

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



British American Oil Company's *Musical Showcase*, a half-hour weekly television quiz-and-music program, goes national August 1. Twenty-two Western-Canadian stations are being added to the 31-strong eastern roster. Other switches, to more elaborate production and all-live prize displays instead of graphics, will follow. So will a change to a paid quiz panel. (B-A wants more money fed into customer prizes — less to the on-air panel participants). The oil company's April dealer letter is reported to credit *Showcase* with pulling close to a million mail entries and increasing the rate of B-A credit card applications by 300 per cent since first airing March 28. In the photo (l. to r.) are: Phil Lauson, Foster Advertising (Montreal); Jack Neuss, retail programs director for B-A (and creator of *Showcase*); George LaFlèche, emcee and singing star; Denny Vaughn, musical director; Peter Lussier, director-producer, and Bob McNicol, Foster Advertising (Toronto).

This is baseball? That's what CFCB Radio in Cornerbrook, Newfoundland, and the local CBC Radio employees seem to think. At least they recently played a three-inning grudge match in their outlandish outfits and called it softball — even agreed on a 2-2 tie score once the shenanigans were over. It was all in a good cause — for the local Royal Canadian Legion. Price of admission to the game was set at one forget-me-not (the flower of remembrance) per customer. Evidently the Legion's flower sales were helped considerably.

if anyone's thinking of replacing a semi-literate secretary or two — in, say, five years — here are three likely candidates. They're winners of a recent Spelling Bee telecast by CFCL-TV in Timmins. Twenty-four schools entered teams-of-three for the 26-week series, won by the St. Jeanne d'Arc School in Ansonville Ontario. In the photo CFCL General Manager René Barrette presents the Spelling Bee Trophy to the winners and their principal, Sister Céline-de-Jésus. Local teachers have encouraged CFCL to renew the show next season.

CFCF-TV in Montreal recently offered an all-expense-paid holiday in Nassau to youngsters competing in a Treasure Island contest held in conjunction with *Surprise Party*, a favorite CFCF afternoon children's program. The winner, Jean Shepherd, is pictured with her mother and "Magic Tom" Auburn, host for the trip and popular producer and performer for the television station.

SIGHT & SOUND

News from Advertising Avenue
About Radio and Television . . .
Accounts, Stations and People

▲ THE FIRST SALES TAX ON Canadian broadcast communications is an accomplished fact — or virtually so. On July 14 Bell Telephone Company reported the Quebec Telecommunications Tax Act had passed third reading in the Quebec legislature, and said "royal assent is expected momentarily."

In fact the telephone company said the six per cent tax had been appearing on some Bell bills since June 4, prior to official sanction of the legislation.

Broadcast industry efforts to forestall the tax apparently came to nothing. Jean Pouliot, president of the Canadian Association of Broadcasters, sent an early-June letter outlining broadcaster objections to the scheme to Hon. Eric Kierans, Quebec Minister of Revenue.

By mid-July, Kierans hadn't bothered to reply.

Bell has outlined three principal applications of the tax act:

(1) Network Transmission — "The tax applies on that portion of network transmissions which pass through the province of Quebec. For

ANNOUNCEMENT

G. B. RYAN COMPANY APPOINTMENT



MRS. EDNA SLATTER

Mr. V. G. Hatherly, General Manager of the Ryan Department Stores in Guelph, announces the appointment of Mrs. Edna Slatter as Merchandise Manager and Radio Editor. Prior to joining the Ryan organization, Edna Slatter was owner of the House of Hats and Accessories in Guelph. She migrated to Guelph eight years ago and took with her the experience of a varied and interesting career which took her through banking, investments, interior decorating, radio and advertising. She was with the Canadian Broadcasting Corporation for 14 years and during that time was on Eaton's Fashion Council representing the radio industry, for four years. Later she was Manager of Lorne Greene's Academy of Radio Arts and then Publicity Director for Radio Representatives.

So she's in the fashion business now but during the past several years she's been on CBC's Flashback — on panel shows on Kitchener TV and on the Elaine Cole Show and she did her own radio writing for her own shop and now is Radio Editor for Ryans — so she never quite got away from us . . . and doesn't want to she says.

practical purposes, Bell cannot isolate the tax for transmitting one particular program. However, based on proportional studies of the percentage of circuitry and total network facilities used, Bell can produce an overall tax figure. As a result, special arrangements have been worked out with the CBC and CTV by which the overall tax on program transmission through Quebec will be billed on a monthly basis with the regular network charges."

(2) Private Wire or Microwave Transmission (from a station's broadcast studio to its own transmitter or to satellite stations) — "The six per cent tax applies."

(3) Cable TV — "Cable TV companies are considered wholesalers, and the tax applies only at the retail level. As a result, the customers of cable TV companies will be assessed the six per cent tax."

There are still some obscure features to the sales tax. First and foremost is the question of Quebec's method of levying the tax on station-owned transmission facilities — either land-lines to transmitters or microwave setups feeding satellites.

A Bell spokesman gave it as his belief that the tax would be charged as a factor of the assessed value of privately-owned transmission facilities.

But is there a possibility network shows beamed via microwave across Quebec to the Maritimes will escape the tax? The spokesman says long-distance tolls are being dunned for six per cent only if they originate and are billed within Quebec.

ANNOUNCEMENT

BYLES, GIBB & ASSOCIATES APPOINTMENT



PAUL CHOUINARD

Paul Chouinard, well experienced in the National Sales and Broadcast field, joins the Montreal office of Byles, Gibb & Associates Limited.

Mr. Chouinard was National Sales Representative in Toronto for CKAC Montreal. Prior to that he was associated with two other Quebec Radio Stations, and with General Foods and Standard Brands in Montreal.

bec's borders.

Calls placed from Montreal to Toronto and billed collect through any Toronto number also apparently avoid the tax, according to the Bell official.

And if a long-distance call to Halifax goes scot free, can Quebec rightly tag a network program fed across the tax province to points east?

For another stickler, take the case of a network TV show fed to Montreal with an unsponsored segment to be sold by the local station as a spot vehicle. Does the network, like cable TV operators, become a wholesaler in such circumstances? And is the local station then responsible for tax on its share of the program?

Network executives frankly don't know, at the moment. At CTV they're apparently not even conscious that they've reached a "billing arrangement" with Bell Telephone.

▲ PROSPECTS FOR PUTTING football on television on the scheduled July 30 start date improved during July. Michael Wood, manager of Inter Production Incorporated Toronto, reports an additional quarter of the eastern telecasts signed, and half the western game sponsorship in the bag.

"One more national quarter sold and we're in," he explained. (An additional quarter would leave Bouchard, Champagne, Pelletier, Ltd., the Montreal agency controlling IPI, in the same position as last year's rights-holder. The CTV Television Network was left with one-quarter of 1964's western game sponsorship going begging.)

Wood says IPI is "taking in letters of intent" rather than signing contracts with advertisers, "because we haven't got a network as yet."

A CTV spokesman has claimed the networks will have difficulty mounting the first telecast in any period less than three weeks.

▲ THREE WESTERN STATIONS have jointly announced the formation of the Golden West Market to be sold on one rate card, effective August 1.

The announcement was made by John Craig, president of CKX, Brandon, Hugh Dunlop, manager of CKDM, Dauphin and George Gallagher, manager of CJGX, Yorkton, whose stations will make up the new package.

Announcement was made at the same time as the appointment of Radio-Television Representatives Ltd. to sell what RTR President Gordon Ferris describes as "Canada's Fifth Market".

Pointing out that these three ten-thousand watt stations individually dominate their coverage areas, Ferris said they have a combined audience of 512,280, which is larger than the city of Edmonton.

"Per capita income, retail sales and other elements create a startling comparison with many major markets in Canada," he said, adding:

"Each station covers a similar but contiguous area in which industrial development is rapidly replacing the dependency on agricultural income.

"It is expected that potash will exceed in five years the export of wheat and grain, and the addition of many hundreds of oil wells is further diversifying the economy" he said.

Presentations in Toronto and Montreal are being planned by the three stations to acquaint agencies and their clients with all pertinent facts in the total area.

▲ A FEW CHANGES ARE ON TAB for the 1965 production of the Radio Commercials Festival, scheduled for November 4 in Toronto. A new Public Service Announcement category will replace two discarded entry categories in an effort to make the festival "more meaningful to everyone involved in this country's radio industry," as the festival chairman says.

Chairman David Broome of Rothmans of Pall Mall Canada Limited adds, "There will be a significant reduction in the number of awards, but each person who wins an award this year will know he has produced an outstanding radio commercial."

The new setup will provide three entry categories, instead of last year's four:

- (1) Straight voice announcement techniques *except music*.
- (2) Commercials using music and integrated lyrics, and
- (3) Public service.

The Radio Sales Bureau and Radio and Television Executives Club of Toronto, co-sponsors of the festival, expect entries to start coming in by September 1.

RADIO NEWFOUNDLAND

VOCM · **CKCM** · **CHCM**
10,000 watts · 10,000 watts · 1,000 watts

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

Claims station being legislated out of existence

"SOME PEOPLE WOULD SAY CJOR asked for it, but —

"Unless the station gets a sudden upswing in financial revenues — and that's just not possible — or an injection of capital, it's unlikely the station will continue to operate beyond the end of July."

Or as Vancouver lawyer Louis A. Williams went on to say, the Board of Broadcast Governors' actions relative to the westcoast station have virtually legislated it "out of existence."

Williams was recently appointed president of CJOR by Mrs. Marie Chandler, holder of 54 per cent interest in the radio station. An application for permission to transfer 3050 of her shares to Williams, who otherwise owns no stock in CJOR Limited, was not approved by the BBG following the board's June 15-18 sessions.

Williams said his representations to the BBG at the hearings, as to the financial condition of the company, were not in any way exaggerated. At the Ottawa sessions, Williams had forecast bankruptcy for the company in the not-too-distant future.

And on July 7, he said, "The financial problems now appear to be worse than I had imagined. Immediate steps had to be taken to move the company so it would not get into a bankrupt position."

Sixteen of the station's 41 employees were released a month ago. At the time Mrs. Chandler was reported to have stated, "They are good capable people, and it hurts me greatly to take this step as a result of the extremely harsh and unjust recommendations of the BBG."

Power to do Harm

"It would appear," she evidently continued, "that the government regulatory body has the power to do harm far greater

than anyone in the broadcasting industry ever imagined."

In discussing the station's current predicament, Williams explained that immediately before or during the June BBG hearings, a representative of the minority shareholders apparently said he believed the company was worth \$400,000.

"Even that's changed," Williams said, implying that the value should now be revised downward.

"But as of the 30th of March (nine days before the BBG recommended non-renewal of the station's license) I would have thought CJOR was worth three times that amount."

Williams also contended the CJOR case ought to "really open the broadcast industry's eyes."

"Several people seem to have thought I was playing some sort of a game at the hearings," he continued, "trying to create sympathy for the station."

But there wasn't a shred of truth to this argument, Williams insisted. He maintained CJOR's plight was and is genuine. As a matter of fact he said the word to describe his reaction to the situation isn't irritated or angry — "the word is 'seething'."

While getting his second breath, Williams conceded that Mrs. Chandler intends to do everything she can to keep CJOR on the air, partly in order to retain some of the station's value as a going concern. But lack of commercial support will probably result in CJOR being reduced to a straight music and news station after the end of July, he added.

"One of CJOR's remaining open-line programs will go off the air in three days (July 10). The other is to be kept going at least a week."

Does this mean there'll be further staff reductions? Hardly necessary, Williams hints be-

cause "another worth to the organization is just evaporating. The staff is leaving steadily," he said — "trained newsmen, continuity writers . . ."

He said propositions to buy the station had been put to Mrs. Chandler "in the last couple of days — and one figure suggested was \$250,000 for the physical assets."

In the meantime the BBG recommendation granting CJOR a temporary license extension to October 31, and soliciting alternative applications for use of the station's 600 kc. frequency, has apparently been sanctioned by the Department of Transport.

