

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



In French-speaking Canada plain folk take their TV heroes seriously. In fact since taking over sponsorship of Montreal's Gala des Artistes three years ago, Péladeau Publications has built the event into what a Toronto advertising agency man visiting the show described as "like an Emmy Awards presentation — a Hollywood premiere". Two thousand people gave Montreal police a hard time as they fought to pay \$1.25 to attend the Gala, held at the Theatre St.-Denis June 5. Later the crowd lined up again to take in a parade of 525 guests entering the Grand Salon of the Queen Elizabeth Hotel for the Gala Ball. In the photo Quebec Lieutenant Governor Paul Comtois presents a "Discovery of the Year" award to Jenny Rock as (l. to r.) Donald Lautrec (Discovery — male), Michel Louvain (Mr. Radio-Television '65), and Margot Lefebvre (Miss Radio-Television '65) await their cues.

A radio hostess training school, latest innovation in the station "female sales representative" field, recently graduated the seven girls shown in the photo. CKWX Radio in Vancouver, claiming to have introduced the idea of hostesses for promotions, sampling, demonstrations and general geniality, says "since the inception of the CKWX Hostess, many have followed our lead." The station arranged instruction in cosmetics, grooming, use of the Polaroid camera, preparation and serving coffee and refreshments, and conduct in greeting the public for eight girls chosen from 45 interviewees. Uniforms were also supplied. The station says the result is "compliments, compliments and more compliments" from advertisers.

CHWO Radio in Oakville touched off its lazy season promotions with a Safari into Summer — a three-day, three-way event staged at a local shopping plaza. The station's camp-site featured; Coca Cola Safari Grills, with plenty of special Coke displays in plaza stores, the Prudhomme resort's wild and domestic animal zoo, and tiger trophies from a likely source — Imperial Oil and Esso gasoline. CHWO loaded its guns with giveaways for the occasion — free Coke, Safari Grill draws, tiger tails, and baseball, theatre, car wash and country music show passes. In the photo CHWO's Gary Madison Page interviews Oakville Mayor Allan Masson as (l. to r.) Ernie Zechman, general manager of Hopedale Plaza, warden Herb Merry, and Art Sylvah, McCann-Erickson (Coke account) look on.

Dr. Charlotte Whitton recently visited CFCF Radio and Television in Montreal, to guest on David Bassett's *Phone Forum* radio program. Dr. Whitton's television show, *Dear Charlotte*, launched by CJOH-TV Ottawa after her defeat in the latest Ottawa mayoralty race, is seen five days a week on CFCF-TV and in the Toronto area. Bassett is shown in the photo interviewing Dr. Whitton, whose TV program is notable for espousing such views as: "The farmer has a right sense of values in life, because his world embraces both nature and man," and, "In personnel, as in goods, if the demand exceeds the supply, you try to make the supply go round by adulterating it, by lowering standards — that's why school examinations are becoming more difficult."

# Agency and networks in kicking melee

▲ THE FUSE THAT STARTED sputtering when the Montreal advertising agency of Bouchard, Champagne, Pelletier Ltd. bought Canadian Football League telecast rights for this season and next is getting shorter than a midget's eyelash. First football telecast date, July 30, is rolling around — "and I think you'll find this thing is going to blow," says Spence Caldwell, CTV Television Network president.

The same network's executive vice-president, Gordon Keeble, points out that BCP's contract with the Eastern Football League calls for the agency to file a confirmed schedule of 21 live-game telecasts by July 30. Evidently the Western League contract contains a similar provision.

The penalty for failure to file? Rights revert to the leagues, Keeble says.

And with little more than three weeks left to produce or else, BCP's position looks like this (unless there's been a radical change since June 23):

ANNOUNCEMENT

**J. M. EASTMAN & ASSOCIATES LIMITED**



AUSTIN G. MORAN

John M. Eastman, President of J. M. Eastman & Associates Limited, announces the election of Austin G. Moran as a Director of the Company and his appointment as Vice-President. Widely known in the broadcasting industry, Mr. Moran has been responsible for a broad range of electronic media innovations particularly in the radio, television and motion picture fields. He brings to his new position a most substantial background in advertising agency operations. Until assuming this new association, he was senior broadcast executive with another national advertising agency.

Mr. Moran will be responsible for overall broadcast functions within the agency.

Prominent in community affairs, he has, for the past eight years, served as National Chairman of Easter Seals for Crippled Children. In addition, he is a member of the Board of Trustees of the Alcoholism and Drug Addiction Research Foundation and Chairman of the Board of Hospital Management. Mr. Moran's appointment was effective June 1st coincident with the opening of the Company's new offices at 2 St. Clair Avenue West, Toronto.

Two of last year's sponsors are definitely out for this season. British American Oil, in for one-quarter of each game nationally last year, has "had a change of marketing strategy and will not be in football this year", in the words of R. W. Carson, co-ordinator of advertising and merchandising at B.A. (The oil company is sticking with its new TV show, *Musical Showcase*.)

And apparently Nabob Foods Ltd., sponsor for one-quarter of last year's western telecasts, is out of the picture this season.

Ford? Negotiations are still in progress with the motor company, quarter-game sponsor last year, says Michael Wood, manager of Inter Production Incorporated, Toronto. (IPI is a separate company set up by BCP as co-ordinator and selling office for football and other potential sports packages).

The only repeat sponsor signed to date seems to be John Labatt Ltd., in again for a half share of eastern telecasts.

There are other prospects — Wood says if all signed the length of the game broadcasts would have to be doubled to accommodate them — but on the dotted line? None, as of June 23.

And there's the rub, because the networks have taken the position that "BCP have the responsibility for delivering the package fully paid," Keeble says. "That's been a condition from day one."

ANNOUNCEMENT

**CKLW GENERAL MANAGER**



ROBERT J. (BOB) BUSS

A veteran Canadian radio and television executive, Robert J. (Bob) Buss has been appointed general manager of CKLW AM-FM, Windsor, Ont., and assumes responsibility for all operations of these radio stations, S. C. Ritchie, president of Western Ontario Broadcasting Company, Limited, announced. Prior to joining CKLW Radio, Mr. Buss was manager of CHAT-TV and AM, Medicine Hat, Alta. and manager of CHRC, Winnipeg, Man. Mr. Buss has had a distinguished career in broadcasting. He was twice president of the Western Canadian Association of Radio and Television Broadcasters, served eight years as director of the Canadian Association of Broadcasters and has served on the CBC Television sales and programming committees. He and his family now reside in Windsor.

"And the trouble is they can't bring themselves to guarantee \$2,600,000." (Keeble puts this year's football total package price at that figure.)

As a result the CTV network has taken steps to put its western member stations on notice that the "deadline is well past" for BCP to have submitted its paid package. Keeble thinks if the networks try to mount the telecasts in "less than three weeks, they've really made it tough on themselves."

Meanwhile at the advertising agency there's notable rumbling, mollified by Wood's faith that "sweet reason" will become a factor in the negotiations in time to rescue the broadcasts.

Wood makes some bitter claims about the networks' attitudes, including the following:

- BCP at one time offered a guarantee of the networks' line and time costs — and had the guarantee accepted, then rejected.

- The CTV network has presented the agency with a 50 per cent increase in production and a 30 per cent jump in time costs, while the CBC (reasonable throughout the negotiations, Wood contends) has tabled a tolerable five or six per cent cost rise.

- There are undercurrents to the situation — in particular the networks' eagerness to recover control of football rights for the 1967-68 season. ("Boy, do those networks want football back in 1968!" Wood says.) Wood believes football's importance as a colorcasting plum inspires the networks' determination. And he hints that discrediting BCP as a football packager might help the networks recover the rights.

- BCP attempted to lower costs by arranging to produce the telecasts, but the networks insisted on production privileges as a condition of carrying the broadcasts. (Wood thinks the agency could chop production expense in half by importing a couple of American mobile units, hiring Canadian crews, and feeding the broadcasts to the network facilities.)

- The CTV network refused to grant "national" time and line-cost discounts for nation-wide football telecasts.

- The CBC subsidized CTV's losses on football broadcasts, at least last year, but isn't willing to strike the same arrangement with BCP.

And what do the networks say? "That little new upstart agency," Caldwell sputters.

Is BCP being given a hard time?

"By all means," Caldwell says. "They made a mistake (by getting into something they knew nothing about) and they're in a hell of a spot. And they're going to blame it onto anyone in sight."

"We've done everything possible for these people," he says, "except agree to absorb a loss."

Caldwell answers Wood's criticism of CTV's apparent cost hike by explaining that in previous years the network "made certain deals" on football telecast time prices, "always with the hope that we could get the advertisers up to the card rate." (CTV puts its loss on three years of rights ownership at \$350,000.)

"We are just charging BCP our printed price list. We're not upping our prices," he insists. "If we went ahead and gave BCP a special deal why wouldn't MacLaren Advertising or any of the other ad agencies demand the same deal?"

And did the CBC underwrite part of CTV's football losses — with public money? Nix, says Caldwell. "The only payment they made to us was for a part of the western rights. We owned the rights — the CBC wanted to carry the games. So they reimbursed us for their share of rights costs on the unsponsored quarter of all games they carried."

Caldwell suggests the CTV network merits a hero button for supplying the unsponsored quarter of the games to the CBC without tagging the public network for a share of broadcast production costs.

He sees a vast difference between network and agency ownership of the football rights:

"It's an entirely different thing for them to buy the rights and then go out and try to sell sponsorship in the hope they'll also get the advertising accounts."

To which Wood says, "The only people that are being hosed (as a result of the networks' present policies on football) are the advertisers."

"The advertisers are all pretty leary because of this funny network situation."

Wood raps the networks for not contributing to the football selling effort ("As of this moment, neither network has made a call"), and he admits cost increases are a stumbling block. ("In January we figured on an increase of 10-15 per cent. It is now higher than that.")

"But it's still a very worthwhile package," he says.

Asked why he didn't get married, the 70-year old bachelor said he had never been able to find a big house near a good school.

**"ACTION STATIONS!"**

**CFCN**

**RADIO-TV**

**CALGARY**

# CJOR case starts fur flying at Ottawa hearings

SNARLING THROUGH CLENCHED TEETH isn't the broadcaster's usual trademark — at least, not at conventions and open functions, where everything's normally pat-on-the-back and hail-fellow-well-met. But at Board of Broadcast Governors' hearings? To use a venerable cliché, that's a horse of a different wheelbase.

As an outlet for the broadcasting industry's aggressions, BBG sessions seem to rate high and mighty. Some of the pungent phrases heard off-the-air lie sandwiched between the dry station-change applications and the equally dry announcements of approval or disapproval granted by the board.

And the latest BBG sessions, begun on June 15 in Ottawa and concluded nearly a week later, were no exception. As a rule applications aimed at establishing new stations bring out the fighting spirit in broadcasters serving the target localities, and the BBG faced several such new-outlet proposals at the recent hearings.

And since the board was also confronted with the contentious issue of CJOR Radio Vancouver, among other sticky problems of less note, the hearings gave rise to a rich batch of broadcaster give-and-take. A few of the stronger statements made during the sessions follow:

**Williams versus Guest:** West-coast lawyer L. A. Williams, appointed president of CJOR a little over a month ago in the wake of a BBG recommendation for non-renewal of CJOR's license, countered a threat of court action "to see that future control of the station rests with a group divorced from the previous controlling interest," by saying:

"Not until now did I understand the depth of resentment the minority shareholders have for Mrs. Chandler (former president of the station and majority shareholder)."

Williams said there had been a "serious and grave loss of revenue" following the board's licensing decision. He argued against a minority-shareholder suggestion that CJOR be given temporary license extension to December 31 by stating the proposal was made "in full knowledge that the station would be bankrupt long before then."

The minority shareholders were represented by Gowan Guest, another Vancouver lawyer. Guest was acting for Arthur H. Chandler, brother of George Chandler, the late station-owner, and two of his sisters, in total holding a 46 per cent stock interest in CJOR.

Williams said the minority group all got their shares as legacies on the death of the late owner, and were "willing to force the station into bankruptcy to get some benefit from their shares, but had

not contributed anything to the station."

The BBG was hearing a proposal to transfer 3,050 of Mrs. Chandler's 32,939 common shares to Williams.

Guest called the proposal "an attempt to circumvent the ruling of this board — a corporate soft-shoe shuffle". He said only transfer of 51 per cent of CJOP shares to some person or group unconnected with previous control of the station would be satisfactory.

**Neima versus the Nathansons:** R. David Neima, applicant for a new AM radio station in Sydney, Nova Scotia, based part of his arguments on a statement that CJCB Radio and Television had "enjoyed a virtual monopolistic, order-taking position" as the only private station available to advertisers.

CJCB owners Marven and Norris Nathanson contended any proposal to take revenue from existing Sydney broadcast outlets would bring "final and total disaster" to broadcasting in the area.

Neima described the brothers' position as "a shoddy attempt to denude their own market", and added that they had built "a considerable fortune" on their Sydney operation.

"CJCB is obviously getting plenty of commercials," Neima said, adding that he had heard the station carry five 60-second spots in a row on one program — in spite of having only one radio-time salesman working in Sydney.

The Nathansons admitted the possibility of the five-commercial sequence, but said it would occur on only one program as a result of the format involved. They said the radio station was selling about 800 minutes of commercial time a week, representing little more than half of its 1500-minute capacity.

Neima replied by saying his station would take a genuine interest in informing the community, instead of paying CJCB's "barely lip service" to good news coverage. His station's reports would not be "namby-pamby", Neima added.

Marven Nathanson told the BBG the Atlantic Region has 12 per cent of Canada's AM radio stations but gets only six per cent of the national advertising revenue. He felt the proposal for the new station was based on "wild estimates of available revenue and

grossly underestimated costs".

Commenting on CJCB-FM's application for a power increase, also before the board, Norris Nathanson said if Neima's application for a new AM station was approved he would request the BBG to reserve decision on the power application.

Neima called Nathanson's proposal "using the FM bid as a carrot" to tempt the board.

**Redmond versus Burgoyne:** Another alleged monopoly came under criticism as Robert E. Redmond appeared before the BBG seeking approval for a daytime-only AM operation in St. Catharines combined with an 18-hour-daily FM station.

Redmond said CKTB Radio and *The St. Catharines Standard*, the daily newspaper, were both owned by William B. C. Burgoyne — "and it is obvious from sales figures that the radio station is run as a break-even proposition so as not to take advertising away from the paper."

There was plainly something wrong at CKTB, Redmond said, and it seemed Burgoyne was trying to "protect his newspaper interest".

Redmond explained that the best year CKTB had for local sales was \$135,000, despite the fact it had twice as big an available market as Welland. He said the station where he works in Welland would sell some \$150,000 worth of local advertising this year.

Mary Burgoyne, manager of CKTB said, "If St. Catharines was put in Timbuctoo, where a host of signals from other Canadian and U. S. stations didn't blanket the area, the station would have higher earnings."

Redmond felt there was local concern about independent news coverage in a "monopoly situation like St. Catharines." Evidently newscasts on CKTB began with the words "Here is the news from *The Standard*."

Only one religious denomination was allowed to broadcast its services on CKTB, he added. This pointed up the "inherently dangerous" position of a monopoly, in his view.

