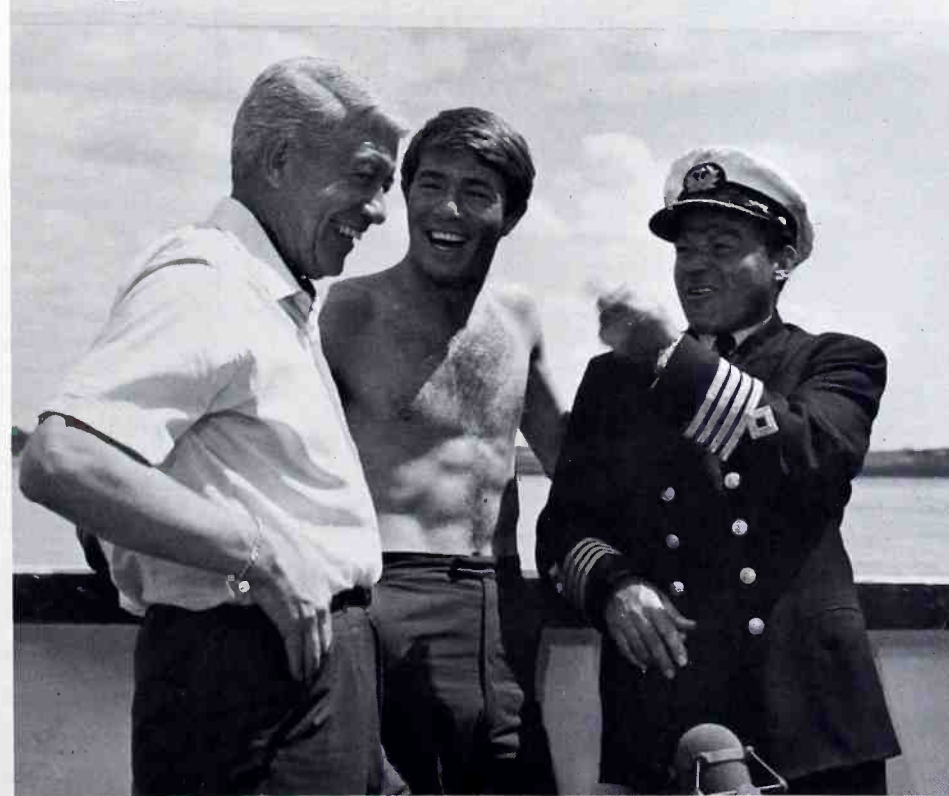




CFTM-TV Montreal became a member of the Television Bureau of Advertising at a signing ceremony conducted during a TvB July directors' meeting at the Royal Canadian Yacht Club, Toronto. At the time Roland Giguère, CFTM-TV general manager and assistant to the president, was moored in Toronto with the station's charter luxury boat, the Five Seas. The craft was later used to take Toronto advertisers and agency executives on an afternoon cruise. In the photo as Giguère signs for the television station are (l. to r.) Gaston Bélanger, manager of Paul L'Anglais Inc. Toronto; Henri Audet, president of TvB; Roland Giguère, and Ed Lawless, executive vice-president of TvB.



CJQM Radio's friends and countrymen fared better than a few Romans in Winnipeg recently, as the station took a "lend me your ears" promotion to heart and lopped off the left ears of some toga-clad Roman figures used in its advertising. The promotion was carried over to CJQM's activities at the Red River Exhibition, where prizes were offered for identification of two disembodied but famous ears. Winner of a Silverline Camping Trailer was Mrs. L. Boldt, of West Kildonan. In the photo she receives ownership papers from Winnipeg Mayor Stephen Juba.



Stars of the *Seaway* series, the first hour-long series of television dramas to be produced in Canada, are pictured here during the shooting of episode two, *The Last Voyage*, in Montreal harbor. Continuing stars of the series are Austin Willis, left, as Admiral Fox, and co-star Steve Young, centre, who plays Nicholas King. American guest star Nehemiah Persoff, right, takes the part of Captain Carlo Montagna in the episode. The series, produced by Seaway Productions Ltd. of Toronto, is being underwritten jointly by the CBC and Independent Television Corporation of England, at a total cost of about \$3 million. It will first be seen on the CBC English and French networks in September.

IN THIS ISSUE

CHRONICLING CANADIAN HISTORY 6
 WHAT PRICE TRAVEL ADVERTISING? 7
 WALSH ADVERTISING FINALE 8

TELEVISION FILM REPRESENTATIVE

Leading television production and distribution organization, with headquarters in Toronto, requires a television film representative for Western Canada, to be based in Winnipeg.

Experience in the TV film field, embracing a knowledge of film selling and programming, familiarity with TV markets, from station through agency and sponsor levels, is essential.

Reply in confidence, giving resumé of experience and pertinent personal data to:

Box A-819
Canadian Broadcaster
217 Bay Street, Toronto 1, Ont.

Trade Union

CBC men would oust IATSE

DISGRUNTLED TELEVISION production employees working for the CBC are attempting to form a new union and oust IATSE, the International Alliance of Theatrical and Stage Employees, as their bargaining unit.

The Hamilton-based Canadian vice-president of IATSE, Hugh Sedgwick, calls efforts to form the Canadian Television Syndicate "a complete swindle".

But apparently the new union has signed 800 or more CBC employees in Toronto and Montreal, and hopes were for certification by the

Canadian Labour Congress during the last week of July. Potential membership cross-Canada is 1650.

Headly Read, English-speaking president of the new union (also president of Toronto IATSE Local 880), says, "We will approach the question of decertification of IATSE (as CBC bargaining agent) later."

Constitution of the new union gives equality to the CBC employees' two language groups, with Yvon Dansereau, presently business agent for the Montreal IATSE local's 700 members, the likely French-speaking president.

Read says the IATSE International office has been withholding the locals' share of union check-off funds since January this year as a choke-off maneuver. (The CBC evidently deducts five dollars monthly from union members' pay checks, and sends the funds to IATSE headquarters in Hamilton. Locals are supposed to receive \$3.50 of each five dollars in return).

"We weren't even thinking of forming a new union until we found out we'd been cut off from our source of income," Read says. "They precipitated the action."

"The International is hoping to cause us to go broke before we get what we want."

Read suggests two factors brought on the trouble with IATSE:

"The International's constitution states that each local shall be autonomous and negotiate its own contracts. (In the first years of IATSE representation, the CBC production technicians apparently weren't split off into locals.)

"Since the bargaining agreement was signed by the International we have formed locals," Read continues. "Now we've tried to get local bargaining rights but the International won't relinquish them."

The other cause of union dissonance was apparently, to use a watered-down version of Read's words, dissatisfaction with the IATSE vice-president.

"At the last IATSE convention the vice-president was not re-elected," Read says. But the International promptly appointed Sedgwick to the top Canadian position, he adds:

"So we can't even elect the man out of office."



TELE-TECH ELECTRONICS LTD.

1947 AVENUE ROAD, TORONTO 12

Telephone 787-1475

June 10 1965

Mr. Foster Hewitt,
President,
Radio Station CKFH,
1 Grenville Street,
TORONTO, Ontario

Dear Sir,

As you may know, we recently booked 10 - 60 second spots on your station, to be aired in the Phil MacKellar show. These spots were specifically purchased for the purpose of moving 75 used TV sets. I am happy to inform you, that in the space of 4 days we sold all the sets.

We have benefited from results such as these many times in the past, and we are convinced that no other media can match the results obtained by placing a campaign in the Phil MacKellar Show.

Let me compliment you, and your morning man Phil, for his performance, and choice of programming.

By the way, in the campaign referred to, yours was the only medium used.

Once again, my compliments, the best of luck to you and Phil.

Yours truly,

William A. Brown

YOUR BEST ADVERTISEMENT IS YOUR SATISFACTION

1430 — CKFH, Toronto
is the *right* side of your dial for RESULTS!