Decision Handed Down

Jim Allard, executive vice-president of the Canadian Association of Broadcasters, said on July 13 that it was his understanding Transport Minister J. F. Pickersgill had put his seal of approval on the BBG's suggested course of action. Basically the BBG position has been that control of the station must pass into hands other than Mrs. Chandler's.

However some broadcasters are reported to feel there is room for doubt concerning the BBG's or the Department of Transport's legal authority to deprive a station of its broadcast license — particularly on such grounds as the BBG cited in its recommendation to the Minister on April 8.

As part of its announcement the BBG said, "Having examined the station's record of performance, the board is not satisfied with the past operation of the station by CJOR Limited. The board has no confidence that CJOR Limited can as

a licensee exercise sufficient supervision and direction of the station to ensure its operation in the public interest."

When interviewed by telephone, Williams was adamant in claiming the BBG should have no power to make decisions as to station licensability on terms that might be called, in effect, matters of taste.

"Take the case of a BBG that doesn't like rock 'n roll
(continued on page 4)

ANNOUNCEMENT

CKLW-TV MANAGER



EDWIN C. METCALFE

Edwin C. (Ed) Metcalfe, Director of Sales/Operations of CKLW AM-FM-TV, has been named Manager of CKLW Television and assumes responsibility for all operations of the Windsor television station, S.C. Ritchie, president of Western Ontario Broadcasting Co. Ltd., announced. Mr. Metcalfe began his broadcasting career in 1942 with KDKA, Pittsburgh, Pa., subsequently moving to sales and operations posts with KTTV-TV and ABC in Los Angeles. He served as Vice President and General Manager of Weed Television Corp., New York, prior to joining RKO-General National Sales in New York as salesmanager. Mr. Metcalfe joined CKLW in 1963. He took over his new post July 1st.

Bookjacket notes — fable of contents.

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OSHAWA

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14,000 Watts



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...court action would protract the CJOR issue

(continued from page 3)

—or station CFUN for example.” (CFUN is a competing Vancouver radio station.) “What if the BBG played a composite tape of the loudest of CFUN’s rock ‘n roll and then said, ‘We don’t like this so we’re not going to renew your license?’”

(The BBG prepared and played a composite tape of highlights from CJOR’s open-line programs at hearings that led to the board’s licensing decision. The board also heard complaints from a number of groups and individuals alleging abuse arising from CJOR’s “hot-line” material.)

“Or take the ridiculous position of a BBG that doesn’t like serious music,” Williams continued. “It may be ridiculous, but it serves to illustrate the problem.”

As an upshot of the CJOR troubles, Mrs. Chandler has been advised not to send good money chasing after bad, Williams said — “not to inject any further capital into the station.”

Mrs. Chandler has personal assets aside from the radio station, Williams explained, and “it’s all relative:

“She was a widow who had a million and a half dollars, now she’s a widow that’s got \$400,000.

“But her principal asset is gone.”

Breach of regulations

Asked if the Canadian Association of Broadcasters was going to bat for CJOR (a CAB member), President Jean Pouliot said he had talked the problem over with Dr. Stewart, chairman of the BBG, two or three times.

Pouliot commented, “I don’t think the release the BBG put out a couple of months ago (the April 8 release first announcing the BBG’s recommendation) was explicit enough.” Pouliot said the board chairman had advised him in conversation that CJOR was involved in “repeated” (as Pouliot put it) contraventions of one or more BBG regulations — a circumstance that wasn’t hinted at in the board announcement.

“In its report, the BBG did not say CJOR had broken any regulations,” Pouliot continued, “and my position with Dr. Stewart has been that a station shouldn’t be deprived of its li-

cense except for repetition of an offense.”

The way it appears now, the CAB president suggested, “If I comply with the regulations, can I lose my license anyway?”

Pouliot felt there was little the CAB as an organization could do on behalf of the Vancouver station. (“I don’t see what the

heck we can do.”)

“Assuming the Minister of Transport follows the recommendation, the only recourse CJOR has is to go to court.”

Court action, if any, will almost inevitably protract the CJOR issue, and many broadcasters seem inclined to agree a quick ending to the CJOR drama isn’t likely.

Chairman will await new act

DR. ANDREW STEWART, chairman of the Board of Broadcast Governors, has announced that he will remain in his present post until the new broadcasting legislation—emanating presumably from the impending report of the Fowler Committee—is brought in. This would occur, he felt, sometime in the late spring or early summer of 1966.

“It would obviously be difficult,” he said, “for the Board to carry on for an interim period between November 10, (when his term of office officially ends) and the

passage of the new legislation, “and I want to be in a position to make whatever contribution I can to the new order, whatever it may be. This,” he said, “could be either criticism of the Fowler recommendation or support of them in order to get them implemented.”

Asked what he thought of the CBC’s desire to reduce the amount of advertising it carries, he said: “Any move to reduce the amount of advertising on the CBC is a step in the right direction.”

Advertising

Self-regulation is enough

ADVERTISEMENTS THAT are effective are ipso facto ethical, an agency account representative told a recent symposium on “Ethics in the Market Place”.

Roy A. Abrahamson, of J. Walter Thompson Co. Ltd. Toronto, was speaking to a consumer-marketer conference at the University of Saskatchewan when he also said:

“We all want a police force, but we abhor a police state. Similarly we recognize the need for certain controls in advertising.

“But we now have all we need,” he emphasized.

In his view, additional advertising controls were classed as unnecessary, completely undesirable and ill-advised. He felt much of the zeal to improve advertising was misdirected.

“No one claims advertising is ethically beyond reproach,” he said. “But for one thing, a great many regulating organizations and agencies already exist and operate effectively — the Food and Drug Administration, The Combines Investigation Branch, broadcasting control bodies, Liquor Control Boards, consumers’ associations, the Better Business Bureau, The Association of Canadian Advertisers and Canadian Association of Advertising Agencies — all weeding out bad apples and protecting the public.”

He said there are occasions when advertisers seethe and chafe at cases of bureaucratic arrogance and stupidity, even among their own regulatory bodies, but “these instances keep us all vigilant to the dangers of placing too much power in few hands.”

Abrahamson considered the complete “exposure” of the advertiser (“Did you ever hear of a secret advertiser?”) a built-in safeguard and form of ethical insurance for the public interest. Advertisers have no place to hide, he said.

In answer to arguments that advertising should be a purely factual point-by-point description of the product, he stated, “Years of experience have taught us most people will not read undramatized advertisements.

“So we sell the sizzle rather than the steak. Provided the steak really does sizzle, this is quite honest and ethical.”

He called “consumer bewilderment” a myth. “To the consternation of manufacturers and their advertising agencies, the consumer is most skeptical, very hard-headed and tough,” he explained.

As evidence he cited the fact that in North America only one in twenty-six new products introduced to the market survives — a rejection rate of more than 95 per cent — “because in the consumers’ opinion the products are inadequate, either in themselves or in their presentation.”

“This strikes me as being very decisive indeed,” he said, adding that it seems the manufacturer, not the consumer, needs the public’s benevolent concern.

In summing up, Abrahamson described the “natural functioning of the market place” as the most effective safeguard of ethical practise.

The ONTARIO Five



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CFCH RADIO • NORTH BAY
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CKGB RADIO • TIMMINS

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e Confirmation
e Invoice
e Payment

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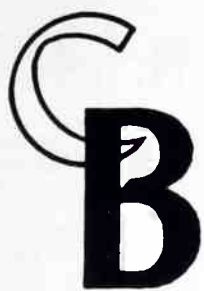
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Typography and Make-up by
Canadian Broadcaster

A real role for the CBC

We do not know whether the CBC has had a sneak preview of the report of the Fowler Committee on broadcasting or if they are indulging in a game of blindman's buff. Which-ever it may be, their declared desire to reduce their commercial output by 15 percent, amounting to a round \$5,000,000, is a significant step in the direction of creating a national broadcasting service catering to the people of Canada rather than the advertisers and their agencies.

For many years this paper has been indulging in a bit of editorial windmill-tilting, in the forlorn hope that it will be able to convince the pertinent powers that the CBC excels in certain types of serious programming, but that when it comes to questions of administration falls flat on its face.

For this reason we have frequently suggested - and shall continue to suggest - that the CBC and the private industry emulate Mr. and Mrs. Jack Spratt, each doing what they are best qualified to do and thus filling in the voids in the broadcasting pattern with the greatest possible efficiency and also - though no one may ever have thought of this - to the best advantage of the listening and viewing public.

To this end, we maintain that the CBC should confine its activities to the production of "important" programs; that it should get right out of the business of transmitting programs by the operation of stations and networks; that the private stations should take over the CBC's physical properties (for a price of course); that it should be their function to operate all stations and networks on a profit basis; that it, the industry, should undertake - as a condition of license perhaps - to carry a fixed number of hours of "important" programs each week, produced, taped, or recorded by the CBC; that this new-style CBC should be maintained by public funds and that the private stations should continue to subsist, as they have always subsisted, on their advertising revenues.

The advantages of this system are most evident, and simple to outline.

The CBC, while reduced in size and cost, would be able to concentrate its efforts in the area in which it excels.

These efforts would be assured maximum audience, through the promotional skill of the private broadcasters - a field in which they are known to shine.

The people of Canada would be saved all

but a fraction of the tremendous and continually increasing cost of the national broadcasting system as it now operates.

They would also enjoy broadcasting relating to news and current affairs which would not be subject to influence from government quarters, a situation which is unfortunately inevitable under today's system.

On the other side of the question, governments and their politicians would no longer be supplied with two terrific media for propaganda over which they are able to exercise unreasonable influence.

This last point is the main stumbling block to our plan, because it would deprive any government of any day of a coast-to-coast and instantaneous national public address system over which to proclaim its orders of the day throughout the Canadian democracy.

These ideas which we have frequently aired have been described as everything from outlandish and screw-ball to dictatorial and fascistic. Yet there is absolutely nothing new about them.

From time immemorial newspapers have functioned on this plan, though without being compelled to carry the programs of some sort of Canadian Publishing Corporation.

Why then the difference?

Why is there an aura of fear surrounding the electronic publishing media, and complete acceptance of the same function being performed in print?

It is a wonderful testimonial to the power of broadcasting that it, among all media, is subjected to all the regulating, which should convince advertisers that it is the only medium of any importance. But this is not the point.

Through the years a battle has raged in broadcasting circles for parity with the press. Each according to its own ability performs the same function, yet the one is hamstrung by regulations and subjected to actual government competition, while the other is allowed to function without any interference at all. Moreover the columns of the free press are incessantly filled with criticism of the beleaguered broadcaster.

Our plan for freeing broadcasting - partially at any rate - would benefit those who would use the air waves; it would be a detriment only to those who would abuse them.

RADIO RBS



Defers "Open Line" decision -- will mull CAB Brief

DECISIONS ON CONTENTIOUS radio programming areas — open or "hot"-line broadcasts and separate-station religious programming — were held back as the Board of Broadcast Governors handed down its recommendations on other broadcast affairs as a result of June hearings.

Private broadcasters, through the Canadian Association of Broadcasters, had supplied the board with a major brief on the open-line issue. The submission featured a request for a one year self-governing trial period for open-line operators, under a framework of Recommended Operating Procedures drawn up by the CAB.

The Operating Procedures set out an eleven-point program calling for:

- (1) Open-line programs to be handled only by responsible, mature and unfailingly courteous persons.
- (2) Avoidance of repetitive expression of the open-liner's own opinions or arguments.
- (3) Instantaneous checking on phoned-in complaints about persons or organizations, with opportunity provided for rebuttal.
- (4) Opportunity for callers to express opinions on topics of their own choice.
- (5) Advance clearance from persons expected to be called for comment.
- (6) Treatment of participants with invariable courtesy and respect.
- (7) Termination of calls with maximum possible courtesy.
- (8) Operation of all phone-in programs on a tape-delay basis.
- (9) On-air announcement of any obvious organized attempt by callers to present one viewpoint or segment of opinion.
- (10) Presentation of material within the bounds of community standards of good taste.
- (11) Replay of taped transcripts of the programs "at the station's discretion", to responsible individuals believing statements made on the program might be personally damaging.

The BBG statement on open-line said consideration is being given to representations made on the subject, but that no further announcement would be made until

after the board meeting in September.

