



Rename and expand activities of Canadian agencies group

It might as well have been spring at the Royal York Hotel last month, during the advertising agencies' convention, because the austere and oh-so-confidential Canadian Association of Advertising Agencies was busting out all over.

Hal Roach, president of McKim Advertising Ltd., new president of the association, outlined the long-range plans, but pointed out that these developments had ripened during the presidential terms of his predecessors, Jim McConnell, McConnell Eastman Ltd. and Harry "Red" Foster of Foster Advertising Ltd.

One significant break-through was the opening of many of the convention meetings to people in other areas of advertising, thereby writing finis to the era of nothing-but-closed-meetings for this industry which exists to promote and publicize others.

Presumably with the thought of giving the association a more professional sounding name, the CAAA will now be known as the Institute of Canadian Advertising (ICA).

Long-range plans

A resolution was passed unanimously opening membership to the smaller agencies, not necessarily fully recognized by all media groups. Also a new class of "personal" membership will admit individual key advertising agency people to identify them as "professional practitioners in advertising."

To attract more likely people into the business, educational projects will be expanded to include various short courses, seminars and special courses to help people already in agencies to acquire more knowledge of the business, and generally speaking help develop more professionally-trained personnel;

To foster professionalism by creating well-trained experts of top level dedicated to the proper use of their knowledge of advertising and marketing;

To encourage agencies to pool their efforts, in the field of research, for example, as well as computers, still out of range for any but the very largest companies.

New President

Hal Roach, president, credits Jim McConnell and Harry Foster with getting the new plans off the ground and has pledged himself to keep the ball rolling.

Roach has risen in the agency business by the contact and administration routes. He broke into the business in 1943 when he started with A. McKim Ltd., under Chas. Pearce, in Montreal. In 1947 he opened the first Canadian office for Benton & Bowles, designed primarily to introduce onto the Canadian market post-war brands from Procter & Gamble.

In 1952 he returned to McKim's to join D. E. "Doc" Longmore, then executive vice-president of the re-named McKim Advertising Ltd., which Anson McKim started as a space broker in 1889, and incorporated as A. McKim Ltd. in 1907.

Hal Roach, Canadian born on Columbus Day 1912 (October 12), making him 53 next week, and his wife, Maddie, have two daughters, (Mrs) Anne Saso, copywriter in the advertising department, The Robert Simpson Co. Ltd. and Susan, taking journalism at Western University. They also have a son, Harold Dickson Jr., 16, who is in high school.

Serving as officers and directors under Hal Roach on the ICA board are: 1st vice-president, Bryan Vaughan, Vickers & Benson; 2nd vice-president, John B. Milne, Pemberton, Freeman, Mathes and Milne; secretary-treasurer, W. H. Erskine, J. Walter Thompson.

Directors are: J. E. McConnell, McConnell Eastman; E. C. Daniher, Hayhurst Advertising; D. R. McRobie, Cockfield, Brown, Warren Reynolds, Ronalds-Reynolds; A. M. Shoultz, James Lovick; W. H. Wilkes, Tandy Advertising; G. G. Sinclair, MacLaren; John A. Willoughby, Needham, Harper & Steers; H. V. Petersen, H. V. Peterson Advertising Ltd., L. S. McMahon, McManus, John & Adams.

Directors representing personal members are: J. D. McNie, Russell T. Kelley Ltd., Bruce LeDain, McKim Advertising Ltd., Douglas Breithaupt, Breithaupt, Benson & Co. Ltd.



Harold Dickson Roach



One World

Thirteen Canadian private radio and television stations, members of the Canadian Association of Broadcasters, assisted the Department of External Affairs this summer, by hosting six students on External Aid Scholarships, from emerging countries.

Through the Colombo Plan, these students were given an opportunity to study studio and remote operations; commercial writing; feature writing and announcing.

Stations participating in this training plan reported that their staffs enjoyed the contact with these students, and were pleased to have had an opportunity to help them make a contribution to the future development of broadcasting when they return home.

IN THE PICTURES:—

Winston A. Ridgard of Jamaica stayed at four stations; CJGX, Yorkton; CFRN, Edmonton; CFRN-TV, Edmonton and CJVI, Victoria, B.C. Mr. Ridgard will graduate next spring from the Ryerson Radio and TV Arts Course. In picture 1 he is seen with Bruce Alloway, assistant manager of CFRN-TV. In picture 5 he is seen with Dick Batey, production manager at CJVI.

A Cameroon student, John Hene Ndahne, studied at three different radio stations; CHLO, St. Thomas; CFRS, Simcoe, and CFBC, Saint John, N.B. This is the second year that Mr. Ndahne, a Ryerson Journalism student, has been a guest of private radio. Last year he studied at CHWO Oakville. He is seen in picture 2 with James P. Heseltine of CHLO, St. Thomas and in picture 6 at the mike at radio station CFBC.

Patrick Tunteng, 21, a second year Journalism student at Ryerson Polytechnical Institute, spent part of the summer at CHWO, Oakville. Before coming to Canada, Mr. Tunteng was Political Secretary to the Deputy Minister of Public Health in the Cameroon. He is seen in picture 3.

Fon Ada, Moma, 26, of the Republic of Cameroon, West Africa, spent July at CHAB, Moose Jaw, August with CHQR, Calgary, and September with CKNW, New Westminster. A special student at Ryerson Polytechnical Institute, Mr. Moma returns to his own country after leaving CKNW to take up duties as Senior Programme Office, English Language Service, Radio Cameroon. He is seen in picture 4 with Wilf Sennett, commercial manager of CHQR.

Another example

of

private broadcasters

at work for

international

understanding



SIGHT & SOUND

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

▲ A Westcoast court battle between the B. C. Lions football club and the CBC has turned out to be no contest so far, with the Lions displaying their winning Grey Cup form to good advantage in the legal forum.

Lions slapped an injunction on the CBC through the B. C. Supreme Court on September 10, ordering the public network to provide Victoria Cablevision subscribers with a live television feed of CBC telecasts for remaining Lion regular-season games.

The situation arose when Lions decided to drop an arrangement that called for the CBC and CTV networks to supply Lion games to a Victoria pay-TV theatre. Herb Capozzi, Lions' general manager, asked the networks to feed Victoria Cablevision instead.

CTV complied with Capozzi's request; the CBC balked. Gordon Keeble, executive vice-president of CTV, said the difference in attitude probably arose from the fact CTV fears the pay-TV threat more than community antenna television, while the CBC appears to look at the problem the other way around.

CBC lawyers marched into the B.C. Supreme Court on September 24 confident of upsetting the injunction on the ground that it was a clear violation of the Canadian Football League's 1965-66 football telecast rights contracts. The contracts as finally agreed okayed a continuation of any pre-existing pay-TV or cablevision network feeds (the pay-TV feed to the Victoria theatre dated back to previous years), but gave the networks and rights-holder authority to rule on any extensions of the arrangements.

In any event, the CBC's legal warriors were nipped in their buds by the B. C. court. It was pointed out by the court that a third party to the proceedings, Montreal advertising agency and football-rights holder Bouchard, Champagne, Pelletier Ltd., was not present at the hearing.

The CBC application was dismissed for the time being on the technicality. A CBC spokesman now says the corporation will probably have to feed the Lions' October 9 game in Edmonton to Victoria Cablevision.

▲ Asked if he felt he was "being used" by the Conservative Party as a result of the Tory tirade against CHCH-TV Hamilton's election-coverage news clip service, station president Ken Soble said "This is the embarrassing part about it."

He re-emphasized his argument that the service was so thoroughly

above board the announcement went to several strongly-Conservative station owners (including Finlay MacDonald of CJCH-TV in Halifax, Soble noted), and that the first three news clips processed under the setup were of opposition leader Diefenbaker.

"The premise of the thing (news distribution to interested TV stations and the home-riding stations of important political figures) is almost as old as broadcasting itself," Soble said. "I don't feel I invented anything here."

Coverage of Liberal Cabinet Ministers—a select list of the ten most prominent, in fact—was emphasized in the CHCH-TV letter simply because Ministers of the party in power are normally the most newsworthy politicians, Soble added.

He agreed that one of the worst effects of the situation could be that co-operating private television stations might be thrown into an unfavorable light in the eyes of Conservative-oriented advertisers.

▲ Willard Bishop, manager of Radio CKEN Kentville, N.S., was elected president of the Atlantic Association of Broadcasters at the association convention in Fredericton, N. B., September 26-28.

George Cromwell, CHSJ-TV Saint John, N.B., was elected first vice-president and Orville Pulsifer,

ANNOUNCEMENT

A. C. NEILSEN COMPANY APPOINTMENT



The election of M. W. Mondville as a Vice President of A.C. Nielsen Company of Canada Limited has been announced by G.W. Ralph, Executive Vice President and Manager of the Broadcast Division.

This appointment recognizes the significant contribution Mr. Mondville has made towards the success of Nielsen's Broadcast Division and will further strengthen this division for future expansion and development.

CHNS Halifax, was made secretary-treasurer.

Bishop succeeds Robert J. Wallace of CKMR Newcastle, N.B. as president.

Appointed as association directors on the Canadian Association of Broadcasters board were Fred Lynds, CKCW Moncton, and Jack Fenety, CFNB, Fredericton (for radio), while George Cromwell was appointed for television.

▲ Radio advertisers will frankly reveal their market strategy, and outline sales results obtained from radio commercials, on a new double-sided 12-inch recording, presenting some of Canada's most successful radio commercials, to be made available in mid-October by the Radio Sales Bureau of Toronto.

Free distribution of the record will be made to advertisers, agencies and radio stations.

"This will be the first of an up-coming audio-education library titled 'Sound Selling by Radio'," said RSB President Denis Whitaker.

The flip side will consist of retailers' spots, obtained through the co-operation of RSB member stations and radio representatives across Canada.

ANNOUNCEMENT

CBC FILM APPOINTMENT



MERVYN STONE

The Canadian Broadcasting Corporation announces the transfer and promotion of Mervyn Stone to the Programs on Film department, Toronto, as Film Procurement Officer.

A native of Winnipeg, Man., where he attended St. John's High School and the University of Manitoba, Mr. Stone brings to his new position 13 years of broadcasting experience in western Canada with CHAT Radio and TV, Medicine Hat, CHAN-TV, Vancouver, and CBC Radio and TV, Edmonton. Prior to assuming his new duties in Toronto, he was Program Operations Supervisor at CBC, Edmonton.

Mr. Stone is married to the former Lynn Robins of Winnipeg. They have two children.

The recording is being produced by RSB Director of Member Services Larry Heywood, following several months of collaboration with national and local advertisers, agencies and radio stations.

When commenting on the new audio-education service, Whitaker also said several other new, long-term developments will be unveiled at the joint RSB/RAB Sales and Management Conference in Montreal on January 10 and 11 next year.

▲ The site of the Colorcasting Seminar to be held in Toronto October 14, 15 and 16 has been changed to Ryerson Polytechnical Institute from the Lord Simcoe Hotel.