**Crépault versus "La Tribune":** A third charge of monopoly came from A. R. Crépault, who proposed to establish a new French language radio station in Sherbrooke, Quebec.

Crépault said the existing French radio and TV stations (CHLT and CHLT-TV), and the only French language daily newspaper, were all owned by *La Tribune*.

He blamed the monopoly condition for his failure to provide written support from Sherbrooke citizens for his station application. "There was undoubtedly a feeling on the part of many that their lives depend on the monopoly," he explained. As a consequence, he would not ask residents to supply signed support.

Crépault eventually summed up CHLT's opposition to his bid for a new station as amounting to saying "they've got a good thing and don't wish to be disturbed".

**Dulude versus CHRS:** The financial position of CHRS Radio, located in Jacques Cartier across the St. Lawrence from Montreal, was described before the BBG as "extremely shaky". Two contending proposals for new AM radio stations in the area were under consideration.

Alastair MacDonald, acting for applicant Pierre Dulude, went on to say it was not the BBG's job to keep CHRS in business so some creditor could collect. Instead, the board had to be concerned with the public interest, MacDonald felt.

Dulude proposed a family-type radio station concentrating on South Shore news and events. CHRS did not give satisfactory service to local merchants needing a local advertising outlet, his representative maintained.

An alternative proposal by Guy Corbeil of Rosemere, Quebec, offered a station that would avoid "mass, mediocre programming" and concentrate on classical or operatic music and programs aimed at a high intellectual level.

(continued on page 13.)

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# "ACTION STATIONS!"

# CFCN RADIO-TV CALGARY

The trend is to balanced programming

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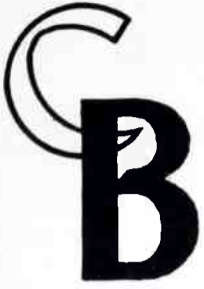
433 Jarvis St.

171 McDermott

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GROUPS  
IN VICTORIA  
B.C.**

*it's*

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canadian broadcaster

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Typography and Make-up by Canadian Broadcaster

Editorial

Tomorrow's Management

People start out on their careers in business - any business - with a major problem. As they approach their prospective employers for their first jobs, the man behind the desk smiles at them in a patronizing manner and says: "Sorry, son, but we only employ experienced people".

The word "son" sticks in the gullet a bit, but the main point is to find out how you get the experience you have to have before you can get your start.

There is another problem - one faced by employers - and this is the problem of replacing the present crop of executives when they pass on to better things - or just pass on.

The usual procedure is to look over the juniors already with the company, decide none of them is suitable in terms of ability, personality or - that awful word again - experience, and then turn to the competition to see which if any of their key people can be pilfered.

The two problems - the youngster's quest for his first job and management's search for its own successor - are poles apart, yet in actual fact they are complementary. Had these employing companies taken a long view through past years and engaged and trained likely-looking greenhorns, some of these would have fallen by the wayside it is true, but they would find, when a top level vacancy arose, that they had the best prospects right on their staffs, made better men because of the encouragement they had received in moving up. Furthermore some of the same kind of encouragement would rub off on those still on the lower echelons because they would see that the same sort of opportunity would be afforded them when the time came, rather than having to suffer the indignity of having men brought in from the outside over their heads.

Many enterprises follow this sort of policy - it is interesting to note that they are usually highly successful ones - and this article is not directed to them. Rather it is aimed at those concerns which feel they cannot afford to have inexperienced people on

their staffs and are forced to resort to the pilfering process.



Regarding the young people looking for their first jobs, undoubtedly the various trade schools can and often do go half way towards giving them something approaching practical experience.

These schools are cropping up across the country right now, and they are certainly a step in the right direction.

Many of them operate directly or indirectly under the aegis of the governments of the provinces in which they are located. The majority of them work in conjunction with the industries for which "help" is being trained, and this system seems to work with maximum efficiency.

There are still snags though, such as:

(1) Instructors, often drawn from the industry in question, must be of such a calibre that they would themselves make desirable employees in that particular industry. They must not have more or less failed in the industry themselves and turned to teaching it as a last resort.

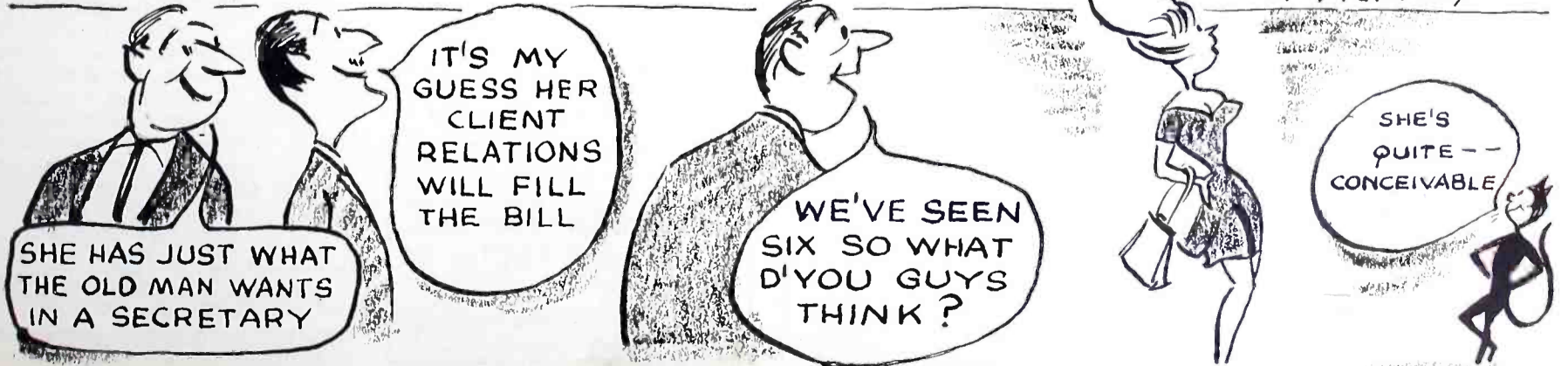
(2) There is a not infrequent tendency for youngsters to emerge from these schools with exalted opinions of themselves because they are "college" graduates. They have to realize that while their training has been "practical" in a general sense, it will take them some time to apply their "practical" knowledge to a specific employment.

(3) Especially in communications, these trade schools must avoid the pitfall of over artiness with no commercial value, and stress the teaching of the fundamental requirements of a business operating under the profit system.



The phenomenal growth of Canadian business is heading into a shortage of leaders. This could develop into a complete impasse, unless business will take a long look now at the members of the graduating classes who are tomorrow's management.

RADIO RBS



# Errors abound in FM's first trial period

by FRANK KELLEY

Question: "Where did you go?" FM Radio in Canada; "Out." Question: "What did you do?"

The youngster's pat answer is supposed to be "nothin". But in the case of Canadian FM radio, the word seems to stick in its craw.

Yet its doubtful if the national advertisers in this country fed "pure" FM radio more than one-tenth of one per cent of the \$375, some-odd million they spent on advertising in 1964. And evidence indicates all-FM's portion of radio's exclusive cut from the national advertising pie was barely in the two per cent range -- if that.

On the other hand FM operators in at least one major Canadian centre -- Toronto -- say the baby's

doing just fine, thanks. They put current annual FM expenditure on the part of national advertisers at \$230,000 or so for Toronto alone. Not bad, when estimates indicate 1964's total FM take from national advertisers wasn't much higher than \$500,000.

One thing seems certain. This year's gleanings from national-level campaigns look bigger, fatter and juicier than ever before for FM. Media supervisors canvassed on the

subject indicate, in many cases, that more FM money is in the works this year than last, or for any previous year. But as to how much more. . .

Coming back to the figure of one-tenth of one per cent of \$375 million -- it would have to be said that FM has nowhere to go but up, at least where national advertising is concerned.

There's nothing specially new about the major advertisers' reluctance to use FM. An early-1964 study prepared by a large Canadian broadcast sales representative house had this to say: "In the United States, FM has long been supported by retail advertisers. National advertisers have held back due to the general absence of documentation."

And apparently the study's comment is frequently heard today echoing along the corridors of Canadian agencies. During one recent interview Charles LeRoy, manager of media planning at MacLaren Advertising Limited Toronto, practically quoted the study verbatim, when he said, "FM radio in Toronto suffers from a lack of documentation. And out of Toronto you get into the area of the unknown."

Unknown? It's LeRoy's word but it's also a description backed by any glance in the files of Toronto agency media men -- files stuffed with sales material devoted mainly to Toronto FM outlets and largely empty of specific, individually-tailored statistical data on FM stations in the rest of Canada.

As a matter of fact there appear to be only two niggling pieces of original statistical FM station research in most agency dossiers -- a two-year old CHFI "FM" study described as "better forgotten" by one media man, and a penetrating study of CHUM-FM's audience in terms of its physical, financial and social characteristics and its product preferences.

No wonder agency people don't strain their windpipes shouting agreement with Dick Sheppard, manager of the FM division at Stephens & Towndrow Ltd. Sheppard says, "I don't think at the moment there's need for more qualitative FM au-

dience research. It's the quantitative research that's needed."

He argues that American FM radio studies and existing Canadian ones, have satisfactorily established the character of FM audiences. But the closest any media man comes to siding with Sheppard is to say, "It's a pretty reasonable assumption for a lot of FM stations that the audience is up-scale." At least that's as far as George Murray, broadcast media supervisor at Ogilvy, Benson & Mather Canada Ltd., wants to go.

And LeRoy says flatly, "The thing that's missing is confirmation of audience characteristics. We have to have the 'quality FM audience' argument confirmed, and it's up to the FM stations to prove the claim."

But no matter how you cut it, with either the agency or the station holding the handle of the knife, there's agreement that one of the tough problems facing Canadian FM radio in the here and now is to gather convincing hard-sell measurement data -- that's if FM is ever going to punch a bigger dent in the national-advertisers' armored budgets.

Sure, there's plenty of controversy about programming (high, low or middle-brow range?), and the technical side of FM (stereo -- and how about Vertipower?) -- but these problems seem to be down-scale from the measurement issue. In fact a descending order of FM trouble areas might look like this:

- National Advertising -- What is the FM share?
- Measurement -- Is FM set penetration a guide to tuning? Can rating reliability be improved through disproportionate sampling?
- Bureau of Broadcast Measurement -- A meeting of the FM committee of the CAB. The AM-FM simulcasting controversy.
- Research -- Facts from a new Stephens & Towndrow-McDonald Research Ltd. FM study.
- Programming.
- Technical Issues.

Here's a partial rundown on FM radio's current position in the problem fields:

*National Advertising* -- Figures for last year's expenditure in straight FM radio, as supplied by 16 leading Toronto advertising agencies, came to a grand total of less than \$173,000.

And since the 16 agencies accounted for an estimated \$259 million in billings last year -- or approximately 69 per cent of the \$375 some-odd million billed nationally by Canada's major agencies -- it seems reasonable to guess that overall "pure" FM expenditure by national advertisers didn't top the \$250,000 mark by much in 1964.

True, some FM agency buys tend to get lost in agency accounting systems, to the detriment of any FM dollar total. But it's also true that most of the agencies consulted were able to tick their 1964 "pure"

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# Stephens & Towndrow

## FM DIVISION

**TORONTO**

**MONTREAL**

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### HARDY FM STATIONS

- CKCL-FM Truro, N.S.
- CHRC-FM Quebec City
- CHFM-FM Calgary, Alta.
- CKLC-FM Kingston, Ont.
- CFMC-FM Saskatoon, Sask.

**YOUR HARDY MAN HAS ALL THE FACTS**



FM campaigns off on a few fingers, usually one hand's worth, and arrive at a total they considered deadly accurate.

In fact three of the reporting agencies bluntly said their 1964 straight FM expenditures were nil. Two others easily supplied figures of less than \$1000. All in all, eight of the sixteen had no trouble calculating totals of \$5000 or less.

Of course, that's only the "pure" FM picture.

In addition there's the grey area of FM broadcasting . . . where nobody's absolutely sure who bills what, and where. "AM-FM simulcasting", they call it — an area that's difficult, if not impossible to tie down as to the FM portion of its listenership, because stations use almost identical call letters and largely simultaneous programming on both frequencies.

CHFI-AM and FM Toronto is one of Canada's leading simulcast outlets. And president Ted Rogers put the station's 1964 "FM" gross from national advertising at \$100 — 150,000 (he estimates CHFI's FM tuning at approximately 50 per cent of the station's AM-FM total).

A glance at the call letters of some other Canadian "predominantly simulcast" stations — CFCF-AM and FM Montreal, CKLW-AM and FM Windsor, CJQM-AM and FM Winnipeg, CJCA-AM and FM Edmonton and CHQM-AM and FM Vancouver — suggests that they might also be potential targets for significant amounts of national advertising money.

But in any event, how much of the simulcasting stations' advertising buck can legitimately be tagged as earned through "FM"? Lack of definite FM tuning breakdowns makes it dangerous to guess in most cases. At best it seems feasible to say the grey-area broadcasters' share of money knowingly spent by national advertisers in the hope of reaching the FM segment of the stations' audiences is unlikely to more than match the "pure" FM dollar take.

And what does it all add up to? Apparently, slim pickings from the national advertising grab-bag for Canada's proliferating FM outlets (54 at last count) — maybe half-a-million dollars total, maybe a little more.

Whatever the true figure is, it's not big enough to shake AM radio's cut of the national advertisers' money — the lion's share of the \$26,002,337 spent in all radio during 1964 according to Elliott Research Corporation Ltd. estimates.

**Measurement** — Few published Canadian FM studies fail to make capital out of a battery of figures on FM set penetration in Canada's major markets — sometimes implying that FM listening and set penetration run in parallel grooves.

But a comparison of FM tuning data from the February 1965 BBM survey, and Dominion Bureau of Statistics May 1964 figures on FM set penetration doesn't entirely support any implied relationship.

Moreover, the comparison indicates FM tuning lags far behind set penetration — even in relatively FM-conscious centres like Toronto.

(In making the set-versus-tuning comparison, the problem of cop-

ing with stations broadcasting both AM and FM, but not separated in the BBM survey figures, can be dealt with by establishing a "possible range" for total weekly hours of FM tuning. In other words, all tuning to unseparated AM-FM stations can be computed as AM to establish a minimum FM figure, then as FM to establish a maximum FM amount.)

(See chart no. 1)

Overall, the eleven-market picture is this:

FM tuning as a percentage of total radio tuning (with AM-FM unseparated figures classed as 50 per cent AM, 50 per cent FM) —

— 12.5 per cent FM set penetration, average of eleven markets

— 23.6 per cent

Industry comments suggest there are two ways of looking at the tabulated results.

Optimists in the FM clan take the view that FM is doing damnably well by capturing as much as ten per cent or more of major market radio tuning hours, considering the selective nature of much FM programming and the set penetration problem. They say it's unreasonable to expect FM set owners to wash their hands of AM — that the best FM can expect is something in the order of a 50-50 split of the FM sets-in-use potential.

Others argue that FM plainly isn't living up to existing possibilities — isn't getting enough tuning even from FM set owners. Their spokesmen feel FM programming is to blame. Or as Charles LeRoyer puts it:

"I think the FM people have a definite opportunity but I don't believe they've really taken it. They're not directing programs of sufficient interest to the upper income market.