Religious Stations

In reserving decision on applications for religious stations, the board quoted a policy statement from January 1960, to the effect that licensing of religious stations would not, in its opinion, "provide as adequately as possible for the religious needs of the community"

However the board added that renewed interest in stations specializing in religious broadcasting might be related to changes in existing station policies respecting religious broadcasting. The announcement further said the board is "engaged in a study of religious broadcasting" by already-licensed radio stations.

Miscellaneous

Five applications involving the transfer of assets in broadcasting companies were approved, with three stations undergoing a complete change of ownership.

Great Lakes Broadcasting Ltd., operating CFCO Chatham and CFOR Orillia, and Kitchener-Waterloo Broadcasting Ltd., operator of CHYM and CHYM-FM Kitchener, will merge to form Great Lakes Broadcasting System Ltd. All assets of CFML Cornwall will be sold by Mrs. Madeleine Laframboise to a new company headed by B. Bertrand. Two stations at Kamloops, B. C. — CFJC and CFFM-FM — will switch from ownership by Inland Broadcasters Ltd. to Twin Cities Radio Ltd.

The board approved the transfer of 2,000 shares of stock in Radio Laval Inc., operating CKLM Montreal, from Mario Verdon to D'Arcy Labrosse and Roland Saucier. Each gets half of Verdon's holding.

The two requests to establish religion-oriented radio stations met a reserved decision by the board, which also announced it is considering a public hearing on religious broadcasting.

Elaborating in an interview, Dr. Andrew Stewart, BBG chairman, said there seems to be a tendency to reduce the amount of religious programming. He added that long-

standing board policy is to have religious programming incorporated into all stations rather than the establishment of specialty religious stations.

John O. Graham, president of CFGM Toronto, sought a license for an FM (frequency modulation) station devoted to religious programming in the Toronto suburb of Richmond Hill. James D. Dixon asked for an AM (amplitude modulation) station for Kitchener in the same field.

Rejection for Dolbeau

In addition, the board recommended rejection of two applications for licenses to set up AM stations, one a satellite, in the Quebec community of Dolbeau.

The board said Dolbeau "should not be permanently denied" a local station of its own. A bid by the operator of CHRL in Roberval for the satellite was turned down because it would stand in the way of a full-fledged local station.

An application by a group headed by Jean-Marie Duchaine of Dolbeau was rejected with the explanation the board is not prepared to approve any bid in which Mr. Duchaine has controlling interest. There was no elaboration.

At the hearing, Mayor Raoul Coulombe of Dolbeau created a stir when he spoke in support of the Duchaine application. The mayor said he had been reliably told that a BBG official had privately promised a member of the Roberval group that it would get the Dolbeau license. Dr. Stewart termed Mr. Coulombe's remark irresponsible.

The board recommended approval for a 10,000-watt station in Sydney to be operated by a company headed by Robert J. McGuigan. The only other radio station approved was an FM outlet for St. Catharines. The 50,000-watt station would be established by a company headed by Robert E. Redmond.

Another Redmond application for a 1,000-watt station in St. Catharines was one of three AM applications turned down because they sought only daytime broadcasting.

The others were from Pierre Dulude who sought a French-language station for Jacques Cartier near Montreal and Guy Corbeil who wanted a 10,000-watt station in Montreal. Decision was reserved on an allied Corbeil application for an FM outlet.

The board said it was preferable to give scarce daytime AM frequencies to smaller communities without such service than to metropolitan areas which had several signals. As well, the board felt it "should not recommend the use of daytime only AM frequencies in metropolitan areas (Jacques Cartier is in effect part of the Montreal metropolitan area) except under unusual circumstances".

Decision was reserved on applications by J. Conrad Lavigne Limited for 100-watt satellite stations at the Northern Ontario communities of Hearst and Kapuskasing with studios at Timmins. The board

felt a new station at Kapuskasing should be allowed to establish itself.

Recommending denial for an AM station at Selkirk, Man., just north of Winnipeg, the board said it would not be viable as a local station and would fail the local community if it tried to serve Winnipeg. The bid was made by a group represented by Jack E. Follett, a CFRY radio executive in Portage La Prairie, Manitoba.

Decision was also reserved on two applications by radio stations to revoke license conditions requiring them to operate in CBC networks. CHLT Sherbrooke is in the French network and CHYM Kitchener in the English. The board ordered deferment "until there is further clarification of the public policy with respect to the distribution of the national radio service."

The board also found an application for an AM station at Sherbrooke to be related to the CHLT disaffiliation move and reserved decision on it for the same reason. The bid was from Jean Nadon.

Two CBC-TV rebroadcasting stations won recommendations of approval providing they operate within the network. One at Fisher Branch, Man., would receive programs from CBWT-TV at Winnipeg. The other, at Elliot Lake, Ont., would pick up programs from CBSFT-1 at Sudbury.

Decisions were reserved on two others in Alberta, one at Claresholm to carry CFCN-TV programs from Calgary, the other a rebroadcasting station in Brooks for CJLH-TV Lethbridge. The board said they must wait for "further clarification of the public policy with respect to the extension of alternative television service."

Power increases were approved for CKLC-FM and CKLC Kingston, Ont., CHFI-FM Toronto, CFAR Flin Flon, Man., CFVR Abbotsford, B. C., CJC-B-FM Sydney, CJIB Vernon, B.C., CBSFT-1 Sudbury and CJRT-FM Toronto.

Channel changes were approved for CKRT-TV-1 Baie St. Paul, Que., and CKRT-TV-3 Rivière-du-Loup, Quebec. Studio location changes for CHRL Roberval, Que., CJET Smiths Falls, Ont., and a new radiation pattern for CHYM Kitchener were also approved.

A frequency change was approved for CKLC-FM Kingston. But a power increase and a frequency change were both denied for CKTB-FM, St. Catharines, as a result of the approval of Robert E. Redmond's alternative FM application.

Low-power relay transmitters for CBC Radio were approved for Schefferville, Que., Bonfield, Ont., Vermilion Bay, Ont. and Sable River, N. S.

CFCF-TV Montreal was granted a 12-month extension of a contract it has with the Thomas More Institute for Adult Education. The station broadcasts programs approved by the Institute.



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Toronto - Montreal

RADIO 610

Should attract AM's and TV's disenchanteds

by FRANK KELLEY

Bureau of Broadcast Measurement Policy - A current spate of highstrung haggling over BBM's treatment of FM ratings centres on two points: combined single ratings for AM-FM outlets, and reportable minimum FM ratings.

The FM Committee of the Canadian Association of Broadcasters held a Toronto luncheon meeting during May in an effort to reconcile FM broadcasters' views and present a consensus to Dr. Bill Byram, executive vice-president of BBM. Byram is expected to have a draft form of prospective BBM FM reporting policy in shape for further discussion at a late July return bout of the committee.

Lyman Potts, assistant to the president, CFRB and CKFM-FM Toronto, said the first meeting was exploratory in nature, reached no hard-and-fast conclusions and produced no major areas of disagreement.

He said there have been several instances of AM station protest over BBM's FM reporting. In one instance, the bureau's addition of Vancouver radio station CKLG-FM's audience to CKLG-AM figures apparently drew a protest from CFUN.

And in another, "Don Dawson (manager of CKOC Radio Hamilton) screamed like hell" about the lumping of CHML-AM and FM's listenership, Potts added.

(As it happened, Tom Darling, vice-president and manager of CHML was described by Potts as one of the strongest advocates of separately-published AM-FM ratings present at the luncheon get-together.)

In general the committee concluded that no effort should be made to publish separate ratings for stations using identical AM-FM call letters and, to the extent the BBG allows, identical programming. Potts cited CHFI-AM and FM Toronto and the "Quality Music" group of stations (CHQM-AM and FM Vancouver, for one) as examples.

In the case of AM-FM stations carrying separate programming, but operating under identical basic call letters - "trying to separate the ratings would take Solomon himself," Potts stated.

In other words separate program, same-call-letter stations have presented BBM no alternative to serving up single, combined ratings - willy-nilly of the outraged howls of some competing pure AM stations.

The difficulty of getting sensible separate AM-FM reporting for the controversial stations is inherent in BBM's diary audience recording system, according to Potts and others. FM listeners evidently tend to identify tuned stations by principal call letters, forgetting to add the FM tag necessary to establish a meaningful separate audience figure.

And suggestions that all separately-programmed FM outlets should be forced to adopt distinct call letters haven't met with more than passing favor from a few aggrieved broadcasters.

Or as Ted Rogers, president of CHFI put it, "Somebody is sitting down and thinking these things up who hasn't got enough gainful employment."

Adding the FM audience into the AM listening total "might boost the AM audience by a slight amount, but its picayune," he explained.

Potts said the meeting had no difficulty deciding on a likely policy for stations programming AM and FM separately under clearly differentiated call letters.

"In those circumstances we definitely want to separate the ratings," he said. "There's no reason why we should add CKFM-FM to CFRB, to take a good example."

The issue that finally caused, "not exactly disagreement, but left an area for further discussion" at the meeting was a secondary one - reportable minimum ratings for FM stations.

It seems a number of shy broadcasters - owners of FM adjuncts to AM operations - look on their published FM ratings as an embarrassment. Hopes are to have the committee determine some point where an FM rating might become meaningful - and respectable - and encourage BBM to draw the shades over all below.

Needless to say, advertising

agencies don't wholeheartedly support the move, or any move tending to obscure detail of the overall radio tuning patterns in given markets. In fact what the agencies say about the whole FM rating situation isn't pretty. R. D. (Bob) Amos, media director at F. H. Hayhurst Co. Ltd. Toronto, probably speaks for a clutch of agency media men in commenting:

(continued on page 8)

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



LEADERSHIP IN METROPOLITAN HAMILTON

CHML-FM 95.3

FULL STEREO 24 HOURS A DAY

Representatives:

- Toronto & Montreal: Stephens & Townsend Ltd. (FM Division)
- Vancouver: Scharf Broadcast Sales Ltd.
- U.S.A.: Young Canadian Ltd.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

By the time a man is old enough to watch his step, he isn't going anywhere.

"ACTION STATIONS!" CFCN RADIO-TV CALGARY

(continued from page 7)

"The entire thing is getting kind of messy. And separation of the AM from the FM stations is a real mess. It's become real rough to get any data good enough to go on."

Potts makes it plain the FM Committee's outline policy is just that and no more — a set of recommendations to be presented to the BBM membership for further discussion. Radical revisions of the draft policy are possible if BBM members support alternative ideas — of which there are plenty.

Just to cite one of the more contentious proposals: it's been suggested that stations operating AM-FM under similar call letters be credited with their FM listenership only during periods of program and commercial simulcasting. Proponents of the plan ask, "Wouldn't it give advertising agencies the advantage of knowing exactly what they're buying?"

To which Ted Rogers says, "There's a batch of rarified nuts sitting around asking a bunch of stupid questions."

Research — Stephens & Towndrow recently commissioned McDonald Research Ltd. to carry out a study that gleams some light on a widely-suspected but unproved feature of Canadian FM radio.

"Television is the point of vulnerability for FM," is the way Dick Sheppard stated the case.

In his opinion, "as television becomes more bland, there are a significant number of people that don't watch. The television programmers can't get quality and retain large audiences — the *Playhouse 90's* and the *CBC Stage* series of good dramas are gone."

He feels television will increasingly fail to deliver up-scale viewers holus-bolus with large audiences. What's more, he sets out to prove it.

A key item of the McDonald study analyzed the audiences of seven Stephens & Towndrow FM stations in six major markets, in terms of their viewing of 20 representative TV programs.

81 per cent of the FM listeners turned out to be unduplicated audiences in respect to the TV shows (counting viewing any part of the TV program in the study week as duplication).

And the test wasn't by any means run against pushover shows. A smattering of the TV programs would look like this: *Bonanza, Seven Days, Jack Paar, Patty Duke, Andy Griffith, Walt Disney, Man from U.N.C.L.E., CTV News, Red River* and *NHL Hockey*.

Audiences studied were for CHUM-FM Toronto, CKY-FM Winnipeg, CKGM-FM Montreal, CJMS-FM Montreal, CHML-FM Hamilton, CFMO-FM Ottawa and CFPL-FM London.