Dial 923-4648

Jim Crawford, Commercial Manager

Ralph Judge, National Representative

Vern Paul, Sales Manager

HOYLES, NIBLOCK
AND ASSOCIATES
CONSULTING BROADCAST
ENGINEERS and ATTORNEYS

- APPLICATIONS - TRANSFERS
- ENGINEERING BRIEFS
- PROOFS OF PERFORMANCE
- TECHNICAL EVALUATION
- ENGINEERING COUNSEL

1234 MARINE DRIVE
NORTH VANCOUVER, CANADA

SIGHT & SOUND

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

▲IT MAY NOT BE GENERALLY known among private television stations, but several CBC "regionally"-produced TV shows are available to non-CBC outlets at modest cost.

Jean-Paul Charbonneau, press officer at CBC Ottawa, has confirmed a *Broadcaster* inquiry, prompted by Toronto stations' doubts, as to availability of the regional productions to private stations. (There are 27 series numbering about 400 full programs presently in stock.) Charbonneau also said CBC charges to non-CBC stations for use of the material would be the same as fees set for privately-owned affiliates — a "break-even price."

Currently, the CBC indicates that none of the television programs are being aired except on CBC outlets — whether from lack of interest on the part of the private stations, unawareness that the programs can be obtained, or sheer unwillingness to run material containing credits for CBC production facilities, nobody seems to know.

However for stations that might be interested, the following is a list of series titles available, with the show's point of origin. (CBC stations and affiliates have prior claim to use of each series in every market.)

Toronto — *A la Carte*, *Lunch-eon Date with Elwood Glover*, *Wheelspin*, *Nightcap* and *Generation*.

Vancouver — *Golf with Stan Leonard*, *Cuisine*, *Pacific Northwest Adventures*, and *Studio 41*.

Montreal — *Fine and Dandy*, *Focus*, *Serenade*, *Let's Talk Music*, *Shoestring Theatre*, *Tween Set*, *Three Star Bowling*, *New Generation* and *Steve's Corner*. (All are in English with the exception of *Serenade*.)

Ottawa — *Mobile*, *Live and Learn*, *Jack in the Box* and *Sports Guesses and Guests*.

Winnipeg — *Alberta Game Farm*, *Eye to Eye* and *Prairie Profile*.

Edmonton — *Tee to Green*.

Halifax — *Seafarers*.

CBC records indicate that *Wheelspin*, a motor sport program from Toronto, and *Cuisine*, a cooking show produced in Vancouver, are the most popular items. Within the CBC, each show is telecast in seven markets. Montreal's *Shoestring Theatre* is now being seen on CBC Ottawa, and Toronto's risqué satire show, *Nightcap*, is soon to be aired in another Ontario city, unnamed.

Of the five music-and-variety shows on the list, *A la Carte*, *Let's Talk Music* and *Studio 41* are ap-

parently the most ambitious productions.

Some CBC private affiliates are currently using *Golf with Stan Leonard*, *Alberta Game Farm*, *Prairie Profile* and Ottawa's *Live and Learn* series.

Serenade, a CBC French Network musical-variety program is being carried, despite the language barrier, in Toronto and Vancouver this summer.

Most of the programs are designed to give experience to lesser-lights in the Canadian performing arts. CBC Program Promotion Officer John MacRae in Ottawa says they "give a wider audience to artists who are well-known in their own regions, and the programs increase the Canadian content of a station's programming without much extra cost, thereby enabling them to cut down on imported film programs."

Prices and availabilities on the programs can be obtained from MacRae — or possibly from local CBC affiliates.

▲BYLES, GIBB & ASSOCIATES Limited has been appointed to represent Radio CHIN Toronto for national sales. The new station is scheduled to go on the air November 1 over the 1540 frequency now used by CHFI-AM.

Byles, Gibb has also announced a move for its Montreal office—to Suite 204, 1118 St. Catherine St. W., Montreal 25. Phone is 866-3641.

▲STATION CKEY TORONTO HAS secured radio broadcast rights for this year's entire 14-game schedule of the Toronto Rifles, new member of the equally new professional Continental Football League.

Broadcast of the seven home and seven road games of the Rifles, who will compete with nine American teams in the fledgling league, will be jointly sponsored by the Independent Grocers Alliance Ltd. (IGA) and Seven-Up, the station says.

▲AN INDIAN-ESKIMO RADIO forum, planned to stretch across the Northwest Territories, the Yukon and far-northern areas of the provinces, will possibly get underway late this fall as the result of a \$6000 grant to the Indian-Eskimo Association by the Canadian Centennial Commission.

E. R. McEwen, executive director of the association, said the organization will use existing broadcast facilities. The association hopes to set up discussion groups and panels in local communities on subjects such as housing, health, arts and handicrafts and adjustment to a wage economy.

The six thousand dollar centennial grant will be used for an initial survey, and the first forum will be held in Aklavik, Yellowknife or Frobisher Bay when the survey report is finished in September.

The Indian-Eskimo Association, a citizens' group of one thousand members receiving support from provincial and federal governments, then hopes to extend the forum across northern areas to reach all 12,000 Eskimos and 7,500 Indians in the regions.

Eventual cost of putting the project into effect has been estimated at close to \$250,000.

▲THE CANADIAN ASSOCIATION of Broadcasters, the CBC, and the film industries have teamed with RCA Victor for a four-stage Color Television Seminar, with the first phase to be held at the Lord Simcoe Hotel in Toronto October 14, 15 and 16.

Original seminar plans drafted in mid-May called for a top-management-level discussion to be followed as soon as possible by a second seminar tailored for supervisors and department heads in the fields of engineering, set design, lighting, artwork, the film and TV camera, and film production and processing.

At that time it was thought an additional color technical seminar

could be set up for late fall or early spring next year, aimed at maintenance or operation engineers, electronic equipment staff and supervisors likely to become engaged in color signal processing, television and slide pickup study, studio lighting, camerawork and transmission.

A CAB circular asked for an indication of industry interest, and attendance was tentatively set at 300 for the management conference and 75, more or less, for each of the other meetings. Actual attendance at the October conference is now being limited to 200, priced at twenty dollars for three-day attendance.

Later plans have added a fourth work-session to the agenda, and a committee has been appointed to go ahead with detailed arrangements for each event. Information on the exact format of the seminars, cost for attendance, speakers and subject matter as well as proposed special projects, is expected to be announced by late August.

A member of the industry-wide color seminar committee, Helmut Berger, director of engineering at CFTO-TV, is drafting sections of the detailed plan for presentation to the committee. Seminar manager for the management-level October meeting is Jack Brickenden, CBC Toronto.

ANNOUNCEMENT

CFRB LIMITED ANNOUNCEMENT



JACK DAWSON



WES McKNIGHT

Donald H. Hartford, General Manager of CFRB Limited, announces the following appointments at Radio Station CFRB, Toronto.

Jack Dawson becomes a Vice President and Station Manager. Mr. Dawson brings to his new post thirty years experience in Canadian broadcasting. He has been associated with CFRB for the past twenty-six years.

Wes McKnight, a Vice President, becomes Director of Public Relations. One of the country's best-known personalities in sports, news, and special events broadcasting, he has spent almost thirty-eight years with "Ontario's Family Station."

The trend is to balanced programming

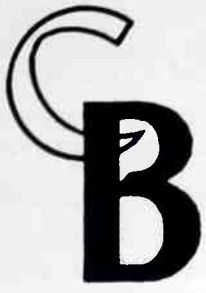
G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

**FOR ALL
ECONOMIC
GROUPS
IN VICTORIA
B.C.**

it's

CJVI



canadian broadcaster

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Vol. 24, No. 15, August 5, 1965

Editor and Publisher RICHARD G. LEWIS Assistant Editor FRANK KELLEY Art Editor GREY HARKLEY Makeup Editor BRIAN MacDOUGALL Secretary-Treasurer and Circulation Manager T. G. BALLANTYNE

Correspondents

SAM G. ROSS.....Ottawa WALTER A. DALES.....Winnipeg DORWIN BAIRD.....Vancouver LAURETTE KITCHEN.....New York WALTER R. WATKINS.....London



Typography and Make-up by Canadian Broadcaster

Editorial

United we fall apart together

The crippling experience of the postal workers' strike - and this editorial will only have reached its readers provided work has been resumed by mailing day - has pointed up a number of things besides the close down of the post office.