"We know the upper income market's interests because of its habits. Its people are interested in travel, books, good food, plays and so forth.

"Looking at FM schedules I find them somewhat uninspiring — a lot of concert hours in the classical manner. No matter how much you like classical concerts, you don't attend them seven days a week."

LeRoyer thinks FM radio is missing a bet in the numbers game. In his opinion unreliable FM station rating figures are putting a hex on FM as a media buy. The problem, as he sees it, is the small sample basis of many FM station ratings — particularly the inadequate sample in upper-level population groups.

His suggested answer? A research technique called disproportionate sampling. It's an inexpensive method of getting accurate counts on limited target audiences, he says, and is used frequently by American FM outlets.

What is it? Evidently disproportionate sampling is nothing more than a system of manipulating research samples in order to increase the sample population (hence, result reliability) at certain social levels. LeRoyer explains that a disproportionate sample set-up might look something like the following, using 400 for a sample size.

(See chart no. 2)

The cost of disproportionate sampling is apparently essentially the same as for normal sample research. The main difference is that

(Chart No. 1)

**COMPARISON OF FM SET PENETRATION WITH FM TUNING — 11 MAJOR MARKETS**

	Total Weekly Hours FM Tuning % of Total All Radio Tuning		Classing AM-FM Stations Tuning as 50% AM, 50% FM		FM Set Penetration
	Classing AM-FM Stations as AM	Classing AM-FM Stations as FM			
Quebec	2.9 %	4.0 %	3.4	%	15.5 %
Winnipeg	4.4	12.4	8.4		17.6
Vancouver	0.5	19.9	10.2		19.3
Calgary	8.7	8.8	8.8		20.6
Hamilton	7.7	9.4	8.6		20.7*
London	8.7	8.9	8.8		21.6
Edmonton	0.0	78.2	39.1 (1)		23.4
Montreal	7.9	16.5	12.2		24.8
Ottawa-Hull	6.3	6.3	6.3		27.7
Toronto	8.0	18.9	13.5		34.1
Windsor	0.0	25.0	12.5 (2)		34.4

\* Source: Dominion Bureau of Statistics, "Household Facilities and Equipment", May 1964.

(1) Includes CFRN-AM and FM, CJCA-AM and FM and CKUA-AM and FM. No separate figures for FM-only tuning are shown in the Edmonton BBM report.

(2) Represents the tuning of CKLW-AM and FM only. The BBM survey does not report tuning to U. S. stations reaching the Windsor market.

(Chart No. 2)

Social Class	Per Cent of Normal Population	Normal Sample	Disproportionate Sample	Factor to be Applied to Result
Upper	20	80	160	.50
Upper-Middle	25	100	150	.67
Lower-Middle	25	100	50	2.00
Lower	30	120	40	3.00

FM station rating accuracy can be shifted to selected upper-level target groups — at the expense of reliability in lower social group ratings, admittedly, but average and

below-average groups are supposed to be of minimum interest to most FM outlets.

This article will be continued in our next issue.



- CHNS-FM Halifax
- CJCB-FM Sydney
- CFCF-FM Montreal
- CJBR-FM Rimouski
- CJSS-FM Cornwall
- CJIC-FM Sault Ste. Marie
- CJCA-FM Edmonton
- CKRD-FM Red Deer
- CJOV-FM Kelowna
- CKOK-FM Penticton
- CFFM-FM Kamloops

All-Canada's FM Director, Fred Oliver, plots FM advertising strategy with CJIC-FM's Paul Fockler, E. J. Priebe of Lufthansa, one of FM's pioneer advertiser's, and his agency account executive, Jack Milne of D'Arcy Advertising.

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# OVER the DESK

A 71-YEAR OLD SWINGER by the name of Roy Herbert Thomson — Lord Thomson of Fleet to you — was in town last month, in company with his Colonel in Chief, the Queen Mother — Lord Roy is Honorary Colonel — for the fiftieth anniversary of their regiment, the Toronto Scottish.

Actually he helped organize Queen Elizabeth's tour, and admitted, in a shy sort of way, that he also helped convince her that she should come over.

I should like to say "I knew Lord Thomson when . . ." and then go into a long diatribe about how he has changed. But he hasn't. Oh he's not quite so stocky, by a paltry 30 pounds, but he's the same genial Uncle Roy, his lordly handle notwithstanding, just as chatty, just as boyishly enthusiastic about the empire that is reflected in his balance sheets. The only indication of a retiring attitude was when I asked him if he knew how much he was worth.

His Lordship grinned and

said: "You bet I do, Dick, but I'm not telling you."

And speaking of retiring, I asked him if he had any thoughts of doing just that.

This question elicited an emphatic "No! The man who retires is resigned to death."

"Don't retire unless you have to," he advised anyone who may read this piece. "Take another job."

Using a banker as an example, he said, "Bankers make valuable men for any business, and when they do this they live useful and happy lives after normal retirement. When I retire, it will be feet first," he said.

Claiming that, at 65, a man is just reaching his mental peak, he said: "I have made more money between sixty-five and my present seventy-one than I was able to make in all the preceding years."

Lord Roy's life blood is work — work with a profit balance at the end of the day. It is the thing he loves and even idle week-ends hang heavily on his brain.

"After a week-end reading who-dunnits, I return to the office dizzy and glad to be back."

His son Ken — the Honorable Kenneth Thomson, who will one day inherit the title — presides over the Canadian operation as president.

He has grown up with the business. Today, pushing 42, he has inherited the twinkle in his father's eye. Quiet and restrained, in complete contrast to his Lordship, Ken's strongest characteristic seems to me to be unqualified admiration —



Lord Roy, The Hon. Ken and Don Lawrie take a nostalgic look-back at The North Bay Nugget for February 28, 1931, in which the birth of CFCH, the first commercial station in Northern Ontario was proclaimed.

verging on adoration — of his father, and an ability to inspire the dedication and affection of his key people.

Chief among these, on the broadcasting side, is Don Lawrie, who started as a cub announcer in Kirkland Lake in 1945, and came to Toronto from CHEX Peterborough, where he was manager, to succeed Jack Davidson five years ago as director of broadcast operations for Northern Broadcasting. Don steers this operation with its 200 bodies with a combination of the chief's ebullience and his son's tact.

To list the enterprises Roy Thomson controls or owns outright (he is interested in nothing short of control) would fill several issues of this paper.

Don Lawrie gave me a 14-page list of them totalling 350 individual enterprises, including Television, 16; Radio, 12; Thomson Newspapers, 124; Thomson Publications, 152.) It should be noted though that the list was compiled in May of this

year and is doubtless already out of date!

The latest field Lord Roy has invaded is the package tour business.

He bought Britannia Airways Ltd. and is currently adding two more Britannia aircraft to the original fleet of six.

Throughout European resort areas, he buys hotels or leases them entirely for the season.

He is catering to over 100,000 tourists this year in this way, and this ranks him second only to Thomas Cook, who belong to a Crown Corporation.

In the years I have known Roy Thomson (20 and change) I have watched him grow from the early forties when he was still in the struggling stage — some would say working on his first million. His critics charge him with hiring men for his radio stations at very low salary. His friends — and I hope I may count myself among them — point out that greenhorns, who could not get anyone else to take a chance on them, got their first jobs in the business from the old Northern Broadcasting. Furthermore, it is my own observation that most of Lord Thomson's top men today, such as Don Lawrie, started there, stayed there, and emerged on top of the heap.

And this cleans up the heap from the top of The Desk for the nonce, so buzz me if you hear anything.

*Dick Lewis*

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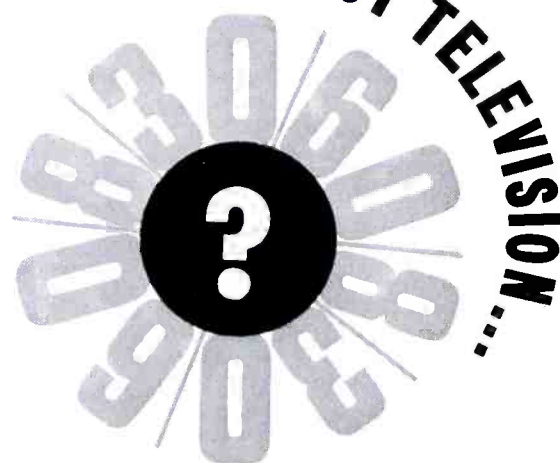
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## TV could sell sawdust sausages

CALL IT BLACKMAIL, but people at Churchill are so determined to have TV they will buy only products advertised on their own new TV station, CHGH, Channel 4.

It's like the very early days in radio. T. Lauzon, whose regular job is with the Harbor Board, is president of the local association that financed the station, but almost everyone else owns a piece of it. They applied in 1962, and the D.O.T. said their application was unique. All they wanted was a 5-watter (There's nothing but tundra outside Churchill) and free film from CBC. The film-chain is right beside the transmitter and fed directly into it. It's practically an "off the airplane" pickup, with Transair toting in the film.

You could call it deep-freeze TV. On May 15 this year they had over a foot of snow with 63-mile-per-hour wind. The drift in front of Hudson Hotel was up to the second story. Even snowplows were snowed in. With no newspaper, no commercial radio, nothing but CHGH-TV to watch, it was a captive audience in every sense of the word. So the locals feel time buyers ought to toss

out their slide rules and buy on the strength of local loyalty. Ratings? Always a full 100%!

The new station hit the air about three weeks ago, at a cost of \$50,000, all locally subscribed, scrounged, cajoled and wheedled from the people in Churchill. They need to get about 5 to 6 thousand a month in revenue. They claim that sausages could be packed with sawdust and sold in Churchill as long as they were advertised on the local TV, which has to make both ends meet!

Those companies to whom "share-of-market" means something will no doubt go for the deal. They can buy spots for as low as \$10 each. And those with products not advertised on the station can only pray the deep freeze will preserve them, because Churchillians simply will not buy them.

Sally Dales, of CJAD, Montreal, visiting former broadcasting friends at CKRC and CJAY-TV,

Winnipeg . . . Winnipeg delegates to WAB claim this Convention was guttier than most . . . Phil Reimer, formerly staff announcer and assistant to Jack Wells on Sport at CJAY-TV for 4½ years has accepted a position with CBC, mostly radio but some TV, where he succeeds Bob Moyer, now pr man for the Argonaut Football Club in Toronto. Reimer will be replaced at CJAY-TV by Gordon McInnis, formerly of CHRE, Regina-Moose Jaw . . . Gerry Johnson, g.m. at CHAT-TV Moose Jaw, will leave that station July 15. He was formerly general sales manager at CJAY-TV, Winnipeg . . . Michael Williams, long of CJOB, leaving to join pr department of CNR . . . Ansco's president, Bud Lawson, in Winnipeg for a trade presentation to all photographic dealers to explain Ansco's "Go-calling Campaign" in its second year on CKY.

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## Maritimers hear first FM network

FM RADIO ON THE EASTERN Seaboard has aired its first "network" broadcast - a two-hour concert involving a Nova Scotian 50-voice choir, a Montreal choral group and a number of barbershop quartets.

CJRT-FM Toronto claims credit for originating Canada's initial

unofficial "network" FM broadcast on Parliament's budget night. But CJRT's "network" was a one-shot broadcast grouping.

The Maritime network, including CKWM-FM Kentville Nova Scotia (producer of the first show), CHNS-FM Halifax and CFBC-FM Saint John New Brunswick, appears to be in business to stay.

A second show has already been carried by the group. The annual Appleblossom Festival from Nova Scotia's Annapolis Valley broadcast on a mid-June weekend.

## Dirty Film

DIRTY FILMS HAVE BECOME A problem with local U. S. television stations - so much so that a few are reported to be resorting to ultrasonic equipment to clean their film up before presentation.

It's felt network film and filmed commercial originations tend to look better than local-level broadcasts, because distributors make sure networks get prints in near-perfect condition. Local stations evidently receive scratched or dirty film on occasion.

WPIX New York has installed cleaning gear capable of processing 200,000 feet of 35mm film a week in an effort to restore the "network look."

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# How to set up an interview

FIFTY PER CENT OF all interviews fail because the salesman assumes a passive role before the buyer.

This is especially true when the buyer reacts negatively to the seller. Sometimes the prospect only has to frown and the salesman trembles in his shoes. Before long he is pleading and whining to be heard.

What a terrible way to lose a sale! He might as well have told the prospect:

"Don't buy from me. I'm incompetent and not very bright."

The interview is the payoff, the moment of truth in selling. All your training, preparation, and planning are aimed at the moment when you stand before a prospect. The idea of blowing such an opportunity seems incredible yet many do every day.

The major reason for this is that the salesman automatically adopts a secondary position. He becomes the pupil instead of the teacher.

Now let's chop the interview down to size.

### Buyer Reaction

First, it should come as no surprise to the salesman when he gets a cold shoulder from a prospect. The latter is reacting according to his experiences with hundreds of salesmen, most of whom were mere order takers

### ANNOUNCEMENT RKO GENERAL NATIONAL SALES EXECUTIVE



Fred Sorrell

RKO General National Broadcasting National Sales Division has opened a Canadian office in Suite 322 Lord Simcoe Hotel, Toronto, with Fred Sorrell as Sales Executive. Mr. Sorrell came to RKO General from Western Ontario Broadcasting Co. Ltd., where he was account executive on CKLW-TV Canadian television sales. He was formerly affiliated with CJSP, Leamington, CBE, Windsor, and Ross Roy of Canada Ltd. as assistant manager of that agency's Toronto office.

or worse. They didn't know their story; they were phonies, etc.

So even though you may be a first rate man in every respect, you still must suffer from the sins of those who preceded you into that buyer's office. He doesn't know you and has no



This is the eighth of a series of 12 articles on "Smooth Selling" written by George N. Kahn, who heads up his own firm of marketing consultants in New York. He is the author of the recently published "The 36 Biggest Mistakes Salesmen Make And How To Correct Them." His articles on selling have appeared in several publications including "The Harvard Business Review", "Sales Management", "Industrial Marketing" and "Printers' Ink".

reason to expect that you'll be any different than the others. The prospect has all his defenses up. You're guilty before you even get a word in.

A rough game? Yes it is, but it gets easier if you start playing by your rules instead of his. If you have the guts and ability to survive those first few moments of hostility, you stand a better than even chance of not only walking out with an order, but of creating a permanent customer as well.

Show that buyer you are totally different than other salesmen he's confronted. Let him know right off that you don't want to be treated like the rest of the pack. But to create this impression, you must take the offensive.

### Be The Teacher

To be the aggressor you must assume a teaching role. You are bringing valuable knowledge into the prospect's office and he should be made aware of it.

The purchasing agent for a large corporation said to me:

"I see 5,000 salesmen a year and every one of them, even the stupid ones, give me information I can use. They are terrific sources of knowledge about

our industry, their competition, production, general business conditions, you name it. Whenever a salesman leaves my office, I dictate into a machine the nuggets that he dropped. Salesmen are useful to me."

You didn't know you were

that smart, did you? Don't preen just yet, however. Ask yourself first if you are using your sagacity for your own advantage as well as the buyer's.