Out of 31,900 English language households delivered by the stations, a low of 21,200 did not watch *Ed Sullivan* or *Seven Days*, and a peak of 29,000 managed to steer clear of *Let's Sing Out*.

Sheppard sees a pattern in the survey results. He says the "more sophisticated" television shows tend to draw on a significant portion of the FM audience.

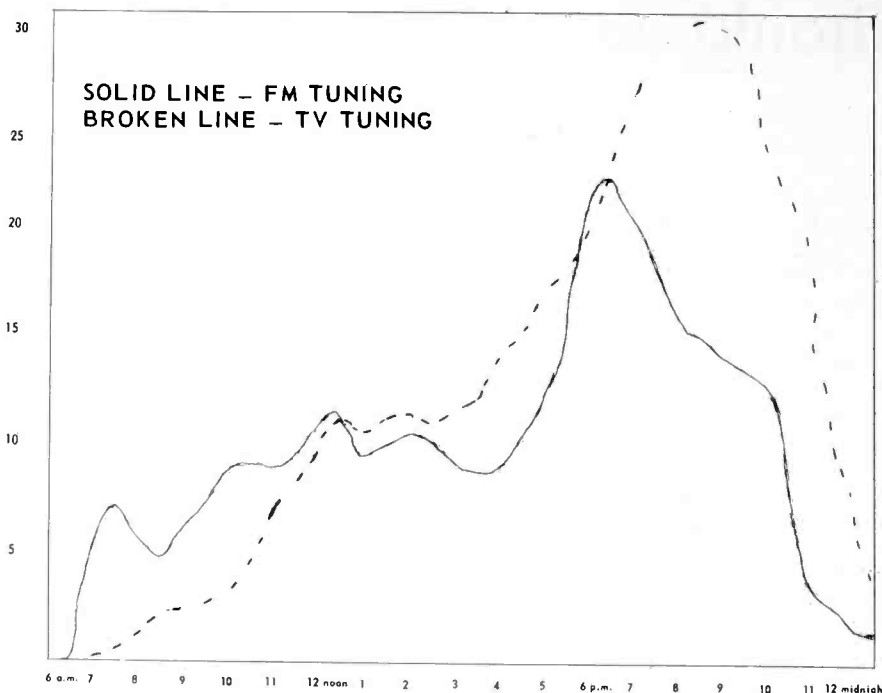
"A media buyer doesn't want to buy any audience if he feels he's already reaching it," Sheppard points out. "But if he wants unduplicated audience he doesn't need another numbers operation either. He's already getting the masses of people via TV."

He holds that today's advertising impact ratios are bottoms up. The above average market segment is getting below average advertising exposure — a fault FM radio can help correct.

Does that mean FM can stop worrying about the numbers problem? No, Sheppard says, "but the real question is, if we proved our point (the number of FM's up-scale listeners), who would buy FM and when?" He frankly doubts the sincerity of some media buyers. "The guys who say to you, 'I'll buy if you prove it' — I really question them."

In his eyes the problem "in all quarters is inertia" — not the inertia of FM operators, but the dead weight problem of getting a new business off the ground.

COMPARISON OF FM AND TELEVISION TUNING PATTERNS — FIVE MAJOR MARKETS



The above graph, relating tuning for six FM stations represented by Stephens & Towndrow to all TV tuning in Montreal, Toronto, Ottawa, Hamilton and London, has been compiled by Stephens & Towndrow from McDonald Research Ltd. figures. Read FM household tuning in thousands, TV tuning in hundred-thousands. The study period covers one sample week.

"Nobody in town is saying, 'What are we doing with the FM budget this year?', because nobody even has one. This means you have to do a basic selling job for the whole medium before you can get an order."

And because FM is new, Sheppard claims, "The agencies want answers to 10,000 questions more than they would think of asking about newspapers, for instance. The newspapers can go on getting business because they've got momentum."

But what about CHUM-FM in Toronto, a station that came on the air 100 per cent sold out? Is that any indication of buyer inertia?

Obviously not. But Sheppard notes that presently CHUM-FM is only, he calculates, 80-85 per cent sold, in spite of having undertaken one of Canadian FM's most thorough audience research jobs (using National Market Development Ltd.)

Extracts from the research's audience product-preference section highlight the detail CHUM-FM has made available on its listenership: (See table opposite page)

George Murray, an FM enthusiast in addition to being media supervisor at OB&M Toronto, said the study's overall profile of the CHUM-FM listener "reads like my biography."

But is research getting FM anywhere? Could feverish research hoist FM sales? Sheppard says:

"That would make an interesting philosophical discussion to have over a beer."

Programming — "It appears to me that FM people don't really know what they have. And they're afraid." So says MacLaren Advertising's media planner, Charles LeRover.

He gives it as his personal feeling that there's a need for highly selective media "with a character that's not trying to diffuse itself by an appeal to the masses."

But he adds, "Most successful FM stations are programming schmalz."

George Murray of OB&M agrees that it's becoming difficult for media to zero in on the up-scale audience. He sees a "tremendous place for media that can reach the up-scale group selectively."

And he continues, "The dilemma of the media selector is that in reaching masses you also ('contrary to what many people believe') tend to reach a high portion of any selected audience."

"But there's a tremendous waste of reach. This is the problem confronting media planners — elimination of waste reach."

If there's a common denominator in the thoughts of the two media men, and of other media decision-makers in Toronto agencies, apparently it's that FM must be "selective."

Some evidence points to a program-concept tug-of-war between major agencies and FM operators. Agencies want FM to assume the

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current or recently-completed industrial developments total more than \$315 million!

Sell this growing market

CKNB - Campbellton - Dalhousie

CKMR - Newcastle - Chatham

Your Hardy Man has all the Facts



HARDY RADIO & TELEVISION LIMITED

TORONTO - EM. 3-9433

MONTREAL - VI. 2-1101

PERCENT OF CHUM-FM LISTENERS USING VARIOUS PRODUCTS

	Toronto Average	CHUM-FM Listeners
Instant Coffee		
Maxwell House	36.3	18.9
Yuban	7.0	19.9
Nescafé	11.5	20.9
Gasoline		
Total households using	76.0	95.9
BA	12.7	19.9
Shell	15.2	22.4
Esso	23.7	24.5
Laundry Products		
Tide	37.2	19.9
All	6.5	13.8
Vel Flakes	1.0	2.6

(Study is approximately two year old.)

role of a select-audience grabber for the benefit of national advertisers. Station operators are primarily interested in snapping up enough audience, fast, to attract local retail advertisers and put their FM stations in the black.

In fact, scour FM's sales departments and it's hard to find much sympathy for the national agencies' view. Dick Sheppard, manager of Stephens & Towndrow's FM department, says "the term FM doesn't mean anything. It's a technicality that has no significance to listeners." He implies FM programming doesn't have to position "way out anywhere" simply because of its technical dissimilarity from AM radio. What FM has to do is capture an unduplicated audience — any unduplicated audience — in his opinion.

And the issue is important if only because it may prove to be the clue to deeper FM investment by national advertisers.

In fact one burning FM question of the day revolves around what the agencies and national advertisers expect from FM. And if LeRoy's and Murray's comments are a valid reflection of overall agency feeling, here's their answer.

LeRoy believes FM has to "sit down and position itself" as to what sort of animal it's really trying to be — and then program to the position. For one thing, he sees a need for a medium that will "capture the very rapid changes occurring around us, actually exploding around us."

By and large, he doesn't feel FM stations are catching the spirit of contemporary change — certainly not with Bach and Beethoven. "I don't know if it's their role to do so," he adds, "but somebody better."

Murray teams with LeRoy in looking on FM as primarily a vehicle for reaching young social mobiles and the well-established affluent group.

However he notes that OB&M has bought FM radio for products like headache pills, deodorants, tinned soup, fuel oil and, of all unlikely things, margarine.

(Maclaren research has appar-

ently established that an estimated audience of 23,000 women listen to FM in evening hours in Toronto — representing between 30 and 40 per cent of adult women radio listeners for the period.)

On the whole Murray takes the broad view that the biggest opportunity for FM programmers is to go after light viewers of television. His agency's research has determined that TV tends to reach 80 per cent as many light viewers as average viewers at a given time, and hit them with commercials 80 per cent as often as average. The foregone conclusion? He says FM can make a good complement to TV.

But he also says, "We have found that FM, even when you want the FM type of audience only, is often best used in conjunction with AM radio in order to adequately penetrate the target group.

"In a sense FM is as much a complement for AM as for TV — or maybe you can look on AM as a good supplement to FM."

Murray thinks FM has a unique program problem in another area — commercial programming. His opinion is FM needs larger commercial pools than AM because, he suspects, "there's a hell of a loyalty factor in FM." Speaking as an FM aficionado he says, "I've heard some commercials so darn many times they destroy their effect."

When dealing with a quality audience, one that's likely to go for "more refined, selective commercials", he feels "surely the dictum of pounding, pounding should be applied with more discretion."

But taken all in all, is there a single, outstanding drawback to the FM's programming efforts? LeRoy says yes — dullness.

"I think you'd have to accept that FM is not an exciting medium. At least it has not been presented in exciting fashion thus far.

"As a result, it's been difficult to engender a degree of interest in advertisers that have not become personally interested in FM."

FM Technical Problems — For a time there was plenty of hoopla over the difference in sound between AM and FM — the difference

that gave FM broadcasters an automatic edge. It seems to have been played down of late, and the question hangs in the air — how real is it?

Not so much you'd notice, one Toronto media man believes. His inquiries have led him to think that, in general, many people find it difficult to detect any difference in AM-FM quality, principally because AM radio has improved its signal capabilities over the past few years.

And if that's the case, then "FM can't depend on its sound alone," he maintains. "The importance of good programming is paramount."

Or as Dick Sheppard has already said, FM is a technical term of no real significance to the listener.

Even FM devotee George Murray, with high-quality AM-FM receivers at his fingertips in both home and car, isn't absolutely sure the FM difference is obvious to the average listener.

In other words, FM's vaunted "quality sound" may have lost all its kick as a selling tool. Evidently at least two major agency buyers have strong reservations about it.

And Lyman Potts of CFRB-AM and CKFM-FM in Toronto admits there's room for argument about FM's advantage. He says, "To the average listener who gets a good AM signal and is listening on a small set, there is no difference —

"Except that there's less static in many situations" (during thunderstorms and in car radios, he notes as examples).

But Potts suggests the agencies underestimate one important technical feature of FM, the privilege of broadcasting same power day and night. "That means we keep our customers day and night," he explains.

Well then, does FM have to go stereo to retain a significant technical jump on AM radio?

"I think they should go stereo," Murray says. "Because certainly there's a difference where it's stereo."

And Potts is inclined to agree that stereo is necessary. But he points out that FM stations are primarily interested in reaching people wherever they are, and "in the living room, that's where you find your stereo set. In the bedroom, kitchen, bathroom and car, there you've only got a mono set."

He sees no special need for Vertipower, in the Toronto area at least, although CHFI-FM went ahead with a Vertipower installation this summer at a cost reported to be \$100,000. (Vertipower is a system of transmitting vertical FM signals to complement the normal horizontal-wave signal.)

"In San Francisco you virtually have to have Vertipower because of the high density building areas," he says. "But if we could see a \$100,000 benefit from it, we would do it too."

Say You Saw It
in
THE BROADCASTER

A
"Mad Capp"
look
at
CFQC

WALTER EDWARDS



And at the CFQC "jack of all trades" Walter Edwards. Wally works the swing shift at 'QC, filling in and helping out wherever needed. Most particularly, he is needed on the night-long weekend shows. Typical of the way CFQC trains its people in every phase of the broadcasting business, the better to serve Saskatoon. Which might account in part for the fact that CFQC is a community leader. 'QC should be a part of your western media plans, always.

*Sketch of Wally 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

The trend is to balanced programming

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433 Jarvis St.

