operate RSB as a marketing organization, and as such, leave no stone unturned to tell radio's story to everybody that should hear it. On that point he says he is convinced that there are still many senior agency and client people who do not know the story of radio and what it can do.

Haynes is going to be looking for increased membership, more co-operation from the reps to keep on top of client activity, and much stronger communications with all segments of the industry.

TvB's new president is 39-year-old Ross Downey, with some 20 years agency and client experience to his credit, most recently as Ontario Marketing Manager of Canadian Breweries Limited.

Unlike Haynes', Downey's job is new. He is the first full-time president for the bureau. This move was made by the current board of directors under the leadership of Al Bruner, formerly president and now chairman.



Ross Downey

As TvB's new president, Downey says his terms of reference are simple—come up with a plan of action aimed at the stimulation of advertising dollars to television. This he hopes to do within three months.

He says he is extremely pleased with being asked to submit recommendations rather than being told here is the job to be done, please see that it is done.

On the subject of competition, Downey says he is convinced the competition from other media, particularly newspapers, is multiplying

daily. He was fortunate enough to be exposed to the CDNPA's latest efforts prior to discussing the possibility of moving to TvB, and says he was very impressed. "They (the newspapers) have made remarkable strides, particularly in the use of color."

Both bureau chiefs expressed a hope for more co-operation between TvB and RSB in areas of mutual interest.

"There is an obligation on the part of the broadcast industry in total to provide agencies and advertisers with as much information as possible," says Downey. "If the two bureaus can do this together, rather than individually, then both would gain. There is no question that radio and television are in competition, but not to the same extent as they are with print or outdoor or transit."

So what of the future? Only time can tell. The radio and television broadcasters have engaged highly qualified people—top men at top salaries—to promote the greater use of their media by advertisers.

Having screened literally dozens of prospects before settling on Haynes and Downey to bang the drum for them, the only remaining question is whether the industry will let them do what they have hired them to do—bang it.

NET ADVERTISING REVENUES BY MEDIA 1960 - 1967

	Television (\$'000)		Radio (\$'000)		Dailies (\$'000)		Weekend Supplements (\$'000)		General Magazines (\$'000)		Outdoor (\$'000)		Other (1) (\$'000)		Total (\$'000)
	% Share	% Share	% Share	% Share	% Share	% Share	% Share	% Share	% Share	% Share	% Share	% Share			
1960	49,963	9.1	50,354	9.2	169,928	30.9	17,089	8.1	21,033	3.8	36,811	6.7	204,727	37.2	549,905
(% change from previous year)	+4.8		+4.5		+2.2		+11.3		+13.6		+10.6		+5.8		+5.2
1961	54,082	9.6	49,828	8.8	174,159	30.8	16,935	3.0	19,801	3.5	39,100	6.9	211,401	37.4	565,306
(% change)	+8.2		-1.1		+2.5		-0.9		-5.9		+6.2		+3.3		+2.8
1962	61,718	10.3	53,756	9.0	184,054	30.8	17,018	2.8	17,875	3.0	43,200	7.2	219,687	36.8	597,308
(% change)	+14.1		+7.9		+5.7		+0.5		-9.7		+10.5		+3.9		+5.7
1963	70,232	11.2	59,127	9.4	187,619	29.9	17,039	2.7	17,320	2.8	42,200	6.7	233,615	37.3	627,152
(% change)	+13.8		+10.0		+1.9		+0.1		-3.1		-2.3		+6.3		+5.0
1964	80,662	12.0	65,121	9.7	195,894	29.3	17,935	2.7	17,818	2.7	46,675	7.0	245,336	36.6	669,441
(% change)	+14.9		+10.1		+4.4		+5.3		+2.9		+10.6		+5.0		+6.7
1965	91,559	12.4	70,640	9.6	220,822	30.0	17,394	2.4	19,651	2.7	52,300	7.1	264,703	35.9	737,069
(% change)	+13.5		+8.5		+12.7		-3.0		+10.3		+12.1		+7.9		+10.1
1966 *	99,500	12.6	79,000	10.0	235,000	29.7	19,200	2.4	21,500	2.7	56,000	7.1	281,417	35.5	791,617
(% change)	+8.7		+11.8		+6.4		+10.4		+9.4		+7.1		+6.3		+7.4
1967 *	106,000	12.6	86,000	10.2	252,000	29.9	18,500	2.2	23,100	2.7	60,000	7.1	298,300	35.3	843,900
(% change)	+6.5		+8.9		+7.2		-3.7		+7.4		+7.1		+6.0		+6.6

(1) Includes: Weeklies, Semi-tri Weeklies, Business Papers, Farm Papers, Telephone & City Directories, Religious, School and other periodicals, Catalogues and Direct Mail.

* M-HRB estimates.

Sources: D.B.S. and M-HRB.

CBC would take over CFCY-TV Charlottetown

PROPOSING TO TAKE OVER ownership of a CBC affiliate, CFCY-TV Charlottetown, P.E.I., and its repeater, CFCY-TV-1 New Glasgow, N.S., the Canadian Broadcasting Corporation will also seek to add a private station, CKFH Toronto, to its AM radio network for NHL hockey broadcasts, in applications to be heard at the February 6 public hearing of the BBG, at the Château Laurier, Ottawa.

Bids will also be made for three new AM and two FM stations, a TV rebroadcasting station, and the CBC will seek to establish three new TV outlets.

Island Radio Broadcasting Co. Ltd. owning and operating CFCY and CFCY-TV Charlottetown, and CFCY-TV-1, New Glasgow, will seek permission of the Board to transfer ownership of the two TV stations to the CBC. Both now operate as network affiliates.

The Corporation will seek permission to add CKFH Toronto to the CBC English Radio Network, for the purpose of carrying National Hockey League games for the current NHL season, including the playoffs.

Radio Temiscamingue Inc. will make an application to establish and operate a new AM station at Temiscamingue, Que. with studios at Ville-Marie, to operate on 250 watts, day and night, ND, at 1340 kcs.

Kokanee Broadcasting Ltd., owning and operating CKKC Nelson, B.C., will apply for two new AM licenses, one for Creston, the other for Castlegar, each to operate on 250 watts day and night, ND, at 1340 and 1240 kcs. respectively. In addition to local studios, each station would make use of facilities at Nelson.

Radio NW Ltd., CKNW New Westminster, B.C., will seek to establish and operate an FM outlet, on 101.1 mcs., ERP 100,000 watts, horizontal and vertical polarization, EHAAT 709 feet, omnidirectional.

Kootenay Broadcasting Co. Ltd., CJAT Trail, B.C., will apply for an FM license on 106.7 mcs., ERP 12,600 watts, horizontal and vertical polarization, EHAAT 1485 feet, omnidirectional.

The CBC will submit applications for new TV stations, to be established

at Inuvik, N.W.T., on Channel 6, ERP 3000 watts video, 300 watts audio, EHAAT 394 feet, directional; at Uranium City, Sask. on Channel 8, ERP 28 watts video, 2.8 watts audio, EHAAT 276 feet, directional; and at Pine Point, N.W.T., on Channel 4, ERP 7100 watts video, 1400 watts audio, EHAAT 500 feet, directional.

CFCN Television Ltd., owning and operating CFCN-TV Calgary, will apply for a license for a TV rebroadcasting station to be established at Drumheller, Alberta, retransmitting programs from CFCN-TV on Channel 10, with a transmitter power of 5 watts, directional.

The CBC will seek licenses to establish and operate LPRTs at Waterways, Alta. and Valemount, B.C., on 1450 kcs.; at Edgewood, B.C. on 860 kcs.; and Carmacks, Y.T. on 990 kcs.; all with a power of 40 watts.

The Corporation will also ask permission to operate existing transmitting equipment on 11,715 kcs. at Sackville, N.B. with the present power of 50,000 watts; to change the antenna site of CFYK Yellowknife, N.W.T., with power to remain at 1000 watts, on 1340 kcs., ND; and to change the frequency of the LPRT at Wawa, Ont., CBLJ, from 540 kcs. to 1570 kcs. and increase the power from 20 to 40 watts with a change of antenna site.

Soo Line Broadcasting Co. Ltd. will apply for authority to change the frequency of CFSL Weyburn, Sask., from 1340 to 1190 kcs., increase the power from 1000 watts days, 250 watts nights, to 10,000 watts daytime, 5000 nighttime, and change the antenna site, DA-N.

Radio Valleyfield Ltée. will ask permission to increase the power of CFLV Valleyfield, Que. from 1000 watts day and night to 10,000 watts days, 5000 watts night, on 1370 kcs., DA-1.

CFAX Radio 1070 Limited will ask for a power increase for CFAV Victoria B.C., from 1000 to 10,000 watts day and night, on 1070 kcs., DA-1.

CHUM Limited, Toronto will seek authority to change the antenna site and increase the ERP of CHUM-FM, 104.5 mcs., from 54,000 watts to 100,000 watts, horizontal and vertical

polarization, EHAAT 289 feet.

Okanagan Radio Limited will ask permission to change the antenna site of CKOK-FM Penticton, B.C., operating on 97.1 mcs., EHAAT 755 feet, with the authorized ERP of 1800 watts.

Lethbridge Television Ltd., licensee of CJLH-TV Lethbridge, CJLH-TV-1 Coleman and CJLH-TV-3 Burmis, all in Alberta, will ask permission to transfer 37,601 common shares of its capital stock.

Kokanee Broadcasting Ltd. will ask for authority to change the location of the main studios of CKKC Nelson, B.C. from 266 to 533 Baker St.