At the top of the list is the obvious insincerity and incompetence of the government which had ample warning that dissatisfaction was rife in the post office, but instead of sitting down with representatives of the postal employees over the conference table, adopted a wait-and-see policy, sublimely certain that somebody, somewhere, would do something, some time to save its tottering tenure of office from a strike.

This governmental behavior is scarcely worthy of comment, for it simply endorses this paper's frequently-voiced opinion that a government - this one especially - is incapable of administering a business, be it the broadcasting business or the postal department.

The thought will probably be labeled as facetious, but we cannot help wondering what would have happened had the postal department been operated by some sort of private concern, such as the Canadian Pacific Express, for example, which is already in a closely allied business.

Unlike the postal department, the three Toronto newspapers have been facing a printers' strike for over a year, and outside of a few frantic days at the outset, have been and are publishing regularly behind the picket lines.

But there is another question to which we should like an answer. And this is what has Business done in the face of what is being done to Business, which, to one degree or another, depends on the mails as a vital life-line. (Without the mails, for example, this paper resembles a broadcasting station without a transmitter.)

When a labor dispute occurs, the unions take their stand on the battlements completely organized. (The postal affair is an exception to this because unions in the civil service are illegal).

But what about Management, Business or whatever you choose to call it?

It has its Trade Associations, its Boards of Trade and its Chambers of Commerce, organizations which surely provide it with the

defence ammunition with which to protect itself against such emergencies. What have they done?

Nobody can deny that the postal department leaves room for improvement in terms of efficiency. Fantastic as it may sound, would there not be good reason for introducing some trained business brains into the operation of the national post office?

The introduction of private enterprise into this department is not as foreign as you might think, because in Toronto, it turns over certain of its trucking and cartage functions to the private company of H. W. Bacon Ltd. under contract.

The one predominant thought which keeps coming back is the lack of teamwork among private enterprise people who, though perpetually under the guns of labor and its by-product, socialism, seem unable to rally around their own flag, sacrificing their individual interests, when the need arises, for the good, not just of their own concerns, not just of their own industries but for the good of the whole economic structure of Business.

Labor disputes can be extremely bitter, generating hatred and even violence. On the other hand, when it is properly applied, the power of reason often - usually in fact - comes out on top in the final analysis.

In the case of the postal department, the quest for a pay increase does not lack in terms of reason.

Where reason failed in this instance was when the government evidently paid no attention to the Civil Service Association and its Pay Research Bureau; where the government appointed a committee of one, of its own choice, to investigate further, but with a proviso that it would not necessarily go along with its decisions.

Surely it is time for Business to step in to prevent a recurrence of this sort of thing, by taking its own stand toward the establishment of mutually satisfactory and binding agreements over the conference table - a sane bargaining forum rather than a nightmare of disruption and chaos.

(This article was written July 28, at which time the postal employees were still on strike.)

ed - and second man was doing. The obviously had to learn how his. It had apparent- able merchandise presentation. e a Craftsman with selling depends on as. The salesman must s to his advan pend

FEDERAL GOVERNMENT OPPORTUNITIES Openings for executives-for hotels, gift shops, railroads, air lines, retail bookstores, express, telegraph and telecommunications companies, synthetic rubber factories, motion pictures, broadcasting, annuities, banking, mortgage business. Further fields, including newspaper publishing and small loans planned for the future. Write National Employment Service, Ottawa.

RADIO RBs... by Harkley WHY DON'T THEY JUST GOVERN? You... of the selling... prospect in your... should be able to say to him... This is a man to... would entrust my pr... Prospects r... cognize craft... men. Th... who act con... to know what... Training f... None of us... but it sk... The...

CKPM-Radio chronicles Canadian history in sound

AN IMPORTANT "SAVE CANADA" campaign has been started in Ottawa - where it's being conducted by a local radio station. The idea is to preserve Canadian history for future generations. Called *Canadian History Makers '64*, it's the result of a major public service effort on the part of CKPM Radio.

The project entails preparation of one long-play recording each year to summarize the views and words of parliamentarians dealing with - and shaping - the most vital events in Canadian life.

And if that sounds like an easy task - it's not. Putting the first of the annual recordings together has involved reviewing and editing "a whole wall of tapes" as one CKPM spokesman described it.

Over a million words recorded by the station's parliamentary correspondent, Paul Taylor, were hewed down to the proportions of a single LP for *History Makers '64*, issued early in May as the first of the record series.

"The sounds of history happening and the major events of

our times are probably less well recorded in Canada than in any other major country," says a report accompanying the record.

And it was with that in mind that Geoff Stirling, program consultant, recommended the *History Makers* project to CKPM last year.

At the time, CKPM was evidently the only capital city radio outlet maintaining a permanent, exclusive representative - Paul Taylor - in the press gallery of the House of Commons.

Taylor was preparing daily five-minute parliamentary reports to be aired mornings and during the dinner hour on the station. A 15-minute round-up of the day's House of Commons events followed at 10:30 in the evening. (Ford Motor Company and Air France each sponsored one of the daily-five minute segments.)

As a result, Taylor was building a library of tapes documenting day-by-day events in Canada as they came before the House. And since, as one CKPM representative says, "it's almost a foregone conclusion that most events having an important bearing on Canada's develop-

ment will reach the House at one time or another", reason dictated that a parliamentary resumé could be used to make an effective historical sum-up.

Stirling therefore calls *History Makers* "an attempt on behalf of a private station to make a real contribution on a yearly basis to Canadian history, by



CKPM's Paul Taylor interviews Prime Minister Lester Pearson.

presenting the history of our nation through actualities as they develop.

"These records, in my opinion, are destined to have real significance," he adds.

The first recording, for instance, covers the Great Flag Debate - an event likely to be as intriguing to future Canadians as a recording of the frothier speeches of Sir John A. MacDonal would be to contemporary

Canadians - if it were available.

Extremely Expensive

Stirling calls the project "frankly, extremely expensive. It means setting up a full-time daily recording schedule that captures any important Canadian news of the moment, then editing it at the end of each month and building toward the final project - an LP record for the year."

To handle the work, Stirling set up his own production company as synchronizing agent for all relevant programming suggestions and to tie them into the *History Makers* project.

History Makers' overall expense has also led to efforts by the station to sell the project's rights to parties willing to provide a guarantee of its continuation. Up-scale advertisers with an institutional character to get across have been the main targets, since the rights package perforce includes sponsorship of CKPM's House of Commons reports. A station spokesman has put the package price in the \$30,000 yearly range.

Expense brought another setback to the station's hopes when CKPM learned background music for the recordings was priced out of reach - for the time being. Record company contracts with the musicians' unions apparently call for live orchestras only to be used for background music production.

Luckily a few choral effects were available for the first record - courtesy of the Members of Parliament themselves. CKPM managed to catch the rousing moment following the flag debate when MPs exited from the House singing "He's a Jolly Good Fellow" in tribute to Prime Minister Pearson.

But CKPM feels the frills can come later. For now, the important thing is to get Canadian spoken history on record so "in ten or 15 years Canadian children who are not yet born will be able to hear it," as Stirling explains.

Copies of the first record have gone to universities, members of Provincial Legislatures and the federal Houses of Parliament, the Senate, libraries and school boards.

History Makers '64 will also be on sale (Columbia Records is reported to be interested in distribution rights), with all proceeds going to retarded children.

An ambitious gal is usually the power behind the drone

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

"Le reseau du CHAU-TV est là!"

Yes, CHAU-TV and its Seven Satellites are ready to help you haul in the captive French audience in the Big 5 French counties in The Baie Des Chaleurs area of Quebec and New Brunswick: Bonaventure, Gaspé, Restigouches, Gloucester & Northumberland.

WITH A POTENTIAL AUDIENCE OF OVER 35,000 TV HOMES CHAU-TV'S RESULTS ARE ALREADY PROVEN.

Your Hardy Man has all the Facts



Provinces are missing the boat

OF NEARLY a million dollars spent in 1964 travel advertising by the Canadian provinces, not a single red cent went to the broadcast industry, says an analysis of 1964 (North American) Resort and Tourist Advertising Expenditures published by Travel Research International Inc., New York.