171 McDermott



Break-through for Canadian talent

CANADIAN MUSIC GOT another boost in the public eye — or ear, really — with the release of the first recordings subsidized by the CAPAC-CAB Committee for the Promotion of Canadian Music. While Canadian singers and musicians have been gradually winning more and more exposure via discs, the new series represents a real breakthrough to the general public for Canadian composers and song writers.

Almost two years ago, the Canadian Association of Broadcasters and the Composers, Authors and Publishers Association of Canada established a quarter million dollar fund "to encourage the creation, development and use of Canadian music" over a five-year period. The project for the first year and the first \$50,000 was to make the works of Canadian composers available to Canadian broadcasters. However, negotiations took an unexpectedly long time to finalize, and it now appears that two years and \$100,000 will go into bankrolling recordings of Canadian compositions performed by Canadian musicians for release by leading record companies.

Three albums have now been recorded at Hallmark Studios and two at Massey Hall, in Toronto, both produced by the committee and the Canadian Music Centre and its executive secretary Keith MacMillan. The first two records were released on the RCA Victor label, the third album by Capitol Records of Canada, the fourth by Columbia Records, and further records are in the planning stages. CAB member stations receive the records in advance of their sale in record bars.

The first record, titled *Music in the Round*, features the 45-man Cable Concert Band, conducted by Howard Cable, performing compositions for wind orchestra by Louis Applebaum (the Stratford Fanfares and a suite of dances composed for *All's Well That Ends Well* at the Stratford Shakespearean Festival); Howard Cable; John Weinzweig, James Gayfer; Kenneth Campbell, and Charles O'Neil. It was released in October 1964 and has sold 545 copies.

Souvenir de Québec is the title of the second album, with the Cable

Concert Band conducted by Maurice DeCelles in martial works by DeCelles, Emilien Allard and some of the composers included on the first record. It was also released in October 1964, and has sold 757 copies.

The third record, *Action with Agostini*, is a popular music album performed by a 45-man orchestra conducted by Lucio Agostini, released in November 1964. It includes the songs of such composers as Agostini, Bert Niosi, Johnny Burt and Charles Camilleri, plus Ricky Hyslop, Allan McIver, Fred Rous, Freddie Grant, Morris Davis, Leonard Casey and Morris Surdin, and has sold 640 copies.

Album number four was released by Columbia Records in June 1965, and was titled *Scored for Ballet*. It was performed by the 58 musicians of Toronto's Philharmonia Orchestra conducted by Walter Susskind. The ballet recording includes Morris Surdin's *The Remarkable Rocket*, and *Finale* from the score for Barbara Allen — both written for the National Ballet — Robert Fleming's *Ballet Introduction*, for Les Grands Ballets — *Barn Dance* from John Weinzweig's *The Red Ear of Corn*, for the Volkoff Ballet and *Tetrachromie* by Pierre Mercure. Album four was recorded at Massey Hall.

Scheduled for release in August 1965 by Capitol Records is a concerto album by the 87 piece Toronto Symphony Orchestra, again conducted by Susskind. It consists of a concerto for piano and orchestra by Canadian composer Oskar Morawetz with soloist Anton Kuerti, and a concerto for two pianos and orchestra by leading French Canadian composer Roger Matton, with soloists Renée Morisette and Victor Bouchard.

Other albums in the planning stage include an album of French Canadian Chansons.

The CAPAC-CAB fund covers all talent costs for the recording sessions, while the recording company picks up the tab from that point through to distribution to record outlets. Any proceeds accruing to CAPAC-CAB from the sale of the records will be used for further recordings.



A \$250,000.00

CANADI

COMPOSERS AUTHORS

of

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The 276 M

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for the

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The four albums shown have been already released by Capitol Records, Columbia Records and RCA Victor. They are available in all leading record stores and featured by all Canadian radio stations.

Another example of Private E

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TALENT

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DA

Stations of

of BROADCASTERS

a five year period

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IAN COMPOSERS

The CAPAC-CAB JOINT COMMITTEE for the PROMOTION of CANADIAN MUSIC

CAPAC REPRESENTATIVES

Louis Applebaum

Howard Cable

Cyril Devereux

CAB REPRESENTATIVES

Lyman Potts - CFRB Toronto

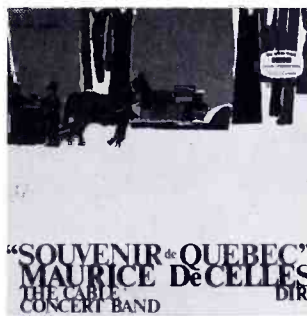
John Moore - CHLO St. Thomas

Serges Raymond - CJMS Montreal



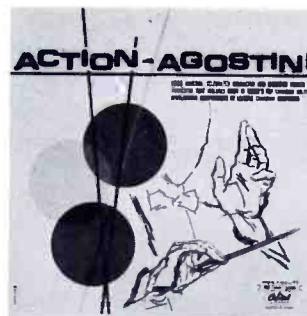
"MUSIC IN THE ROUND"
RCA Victor PC 1004 (PCS 1004)

The Howard Cable Concert Band, conducted by Howard Cable, performing the works of six contemporary Canadian composers comprising eight numbers including Howard Cable's "Newfoundland Rhapsody", John Weinzwieg's "Round Dance", Louis Applebaum's famous Stratford "Fanfares", Capt. James Gayfer's "Royal Visit March" (1957), Kenneth Campbell's "River by Night" and "Confusion Square" and the late Dr. Charles O'Neill's "RCMP Regimental March".



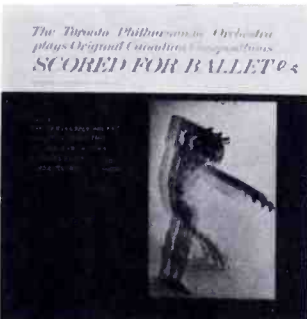
"SOUVENIR de QUEBEC"
RCA Victor PC 1003 (PCS 1003)

The Howard Cable Concert Band, conducted by the brilliant Quebec composer Maurice DeCelles celebrates one of the most enduring and colourful traditions of the Province - the composition and performance of military band music. Three Quebec composers are represented on this record with a total of ten compositions, including six of Maurice DeCelles' own marches. Also included are Charles O'Neill's "Souvenir de Québec" and his "Marche de Royal 22e".



"ACTION WITH AGOSTINI"
Capitol T 6087 (ST 6087)

An orchestra of outstanding Canadian soloists, conducted by Lucio Agostini, renders a total of 14 numbers by Canadian composers - from Lucio Agostini himself to Johnny Burt, Charles Camilleri, Len Casey, Morris C. Davis, Freddy Grant, Ricky Hyslop, Allan McIver, Bert Niosi, Fred Rous and Morris Surdin. Bert Niosi is also the saxophonist in the orchestra. A rich medley of entertaining and brilliantly performed numbers.



"SCORED FOR BALLET"
Columbia ML 1633 (MS 7663)

The Toronto Philharmonia Orchestra and small instrumental ensemble, conducted by Walter Susskind in five original Canadian ballet compositions comprising Robert Fleming's "Ballet Introduction", Pierre Mercure's "Tetrachromie", the "Barn Dance" from John Weinzwieg's "Red Ear of Corn", excerpts from Morris Surdin's "The Remarkable Rocket", and the finale from Louis Applebaum's "Barbara Allen".

at work for Canadian National Identification in the field of Music

Relaxing between rounds

WHEN A WOMAN is down in the dumps she may go out and splurge on a \$40 handbag or an expensive hat to lift her spirits.

Salesmen, whose spirits — and sales — are sagging, need the same kind of therapy. A new hat may help but usually a more drastic remedy is called for.

Several things may happen to a man when his earnings fall off. Often, whether he is aware of it or not, he has lost his zest for selling; the edge is off his approach and style. He also may blame his failure on other people — his boss, his customers, or even his wife. As these rationalizations take hold, he retreats further into self pity. He works less and complains more. Afternoons may find him in a movie house.

Change of Pace

Whether his slide is temporary or prolonged, every salesman needs a change of pace to keep him at top performance level. He will work out at a gym to tone his muscles and maintain physical trim, but it seldom

occurs to him that his inner being needs the same kind of toning.

Before you alter your present direction, however, I strongly urge you to sit down and take

“I’m amazed,” said Ron candidly, “to see a man of your position just sitting here and doing nothing.”

The industrialist, whose business interests stretched



This is the ninth 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.”

stock of yourself. Literally stop and think about what you are doing and where you are going.

Ron Morrison, a friend of mine, was walking through Central Park one day when he noticed one of the country’s most prominent industrialists sitting idly on a bench. Ron had met the man socially and went up and introduced himself.

from one end of the nation to the other, smiled and replied:

“Well, I don’t get a chance to do this often, but I am far from idle. I make it a point every now and then to get away from the heat of battle and think my problems through. At the same time I honestly appraise myself. This keeps me from becoming stale and self satisfied. After a half hour or so here I go back to my office refreshed in both mind and body.”

Salesmen are not introspective enough. Because they are in a profession that calls for an outgoing, extroverted personality, they feel wrongly that self contemplation is an indulgence, even a weakness.

This is an erroneous attitude. A little time spent in self appraisal and analysis will help make you a more effective salesman. Some of the most important people in finance, medicine, government and law put on the brakes periodically and tend to their inner being. I assure you they are far from being weak.

Develop New Interests

But contemplation is not always enough. You should at one time or another, strike out for new experiences and interests.

Most professional people — salesmen, doctors, lawyers, engineers — confine themselves to rather narrow worlds. They rarely see anyone outside their sphere of activity and seldom extend their knowledge beyond their own field.

You can add richness to your life and make yourself more interesting and attractive as a salesman if you will broaden your horizon. The cost is cheap. It can be accomplished by read-

ing, meeting new people, developing a hobby or by travelling.

One of the most successful salesmen I’ve ever known is an amateur archeologist, an avocation that he fell into quite accidentally.

Several years ago my friend, Merritt Lanning, was on a train and spotted a book that had been left on an empty seat.

Having nothing else to read, Merritt leafed through the book, noting without much interest that it was about archeology. As he read more, however, the subject began to fascinate him. He read the book from cover to cover. When he returned home he virtually emptied the library of all its volumes on archeology. Since then he has read almost everything about the science.

That isn’t all. He spends many of his vacations digging for ruins in Mexico, Arizona and as far away as Peru. At this writing, he is planning a trip to Greece, in pursuit of his hobby.

His job? His earnings increased 50 per cent after he found an outside interest. He claims it has been a real shot in the arm to his selling.

“You would be surprised,” he told me, “how often my hobby comes up in an interview. Many of my customers and several prospects have heard about it and want to know more. They sort of stand in awe of me and this usually means an order.

Merritt also pointed out the change his avocation has made in him.

“It’s added zest and probably years to my life,” he explained. “It provides me with a fresh outlet from the cares and worries of my job. I go on calls with the enthusiasm of a 21 year old kid even though I’ve been selling for 34 years.

Archeology may not be your cup of tea but find something that is. I know another salesman who collects rare books. He not only has a satisfying hobby, but has made a small fortune from it.

Travelling is Relaxing

Another way to break new ground is by taking a trip. A salesman should not travel to run away from his problems but to better equip himself to face them. The main purpose of travel should be relaxation and enjoyment. Don’t take your problems with you as extra luggage.

“ACTION STATIONS!”

CFCN RADIO/TV CALGARY

A change of scene can do wonders to improve your mental state and rekindle your fire. Some of the top sales producers today are inveterate travellers to places all over the world.

Greg Wylie, a fire apparatus salesman, takes one trip abroad each year.

"It's really cheaper than touring the United States and it gives me a chance to see my job in a clearer perspective," he asserted.

Suit Your own Needs

Each man should change his pace in a way that's best suited to him.

You might find that the best way to break out of a slump is to work harder. Some salesmen keep themselves so busy on the job that they don't have time to brood about near misses and other irritants that blight a day.

And movies, if you don't make a habit of them during working hours, are a good way to relax. But, above all, select some form of diversion that will please you. There are no hard and fast rules for resting and relaxing.

To Your Health

Your health, also, has much to do with progress. Nobody can do his best if he is not well. Regular medical checkups should be a part of your life. And when you aren't feeling up to par, take time out and see a doctor.