### Radiate Confidence

Here we go into the area of psychology. Obviously you can't appear before a buyer wearing a sign that reads: "I am a teacher. Listen to me." He must be made to feel that you occupy a principal position in the interview. For this you must radiate confidence and authority.

Be more than a seller. Be a bearer of important facts and information which will help the prospect in a very concrete way. Make him believe that your coming was the best thing that happened to him all day.

Dave Nichols, a food products salesman, is often thanked by customers and prospects because of what he does for them.

"But I don't kid myself," Dave told me. "When I first started selling I used to bring them the same kind of dope and sometimes didn't get even a small order for my pains.

"Then an older salesman set me straight. He said the way I was delivering the infor-

mation was all wrong; I was hesitant, almost apologetic. He taught me to be forceful, to take charge of the interview. Now they listen to me."

When I was selling I made it a point to read the *Wall Street Journal* from first to last page every day. The facts I learned I transmitted to my customers and prospects, many of whom didn't have time to read the papers thoroughly. Many times I fed them news about their own industries which they hadn't known. I can honestly say that these buyers looked forward to my visits. In addition, I read everything I could about the state of business, the market, credit and so forth. I tried to make myself a business encyclopedia. My learning paid off in sales.

### Related Sales

An interview can fail even if you get an order. If you sell \$1,000 worth of merchandise when you could have sold \$2,000 worth, the interview was not a success.

So many salesmen today pass up an easy opportunity because they don't think of related selling. Even a haberdasher clerk is alert to this possibility. When you buy a tie, he'll ask if you need socks or

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

handkerchiefs. And in supermarkets tarter sauce and lemons will be displayed over the frozen fish case. The telephone company sells lots of extension phones just by suggesting them.

Don't isolate your line. If you have related items, push them. The customer can only say no and he is quite likely to say yes.

Ritchie Graves, a paper products salesman, said to me not long ago:

"We've got a natural set up for related sales — napkins, paper towels, bathroom tissue, etc. Yet it's amazing how many salesmen in my firm simply never try and sell similar items. Some of them could be making twice as much money as they are."

You're actually performing a service for the buyer when you mention related products. If you don't, he may very well buy them from your competitor the next day. He often needs a reminder.

Joe Morris, a life insurance salesman, once sold a \$50,000 policy to an old college friend. Three months later Joe ran into his chum at a social function.

"By the way," Joe said, "we offer an awfully good annuity program to send your youngster to college."

His friend smiled ruefully.

"You know, Joe", he said, "I wish you had mentioned that when I bought my life policy from you. About two weeks ago my wife's cousin sold me a policy for my son's education."

The old adage, "strike while the iron is hot" may have been meant for salesmen. When you are across the desk from the buyer, use the opportunity to sell him everything you can. Don't wait until next time you see him. That will be too late.

#### Same Old Story

Interviews also fail because the salesman is dull, repetitious and a bore. He tells the same old story in the same old way. Even the pauses between sentences are the same length. There is not a spark of originality.

Unless you can make yourself distinctive in some way you are doomed to mediocrity.

The successful salesman is one who varies his approach, who is not wedded to a formula in making his presentation. He strives to be interesting as well as informative and, if need be,

he can even be entertaining. I don't mean he must tell off-color jokes; that sort of thing is passe. But if he can spread the fruits of his reading or special interests, he can sparkle during an interview.

There is more than one way of telling a sales story. If 20,000 salesmen are reeling off the same spiel, that is no reason why you should, too. The average income of these 20,000 may be \$7,500 a year. It's no trouble to ride along with the herd; the problem is to go your own way. Only by striking out on your own, will you lift yourself above the mob and get into a higher income category.

At the sales training school of a big electronics manufacturer, freshmen salesmen are required to draft an entirely original sales talk before a panel of experienced salesmen. The trainee is graded on the basis of how new his talk sounds to the panel.

One way to lick this problem of dullness is to make a recording of your talk. Then put yourself in the position of a buyer as you play it back. How does it sound to you then? Be absolutely merciless in your critique.

Then deliver another talk, eliminating all the cliches, overworked phrases, repetition etc. You might also fool around with your beginning. Perhaps the nub of your talk is tucked in somewhere in the middle, or even at the end. In short, change the whole speech around if necessary. Perhaps it's even better to lead off with a demonstration.

#### Phone Ahead

You can precondition the interview to your advantage if you phone ahead for an appointment. This implies to the buyer that you are courteous and considerate of his time. It also lets him know that your time is valuable also. The call creates a selling situation before you even meet the prospect. Just by agreeing to see you, the buyer indicates interest in your product or service.

If you can't make an appointment by phone, don't give up on the buyer, however. When you have time drop in on him and make your pitch. He may have turned you down over the phone because he's allergic to disembodied voices. He wants to get a look at you.

I once telephoned a man who refused to see me. The next day I went to his office and was shown right in. An hour later I had a \$20,000 order.

I told him frankly that I had never expected to land such an order in view of his attitude on the phone.

"Young man", he said, "I wanted to see how much persistence and drive you had. If a man is discouraged by a telephone call, then he shouldn't be in selling."

To sum up then: The interview should mark your supreme effort as a salesman. You must be authoritative, knowledgeable, interesting and alert to parallel sales. You must be the teacher imparting valuable and vital information to the prospect. You must strive to be different, to steer away from time-worn statements.

Here is a 12-question quiz to determine if you are functioning at top capacity during the interview. If you score nine yes or better you are:

YES NO

1. Do you feel you take charge in most interviews?
2. Do you ever examine your sales talk for weak spots?
3. Do you seek knowledge which will enhance your interview?
4. Have you suggested tie-in sales in your last five interviews?
5. Can you forge ahead smoothly with your sales talk after a frosty reception?
6. Do you use the phone to make appointments?
7. Do you try to catch the buyer's interest at the start of the interview?
8. Have you ever sought the advice of older salesmen in planning your interview?
9. Do you vary your tone in your talk?
10. Do you regard the prospect as a pupil who will appreciate worthwhile information?
11. Do you feel confident before an interview?
12. After an interview, you do feel you did everything you could to get the MAXIMUM order?

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## SIGHT & SOUND

▲ **THE ONTARIO GOVERNMENT** has announced its intention of applying for use of Channel 19 as an educational television channel at Board of Broadcast Governors' hearings sometime in the next twelve months.

Education Minister William Davis has said he hopes to have a Toronto educational TV station in operation on the channel within a year of the application's approval.

Television set manufacturers rate the number of ultra-high-frequency TV receivers (channel 19 is UHF) in Ontario as a "very, very small percentage." Apparently UHF set ownership, such as it is, lies mainly in the Windsor area, where a UHF channel is currently available from Detroit.

However, at least one manufacturer, Admiral, is already geared up to turn out UHF sets. The company evidently made changes necessary for UHF production a few years ago, when a UHF station broadcast for a brief period from Buffalo, N.Y.

The Ontario government has no stated plan for increasing UHF set concentration in the Toronto area — certainly no plan patterned on the American government's recent ruling forcing all set manufacturers in the U.S. to include UHF-channel capability in every new TV set off the production lines. (In Canada, UHF receivers currently cost \$10-15 more than regular VHF-only sets.)

Davis has said that initially ETV programs will reach only urban areas within Metropolitan Toronto. But further licenses will be sought

for broadcast facilities at other points throughout Ontario, he added. Davis also said eventually a network of stations will be formed.

▲ **CJOB-FM WINNIPEG HAS** announced a switch to western, ethnic, country and folk music programming, to take effect July 1. General manager Rory MacLennan says the BBG has approved the change in FM format, and that other FM stations in Winnipeg have carried individual programs of similar content during the last eighteen months. He sees the all-country-music format as a major break with traditional good-music FM thinking.

▲ **CHIN RADIO IS SET** to hit the airwaves in Toronto about November 1, now that official Department of Transport approval of John Lombardi's application to take over the 1540 frequency is locked in the Lombardi money-vault. CHFI is scheduled to vacate 1540 on November 1 and move to 680 kcs.

Lombardi has already put up a new building to serve as CHIN studios. It's located on the site of his record-bar-and-supermarket complex at 637 College Street, Toronto. Transmitter site occupies 100 acres of land a few miles west of Metro Toronto. (Lombardi claims he would happily have settled for ten acres, but president Ted Rogers of CHFI offered the land on an all or nothing basis.)

From the sound of things 1540 tuners won't be taken aback by the new CHIN musical format. Lombardi says CHIN will continue in CHFI's good-music vein, also carrying limited commercials. One prime difference — CHIN will emphasize continental music, but even then, mainly of the sweet variety (Mantovani, Melachrino Strings). "CHFI is running a lot of that now", Lombardi says.

Has CHIN entered any agreement to create a clear-cut contrast with the "CHFI sound" now in use on 1540? "There's no agreement that I must program in any way Ted Rogers wants," Lombardi says.

But he makes it plain Toronto won't end up with two CHFI's — "I don't even think there's a need for it."

The new station will carry a few hours of non-English broadcasting on weekends, but the bulk of its "continental" programming will be in English. "How else can we get to all these people in one language?" Lombardi asks. Sports and newscasts will also play up items of interest to European-Canadian communities.

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# BBG Hearings *(continued from page 3.)*

## WRONG MOTIVATION

The dulcet-toned announcer didn't sell any of his sponsor's products, but nine women called in and offered to adopt him.



## AUDREY STUFF

Then there's the gal who was so dumb, she not only knew nothing, but didn't even suspect it.



## COST EFFICIENCY

Sir: Our efficiency expert advised us to drop the Broadcaster as an unnecessary expense, which gave us an idea — we fired him. Please keep on sending your paper.

—A. Reader



## PAN MAIL

In reply to the insulting correspondent who wrote in offering to sell us a large collection of gag books, we can only say: "What the Hell? Haven't you heard of the Public Library?"



## DIE IN THE SKY

Now they're planning to issue an insurance policy which will pay the insured \$5,000 in cash if he gets hit by a satellite while whistling "How High Is The Moon"?



## EMPLOYMENT WANTED

Hunter, with lifetime experience is willing to go to Africa to procure tigers — real live ones — small enough to fit into the tank of the smallest compact.



## FAMILY FIRST

The announcer finally had to give up his highly profitable beer commercials on account of his wife and kidneys.



## CONJUGAL RELATIONS

After his fight at home, he knew his gorgeous secretary had to go, but he couldn't bring himself to fire her until his wife had named her successor.



## POET'S CORNER

The greenhorn was right on the spot,  
For experience he'd just not got,  
So he uttered his plea —  
"Will someone tell me  
How to get what I need but have not?"

A representative of Radio CKAC Montreal, opposing both day-time-only station proposals, said they were an attempt to cut into Montreal radio's most lucrative time.

Competition was already fierce in the area, he explained, and there had been price-cutting on advertising rates.

**Religious Stations versus Existing Stations:** "It sounds like a complaint from a fox about the barking of a dog disturbing him while he's in the henhouse." Anyway, that's how William E. Kelleher, a Kitchener car dealer speaking for a group of station applicants, summed up opposition to a proposal for a new religious broadcasting radio station in the Kitchener area.

The application was opposed by local stations CKKW and CHYM on grounds there wasn't room for another outlet in the vicinity.

Before Kelleher's remarks D. G. Hildebrand, president and general manager of CHYM, had admitted a cutback in religious programming over his station (formerly CKCR) since his company took it over.

He explained that much of the religious content on CKCR had been aimed at recruiting people for various denominations, and much of it was taped material from the U. S. The approach to religious programming should be to get quality, not quantity, he said.

Kelleher felt the other stations should be glad their competition would have an "entirely different" format, and said his station would be "a nicer neighbor" on that account.

A Toronto-area religious-station application put before the BBG at the same time met opposition from CHFI-FM in Toronto proper.

CFGM Radio in Richmond Hill proposed an all-religion FM station, but CHFI president Ted Rogers and Vaughn Bjerre, station program manager, suggested CFGM would lapse back to a normal format after finding the religious one would not work.

**Conrad Lavigne versus Toronto:** J. Conrad Lavigne, owner of Timmins Radio Station CFCL, and applicant for two satellite stations at Hearst and Kapuskasing, told the BBG that ten years ago he could reach the two communities directly with his station.

But he argued that power increases granted to stations in Ontario's industrial area had changed the situation.

## RADIO VS. MOUNTAIN

THE PERILS OF DRAGON MOUNTAIN don't faze the television station in Prince George one whit. (Obviously the station knows how the old George and Dragon story ends).

CKPG-TV in Prince George recently re-conquered its mythical enemy by installing a TV translator on Dragon Mountain to feed CKPG-originated program material to CKCQ-TV in Quesnel. CKCQ gets its network programming from the CBC Television Network.

"The amount of garbage being thrown up our way by the big stations in the south is unbelievable," he said. "At night and in the summer months we get clobbered."

**Creviers versus Verdon:** Claims of dishonest and illegal actions hurtled around an application for share transfer involving CKLM Montreal.

The station has five shareholders, each holding 20 per cent of the issued stock. A proposal by one shareholder, Mario Verdon, to sell his stock in ten per cent halves to two other present shareholders met with opposition from Paul Crevier and Robert Crevier.

Montreal lawyer Antoine Geoffrion, appearing for the Creviers, said there had been a flagrant disregard of broadcasting regulations because the three other shareholders had drawn up a secret agreement in 1963 that in effect constituted a change in control of the station.

In the alleged agreement, the three men purportedly agreed to vote as a unit in matters affecting the station.

Geoffrion said the agreement involved a transfer of control even though no shares changed hands.

Other members (the Creviers specifically) of the board of directors were apparently not told of the pact. He added that the agreement appeared to be dishonest and illegal —

"And if it didn't come under downright fraud, it comes under sharp practise."

**BBG Chairman versus Mayor of Dolbeau:** An allegation that an official working for the BBG told, "with a wink", one of two competing applicants for a new radio station in Dolbeau that his proposal would be approved shook the board during the hearings.

Dr. Andrew Stewart, chairman of the board, branded reading of the allegation by Mayor Raoul Coulombe of Dolbeau, during the hearing "a highly irresponsible action". Coulombe was appearing in support of one applicant's bid.

Dr. Stewart suggested it was a "pretty irresponsible position for the mayor to take" without being prepared to stand behind the statement himself. Coulombe said he had not had time to check on the allegation.

The person who originated the statement should have appeared before the board to substantiate it, Dr. Stewart said.

*The trend is to balanced programming*

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3-6115. President - J. O. Bick. Office  
Manager - Mrs. Helen M. Kolomaya.