The analysis, drawing attention to "evident paradoxes and other inconsistencies" in travel spending by Canadian provinces and American states, lists provincial outlays as follows:

ilarity between Washington and Oregon's selection of specific media, or any basic agreement on seasonal timing of their advertising.

"This is hard to explain on any scientific basis, for two states with such closely similar attractions — despite mitigating factors such as the whims of state legislatures."

The same lack of defensible logic seemed to apply to the Canadian situation, where British Columbia plunked nearly half its travel advertising into news-

1964 TRAVEL ADVERTISING EXPENDITURES OF CANADIAN PROVINCES — BY MEDIA

Province	Magazines	Newspapers	Radio-TV
Newfoundland	\$ 0	\$ 0	0
Prince Edward Island	23,055	0	0
Nova Scotia	216,032	35,817	0
New Brunswick	91,348	34,565	0
Quebec	187,760	0	0
Ontario	121,406	49,857	0
Manitoba	72,606	0	0
Saskatchewan	11,921	0	0
Alberta	24,561	0	0
British Columbia	45,363	40,614	0
	<u>\$ 794,052</u> (83.1%)	<u>\$ 160,853</u> (16.9%)	<u>0</u>

Note: Above figures do not include any Canadian Federal Government Travel Bureau expenditures.

No Discernible Reason

In the United States, and Canada overall, the report says total expenditures by state and provincial governments of \$6,505,952 went 58 per cent to magazines, 35 per cent to newspapers, six per cent to television and one per cent to spot radio.

Total TV outlay was accounted for by three states — North Carolina, Florida and Oregon — and amounted to \$381,250.

The five states spending a total of \$79,000 in spot radio were Florida, Oregon, Michigan, Pennsylvania and Virginia.

The report saw no rhyme or reason in some state expenditures, and cited two cases in point: Maine apparently spent approximately \$150,000 on resort ads in national magazines, while Massachusetts (with five times Maine's population, and "many strong tourist attractions") spent absolutely nothing in the medium. Oregon spent more than \$250,000 in the same period during which Washington, with similar tourist characteristics, paid out only \$35,000.

What's more, the report says, "there was hardly any sim-

ilarity between Washington and Oregon's selection of specific media, or any basic agreement on seasonal timing of their advertising.

Lack Of Research

If there's one absolutely consistent attitude to be found in the provincial media allocations, it's that the ten provinces sided with 44 American states in ignoring radio and television altogether. And this took place in the same year the Canadian broadcast media received \$1,295,871, (Elliott Research Ltd) in travel and transportation advertising from sources which must be other than provincial and state governments.

The report concludes the travel advertising field — in Canada as well as in the United States — is seriously under-researched.

"Obviously this study signals a need for research," the organization suggested — "to help individual states (and provinces) and their travel development departments find the most logical buyers of their 'travel product', how large and widespread the market is, how best to reach travellers, how much to spend, and where to spend it most judiciously."

MEMO

from the desk of

GORDON FERRIS

to Bob Lockhart
Radio Station CFBC
Saint John, N.B.

Hey boy — all the new developments in AN EASTERN CANADIAN PORT and surrounding area are exciting to read and realize. Your latest promotion a dandy and sponsors delighted with results.

T.G.F.

Radio-Television Representatives Limited

Radio - Nord, Inc.

Selling Chain Saws?

Did you know that 153,577,585 cubic feet of timber and 448,000 cords of pulpwood were cut in this area in the season of 1963/1964?

Radio Nord is the only daily medium covering Northwestern Quebec.

CONTACT
HARDY in Toronto & Montreal
SCHARF in Vancouver
WEED & CO. in the U.S.A.

Walsh creditors may net seventy per cent

A TORONTO FIRM of chartered accountants tidying up the debris of the Walsh Advertising Company Limited April bankruptcy has said final settlement of outstanding accounts is likely to be in the range of 60 or 70 cents on the dollar.

An interim creditor dividend of 25 cents went out in mid-July, a spokesman for Gilbert R. Barrett & Co. explained.

The spokesman also reported Walsh receivables were "well on the way to being collected." The bankrupt agency's furniture had been sold, and rented premises had been vacated under favorable circumstances. (Pemberton, Freeman, Mathes & Milne Ltd., another Toronto-based advertising agency, took over the balance of the Walsh lease.)

In fact everything seemed to be shaping up for a neat, if modest, agency demise, with nobody getting hurt too seriously.

Except, that is, for one small group of people that had to kiss 100 per cent of their money goodbye.

They're the former employees that bought stock in the agency when Walsh decided, in 1957, to follow a popular trend and let its staff in on a good thing.

Over the course of time, by purchasing stock outright and by taking company shares in lieu of cash bonuses, the group accumulated an investment in the firm estimated to be no less than \$30-35,000.

And now it's gone. Or at least, the former employees are resigned to the likelihood that their money's poof. And the Barrett spokesman has said, "The preferred shareholders probably

won't get anything — there's never been a bankruptcy in my memory where the creditors got 100 cents on the dollar and left something extra for the shareholders."

For a brief time after Walsh's early-April filing of a voluntary petition in bankruptcy, employee shareholder hopes for recovery of their investments ran high. Some thought their status as "preferred" shareholders gave them first claim against Walsh assets.

Roy Madden, who had moved to Willis Advertising Limited as an account executive immediately following the Walsh debacle, was reported to be organizing contributions from the shareholders with the aim of hiring a lawyer to look after the group's interests in a lump.

But the project was evidently abandoned when Madden learned the preferred shareholders stood last in line for gleanings from the agency wind-up.

And on hearing the discouraging legal news, other shorn former employees gave up. For the most part they buckled down to the immediate problem of finding new jobs.

When questioned about their feelings as loser-investors, more than one of them said they'd be only too willing to reinvest in an advertising agency. The general attitude seemed to be one of almost cheerful, realistic acceptance of the workings of a blind financial fate.

At least, here's what a couple of them said:

Dick Hawkins, account executive and inter-branch liaison supervisor at Walsh (Loss—approximately \$8,000. Now em-

ployed by Goodis, Goldberg, Soren Ltd.): "Can you imagine? I sold my Hiram Walker stock to purchase Walsh."

Hawkins was less than a year from retirement when Walsh collapsed. As the situation stands now, apparently he's abandoned retirement plans.

"There are many situations in life that call for readjustment," he explains. "This is one of them. I did expect I'd be getting my ten per cent dividend on the Walsh stock until they boxed me up, though." (The agency evidently paid its ten per cent dividend to the preferred shareholders each year regularly, with 1964 being the only year when the dividend came slow-pay.)

Hawkins makes only one complaint. He says, "My recollection is that the shares were sold to us as a savings plan — that those funds would be kept in escrow. Not all the employees can recall it being sold to them on that basis, but I do clearly recall.

"Anyway, that's all gone up in the sky. There's nothing in black and white to prove it."

Muriel Logan, formerly broadcast media director at Walsh (Loss — approximately \$1,500. Now employed at Leo Burnett Co. of Canada Ltd.). "If they'd been able to make a proper agency merger, or sell the agency, they would have had to honor our stock. It's unfortunate, but that's the way agencies are when people panic.

"For heaven's sake, any bank would have financed the amount Walsh was short.

"I had \$1,500 that I'd earned elsewhere at the time they decided to let the employees buy in, so I bought stock. At the time, it was considered a good investment. I thought, well, it was a nice little nest egg."

Would she buy stock in Leo Burnett if it was offered? "Yes, sure," says Mrs. Logan.

"The sympathies that I find are with Jim Simpson (former president of Walsh). I haven't

talked to anybody who was resentful to him."

Marion McLeod, now media director at H. V. Peterson Advertising Ltd., was unable to recall purchasing her small amount of Walsh stock on the ironclad guarantee basis mentioned by Hawkins. But June Frost, now senior broadcast buyer at Vickers & Benson Ltd., says, "Dick is not the only one who thought that."

Mrs. Frost's position as a losing shareholder (approximately \$500) is unusual inasmuch as she left Walsh in mid-February, seven or eight weeks before the bankruptcy. A clause in the share-purchase agreement gave Walsh six months to redeem her shares — and the redemption had not been made when the agency called a halt to its operation.