Amos Reed, a printing paper salesman, was once almost driven out of his mind by recurring headaches which cut down on his work effort. After an extensive medical examination, it was decided that his teeth were the cause of his illness. He had two pulled and thereafter felt like a new man. His volume began to pickup within a week or two.

Benefit from Criticism

Another key to a peaceful mind is in not allowing yourself to become discouraged and bitter by criticism. Some men let themselves go downhill because they can't take criticism from either their boss or their customers. Instead of trying to profit from the censure, they see themselves as all white and their critics as all black.

Thousands of successful men in business today owe their position to advice or criticism they received early in their careers. We all have something to learn from other people.

Your family is on your side

The answer to many of your inner needs may be found within your own family. Don't go home and stew around the house all night, nursing your troubles. Your family is on your side. Talk it over with them, particularly your wife. She doesn't want to be shut out of your working life and she shouldn't be. You are both in this thing together.

Use your off days to go places and do things with your family. This is as refreshing a tonic as you'll find to get you on the high road in selling.

I once arrived home tired and dispirited after a day in which I didn't even come close to getting an order.

My wife, after hearing my tale of woe, suggested brightly:

"Let's go to Boston."

I looked at her in amazement.

"Why on earth should we go to Boston?" I asked.

"Just for fun," she replied, "and because we've never been there."

We took a two-day trip to Boston and had a wonderful time seeing the historic sights, eating good food and simply relaxing.

The next week I went after the same prospects who had turned me down. But now I was feeling as powerful as a recharged battery. The excursion had restored my spirits and energy.

Of the three prospects who had sent me away, I sold two of them big orders and got a promise from the third. He delivered on the promise two weeks later.

Take Action

To sum up: When things are going bad, don't let them get worse by default. Buck up your confidence in yourself. Take stock of yourself and then do something different — even dramatic. You are a thinking person — don't let your brain stagnate while your earnings fall.

Here is a little exercise to see if you let yourself get into a rut. An answer of "yes" to at least eight of the questions is a pretty good indication that you know how to relax.

- | | YES | NO |
|---|-----|----|
| 1. Do you spend at least a half hour a week doing nothing but thinking? | | |
| 2. Do you have a hobby? | | |
| 3. Do you like to read? | | |
| 4. Do you ever try an exotic dish in a restaurant? | | |
| 5. Does travel refresh you? | | |
| 6. Do you look for new ways to approach your job? | | |
| 7. Do you talk over your problems with your family? | | |
| 8. Do you use criticism to your advantage? | | |
| 9. Do you sound interesting to a prospect? | | |
| 10. Do you get regular medical checkups? | | |
| 11. Are you dissatisfied with your progress? | | |

Seen in the window of a strike-bound shop:
Closed for altercations.

"ACTION STATIONS!" **CFCN**
RADIO-TV
CALGARY

TO ORDER REPRINTS

Reprints of this series come in a four-page format, three-hole punched to fit an 8½ x 11" binder, each reprint including a self-evaluation quiz. Prices are

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

You may preorder the entire series, or individual articles. Each in the series is numbered. Order from George N. Kahn Co., Inc., Sales Training Div., Dept. CP, Empire State Bldg., 350 Fifth Ave., New York, N.Y., 10001.

- 1.) The Salesman is a V.I.P.
- 2.) Are You a Salesman?
- 3.) Get Acquainted With Your Company
- 4.) You're On Stage
- 5.) You Can't Fire Without Ammunition
- 6.) You Are a Goodwill Salesman, too.
- 7.) Closing the Sale
- 8.) How to Set Up an Interview
- 9.) Resting Between Rounds
- 10.) The Competition
- 11.) Taking a Risk
- 12.) Playing the Short Game



promotional support

It sometimes makes the big difference on a successful campaign. These stations recognize the value of promotion and they know how to make it work for your products. When planning your next campaign be sure to include these stations because you can depend on the proper support.

CJFX ANTIGONISH · CKBB BARRIE · CFNB FREDERICTON · CHOV PEMBROKE · CKTB ST. CATHARINES · CHOK SARNIA · CFCL TIMMINS

PAUL MULVIHILL & CO. LIMITED
Toronto Montreal

OVER the DESK

BY WAY OF CONSOLATION TO the many young men I know who complain that they are confronted by a red light or brick wall when they go after a job-with-a-challenge "because you are too young", here is an observation from one who, in his early (or fairly early) sixties, finds frustrations too. Viz and to wit, from me.

Back on the selling kick for the advertising department of this paper, I have been gratified with the cordial reception I have received from the stations I have visited. Not just gratified — amazed. Yet this attitude, so kindly and friendly on the surface, can be, in some instances, the most effective sales resistance imaginable.

It goes something like this:

Him: Why Dick, you old so-and-so, how nice to see you! *(Shake)*

Me: *(glowing)* It's good to see you too, Steve. *(pause)* I — ah —

Him: Just before you came in I was reading your last ed-

itorial. You certainly put your finger on the trouble with the BBG.

Me: Nice of you to say so, Steve. I feel that what we ought to do is —

Him: You're absolutely right, Dick. You always are. You tell them and keep on telling them. That's why the industry feels it needs you so much. I don't know how we would get along without you. You keep on telling them, but don't tell them I told you.

Me: *(trying to sound facetious)* ...all made possible by the stations which buy our advertising, y'know...

Him: Hahaha! Humor! That's your strong point, Dick. Get your message across with humor. Why I remember when you spoke to the CAB in 1952...

Me: *(rising to the bait)* Oh yes, I remember that one. The speaker they had booked from the States couldn't make it, so they rang me in. *(pause)* I was looking over some back issues last week and came across that ad you ran in 1960 — Do you remember how we —

Him: Remember it! Of course I do. It was the best one we ever did. Only the other day I was pointing it out to Bill Merrick —

he's our new promo man, Dick — I said "Bill! Why can't we get out some ads like this?" I did really — only the other day. And Bill absolutely agreed — he's really tops, that guy.

Me: I'm glad you mentioned this, Steve. Maybe we could get our heads together —

Him: Gosh, Dick. Would you really help us? When —

Me: How about right now?

Him: Why su — I'm sorry Dick, but it's Rotary day. Why don't you come along? You spoke to them once and I know lots of the boys would remember you. Glad to see you too.

Me: *(crestfallen but trying not to show it)* I'd have loved to Steve, but I've made a lunch date.

Him: Oh well, another time perhaps.

Me: If you have another moment, I've a rough idea laid out that I'd love to show you. Have you another minute?

Him: For an idea of yours, Dick? Why of course. Let's have a look.

Me: *(producing rough)* The idea is that people don't listen to stations; they listen to people.

Him: You're so right. Only the other day I was talking to our president, and

d'you know, he said the very same thing — the identical words mind you.

Me: Great guy, haha. Maybe we could get him in on the deal.

Him: I only wish we could, but he left last week for Europe. Just dropped in on his way from Florida. I know how he'd like to see you. He thinks your editorials are right on the line, Dick. And he's so right. He'll be back in October and then we —

And so on and so on.

I left for my lunch date — an announcer who was looking for a job on a larger station.

On the way back to the hotel, I thought about my chat with Steve. I had hoped it was going to be a pitch, but it wasn't — just that — a chat and *such* a friendly one.

The whole trouble was that Steve felt he had to be nice and polite to the old beezer. "He's a good old guy. Been grinding out his rag for nearly a quarter of a century. And he's just in town for a day or two. It's the least we can do."

If only Steve had called me a stupid barstridge and told me the paper stunk.

Then I would have had something to get my teeth into. But you can't argue with a guy like Steve and you can't sell without arguing.

It's quite a predicament, and it's not too far removed from the one faced by you younger guys, when the manager calls you "son" and



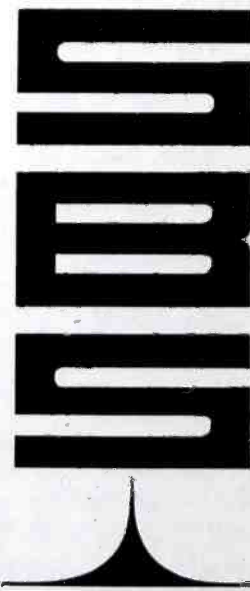
Standing in front of the Peace Tower, Parliament Buildings, Ottawa, are (left to right): Lionel Morin, Manager, Standard Broadcast Sales, Montreal; Henri Allard, General Sales Manager, CKCH; Jean-Paul Lemire, General Manager, CKCH, Ottawa-Hull; Jack Daly, General Manager, CKOY; Bruno Bilkowski, General Sales Manager, CKOY; Arnold Stinson, Vice-President, Standard Broadcast Sales, Toronto.

may we?

May we help you to repeatedly reach customers in fast-growing Ottawa-Hull, Canada's fifth largest market? Your SBS representative will prepare a radio plan that will effectively combine the CKOY English audience with CKCH French listeners to achieve unequalled total reach and capitol sales results!

Call your SBS representative for data and details.

CKOY
OTTAWA



STANDARD BROADCAST SALES COMPANY LIMITED

2 St. Clair Ave. West, Toronto 7, Ontario. Telephone: 924-5721
1407 Mountain Street, Montreal 25, Quebec. Telephone: 849-2454

tells you, with an affectionate pat on the head, "we don't employ inexperienced men."

But you have one edge on me. Your problem is youth and time has a way of remedying this condition. As far as I am concerned, all I can get is riper and riper and riper. It is fun though, most of the time, and the next call I make I'm going to get him mad if it kills me.

Life Begins at 119

TWO VETERANS OF THE advertising business, with a total A. D. of 119 years, have opened an advertising and public relations office at 95 Reynolds Street, Oakville under the firm name and style of Whiting & Lees.

The Whiting part of the deal is Lester Whiting who has spent most of his life — or the 65 years of it he has lived to date — with Cockfield Brown. Lees, who at 54 represents youth in the organization, is the Ramsay Lees we first met announcing over CHML, Hamilton in the basement of the Pigott building, in the early 30s, when it belonged to Ramsay's grandfather, the late George H. Lees. Since those days Ramsay has been at WGR, Buffalo, the old Ruthrauff & Ryan and BBDO.

Regarding Mr. Lees, the Elder, an anecdote stored for the past 35 years in the back of my cranium has it that this venerable gentleman, an ardent teetotaler and prohibitionist, stormed over to the station one night and dramatically smashed the record *Drink To Me Only With Thine Eyes*.

Still in the birth-pang stages the new agency has started rolling with a list of local accounts headed by one national one, Hart Battery Company.

"Things are really booming in Oakville," Ramsay told me, "and we are going to be kept plenty busy out here, without fighting the traffic jam mornings and nights."

Your correspondent joins their

many friends in the business in wishing the best of luck to two good old guys, largely because there are so few of us left!

And this leaves me only one thing to say: Buzz me if you hear anything.

Dick Lewis

400-page book on one LP

A NEW SYSTEM FOR "PLAYING" television from long-playing records is being hailed as a major aid to educational television by its developer.

Westinghouse Electric Corporation claims "Phonovid" has several advantages over existing audiovisual systems — portability being the main one.

In the system, sound and visual signals are ingrained in LP record grooves to be picked up by a stereo type of phonograph needle. "Phonovid" produces a series of still pictures — up to 400 per recording — and 40 minutes of appropriate voice and music.

A television scanning technique collects and stores the recording's impulses electronically, then displays a complete TV picture every six seconds, and holds the picture until the next is ready to trigger.

The record is played on an ordinary 33 1/3 rpm turntable and can transmit images and sound to any number of standard TV receivers. Any part of the recording can be

held, skipped or repeated by manual control of the tone arm.

Dr. William E. Shoupp, Westinghouse vice-president of research, has said "Phonovid" is compatible with existing audio and TV equipment, and can be integrated without modification in existing closed-circuit and standard broadcast systems.

A special scan converter is the principal new element in the system.

"Phonovid" provides a complete 400 page picture book on a single LP," Shoupp said. "It uses an inherently low-cost, high-density storage medium — the long-playing record."

ANNOUNCEMENT QUALITY BROADCAST SALES



LEIGH B. KELK

Bev Martin, President, Quality Broadcast Sales announces the appointment of Leigh B. Kelk as sales representative.