The company represents these stations:

Radio:	KGPC, Grafton
CKNW, New	KOVC, Valley City
Westminster	KBMW, Wahpeton
CHFA, Edmonton	KXGO, Fargo
CFRG, Gravelbourg	KGBS, Los Angeles
CKRM, Regina	KXLY, Spokane
CFNS, Saskatoon	WCCO, Minneapolis-
CKSW, Swift Current	St. Paul
CKSB, St. Boniface	KWAD, Wadena
CJOB, Winnipeg	KRTV, Great Falls
CJOB-FM, Winnipeg	CJSO, Sorel

CJSP, Leamington	CFDA, Victoriaville
CHWO, Oakville	CKBC, Bathurst
CKLB, Oshawa	CKBW, Bridgewater
CKPM, Ottawa	CKEN, Kentville
CKTB, St. Catharines	CKEC, New Glasgow
CHOK, Sarnia	Television:

CJIC, Sault Ste. Marie	CJFB-TV, Swift
CKOT, Tillsonburg	Current
CHFI-FM, Toronto	KXLY-TV, Spokane
CiUM, Toronto	KXGO-TV, Fargo
CKCH, Hull	KXGB-TV, Valley
CJLM, Joliette	City
CJMS, Montreal	KXMB-TV, Bismarck
CKGM, Montreal	KXAB-TV, Aberdeen
CFOM, Quebec	KXMC-TV, Minot
CKRB, St. Georges	KDIX-TV, Dickinson
de Beauce	WCAX-TV, Burling-
CFNB, Fredericton	ton
CFAB, Windsor	
KCO, El Centro-	
Calexico	
KNOX, Grandfords	
KEYJ, Jamestown	

BYLES, GIBB ASSOCIATES LTD.

TORONTO - 406 Jarvis Street, 927-4470  
(Area Code 416) - President and Managing  
Director - W. D. Byles. Executive Vice-  
President - J. Bart Gibb. Vice-President  
and General Manager - Henry H. Nimmo.

MONTREAL - 1500 Stanley Street,  
Room 522 - 849-5389 (Area Code 514)  
Manager - Jack Brooks.

WINNIPEG - 365 Broadway Ave., 942-1892  
(Area Code 204) Manager - Harold Olson.

VANCOUVER - 517 Crown Bldg., 615  
West Pender Street - 682-6391 (area code  
604). Vice-President and Manager - J. W.  
Stovin.

Radio:

CKAY, Duncan (Vancouver & Winnipeg)	CHCH, North Bay
CKLN, Nelson	CKGB, Timmins
CKLG, Vancouver	CFRB, Toronto
CKLG-FM, Vancouver	(Winnipeg & Vancouver)
CKXL, Calgary	CJAD, Montreal
CJDV, Drumheller	(Vancouver & Winnipeg)
(Vancouver only)	CJEM, Edmundston
CJNB, North Battleford	(Winnipeg & Vancouver)
CKOM, Saskatoon	CJLR, Quebec
CFSL, Weyburn	CKCW, Moncton
(Winnipeg & Vancouver)	CJON, St. John's
CFRY, Portage la Prairie	CJON-1, Central
(Winnipeg only)	Nfld.
CJBQ, Belleville	CJON-2, Grand
CFCO, Chatham	Bank
CKPR, Fort William	U.S.
Port Arthur	WXYZ, Detroit
	WHEC, Rochester

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 CHOV, Pembroke (Winnipeg & Vancouver)  
 CHEX, Peterborough  
 CFOS, Owen Sound

WFBL, Syracuse  
 ZBM, Hamilton, Bermuda  
 ZNS, Nassau, Bahamas  
 JBC, Kingston, Jamaica  
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 Manager - A. J. "Tony" Messner.  
 Assistant Manager - Murray Messner.  
 Telex - 03-5563.

Represents the following stations in  
 Winnipeg only:

Radio:	CJLX, Fort William
CKEK, Cranbrook	CFTJ, Galt
CJDC, Dawson Creek	CHIQ, Hamilton
CKNL, Fort St. John	CKAR, Huntsville
CJJC, Langley	CHRS, Montreal
CHUB, Nanaimo	(South Shore)
KARI, Blaine, Wash.	CHRC, Quebec
CFCW, Camrose	(French)
CKCY, Sault Ste. Marie	CPUG, Bellingham,
CJET, Smiths Falls	Wash.
CHNO, Sudbury	KRAD, Grand Forks,
CJAV, Port Alberni	N.D.
CFBV, Smithers	CKMP, Midland
CFIK, Terrace-	CFRA, Ottawa
Kitimat	CFGF, Toronto -
CJOR, Vancouver	Richmond Hill
CKDA, Victoria	CHLO, St. Thomas
CFCN, Calgary	CKAK, Montreal
CJDV, Drumheller	CJCH, Halifax
CFRN, Edmonton	KFYR, Bismarck,
CHEC, Lethbridge	N.D.
CKYL, Peace River	CFCL, Timmins
CKSA, Lloydminster	CKBC, Bathurst
CHAB, Moose Jaw	CJCJ, Woodstock,
CFQC, Saskatoon	N.B.
CJGX, Yorkton	CFOX, Montreal
CFAM, Altona	CKRN, Rouyn
CHSM, Steinbach	CHLT, Sherbrooke
CKX, Brandon	CKTS, Sherbrooke
CKDM, Dauphin	CHLN, Trois-
CFAR, Flin Flon	Rivières
CKBB, Barrie	CFBC, Saint John
CFOB, Fort Frances	

**CBC RADIO & TV SALES**

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 Radio Sales Manager - R. S. Joynet;  
 Supervisor of Radio Sales - Fred Bardeau;  
 TV Sales Manager (English) - W. F. Cooke;  
 Supervisor of TV National Selective Sales  
 (English) - M. T. Watson; Supervisor of  
 TV Network Sales (English) - G. Epworth.

Represents all CBC Radio and Television  
 (English) stations. There are branch  
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 Moncton, Montreal, Ottawa, Edmonton,  
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 operator). Director of Sales - Maurice  
 Valiquette. Manager of Radio Sales - Jean  
 Desmarais. Manager of National Selective  
 TV Sales (French) - W. E. Chevrier.  
 Manager of French network TV Sales -  
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Represents all CBC Radio and Television  
 (French) stations.

**HARDY RADIO & TV LTD.**

**TORONTO** - 2 Carlton St., Suite 715,  
 EMpire 3-9433. General Manager - Arthur  
 Harrison.

**MONTREAL** - 1500 Stanley St., Suite 420  
 Victor 2-1101. Manager - Paul Martel.

**QUEBEC CITY** - 1143 St. John Street,  
 LAFontaine 5-7373.

The company represents these stations:

<b>AM Radio Stations:</b>	<b>Prairies</b>
Maritimes	CJME, Regina
CKCL, Truro	Western Canada
CKDH, Amherst	French
CKMR, Newcastle	Radio Group:
CKNB, Campbellton	CKSB, St. Boniface
Quebec	CFNS, Saskatoon
CHNC, New Carlisle	CFRG, Gravelbourg
CKBL, Matane	CHFA, Edmonton
CJFP, Rivière du Loup	Pacific
CJAF, Cabano	CKAY, Duncan
CKLD, Thetford	CJAV, Port Alberni
Mines	
CHRC, Quebec City	FM Radio Stations:
CFOM, Quebec City	CKCL-FM, Truro
(English)	CHRC-FM, Quebec
CKRS, Jonquière-	CKLC-FM, Kingston
Chicoutimi	CFMC-FM, Saskatoon
CHRL, Roberval	CHFM-FM, Calgary
CKBS, St. Hyacinthe	Television Stations:
CKJL, St. Jerome	CHAU-TV, Baie des
CJLM, Joliette	Chaleurs
CJSO, Sorel	CKBL-TV, Matane
CHEF, Granby	CKRS-TV, Jonquière
CFLV, Valleyfield	Chicoutimi
Radio Nord Group:	CFCM-TV, Quebec
CKRN, Rouyn	CKRT-TV, Quebec
CKVD, Val d'Or	CKRT-TV, Rivière
CHAD, Amos	du Loup
CKLS, La Sarre	CKRN-TV, Rouyn
Ontario:	CKCO-TV, Kitchener
CKLC, Kingston	
CKLY, Lindsay	
CFTJ, Galt	

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Television:  
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**TORONTO** - 2160 Yonge Street -  
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**MONTREAL** - 1405 de Maisonneuve  
 St. - LA 6-9201. Guy Daviault, Manager.

Radio:	Television:
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CKTS, Sherbrooke	CHLT-TV, Sher-
CKRB, St. Georges	brooke
de Beauce	CJPM-TV,
	Chicoutimi

Represents the following stations in  
 Winnipeg only:

Radio:	CJLX, Fort William
CKEK, Cranbrook	CFTJ, Galt
CJDC, Dawson Creek	CHIQ, Hamilton
CKNL, Fort St. John	CKAR, Huntsville
CJJC, Langley	CHRS, Montreal
CHUB, Nanaimo	(South Shore)
KARI, Blaine, Wash.	CHRC, Quebec
CFCW, Camrose	(French)
CKCY, Sault Ste. Marie	CPUG, Bellingham,
CJET, Smiths Falls	Wash.
CHNO, Sudbury	KRAD, Grand Forks,
CJAV, Port Alberni	N.D.
CFBV, Smithers	CKMP, Midland
CFIK, Terrace-	CFRA, Ottawa
Kitimat	CFGF, Toronto -
CJOR, Vancouver	Richmond Hill
CKDA, Victoria	CHLO, St. Thomas
CFCN, Calgary	CKAK, Montreal
CJDV, Drumheller	CJCH, Halifax
CFRN, Edmonton	KFYR, Bismarck,
CHEC, Lethbridge	N.D.
CKYL, Peace River	CFCL, Timmins
CKSA, Lloydminster	CKBC, Bathurst
CHAB, Moose Jaw	CJCJ, Woodstock,
CFQC, Saskatoon	N.B.
CJGX, Yorkton	CFOX, Montreal
CFAM, Altona	CKRN, Rouyn
CHSM, Steinbach	CHLT, Sherbrooke
CKX, Brandon	CKTS, Sherbrooke
CKDM, Dauphin	CHLN, Trois-
CFAR, Flin Flon	Rivières
CKBB, Barrie	CFBC, Saint John
CFOB, Fort Frances	

WDAY, Fargo,	CFQC-TV, Saskatoon
N.D.	CKVR-TV, Barrie
CFJR, Brockville	CKCO-TV, Kitchener
CJCS, Stratford.	CFCL-TV, Timmins
Television:	CFCM-TV, Quebec
CJDC-TV, Dawson	CKMI-TV, Quebec
Creek	CJCH-TV, Halifax
CFRTK-TV, Terrace-	KFYR-TV, Bismarck
Kitimat	Minot & Williston,
CFCN-TV, Calgary	N.D.
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**MONTREAL** - 1434 St. Catherine Street,  
 W., Room 506 - UNiversity 1-7987.  
 Radio & Television - Ken Billings, Norm  
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Radio:	Television:
CKBB, Barrie	CKVR-TV, Barrie
CKTB, St. Catharines	CJCH-TV, Halifax
CHOK, Sarnia	CHOV-TV, Pembroke
CJET, Smiths Falls	CFCL-TV, Timmins
CFCL, Timmins	WKBW-TV, Buffalo
CFNB, Fredericton	
CJFX, Antigonish	
CHOV, Pembroke	

**NATIONAL-TIME SALES**

**TORONTO** - 2149 Yonge Street, HUDson  
 7-3023. Sales Manager - Roy Green.

**MONTREAL** - 1396 St. Catherine St. W.,  
 Room 216 - UNiversity 1-0117. Sales  
 Manager - Michael Mezo.

Represents the following stations:

Radio:	Television:
CFWB, Campbell River	CKMI-TV, Quebec City
CFCP, Courtenay	KXLY, Spokane, Wash.
CKSW, Swift Current	
CFOB, Fort Frances	
CFSL, Weyburn	
CJSL, Estevan	
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**MONTREAL** - 1117 St. Catherine Street,  
 W. - VICTOR 5-6448. Manager - Scotty  
 Sheridan.

Radio:	Television:
CFCW, Camrose	CKNX, Wingham
CFAR, Flin Flon	CKOX, Woodstock
CFRY, Portage	CJAJ, Woodstock,
la Prairie	N.B.
CKPC, Brantford	*CKEN, Kentville
CFML, Cornwall	*CKAD, Middleton
CJLX, Fort William	*CFAB, Windsor*
CKLB, Oshawa	CFMB, Montreal

CJIC, Sault Ste.  
 Marie  
 CJWA, Wawa

CKLB-FM, Oshawa  
 CKPC-FM, Brantford  
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 Beverley (Bev) Martin, Vice-President -  
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CHQM, Vancouver  
 CHQM-FM, Vancouver  
 CJQM, Winnipeg  
 C-FAX, Victoria  
 CHQR, Calgary  
 CHQT, Edmonton  
 CKQM-FM, Winnipeg

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 3221. President - Gordon Ferris.  
 Executive Vice-President - Bob Quinn.

**MONTREAL** - Suite 2700, Cantlie House,  
 1110 Sherbrooke St. W., - 288-1188.  
 Eric Viccary.

**VANCOUVER** - 1131 Richards Street -  
 MUtual 5-0288. Frank Jobes.

**WINNIPEG** - 171 McDermott Street -  
 Whitehall 3-0574. A. J. Messner.

Vancouver Radio:	CKSA, Lloydminster
CKEK, Cranbrook	CKYL, Peace River
CJDC, Dawson Creek	CFQC, Saskatoon
CKNL, Fort St. John	CKSW, Swift Current
CHUB, Nanaimo	CJGX, Yorkton
CKCQ, Quesnel	CFAM, Altona
CFTK, Terrace-	CHSM, Steinbach
Kitimat	CKX, Brandon
CKDA, Victoria	CKDM, Dauphin
CJJC, Langley	CFMW-FM, Winnipeg
CPUG, Bellingham	St. Norbert
CFCN, Calgary	CFJR, Brockville
CFRN, Edmonton	CFOB, Fort Frances
CUEC, Lethbridge	CKMP, Midland
CKAR, Muskoka-	CHRS, Montreal
Parry Sound	

CHWO, Oakville	Montreal Radio:
CFOR, Orillia	CJDC, Dawson Creek
CFGM, Toronto	CKNL, Fort St. John
CHOK, Sarnia	CHUB, Nanaimo
CJIC, Sault Ste. Marie	CJOR, Vancouver
CJCS, Stratford	CKDA, Victoria
CKFH, Toronto	CFTK, Terrace-
CHOW, Welland	Kitimat
CFOX, Montreal	CFCN, Calgary
CKML, Mont Laurier	CFRN, Edmonton
CHRS, Montreal	CHEC, Lethbridge
CFOM, Quebec	CKSA, Lloydminster
CKBC, Bathurst	CKYL, Peace River
CFBC, Saint John	CFQC, Saskatoon
CKDH, Amherst	CFAM, Altona
Toronto Radio:	CKDM, Dauphin
CJDC, Dawson Creek	CHSM, Steinbach
CKNL, Fort St. John	CKX, Brandon
CHUB, Nanaimo	CFJR, Brockville
CJOR, Vancouver	CFOB, Fort Frances
CKDA, Victoria	CKMP, Midland
CFTK, Terrace-	CKAR, Muskoka -
Kitimat	Parry Sound
CJCS, Stratford	CJCS, Stratford
CKML, Mont Laurier	CKML, Mont Laurier
CHRS, Montreal	CHRS, Montreal
CKBC, Bathurst	CKBC, Bathurst
CFBC, Saint John	CFBC, Saint John
CKML, Mont Laurier	CFBC, Saint John

CJCS, Stratford	CFBN, Fredericton
CJFX, Antigonish	CHOV, Pembroke
CHOV, Pembroke	

Montreal Radio:	CFBN, Fredericton
CJDC, Dawson Creek	CHOV, Pembroke
CKNL, Fort St. John	CHOV, Pembroke
CHUB, Nanaimo	
CJOR, Vancouver	
CKDA, Victoria	
CFTK, Terrace-	
Kitimat	
CFCN, Calgary	
CFRN, Edmonton	
CHEC, Lethbridge	
CKSA, Lloydminster	
CKYL, Peace River	
CFQC, Saskatoon	
CFAM, Altona	
CKDM, Dauphin	
CHSM, Steinbach	
CKX, Brandon	
CFJR, Brockville	
CFOB, Fort Frances	
CKMP, Midland	
CKAR, Muskoka -	
Parry Sound	
CJCS, Stratford	
CKML, Mont Laurier	
CHRS, Montreal	
CKBC, Bathurst	
CFBC, Saint John	
CKMI-TV, Quebec City	
KXLY, Spokane, Wash.	