ANNOUNCEMENT



Ray Junkin

Mr. Keith Campbell, Vice-President, Marketing, of CTV Television Network Limited, has named Mr. Ray Junkin as General Sales Manager of CTV.

Mr. Junkin, well known throughout the broadcast industry in Canada, brings a rich background of industry experience to his new responsibilities. Following a ten-year tenure as Vice-President for World Wide Sales of Official Films Inc., he was Vice-President, General Manager and a member of the board of Screen Gems Canada Limited from 1961-1966.

Educated advertising for an educated public

by James Montagnes

CANADIAN ADVERTISING AGENCIES anticipate more difficulties in the near future in finding the right people to fill both clerical and senior posts.

University graduates, especially in business administration, are in demand to meet the challenge of increasingly more complex marketing problems.

Canadian advertising agencies report paying better than average salaries throughout their organizations and to offer other inducements to attract top personnel.

Agencies are "tightening up on qualifications," one Toronto agency personnel officer stated.

"There were 50,000 university students in Ontario last year," said J.K. Thomas of the Canadian Adver-

tising Personnel Bureau, Toronto. "Thus agencies need senior men with a university degree to meet the communication level of this growing, university-educated public, at which consumer advertising is aimed."

"Brand companies require a university degree for their marketing executives. To enable agencies to speak on equal terms with these client representatives, agencies must also have staff with similar educational qualifications."

This need for higher education permeates thinking in the small, medium and large agencies contacted.

Austin Moran of J. M. Eastman & Associates Ltd., Toronto, in business since 1965 and now with a staff of 17 in all, pointed out that practically all its account executives and senior men are university trained and have a background of agency experience.

A spokesman for F.H. Hayhurst Co. Ltd., Toronto, stated that agency's representatives go to the campus of the University of Western Ontario to interview the graduating class in business administration. Such graduates joining the firm directly out of university, then are given a training course at the agency (which has a staff of 150 in Toronto and another of 50 or so in Montreal). There is a continuing need for good senior men.

Applicants from all quarters

Staff for media, creative, art and account executive departments come to agencies in various ways. One agency man explained that "There is rarely a day goes by without a call from someone wanting to change positions or a suggestion from a broadcast station or print media representative that so-and-so at such-

and-such an agency is worth investigating. The grapevine system is important in the hiring of senior people."

This brought up the subject of "staff raiding", and while no agency would admit having anything to do with this practice, even when it involved a man who would bring an account with him, J.K. Thomas was emphatic that the industry's placement service has no part in this manner of recruiting staff. However, he did point out that agency personnel can apply through the Canadian Advertising Personnel Bureau for positions with other agencies.

Agencies receive many callers who want to enter the business, partly because of the glamor, and partly because the word has gotten around that pay is a bit better than in other fields. Agencies also use placement bureaus to obtain staff, especially clerical.

The advertising industry's own placement bureau sees some 2,000 people annually, including those who come for information on careers but not necessarily for positions. They come from all parts of the world, some with previous experience in other countries, others because they want to start in a more exciting and action-filled business.

J.K. Thomas estimates that annually some 500 of those who call at the bureau's offices at Toronto and Montreal are placed with advertising agencies throughout Canada. The bureau can fill most clerical posts without difficulty, but senior men are a bit harder to find.

Young people for young consumers

Thomas pointed out that young people are in demand, ages 25 to 35 years.

ANNOUNCEMENT

CHFI—AM/FM TORONTO



Harry McIntyre

E. S. "Ted" Rogers, President of Rogers Broadcasting Limited is pleased to announce the appointment of Harry McIntyre as General Sales Manager of CHFI-AM/FM in Toronto. Mr. McIntyre has been a Sales Representative for CHFI for the past three years and brings more than 15 years of experience with major organizations to his new appointment.

N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

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CABLE: PAPPACO

Agency presidents, most of whom are over 45 years, demand younger people on the grounds that those over 45 haven't the motivation or the staying power of younger people. Despite the agency field experience of older men and women, it is younger people that are desired. It is felt they can better communicate with the swinging generation.

This applies especially to copywriters. These, Thomas feels, must be young people who know the language of the under 25 year old generation. By 1970 most of Canada's population, it is estimated, will be under 25 years of age. Copywriters must have the staying power to take part in the entertainment practices of the business, because by attending the rounds of cocktail parties and similar gatherings, they obtain stimulus for their work. There is also a tendency to hire more women for copywriting, especially in connection with material for women's merchandise.

Because of the increasing amount of research that has to be done at the senior level in choosing media and advertising new packaged products, university education will be of increasing importance. A degree of master in business administration from Western Ontario, York, Queen's, Montreal, McGill, Wharton, Sir George Williams and Harvard universities, is becoming a necessity.

Experience outweighs education in research

In the media departments research-oriented persons are required. At present few have university degrees. Many women are employed in this field of agency operations.

In the creative departments university degrees are not as important but experience counts. There is a tendency to bring in people with radio and television experience. In addition creative personnel are coming from the radio-television school of Ryerson Polytechnical Institute, Toronto; from Waterloo University at Waterloo, Ont., where there is a new course in the broadcasting arts; from Loyola University at Montreal where there is a degree course in the communication arts; and from the University of British Columbia.

Agency personnel for the production departments come mainly from print shops. The growing public relations departments are recruiting staff mostly from newspapers and young persons with journalistic backgrounds.

While computers have not yet invaded Canadian advertising agencies, they have in United States agencies for media selection, accounting and other work. This requires university-trained personnel. There will be a need for such trained staff when Canadian agencies begin using computers in the near future. At present some Canadian offices of U.S. agencies are tapped into the

computers in offices in New York and Chicago.

Importance of staff training

Training of staff is increasing at all levels. Some agencies use the various courses of the Institute of Canadian Advertising. General manager Jack N. Milne reports there are 145 men and women taking the four year course in Toronto and Montreal, and 30 each taking two other courses. There are about 218 graduates of the four year training course since it began in 1960, of whom about 180 are still in the advertising field.

Some agencies give a bonus of \$1,000 to its personnel graduating from the four year course, while others pay all or half of the \$1,230 cost of the training fee. Some agencies have their own internal training programs, which can run for several weeks or as in the case of one agency up to five months.

Pay is "better than average"

Salaries in the advertising agency field were quoted by a number of agency executives as "being better than the average" in the media field. They range from \$75 to \$110 a week for clerical and secretarial staff, up to \$15,000 annually in the media departments, and up to \$25,000 for creative department heads, account executives and supervisors. Some

agencies have an annual bonus for a majority of the staff, others have profit sharing plans or stock buying options for senior personnel as further inducements.

In Montreal, agencies have staffs which are for the most part bilingual, and Montreal offices of Toronto agencies do translation work on copy developed in Toronto.

Advertising agencies are as yet not troubled with unions, and do not expect any problems on that score for some time.

Canadian offices of United States agencies reported that most senior executives were Canadians, and few officials from U.S. offices have been brought to Canada. Where some employees of U.S. parent or branch offices express a desire to move to Canada, they are notified when there are openings in the Canadian offices. Placement bureaus report a few United States applicants or enquirers for agency posts from those of military age.

The Canadian Advertising Personnel Bureau does not do any direct hiring for advertising agencies, but acts as a placement service and central registry. Its staff interviews applicants and sends out lists of people available to agencies. If it has specific positions to fill through orders from member agencies, it will first suggest those in its registry, then if need be advertise for the person wanted.

CANADA LEADS U.S. 13-1

In the United States there has been only ONE national radio circulation study in the past 7 years. In Canada, BBM has conducted THIRTEEN such nationwide studies in the same period.

The BBM circulation reports form an integral part of each BBM survey, and reach all BBM members at no additional charge.

BBM circulation reports—for both radio and television—are unique in that they are based on actual tuning to all stations during the two-week survey period.

The latest BBM circulation report, now in members' hands, is based on tuning reports in 47,000 personal diaries, and covers the period October 30–November 12. It shows circulation and hours of tuning by men, women, teens, children, adults and all persons to nearly 300 radio and 100 television stations in 240 BBM areas in Canada's ten provinces.



BBM BUREAU OF MEASUREMENT

120 EGLINTON AVE. EAST, TORONTO 12

TEL: (416) 485-9464

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ASSOCIATIONS

THE AMERICAN MARKETING ASSOCIATION, Toronto Chapter, will be treated to a panel discussion on *Marketing—A Force For Good or Evil*, at the opening dinner meeting of 1968, Tuesday January 23, at the Park Plaza Hotel, 5:30 p.m.

Moderating the panel will be Robert Nixon, leader of the Ontario Liberal Party, said John C. Robertson, Market Facts of Canada Ltd., chapter president.

Speaking for "a force for good", will be AMA past president John Bull, vice-president, marketing, Colgate-Palmolive Ltd.

The arguments for "a force for evil" will be made by Prof. John Crispo, University of Toronto.

EDUCATIONAL TV

LATEST ENTRY IN THE ETV MARKET is the WAVE system, introduced by Canadian Westinghouse, as an all-in-one system combining a variety of

modern audio-visual aids in one co-ordinated closed circuit TV instruction centre.

"The Westinghouse Audio-Visual Electronics (WAVE) System is intended for use in all levels of education," said J.K. Carman, manager, Canadian Westinghouse Co. Ltd. Electronics Products Division, Hamilton, Ont.

Occupying less than 15 square feet of floor space, and easily operated by one person, the complete system is housed in two highly mobile caster-mounted cabinets, each measuring five feet in height.

WAVE permits motion pictures, slides, film strips, overhead transparencies, and an unlimited variety of opaque media, to be shown at a central point and televised throughout the school or school system.