"Unfortunately, I didn't get out in time," Mrs. Frost says, "I think everyone could see the end coming — Walsh was a pretty poor operation for the last year and a half, really.

"And I was going to put in a claim for holiday pay they owed me, but I was frankly glad to get out and get a pay check."

She remembers that "a couple of people who left last fall — one in August, I believe — even didn't get paid for their shares.

"It's too bad so many people were stung by this."

Would she invest again in advertising agency stock?

"I think I would," Mrs. Frost says. "If you don't have a loyalty to your employer, then you don't belong there."

But she sums up a lingering note of doubt detectable in the words of other former Walsh employees by saying there'd be a few reservations now, about clauses and things.

And she indicates it's pretty darn unlikely she'd plunge head-over-heels into agency stock, ever again.

THE FRENCH VOICE OF THE OTTAWA VALLEY



CKCH

HULL OTTAWA

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WEED & CO., New York

Peter Elliott Services

FIRST

in broadcast production assistance,

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WA. 4-9872

More stations favor pay-as-you-go

"PAY AS WE GO-GO" projects for promotion-minded radio stations seem to be slightly on the increase — possibly spurred by pressure oozing from meetings like last April's Canadian Association of Broadcasters convention. At the CAB Vancouver meet, several advertisers and agencies opted for "laid-down charges" for radio station merchandising in preference to the "buried charge" variety.

The trend to billing for all promotion evidently takes two forms: "soft-line" (CJVI Radio Victoria offers a good example), and "hard-line" (CKEY Radio Toronto).

CJVI's merchandising plan, recently issued in a slick new format, sets out a "hard" schedule of 13 pre-priced basic promotion plans, ranging in cost-to-advertiser from \$1.50 for a studio window display to \$196.30 weekly for Feature of the Week — actually a five-feature combination promotion.

But CJVI softens its policy by noting that "where merchandising is applicable the advertiser is entitled, if he wishes it, to have merchandising support, free of charge, to the extent of ten per cent of his gross contract."

At CKEY, general sales manager Stuart Brandy says, "We don't give anything at all free."

Brandy feels there are only one or two other Canadian radio stations "that never give anything. Several have lists of charges for all ancillary services — but they'll back off. It takes guts to make it work."

The difference in philosophy between the two stations' approaches is further emphasized in sections of their merchandising brochures:

CJVI says, "Merchandising done by us is designed to do a co-operative job — to publicize the station and build audience, as well as to assist in the movement of the sponsor's product."

"Because it is co-operative merchandising, we share the cost with the advertiser . . . formula — actual costs, shared equally by the radio station and the advertiser."

Not CKEY. The Toronto sta-

tion takes the view that "we are in the business of 'talking to people'. For this, we make certain charges which are outlined on our rate card. Services over and above that are charged for on a cost-plus basis.

"CKEY does not believe in 'taxing' all clients for the benefit of those who require merchandising assistance. Therefore cost covering charges are made for all services over and above the basic radio time campaign," the brochure adds.

President Bill Guild of CJVI also sets out the main aim of his station's merchandising policy as "clarification".

In CJVI's brochure he says, "It is our hope that with the preparation of this brochure, the types and extent of merchandising promotion which can be expected by any client will be clarified."

It's interesting to note the potential high cost of big-city life — and style — exemplified by CKEY's top-priced promotion item. The station's *Party Flight* goes at \$815.00, and gives advertisers the opportunity of hosting 20 couples for a dinner followed by a half-hour Viscount flight over Toronto at night.

Even then CKEY ties strings to the *Party Flight* package. It's available only to advertisers contracting for \$6,500 worth of paid time over a 13-week station billing period.

And for another notable difference between the stations' promotional styles: CJVI slants six of its 13 options toward display (the station has a number of pre-set multi-store display arrangements) and promotional letters; CKEY keys eight of its 13 pre-formatted promos to personalities (Miss CKEY, Topper the Clown, the CKEY Good Guys).

Evidently CKEY has also heeded another demand voiced at the CAB convention for "services to excite the manufacturer's sales force." The station offers advertisers a Booster Breakfast and a Triple C (Campaign, Cocktails, Canapes) Sales Force Seminar for the purpose.

The trend is to balanced programming

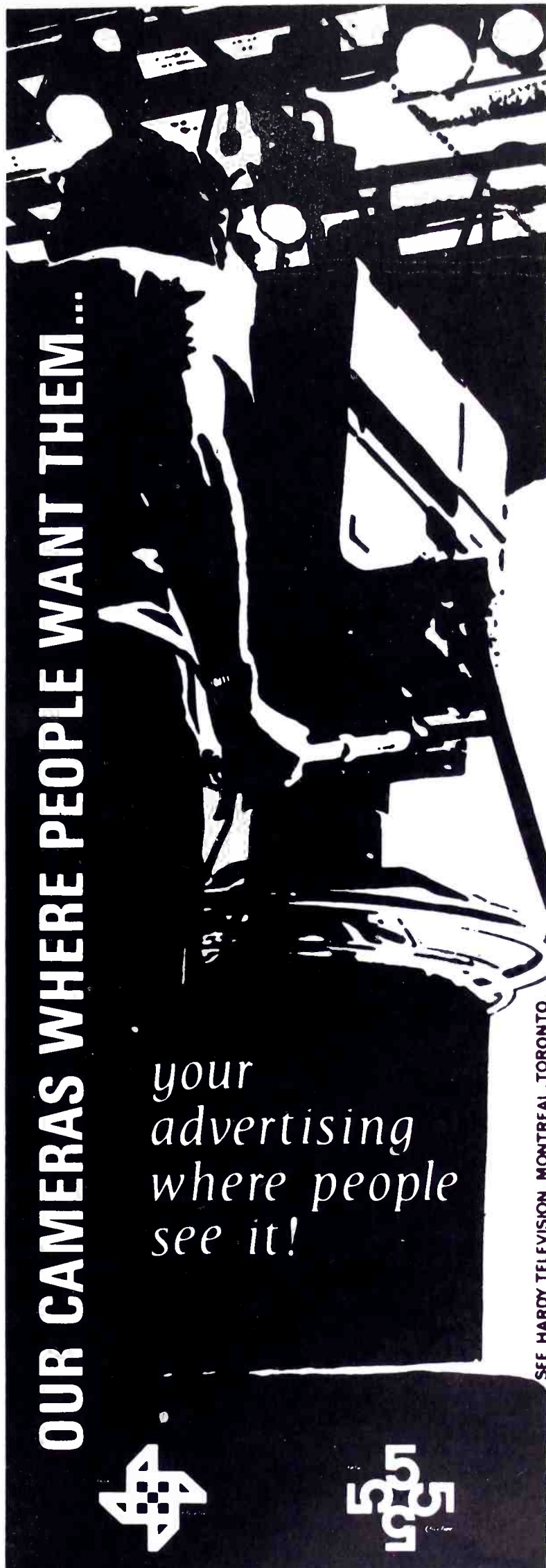
G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

For FILM MUSIC that really puts life in
your picture
and JINGLES that sell and sell!
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DON WRIGHT
Productions

77 Chestnut Park Rd., WA. 5-1631



OUR CAMERAS WHERE PEOPLE WANT THEM...

your
advertising
where people
see it!

SEE HARDY TELEVISION, MONTREAL, TORONTO.



CFCM-TV * CKMI-TV

Télévision de Québec (Canada) Ltée.

Keeping Ahead of the Competition

I once asked a brilliantly successful salesman:

"What's the toughest competition you've ever faced?"

"Myself," he replied without hesitation.

This is a simple truth that many salesmen take years to learn. Some never learn it. They are the also rans who cannot grasp the idea that success begins with oneself.

I am not urging you to forget about your competitors. This could be fatal. I am asking you to perfect yourself before you let yourself be panicked by the opposition. If you are a sound, thoughtful salesman, an expert in techniques and product knowledge, you will have little to fear from rivals. Your strength will be apparent to the customer who will inevitably turn to you as a mentor and friend.