Radio Nord	Radio:
CHRC, Quebec	CFR, Toronto
CHLT, Sherbrooke	CKFM-FM, Toronto
CKTS, Sherbrooke	CJAD, Montreal
CJCH, Halifax	CJFM-FM, Montreal
	Rivers
	CJOB, Winnipeg
	CKCH, Hull
	CJOB-FM, Winnipeg
	CFGT, Alma

**GEORGE E. SPRACKLIN ASSOCIATES LTD.**  
**TORONTO** - P.O. Box 774, Postal Station F.  
 Toronto 5, 364-9488. President - George  
 E. Spracklin. Promotional Director - Frank  
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**CHIQ, Hamilton**  
**In-Store Broadcasting (Canada) Ltd.,**  
 Montreal, Ottawa and Toronto.

**STANDARD BROADCAST SALES**

**COMPANY LTD.**  
**TORONTO** - 2 St. Clair Ave. West.  
 924-5721. President - Waldo J. Holden,  
 Vice-President - Arnold W. Stinson.

**MONTREAL** - 1407 Mountain Street,  
 849-2454. Manager - Lionel Morin

Radio:	Television:
CFRB, Toronto	CKOY, Ottawa
CKFM-FM, Toronto	CJMT, Chicoutimi
CJAD, Montreal	CHLN, Three
CJFM-FM, Montreal	Rivers
CJOB, Winnipeg	CKCH, Hull
CJOB-FM, Winnipeg	CFGT, Alma

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**TORONTO** - 1608 Carlton Tower, 2  
 Carlton Street. 363-9391  
 Managers - Bill Stephens and Ernie  
 Towndrow. FM Division - Dick  
 Sheppard

**MONTREAL** - Suite 675, 2055 Peel Street,  
 Victor 4-3975, Manager - Guy Royal



The Company represents these stations:  
 CKNW, New Westminster  
 CHED, Edmonton  
 CHAB, Moose Jaw  
 CKY, Winnipeg  
 CKY-FM, Winnipeg  
 CHML, Hamilton  
 CFPL, London  
 CFPL-FM, London  
 CFRA, Ottawa  
 CKPT, Peterborough

CJBM, Causapscal, P. Q. (French) (Satellite)  
 CKEY, Toronto  
 CKOC, Hamilton  
 Golden Triangle Group  
 CKKW, Kitchener-Waterloo  
 CJOY, Guelph  
 CJRN, Niagara Falls  
 CKNX, Wingham

CFVR, Abbotsford  
 CKWX, Vancouver  
 CJVI, Victoria  
 FM Radio  
 CHNS-FM, Halifax  
 CJCB-FM, Sydney  
 CFCF-FM, Montreal  
 CJIC-FM, Sault Ste. Marie  
 CJCA-FM, Edmonton  
 CFFM-FM, Kamloops  
 CKWS-FM, Kingston  
 CJSS-FM, Cornwall  
 CKGB-FM, Timmins  
 CKOV-FM, Kelowna  
 CKOK-FM, Penticton

CFOB, Fort Frances  
 CJRL, Kenora  
 CFGM, Richmond Hill, Toronto  
 CHOK, Sarnia  
 CFOX, Montreal  
 CFLM, La Tuque  
 CKTR, Trois Rivières  
 CKBW, Bridgewater  
 CKEC, New Glasgow

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TORONTO - 400 Jarvis St. - 924-5764 (Area code 416). President and Managing Director - W. D. Byles. Exec. Vice-President - W. H. Clark. Vice-President and General Manager - A. E. Stewart. Vice-President and Western Manager - W. S. MacDonald. Vice-President and Eastern Manager - F. G. Strange. Vice-President and Treasurer - A. A. Panza.

MONTREAL - 1500 Stanley St., Room 522 - 849-7731 (area code 514). Vice-President and Quebec Manager - J. R. Genin.

WINNIPEG - 365 Broadway - 942-1892 (Area code 204) - Manager - Harold Olson

VANCOUVER - 517 Crown Building, 615 W. Pender St. - 682-6391 (area code 604) - Vice-President and Manager - J. W. Stovin

Television:  
 KVOS-TV, Vancouver  
 CHRE-AB-TV, Moose Jaw - Regina  
 CJPM-TV, Chicoutimi (Winnipeg and Vancouver)  
 CKOS-TV, Yorkton  
 CKSS-TV, Dauphin,  
 CFCH-TV, North Bay  
 CFTO-TV, Toronto (Montreal, Winnipeg, Vancouver)  
 CKPR-TV, Port Arthur, Fort William  
 CJBR-TV, Rimouski  
 CJBR-TV-1, Edmonton  
 CJES-TV, Estcourt  
 CFCV-TV, Clermont  
 CFTM-TV, Montreal (Winnipeg & Vancouver)  
 CKTM-TV, Trois Rivières  
 The Lionel Network:  
 CKCW-TV, Moncton  
 CKAM-TV, North Shore  
 CKAM-TV-1, New-castle  
 CKCD-TV, Campbellton  
 CFGW-TV-1, Gaspé West

CKOS-TV-2, Carlyle  
 CKOS-TV-3, Wynyard (Toronto, Montreal, & Vancouver)  
 C-JAY-TV, Winnipeg (Toronto, Montreal & Vancouver)  
 CJOH-TV, Ottawa  
 CJON-TV, St. John's  
 CJOX-TV, Argentia  
 CJCN-TV, Central Newfoundland  
 CJON-TV-1, Corner Brook  
 CJON-TV-2, Bonavista  
 CJON-TV-3, Grand Bank  
 United States  
 WXYZ-TV, Detroit  
 WHEC-TV, Rochester  
 WEWS-TV, Cleveland  
 ZBM-TV, Bermuda  
 JBC-TV, Kingston, Jamaica  
 CBC-TV, Barbados  
 Leeward Islands Television  
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Trinor Radio Group  
 CFCH, North Bay  
 CJKL, Kirkland Lake  
 CKGB, Timmins

Ontario Five Group  
 CHEX, Peterborough  
 CKWS, Kingston  
 CFCH, North Bay  
 CJKL, Kirkland Lake  
 CKGB, Timmins  
 CKSO, Sudbury  
 CJIC, Sault Ste. Marie  
 CJWA, Wawa  
 CKOY, Ottawa  
 CJSS, Cornwall  
 CKRC, Winnipeg  
 CKBI, Prince Albert  
 CKCK, Regina

Radio Alberta Group  
 CHAT, Medicine Hat  
 CJOC, Lethbridge  
 CKRD, Red Deer  
 CFAC, Calgary  
 CJCA, Edmonton  
 CFGP, Grande Prairie  
 CKPG, Prince George  
 Okanagan Mainline Radio  
 CJB, Vernon  
 CKOV, Kelowna  
 CKOC, Penticton  
 CJIC-TV, Sault Ste. Marie  
 CKX-TV, Brandon  
 CKBI-TV, Prince Albert  
 CKCK-TV, Regina  
 CJLH-TV, Lethbridge  
 CHAT-TV, Medicine Hat  
 CHCT-TV, Calgary  
 CHCA-TV, Red Deer  
 CKPG-TV, Prince George  
 CHBC-TV, Kelowna  
 CHAN-TV, Vancouver  
 CHEX-TV, Victoria

**THE DEVNEY ORGANIZATION INC.**

NEW YORK - 347 Madison Ave., New York 17 - 212-683-5830. Manager - E. J. Devney.

CHICAGO - 360 North Michigan Ave., Chicago 1, Manager - John Toothill. 312-263-5771.

ATLANTA - 1819 Peachtree Road, N. E. Atlanta, Georgia. 404-876-8548. Manager - David Carpenter.

KANSAS CITY - 1012 Baltimore Bldg., Kansas City 5. Manager - Eugene F. Gray. 816-471-5502.

ST. LOUIS - 915 Olive Street. Manager - Eugene F. Gray. 314-231-9151.

SEATTLE 1, Wash. - 1001 Tower Bldg., 206-624-6333. Manager - Jack Hauser.

The company represents these stations:

Radio:  
 C-FUN, Vancouver  
 CHFA, Edmonton  
 CJET, Smiths Falls

the voice of french canada in québec



50,000 WATTS DAY & NIGHT

**Number One in Kingston**

(BBM February 1965)

**STILL NUMBER ONE IN KINGSTON**

(BBM May 1965)

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KANSAS CITY - 1012 Baltimore Ave., GRant 1-7822.

LOS ANGELES - 111 North La Cienega Blvd., Beverly Hills - OLYmpia 2-1313.

SAN FRANCISCO - 690 Market Street, EX 7-0536.

The company represents these stations:

**United States**

ALL-CANADA RADIO & TELEVISION LIMITED

NEW YORK - 10 Rockefeller Plaza  
 CI 6-1425. Manager, Eastern Div.,  
 U. S. A. - Bill Townsend; TV Director -  
 Bob Bickerton; Radio Director - Harold  
 Abernethy.

CHICAGO - 333 North Michigan Ave.,  
 372-2528.  
 Radio - Ken Schaefer; TV - Bob Flanagan.

SAN FRANCISCO - 58 Sutter Street,  
 DO 2-7159. Sam Posner.  
 HOLLYWOOD - 6331 Hollywood Blvd.,  
 HO 2-6676 James C. Gates.

ATLANTA - 1371 Peachtree Street,  
 TR 5-6644. Bob Baird.

DALLAS - 511 North Akard Bldg.,  
 RI 7-3723. Edgar Robbins Jr.

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 CJCB, Sydney  
 CHSJ, Saint John  
 CFCY, Charlottetown  
 CJEM, Edmunston  
 CFCF, Montreal  
 CKLM, Montreal  
 CKCV, Quebec City  
 CJBR, Rimouski  
 CFJC, Kamloops  
 CKCQ, Quesnel  
 CKWL, Williams Lake  
 CJAT, Trail  
 Fraser Valley  
 Radio Group  
 CHWK, Chilliwack

**Montreal Only? Complete Your Coverage!**

**CKJL ST. JEROME**  
**CJSO SOREL**  
**CJLM JOLIETTE**  
**CHEF GRANBY**  
**CFLV VALLEYFIELD**  
**CKBS ST. HYACINTHE**

*Your Hardy Man has all the Facts*



TORONTO - EM. 3-9433 MONTREAL - VI. 2-1101

# MEMO

from the desk of

GORDON FERRIS

To — Don Fawcett,  
Station CFOB,  
Fort Frances, Ontario

We welcome the dominant Voice of the Lake of the Woods, covering both Canadian Pulp and Paper Industries as well as American neighbors in International Falls, Minnesota.

Looking forward to telling and selling your story across Canada.

T.G.F

*Radio-Television Representatives Limited*

A  
"Mad Capp"  
look  
at  
CFQC

ROD GILBEY



To be exact, at the CFQC night owl, Rod Gilbey who keeps insomniacs company from 1:00 a.m. to 6:00 a.m. on WAXWORKS. Rod's show is sugared with plenty of music, spiced by exciting RADIO DRAMA which offers a half hour of top drama and comedy 2:00 a.m. Monday through Friday.

A small sampling of the varied radio programming CFQC offers Saskatoon listeners. Whatever is new in radio comes first to CFQC. Whatever is good in radio comes naturally to CFQC. Part of the reason why 'QC is a community leader. Much of the reason why CFQC should be part of your western media plans, always.

\*Sketch of Rod by our own "Mad Capp" QC staff announcer Barry Bowman who doubles as a very talented artist. Typical of the myriad interests of each CFQC staff member, all of them with much to offer the station and the community.



radio saskatoon

7

CKSA, Lloydminster  
CFRG, Gravelbourg  
CJNB, North Battleford  
CKAC, Montreal  
CKCL, Truro  
CKY, Winnipeg  
CKCR, Kitchener  
CKLB, Oshawa  
CFRA, Ottawa  
CKPT, Peterborough  
CKTB, St. Catharines  
CJME, Regina  
CKXL, Calgary  
CFNS, Saskatoon  
CKSB, St. Boniface  
CFCO, Chatham  
CJLX, Ft. William  
CFCL, Timmins  
CHUM, Toronto  
CJMT, Chicoutimi  
Television:  
CKSA-TV, Lloydminster

FORJOE TV INC.

NEW YORK - 230 Park Avenue, New York 17 - ORegon 9-6820. President - Joseph Bloom.

CHICAGO - 35 East Wacker Drive - STate 2-8196.

LOS ANGELES - 6725 Sunset Blvd., 466-6884.

SAN FRANCISCO - 235 Montgomery St. - EX 2-1507.

DALLAS - Mario Messina Company - 1032 Fidelity Union Life Bldg., Dallas 1 (214) 742-5409.

The company represents these stations:

Television:

CJPM-TV, Chicoutimi  
CFTM-TV, Montreal  
CFCM-TV, Quebec  
CKMI-TV, Quebec  
CJFB-TV, Swift Current

E. S. SUMNER CORP.

NEW YORK - 11 West 42nd St., New York 10036., BR 9-7080. President - Gene Sumner. Leonard Ziegel.

CHICAGO - 333 N. Michigan Ave., Chicago, Ill. - ST 2-0650. Carroll Layman.

The company represents these stations:

Radio:

CJON, St. John's

Television:

KVOS-TV, Vancouver  
C-JAY-TV, Winnipeg  
CHCH-TV, Hamilton - Toronto  
CHRE-CHAB-TV, Regina - Moose Jaw  
CJON-TV, Saint John's

WEED & COMPANY

NEW YORK 17 - 347 Madison Avenue, 212-686-8970. President - Joe Weed. Vice-President - Alfred L. Bonomolo, Rita Scarfone.

CHICAGO 11 - 435 N. Michigan Ave., 312-467-7070. C. C. Weed Sr.

ATLANTA - 1819 Peachtree Road N. W., Atlanta, Georgia - 404-876-8548. David Carpenter.

BOSTON 16 - Statler Building - 617-482-6117. Kay Chille.

DETROIT 26 - 1610 Book Bldg., 313-961-2685. Bernard P. Pearse.

BEVERLY HILLS - 111 N. LaCienega Blvd., 213-652-1313. Lee F. O'Connell, James Walsh.

ST. LOUIS 23 - 8138 Normal Drive., 314-843-2400. Jack Heatherington.