A Ryerson Business Administration graduate with retail sales experience, Leigh joins QBS from Ogilvy, Benson & Mather's media department where in the last year he has worked with the agency's major accounts.

BROADCAST MANAGEMENT CONSULTING SERVICES

B. M. C. S.

General Management
Market & Economic Research
Cost Accounting

Internal Administration
Technical Coordination
Preparation of Briefs

McMaster Avenue Ajax 416-924-3204

mais oui!

Nous pouvons vous aider à constamment atteindre la clientèle sans cesse croissante d'Ottawa-Hull, cinquième puissance du marché canadien. Votre représentant SBS établira un programme d'annonces radiophoniques efficace qui touchera à la fois les auditeurs de langue anglaise de CKOY et ceux de langue française de CKCH, pour ainsi parvenir à une portée et des résultats de vente encore irréalisés.

Consultez votre représentant SBS afin d'obtenir les renseignements nécessaires.

CKCH

OTTAWA-HULL



Debout, devant la tour de la paix de l'édifice du Parlement, à Ottawa, on aperçoit (de gauche à droite): Lionel Morin, Gérant, Standard Broadcast Sales, Montréal; Henri Allard, Gérant des Ventes, CKCH; Jean-Paul Lemire, Gérant Général, CKCH, Ottawa-Hull; Jack Daly, Gérant Général, CKOY; Bruno Bitkowski, Gérant Général des Ventes, CKOY; Arnold Stinson, Vice-Président, Standard Broadcast Sales, Toronto.

STANDARD BROADCAST SALES COMPANY LIMITED

2 St. Clair Ave. West, Toronto 7, Ontario. Téléphone: 924-5721
1407, Rue de la Montagne, Montréal 25, Québec. Téléphone: 849-2454

Teeners and separatism win citations for privates

TWO PRIVATE RADIO STATIONS have trebled the Ohio Award prestige quotient of privately-owned Canadian radio in one swat.

CKEY Toronto and CJAD Montreal have both won 1965 Ohios, rated by many the top North American radio awards. CBC Radio, continuing its high-scoring tradition in the Ohio State University competition, picked up six of this year's 51 prizes.

CKEY's Norm Perry won in the social sciences category for a program in the station's *Perryscope* series. The winning show was called *The Rich Young Ones*, and dealt with problems faced by the teenage jet-set offspring of some affluent Toronto families.

CJAD's award was given for a discussion program titled *Canada and Separatism*.

Of late, outside-station interest in the *Perryscope* show has apparently been on the up-grade. Perry sees "very good possibilities" that the series will be syndicated among other Canadian radio stations.

He says Halifax and Vancouver stations have made inquiries, along with All-Canada Radio and Television Representatives Limited and Quality Broadcast Sales Limited.

Though the show, in Perry's words, doesn't go out of its way to stir up controversy, upcoming subjects for the 1965-66 broadcast series include: "The Psychology of Murder," "Lesbians," "Abortion," "Child Molesting," "Rape," "Incest," "Non-Marital Sex" — and less ticklish studies of topics such as "Siamese Cats," "Antique Collecting," and "French-Canadian Cooking". As a rule one show a week is also devoted to a showbusiness personality.

Perryscope developed from a 1960 CKEY program called *Tempo Toronto*, produced by Scott Bradley and featuring Brad Crandall, now with NBC in the U. S. Originally it was a one-hour program split between interview and telephone dial-in segments. Perry took on the interview portion in 1961.

When Crandall migrated to New York in the fall of 1962 phone-in was dropped and the show was rechristened *Perryscope*, with Perry airing three half-hour interviews weekly in the 11:30-12:00 pm time slot. *Scope* was upped to five nights a week in the spring of 1963.

Last year the show ran days as well, except that spicier items were reserved for the late hours. It logged a full four hours weekly.

Latterly Perry has re-introduced the phone-in format for some occasions. "We've opened the phone lines after the show, for questions related to the program's topic," he says. "But we always have an expert on hand — someone who's qualified to answer the questions."

Individual *Perryscope* shows have been used by the University of Toronto ("the program on dreams was used as a teaching aid," Perry explains), the Mental Health Foundation (a program on epilepsy), the Ontario Teachers' Association (an

"education" show has been used for new-teacher orientation), and several industries, including DeHavilland Aircraft of Canada Ltd.

Perry says he prepares the programs entirely on his own — "the only production help is on final technical matters, voice-over and things like that" — and he credits CKEY with giving him a free hand — "complete liberty to do anything I want."

"Gene Kirby is the executive producer, and he looks after any trouble," Perry says.

Beer Advertising

Agencies are content with new regs.

Length of Program in Minutes	OLD SCHEDULE	OLD SCHEDULE	NEW SCHEDULE
	Number of Commercial Announcements Canadian Programs	Number of Commercial Announcements Canadian Programs	Aggregate Duration of Commercial Messages in Minutes.
10	2	2	2:00
15	2	2	2:00
30	3	4	4:00
45	4	5	6:00
60	6	7	8:00
90	9	10	12:00

AGENCY REACTION TO A NEW set of beer advertising regulations for television appears to be mild, almost indifferent. If anything there's a sigh of relief that no former privileges have been wrested away.

Beer and ale account supervisors, canvassed on the significance of the new rules July 14, twelve days after the Board of Broadcast Governors made the recommendations public, had this to say:

● "Is the new regulation a fact now? We've been waiting for it. But as far as we're concerned, I don't think it's going to affect us too much."

● "It has affected us to the extent that, yes, we can add a commercial in programs on private stations — but we can't with the CBC (because of the network's self-imposed commercial restrictions). And anyway, we haven't decided whether to do it or not."

● "I think the TV stations would probably be a little happier with this. They can maybe open up a little more time. It might give us a bit more flexibility."

● "Really the changes aren't awfully significant as far as the

breweries are concerned. It allows us a freer media choice perhaps."

● "Frankly I don't see how it affects us at the moment."

The new schedule, compared with the old, is shown above.

What the new schedule comes down to is an allowance of two commercial minutes in every 15 of programming — with one exception. Ten-minute program segments are given parity with full quarter-hours, and still rate as "best buy" in the sense of commercial-to-time ratio.

There's also a much-improved deal on shows failing to qualify as Canadian-content — an increase of one-third in commercials in most situations, one-half in the case of 45-minute programs.

But beer account men polled on the other major innovation in the new schedule were doubtful of its possible effects. Expunging the old limit on "numbers" of commercials used to fill allotted commercial time apparently won't lead, at least immediately, to a rash of 10, 20 and 30-second spots.

Up to now brewers have been virtually driven to produce the 60-second variety of commercial in order to eke maximum time out of the old numerical allowances.

MEMO

from the desk of

GORDON FERRIS

To — Fred Heathcote,
Radio Station CKAP,
Kapuskasing, Ontario

Welcome to Ontario's newest Northern station. Your 1,000 watts at 580 Kcs., covering industrially rich Kapuskasing, Hearst and the surrounding towns provide a needed service to your rapidly developing area.

T.G.F

Radio-Television Representatives Limited

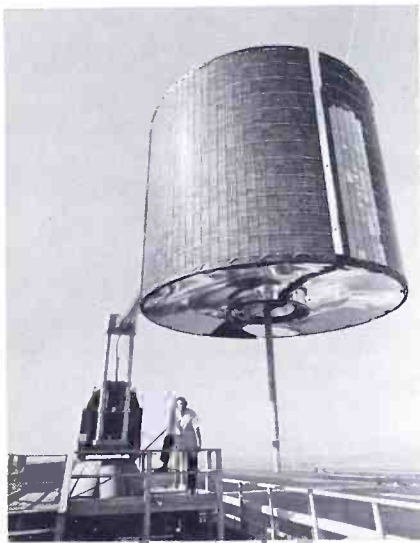
The shortest distance between
a Station and a Time Buyer

AN AD IN THE BROADCASTER

Sees "Early Bird" price war as U. S. nets bid for control

REPRESENTATIVES OF THE monopoly controlling American and Canadian use of the Early Bird satellite explained the dollar-sign clubbing given television networks in Comsat's fee schedule by saying, "it's not that simple", as they visited Toronto late in June.

Matthew Gordon, director of information for the Communications Satellite Corporation, was appearing in Canada to address the Radio and Television Executives Club. Dr. Spencer Spaulding, manager of systems analysis for the corporation, accompanied him.



"Early Bird"

Figures Gordon supplied indicated telephone use of the satellite was priced at \$8.56 a channel-hour (for the U.S. leg of satellite transmission). The corresponding cost of television has been pegged at \$5245 a channel-hour during peak periods, and \$3350 hourly in off-peak time.

And six of the satellite's sixteen hours of daily operation have been designated "peak": 8:00 am to 2:00 pm.

Of course as Gordon said, it's not that simple. TV monopolizes the bulk of the 240 potential telephone channels available in the satellite, and Comsat doesn't intend to try using Early Bird simultaneously for television-telephone, though the feat is admitted to be theoretically possible. In effect, then, TV usurps the whole apparatus.

But even with 200 channels in use for telephone transmission, Early Bird would earn only \$1712 hourly for the corporation, and utilization during year one isn't expected to reach the 200-channel mark.

In fact Dr. Spaulding said

first-year finances were "projected on rentals of less than 100 telephone channels". (The FCC in the U.S. has set aside only 104 channels for carriers authorized to date, including AT&T, RCA Communications, ITT World Communications and Western Union.) Spaulding also confirmed the \$50,000-a-year figure supplied by Gordon as the price-tag for leasing each phone channel.

So how come the whopping \$5245 an hour hit at television?

Well, that's what the ABC, CBS and NBC networks in the U.S. have been asking. And as a result of their inquiries, put in the form of a protest to the Federal Communications Commission, network payments to Comsat for use of Early Bird will go into a temporary trust fund pending FCC investigation of the entire TV rate-basis.

The commission is reported to have started off its inquiry by questioning some of the assumptions made by Comsat in establishing rates — the life of Early Bird, for one. Comsat has predicted a life-span of 18 months, but Hughes Aircraft, the satellite's builder, has said the machine is designed to hang up there and remain operable for three years.

Meanwhile proposed European-leg TV charges have apparently resulted in an open boycott of Early Bird by members of the European Broadcasting Union, including the BBC and Independent Television Networks in England.

The British Post Office is considered to be the worst offender of four ground-pick-up station owners in Europe. The Post Office started out by asking £2390 hourly for use of its Goonhilly Downs pick-up facilities, later dropped the charge to £1000 — but the fee is still as high as for any of the continental pick-up sites, where much longer land-line rentals are part of the price package.

Gordon soft-pedalled the satellite cost issue while in Toronto, saying "there's more to the problem than just price." He made it plain that he feels the U.S. television networks are up to no good with their price-complaints and other beefs.

"I think the networks want to be the controlling agency for

(continued on page 12)

OUR CAMERAS WHERE PEOPLE WANT THEM...

your advertising where people see it!

CFCM-TV * CKMI-TV

Télévision de Québec (Canada) Ltée.

SEE HARDY TELEVISION, MONTREAL, TORONTO

WANTED IMMEDIATELY

All-round announcer for morning shift. If interested send audition to:

The Manager
Radio Station CKBC
Bathurst, N.B.

ANNOUNCER WANTED

for varied evening shift. Must have at least one year's experience.

Send tape to:
CJOY
Guelph, Ontario

VERSATILE!!

6 years copy & promo writing (still employed); Announcer; Film librarian-projectionist. Want position with top TV station. For details, write:

Box A-815
Canadian Broadcaster
217 Bay Street, Toronto 1.

SOMEWHERE SOMEONE

is looking for a PD with ideas, authority and stature in the industry.

After 19 years in all phases of Production - over half in a Major Market - the time has come to concentrate this experience to the advantage of a progressive operator.

University education. Big wife and big family. Prefer University or College City.

Box A-816
Canadian Broadcaster
217 Bay Street, Toronto 1, Ontario

We Have Openings

- for
- Bilingual Announcer
- Newscaster

Please send all particulars: tape, resume, etc.