Seat allocations have also been revised, and the seminar committee comments as follows:

"The entire first day of the seminar will be devoted to a demonstration by Eastman Kodak. The nature of this presentation is such that it can only be viewed gainfully from a limited distance and at limited angles from the screen. This has therefore limited registration to the total number of bodies who can

(continued on page 20)

ANNOUNCEMENT

APPOINTMENT



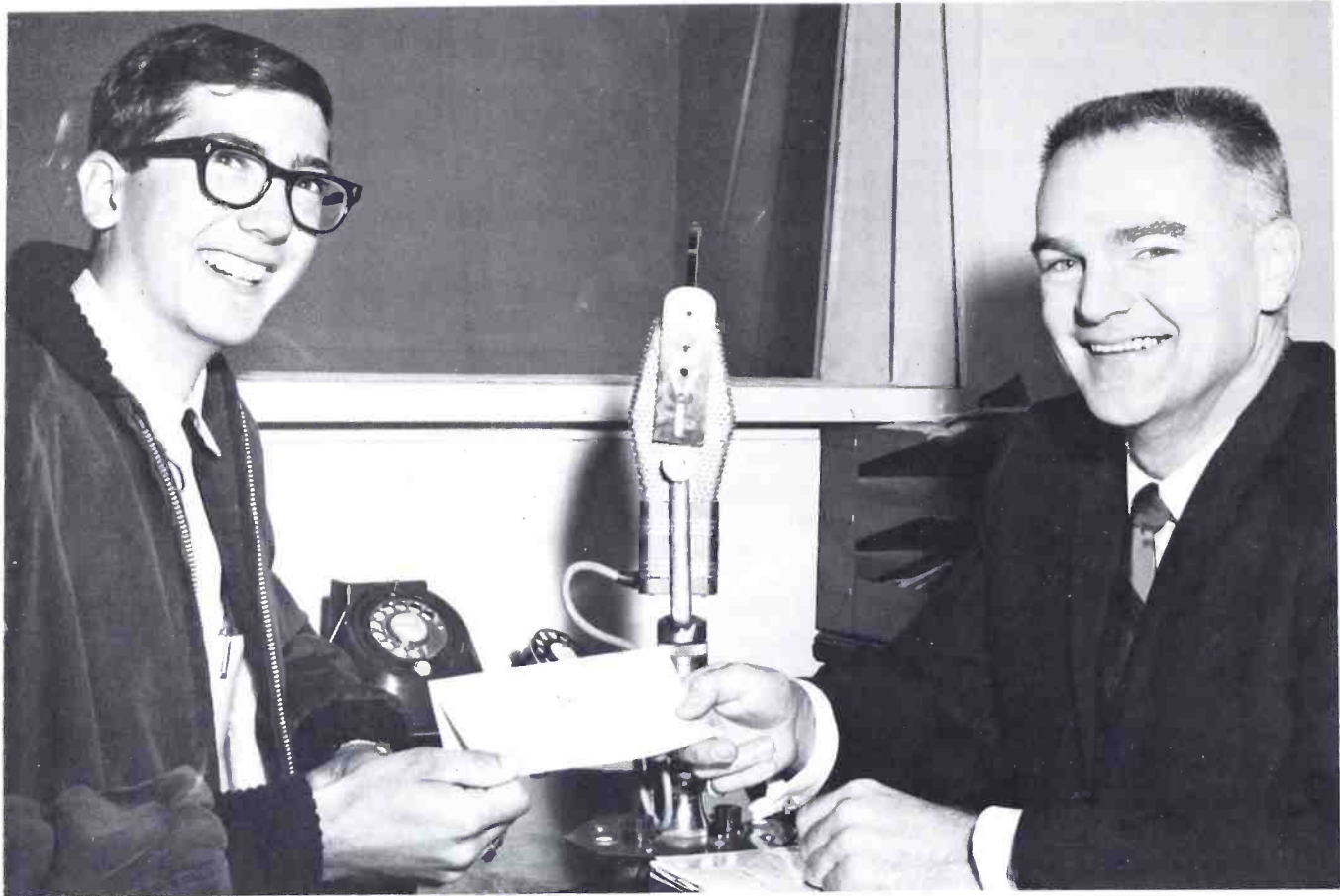
ERIC GEE

J. W. Cosman, director of distribution branch, National Film Board of Canada, announces the appointment of Eric Gee as theatrical and television representative for the Board in Canada.

Mr. Gee is a Commerce graduate of the University of British Columbia and brings to his position many years of experience in radio and television in Victoria and Vancouver. He is a past president of the Vancouver International Film Festival and also held the post of chairman of the Pacific Federation of Film Societies.

Mr. Gee is now stationed at the Board's operational headquarters in Montreal and will be responsible for theatrical and television distribution of NFB films in Canada.

18* year old university student wins CJVI's 6-4-1 contest



A BROADCASTER OF 21 YEARS EXPERIENCE, DOUG SHORT
PRESENTS THE CHEQUE TO FRESHMAN JIM BROOKES

To win you must be able to answer 4 out of 5
questions that have been asked on that program --

If You Are The One Called
on a Random Phone Call.

CJVI VICTORIA B.C.

* *All research
companies please
note*

Reps -- All-Canada

B

Retort to the Fowler Report

CANADIAN BROADCASTER

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

Ottawa
SAM G. ROSS

Winnipeg
WALTER A. DALES

Vancouver
DORWIN BAIRD

New York
LAURETTE KITCHEN

London
WALTER R. WATKINS

Published twice a month by
R. G. LEWIS & COMPANY, Ltd.
Room 205, 217 Bay St. — Toronto 1
EMpire 3-5075

25¢ per copy
(Directory Issues, \$1.00)
\$5.00 a Year
\$10.00 for Three Years

Authorized as second class
mail by the Post Office Department,
Ottawa, and for payment of
postage in cash.

CCAB

Typography and Make-up by
Canadian Broadcaster

A strange thing happened to Robert M. Fowler on his way to the Senate.

No, that isn't quite fair because I can't prove that his payola for chairing the committee is to be a seat in the Red Chamber. Let's start again.

The Report of the (Robert M. Fowler) Committee on Broadcasting is the funniest thing to come off the press since the printers went out on strike, a year ago July, against Progress and the three Toronto daily newspapers.

But it is far from being *funny ha-ha*.

The similarity between the Report and the strike is that each of them is aimed at the heart of an industry (or a number of industries); that, in the case of the newspapers, publishing has gone along on its uninterrupted course, in spite of the pickets still parading in front of their offices; and as for the Report, I am offering odds that no government will subscribe to the complete revolution of broadcasting it advocates, not even a Liberal one.

One serious thought though. We are living on the brink of a precipice. I mean the election. In its present pandemoniac condition — a condition which is rapidly becoming a way of life — anything can happen when the country goes to the polls November 8. What is more, anything probably will happen.

This means that those deeply concerned with the right of responsible people to conduct their businesses as they see fit, within the confines of the law, must not, cannot, slough off Mr. Fowler's latest literary orgasm with the scorn I think it deserves. While this deluge of criticism contains suggestions which could be of value, it is basically sinister as I shall try to show, and everything possible must be done to make this known, especially to those who represent us in one or other of our many levels of government. By sinister, I mean crass dictatorship which could reach far beyond the broadcasting field and censorship, commencing with the programs, with potential extension into all communications.

Throughout the 315 pages of the Report (plus 100 odd pages of appendix), chapter heads are prettied up with italicized quotations from everyone, including Karl Barth, Lewis Carroll, Thomas Mann, Lord Tennyson and many others. In my *Retort to the Report*, I propose to follow the same pattern.

I. Wanted — Millstone Lifter

What manner of man is this?
— Mark IV, 41

For many years, through the regimes of King, St. Laurent, Diefenbaker and now Pearson, Canadian governments have regarded the broadcasting question as a millstone around their necks, and have resorted to many artifices to get it uncoiled.

In 1957, they looked for a man to conduct a Royal Commission for them, in the hope that he would come up with a pattern which would relieve them of this burden once and for all.

They must have felt it was extremely urgent they find someone in no way favorably disposed towards the broadcasters, and this they did, in the person of Robert M. Fowler.

In choosing him, they chose a man whose interests are in head-on competition with the broadcasting industry, because he is president of the Canadian Pulp and Paper Association, a signally powerful group which controls the manufacture of newsprint, the printing paper used by broadcasting's keenest competitors in the advertising arena, the newspapers.

By fatal irony (or divine intervention, depending where you sit) publication of the Report of the Fowler Royal Commission on Broadcasting (1957) synchronized almost exactly with the defeat of the Liberal government which had appointed it.

In due course its successors, the Diefenbaker Progressive Conservatives, took it down off the shelf, dusted it and came up with a Broadcasting Act which was a reasonable facsimile, though by no means a carbon copy, of Fowler Mark I.

In what may again be their dying days, the Liberals have set Mr. Fowler at work for them again, this time with a committee rather than a Royal Commission. Once again he has come up with his Report — Fowler Mark II.

There is one significant thing about the difference between a Royal Commission and a Committee and it is this.

While a Royal Commission is appointed by the Government of the day, it is in no sense political. It is actually a device under which a government appeals (or passes the buck) to the non-partisan Crown to solve a problem for it. A Committee on the other hand, with no regal symbolism, is just

(continued on page 6)





**ALWAYS A
JUMP AHEAD...**

**AWA COMMUNICATIONS
TEST EQUIPMENT**

... incorporating all the latest advancements in electronics engineering. Fully transistorized, Australian-made AWA (for Amalgamated Wireless Australasia Limited) modular test sets are compact, lightweight, and completely portable. Designed specifically to meet the many requirements of test equipment users in areas where regular facilities are not normally available, these units can be either battery or power operated. They comprise a range of basic modules which can be easily grouped in relevant combinations to meet any test requirements. Each unit is a complete "proof-of-performance" package in itself.

**AWA AUDIO AND
ULTRASONIC TEST SET A241**


For testing broadcast, telephone, and marine sonar and sounding equipment. Provides all facilities necessary to analyse and measure the characteristics of audio and ultrasonic networks in individual units, complete systems, or separate stages within a single unit.

**AWA MF/HF RADIO
EQUIPMENT TEST SET A310**

For testing medium-frequency and high-frequency radio communication equipment, marine installations particularly. Provides all facilities required for performance checks on the most important characteristics of medium- and high-frequency transmitters and receivers.

**AWA VHF/UHF FM RADIO
EQUIPMENT TEST SET A410**

For testing mobile radio and micro-wave radio-relay systems. Provides all facilities required for performance checks on characteristics of FM transmitters and receivers operating in the VHF and UHF bands.

Put  equipment to the test.
For further information, contact:

CANADIAN MARCONI COMPANY

Electronic Instruments Dept.
2442 Trenton Avenue,
Montreal, P.Q.



ST. JOHN'S • HALIFAX • QUEBEC • MONTREAL
OTTAWA • TORONTO • THOROLD • WINNIPEG
CALGARY • EDMONTON • VANCOUVER

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

TRY A SMALL AD
in

Canadian Broadcaster

(continued from page 5)

what it says, and when it is appointed by a Liberal Government it is reasonable to assume its findings and recommendations will have a definitely Liberal flavor.

Fowler Mark II might be described as a repeat of the 1957 Report with more of it.

The main plank in his latest platform consists of an extremely ingenious effort designed quite obviously to "get the goddam broadcasting business out of our hair."

One simple way to accomplish this—that of selling the CBC to the highest bidder—apparently never occurred to them. Instead, Mr. Fowler has evolved his—again I say ingenious—plan of appointing an authority—meaning a man—to become supreme dictator of all Canadian broadcasting, public and private. Mr. Fowler would have this man and 14 part-time aides appointed by the Prime Minister, who would then completely wash his hands of him, leaving him to appoint his own staff to work without reporting to the cabinet or any member of the cabinet, with just an annual report to Parliament.

What it all boils down to is that the establishment of this extra-governmental dictatorship might very well accomplish what has long been the government's desire, and get rid of the broadcasting nemesis forever. What it also boils down to is subjecting the industry virtually to the whim of one man, with unlimited punitive and other powers, answering only to God.

2. Control..Regulate..Develop

*My father hath chastised you with whips
but I will chastise you with scorpions.*

*Rehoboam
I Kings XII, 4*

Easily the most frightening aspect of the Fowler Report is the Report's own definition of the chairman of the proposed Canadian Broadcasting Authority (CBA). (pages 113-14).

"The full-time chairman should be appointed by the Governor in Council for a term of five or seven years . . . He should be responsible for all the functions of the Authority, assisted by the fourteen part-time members and by an adequate staff and facilities. He should be primarily responsible for both publicly-owned and privately-owned stations and networks."

It goes on to explain that "The Authority itself should not become involved in the details of administration, which should be left for the CBC and the private operators respectively."

In definition of this, the Report says: "The task of the Authority is to supervise, control and direct; the task of the broadcasters, both public and private, is to produce and transmit radio and television programs. These two functions should be kept separate and different.

Earlier (page 111) the Report lists its conception of CBA's principal functions which stand in interesting contrast to our previous paragraph.

First, "to control, regulate and develop the program performance of all broadcasters;"

Next, "to conduct and commission research into the social and human effects of the broadcasting media;"

Then, "to explain, defend and improve the Canadian broadcasting system;"

Followed by, "to determine the broadcasting policy of the CBC, and to insure that it is well led, well staffed and well administered;"

Also, "to regulate the activities of private broadcasters and to encourage and stimulate their co-operation with a view to improving their broadcasting performance";

And finally, "to report annually to Parliament on the performance of all public and private broadcasters, and on the state of the Canadian broadcasting system as a whole."

What else is new?

What Price the People?