SAN FRANCISCO - 235 Montgomery St., 415-392-1507. Ward Glenn.

SEATTLE 1 - 1001 Tower Bldg., 206-624-6333. Jack Hauser.

Radio:

CFTK, Terrace  
CJOR, Vancouver  
CJVI, Victoria  
CHQR, Calgary  
CHED, Edmonton  
CHEC, Lethbridge  
CKOM, Saskatoon  
CHTM, Thompson  
CFPA, Port Arthur  
CFPL, London  
CKPM, Ottawa  
CHOW, Welland  
CKAR, Huntsville  
CHLO, St. Thomas  
CJON, St. John's  
CFMO-FM, Ottawa  
CFPL-FM, London  
CKWW, Windsor  
CKGM-FM, Montreal  
CKMR, Newcastle

Television:

CBUT, Vancouver  
CFTK-TV, Terrace-Kitimat  
CESM-TV, Thompson

CKSO, Sudbury  
CFCL, Timmins  
CKWW, Windsor  
CJMS, Montreal  
CKGM, Montreal  
CHNC, New Carlisle  
CKCH, Hull

Radio Nord, Rouyn

CFNB, Fredericton  
CKNB, Campbellton  
CHAB, Moose Jaw

CBWT, Winnipeg  
CKCO-TV, Kitchen-er

CBLT, Toronto

CBOT, Ottawa  
CBMT, Montreal  
CHAU-TV, New Carlisle

CFCR-TV, Kamloops  
CBXT, Edmonton  
CKRN-TV, Rouyn  
CBHT, Halifax  
CJON-TV, St. John's  
CJOX-TV, Argentin Falls  
CJCN-TV, Grand Falls

CBYT, Cornerbrook  
CJLS, Yarmouth

YOUNG CANADIAN LIMITED

NEW YORK - 3 East 54th St., New York 22, PLaza 1-4848. President - Adam Young. Vice-President - Thomas F. Malone.

CHICAGO - Prudential Plaza, Chicago 1 - Michigan 2-6190. R. John Stella (TV), Earl W. Steil (Radio).

DETROIT - 2940 Book Building, Detroit 26, Woodward 3-6919. Manager - Dick Freeman.

ATLANTA - 1182 West Peachtree Rd., N. W. Atlanta 9 - TRinity 3-2564. Manager - Harold M. Parks.

ST. LOUIS - 915 Olive St. - MAin 1-5020. Manager - Tom Dolan.

LOS ANGELES - 6290 Somerset Blvd., Hollywood 28. Manager - William L. Wallace.

BOSTON - 129 Newbury St. - COngress 2-1145. Manager - W. A. Queen.

DALLAS - 1300 Tower Petroleum Bldg., Dallas 1. Riverside 8-5239.

SAN FRANCISCO - 105 Montgomery St., YUkon 6-5366. Robert Somerville (Radio), John M. Slocum (TV).

The company represents these radio stations:

CKLN, Nelson  
CKNW, New Westminster  
CFCN, Calgary  
CFRN, Edmonton  
CKRD, Red Deer  
CKRM, Regina  
CFQC, Saskatoon  
CJGX, Yorkton  
CKX, Brandon  
CKDM, Dauphin  
CFAR, Flin Flon  
CJOB, Winnipeg  
CKBB, Barrie  
CJBQ, Belleville  
CFJR, Brockville  
CFRB, Toronto  
CJAF, Cabano  
CKRS, Jonquière  
CKBL, Matane  
CKVL, Verdun (Montreal)  
CHRC, Quebec  
CJQC, Quebec  
CJFP, Rivière du Loup  
CKRB, St. Georges de Beauce  
CHLT, Sherbrooke  
CKTS, Sherbrooke  
CKLD, Thetford Mines  
CHLN, Trois Rivières  
CFDA, Victoriaville  
CKVM, Ville Marie  
CKBC, Bathurst  
CFBC, St. John  
CJFX, Antigonish  
CJCH, Halifax  
CFCB, Corner Brook  
VOCM, St. John's

ADAM YOUNG INCORPORATED

NEW YORK - 3 East 54th Street, New York 22 - PL 1-4848. President - Adam Young. Executive Vice-President - James F. O'Grady Jr. Sales Manager - Arthur W. Scott. (In Chicago, Detroit, Atlanta, St. Louis, Los Angeles, Boston, Dallas and San Francisco, personnel listed under Young Canadian Ltd. also applies).

Represents the following television stations:

CFCN-TV, Calgary  
CFRN-TV, Edmonton  
CHAB-TV, Moose Jaw - Regina  
CFQC-TV, Saskatoon  
CJOH-TV, Ottawa  
CHOV-TV, Pembroke  
CKPR-TV, Port Arthur - Fort William  
CKRS-TV, Jonquière  
CKBL-TV, Matane  
CKRT-TV, Rivière du Loup  
CHLT-TV, Sherbrooke

# ADVERTISING AGENCIES

An interim list of Advertising Agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers for the period ending June 30, 1965.

## KEY

1. Agency
2. City
3. Phone
4. Address
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

### \* (1) AGENCE DE PUBLICITE NATIONALE

- (2) Montréal 25
- (3) 842-5078
- (4) 1400 Pine Avenue West,
- (5) André M. Allard
- (6) André M. Allard
- (7) André M. Allard

### (1) ARDIEL ADVERTISING AGENCY LTD.

- (2) Toronto 7
- (3) HU.5-6541
- (4) 4 Lawton Blvd.
- (5) Phillip A. Johnson
- (7) D. A. Wilson

### (1) ARDIEL ADVERTISING AGENCY LTD.

- (2) Montreal
- (3) 842-4681
- (4) 1500 Stanley Street
- (5) Manager, M. Cooper

### (1) ARDIEL ADVERTISING AGENCY LTD.

- (2) Hamilton
- (3) LI.9-2419
- (4) 180 Parkdale Ave. N.
- (5) M. J. Hallas

### (1) ARDIEL ADVERTISING AGENCY LTD.

- (2) Ottawa
- (3) 235-9280
- (4) 385 Albert Street
- (5) Miss Joann Hossick

### \* (1) BACKMAN ADVERTISING LTD.

- (2) Halifax
- (3) 422-1527
- (4) Lord Nelson, Bldg.,  
5676 Spring Garden Road
- (5) Miss Anne Archibald
- (6) Miss Anne Archibald
- (7) Mrs. Jo-Marie Kackay

### (1) BAKER ADVERTISING AGENCY LTD.

- (2) Toronto
- (3) 487-1511
- (4) 1670 Bayview Ave.
- (5) E. M. Kilman
- (6) N. Pahlen
- (7) I. Neve  
O. Innes  
D. Schacter  
J. Moore

### (1) BAKER ADVERTISING AGENCY LTD.

- (2) Montreal
- (3) 937-9283
- (4) 1980 Sherbrooke St. West
- (5) D. O. Kimball
- (6) D. O. Kimball

### (1) BATTEN, BARTON, DURSTINE & OSBORN INC.

- (2) Montreal
- (3) 868-2655
- (4) 1155 Dorchester Blvd. West
- (5) Mrs. Mildred MacLeod
- (7) Miss Gabrielle Gagner

### (1) BATTEN, BARTON, DURSTINE & OSBORN INC.

- (2) Toronto 2
- (3) EM.3-9461

- (4) 2 Carlton Street
- (5) Clara Quinn
- (7) John McDonald

### \* (1) BEEDHAM, PRENTICE & BASFORD LTD.

- (2) Toronto
- (3) 924-8431
- (4) 76 St. Clair Avenue West
- (5) Miss Margaret J. Rudder

### \* (1) BLEASDALE ADVERTISING LTD

- (2) Victoria
- (3) EV.2-6741
- (4) 642 Burnside Road
- (5) Harry R. Bleasdale
- (6) Harry R. Bleasdale
- (7) Violet E. Bleasdale

### (1) BOUCHARD, CHAMPAGNE, PELLETIER, LTD.

- (2) Montreal
- (3) 878-1771
- (4) Ste. 444, 1010 St. Catherine St. W.
- (5) Michael Wood,  
Aime Lacombe
- (6) Mr. Jacques Bouchard  
Mr. Jean-P. Champagne  
Mr. René Ram  
Mr. René L. Caron
- (7) Mrs. Lise LaCasse

### (1) BRAND ADVERTISING LTD

- (2) Montreal
- (3) 849-6692
- (4) 2100 Drummond Ave.
- (5) Marion Goldberg
- (7) Marion Goldberg

### (1) BREITHAUP, BENSON & COMPANY LTD.

- (2) Toronto
- (3) 483-3531
- (4) 120 Eglinton Ave. East
- (5) Peter Charles
- (6) Ray Arseneault
- (7) Joan Davis  
Kathleen MacLean

### (1) BREITHAUP, BENSON & COMPAGNIE LTEE

- (2) Montreal
- (3) 849-6181
- (4) 1245 Sherbrooke St. W.
- (5) Sandra Switzer
- (6) Philippe Garcia
- (7) Sandra Switzer

### (1) BURLEY, J. H. LTD.

- (2) Toronto
- (3) 362-6847
- (4) 159 Bay Street
- (5) A. L. Drewry

### (1) BURNETT, LEO CO. OF CANADA LTD.

- (2) Toronto
- (3) EM.6-5801
- (4) 165 University Ave
- (5) Mel Norman
- (6) Peter Lighthall  
Jerry O'Flanagan
- (7) Mrs. E. Gray  
Miss B. Gould

### (1) BURNS ADVERTISING AGENCY LTD.

- (2) Montreal 25
- (3) WE.5-5257
- (4) 1980 Sherbrooke St. West
- (5) L. St. Amand

### (1) CAMP, DALTON K. & ASSOC. LTD.

- (2) Toronto
- (3) 487-2101
- (4) 43 Eglinton Avenue East
- (5) Norman K. Atkins  
James E. Colby

### (1) CANALINE ADVERTISING AGENCY LTD.

- (2) Toronto
- (3) 368-7646
- (4) 790 Bay Street
- (7) Mary Brymer

### (1) CARDON, ROSE LTD.

- (2) Montreal
- (3) 842-8571
- (4) 1411 Crescent Street
- (5) Miss D. Albins
- (6) Norman Cardon
- (7) Miss D. Albins

### (1) CARTER, GARRY J. OF CANADA LTD.

- (2) Toronto 5
- (3) 924-2505
- (4) 59 Avenue Road
- (5) Bob Howe
- (7) Bob Howe

### (1) LEO CLAVIR PRODUCTIONS

- (2) Toronto
- (3) 488-1165
- (4) 120 Eglinton Ave. E.
- (5) D. Jones
- (6) Leo Clavir

### (1) COCKFIELD BROWN & COMPANY LIMITED

- (2) Toronto
- (3) 924-5492
- (4) 2 St. Clair Ave. West  
(Manager of Media Services -  
W. C. Townsend)  
(Director of Broadcast Services  
J. R. MacRae)  
(Assistant Manager  
B. A. Hawkins)
- (7) R. J. Kostyra  
S. H. Lodge  
Miss M. Moran  
G. M. Thomas  
W. C. Thurston  
D. W. Newell

### (1) COCKFIELD BROWN & COMPANY LTD.

- (2) Montreal
- (3) 861-1771
- (4) Canada Cement Building  
Phillips Square
- (5) Fernand Corbeil  
L. G. Hern
- (6) Earl W. Box
- (7) Keith R. Pattenden  
Mrs. Dorothy Swinton  
Carol Tobin  
Ainslie Young

### (1) COCKFIELD BROWN & COMPANY LTD.

- (2) Winnipeg
- (3) WH.2-0811
- (4) 804 Electric Railway Chambers
- (5) Mrs. M. Simons
- (6) H. J. Gibson
- (7) Mrs. M. Simons

### (1) COCKFIELD BROWN & COMPANY LTD.

- (2) Vancouver
- (3) MU.1-1111
- (4) 1200 Burrard Building,  
1030 - West Georgia Street

### (1) COLLYER ADVERTISING LTD.

- (2) Montreal
- (3) 842-8672
- (4) 2100 Drummond Street
- (5) Miss N. Fraser  
Mr. R. Lisabelle
- (6) R. E. Crighton  
F. J. Starr  
M. D. Arthur  
R. Martel
- (7) Miss N. Fraser  
Mr. R. Lisabelle

### (1) COLLYER ADVERTISING LTD.

- (2) Toronto

- (3) 363-2646
- (4) 110 Church Street
- (5) Mr. George Lamont

### \* (1) COPELAND, DON H. ADVERTISING LTD.

- (2) Scarborough
- (3) OX.1-3331
- (4) 2 Crescentwood Rd.
- (5) Vera M. Copeland
- (6) V. M. Copeland
- (7) V. M. Copeland

### (1) CROMBIE ADVERTISING CO. LTD.

- (2) Montreal
- (3) 288-4221
- (4) 355 St. James St. W.
- (6) Ross Smith  
Ronnie Rowe
- (7) K. Gibson

### (1) CROMBIE ADVERTISING CO. LTD

- (2) Toronto
- (3) 364-7204
- (4) 100 Adelaide St. W.
- (6) S. C. Young
- (7) Miss M. Thompson

### (1) CUSSACK ADVERTISING ASSOCIATES LIMITED

- (2) Montreal
- (3) 849-5739
- (4) 550 Sherbrooke St. W.
- (5) Reg. Weiswall
- (6) Reg. Weiswall

### (1) DANCER-FITZGERALD-SAMPLE (CANADA) LTD.

- (2) Toronto
- (3) 924-8425
- (4) 200 St. Clair Ave. West
- (5) Gilbert Nunns
- (6) James E. Knox
- (7) Ruth Pedley

### (1) D'ARCY ADVERTISING COMPANY

- (2) Toronto
- (3) WA.1-3135
- (4) 57 Bloor Street West
- (5) Mr. Roy Partridge
- (6) Mr. James K. Payne
- (7) Mrs. B. Freeman

### (1) DANIEL & CHARLES INC.

- (2) New York
- (3) MU.6-7288
- (4) 185 Madison Avenue
- (5) Bernice Gutman
- (6) John DeBenham
- (7) Bernice Gutman

### \* (1) DOHERTY, JOHN & CO. LTD.

- (2) Ottawa
- (3) 232-9418
- (4) 46 Elgin Street
- (5) Owen G. Grant
- (6) Owen G. Grant  
Cal. C. Smith
- (7) John Doherty  
Owen G. Grant  
Cal. C. Smith

### \* (1) DOMINION ADVERTISING INC

- (2) Montreal
- (3) 274-0355
- (4) 753 Jarry East
- (5) A. Desautels

### (1) DUNDAS ADVERTISING AGENCY LIMITED

- (2) London
- (3) 438-2117
- (4) 200 Queens Avenue
- (5) R. Burns

### \* (1) DUNSKY ADVERTISING LTD.

- (2) Montreal
- (3) 482-9680
- (4) 5165 Queen Mary Road Suite 400
- (5) R. Shulman
- (6) M. Dunsky
- (7) Miss C. Baron

# ADVERTISING AGENCIES

## KEY

1. Agency
2. City
3. Phone
4. Address
5. Broadcast Media (Director(s))
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