Casimir G. Stanczykowski,
President & General Manager
THE STATION OF THE YEAR

RADIO 1410

CFMB

THE GOOD MUSIC STATION

2015 Drummond St.,
Montreal, Que.

(continued from page 17)

Early Bird," he said. (Comsat was given monopoly control of all present and future American satellite communications by The Communications Satellite Act, passed by the U. S. Congress in August 1962.)

Another dissident note was sounded by Spaulding, who said, "If the television networks spend \$100,000 or more preparing an hour program, it doesn't make sense for them to complain about an extra five or ten thousand dollars."

NEED AN ANNOUNCER?

Young Broadcasting graduate looking for a career as a DJ anywhere in Canada. For resume and tape, write:

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Both Gordon and Spaulding backed the view that the TV applications of Early Bird are strictly fringe benefits. "It's an experimental satellite for telephone use to prove out certain telephone transmission principles," is the way Gordon put it. In Europe there have been reports that broadcasters are being treated as the great unwashed by satellite authorities, while telephone companies are getting the red-carpet.

In the meantime Canadian interest has been heightened by a CBC executive's June announcement that Canada might have its own television satellite within ten years.

J. P. Gilmore, a CBC vice-president in charge of planning, told a meeting of the Canadian Authors' Association in Vancouver that his department is tentatively making plans for a multi-channel satellite "to connect all points in Canada by direct transmission."

He estimated a satellite could be put in orbit, to hover over somewhere central "like Dryden Ontario", at a cost of less than eight million dollars.

Gordon had put the cost of Early Bird at five million, broken down as follows: launching, \$3,300,000; satellite construction, \$1,500,000, and control facility charges, \$200,000. In addition, rental of the four million dollar transmitter-receiver station at Andover, Maine, is costing Comsat \$900,000 yearly, Gordon said.

Canada is already building its own five million dollar satellite communication station at Mill Village Nova Scotia, 80 miles southwest of Halifax. The Mill Village station is rated as comparable to Andover, and is expected to be operational next fall.

WANTED

Need experienced newscaster-announcer, also radio time salesman. 1st class-engineer-announcer especially needed. Will consider those without experience also. Send tape, resume and references to:

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PRAY TELL

Is a good advertising man one who sells a campaign which he *knows* will move the merchandise or one the advertiser *thinks* will move it.

FALL RATINGS

Producers, critics, everyone forecast the new TV series was sure to succeed, and it did too, but unfortunately the audience failed.

PAN MAIL

Sir: You might be interested to know I read Lewisite as soon each *Broadcaster* arrives, throw up and then read the rest of the issue avidly.

-:Alec. Phare

AUDREY STUFF

Then there's the gal who was so dumb that when they told her a real friend was someone who would do or die for her she wanted to know which.

EFFICIENCY MOVE

Then there's the office where the staff has given up their coffee break - keeps them tossing around all morning.

RETORT CORDIALE

Credit Bennett Cerf with recording the late Henry L. Mencken's happy formula for answering all controversial letters: "Dear Sir (or Madam); You may be right."

STRICTLY PHONEY

If there were a three dollar bill, his picture would be on it.

-:Stone's Throws

EDITOR'S NOTE

Would readers submitting gags for this column kindly designate them as such in order that we may be able to distinguish them from regular press releases.

POET'S CORNER

A station director named Clem Hoped the slump in his biz. was pro tem, So, without any wails, He wrote: "Memo to Sales - Get up off your fat BBM."

STATION CALLS

Daily happenings on radio and television stations from coast to coast.

CJLR Radio Quebec

TWO HUNDRED AND SIXTY-ONE agency and national-advertiser executives dredged their memories and their files for facts about CJLR in a recent "Nassau Holiday" contest sponsored by the station. And that's a fair response-rate, allowing for the fact that the station expected its mailing list of media decision-makers to work for the prize.

The twelve-item questionnaire asked, among other things, how many local sponsors used CJLR in 1964 (answer 343), and requested the weekly traffic count in front of the station's studios (answer: 175,000).

The Nassau trip for two, all expenses paid, went to M. W. Burke, brand manager for Carling Breweries Ltd. Toronto. Burke came up with a test score that barely fell short of 100 per cent.

Judges were C. W. Reynolds, president of Ronalds-Reynolds & Co., and Gilles Mercier, president of Quebec City's Ad and Sales Club.

CKSW Radio Swift Current Saskatchewan

"VOTE AS YOU PLEASE, BUT please send money." That seems to have formed the theme of a successful Heart Fund promotion aired by CKSW during June.

The station's annual campaign in aid of the fund was tied to an Announcer Popularity contest for the first time this summer. As a result the station said it tripled last year's fund take.

Listeners were requested to vote for their favorite CKSW announcers on a one-nickel, one-vote basis, and they eventually picked women's commentator June Smith over five male competitors.

CFBC-FM Radio Saint John

A SEMI-STEREO EFFECT HIGHLIGHTED CFBC-FM's recent broadcast of what the station called "New Brunswick's first production of grand opera." The broadcast took place in May, and was sponsored by a Saint John department store.

Sound pickup from the stage was made by two separated microphones driven by variable parabolic reflectors with different focal points. The transmission utilized both channels working in parallel.

"The listener thereby received a depth of penetration normally enjoyed only in a stereo broadcast," the station said.

CKLG Radio Vancouver

WHEN NEWS THE BEATLES were destined to appear in Portland, Washington reached Vancouver, CKLG heard opportunity knocking and grabbed a block of 73 Beatle tickets. First things first. Then the station created a special summer contest to go with the tickets.

Coca-Cola jumped on the bandwagon as sponsor of the summer campaign, consisting of a Beatle bus to Portland, Beatle record albums and photos (life-size), exposure on CKLG's record popularity survey, notices on other station-promotion material, the Beatle tickets — and a 50-a-week commercial schedule running from April 23 to August 14, with additional short promotion bulletins scattered through the station's summer programming.

Eventually the 73 contest winners will be chauffeured to Portland in a bus with kitchenette facilities and CKLG chaperones.

The station says immediately following the first announcement of the Beatle Bus, the CKLG switchboard was "flooded with enquiries for details, and hundreds of letters are being received daily."

KVOS-TV Bellingham

KVOS IS APPARENTLY GOING to cast the first lures for color television viewers in the Vancouver market. The Bellingham Wahsington CBS-TV affiliate draws much of its audience from the B. C. mainland.

David Mintz, president of KVOS-TV (B. C.) Ltd. says seven programs (six CBS and Walt Disney) will be transmitted in color begin-

The station also proposes to install a color chain in 1966, making local color telecasts of film possible. Mintz places color TV set ownership in the station coverage area at two per cent presently, but expects it to double by fall 1966 and reach ten per cent by January 1968.

CFRA Radio Ottawa

RADIO'S HELPING HAND WAS stretched 85 miles in mid-May as CFRA reached out to aid 80 home-

less victims of an apartment fire disaster in Maniwaki Quebec. Two frame apartments in the community of 3000 had burned on May 12.

CFRA broadcast an appeal for help, enlisted support from Ottawa business firms, and within 36 hours had filled and despatched a relief truck loaded with four tons of assorted food and clothing.

Mayor Donald Britt of Maniwaki greeted the truck on arrival and helped to supervise distribution of the goods. And the local French language newspaper gave credit to CFRA in warm terms:

"Everyone in Maniwaki joins the unfortunate families in thanking radio station CFRA and the donors of the truckload for their gesture of human brotherhood in this tragedy (translation)."

CFCF RADIO MONTREAL

ON MAY 10 CFCF and MacDonald College of McGill University began collaborating to produce a 6:10 am

broadcast called *Town and Country News*, to bring listeners news of developments in agricultural science, facts of interest to consumers and reports on education.

In addition to news from MacDonald College, the program features interviews with rural people in Quebec and "on the spot" reports of special events in agricultural life that take place outside of Montreal.

CFOX RADIO MONTREAL

DURING THE LAST WEEK of April CFOX announcers asked listeners planning moves within the Montreal area to call in their names and new addresses.

Fifteen names were chosen from 149 calls received, and CFOX announcers headed out with sandwiches and hot coffee for people caught with their kettles and cups in the depths of packing-boxes. The station's mobile unit was used to transport the refreshments.

The trend is to balanced programming
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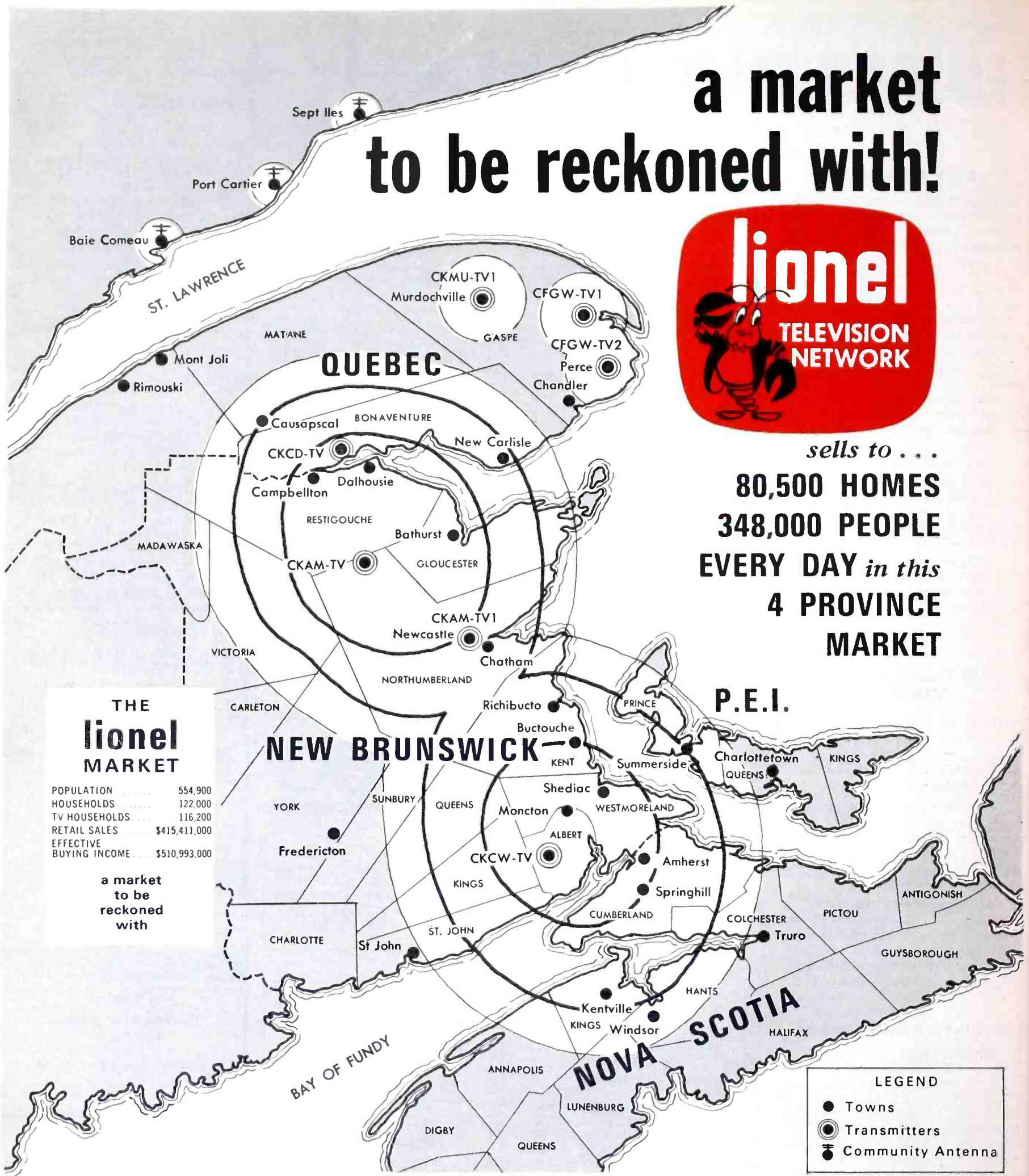
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MONCTON CELEBRATES ITS 75TH. BIRTHDAY WITH A BOOM!

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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