Nuts!

—Rt. Hon. C. D. Howe

The introduction to the Fowler Report (page 3) starts with these words:

"The only thing that really matters in broadcasting is program content; all the rest is house-keeping."

Programs are the creations of writers, actors, musicians, dancers and artists in general, who, given their heads, are capable of presenting entertainment that will entertain their audiences.

(This is Lewis talking, not Fowler).

Better artists would provide better programs. Regulatory control by a highly paid bureaucrat, aided and abetted by a covey of part and full-time civil servants could help administer the administration of the Authority. But to the excellence of the programs, which Mr. Fowler rightly deems to be of paramount importance, they could contribute precisely nothing except censorship.

The Report goes to great pains to point out (page 30) that TV programs are nondescript. To quote:

" . . . There have been too many quiz shows and similar types of program to fill out the schedules of the private stations and meet their Canadian content obligations.

"There are some notable exceptions to the generally low level of performance. Some private stations have developed original and lively popular information programs which should occasionally make the CBC envious, but for the rest the systematic mediocrity of programming is deplorable. There is a great need to recruit and train the talent necessary to raise present standards substantially, while greater efforts to pool the resources of the private stations could do much to raise the calibre of the programming."

The Report duly credits the CAB Program Exchange for its contributions in the last area. But does Mr. Fowler seriously believe the "recruitment and training of the talent necessary to raise present standards" can be accomplished by an Authority, an Act of Parliament or both?

Also on what criterion does Mr. Fowler base such descriptive words as "systematic mediocrity", "deplorable"?

Does he really mean that he, personally, doesn't care for them? Did he take time out from the sixteen months he spent investigating broadcasting to watch and to listen?

Or is the whole report, or the critical side of it based on the evidence of such chronic adversaries of private broadcasting as the various labor organizations, educational groups, agricultural bodies and the Communist Party of Canada, who were among the 55 who presented briefs, all intent on driving another nail into the industry's coffin.

Other witnesses included broadcasting stations and organizations, putting up a fight for survival from the avalanching surge of this sort of *big-daddyism*.

One group was signally silent, as always, and this was made up of something like 16½ million radio and television set owners who cheerfully spend their money to tune in the programs which Mr. Fowler describes as mediocre and deplorable.

But then the Fowler Report holds the people in almost as low esteem as the broadcasters—"Its (the broadcasting system's) guiding rule cannot be to give the people what they want, for at best this can only be what the broadcasters think the people want; they may not know, and the people themselves may not know."

R. G. L.

This has been a preliminary look at the first few chapters of The (Robert M. Fowler) Report on Broadcasting 1965. Watch for another instalment in our next issue.

Block encroaching government control with better programming

A former chairman of the American National Association of Broadcasters said his association experience had led him to believe government control of programming was a fundamental objective of the United States government, represented by the Federal Communications Commission. The FCC held to a "pervading philosophy of more program control", as he described it.

In his address to the Canadian Broadcast Executives Society (RATEC) in Toronto on September 9, Willard Schroeder also said:

"In some instances, there was the parallel (FCC) objective to benefit the public—in others, it was a pretty cynical situation of ignoring real public wants and needs.

"The control of philosophy, consciously or unconsciously, motivates most of our FCC commissioners most of the time. Perhaps even more emphatically, it motivates the staff under the commissioner level—and it is here that some of the most grasping concepts originate."

In Schroeder's view, the broadcasters' best defence against encroaching government program control lies in self-improvement—"The better the job we do on our own, the tougher it will be to impose further government controls."

He said much of radio and television programming "is bad and deserves criticism", and suggested that a few United States broadcasting outlets had been licensed to charlatans.

Besides this, he said much of the typical 126-hour-weekly American TV schedule is "repetitious, superficial and dull. Unhappily, there just isn't enough talent in the United States for every program to reflect creativeness, imagination and showmanship."

Despite the limitations, American broadcasters believe they are delivering the best broadcasting service in the world, Schroeder maintained. In his opinion American television came out ahead of European TV on all counts, in spite of the limited hours of most European telecasting (three or four hours daily), and production budgets Schroeder rated as "tremendous".

Too big to resist

Partly because American broadcasters are doing such a good job, it's the number one assignment of the NAB to resist government control of programming, Schroeder said. And on that score, banding together in organizations like the

NAB is vital for broadcasters, he added—because the federal government is too big and impressive for most individual broadcasters to resist.

"Networks and a few multiple owners can take on government occasionally," he said, but "the FCC has consistently indicated a belief that bigness is badness, and . . . acts against bigness as a matter of strategy, rather than from any evidence that networks or group owners render inferior programming service due to their size.

"It all sounds pretty silly until you remember this is a manifestation of the persistent urge by government officials to cut the big guys down to size and make them easier to control."

Schroeder saw the basic broadcasting conflict as a contest of wills between broadcasters having the interests of their local audiences at heart—"the broadcaster . . . should program to the interest, convenience and necessities of his audience"—and a government preoccupied with centralization.

As he said, "In one corner—the government corner—we have many who sincerely and instinctively believe programming will be better if it's controlled by some central point. At that central point are people gifted with superior intelligence, judgment and taste—meaning themselves."

The FCC's view is a brand of economic control through program control, Schroeder said. As one result of his NAB experience, he also said he had ceased to judge proposed new government regulations on their face value. Instead, he had adopted a policy of examining all upcoming legislation in the context of his belief that the government subtly seeks to legislate programming.

What's more, he said, "Considering the liabilities of our position, I think we would have lost the ball game by now, if broadcasting was only an entertainment medium."

News is the saving grace

Broadcasting's saving grace, and the keystone of its strength, is the fact that it's become a news medium, in Schroeder's view.

Radio and television's news role puts them on the side of the angels, he said—on the side of "freedom of communications.

"And if you can't control news programming, you can't control other programming.

"News . . . gives a different dimension to broadcasting," he

continued. "News makes broadcasting more than an electronic vaudeville show or a wireless juke box.

"We have maintained . . . that the freedoms guaranteed to the press and to individual speech also apply to all phases of programming, including drama, commercials, program balance, and so forth."

Schroeder said he was conscious the "news" argument might be labelled opportunistic, unfair or dishonest—"if broadcasters are not sincere in their efforts to do the best possible programming job independently of government regulation."

It was his feeling that the degree of government control already existing would be unlikely to diminish in the predictable future, regardless of which political party held power.

But he said:

"I believe we can hold it at present levels if we do a responsible programming job on our own."

SCHWERIN SYSTEMS APPOINTMENT



J. D. CUDLIP

The appointment of J. Geoffrey Cudlip as Vice-President of Schwerin Systems Limited has been announced by the board of directors. With Mr. Cudlip retaining his responsibilities as General Manager, the organization will expand its work with Canada's leading advertisers and their agencies.

In addition to its present services for measuring the audience appeal of television programs and the effectiveness of television commercials, Schwerin Systems is breaking new ground in perfecting unique methods for testing the effectiveness of print advertising and the attention getting and holding power of television commercials.

MEMO

from the desk of

GORDON FERRIS

To – Bruce Alloway,
Derek Field,
CFRN-TV, Edmonton

Your recent market presentation received enthusiastically by both clients and agencies in Montreal and Toronto . . . Proving again that the Edmonton market and Channel 3 are a force in the West to the benefit of users and viewers.

T.G.F.

Radio-Television Representatives Limited

London and Melfort rate AM approval FM greenlight for Regina and Tillsonburg

Proposals for new AM (Amplitude Modulation) radio stations at London, Ontario, and Melfort, Saskatchewan, were recommended for approval last week by the Board of Broadcast Governors.

The board, announcing decisions after a public Ottawa hearing earlier last month, also gave approval for new FM (Frequency Modulation) stations at Regina and Tillsonburg, Ontario, but turned down bids for a French-language AM station at Chatboro, Quebec, to serve the Lower Ottawa Valley, and a Gravenhurst, Ontario substation to extend services of CKAR in nearby Huntsville.

Also recommended for approval by the board were proposals for new French-language stations at Hearst and Kapuskasing, Ontario.

The board also approved a series of satellite television broadcasting stations to extend service in British Columbia and Quebec's

Gaspé and lower North Shore regions. It also favored FM radio rebroadcasting stations for the B. C. communities of Mount Timothy and Clinton, though it recommended denial of an AM rebroadcasting station for Salmon Arm, B. C.

Proposal for the London station was by Middlesex Broadcasters Limited headed by businessman H. J. (Joe) McManus.

The Melfort application was on behalf of a group to be headed by Minno Walter Hooge and the proposed station would cover the Carrot River Valley area.

The application for a Regina FM station was by Metropolitan Broadcasting Limited. William Stewart, former Winnipeg broadcaster said his group had found high FM set sales in the Regina area although it is the largest city in Canada or the United States that does not receive an FM signal.

There also was no opposition

to the proposal by Tillsonburg Broadcasting Company Limited, which operates CKOT, a daytime-only AM station. The FM operation would extend into the night.

Denial of the CKAR proposal for a station in Gravenhurst to be served from its Huntsville studios represented the second time the station has been turned down by the BBG on similar proposals.

Rejection of the Chatboro station was the third for a group headed by Donald H. Atfield of Ottawa.

The BBG said, "The board is of the opinion that the controlling interests of such a station should have a French-Canadian background in order to provide a satisfactory French-language service."

Proposals for the Hearst and Kapuskasing stations to pick up CFCL Timmins were made by J. Conrad Lavigne at a June hearing of the Board in Ottawa.

The board recommended approval for two FM rebroadcasting stations for Inland Broadcasters Limited, operating CFFM-FM Kamloops B.C. They would bring the CFFM-FM signal into Mount Timothy and Clinton.

In recommending denial for the AM rebroadcasting station at Salmon Arm, B.C., the board noted that Hall-Gray Broadcasting Company Limited was authorized last June to start a new AM station at Salmon Arm. This proposal thus fell into the same category as the substation for Gravenhurst.

The board gave approval for the following TV rebroadcasting satellites:

Bullhead Mountain, B. C., and Hudson Hope, B. C., to pick up programs from CJDC-TV Dawson Creek, B. C., conditional on the stations operating as part of the CBC Network.

Port Alice, B. C., to pick up CHEK-TV Victoria, conditional on

operating as part of the CBC Network.

Crawford Bay, B. C. and Creston, B.C., to pick up CBC station CBUAT-1 from Nelson, B. C., and to operate as part of the CBC Network.

Outardes, Quebec, to pick up CJBR-TV Rimouski, Quebec, and operate as part of the CBC Network.

L'Anse à Valteau, Quebec, to pick up CHAU-TV New Carlisle, Quebec, and operate as part of the CBC Network.

Mont Louis, Quebec, to pick up CKBL-TV Matane, Quebec, and operate as part of the CBC Network.

The board also recommended that CFTO-TV Toronto receive permission to pick up a feed of 13 American Football League games from the United States this fall. CKNW Radio in New Westminster was also cleared to form a temporary radio network for the purpose of broadcasting Western Conference games. A series of facility changes for CBC and private stations was also approved.

Approval for a series of share transfers also was recommended by the board.

One is for sale of CJRL in Kenora, Ontario, also operating a satellite station at Dryden, Ontario, by Stuart King to brothers Hector Fraser Dougall and Christopher Dougall, operators of CKPR in the Lakehead.

Two others involved President Allan F. Waters of CHUM Toronto. One would give him a 50-50 partnership in operation of radio station CJCH in Halifax. The other would bring Waters and Newfoundland broadcaster Geoff Stirling into partnership with Ralph Snelgrove, operator of CKVR-TV in Barrie, Ontario.

René Lapointe, heading CKVL-TV in Matane, Quebec, proposed to buy out Doctor Charles H. Houde, majority shareholder in CHAU-TV New Carlisle, Quebec.

One further share transfer was approved involving sale of 1349 common shares by Restigouche Broadcasting Company Limited, licensee of CKNB Radio in Campbellton, N.B.

For FILM MUSIC that really puts life in
your picture
and JINGLES that sell and sell!
contact

DON WRIGHT
Productions

77 Chestnut Park Rd., WA. 5-1631

A LOCAL ADVERTISER SPEAKS

Two years ago, Prairie Rose Flour began an advertising campaign on radio which featured quality control and money-back guarantee. As a result, our sales have increased 300%. Our radio campaign with CFAM/CHSM has been very effective due to the stations' extensive coverage in our trading area, and because a large number of housewives throughout southern Manitoba prefer Radio Southern Manitoba's relaxing easy-listening music. Olly Penner's voice has given additional impact to Prairie Rose spots.