Live television pick-up of lectures, demonstrations and other events, whether indoors or out, is provided by a high-quality vidicon camera mounted on a pan-head and tripod. An identical camera is permanently installed in the front cabinet for film and opaque pick-up.

Another useful feature is a specially designed vertical-optical multiplexer which allows split screen presentations of two or more visuals simultaneously.

Westinghouse also has a solid-state video tape recorder, which is termed the Audio-Visual Recorder, for incorporation into the WAVE system to provide additional flexibility. Highly portable, the device permits the recording of any event where and when it happens. It can also be used to video tape regularly-broadcast TV programs. Tapes can be used for immediate replay or stored for later use.

RESTRICTING ETV TO THE UHF BAND will "straitjacket its development", said the Canadian Association for Adult Education, because this will deprive educational television of the economic stimulus of commercial entertainment channels.

In a statement issued in Toronto, the Association said that VHF channels must be used also, if the adult education and continuing education areas are to be served properly.

The Association said any restriction of ETV to the UHF band will pose serious obstacles for the under-educated and economically-deprived citizen. The statement said the cost of converting an individual TV set to UHF is between 35 and 50 dollars.

The CAEE urged the passage of legislation to make compulsory the manufacture and sale of receivers capable of receiving all TV signals in the VHF and UHF bands.

FILM

THE TELEVISION PREMIERE of *A Place to Stand*, the Ontario Government's 17-minute color film shown at Expo '67, was granted to CKVR-TV Barrie, Ont. December 28, but James Ramsay, of the Department of Economics and Development, said it would be some time before other TV stations would have a chance to show it.

Ramsay said the film was shown on CKVR to test viewers' reactions. Featured in the Ontario Pavilion at Expo, the film shows as many as 15 images at once, and has been praised



as a technical achievement in film making. It has had several private screenings, with introductions by Premier John Roberts, but the Barrie showing was the first for television.

Commercial film houses are still showing the 35 mm. version of the \$465,000 film, but the CKVR test version was 16 mm., and Ramsay said the public will be able to buy 16 mm. versions within two weeks, when they go on sale for \$55.00. Peter Head, CKVR-TV producer, said the station paid \$150.00 to show the film.

CFTO-TV Toronto had requested the film in September, but, at that time, the government was barred from releasing it by an agreement with Columbia Pictures that it would not be shown until 60 days after its release in theatres.

CKVR-TV had asked permission to show clips of the film during a 90-minute show, but Ramsay refused to allow a partial showing.

Ramsay said his department had turned down several requests from U.S. TV stations to show the film because it did not want to sacrifice theatre distribution there by having the film televised.

TELEFILM OF CANADA has completed the sale of the entire RKO library of feature films, over 700 titles, to CKLW-TV Windsor, Ont., said Lawrence Fein, sales manager for the Toronto-based distributor.

Telefilm has also sold the CBC French network the all-Canadian cartoon series, *Wizard of Oz*, dubbed in French.

The half-hour series, French version, of *Peter Gunn* has been sold by Telefilm to CFTM-TV Montreal, with rights for the entire province of Quebec, said Fein.

He also reported that Telefilm now has available, for first run in Canada, the 104 episodes of the *Superman* series, 52 of the half-hours being in color. Additional packages have become available from American International, including *Beach Party*, *Beach Blanket Bingo*, for distribution by Telefilm of Canada.

FOUR STAR TELEVISION OF CANADA LTD. is conducting negotiations for the sale of 12 one-hour color programs in a series of *Portraits*, featuring interviews with some of the top personalities in the film world, said E.T. (Tom) Reynolds, president. These include such stars as Omar Shariff and Robert Mitchum, as well as Ralph Nelson, a top Hollywood producer.

Reynolds, who also heads Multi-Creative Productions, which acts as distributor for Four Star, said MCP has renewed *TV Bingo* with M. Loeb Ltd. in Ottawa, where it has been featured for 3½ years on CJOH-TV. The same game show plays on CFCN-TV Calgary; CKX-TV Brandon, Man.; CKBI-TV Prince Albert, Sask.; CJCB-TV Sydney, N.S.; and CJON-TV St. John's, Nfld.

MCP is also offering *Jackpot Bingo*, recently filmed in Toronto with Allan & Rossi, American TV comic team. The 39 half-hours are in color. Another availability, said Reynolds, is *Win at the Races*, a color videotape horse-race show.

RELEASE OF 30 FEATURE FILMS for television, under the title of *Showcase 6*, was announced this week by Frank Kowcenuk, general manager, United Artists Associated of Canada, in Toronto.

This is the second major package marketed by UAA, and includes such recent box office hits as *Topkapi*, *The Apartment*, *McLintock*, *The Happy Thieves* and *The Seventh Dawn*, with many top stars among whom Kowcenuk listed Dean Martin, Jerry Lewis, Yul Brynner, Peter Sellers, Gina Lollobrigida, Sean Connery and Ursula Thiess.

The 30 features, with 15 in color, are immediately available to Canadian TV stations.

Kowcenuk said UAA Showcase groups "are being very well received" by Canadian stations, and he anticipated that *Showcase 5*, forerunner of the latest package, will be in the majority of Canadian TV markets by mid-'68.

INTERNATIONAL

ABSORBED INTO THE CBC, and to be operated as part of the corporation out of its regular budget, the International Service will cease to exist, as such, as of April 1. It will neither retain its title, nor its separate budget supplied by funds from the External Affairs Department, which it has had since the service was established in 1945.

The International Service of the CBC, known as "Canada's Voice Abroad", cost \$3,800,000 to operate, last year. Its broadcasts have been carried in eleven languages.

Now brought within the overall operating budget of the CBC, as a result of the federal government's austerity program, the IS broadcasts will be maintained as an overseas service of the corporation.

The CBC was also ordered to cut its capital and operating budgets for '68-'69, with the capital spending of some \$30 million budgeted in 1967 cut back to \$25 million for '68-'69, which is \$32 million less than the corporation had asked for. Further expansion of color facilities has also had to be deferred.

CLOSED-CIRCUIT TELECASTS of the British House of Commons will begin February 5, for a week's experimentation. A similar experiment will be tried with radio.

If it is judged to be successful, edited versions of the House debates will be released to the public as part of special news programs.

TELEVISION FOR THE BAHAMAS will be available early in 1969, and the implementation of the project has been awarded to the Montreal-based, international firm of N.J. Pappas & Associates, broadcast consulting engineers.

Announced by the Hon. Jeffrey Thompson, Bahamian Minister for Internal Affairs, the seven-phase plan intended eventually to provide service for more than 90 per cent of the islands' widespread population of about 100,000, will be started immediately in three initial phases, concurrently with plans to revamp and extend present radio services.

The three-phase project awarded to the Pappas firm will cost about \$2,000,000 (Bahamian), in addition to the revamping job on radio facilities, operations, programming and other services in which the firm specializes.

The Bahamian system will include AM and FM radio, a television network centre, television distribution, re-broadcast facilities, ETV, and all related requirements. The TV system will initially be only monochrome, with provision made for later addition of color.

The completion of the main network production centre at Nassau is expected by early 1969. All Bahamian broadcasting facilities will be commercial, under the jurisdiction of the Bahamas Broadcasting & Television Commission.

The Bahamian system will be the fourth major national broadcasting network to be contracted by the Pappas organization, who are presently engaged in work on the \$33,000,000 (Malaysian) national service in Malaysia and Hong Kong's national radio services.

The Pappas group, specializing in complex communications systems, around the world, have also been active in Ghana, where they designed the national TV service for that African nation, and in Trinidad, Guyana, Mexico, as well as throughout the U.S. and Canada.

RUSSIA'S GOVERNMENT-RUN TV SYSTEM now permits occasional commercials, one of several new changes as part of the government effort towards broader and better programming.

In Moscow, where four channels are available, one is for educational television which teaches languages and science. All four channels operate about five hours nightly, and one offers daytime service as well, with two to seven hours of programming.

Much of the programming, according to some viewers, is still well-laced with Russian propaganda, and news programs are censored, with demonstrations in capitalist nations receiving heavy play. Much of the news is announced by a plain-faced, matronly-type woman, but sign-offs for the stations are often given by pretty girls.

More than 19 million TV sets are reported in use in Russia, and the

viewers are being offered more frequent glimpses of life outside the Soviet Union, with hookups to other European telecasts to show live sports or entertainment from western countries. However, in television plays, movies and interviews there is an emphasis on the military, and in sports programs such as soccer and hockey propaganda messages are inserted at intermissions.

The Russians are also getting color TV, with one variety show seen weekly, and a color program brightened with girls and songs was shown recently from Paris.

Color sets in Russia, so far, have reached only a few stores, and sell for more than \$1200, approximately an average Russian worker's yearly pay.

Black and white sets, however, range from less than \$200 to nearly \$700, and credit terms are available at 32 per cent down, and one year to pay, with a two-per-cent carrying charge.

THE GOLDEN GLOBE AWARDS, presented annually by the Hollywood Foreign Press Association, for excellence in television and motion pictures, will be colorcast live from the Cocomanut Grove, Los Angeles, Monday Feb. 12, as an NBC-TV network special. Andy Williams will be host.

The show will be seen on the entire NBC-TV network from 10:00-11:00 p.m.

NETWORKS

THE "PICK OF THE WEEK" on the CBC Television Network, January 16, will be a film on paroled convicts and their attempts to earn a place back into society.

Produced by the National Film Board for the National Parole Board, *Squarejohns* is a half-hour dramatization based on actual criminal files from the NPB. The title is derived from prison jargon, meaning parolees who intend to reform, or, become square-johns.