If you are a first-rate man, there is no need to engage in jungle fighting with your competition on a price basis. Many salesmen complain constantly to their managers about being undersold. If you have other resources at your command there will be no need for this lament.

The lowest price isn't some kind of god to which you must bow down. Actually, the lowest

price ultimately leads to disaster. All business in this country does not revolve around the cheapest price. If it did, thousands of wholesale and retail



This is the tenth 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."

establishments would have closed down long ago.

The point is this: a good salesman can circumvent price

spiraling; he can drop it to a secondary position in the presentation. The men who consistently lead the pack do not get bogged down in price games. They are educated, well-informed and interesting personalities who win the prospect's confidence and eventually his friendship and goodwill. These men have first of all mastered themselves and then have amassed a vast amount of information

game and you can be sure he is trying to take orders away from you.

When you start hitting below the belt, however, you do yourself and your company no good at all. To revile and drag down a competitor before a prospect only demeans you in the latter's eyes. It's a cheap way to get an order and one that is unworthy of the profession of selling. If you have to fight competition during an interview do it intelligently. Deliver your key points and let the prospect compare for himself. Conduct yourself like a gentleman. Name calling and innuendo will destroy whatever goodwill you have built.

Neal Craner, purchasing agent for a steel fabricating plant, once listened quietly while a salesman issued a venomous diatribe against a competitor. When he had finished, Neal said to him:

"Come back some day when you're selling, not slamming."

I also remember that I once went into a store and asked for a particular brand of snow sled that I wanted to give my son.

The clerk said he did not have that kind of sled and started to show me other brands. When he noticed my lack of interest, he began running down the sled I had sought; he termed it overpriced and said it was unworthy of its reputation.

"Just a minute," I interrupted. "You're talking about a product that's rated the best in its field. It's almost a household word. Thousands are bought each year. How can you justify your denigration of it?"

The man stammered and fumbled but could not give me a satisfactory answer. He had

that will help the buyer. So consummate is their skill that price rarely enters their sales talk.

Vance Dillerd, sales manager for one of the nation's largest leather companies, said:

"If I have a man who continually gets in a price dog fight, I call him in for a little talk. There is something wrong with his selling.

Facing Competition

The first thing to realize about competition is that it will always be around. You can't dismiss it from your mind for long. So each salesman should develop a healthy philosophy toward competition that will carry him through his entire selling career.

Secondly, there is nothing wrong or unfair about wooing away business from your competitor - if you do it in an above board manner. That's part of the

A
"Mad Capp" *
look
at
CFQC

BILL STORY



A closeup of Bill Story, Farm Director and special events man at CFQC. STORY ABOUT FARMING presents this personable gentleman to Saskatchewan's considerable farm population with data on market and farming trends.

This Saskatchewan-born man of the world (extensive traveller and Bomber-pilot in World War II) is himself a practicing farmer, carrying on experimental work with forage and legume crops on his own farm at Grandora. A man with a wide circle of agricultural acquaintances, a man who knows farm problems intimately is 'QC's Farm Director Bill Story.

Like to reach the rich prairie farm market? We submit that it can't be done effectively without CFQC and CFQC's Bill Story.

* Sketch of Bill by our own "Mad Capp" 'QC staff announcer Barry Bowman who doubles as a very talented artist.



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A wench is something to turn the head of a dolt.

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

worked himself into a trap and could not get out.

Don't trap yourself by tearing down the other guy's product. There are better ways to sell yours.

Know Your Competition

No salesman should spend much time talking about competing products before a buyer. Mention them only if the prospect brings up the matter and then discuss them just briefly.

However, you should know about the competition's product so you can make your presentation more effective. Knowing the other firm's prices, models, strengths, weaknesses, etc. will be of immense aid in preparing for your interview. With such information it's possible to answer prospects' questions before they are even asked. It also shows that you are knowledgeable and serious about your work. A buyer has confidence in a salesman who is well grounded in the fundamentals of his and his competitor's product.

I know many top producers who make a list of the competition's line, noting all of its characteristics. They study these carefully, comparing them with their own. Some keep a record on every product in the rival line with detailed facts on each. Some of these files are so sophisticated as to include the competitor's price, position, advertising and promotion effort, distribution, type of salesman and position in the industry.

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

Some companies provide this data for their salesmen. There are other sources of information, however. Trade magazines, financial newspapers, industry association literature all supply facts on the competition. Your own contacts and observation are also useful.

You might even elicit a few tidbits from the competitor himself. There's nothing wrong with maintaining friendly social relations with your opposite number and it might be helpful.

Selling Confidence

A thorough knowledge of the competition will also give you the confidence you need to nail down the order. A salesman prepared to meet objections and queries based on competitive points has no fear of the interview. He can sail through, knowing that he can hold his own against any attack.

Bill Powers, a dyes salesman, told me:

"I once had a psychological block against learning anything about my competition. I pretended that if I ignored it, it would go away. But it didn't go away and I often took a beating because of my lack of information on the competition.

"I started boning up and it really made a difference. But more importantly it gave me a new feeling of confidence and ease during my sales talk. I felt like a world beater. And often I was."

Ring Your Own Bell

Although it is a good idea to protect yourself by knowing your competition, the major emphasis in your sales talk should be on your product. Ring the bell and bang the drum at every available opportunity for your firm and your line. You didn't seek the interview to discuss the competition. Your data on the competition is merely a reserve battery to bring up if needed. Think of it as a kind of insurance.

Here are some "don'ts" in reference to the competition.

1. Don't volunteer any facts or information on the competition. If it must be brought up, let the prospect bring it up.
2. Don't dwell for any length of time on the competition, if the sub-

ject is discussed.

3. Don't try to build yourself up by running down the competition.
4. Don't spread malicious stories or rumors about competing salesmen. They might do the same for you some day. Besides, it is not consistent with gentlemanly behavior.
5. Don't allow bad temper to color your remarks about the opposition. Always keep your presentation in good taste.

The Alibi

A final don't should be added here. Don't use the competition as a whipping boy for your poor performance. Some salesmen can hardly wait to complain to their supervisors about the competition's superior numbers, product, distribution, advertising, etc. Too often the salesman simply uses these factors as an alibi. In many cases they are not even true.

Before you run for help to your manager make sure that you

are doing your very best. Be honest with yourself.

Orrie Abel, a front rank textile salesman, admits that he once blamed most of his troubles on the competition.

"I was always running to the district manager, crying towel in hand. But I learned my lesson when he told me one day that every other salesman in the district had passed his quota, even in areas where the competition was tougher than in my own.

"I resolved then to fight my own battle or get out of selling. I stayed in and climbed to the top."

Orrie explained that he actually had been afraid of the competition and thus had stunted his own progress.

Remember: the competition is just as worried about you as you are of him.

To judge for yourself how you are handling the competition try this little test. If you can answer "yes" to eight of eleven questions, you're ahead of your competition:

Yes No

1. I always let the prospect bring up the matter of competition, if it is to be mentioned.
2. I never run down or heap scorn on the competition's product.
3. I never tell unflattering or disparaging stories about rival salesmen.
4. I never use the competition as a cover-up for my own mistakes and bad judgment.
5. I try to overpower and outgun the competition by self improvement.
6. I have the facts on the competition if I need them.
7. I don't permit myself to get trapped in price spirals with the competition.
8. I'm always aware of the competition.
9. If I make a statement about the competition I know what I'm talking about.
10. I use sources that provide me with information about the competition.
11. I keep up-to-date files on the competition.

Number One in Kingston

(BBM February 1965)

STILL NUMBER ONE IN KINGSTON

(BBM May 1965)

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FOR GUARANTEED RESULTS ON
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The shortest distance between a Station and a Time Buyer
AN AD IN THE BROADCASTER

CKY Winnipeg is proud . . .

. . . that our promotion manager, Dave Lyman, has been appointed program director of Radio Station WFBR, Baltimore's Number One Radio Station.

Our Program Director, Jim Darin has been appointed to WIBC, Indianapolis.

We feel it is a compliment that CKY's staff is so highly rated.

Now we are interested in a program man who is going places and wants the opportunity to prove how good he is. We have a lively professional air staff who need a boss.