To cover the same trading area using any other media in an adequate manner would have run up prohibitive costs. We have found that by using Radio Southern Manitoba, we have increased the sale of Prairie Rose Flour in every community in Southern Manitoba despite heavy competition from other flour advertisers, and we are selling our product to a large number of customers who had never heard of Prairie Rose Flour until two years ago.

55% of our PRAIRIE ROSE advertising budget is allocated to radio, ALL OF WHICH IS SPENT WITH CFAM/CHSM.

STEINBACH FLOUR MILLS LTD.

Arthur Rempel

Arthur Rempel, President.

Represented Nationally by

RADIO-TELEVISION REPRESENTATIVES LTD. Toronto - Montreal - Vancouver - Winnipeg



1290 **CFAM** **CHSM** 1250

YOUR KEY TO GOOD SELLING IN SOUTHERN MANITOBA

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



Bob Irvine speaking...on radio

“Let’s get one thing straight.”

Every time-buyer knows about Calgary. We have the most “radio” city in the west. So many radio stations, that they’re spilling out of our ears.

But let’s get one thing straight – they’re all good. In a market full of good stations, *one stands out.*

The one that just stepped-up its power to 50,000 watts, covering Alberta and eastern B.C.

The one that leads the ratings race for total households – daytime.

The one that operates under the same roof as CFCN-TV, Calgary’s top television station: a partnership that pays off for sponsors in cross-promotion.

At CFCN we get *results*. What have we done for you lately?

Bob Irvine,
General Sales Manager.

CFCN / CALGARY

One of the family!

NOBODY READS CANADIAN BROADCASTER

except


VICKERS & BENSON LTD.
Advertising
OFFICES: MONTREAL AND TORONTO
980 YONGE ST., TORONTO 5

September 7, 1965

Mr. R. Lewis,
Canadian Broadcaster,
217 Bay Street,
TORONTO,
Ontario.

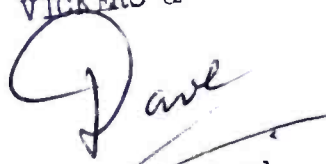
Dear Dick,

I thought I was the only one who read
Broadcaster until I recognized Lewisite cropping
up here in everyday conversation. Alarmed, I
checked our office routing slip and found Broad-
caster being routed not only to Media and Production
people but to Account staff as well.

Doubtless others covertly receive copies at
home.

Dick, how can this be stopped?

Best wishes,
VICKERS & BENSON LTD.


D. Sutherland
Director,
Media and Research

gc

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

New regime girds loins for CJOR takeover

"We're buying a station, but we're buying all the trouble at the same time," one of the potential new owners of Vancouver Radio station CJOR told the *Broadcaster*, a few days after learning the Board of Broadcast Governors had recommended approval of his group's bid to acquire the beleaguered station.

Ralph T. Cunningham was visiting Toronto on a Chamber of Commerce convention at the time, and he also said, "Once we buy the shares, we buy the liabilities too, including the litigation." He estimated the station's current liabilities at a figure between \$50,000 and \$100,000.

The Cunningham "group" consists of an original partnership with Vancouver General Motors dealer James A. (Jim) Pattison, formed to purchase all 61,002 outstanding shares of CJOR Ltd. Later Cunningham and Pattison amalgamated with a few CJOR employees led by Station Manager John Donaldson, in a plan calling for the employees eventually to own one-third of the total shares.

Confirmation that the necessary share-purchase transactions had gone through with no major hitch came from Vancouver on September 29, and indicated a total purchase price of \$459,000.

"First off, we don't know how many suits there are outstanding," Cunningham said in Toronto. He felt many impending lawsuits had been dropped when the aggrieved parties realized "there was nothing worth suing".

"But as soon as we buy those shares we don't know how many people are going to pop out of the woodwork with suits," Cunningham explained.

Qualifying his remarks, he said he believed there were no large outstanding claims, and doubted that any of consequence hadn't been settled by CJOR's insurance company. "Actually we don't expect a lot of trouble in this area," he said.

CJOR has been losing money, and will continue losing money,

until the day his group gains working control, Cunningham is convinced.

"We've got to put a tourniquet on the thing. If we don't get it turned around we're going to lose a lot of money. And we can't just throw in a few more hundred thousand.

"Even then, just because the blood stops flowing doesn't mean the patient is recovering," he added. "We're in for the long pull."

Program policy? Cunningham said he expects to play it by ear in an effort to rebuild the CJOR audience, but described his music programming concept as clear-cut middle-road.

"We'll continue with the open-line type of program," he said. "It's a misconception that open-line was CJOR's downfall."

His other hopes were that the station would be able to go heavily into news, to the extent that it could "develop a name for us".

Expansion of any sort will apparently have to await the day CJOR gets on a paying basis, he added.

Some immediate improvement in station revenue is in direct line of sight—as president of the Cunningham Drug retail-wholesale complex in British Columbia (58 drug stores, annual sales in the \$10 million range), Cunningham controls an all-media advertising budget of about \$300,000 yearly. Pattison is also a heavy Vancouver-area advertiser.

"But I guess it wouldn't look too good if we put too much of our advertising on our own station," Cunningham commented.

He made it clear that his immediate plan is to get CJOR "bringing in some money."

"Later we've got to build the staff (down to a skeleton of 20 at present) and the station." He called CJOR's equipment archaic—"but it works."

There are plenty of problems, he continued, "in view of the fact that I don't know anything about the radio business."

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.

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

Less interested and more favorably disposed than was expected

First of a series of four articles, digested from an address to the Institute of Canadian Advertisers (formerly CAAA) of "Some Insights into the Support and Criticism of Advertising" by Dr. Raymond Bauer, of Harvard School of Business Administration, delivered by his associate and collaborator, Dr. Stephen A. Greyser.

It was two years ago that the Board of Directors of the AAAA authorized a full-scale research project on Consumer Judgment of Advertising. This was done under recommendation of the AAAA Committee on Improving Advertising as part of the program of self-examination and self-improvement of the industry.

It is significant to note that this decision was arrived at after a period in which a program of public relations for the industry had been proposed and debated. Rather than defend themselves from those criti-

cisms which it was thought the public held, the leaders of the industry concluded that it might well be wise to find out what in fact the public did think.

A distinctive feature of this venture was that the industry not only decided to investigate consumer reactions to advertising but to make the results public; and furthermore actually to pass control of the study into the hands of an independent academic committee.

The comment of Alfred J. Seaman, then Chairman of the Committee on Improving Advertising, is

very much to the point:

"... for what may be the first time in American business history, an important industry has not only agreed to live in a fish bowl, but has built the glass bowl itself and invited the world to look in."

It was in the fall of 1963 that the AAAA approached Stephen Greyser, Research Director of the *Harvard Business Review*, and myself to organize an Academic Review Committee.

Accordingly, in cooperation with one another, we and the AAAA research representatives worked out an arrangement whereby three conditions would be met:

- The Academic Committee would not only approve but accept the responsibility for the methods used;
- No information, once gathered, would be withheld from publication; and
- The results of the basic research would be available for further study and analysis at the Harvard Business School.

It has sometimes been said that we "set" these conditions. In fact it is more accurate to say these conditions were eagerly agreed to by

all parties and, in fact, two of the three were suggested by industry representatives.

Perhaps by now this willingness of the industry to agree to such conditions may seem rather natural. I should report, however, that at the beginning I was regarded as excessively gullible not only by some of my academic colleagues but even was told by the retired head of one of the larger agencies—to state it politely—I must have misunderstood what was said.

It is pleasant to recall that this venture in industry-academic collaboration was regarded by at least a few people on either side as venturesome.

The Study

Well, so much for reminiscence! What did we try to do?

You will remember that the study stemmed from industry concern over public reaction to advertising. While all members of the industry are acutely interested in improving the effectiveness of advertising in selling goods, in this context their concern was with the public climate in which advertising agencies ply their trade.

Accordingly, the study is not in any way directed toward under-

THE FRENCH VOICE OF THE OTTAWA VALLEY



HULL OTTAWA

Representatives:

STANDARD BROADCAST SALES, TORONTO, MONTREAL
WEED & CO., New York

TELEVISION DE QUEBEC (CANADA) LIMITEE APPOINTMENTS



JACQUES FILTEAU



RUDY C. STEFANIK



ANDRE JEAN



CHARLES E. GARNEAU

Mr. Jean-A. Pouliot, Managing Director of Télévision de Québec (Canada) Limited, takes pleasure in announcing the following appointments: Mr. Jacques Filteau, as Executive Assistant to the Managing Director; Mr. Rudy C. Stefanik, as Acting Sales Manager. Mr. Stefanik will be directly responsible to Mr. A. P. Fitzgibbons, Director of Operations and General Sales Manager; Mr. André Jean, as Assistant Program Director (CFCM-TV). Mr. Jean continues as Chief Announcer for CFCM-TV. Mr. Charles-Edouard Garneau, as Film Manager.

standing advertising effectiveness but toward understanding the public basis of support and criticism of advertising.

Even within this limited area of interest, we were not able to explore all aspects. For example, a considerable amount of the present criticism of advertising in the States involves packaging and labeling as well as television programming. Such topics are sufficiently intricate as to require intensive study on their own.

We set ourselves four specific goals:

(1) To get some feeling for how salient advertising is to the public compared to other selected aspects of American life. Experience had shown that there could be a considerable amount of clamor about issues in the public arena without these issues being of any particular concern to the rank-and-file citizen. We wanted to find out where advertising stood relative to other topics.

(2) To get a reading on how the public views advertising as an institution of our society. What aspects of advertising did they regard favorably and unfavorably, and to what extent?

(3) To find out *how* consumers react to advertisements themselves; and

(4) To understand *why* consumers react to advertisements the way they do.

You will note that we draw an explicit distinction between reactions to specific advertisements and reactions to advertising as a general activity or institution of the society.

The study of the institutional aspects of advertising was accomplished by means of the ordinary type of survey interview. By this I don't mean that the development of the questions was routine. On the contrary. But the *methodology* employed was not unusual.

However, the study of reactions to advertisements was done by more novel means. At the end of the interview on attitudes toward advertising, respondents were asked to undertake a rather unusual task. With a small hand-counter and a special small notebook, they recorded information about specific advertisements for an assigned half-day period, either from rising to 5 p.m., or from 5 p.m. to bedtime.

They were instructed to go about their normal daily routine, but each time they "paid at least some attention" to an advertisement in one of the four major media - magazines, newspapers, radio and television -

they were instructed to record it on the counter.

They were further instructed to make a brief note for those specific advertisements that they considered especially *annoying, enjoyable, informative, or offensive.*

The day following that in which the ad counting took place, the interviewer returned for a second interview, this being the third stage of the overall task. In this second interview, the participants were questioned in some detail about the advertisements they had noted in their notebooks.

The purpose of this questioning was to elicit the reasons for which they had classified these advertisements as annoying, enjoyable, informative, or offensive.

The portion of the study pertaining to attitudes toward advertising as an institution was completed by a probability sample of 1,846 adults, 18 years of age or over, living in private households in the United States. Of these persons, 1,536 also took part in the counting and classifying of specific advertisements.

The Initial Reaction

The first results of the study were reported at the annual convention of the AAAA in the spring of 1964. Two major conclusions emerged:

(1) the public was much less interested in either advertising as an institution or in specific advertisements than had been expected; and

(2) the public was much more favorably disposed toward both advertising as an institution and toward specific advertisements than had been expected.

Let us take a look at the evidence that produced these two conclusions. I will talk about reactions to advertising as an institution first.

To examine whether advertising is a central issue in the public's day-to-day lives, we asked a series of questions comparing advertising with a list of other areas of institutional import in American life: Bringing up Children, Clothing and Fashions, Family Life, Professional Sports, Religion, Labour Unions, Public Education, Advertising, Big Business and the Federal Government.

We asked the American public to rate this list in five ways:

- the three or four items they and their friends *talk about most*;
- the three or four items they and their friends *talk about least*;
- the three or four items they *have the strongest opinions about*;
- the items on the list they

enjoy complaining about but may not be too serious about their complaints; and

(e) the items on the list they think *need most immediate attention and change.*

The results (see Table 1) are particularly interesting because they clearly demonstrate that advertising is *not* a central issue in the day-to-day lives of the vast majority of the American public. They are more immediately concerned with other areas in American life.