Written and directed by Bill Davies, with photography by Robert Humble, the film was edited by Dennis Sawyer, with Graham Parker as producer.

REPLACING CTV'S W5 in its 10:00-11:00 p.m. time slot, effective January 21, will be the new *Rowan & Martin Show*, to be seen on most CTV stations, says the network's program director, Arthur Weinthal.

The first W5 in its new time period, 9:00-10:00 p.m., will be pre-empted, January 21, said Weinthal, to make way for Part One of a three-part special *The Rise & Fall of the Third Reich*. Succeeding parts of this special will be seen in February and March, he said.

The *Smothers Brothers Show*, ousted from its Sunday night spot by W5, will be seen on the CTV Network from 7:00-8:00 p.m. on Fridays.

Weinthal said a 90-minute special is planned for the full CTV Network, on February 12, when a public affairs document on the state of our nation will be shown under the title of *One Canada—Two Nations?*

THE AVERAGE COST PER PROGRAM for CBC-TV's *Hatch's Mill* series was about \$100,000, Secretary of State Judy LaMarsh told the House of Commons.

Miss LaMarsh also said the cast included about 53 native Canadians, necessitated by the village setting for the historical drama series.

SPECIAL EDITIONS OF "THE WAY IT IS", CBC-TV's hour-long public affairs show on Sunday nights, will include major film documentaries, full-hour specials on major topics of concern, and more programs in color, said Ross McLean, the show's executive producer.

On January 21, *TWII* will present a comprehensive portrait of Dalton Camp, national president of the Progressive Conservative Party.

January 28 will feature a definitive report of *The Drug Culture*. Upcoming will be a color report on *The Love Kick*, and its effects on today's youth, with revealing footage from hippie headquarters in Haight-Ashbury, San Francisco.

Reports on U.S. Presidential hopefuls Nixon and McCarthy, and speculation on what it will be like in the Year 2000, with a colorful conversation among literary and communications giants: Mailer of the U.S., Muggerridge of the U.K. and McLuhan of Canada, are "in the works" for *The Way It Is*, said McLean.

PROGRAMMING

CONVERTING A CANADIAN "PIRATE" into a private radio station will be made possible through the intercession of the Department of Transport at Ottawa, which recently closed down the unlicensed operation at Pond Inlet on Baffin Island.

The DOT obtained a 20-watt transmitter from the CBC, and reconditioned it. It will be taken to the remote Arctic settlement on an RCAF supply run, and used for volunteer community programs, on condition that the residents operate their station as a non-commercial venture.

The "pirate" station had been operated by Pond Inlet residents on frequencies set aside for amateur radio broadcasters. Commercial broadcasters complained because it was causing interference on their frequencies, which brought about the DOT action.

Transport Minister Paul Hellyer said: "Pond Inlet had the initiative to get its own show going. But unfortunately, they did not meet the technical requirements so essential

to an international medium such as radio broadcasting. We are anxious to do what we can to make life in the north more pleasant."

FOUR CONCERTS BY THE QUEBEC SYMPHONY ORCHESTRA are to be broadcast by CHRC Quebec City, as a goodwill gesture towards the development of the cultural life of the people of the provincial capital.

The concerts, to be presented at the Palais Montcalm, January 25, February 29, March 14 and April 18, featuring special guest artists with the full symphony, will be taped by CHRC for broadcast on CHRC-AM, Sundays at 8:30 p.m., and Tuesdays at 7:30 p.m. on their FM outlet.

François Bernier, QSO director, credited CHRC as "the first private radio station in Canada to offer its services to a symphony orchestra," as he signed the agreement for the broadcasts with Aimé Dery, president of QSO, and Aurèle Pelletier, general manager, CHRC Radio.

Quebec dailies, French and English, gave extensive coverage to the joint announcement by the orchestra and CHRC.

RESPONSE TO BROADCAST EDITORIALS, aired daily by Quebec City's French and English twin-station television operation, CFCM-TV and CKMI-TV, has drawn such widespread interest that 10,411 copies were mailed out during a recent survey month.

Two-minute editorials, reflecting the attitudes and opinions of the management of Télévision de Québec (Canada) Ltée., on subjects of public interest, are aired five times daily by France Fortin, director of public affairs for CFCM-TV (French), and twice daily by George Lovett, program director for CKMI-TV (English).

The two stations have maintained their policy of outspoken comment in their broadcast editorials for almost two years, said Jean L. Crevier, director of publicity and promotion, and "judging from the increasing amount of mail received, individuals in the Quebec City area are interested and eager to procure copies of these expressions of opinion."

During the survey of editorial comment conducted by Raymond Martin, chief researcher and editorial writer for Télévision de Québec, the total mailing of 10,411 copies of editorials aired in that one month was broken down to 8944 sent to names on the regular mailing list, 546 to answer requests received by mail and phone, and 871 to special names.

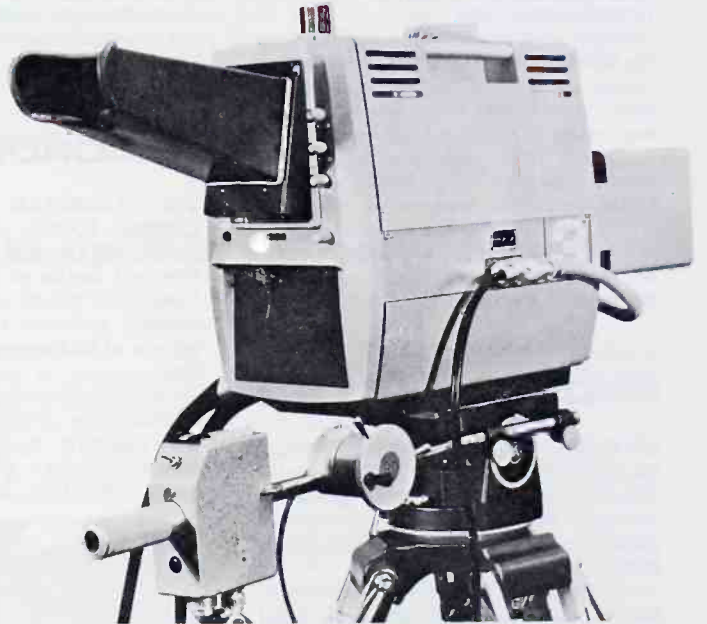
Crevier said "judging from requests received, 6:58 p.m. is the preferred time (for hearing the daily editorial). This is probably due to the fact that between 6:00 and 7:00 p.m., news and information programs of interest to Quebecers are presented."

He said topics which affect people locally arouse the greatest interest. Editorials concerning striking retail

CKCO-TV

Presents

THE INVASION OF THE PLUMBICON* CAMERA



**VIVID BREATHTAKING
LOCAL COLOR**
Starring **The award winning**
PHILIPS PLUMBICON*
CAMERA TUBE.

CKCO-TV's recent purchase of two Philips Plumbicon color cameras completes our ultra-modern color facilities enabling us to color telecast all local programs including this great lineup: The Minister's Study, Romper Room, Big Al, The Elaine Cole Show, Scan, the late News, Weather and Sports, File 13, Gary Buck, Canadian

Bandstand and many other local daily and weekly features. Our new cameras are the recently developed Philips Plumbicon color cameras. Philips were awarded an EMMY by the National Academy of Television Arts and Sciences for "outstanding achievement in engineering development" of the Plumbicon camera tube.



* Registered trade mark for television camera tubes.

grocery employees drew requests from 23 towns in surrounding counties. Problems affecting people within Metro-Quebec evoke lively response from residents of municipalities in the area, while editorials concerning economic, national or international matters bring requests for copies mostly from outside the metropolitan area.

THE CAB PROGRAM EXCHANGE is offering two new series, *Learn and Earn*, 198 40-second cuts, on the meaning, usage and pronunciation and origin of words commonly misused, and a set of interviews each approximately 3½ minutes, by Dick Smyth, news editor of CKLW Windsor, Ont.

Learn and Earn, produced by CKNW New Westminster and voiced by Bob Morrison, was picked from a competition of program ideas sponsored by the CAAB to promote Canadian programming.

On the other series Dick Smyth held three interviews with Christine Jorgenson, the woman who was changed from a man through the first publicized operation performed in Denmark in 1950.

Four other interviews are done with Father Neil Libby who runs a Half Way House in Windsor for prisoners who have completed their sentence and are trying to return to society.

Smyth also conducts four interviews with Earl Neff, an authority on UFOs, and five interviews with Bill Miller who is the Branch Manager of the Control Data Institute in Detroit, an organization which trains people for jobs in the computer field.

PROMOTION

SHOWING NO PARTIALITY, CHML Hamilton broadcast the voices of over 3500 boys and girls from some 55 schools, in Hamilton and surrounding communities, over the Christmas season.

In charge of CHML program director, Bob Hooper, the broadcasts were taped through arrangements with the Board

of Education in the city or district concerned, who selected the individual schools to be visited.

Groups ranging in size from 12 to 150, from kindergarten through high school, were heard from Hamilton, Burlington, Dundas, Waterdown, Ancaster, Glanford Township, Saltfleet Township, Stoney Creek and Grimsby.

After editing, the tapes were broadcast according to a set schedule, pre-released to all schools, at stated times throughout the day, Monday through Saturday. On-air promotion for each group created listener interest, and when broadcast during school hours the participating school had its program piped through the PA system from the principal's office.

In addition, CHML used selected schools on a special 45-minute Christmas Eve program of carol singing.

As a further Christmas gesture from CHML, the station printed over 20,000 song books which were distributed, on request, to clubs, schools, hospitals, church groups and service organizations. This was the sixth year for such a promotion, and the supply as usual was exhausted after only a couple of days advertising on the air.