Write:

SID BOYLING
 General Manager
 CKY, Winnipeg

RADIO NEWFOUNDLAND

VO CM · CK CM · CH CM
59 82 56
 10,000 watts 10,000 watts • 1,000 watts

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

CAB would better billing certification

A JOINT COMMITTEE OF THE Canadian Association of Broadcasters and the Canadian Association of Advertising Agencies has worked out a recommended procedure to satisfy advertising agency concern "about accuracy of (broadcast) billing and confirmation information," as the CAB describes the problem.

"The committee (made up of senior and experienced auditors, comptrollers and accountants) has worked out a procedure that will retain, even increase agency confidence, yet not be too complicated for any station," the association says.

One of the committee's fundamental aims has been to "try and prevent agencies from making inordinate or unrealistic demands," according to the CAB member-letter outlining the new certification methods.

Basis of the recommended procedure is a spot audit of commercials recorded by station logs, as compared with actual billings. Logs consist of records of all broadcast transmissions carried by stations, and are required by Board of Broadcast Governors' regulation to be kept on file for six months following broadcast date.

Stations willing to subscribe to the new verification techniques are expected to report to the CAB. The association says it will, in turn, notify the CAAA of the compliance.

Detail of the "Present Recommendations of the Joint Committee of the CAB and the CAAA" follows:

1. In order to assure advertisers and agencies that billings are truly in accord with performance and that this also agrees with the broadcast order, we recommend the following practices be undertaken—

A. In order to set standards of invoicing to advertisers, the various stations should agree that they will accept as a minimum standard the verification of all invoice information pertaining to time and placement of commercial material against the log required by the BBG Regulations. To accomplish this we would recommend the auditors of the station include, as a verification procedure, the checking of a sufficient number of invoices against this log in order to satisfy themselves that the invoiced information is accurate.

A suggested form of the auditor's report is as follows:

XYZ Broadcasting Company Limited

Dear Sirs:

We have examined the accounting system established by your company in connection with the station's billing procedures and have test checked billings to the certified station logs.

In our opinion the accounting procedures established by the station provide adequate controls to ensure that billings are rendered only when broadcasts have been performed and that such billings are fairly presented.

Yours faithfully,
(signed)

ABC Chartered Accountants."

B. Further to this, it is recommended that the officer of the station authorized to sign the BBG Log will submit a statement to the CAB each year together with the above auditors' report that this standard is being practised by his company.

Suggested Form of Report to CAB:

"This is to certify that Radio/Television Station XYZ adheres to the practice of verifying all broadcast advertising, billed to its clients against the station's logs that are prepared in accordance with the BBG Regulations.

(Signed)

Station Manager,
or other authorized officer."

C. It is also recommended that the confirmation of performance be worded as follows:

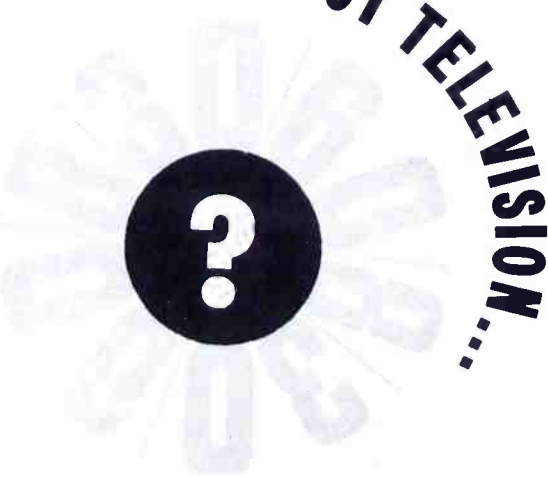
"I/We confirm that in accordance with certified station logs, the programs or announcements as indicated above, were broadcast."

A CAB letter of July 14, discussing the new plan, concludes with the statement:

"If all stations will conform to the above practises, it is felt that the accuracy of billing and confirmation will increase, thus increasing advertiser and agency confidence in the broadcast media as opposed to other media."

YOU CAN'T BEAT THE FLEXIBILITY OF SPOT TELEVISION

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.



CKVR-TV BARRIE · WKBW-TV BUFFALO · CJCH-TV HALIFAX · CHOV-TV PEMBROKE · CFCL-TV TIMMINS



PAUL MULVIHILL & CO. LIMITED · Toronto · Montréal

Use beam for commercial broadcast

THE LASER BEAM HAS BEEN used successfully to transmit a commercial radio broadcast in the United States. Reports said heat and fog played hob with the first mid-July transmission attempt, but a second came through loud and clear.

Radio station WTIC-AM of Hartford, Connecticut, originated the lasercast from the Springfield, Massachusetts, Museum of Science.

A program was beamed by laser from the roof of the museum to Provin Mountain, ten miles away. From there it was sent by conventional telephone lines to the station's Hartford studios.

The manufacturer of the laser, Perkin-Elmer of Norwalk, Connecticut, said it was the first long-path voice communication via laser beam. (A laser is an ultra-high-frequency concentrated beam of light. Laser stands for light amplification by

stimulated emission of radiation.)

WTIC said the first laser transmission was delayed for about half an hour because of heat and fog in Springfield. A 20-second transmission went out at 8:36 in the evening but was distorted somewhat by the weather conditions.

The second transmission lasted two minutes and 45 seconds and was of better quality. The station said the transmissions were not of high broadcast quality but were easily understood.

Station announcer Dick Bertell talked by telephone with scientists at the Jet Propulsion Laboratory in Pasadena, California, where the Mariner IV spacecraft was being tracked, during the second laser transmission.

WTIC is on record as having made the first commercial radio broadcast from an airplane — in 1926.

STATIONS HOST STUDENTS

THIRTEEN PRIVATELY-OWNED radio and television stations will host six broadcasting students from emerging countries this summer, as a result of an External Aid scholarship program.

Five of the students are presently studying at Ryerson Polytechnical Institute in Toronto, while the sixth is enrolled at the Eastern Ontario Institute of Technology, Ottawa.

Three television stations and ten radio stations are participating in the practical-training program.

Each student is given opportunities to study studio and remote operation, commercial writing, feature writing and announcing. Where stations have FM-Stereo facilities, the student works with them as well as with AM. Most TV stations in the plan also interview students on air or on camera.

TV SHOW TOURS 15 CITIES

ED ALLEN, star of the popular housewives' television exercise show bearing his name, is touring 15 Canadian cities to prepare program segments in a new policy designed to give his program local flavor.

Ed Allen Time has been syndicated on Canadian TV stations coast-to-coast for the past three years. Allen plans to originate 1800 program segments — a considerable proportion of his half-hour daily show — locally in each Canadian market. He's signed contracts with local TV stations as a preliminary to the project.

The program is seen in 20 Canadian cities and 30 in the U.S. It originated in Detroit.

All-Canada Radio & Television Ltd. handles syndication of the show for Canada, with Robert Lawrence Productions Ltd., Toronto, acting as producer.

ENTER GERMAN ELECTRONICS

THE GERMAN ELECTRONICS industry is getting set to launch a major sales drive into the Canadian consumer market, with a massive display planned for the Television-Music Show in Montreal September 28 — October 3.

It's reported the German Trade Commission in Montreal has contracted for 4400 square feet of the show's exhibit space, to be divided into 44 display-booths. Grundig, Telefunken, Blaupunkt, Nordmende, Graetz and other manufacturers are expected to participate.

ILLYA HAIRCUTS

THE "ILLYA" HAIRCUT is apparently replacing old-fashioned "Beatle" cuts among American teenagers. Illya is David McCallum, one of the co-heros of television's *Man From UNCLE*.

It's reported the fad started when Jerry's, a New York barber shop, cut the hair of a group of collegians in the Illya style and had them photographed for *Glamour Magazine* — as a gag.

Evidently U.S. teenage girls have also adopted a version of the "Illya"

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

"ACTION STATIONS!"

CFCN RADIO/TV CALGARY

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COMPLETE PROMOTION
PACKAGES FOR BROADCASTERS



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WHILE YOU WAIT
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Telephone
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whenever you are away
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residence.