Specifically, advertising ranks at the very bottom of those topics which the public says it talks about *most*, and is near the very top among the topics which are talked about *least*.

As for the topics respondents say they have the strongest opinion about (whether they like them or not), advertising again ranks at the very bottom of the list.

Government and clothing and fashions. (Conversely, note that some of the issues which earlier were given positions of importance rank near the bottom on this list).

Apparently the public does enjoy complaining about advertising, however casual their complaints may be.

Finally we asked for a quite specific indication of the items on the list that respondents feel need most immediate attention and change. Here advertising ranks somewhere in the middle: about one out of seven Americans - 15% - responds, when asked, that advertising is in need of immediate attention and change.

This indicates that there are some Americans, albeit a small minority of those whom we studied, who object to advertising the institution and believe that changes should be made in it.

In summary, with respect to the

TABLE 1: THE SALIENCE OF ADVERTISING

Proportion including institution when asked
'which 3 or 4 of these do you and your friends . . .'

Institution	Talk about most per cent	Talk about least per cent	Have the strongest opinions about per cent	Enjoy complaining about but not seriously per cent	Think need immediate attention and change per cent
Public education	41	9	33	14	41
Federal government	36	16	32	33	28
Labour unions	18	54	18	17	26
Bringing up children	58	11	43	12	20
Advertising *	11 (10th)	40 (3rd)	7 (10th)	20 (3rd)	15 (5th)
Family life	49	9	35	14	12
Big business	13	44	8	16	11
Religion	47	21	52	6	10
Clothing and fashions	35	32	12	23	6
Professional sports	33	38	11	11	5
None, no opinion	2	3	5	21	17
Total	343	277	256	187	191

* The number in parentheses following the percentage figures show Advertising's rank for each item.

However, on the dimension of those things in life which "we enjoy complaining about although we may not really be too serious in our complaints," advertising ranks quite high, behind only the Federal

salience of advertising as a part of American life, on the basis of our measures, *advertising is not a central issue in the day-to-day lives of the vast majority of the American public.*

Peter Elliott Services

FIRST

in broadcast production assistance,

107 YORKVILLE AVE. TORONTO 5, ONT.

WA. 4-9872

Kingston's most popular station

(BBM)

is now Kingston's most powerful station - with 10,000 watts.



HARDY
STATION

KINGSTON'S INTERNATIONAL AWARD STATION

Teenage radio is big biz, when junior pres. collides with full-grown station



When two separate Canadian radio stations suddenly find themselves using identical call letters, while operating within 100 miles of each other, it's safe to predict some mild static.

And that's what happened this summer, when Radio CKBB of Barrie was awarded a subsidiary outlet in Collingwood to broadcast as CKCB. The Board of Broadcast Governors authorized the new transmitter and studio facility this June.

Trouble is, CKCB has been part of the registered title of CKCB Enterprises in Toronto since June 1964. (The company name was cleared and filed with the County of York Registry Office at that time.)

And who, CKBB might well ask, is CKCB Enterprises? Well, CKCB Toronto is an "almost" radio sta-

tion. It's a Top-40, swinging program outlet dedicated to the teen set. Only thing is, potential listeners might have a peck of trouble tuning in CKCB Toronto—without hooking a direct wire to owner-manager Paul Lougheed's North Toronto home.

The fact is, CKCB Toronto has never emerged on the air, and almost undoubtedly never will. It's a closed-circuit commercial radio station numbering the Lougheed family as its sole faithful listeners.

But at that, CKCB has provided 19-year-old Paul Lougheed with pocket money throughout high school, and has helped land him a break-in job as announcer and disc jockey on a 50,000 watt, major market radio station instead of the usual bush-league first radio job, and Lougheed hopes CKCB will also

foot the bill for his university studies later on.

That is . . . if CKCB Toronto continues to exist.

When Lougheed learned CKBB-CB had usurped his call letters for the Collingwood satellite, he telephoned CKBB President Ralph Snelgrove.

"It was quite a blow to learn about it," Lougheed said. "Mr. Snelgrove could tell us where to go, but we're hoping he'll be nice about it. It's a pretty swingin' situation—so far, he's given us no indication of which way he's going to turn.

Wanted — \$400

"We suggested he finance the change of our name," Lougheed said, putting the cost of the change at \$400-\$500 including the cost of promoting whatever new call letters are selected.

Lougheed looks on the call-letter confusion as "a big problem, since CKCB Enterprises is on the radio station mailing list of "every single record company"—except

RCA Victor. The problem won't reach serious proportions until October 13, Lougheed thinks. Then CKCB Collingwood will begin originating some programming and, presumably, ordering recordings under its own call-letters.

CKCB Enterprises got started in 1959, originally because Lougheed had made up his mind (with all the conviction a then 14-year-old could muster) to become a radio announcer. The "station" started as a desk, microphone and turntable, with a couple of extension speakers—the bare equipment needed for the game of make-believe deejay.

As Lougheed gained confidence he branched out into competition with Toronto's teen-oriented radio stations in one of the stations' specialities—emceeing teen record hops.

Today Lougheed rates CKCB Enterprises as the biggest off-the-air organization of its type in Toronto—"combining the private radio setup with working on hops.

"Of course CHUM and CKEY radio are bigger at doing hops," he says. "CHUM can send out six or seven guys in one night. We expect to do four or five a week this season.

"We even did a couple of adult hops at the Four Seasons Hotel last year," Lougheed says. "They went off very big." CKCB Enterprises even handled the CKEY Radio annual staff party in 1963, earning the comment that "we found your operation at CKEY's staff party professional, bright and fun," from station vice-president George Chandler.

The Whole Package

CKCB Enterprises facilities currently include a record library of 8000 45rpm selections, 2000 record albums, two public address systems (a 30-watt setup for indoor use and a transistorized 20-watter for outdoors), four turntables including a broadcast quality Garrard, five microphones of various types, and a tape recorder.

The closed-circuit announcer-

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

CJME the POPular Station in Regina

serves a market that is -

68% above average in retail sales

15% above average in income

Has a growth rate of 50% per decade

1964 F.P. Survey of Markets

Your Hardy Man has all the Facts



HARDY RADIO & TELEVISION LIMITED

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

training "studio" has "a pile about that big" of taped radio commercial jingles donated by All-Canada Radio and Television Ltd. ("It's really wild," says Lougheed - "the whole big-sound series"), as well as recorded time, temperature and public service announcements supplied by Toronto radio stations, and the Lloyd Percival exercise series - "the whole package".

In past years, Lougheed regularly had two school chums in training at the CKCB "studio" in the family basement. This season, with Lougheed away in Ottawa working for CFRA Radio, CKCB Assistant Manager and Librarian Dave Brisley hopes to carry on the training scheme on a similar basis, but may recruit a Ryerson Radio Arts Course student for added expert help.

Hit-list a Hit

To promote its record-hop emcee service, CKCB developed an elaborate high school sampling system of "hit-pickers" in 1961, and began publishing a Top-40 Hit List - topped in 1963 to Top-60. The list caught on, won sponsors for a brief interval (Sayvette Stores and CKEY Radio), and apparently became the leading record-hit authority in North Toronto.

"At one point a lot of stores in Willowdale (a Toronto suburb) ordered their records from our chart," Lougheed says. "Once Kresges ran out of our list, and the kids wouldn't take the CHUM and CKEY lists - they wanted ours. There was a real demand.

"The Hit List comes out once a week during the school season, and goes to North Toronto high schools, the record companies, radio stations and stores," Lougheed explains. The stations evi-

dently accord the CKCB list plenty of respect, and "the record companies really go for it."

Lougheed's short experience at CFRA (he started at the station only a couple of months ago) has taught him one thing about the record business:

"Believe it or not," he says, "when you work at a station you're more out of touch with records than when you're running a CKCB kind of operation."

Tolerates C & W now

"This is a big break for me," he says, commenting on his new post with CFRA. "I applied to 19 stations this summer - no big stations, just 250 and 5000 watters - with tapes, personal data and photos. And I had a chance at a couple of stations."

How did CFRA get wind of Lougheed? He says the radio station at Sault Ste. Marie sent his tape and personal data to the Ottawa outlet, with the suggestion that CFRA check Lougheed out.

Result? CFRA gave him a two-week try on the *Music Till Dawn* show, midnight to 6:00 am. "It seemed to work out," Lougheed says. "They gave me a nice summer bonus and the show appears to be getting better all the time.

It's a far cry from CKCB's teen programming, he admits. CFRA apparently airs about two hours a day of teen music, but it's not during *Music Till Dawn's* time period. From 5:00 to 6:00 am Lougheed has to play country and western music for the CFRA show - "which I used to hate," he says, "but now I don't mind it."

As Dave Brisley puts it, "His tastes have changed since he went to Ottawa."

Test IGA game in three markets

A new Canadian television game show made its appearance in three test markets during September for M. Loeb (London) Ltd.-IGA Stores. It's called TV Shopping Spree, and is being telecast by CFPL-TV London, CKLW-TV Windsor and CKNX-TV Wingham.

Randy Martin, producer and director of the program for R.L. Clinton Associates Ltd. of Toronto, calls the format "an electronic numbers game" with a similarity to TV Bingo.

Two studio contestants work an electronic shopper to score "hits" worth one dollar apiece. The home player locates corresponding "hits" on his Shopping Spree card and ticks them off. "Repeats", or hits on numbers already used, cost the studio contestants a dollar.

Home players successful at filling their cards (first week card distribution in the test markets was

approximately 300,000, Martin says) win the IGA Shopping Spree - a free-wheeling ten minutes on the loose in an IGA Supermarket with as many shopping carts as the winner can fill. Trial runs have indicated the Shopping Sprees will each cost IGA "\$300, roughly", Martin says.

Most intriguing feature of the show is its sponsorship. Although the program was conceived and produced for IGA (well-known to have been shopping around for a new TV game show this summer), commercial time will be dealt off by IGA to national brands sold in the IGA outlets.

Martin says he'll be responsible for producing the commercials. They'll be of the integrated variety, with three products slated to share in each minute-long segment.

If successful in test, *TV Shopping Spree* is projected to expand into twelve markets.

Radio - Nord, Inc.

Selling Automobiles?
Did you know that 46 new car dealers have sales in excess of \$17,000,000 annually? And there are over 38,500 automobiles in this market!

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.

TYRRELL and NADON

Same experienced radio reps! Same locations! Same phone numbers!

BUT

NEW ENTHUSIASM!

NEW APPROACHES!

NEW NAME!

BROADCAST MEDIA SALES
TORONTO MONTREAL



Suite 100,
130 Merton St.,
Toronto 7, Ont.

Toronto:
485-0449

Suite 12,
Palais Du Commerce Bldg.,
1600 Rue Berri,
Montreal, P. Q.

Montreal:
VI 5-2616

Buying committees are here to stay

The traditional person-to-person selling is giving way in many instances to a person-to-people relationship.

Instead of a single buyer, a salesman often finds himself confronted by a buying committee which at first glance is a rather awesome group.

Salesmen meeting this committee for the first time have been known to quail. Some become so flustered that their normally smooth presentation falls to pieces.

If you've been through this ordeal you know it's a little like being on trial and having a jury hear your story. You might convince three of the jurors but what about the other nine? It has been done in court and you can do it with the buying committee. When we cut this bunch down to size, you'll find they are not so formidable.

Why a buying committee?

First, let's find out about the reason for the buying committee. The

committee is a perfectly logical step for industry. Orders involving hundreds of thousands of dollars are becoming routine. Many companies have decided that they don't want to place the responsibility for these big orders on one man. There's too much at stake.

So these firms have delegated a group of individuals to make the



This is the 14th of a series of 24 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."

vertising, etc. Individually they can really put a salesman through his paces; collectively they are even tougher.

The buying committee is rather prevalent in the food and other industries.

It is gaining in popularity so you may as well learn to live with it rather than fight it.

The supervisor told Charlie he may as well get used to the idea.

"Committees are here to stay," he added.

Ideas from Court

It so happened that Charlie and his wife visited their son in Washington, D. C. about this time.

Their son, an attorney, invited Charlie to come along one day to the United States Supreme Court to hear arguments in an important case.