RECORDINGS

THE CANADIAN LIBRARY OF RECORDED SOUND, in Ottawa, contains some 2500 records made by Canadians from all walks of life, reflecting the times and trends of the past and the present, gathered together through the efforts of Ed Manning, CFPL-TV London, Ont.

It was Manning's personal Centennial Year project. As a result of his planning and persuasion, thousands of hours of spare-time work, much travelling and many meetings

with record buffs, civil servants and record manufacturers, Canada now has the distinction of being the only country in the world with a national library of recorded sound.

Proposed to the Canada Centennial Commission in 1964, Manning's suggestion was not accepted until 1967, and in May he was engaged to work on the project as advisor and consultant, devoting almost all of his spare time to the project.

His knowledge of the field was gained from over 30 years of serious record collecting, during which he gathered some 14,000 old 78s, hundreds of which were heard on CBC Radio's *Roll Back The Years*, which Manning produced for years as a free-lancer.

He personally contacted all major Canadian recording companies in Montreal and Toronto. Each was persuaded to supply one copy of each of their recordings in their current catalogue, and each agreed to send new issues to the library in the future. From collector-friends across Canada he was able to buy old 78s in good shape, at an average price of slightly more than one dollar.

Each selection had to be catalogued, and in addition to being responsible for choosing every record for the library, Manning also paired every record or set with a biographical sketch of the artist or person featured on the disc.

The collection includes music of the gay nineties, waxed before the turn of the century by Canadian amateurs, sharply contrasting with the smooth, lush sound of Percy Faith and his orchestra in present-day recordings, and such varied offerings as Hank Snow western songs to the songs and sermonettes of evangelist Aimee Semple McPherson, speeches by Sir Wilfrid Laurier, poetry readings by Ned Pratt, and a full set of Guy Lombardo recordings pressed in 1924.



Ed Manning of CFPL-TV London, is surrounded by his own personal collection of records in his home "workshop", as he prepares biographical data to accompany old records for the new "Canadian Library of Recorded Sound" in Ottawa.

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LARGE RETAIL SALES
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8 STATIONS-ONE ORDER

GO → Atlantic
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Toronto	Montreal
923-0919	932-8357
Winnipeg	Vancouver
942-1892	682-6391

TALENT

ENTRIES ARE BEING SOUGHT from Canadian songwriters, both amateur and professional, for the second CBC Song Market, for which 32 songs will be selected for broadcast on *CBC Showcase* during July, August and September.

From the 32 songs, a panel of judges will select the winning song and three runners-up, each of whom will receive \$300, and the winning songwriter will receive an additional \$1000, as well as having his or her song recorded by RCA Victor for fall release.

Each of the 32 songs broadcast in the '68 Song Market will bring its writer \$50.

The first CBC Song Market launched in October '66 attracted over 3000 entries, from every province and Canadians overseas. The winning song, *Kiss The Wind*, by amateur songwriter Bruce Barrie, Prince George, B.C., and 11 other entries were recorded by RCA Victor and issued as an LP which went on sale a few weeks ago.

Entries close March 31, but must be made on an official entry form obtainable from CBC Song Market, Box 500, Terminal "A", Toronto.

COMING EVENTS

January 15: Toronto Advertising & Sales Club's 1968 Workshop in Marketing management, opening session of 11-week course, Maclean-Hunter Bldg., 6:00 p.m.

January 15: Marketing '68, 10-session course in modern marketing techniques, sponsored by the Young Men's Ad & Sales Club of Toronto. Runnymede School auditorium, 357 Runnymede Rd., 7:00 p.m.

January 15: Sales & Marketing Executives Club of Calgary, sales rally '68, Jubilee Auditorium.

January 15-16: Radio Sales Bureau sales and marketing conference, Hotel Nova Scotian, Halifax.

January 16: Sales & Marketing Executives of London, Hotel London, 5:30 p.m.

January 17: Admakers '68, a course on creativity in advertising, sponsored by Toronto Ad & Sales Club, Maclean-Hunter auditorium, 10th floor, 481 University Ave., 7:00 p.m.

January 19: Annual Guys & Dolls Night, SME Toronto, Inn on the Park.

January 22: Sales & Marketing Executives Club of Toronto, dinner meeting, Park Plaza Hotel, 5:30 p.m. Canadian Kodak Co. Ltd.'s multiple projector, wide-screen film presentation of "Communications Through the Ages".

January 23: AMA, Toronto Chapter, dinner meeting, Park Plaza Hotel, 5:30 p.m. Panel discussion, 3 top speakers.

January 23: Toronto Ad & Sales Club, luncheon meeting, Royal York Hotel, 12:30 p.m. Speaker: Robert D. Elhart, vice-president, Peat, Marwick, Mitchell & Co., chartered accountants.

January 11, 1968



Signing the agreement between Singer Co. of Canada Ltd. and Miss Canada Productions, are left to right: T. Morgan Earl, account supervisor, Bowen, Mann, Korenberg Ltd., the Singer agency; Miss Canada 1968, Carole MacKinnon; George Binks, advertising manager, Singer Co.; Tom Reynolds, president, and Ronald J. Rice, general manager, Miss Canada Productions.

Miss Canada 1969

Singer picks up Miss Canada Pageant

EXCLUSIVE SPONSORSHIP of the 25 preliminary contests to choose contestants for the title of *Miss Canada 1969* has been signed by Singer Company of Canada Ltd., through their advertising agency, Bowen, Mann, Korenberg Ltd., Montreal. Singer, which sponsored one-third of the recent CTV telecast of the *Miss Canada Pageant*, retains an option on the Pageant final, also.

The agreement, running well into five figures, was concluded with Cleo Productions Ltd., which owns and operates the beauty festival under the name of Miss Canada Productions.

In the past, pageant preliminaries were generally sponsored by local organizations, but under the new agreement Singer will now underwrite all 25 of the local market pageants.

The agreement also involves local market merchandising and promotion, through personal appearances of Miss

Canada 1968, at Singer outlets throughout Canada, in which the title holder, Carole MacKinnon of P.E.I., is now engaged.

The agency reports that latest TV ratings indicate that the 1967 Pageant telecast reached over 3,000,000 viewers on the CTV network, plus an additional 400,000 on the supplementary stations that Singer bought to enlarge the coverage. To substantiate this expanded national reach, Singer sales figures for November were 37 per cent above the same period in 1966.

Participating in the signing of the agreement were D.W. Campbell, director of advertising and sales promotion, and G.N. Binks, advertising manager, Singer Co. of Canada Ltd.; T.M. Earl, account supervisor, Bowen, Mann, Korenberg Ltd.; and Tom Reynolds, president, Cleo Productions Ltd. and Miss Canada Productions.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS the SHOWS

MONTREAL TORONTO WINNIPEG
1434 St. Catherine St.W. 433 Jarvis St. 171 McDermott

... towards standardization of color

THE CANADIAN TELECASTING PRACTICES COMMITTEE, inaugurated 18 months ago, has been at work attempting to define problems in color telecasting and recommending practices which would alleviate these problems.

Broadly based, the committee has representation from CBC English and French networks, CBC Engineering, CTV Network and private television stations.

The first chairman, appointed for a two year term, is Glen Robitaille, director of engineering, CFPL-AM-FM-TV, London. Liaison with the SMPTE Color Committee, the SMPTE Lab Practices Committee (Canada) and the AMPPLC is assured by membership on the CTPC of representatives of these groups, particularly significant at this time, since the main work of the CTPC concerns the telecasting of color film.

A.G. Day, chief engineer at CJOH-TV Ottawa, and secretary-treasurer of CTPC, reports that the committee recognized that until color telecine practices were standardized, the film supplier has no way of knowing how his product would appear on air.

Films found acceptable in the screening room frequently appeared to have different color characteristics off air, and reproduction of these films from various station facilities produced differing results.

The committee believed that it needed only to standardize telecine performance using scientifically reproducible tests and show to a scientifically selected panel of observers samples of good film such as the SMPTE Color Reference test film. Various degrees of color unbalance would

be introduced into the telecine equipment and the most acceptable to the panel would be selected as the standard balance for telecasting in Canada.

However, says Day, they discovered so many variables that not one component to be used in the panel tests was acceptable.

It turned out that the SMPTE reference film itself varied noticeably between prints. CTPC now have samples of a print of average color balance.

Projectors of different manufacture changed the effective color balance. CTPC now has tests which allow for, and diminish this problem.

Film cameras of different manufacture, though lined up on standard tests, produced different colorimetry and even film cameras of the same manufacture exhibited intolerable color shifts.

Day says that CTPC has now tracked down the causes of these variables and is working towards what

might be called "the standard telecine chain". He says the color monitors which the panel would view, would have to be of standard color balance and no reliable instrumentation was available to ensure this.

CTPC's efforts to solve this problem have led to the use of the National Research Council's design of color calibrator which will be marketed by Central Dynamics this winter. Selection of the test panel and techniques to be used, as determined in co-operation with a psychologist trained in this area, have not been finalized, but Day says a good deal of thought has gone into this phase of the work.

He added that the committee is working very closely with the CBC Development Department, a branch of CBC Engineering in Montreal, headed by Stan F. Quinn. They are in a position to have many of the necessary tests performed and would proceed with these tests without any prodding from the CTPC.

CBC Program Critique

Senator flays CBC production as repulsive and extravagant

DEPLORING THE FREE SPENDING of public funds to make a couple of CBC *Festival* films, which he described as "indecent, immoral and repulsive", Senator Edgar Fournier, PC-New Brunswick, said the joint productions of the CBC and NFB cost \$831,000, or \$247,000 above the authorized budget.