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THIS SPACE
will deliver your message
TWICE A MONTH
FOR ONE YEAR
for \$5 per insertion.

DON'T WRITE . . . TELE-
GRAPH . . . Walter A. Dales,
and let him write it for you.
He's poised at his typewriter.
270 Fort Street, Winnipeg; or
phone him at WH 3-8346

AVAILABLE MORNING MAN

• ten years experience
• presently employed
• proven ability
• available August 15
Write for resume and tape to:
Box A-804
Canadian Broadcaster
217 Bay St., Toronto 1.

**Want a Man?
Want a Job?**

TRY A SMALL AD
in
Canadian Broadcaster

**WANTED
Eager Newsmen**

for progressive Ontario AM-FM Station.
Willing and able to dig, write and voice. Not afraid of overwork; anxious to get ahead.
Apply:

Ross Gibson
News Director
CKLB-AM-FM
Oshawa, Ontario



SHOCK TREATMENT

People who employ P.R. men to write their speeches should read them first in case they come upon "a favorite story of mine" they have never heard before and interrupt themselves with their gales of laughter.

PAN MAIL

Sir: I don't know what life would be like without the Broadcaster. Please keep my subscription going, but never change the format. It just fits the bottom of the birdcage perfectly.

—:Ramsay Lees

AUDREY STUFF

Then there's the gal who was so dumb that, when the quiz master asked her what the people of rural Quebec raise she said: "Children."

EDICT OF 1990

By order of the Board of Newspaper Governors, no newspaper shall be permitted to carry advertising in excess of 20 per cent of any page of said publication.

MATTER OF MOTIVATION

To the station manager who writes complaining that his station never won a Beaver Award, we would ask this simple question: "Wouldn't you rather people say: 'Why *didn't* they get it than why *did* they get it?'"

NO POT FOR JACK

He spent literally years saving for a trip to New York but returned home without seeing a single show, flat broke, having shot the works, trying to hit the jackpot at the Automat.

ADULT EDUCATION

When I was twenty-one, I thought him (my father) the stupidest man I had ever known. When I was thirty, I was amazed to learn how much the old man had learned in the past ten years.

POET'S CORNER

An earnest announcer named Jay Liked to sample his products each day.
On a laxative kick,
He became very sick,
And they damn nearly flushed him away.

WANTED

Progressive radio and television operation requires sports director. Must have complete knowledge of sports and the ability to do play by play broadcasts.

Also, Continuity Editor for radio and TV. Must be experienced supervisor.

These responsible positions offer top salaries for the right people. Apply to:

Operations Manager,
CKX Brandon, Man.

AVAILABLE

Experienced announcer nine years varied experience. Good references. Reliable. For tape and resume write:

Box A-818
Canadian Broadcaster
217 Bay St. Toronto 1. Ont.

WANTED

Newsmen with background gathering, writing and photographing local news. Work with aggressive seven man news-sports department in progressive AM, FM and TV station. Send resume and salary requirements to:

Roy Harnish,
CKSO,
Box 400,
Sudbury, Ontario

AVAILABLE

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Salary commensurate with experience. Send Résumé in confidence to:

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- for
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 - Newscaster

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THE NEW CANADA LABOUR (STANDARDS) CODE

Effective July 1, 1965

THE CODE COVERS EMPLOYMENT IN THE FOLLOWING INDUSTRIES:

- RAILWAYS operating beyond any one province
- HIGHWAY TRANSPORT – interprovincial or international
- PIPELINES extending beyond any one province
- TELEGRAPHS, and TELEPHONES except those operated wholly within a province
- all RADIO and T.V. BROADCASTING
- all SHIPPING and services connected with shipping
- FERRIES – interprovincial or international
- all AIR TRANSPORT
- all BANKS
- all URANIUM MINING and PROCESSING
- all GRAIN ELEVATORS
- all FLOUR and FEED MILLS, FEED WAREHOUSES and SEED CLEANING MILLS
- PRIMARY FISHING, where the fishermen work for wages
- most FEDERAL CROWN-CORPORATIONS

THE CODE SETS THESE STANDARDS:

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

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

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

For complete information on the new Code, write to the

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

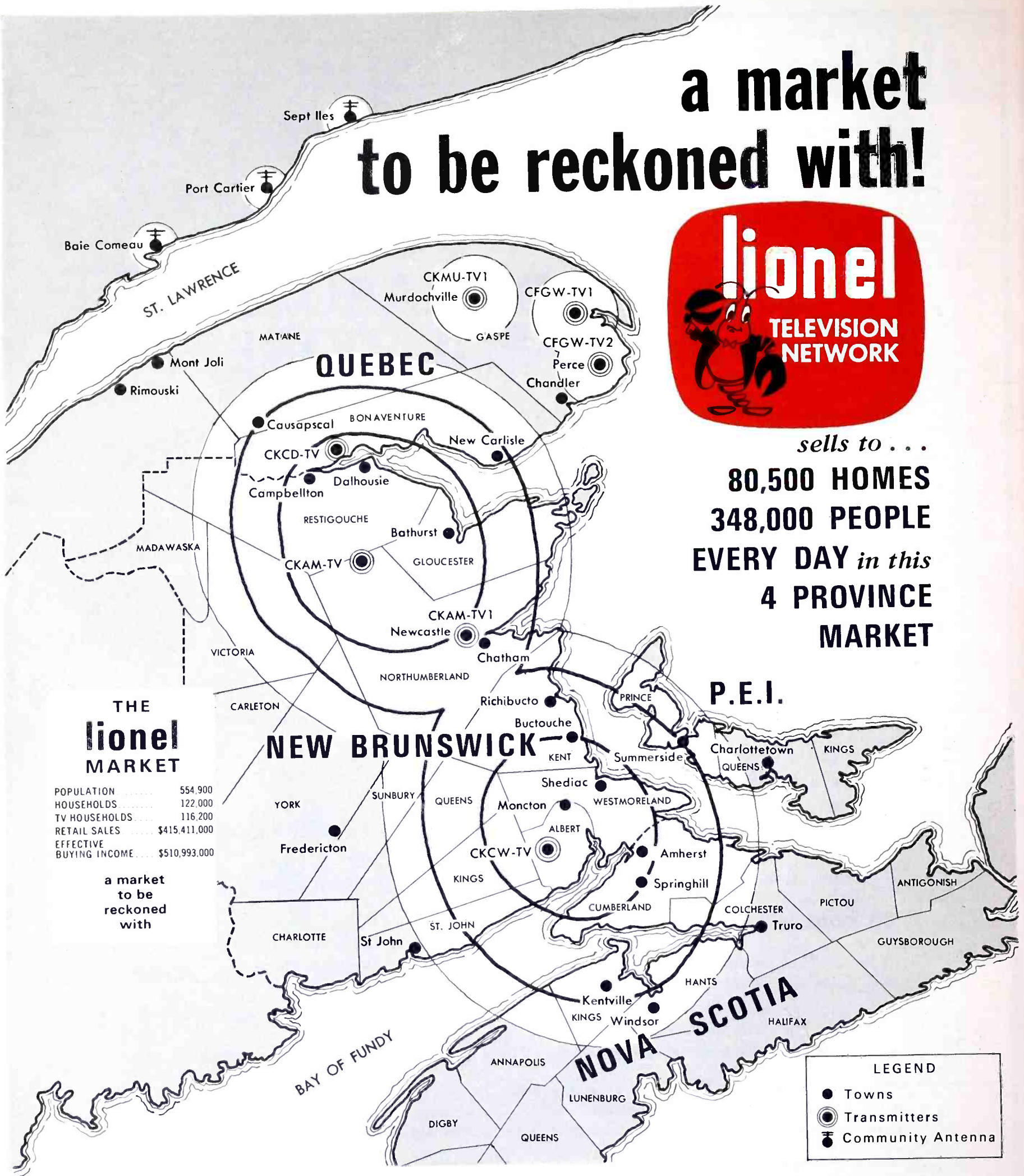
DEPARTMENT OF LABOUR

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

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MARKET



MONCTON CELEBRATES ITS 75TH. BIRTHDAY WITH A BOOM!

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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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