Charlie's boy picked up valuable tips but Charlie learned a great deal also, and not only about the law. The food salesman was highly impressed by the way the lawyers handled themselves before the court. He noted how they were prepared for a number of different questions shot to them from the bench.

Charlie made up his mind on the spot that he would prepare himself in the same way for the buying committee.

He made it a point to learn about finance, production and ad-

buying decisions. The committee is usually made up of experts in finance, production, marketing; ad-

Choosing your arguments

When you engage a buying committee you don't have to drastically alter your approach to selling; you just have to be better prepared. You must develop answers and arguments to an array of questions in different areas. This means you must work a little harder, learn a little more and be a bit more versatile.

Charlie Rogers, a food salesman was really shattered by his first experience with a buying committee. A good salesman with an enviable record, he blew the interview higher than Telstar. He felt he was lucky to get out of the room with his skin, much less getting an order.

His lament to his district manager was a study in self pity.

"Look," Charlie exclaimed, "I'm used to dealing with one buyer, a guy I've known for a long time. When they put a committee in front of me it's like playing with a stacked deck. How can one salesman have a chance against a bunch of experts?"

Coming: -

THE AUTOMATED SALESMAN

Salesmen need have no fear of being replaced by automation if they demonstrate that machines can't replace personal selling. Meanwhile, the salesman should automate himself by increasing his efficiency; i.e., eliminating wasted time, seeing the right person on calls, etc. Studies show that from 10 to 40 per cent of a salesman's time is squandered.

vertising. He did not become an expert in these fields but he didn't have to be. Charlie merely picked up enough information on these subjects to stay on his feet in front of a buying committee. He could talk intelligently about new production techniques or financial management.

The other salesmen in Charlie's company thought he was deserting

A
"Mad Capp" *//
look
at
CFQC

DEAN SUMMERFIELD



Mainly, a peek at Dean Summerfield, the man who says "Howdy neighbour, howdy!" each afternoon on the CFQC COUNTRY JUNCTION, the show that brings the nation's top country and western stars swinging out for the enjoyment of toe-tapping tuners, 3:00 to 5:00 p.m. Monday through Friday.

A wide variety of music pleases every taste on CFQC, Saskatoon, and this is a partial explanation of 'QC's hold on audience in the city and environs. Meeting the likes of the largest number of people makes CFQC a community leader. Shouldn't it be part of your western media plans, always?

*Sketch of Dean 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 NEWFOUNDLAND

VOCM · **CK**CM · **CH**CM
59 10,000 watts 62 10,000 watts 56 1,000 watts

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

them since they had all objected to the buying committee. But, as it turned out, he eventually led them. The others began taking Charlie's advice and prepared themselves for the committee rather than resist it.

Charlie developed his appearances before the committees to such a fine point that he was often praised by their members for his showing. And, of course, orders began to pile up.

Each year Charlie is called in to headquarters to teach a sales training class in dealing with the buying committee. The course has become so popular that his firm is thinking of making him a full-time instructor.

Win over One Man

The psychological factor of the buying committee is a barrier to some salesmen. They're afraid to face what seems to them a hostile ring of faces.

As one engineering salesman put it:

"It's worse than when I had to stand in front of a board of high-ranking officers to get into officer's training school in World War II. And I thought that the worst ordeal of my life."

This stage fright is normal. There is usually some fear of the unknown. But it should not inhibit you to the point of freezing before the group.

One way of getting over the

REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder, each reprint includes a self-evaluation quiz.

Prices are:
 1 to 9 copies (of each article)50¢ each
 10 to 49 copies (of each article)37 1/2¢ each
 50 to 99 copies (of each article)30¢ each
 100 or more copies (of each article).....25¢ each

You may pre-order the entire series, or, if you wish, individual articles. Each article in the series is numbered. Please specify your wishes by number.

When ordering the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division — Service Department, Empire State Building, 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
13. Selling An Idea
14. Buying Committees Are Here To Stay
15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
20. Making Salesmen of Your Customers
21. Repeat Orders Are Not Accidental
22. Room At The Top
23. You Must Give More To Get More
24. Running Into The Rude Buyer

When ordering, please mention the name of this publication.

hurdle is to mentally pick out one member of the committee and concentrate on him. Pretend there is nobody else in the room but you and this man. You will find yourself warming up to your presentation. If you reach this man you'll usually get to the rest of the committee. If you watch your chosen man you will spot a reaction sooner or later. He may smile or nod at you. This means you're making headway.

Lawyers use this device quite often in addressing juries. They will single out one juror and play to him. The idea is that he might swing the others to the attorney's side.

Now carry this theory over to the buying committee. Suppose you make one friend on that committee. He may go to bat for you when it meets to make its final decision.

It's worked this way more than once as many salesmen know. One of them is Jim Mooney, who said:

"If you know someone on the committee, work on him. If you don't, pick the man who looks the friendliest. This isn't as hard as as you might think. Because five people are serving on the same committee doesn't mean they all think alike or act alike.

Jim, incidentally, got a \$25,000 order for roller bearings the first time he ever faced a committee.

Take it easy

Some committee members may try to get you off balance with rapid-fire questions. There's no reason you have to adopt their pace. Take your time. Think over each question and answer clearly and to the point.

Don't waste time in long embellishments after you've answered the question. These are busy men who are interested only in pertinent facts.

If matters reach a standstill you might invite questions from the committee. This will show your confidence in your product and company.

Motivation is the Same

Always bear in mind that whether you are dealing with one buyer or a committee their motivation is the same.

Purchases are not made on the basis of sentiment, personality or whim. Committee members are primarily interested in whether your product fills a particular need in their organization. Next, your price has to be right and your company able to supply the product when it is needed.

"Well," you say. "This is nothing new. Every buyer I've ever dealt with has thought along the same lines."

Exactly! Only now you have six or seven minds running in the same direction instead of one. Therefore your sales talk must be that much more effective.

When talking to a committee your proposition must be angled

to the buyer's point of view more so than when you are selling to a single purchaser. You must understand the needs and wants of the prospect firm and convince the committee that your product will satisfy its needs. Stress the buyer's point of view throughout your presentation.

"Any salesman who goes before a committee with a selfish viewpoint is doomed," said Don Masters, sales manager for a southwestern tool company. "He must put himself in the place of the committee and try and think as it does."

Even more convincing is the word of a man who serves on the buying committee for a large lumber products company.

"We can usually tell in a few minutes if a salesman really has our interests in mind," he asserted. "If he does there is rapport between us and we can usually do business. If not, we dismiss him."

Think big

If you appear before a buying committee the chances are that you're dealing for big stakes. In a large order committee members are mainly concerned about the essential qualities, not the trivial details. They want to know its performance, durability and maintenance needs. Don't dwell on secondary issues that will only take up time without shedding much light.

I once sat in on a buying committee session where a salesman spent 20 minutes in telling about the product's evolution. The committee wanted to know what the product could do now, not ten years ago.

You might also keep in mind that the committee appearance does not permit much of the easy, informal give and take that you experience with one buyer. Jokes, anecdotes and small talk should be kept to a minimum. Get on the track and stay there.

Oren Hart, a chemical salesman, summed it up this way:

"I'm pretty fair at amusing a

single buyer with a joke or two, but with a committee you practically have to be a professional entertainer to go over. It's better to stick to the presentation."

There's also this to consider. If you try and entertain a large group and fail, you'll have a difficult time getting back into its good graces.

Make Lasting Impression

Your appearance before a buying committee may be a great success except for one thing: you did not get an order.

This can and does happen. When it does be sure that you get a rain check. Conduct yourself in such a manner that you'll be invited back.

Rollie Bateson, who sells advertising specialties, was once given a hearing before a committee for a firm which normally spent \$50,000 or more for such products.

After talking for more than an hour Rollie was given one of those "don't call us, we'll call you", dismissals. He felt badly but his hurt feelings were nothing compared to those when he learned that another outfit got the order.

But a year later Rollie got a phone call from one of the committee members, asking him to come over to discuss a possible order.

It turned out that the committee had been completely revamped since Rollie had last appeared before it. The man who had called him was the only original member left. He had remembered Rollie's presentation and had liked it and Rollie.

The outcome was different the second time. Rollie walked away with a huge order thanks largely to his benefactor who convinced the others that he had the best product. A salesman never knows when a good impression will help him at some future time.

Are you effective before a buying committee? Hold up the mirror to yourself and see. If you can answer "yes" to at least seven of the following questions you are probably at home before the committee.

YES NO

1. Are you seriously intent on understanding the buying committee instead of rebelling against it?
2. Do you stick to the main facts when appearing before a committee?
3. Do you try and catch the attention of one committee member and convince him?
4. Do you think over carefully each question that is put to you?
5. Do you adopt the committee's point of view?
6. Do you understand the needs and wants of the committee's firm?
7. Do you leave a good impression with the committee, order or no order?
8. Do you keep jokes and small talk to a minimum?
9. Are you training yourself in knowledge about various facets of business, e. g. finance, production?
10. Are you able to talk intelligently about them before a committee?

STATION CALLS

Daily happenings on radio
and television stations
from coast to coast

CKCK-TV REGINA, CHQR RADIO CALGARY, CHED RADIO EDMONTON AND CKLG RADIO VANCOUVER

Broadcasters seem to have gone to the fair with all the high-spirits of a tribe of kids during the summer, providing on-location productions that ranged from CKCK-TV's *Horse-scope* (a live program of fearless predictions on the daily race results at the Regina track), to a seven-ride roller-coaster endurance contest staged by CKLG Radio.

In Regina, CKCK-TV went so far as to telecast two exhibition parades — one on Children's Day, another on Travellers' Day. During the exhibition festivities the station's stage at the grounds featured CKCK's own musical group, the *Caravaners*, along with a popular Regina TV personality and a *Teen a Go Go* show. Besides this, the station gave fairgoers a look at news, weather and sports broadcasts going out over the air.

In the station studios, CKCK-TV presented *Exhibition on Camera*, showcasing visiting personalities like Rich Little and the Inkspots.

Meanwhile at the Calgary Stampede CHQR teamed with Eaton's of Canada to highlight Gordie Howe in his role as Eaton's sports equipment advisor.

Eaton's apparently hoped to find a new combination that would bring youngsters into the downtown store and spread the word, fast, that Howe was in town. So CHQR laid on a fairground promotion featuring miniature hockey-stick giveaways and an Eaton's Stampede Week breakfast.

The station says thousands turned out for the morning feed, while Howe autographed 3000 stick-lets in the course of the week. Howe also took part in a modified open line forum program over CHQR the evening before the breakfast.

In Edmonton, CHED Radio's *Klondyke Days* stagershow (with rhythm-and-blues groups called the *Pharoahs*, The *Drasticks* and the *Lords*, as well as the customary *Go-Go* dancers) apparently came up with a sound that was too good to miss.

The station explains that none of the nineteen stage shows were intended for broadcast, but after

rehearsals it was agreed the sound of the *Pharoahs* should be heard in the land.

As a result the group, with vocalist Eddie Rambeau, were taped and aired. CHED calls the phone-in and mail response "fantastic" following numbers like "Concrete and Clay" and "My Name is Mud."

At Vancouver's Pacific National Exhibition, CKLG Radio broadcast daily from the *Teenage Fair* booth as scheduled, but the station's biggest venture came as a prelude to the exhibition — on *CKLG Night at Playland*. (Playland is a permanent midway attraction at the PNE site.)

In advance of the big night, the station distributed free midway ride tickets to music and record outlets, department stores, and CKLG advertisers that requested supplies for their customers.

In addition, CKLG hostesses staffed *Playland* ticket booths to hand out free ride tickets to thrill-seekers presenting Lion Credit Cards or other portions of the station's Top Cat Kit.

CKLG news cruisers rotated five announcers to provide six broadcast cut-ins an hour describing events at Playland and interviewing onlookers. In one of the pranks dreamed up to keep things hopping, announcer Tim Burge conceded defeat before tackling the eighth orbit of a roller-coaster-ride challenge-match against a CKLG fan with a flair for one-upmanship.

CKBB RADIO BARRIE

Jackpots apparently didn't get much chance to build up on CKBB's Quickie Quiz contests, staged during the summer. Four random telephone calls a day went out asking district residents an easy question — the amount of money in the quiz-pot. (One dollar was added for each incorrect answer.)