He was commenting on production of *Waiting for Caroline* and *The Ernie Game*, shown recently on the CBC Television Network. "I never thought I would live to see the day when so much public funds, your money and mine, was spent to produce such degrading pictures," he said.

"I am sure they would never pass any responsible censor and hope they will never again be shown in Canada or anywhere else," the senator added.

He made his comments after Senator John Connolly, Government Leader in the Senate, gave replies to his written questions about the costs of the two films.

The replies showed the authorized

budget for *Waiting for Caroline* was \$319,000 but the final cost was \$511,000, and *The Ernie Game* ended up with a cost of \$320,000 against an authorized \$265,000.

"*Caroline*" employed 39 persons and took 29 weeks and three days to produce, while "Ernie" had 31 people engaged for the production which took 28 weeks and four days.

Costs were split between the CBC and NFB, and the replies by Senator Connolly noted it would take about five years to determine what revenue the films could earn. The two agencies said it was hoped the total cost for both films would be recovered within this period.

Waiting for Caroline explored the relationship of a young girl with two lovers, both Canadians, one French and one English, while *The Ernie Game* depicted a young man who was unable to adapt himself to the established values of society and eventually committed suicide.

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Winnipeg Vancouver

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WBEN/TV

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This new association with an established Canadian company enables Channel 4 to implement increased services for its Canadian clients.

Allan Slaight, President of Stephens & Towndrow, announces the appointment of Fred E. Smith as Sales Manager of the company's television division. Mr. Smith joined Stephens & Towndrow in 1966, after 14 years' association with the broadcast field at one of Canada's largest agencies.

Montreal

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Toronto

363-9391

Vancouver

684-6277

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TRANSCANADA COMMUNICATIONS
LTD. APPOINTMENT



JAMES R. GRISENTHWAITE

Mr. Michael Sifton, President of Transcanada Communications Limited, announces the election of James R. Grisenthwaite as Director and Vice-President.

Mr. Grisenthwaite has held top management posts at both CKCK Radio in Regina and CKRC Radio in Winnipeg and is currently General Manager of CKOC Radio in Hamilton, Ontario.



MICHAEL A. HARRISON

Southam Press Limited announces the appointment of Michael A. Harrison as vice-president, broadcasting. A graduate of the University of Toronto (B.A. Sc., 1952), Mr. Harrison later received a Diploma in Business Administration from the London School of Economics which he attended as an Athlone Fellow. He served with the Canadian Broadcasting Corporation in various capacities from 1952 to 1964, latterly as executive assistant to the president. He was on loan to the Glassco Royal Commission on government organization in 1961 and to the federal Treasury Board throughout 1965. Prior to joining Southam Press, Mr. Harrison was with Denison Mines Limited.

New Canadians

TV depicts Germans as

"evil imbeciles" immigrants say

TAKING AFFRONT at the way they are portrayed on American television, the Germans are getting their hackles up over the roles created for various characters in many of the current war series, *Garrison's Gorillas*, *Rat Patrol*, and *Hogan's Heroes* being specifically mentioned.

Hamburg's *Bild Am Sonntag*, which has a Sunday circulation of more than two million, complains that the three current American TV series depict the Germans as "evil imbeciles".

The newspaper also says two German characters, Colonel Klink and Sergeant Schultz of *Hogan's Heroes*, are portrayed like Laurel and Hardy, Klink as a fool and Schultz as a dope, whom the American prisoners-of-war "lead around by the nose".

During a single 30-minute segment of *Garrison's Gorillas*, the *Bild's* New York correspondent says he "counted 39 German bodies", killed in various ways of warfare, but "their opponents, on the other hand, were not even scratched."

Bild suggests that the conclusion is that Germans are "too stupid to have even the slightest chance against American supermen."

Stupidity and brutality

A recent segment of *Rat Patrol*, it says, showed with one exception "only German stupidity and brutality. Who can be surprised that in the eyes of many Americans the Germans are coarse, sadistic, evil and idiotic sauerkraut consumers? Of course, the series depict 'war Germans', but many television viewers hardly make any distinction between them and Germans in general."

West German television officials, who select many American TV tapes for showing to their viewers, doubt that the three series ever will be telecast in Germany.

Erroneous picture

Controversy was stirred up in Frankfurt over the showing on West Germany's second television channel of another American TV program, CBS's documentary, *The Germans*, which depicted today's Germans as having regained self-respect but still clinging to old values.

Dr. Volker von Hagen, the channel's director of programs on politics and current affairs, said the national network had decided to show *The Germans* to illustrate "how a certain journalistic trend in the United States was presenting an erroneous picture of us."

Heinz Barth, Washington correspondent for Hamburg's *Die Welt*, wrote in that newspaper that: "Since the early westerns, the cult of force has been the foundation of American show business. For half a century, the Indians played the role of the villain. The public was released from this monotony when the war movies offered variation. Since then, the Indians are no longer the sole villains. The villains of today are the Germans."

Pegasus Productions

Canadian subsidiary
has 4000 foot stage
in Montreal studios

TO SERVE THE TV INDUSTRY, in Canada, a newly-formed commercial production house has been set up in Montreal, under the name of Pegasus Productions Ltd. (Canada).

Operating as the newest subsidiary of Leonard Anderson Associates, Inc., of New York City, international producers of television commercials, documentaries and films for industry and government, these services will be provided for the Canadian market from complete studio and production facilities located at 1121 St. James St. West.

Three filming stages are located within the completely new communications complex at Montreal's Graphic Arts Centre, home of Pegasus Productions Ltd. (Canada). The largest stage has over 4000 square feet of shooting area, including a 40-foot cyc. There is also a standing, modern kitchen set for producing foot product and related commercials.

Fully-equipped editing rooms are provided, including those for the most modern RCA mobile multiple-camera, color video tape units, which are available for special needs in productions and presentations.

The company also has 35mm interlocked double system magnetic and optical projection facilities for both forward and reverse projection.

Pegasus Productions Ltd. (Canada) is staffed by several experienced and well-known French-Canadian film experts, with Miss Colette Désy serving as office manager and production representative. Leonard Anderson is president of the Canadian subsidiary.

All-party critics will delay passage

APPROVAL OF THE BROADCAST BILL may be further delayed by certain members of the House when the Commons resumes its session January 22, after a month-long recess. The Bill was still under debate when Parliament was prorogued.

L.R. (Bud) Sherman (PC-Winnipeg South) served notice that he will press for changes in the Bill to ensure fair coverage by the CBC. He said he intends to move two amendments to the clause on broadcast policy. Sherman said he will seek a better safeguard against one-sided coverage, arguing that the Bill should guarantee responsible coverage of both sides of any controversial topic.

He said the Bill is biased in favor of the public network, and therefore is undemocratic. When conflict arises between public and private broadcasting, he said, "the general good of the viewing and listening public should prevail."

Harold Stafford (L-Elgin) said the proposed Act spells out that CBC

management is responsible for balanced programming. He said news and public affairs producers had shown a persistent anti-American bias, and had indulged in "distortion by omission".

Stafford said a Canadian missionary who had spent ten years in Vietnam said, on his return to Canada, "The news of Vietnam on Canadian radio and television closely approximates the propaganda emanating from North Vietnam." Stafford said CBC coverage of the racial situation within the U.S. was also distorted.

Ralph B. Cowan (L. York-Humber) attacked the government's policies on granting applications for CATV systems, and said he will not support two clauses of the Bill, one dealing with CATV, and the other being the proposal to grant the CBC five-year financing to give it more scope in planning its operations.

Cowan said the reason given to him for rejection by the DOT of certain CATV applications were that the

systems would adversely affect the economic position of existing TV stations.

"When had the government decided it was its duty to interfere with the free play of the market place?" he asked. Cowan said either Canadians were living in a free-enterprise society or they were moving towards state control.

He asked what television stations the present ministry is determined to

(continued on page 30)

BBM POPULATION ESTIMATES - JANUARY 1968

Province	Total Persons	Adults (20+)	Men (20+)	Women (20+)	Teenagers (13-19)	Children (0-12)
Newfoundland	503,600	244,930	125,910	119,020	79,800	178,870
Prince Edward Island	109,000	60,090	30,370	29,720	15,700	33,210
Nova Scotia	759,850	429,570	213,580	215,990	105,880	224,400
New Brunswick	623,000	332,550	164,990	167,560	94,050	196,400
Quebec	5,937,800	3,362,770	1,651,770	1,711,000	826,700	1,748,330
Ontario	7,253,100	4,333,970	2,132,730	2,201,240	889,660	2,029,470
Manitoba	968,430	571,230	284,390	286,840	125,920	271,280
Saskatchewan	962,100	549,950	282,040	267,910	128,100	284,050
Alberta	1,508,100	848,760	432,350	416,410	192,780	466,560
British Columbia	1,982,900	1,206,360	607,860	598,500	239,690	536,850


**Canada 20,607,880 11,940,180 5,925,990 6,014,190 2,698,280 5,969,420

**Not including the Yukon and Northwest Territories

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RADIO & TELEVISION

TORONTO

—

MONTREAL

QUEBEC

—

WINNIPEG

\$50 fee for first CBC farmcast

RADIO TO THE FARMER means more than "just entertainment". It means news of what's happening in the agricultural world, livestock prices, weather reports, market changes, timely hints, new and better ways to do things, down-to-earth facts delivered in a down-to-earth manner, essentially by farmers and for farmers.

CBC Farm Broadcasts were begun, on a national scale, well over a quarter of a century ago, in May 1939.