- (1) ELLIS ADVERTISING CO.  
(2) Buffalo, U.S.A.  
(3) TL.2-6780  
(4) Statler Hilton Hotel  
(5) Beatrice Haniford  
(6) Michael F. Ellis Sr.  
Michael F. Ellis Jr.  
Jerome R. Ellis  
Maxwell E. Ellis  
Joan Ellis  
K. C. Uttley  
Joseph Blauvelt  
Seymour Goodman  
(7) Arlene Cole
- (1) ERWIN WASEY (CANADA) LTD  
(2) Toronto  
(3) 921-5187  
(4) 2 St. Clair Ave. W.  
(5) Mr. Lloyd E. Hefford  
(7) Miss Joe-Anne Roberts
- (1) FOOTE, CONE BELDING  
CANADA LIMITED  
(2) Toronto  
(3) 924-9331  
(4) 10 St. Mary Street  
(5) Michael Kennerley  
(6) Mona Harper  
Merv. Austin  
(7) Warren Cross  
Bet Vaivada  
Mrs. Olive Dunkley
- (1) FOOTE, CONE & BELDING  
CANADA LIMITED  
(2) Montreal  
(3) 866-6692  
(4) 3 Place Ville Marie
- (1) FOSTER ADVERTISING LTD  
(2) Toronto  
(3) 924-4681  
(4) 149 Alcorn Ave.  
(5) Ralph Draper  
Sheila Wright  
B. J. Keelor  
John Millar
- (6) Art Collins,  
Jim McEwan  
Peter Cameron  
Gord Myers  
Ross Monk  
Bob McNichol  
Bob Boyer  
Howard Tate  
Bob Armstrong  
Bob Baum  
John Butler  
Don Douglas  
Went Dowell  
Bill Givens  
Larry Jopson  
Harry Jarman  
Fred Kirnby  
Gerry Lemon  
Ernie Madden  
John Marley  
Jack Newby  
Keith Polson  
Stew Robertson  
Tom Scanlan  
Bill Taylor  
Neville Wykes  
Ron Williams
- (7) Phyllis Scott  
Ev. Reeder  
Bill Mars  
John Hickey  
Ron Hodgson  
John Snider  
Walter Reeves  
Helene Anderson
- (1) FOSTER ADVERTISING LTD.  
(2) Montreal  
(3) 861-5881
- (4) 3 Place Ville Marie  
Suite 30  
(5) A. D. Clarke  
(6) Miss C. Toupin  
(1) FOSTER ADVERTISING LTD  
(2) Winnipeg  
(3) 947-0371  
(4) 149 Portage Avenue East  
(5) Mrs. Norma J. Robinson  
(6) Laurie A. Mainster  
(7) Mrs. Marlee R. Zaslov
- (1) FOSTER ADVERTISING LT  
(2) Vancouver  
(3) MU.5-6404  
(4) #404, 1281 W. Georgia Street  
(5) Mrs. H. Bakes  
(6) Mr. A. J. Collins  
(7) Mrs. H. Bakes  
Mrs. P. Paul
- (1) FOSTER ADVERTISING LTD.  
(2) Calgary  
(3) 269-8276  
(4) Suite. 315, 608 - 7th St. S. W.  
(5) Mary Layton  
(7) Mary Layton
- (1) GOODIS, GOLDBERG, SOREN LTD.  
(2) Toronto  
(3) 445-1153  
(4) 23 Prince Andrew Place, Don Mills  
(5) Mrs. C. Kireluk  
(7) Miss F. Sandford  
Mrs. S. Deas  
Miss A. Yama  
Mrs. S. Dow
- (1) GOODIS, GOLDBERG, SOREN LTD  
(2) Calgary  
(3) 262-6931  
(4) 640 12 Ave. S. W.  
(5) Jay Joffe  
(6) R. D. Watson  
(7) R. D. Watson
- \* (1) GOODWIN-ELLIS ADVERTISING  
LTD.  
(2) Vancouver  
(3) MU.1-3474  
(4) 1161 Melville Street  
(5) John Massey  
(7) John Massey
- \* (1) GOODWIN-ELLIS ADVERTISING  
LTD.  
(2) Calgary  
(3) AC:403, 269-3781  
(4) 402 Empire Building,  
239-8th Ave. S.W.  
(6) G. S. Menzies  
T. L. Brookes  
Miss I. Dix
- (1) GOODWIN-ELLIS  
ADVERTISING LTD.  
(2) Toronto 1  
(3) 363-6265  
(4) 159 Bay Street
- \* (1) GOODWIN-ELLIS ADVERTISING  
LTD.  
(2) Edmonton  
(3) 429-1359  
(4) 755 - One Thornton Court  
(5) Bill Heatherington  
(7) Eileen Zaharko
- \* (1) GOODWIN-ELLIS ADVERTISING  
LTD.  
(2) Ottawa  
(3) 232-7147  
(4) 606 Fuller Bldg.,  
75 Albert Street
- (1) GROSBERG, POLLOCK &  
GWARTZMAN LTD.  
(2) Toronto  
(3) 487-4717  
(4) 234 Eglinton Ave. East  
(5) H. J. Pollock  
(7) Lily Lim
- (1) HARRISON MARKETING COUNSEL  
LTD.  
(2) Toronto  
(3) 362-6631  
(4) 212 King St. W.
- (5) C. A. McIntosh  
(1) HAYHURST F. H. CO. LTD.  
(2) Toronto  
(3) HU.7-4371  
(4) 55 Eglinton Ave. E.  
(5) R. D. Amos  
(6) Pat Festinc-Smith  
Jack Tait  
Pat Hepburn  
Paul Seitz  
(7) Susan Young  
Terry Killeauy  
Donna Ellul  
Sandra Paxton  
Ardith Noble
- (1) HAYHURST F. H. CO. LTD.  
(2) Montreal  
(3) 845-0251  
(4) 1420 Sherbrooke St. W.  
(5) J. Roblee (Mrs.)
- (1) HAYHURST F. H. CO. LTD.  
(2) Vancouver  
(3) MU.4-1111  
(4) #220-1033 Davie Street  
(7) Mr. John G. Service
- (1) HEGGIE ADVERTISING CO. LTD.  
(2) Toronto  
(3) 445-1100  
(4) 1129 Leslie Street  
Don Mills, Ont.  
(5) Miss Phyllis Sivell  
(6) Miss Phyllis Sivell  
(7) Marilyn Willis
- (1) HEGGIE ADVERTISING CO. LTD  
(2) Montreal  
(3) 744-5505  
(4) 860 Decarie Blvd.
- (1) HELITZER, WARING & WAYNE  
(2) New York  
(3) MU:7-6677  
(4) 261 Madison Avenue  
(5) Mary Lou Benjamin  
(6) Saul Waring  
Mel Helitzer  
(7) Liz Mallon  
Walter Seidell
- \* (1) HOFFMAN ADVERTISING INC  
(2) Montreal  
(3) 849-9762  
(4) 2015 Drummond Street  
(6) H. Hoffman
- (1) HUTCHINS ADVERTISING  
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(6) Miss E. Macdonald  
(7) Miss E. Macdonald
- (1) INDUSTRIAL ADVERTISING  
AGENCY LIMITED  
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(4) 1255 Yonge Street  
(7) Mrs. V. Percival
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AGENCY LIMITED  
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(3) 842-5281  
(4) 1500 Stanley Street  
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(4) 1500 Stanley Street  
(7) Mr. A. G. Temple
- (2) St. Catharines  
(3) 684-8736  
(4) 177 Russell Ave.  
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(6) Donald C. Williamson  
(7) Donald C. Williamson
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(4) 3488 Cote-des-Neiges Rd.  
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(6) Raynald Bergeron  
(7) Yvon Fortier
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(4) 166 Grand Allee Ouest
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(6) Godfrey Jarvis  
(7) Godfrey Jarvis
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(4) 109 Thurlow Road
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(7) Mrs. Eleanore Warren
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(6) P. E. Fisher  
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(5, 6 & 7) Denise LeRay
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ASSOCIATES INC.  
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(3) 856-1900  
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Jack Greenfield  
(6) Albert Lippman  
(7) Mary Radice  
Marion Douraghty
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(3) 684-6221  
(4) 1178 West Pender Street  
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(6) Mrs. A. Bothamley  
(7) Mrs. A. Bothamley  
D. Buck
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(3) 424-2181  
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(7) Mrs. Frances Carlyle
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(3) 262-6161  
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(5) Don Knight  
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G. Gunderson  
(7) Mrs. D. Urch

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6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

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- (3) WH.3-0623
- (4) 604-428 Portage Ave.
- (5) A. B. Jenkins
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- (6) Wayne Currie  
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Bob Sher (Assistant)
- (7) Olive Jennings  
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Lynne Andresen  
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- (7) W. Avery  
C. Cyr  
C. H. Dubé

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- (6) R. S. Baker  
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G. McIntosh  
G. McKnight  
R. Cain
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E. Kaye  
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- (7) Mrs. J. Reymer

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- (3) 866-6551

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- (6) Charles Letarte
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- (7) Una M. McLean

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- (6) D. Bonham
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6. Broadcast Account  
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7. Broadcast Media  
Buyer(s)

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(7) Miss Denise Curran  
Miss Sheila Bonfield
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(7) Miss C. Jane MacLaren
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(3) 681-9174  
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(5 & 6) D. M. Tyerman  
N. Wright  
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Miss C. Sheridan
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(3) 362-7711  
(4) 88 University Ave.  
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(6) J. A. Robertson
- (1) ORR, WILLIAM R. ADVERTISING  
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(3) 529-3322  
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(5) P. E. Giguère  
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Pierre Bleau  
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- most FEDERAL CROWN-CORPORATIONS

## **THE CODE SETS THESE STANDARDS:**

1. A standard 8-hour day and a 40-hour week, with overtime limited to 8 hours a week and paid at one and a half times the regular rate.
2. A minimum hourly rate of pay of \$1.25
3. Two weeks annual vacation with pay
4. Eight general holidays a year with pay

Where it can be shown that the immediate application of the new hours of work would be prejudicial to the interests of employees or detrimental to an industry's operation, the Minister of Labour may postpone the introduction of the hours of work standard to allow time for adjustments.

In industries operating only in a local area, the introduction of the new minimum wage may also be postponed.

*For complete information on the new Code, write to the*

**Labour Standards Branch,  
Department of Labour,  
Ottawa**

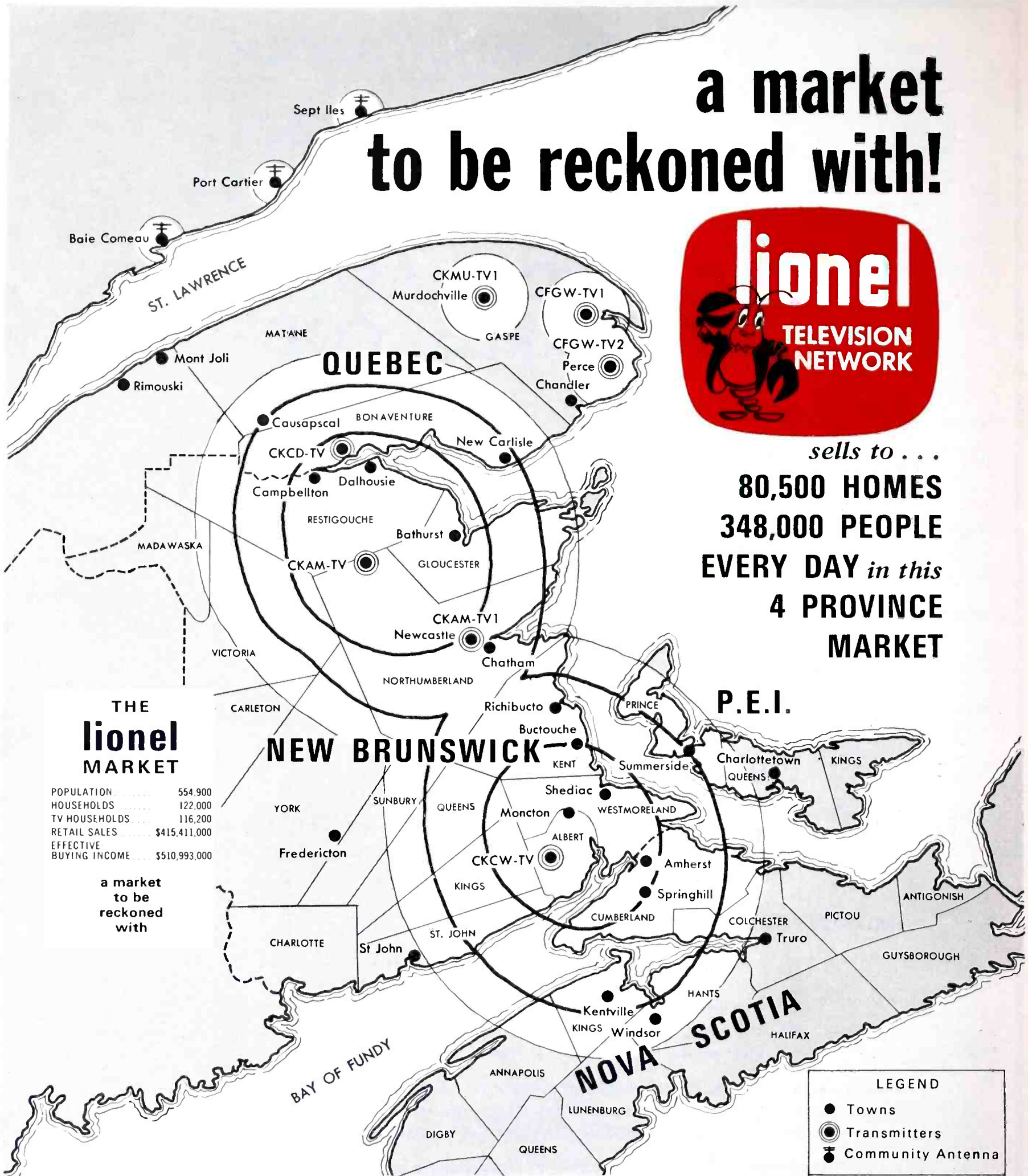
## **DEPARTMENT OF LABOUR**

*Hon. Allan J. MacEachen, Minister of Labour/George V. Haythorne, Deputy Minister*

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**80,500 HOMES**  
**348,000 PEOPLE**  
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## THE lionel MARKET

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HOUSEHOLDS	122,000
TV HOUSEHOLDS	116,200
RETAIL SALES	\$415,411,000
EFFECTIVE BUYING INCOME	\$510,993,000

a market  
to be  
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Moncton has long been the hub and distribution centre of the Maritimes. Now - 75 years young - it is also the centre of a tremendous industrial expansion. "This is a period", says Premier Louis J. Robichaud, "of prosperity for our province and people, and profitability for the promoters of industry". In 1964, new construction alone amounted to \$234 million, & included a \$29 million smelter to complement extensive mining

operations; establishment of a chemical industrial park; construction of Canada's newest newsprint mill; and a number of new manufacturing plants came into production. Work is now underway on Atlantic Canada's largest hydro-electric project. So Lionel DOES sell in "A Market to be Reckoned With", and advertisers using the Lionel Television Network will share in the prosperity of the booming NEW New Brunswick,

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