CKBB said every couple of days

someone came up with the right figure — "rather amazing since the only way they could get the correct answer was by keeping a constant ear to the station."

CJSP RADIO LEAMINGTON

Staff members at CJSP have evidently cornered the market for beauty contest judging, by earning a reputation as the town's prime students of the prime female form.

A CJSP panel is responsible for selecting three beauty queens each year — *Miss Leamington*, *Miss Sun Parlor* and *Miss Seacliffe*.

The station says the arrangement makes it possible to pick winners without holding contests that limit competition to 15 or 20 entrants, inevitably producing 14 or 19 disappointed losers. CJSP staffers apparently make it a point to take a look at every prospect in Leamington — "There are actually thousands of contestants for the title each year, but only the winner is advised," the station says.

CKPT RADIO PETERBOROUGH

The *CKPT Showboat* completed its fifth annual missionary voyage — bringing the sound of radio to vacation castaways — through the Trent Canal system in the Kawartha Lakes resort area this year. The craft tied up afterwards at the Peterborough Exhibition for an eight-show daily entertainment stint.

Forty-three national advertisers linked up with the 13-day promotion, as a folk-singing group aboard the *Showboat* performed 17 shows for the stranded vacationers during the four-day canal portion of the jaunt to exhibition territory. At each stop, sponsors' products were sampled and distributed while the CKPT crew performed.

at your SERVICE

COMPLETE PROMOTION
PACKAGES FOR BROADCASTERS



10 Castleknock Rd., Toronto. MU 8-8601

MARKET RESEARCH — GUIDEPOST
TO SOUND MANAGEMENT



ELLIOTT RESEARCH CORPORATION
LIMITED

TORONTO — 840 Bape Avenue, 463-1143
MONTREAL — 3280 Bernardin St., RA. 8-3260

SKY-HOOK

Construction Limited

All types of
Tower and Antenna
Installation and Maintenance
138 Sorouren Ave. Toronto 3
Phone 536-7201

XEROX COPIES

of typed or printed material at
reasonable prices — any quantity.

WHILE YOU WAIT

Broadcaster Office,
217 Bay St., Toronto 1.



Telephone
Answering
Service

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

Phone for Booklet in

Toronto
924-4471

Montreal
UN. 6-6921

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



ST. CATHARINES
ONTARIO

SERVES THE NIAGARA PENINSULA
WITH BETTER LISTENING

DELIVERS THE PROSPEROUS HUB
CITY OF THIS RICH PENINSULA

WILL BOOST YOUR SALES

Reps:

Paul Mulvihill & Co. Ltd.

Toronto - Montreal

RADIO 610

CKKW RADIO KITCHENER

Radio's wake-up ability was put to one of its toughest tests when CKKW was asked to bring Kitchener shoppers out for a carpet sale in the wee hours, by ordinary standards (at 6:00 am to be exact).

Lippert's Home Furnishings backed the Early Bird sale for three successive weekends, earlier this year, and rated it a success worth repeating for the store's 60th anniversary next summer.

CKKW morning man Stu Kenney did his show from the store's downtown window as part of the promotion. He usually managed to pull the first shoppers into the store by 6:15 am, and by 8:15 regularly had the Lippert sales staff going full out.

Don Lippert, owner of the store, said he found men would stop on their way to work, inspect the sale merchandise, and return later with their wives. However one wall-to-wall installation was sold as early as 7:15.

The Aunt Jemima pancake people co-operated by supplying free flapjacks for the early morning shoppers, while a local bakery brought in free donuts.

Preceding the sale, CKKW ran a series of spot announcements

CKDH RADIO AMHERST

When the Amherst Area Industrial Commission decided to hold an industrial exhibit during the summer, it approached CKDH for help - and the station agreed to go all out for the promotion.

CKDH was given the central stage at the two-day June industrial show, and originated all its programming on the site - from two o'clock Friday afternoon until the exhibit closed at midnight Saturday. Live broadcasts of local talent, town bands and a military band were featured and drew approximately 8000 visitors.

In the ensuing week, local industries opened their doors to the public with *Operation Industry*, instituted by CKDH. Station news director Tom Tonner broadcast on-the-scene radio tours of the plants as crowds milled through.

Between ten and twelve thousand people took advantage of the open-house event, the station says.

Amherst Mayor D. W. Tingley paid tribute to the station's efforts in the following terms:

"Without the help of CKDH Radio, its management and personnel, this industrial exhibit could not have been nearly as successful."

Chicken flying is new vehicle for television

Chicken flying has become the latest sport to fall prey to television's appetite for new events to cover. WFIL-TV in Philadelphia broke the ice for the new viewer spectacle by televising an international chicken-flying meet held at a downtown Philadelphia shopping centre.

Apparently station personality Jim Gearhart got interested in the sport through one of his daily international-affairs coverage contacts. He set up the meet by inviting chicken-flying titleholders from the Orient, Scandinavia, Europe and the Near East to compete in a Philadelphia fly-off.

The station says, "Since chickens normally do not fly, training them is a high art, perfected in recent years overseas. It's a wild (and fowl) sport which Gearhart is championing for U. S. adoption."

Limerick Lane

*A program director named Ned
Always did as the agency said.
His commercials were swell,
But his programs - oh well,
Let 'em tune the announcements
instead.*

MAN WANTED SALES MAN THAT IS

Experience preferred but not necessary.
Salary, commission expenses.

Excellent opportunity with management possibilities, for the guy with GO!

Call NOW - 735-6811
R. Garrow.
CHOV-TV - Pembroke

AVAILABLE

Aggressive radio broadcaster with 6 years experience in middle of the road programming, production, local & national sales, and management. Married with no family. Will consider position in Radio, Radio Representative Co. or Advertising Agency.
Reply:

Box A-824
Canadian Broadcaster
217 Bay Street, Toronto 1

WANTED

Engineer with radio and television capabilities. Radio, 1000 Watt output . . . Television - Community Antennae. Apply giving personal particulars and qualifications, Mystery Lake Broadcasting, Box 2020, Thompson, Manitoba

MAJOR METROPOLITAN RADIO STATION

REQUIRES

one broadcast technician, one production operator.

Fully experienced technician who can handle all phases of maintenance, installation, trouble shooting and repairs.

Production operator who can edit, produce and follow through on complete production. General all-around knowledge of all phases of operating required.

Send complete information, by letter only, to:

William R. Onn,
Chief Engineer,
CKEY Radio

247 Davenport Road, Toronto 5, Ontario.

ASSISTANT PROMOTION MANAGER PROMOTION WRITER

Canada's largest private television station is interested in receiving applications for the positions: Assistant Promotion Manager and Promotion Writer. Both positions offer excellent opportunities for advancement for aggressive and creative people with television production and promotion experience.

Applicants should write giving full particulars as to age, education, experience, etc..to -

Personnel Manager,
CFTO-TV,
Box 9,
Toronto 16, Ontario

The
SOUTH AFRICAN BROADCASTING CORPORATION
invites applications for the post of

ENGLISH ANNOUNCER/ PRODUCER (Male)

in its new Extra-territorial (Shortwave) Service, operating from Johannesburg.

Duties will include:

- + News-reading and Continuity Announcing
- + Writing and presentation of musical programmes and talks
- + Compilations and production of documentary programmes

Previous radio experience and/or a university degree will be a recommendation.

The S. A. B. C. offers:

- + An attractive salary
- + An annual cash bonus
- + Medical benefits
- + Group Life Insurance
- + A Provident Fund
- + Pleasant working conditions
- + Assisted passages to South Africa for the successful applicant and his family
- + A three-year contract, renewable for a maximum further two years.

Applications should be addressed to:

The Head: Personnel
South Africa Broadcasting Corporation
P. O. Box 8606
Johannesburg
Republic of South Africa

(continued from page 3)

be seated at the first day's demonstration - 225 bodies.

Plans call for the Canadian Association of Broadcasters to receive 60 seats, the CBC 60, AMP-PLC 45 seats, and the CAAA ten, with 50 seats to be distributed among other organizations. Individual registrations are not being accepted. Because of the seating limitations, all registrations are being handled through the offices of the organizations concerned.

ANNOUNCEMENT

CKFH APPOINTMENT



RALPH J. JUDGE

Mr. F. W. A. (Bill) Hewitt, General Manager of Radio Station CKFH, Toronto, is pleased to announce the appointment of Mr. Ralph J. Judge as Commercial Manager. Mr. Judge formerly operated his own Station Representative firm, Ralph J. Judge and Company in Montreal for many years. He has been associated in executive capacities with National advertisers in the broadcasting field in Winnipeg, Toronto and Montreal. This appointment is effective September 15th 1965.

▲Radio and television interview programs featuring heavyweight boxing champion Cassius Clay and contender Floyd Patterson are being produced for syndication by Sportsvision of New York and Telstar Productions & Publications, Inc., 11 Harding Lane, Westport Connecticut.

Each of the two programs will be 15 minutes in length, and will be available for broadcast the day before and the day of the championship match, now scheduled for November 22.

The interviews will present the fighters, managers, handlers and guests. Format will leave room for a 15-second opening and close, and two one-minute commercial breaks. The promoters say the programs will be sold on an exclusive basis in each market, and will be shipped to stations well in advance of the fight date.

▲The Canadian Association of Broadcasters has created an Expo '67 committee, with Paul L'Anglais of Paul L'Anglais Inc. appointed as chairman. In his capacity as head of the committee, L'Anglais is to act on behalf of the CAB in continuing negotiations and consultations with Expo '67 officials.

Questions, suggestions and comments pertaining to the role of private broadcasters in Expo '67 should be directed to L'Anglais at CFTM-TV, 1405 rue de Maisonneuve, Montreal, P.Q., the association advises.

Other committee members are:

Jean Pouliot, president of the CAB; A.J. Hopps, president of the WAB; J.R. Peters, president of BCAB; Frank C. Murray, president of the CCBA, and Conrad Lavigne, president of I'ACRTF.

▲The Hollywood Advertising Club International Broadcasting Awards committee has announced it is accepting entries for the 1965 competition. Commercials broadcast on television or radio anywhere in the world between December 1, 1964 and December 10, 1965 (with the exception of those submitted to last year's competition) are eligible.

Commercials must not exceed three minutes or 84 meters in length. A series of three commercials for any product or campaign may be entered as a single entry in the "Series" category. Commercials submitted in other competitions, including winners of the competitions, are eligible if they meet the requirements.

Entry fees are \$15 for television entries, \$30 for television series, \$10 for each radio entry and \$20 for radio series. Deadline is December 10, 1965. Full information for entry may be obtained by contacting the Hollywood Advertising Club, International Broadcasting Awards, 6362 Hollywood, Boulevard, Hollywood, California, 90028.

▲Date for the annual golf tournament of the Canadian Broadcast Executives Society (formerly RA-

TEC) has been set back from October 15 to Friday, October 22. Time and place (the Bayview course) remain the same.

EINAR RECHNITZER

Former newspaperman became chairman

MacLaren Advertising



One of advertising's most institutional-minded men, Einar Valdemar Rechnitzer, chairman of the board of MacLaren Advertising Co. Ltd., died at his home in Toronto Monday morning September 26.

Mr. Rechnitzer served two terms as president of the Canadian Association of Advertising Agencies; he also was a past president of the CAAA-ACA Canadian Advertising Advisory Board; in 1957 he won the ACA gold medal for his contributions to the improvement of the stature of advertising in Canada.

Originally a newspaperman with the *London Advertiser*, the *Philadelphia Public Ledger* and the *Toronto Star*, he joined the Canadian office of Campbell-Ewald Advertising Agency shortly before it became the MacLaren Advertising Agency

Starting at MacLaren's as a public relations counsellor, he transferred to the account side, and, in 1934, was made vice-president in charge of the General Motors account. In 1955, following the death of the founder, Jack MacLaren, he became president.

As a former newspaperman, he retained a life-long interest in newspaper work and played a big part in establishing the John A. MacLaren Awards for daily newspaper excellence in the graphic arts.

Einar Rechnitzer leaves his wife, Marjorie Patricia and three children, Mrs. Gordon Wallace; Karen; one son, Eric, a grandchild, Richard Wallace; and a brother Paul Rechnitzer of London, Ontario.