Prior to this, the CBC had been broadcasting a special farm program to serve French Canadian farmers in Quebec, under the title of *Reveil Rural*, which began April 11, 1938 and continued on a daily basis.

The same year, for the first time in Ontario's history, a farm leader from Australia was visiting the province to discuss farm matters and was asked to be keynote speaker at the annual meeting of the Ontario Chamber (Federation) of Agriculture.

His address was broadcast over the full CBC network, still in its fledgling years, and created so much talk and interest that the Corporation was asked by the Ontario Agricultural College to consider whether some sort of continuing program could be instituted to serve the country's farm audience.

They couldn't shrug it off...so they hired Shugg, Orville Shugg!

Bachelor farmer, Shugg, 29, had performed a stint as a newspaper reporter in B.C., been caught up with the New Canada Movement in Ontario, and matched wits with seasoned

drovers, buying feeder cattle off the dried-out ranges of western Saskatchewan for his home-farm feed lot at Watford, Ont. He had previously written to the CBC.

His letter, which today would be termed a brief, outlined his ideas of the needs and requirements of farmers and how they could best be served by a daily farm broadcast. It so impressed the CBC's general manager at that time, that Gladstone Murray invited Shugg to come to Ottawa and discuss with him the possibilities of developing a farm broadcast service for the CBC.

That was in 1938. Shugg received a telegram from E. L. Bushnell, who was general supervisor of programs, saying: "Would like you to provide ideas for setting up experimental 15-minute market broadcast on CBL. Fee \$50."

Shugg accepted, went to Toronto, discussed the proposal and agreed to set up a farm broadcast program in the Ontario region—15 minutes a day for a period of three months.

"In those days no one had thought of 13 weeks," said R. G. Knowles, former National Network Supervisor of the CBC Farms & Fisheries Broadcasts.

Knowles, a Saskatchewan farm boy, who has since gone to Rome as Information Officer, Food & Agriculture Organization, United Nations, said: "The first program produced by Shugg went on the air in February 1939. By May 1, there was no doubt of its success. It had become such a popular daily feature in rural farm homes that the broadcast was increased to half an hour to include a live drama of a typical-farm family, *The Craigs...* (which lasted for 25 years, as a key part of the broadcast).

"Shugg was now sure of his ground, and had the backing of his farm audience to prove it. He walked into the program director's office and said in substance: 'Look, Bush, give me five years and I'll set up a farm broadcast service from Halifax to Vancouver!'

"His request was approved and he became Supervisor of the first CBC English farm broadcast service. Following the start in Ontario-Quebec, he began the Maritimes farm broadcast service on June 19, 1939. The Prairies got the program started on September 5, 1939 and in B.C. they began September 22, 1940. Each region had

its own farm family; the Gillians in the Maritimes, the Jacksons on the Prairies, and the Carsons in B.C.

Shugg worked on extending the programming to meet the lack of information on the social and economic problems of agriculture. In 1941 he started the National Farm Radio Forum on the eastern network. During the following winter, this was extended to the rest of Canada.

When his requested five years were up, Shugg went back to the farm. But he did not stay. He became advertising and public relations director, for the Dairy Farmers of Canada, where he stayed ten years. In May 1960 he went back to the CBC, as director of sales policy and planning.

During his connection with the farm broadcasts, Shugg had hired such young men as Fergus Mutrie, from the Okanagan Valley, who later became Director of Operations; Neil Morrison, who stepped up to Director of Research; Ron Fraser, a Nova Scotian, who went all the way to become CBC vice-president and assistant to the president; Harry J. Boyle, an Ontario farm boy, who became special programs development officer, sound; Keith Morrow, another Nova Scotian, recently named regional supervisor, CBC programs, Newfoundland; Bob Knowles, Ralph Marven, Hugh Boyd, Don Fairbairn, of *Neighborly News* fame; Peter Whittall (*Mr. Fixit*), and others who headed up the regional and national farm broadcasts. Boyle, Mutrie, Morrow and Knowles, each in turn, became National Network Supervisor. Nairn Mogridge, now Supervisor of Station Relations, was the original studio operator for *The Craigs*.

National Farm Radio Forum became *Summer Fallow*, during the off-meeting season. A series of gardening programs was started for each region, the names of Earl Cox and Bob Keets being well-known in this field, and Cox also started a TV version.

From farms to fisheries was the next step, and a daily broadcast for fisherman on the Atlantic coast began February 11, 1946. A similar program was introduced in Newfoundland in March 1951, and in B.C. in February '53. Newfoundland received the farm broadcasts in '51, and the service became truly national, resulting in the department name being changed to Farms and Fisheries Broadcasts.

Weather broadcasts became part of

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the department's responsibilities as a natural for farmers and fishermen. Starting in 1947, the program became *Ask the Weatherman* and continued until June 30, 1961.

Beginning in 1948, and worked into all regions by 1954, a series of 15-minute weekly broadcasts for 4-H Clubs and Young Farmers still retains the interest of this group as part of the Saturday farm broadcast (12:30 p.m.).

When TV came to Canada and farmers became interested, the CBC Farms & Fisheries Broadcasts launched other types of programs primarily for those engaged in agricultural pursuits but designed also to attract the general public.

Country Calendar began in 1954 in the central region, and was extended to all other regions by August of the following year. *Fisherman's Log* was started in the Maritimes, *Countrytime* was launched to interpret farming and the agricultural industry to the non-farmer, and *This Land of Ours* has told the story of Canada in Centennial year.

In radio, in addition to the morning farmcast at 6:35 a.m., there is the *National Farm Broadcast*, daily at 12:30, usually in charge of Senior Farm Commentator George Atkins.

Establishment of a specialized daily farm broadcast service for farmers in southwestern Ontario over CBE Windsor, is part of the department's split network operations.

Singled out for special mention for farm broadcasts are CKNX Wingham, Ont.; CJGX Yorkton, Sask.; and CFCW Camrose, Alta.; also CFAM Altona, Man., each with full-time staffs for the farm broadcasts.

Many private stations serve rural market areas, but have no regular staff farm directors. In some instances, as with CKTS Sherbrooke, Que. the local agronomes from the provincial agricultural offices are given air time, providing weekly talks of interest to farmers, interviewing guests, covering local fall fairs and 4-H activities.

CKTS was first in Quebec to air a daily farm talk prepared and aired each morning by the staff of MacDonald College Farm Extension Department. This is now carried by a number of other stations, being taped and shipped out each week from the college under the title *An Ear to the Ground*. Begun by MacDonald's Extension Director, Mark Waldron, formerly of CBC Farms & Fisheries Department, who left to take a post-graduate course in the U.S., the College's farm program is now prepared by his successor, Walker Riley.

Two other men instrumental in playing important roles in CBC farm broadcasting are Leonard Harmon, a full-time farmer who became general manager of the multi-million dollar United Co-operatives of Ontario, and Herbert Hannam, former secretary of the Ontario Chamber of Agriculture, who became president and managing director of the Canadian Federation of Agriculture.

Ottawa

Crown corporation proposed for educational television

DRAFT LEGISLATION to set up a crown corporation to assist educational television in Canada has been prepared by the Federal Government. An outline will go to the Commons Committee on Broadcasting after the session resumes, January 22.

The legislation calls for the establishment of a Canadian ETV authority, which would provide finances for land, buildings and facilities, but would not be involved in programming, said Mark McClung, who spoke for Secretary of State Judy LaMarsh, at a television conference at McMaster University, Hamilton.

McClung, who works in the office of the Under-Secretary of State, said programming would be produced by the provincial departments of education, universities alone or together, and by private educational groups such as the Canadian Association for Adult Education.

McClung said applications for an ETV outlet, like those for commercial broadcasting, will go to the DOT and the Canadian Radio & Television Council, which is due to replace the BBG, and the decisions will rest with them whether the outlets are to be UHF or VHF.

Later, he said the government has accepted as the general principle that UHF should be reserved for ETV, but this is not mentioned in the draft legislation.

He made his announcement after A.F. Knowles, director of educational aid resources, York University, Toronto, said there were rumors that the government was no longer firmly behind the establishment of a separate educational television body. Knowles said the Committee hearings could delay ETV by a year and a half, adding "that would be an intolerable length of time to wait."

Canadian General Electric Co. Ltd.

Color TV set sales will zoom with record personal incomes

"THERE ARE HIGHER HOPES NOW, than there were a few months ago, that the color TV market will grow with unique rapidity in 1968," said J. Herbert Smith, president, Canadian General Electric Co. Ltd., in forecasting the prospects for 1968 for the country's electrical manufacturing industry. He pointed out, however, that this may not be as true of console sets as for portables.

"In the field of television," he said, "although the growth of the color TV market has not been as spectacular as anticipated by the industry," total 1967 sales were expected to reach 115,000 sets, compared to 95,000 the previous year.

"With personal disposable income running at record levels," he said, "sales of color TV are forecast to reach more than 140,000 sets in 1968, an increase of 25,000 over 1967."

Smith attributes his forecast of

increased consumer demand to "the better and wider choice of color programs offered by more TV stations across Canada," coupled with increasingly greater public interest, and the manufacturers' offering of a wider selection and more stylish cabinetry in color sets.

"Having overcome the setback caused by color TV in 1966," he said, "the stereo market keeps rising. In 1967, total stereo industry sales, in units, increased to the record high 1965 level." He predicts that 1968 sales will continue the upward trend.

In his forecast, Smith said "present conditions indicate a modest growth in the Canadian economy...In real terms, we can expect at most an expansion in the order of three or four per cent. This does not take into account any degree of price inflation, which could double this growth rate in terms of current dollars."

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Howard Caine

Campbell Ritchie

A MAN WHO DEDICATED HIS LIFE to his family, his industry, his community and his country, even when he knew his days were approaching their end, was the late founder, president and general manager of Station CHWO Oakville, Howard C. Caine, who died of cancer at the age of 51 after a long illness, on December 22.

Final tribute was paid Howard at a memorial service at St. Jude's Anglican Church, Oakville by Canon L.N.P. Blgrave, whose moving opening words were: "This is a service of thanksgiving for the life of Howard Caine."

The spirit of this tribute was inspired by Howard's dedication to his country as a naval officer during the second World War; to his community as a member of the Oakville Council, the Parks Board and a Centennial Project designed to replenish at least a hundred of the White Oak trees that at one time flourished in the Oakville area.

By way of dedication to his industry, Howard Caine served as president of the Central Canada Broadcasters Association. He was also vice-president and a director of the Canadian Association of Broadcasters, where he worked for the Dominion Drama Festival, the Centennial and many other worth-while projects, all of which enhanced the reputation of the communications industry to which he dedicated his life.

It was in keeping with Howard's positive nature that, with the deep

knowledge and keen understanding of the problems confronted by his handicapped daughter, Pamela, he labored to spare others from the same plight, as president and in other offices of the March of Dimes and the Rehabilitation Council of Canada.

His services to these causes and his industry, and to his fellow men and his community were recognized publicly a few days before he died, when the government conferred upon him the Centennial Medal in recognition of valuable service to the nation.

Even after Howard knew that his fate was sealed, he continued to work as long as he was able.

Last July, at a small gathering of industry and other friends, he was presented with a copper plaque signed by the Canadian Association of Broadcasters, the Rehabilitation Foundation and the Dominion Drama Festival, which he accepted gratefully and cheerfully from Campbell Ritchie, president of the Canadian Association of Broadcasters (see picture above).

The plaque read in part:

"Presented to Howard C. Caine with respect and affection from his countless friends, appreciative of and inspired by his dedicated service to those causes he admires. All of these mirror the man, since all strive for the better health, the greater happiness and the enlightenment of mankind. His labors bring strength to these causes as they bring value to

their goals. Howard Caine's integrity, decency and honor bring inspiration to all who knew him and light in each of these an immortal respect."

THE LIFE OF HOWARD CAINE offers the broadcasting industry a further reason for thanksgiving.

As a broadcaster, Howard carried on the tradition of industry dedication set by the country's original broadcasters, whose fervent belief in the infant industry then made possible its achievements of today.

Broadcasting has grown from the days of the man with stars in his eyes and a soldering iron in his hand to the world's number one instrument of communication, because the spirit of dedication planted deeply in the hearts of its pioneers has wound its way around the souls of men like Howard Caine.

Modern methods and techniques—television and now color, satellite transmission just around the corner and heaven knows what else over the horizon—are being developed through the dedication, the skill and the determination of today's broadcasters, inspired by these same qualities displayed by their forebears.

Technical developments have played a tremendous part in the industry's growth of course, but hand in hand with electronics is another ingredient that has contributed beyond all else to the success of broadcasting—humanics.

Howard Caine picked up the quality of usefulness—usefulness to people—from the men who have always used their broadcasting equipment "to strive for the better health, the greater happiness and the enlightenment of mankind," as his well-deserved plaque said. He took up the torch from them and has now handed it on to those who follow. This legacy which he leaves us—the legacy of usefulness—is a basic one, because it earns for us a spot in the hearts of broadcasting's greatest essential—the people.

Some like it short

Some like it long

Women like gossip

RADIO NEWS COVERAGE came in for some interesting comment following an invitation by Mac Lipson, news director, CHUM Toronto, for listeners to air their views on the news, during a broadcast of *Speak Your Mind*.

At least three callers suggested more frequent 10-minute newscasts; several wanted more depth in reporting, across the day, but admitted that important stories got reasonable treatment in regularly-scheduled major newscasts; a couple suggested radio news in general was too brief, and another listener said there was too much repetition.

The claim of repetition was countered by a blind man, who said he was a constant, day-long listener, and "I find there's a real effort to give us variety. Nobody knows that better than I do. The news is one of the few links I have with the outside world."

One woman said "women don't like long newscasts. They like headlines and the more gossip the better." Another woman felt that "women were neglected to too great a degree in news. Women constituted a large audience in off-peak hours, but newscasters tended to forget this." Lipson said he agreed with this point, and he felt there should be more material aimed at women.

Lipson noted that an immigrant suggested in barely understandable tones that newscasters should talk more slowly so new immigrants could understand the news.

One man wanted radio stations in general to provide more commentary, and another questioned the wisdom of discussing glue sniffing and other hazards on the air, even to the point of explaining how one sniffs glue.

Lipson replied: "This was always a sensitive area...but the importance of conveying this information to the public far outweighed the hazards of spreading a bad or dangerous habit such as this one."

He said the public good was affected...and lawyers, educators, jurists, politicians and sociologists, were part of the public and needed to know. It was doubtful that radio made dangerous acts more popular. The acts are usually in practice when the press begins to expose them.

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ROSS F. DOWNEY

New President for Television Bureau of Canada, Inc.

The Board of Directors of the Television Bureau of Canada, Inc. is pleased to announce the appointment of Ross F. Downey as President of TvB. Mr. Downey assumed his new position January 1, 1968. As operating President, he will expand the capacity of the Bureau to stimulate the flow of advertising revenue and conduct research and development in broadcast communications. Mr. Downey comes to his new post with eight years experience in three major advertising agencies and seven years with one of Canada's largest corporations. Offices of TvB are in Toronto at 500 University Avenue.

BROADCAST RESEARCH COUNCIL



PETER HARRICKS

At the general meeting of the Broadcast Research Council, held December 14, Peter Harricks was elected president, succeeding Ed Lyons of Young & Rubicam. Peter Harricks is vice-president of marketing and research at the Radio Sales Bureau. His term as president of BRC is effective January 1, 1968.

Advertising & Sales Club of Toronto

Eleven experts in creativity will lead eleven sessions of third annual ad-club course

CREATIVITY IN ADVERTISING will be discussed in a series of Wednesday evening sessions beginning January 17, sponsored by the Advertising & Sales Club of Toronto, and titled "Admakers '68".

The 11-session course is the third annual series conducted by the ASC, with 11 leading Canadian advertising men discussing their own creative philosophies and how they develop ideas that successfully motivate people. Sessions are held in the Maclean-Hunter auditorium, 10th floor, 481 University Ave., beginning at 7:00 p.m. each Wednesday.

Jerry Goodis, president, Goodis, Goldberg, Soren Ltd., will discuss "Agency Management and the Creative Function", January 17. Hank Karpus, senior vice-president and director, creative services, Ronalds-Reynolds & Co., will tell of "The Creative Department's Role Within the Agency", on January 24. "The Role of the Agency Creative Team" will be the topic for Leo Brouse, senior vice-president and creative director, Spitzer, Mills & Bates Ltd., January 31.

"The Unique Creative Team" will be explained February 7 by Copel Marcus, copy director, George Pastic and Dennis Bruce, art directors, "Group X", McCann-Erickson of Canada Ltd. February 14, Bill Straiton, vice-president, creative services, Foster Advertising Ltd., will discuss "Crea-

tivity in Print Advertising". Denis Case, president, Case Associates Advertising Ltd., will divulge the strategy of "Creativity in Television and Radio Advertising", February 21.

"Creativity in Retail Advertising" will be the topic for Ira Reid, advertising manager, Robert Simpson Co. Ltd., and Ted Ledsham, assistant advertising manager, Simpson-Sears Ltd., will discuss the Mail Order side, February 28.

Elmond Glebe, president, Industrial Advertising Agency Ltd., will tell about "Creativity in Industrial Advertising", March 6. "Creativity in the Graphic Arts" will be discussed by John Sebert, president, Sebert Productions Ltd., Carl Brett, creative director and Dick Allen, sales director, Howarth & Smith Monotype Ltd., March 13. John Straiton, vice-president and creative director, Ogilvy & Mather (Canada) Ltd., will be the final speaker, March 20, as he tells about "Developing the Creative Strategy and Plan of Execution".

On March 27, the course directors, Peter Myers, Young & Rubicam Ltd., and Hugh Robey of Wm. Bartlett & Son Ltd., will preside over the examination and presentation of certificates for those completing the course.

Enrolment may be made at the ASC office, 77 York St., Toronto, for a fee of \$40, ASC members \$35.

(continued from page 25)

Delay is forecast for new broadcasting act

protect through its rejection of certain cable TV applications.

Not "should" but "must"

Gilles Grégoire (Ind. Que.) noted that the Bill stipulates that Canada's broadcasting system should be owned and controlled by Canadians. His amendment would change the word "should" to "must" in this particular section.

Grégoire said two privately-owned television stations in Quebec City, one broadcasting in French and one in English, are owned by American interests. Editorials carried on both stations reflected "the American point of view", he argued.

Grégoire said the government

should set a period of a few months within which these stations would have to sell their shares to Canadians. Many Canadian groups had tried to obtain TV licenses for the Quebec City area and there should be no problem in the existing stations finding Canadian buyers for the shares, he added.

Auguste Choquette (L.-Lotbinière) asked that relay transmission stations be set up in Canada to relay French-language programs from Quebec. He said the French language is as foreign in some parts of the country as Arabic or Japanese, and it would be a real act of national unity to send French language TV programs into all parts of Canada.

He said young English-speaking Canadians learn French in school, but once out in the business world, never get a chance to practice their second language, or to hear it. Piping French-language shows into their areas would change this.



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