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

ANNOUNCEMENT

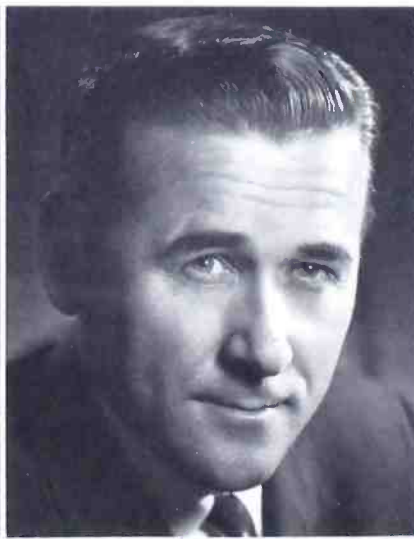
BAKER ADVERTISING APPOINTMENTS



W. R. BAKER



D. E. GILLESPIE



W. A. SALO

The appointment of David E. Gillespie as president of The Baker Advertising Agency Limited is announced by the board of directors. He succeeds W. R. Baker who becomes chairman of the board. William A. Salo is appointed to succeed Mr. Gillespie as executive vice president. Mr. Gillespie will be responsible for the over-all operations of the Baker group of companies: the Agency's Toronto and Montreal offices, Publicité Chanteclair Ltée, Baker Public Relations Services Limited and Admetrics Limited.

Mr. Gillespie joined the Baker Agency in 1961 as media

director, was appointed a vice president in 1963 and in 1964 became executive vice president. Mr. Salo returns to Baker Advertising as executive vice president after serving as marketing manager with The Best Foods Division of The Canada Starch Company in Montreal.

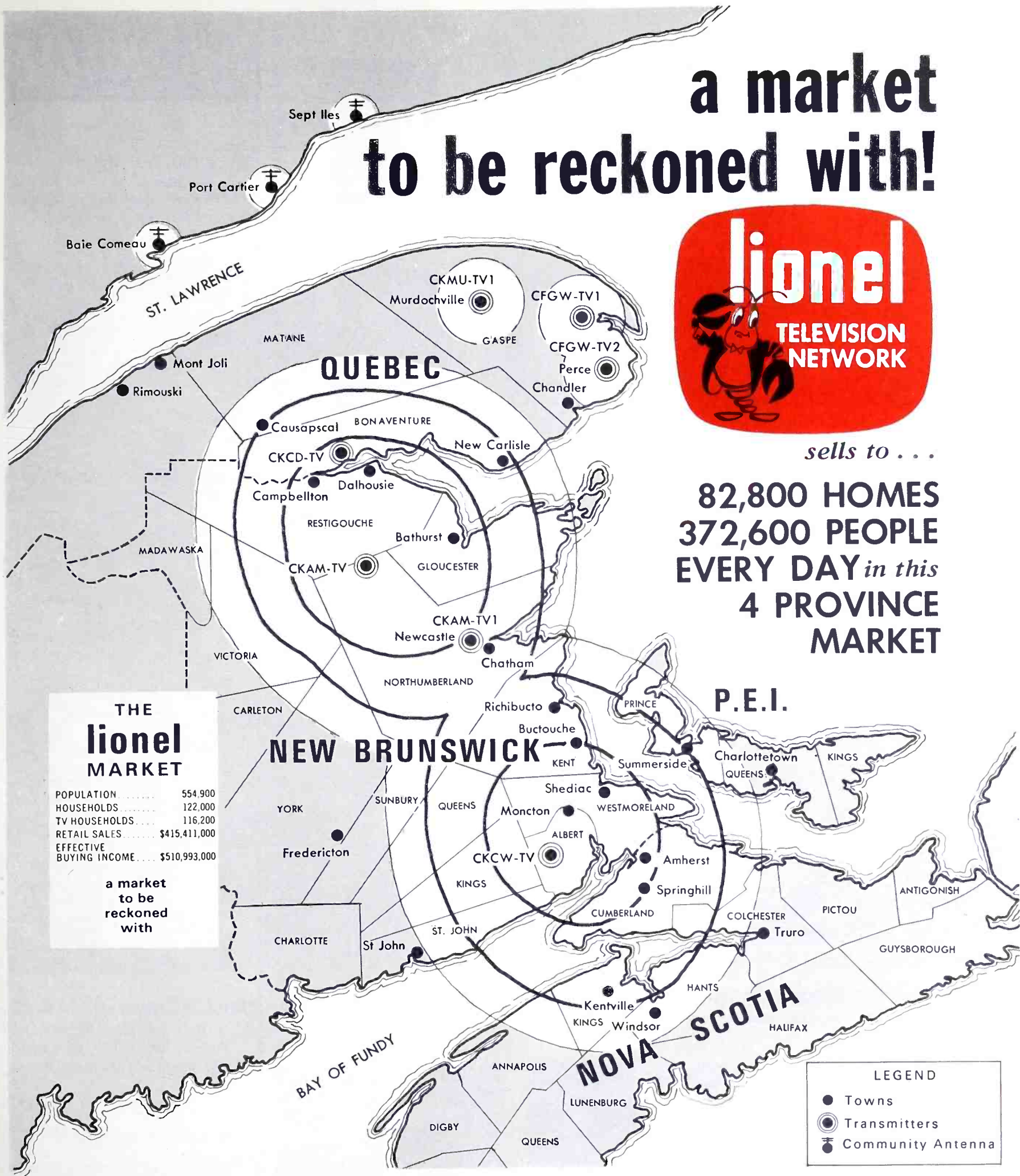
Mr. Baker, who will continue in an active role, served as president for 39 years. While building operations to their present size, he personally contributed to the introduction of 42 products into the Canadian market.

a market to be reckoned with!



sells to . . .

**82,800 HOMES
372,600 PEOPLE
EVERY DAY in this
4 PROVINCE
MARKET**



**THE
lionel
MARKET**

POPULATION	554,900
HOUSEHOLDS	122,000
TV HOUSEHOLDS	116,200
RETAIL SALES	\$415,411,000
EFFECTIVE BUYING INCOME	\$510,993,000

**a market
to be
reckoned
with**

MONCTON MIRRORS GROWTH OF MARITIME REGION

Moncton, the hub of Atlantic Canada and the Heart of Lionel TV Network, is celebrating 75 years of progress. New Brunswick's economy in 1964 advanced in all major areas at the fastest pace in its entire history. Labor income and farm cash income were UP, while unemployment was DOWN. The value

of fish landings climbed 10.8%, mineral products jumped 79.1% retail trade increased 6.9% as compared with a national average of 6.2%. Many, many other significant indices all show the Lionel TV Network's coverage area to be "A MARKET TO BE RECKONED WITH". Give Lionel your advertising dollars and share in N.B. Prosperity.

LIONEL TELEVISION NETWORK

REPRESENTED BY **STOVIN-BYLES** IN CANADA / **YOUNG CANADIAN** IN U.S.A.



E. K. Brownridge
President
American Motors
Can. Ltd.



Norman Bosworth
Vice-Pres. &
Gen. Mgr.
Canada Dry Ltd.



Foster Hewitt
President
CKFH Radio



Donald Carlson
Secretary
Ford Motor Co. Ltd.



J. I. Brent
President
I.B.M.



George Williams
President
Procter & Gamble



A. E. Beeby
President
Salada Foods Ltd.



Roderick Pringle
Vice-Pres. Corp.
Relations
Shell Canada Ltd.

Business Leaders and Northern Broadcasting.... JOIN TO SELL EDUCATION

BEGINNING IN 1963, outstanding business leaders and Northern Broadcasting Limited have combined annually to sell education to young people.

This year, 8 prominent executives joined the 12 holdovers from 1964 and tape-recorded inspirational messages designed to encourage students to "Stay in School".

The 20 messages were broadcast hundreds of times on each of the five Northern Broadcasting radio stations. More than 47 other stations located in all parts of Canada, secured copies of these messages through the Canadian Association of Broadcasters Program Exchange Service.

We are grateful to all the business leaders who have assisted Northern in its aim of lowering the Drop-Out rate.

We extend appreciation to Cy Strange of Dominion Broadcasting who made his facilities available for this series, also to Radio Stations CFCF, CHIC, CHWO, CKLB and CKSL, each of whom assisted in the project.

NORTHERN BROADCASTING LIMITED
425 University Avenue, Toronto

The ONTARIO Five

CKWS Radio
Kingston

CHEX Radio
Peterborough

CJKL
Kirkland Lake

CKGB
Timmins

CFCH Radio
North Bay



A. G. Mackie
Mgr. Pub. Rel.
Abitibi P & P Co. Ltd.



J. H. Smith
President
Canadian Gen. Elec.



Kenneth Winter
Vice-President
Canadian Kodak Ltd.



George McCall
President
Christie, Brown Ltd.



Ralph E. Sewell
President
Coca-Cola Ltd.



Lord Thomson
of Fleet



William Inch
Advtg. Services Mgr.
Gen. Foods Ltd.



E. H. Walker
President
Gen. Motors (Can.)
Ltd.



Ralph Hart
Mgr. Mktg. Services
Lever Bros. Ltd.



Joseph Jeffery
Chairman
London Life



J. P. Wolfe
President
Nestlé (Can.) Ltd.



W. E. McLaughlin
Chmn. & Pres.
Royal Bank of Can.



WHAT DID THE MAN SAY?

"I'd like to tell you what it (the Fowler Report) recommended, but I can't and I've read it."

-:Rt. Hon. John G. Diefenbaker

BOOST FOR US RATINGS

The report notes that about half the people in Canada listen to or watch American radio or television programs. What is Mr. Fowler trying to do—increase the percentage?

-:Port Arthur News-Chronicler

WASSERMANIA

The report of the Fowler Committee, as it deals with the creative aspect of Canadian radio and TV, is exactly what you'd expect from a nice man in the pulp and paper business who's listened to a whole lot of guff from PTA groups and college professors.

-:Jack Wasserman
Vancouver Sun

REFUND PLEASE

The tax-payers who paid for this woolly-minded study should demand their money back.

-:Dennis Braithwaite
Toronto Globe & Mail

HOW NOW BROWN COW?

If Mr. Fowler wants to criticize, he might offer some alternatives. What does he want? Programs that he, personally likes?

-:Bob Shields
Calgary Herald

FIRE WITH FIRE

It (the Report) is dictatorial, high-handed, unfair, ill-founded, biased and miserably short-sighted.

-:Saskatoon Star Phoenix

1984 STUFF

"... the suggestion of a new Canadian Broadcasting Authority, as proposed, just smells too much of Big Brother. No. This report will probably end up where it belongs—filed in an Ottawa pigeon hole.

-:Medicine Hat News

HIDDEN ASSET

One thing about the Fowler Report is that it has taught some of the broadcasting people to read.

**To find customers
in your largest market
and keep them:**



Sell Canada's largest radio audience—the CFRB listeners!

CFRB enjoys such a warm, personal relationship with its listeners. And, it gives you more listeners than any other radio station in Canada. 522,700 households—261,900 more than the next Toronto radio station. What better way to have your commercials well received throughout Toronto and nearby Southern Ontario communities? People expect more from CFRB in Toronto. Ever mindful of its responsibilities, "Ontario's Family Station" is always trying to do things just a little better, for both listeners and advertisers.

CFRB 1010
ONTARIO'S FAMILY STATION

Call STANDARD BROADCAST SALES for availabilities:

2 St. Clair Avenue West,
TORONTO 7, Ontario.
Telephone 924-5721

1407 Mountain Street,
MONTREAL 25, Quebec
Telephone 849-2454

**Today's biggest money-making stars
are in Volume 9-**

**Blockbusting TV entertainment
from Seven Arts!**

ROCK HUDSON



MAGNIFICENT OBSESSION



BACK TO GOD'S COUNTRY



BENGAL BRIGADE



SCARLET ANGEL



NEVER SAY GOODBYE



ALL THAT HEAVEN ALLOWS



HAS ANYBODY SEEN MY GAL



UNDERTOW



AIR CADET



SEMINOLE

ROCK HUDSON ... today's big box office star ... in 21 Volume 9 Prime Time TV Blockbusters ... also including: "The Desert Hawk," "Captain Lightfoot," "Taza, Son of Cochise," "Winchester '73," "Peggy," "The Fat Man," "Tomahawk," "Iron Man," "The Lawless Breed," "Bend of the River," and "Bright Victory."

Volume 9 offers an extra added plus of three of the most popular feature series available today—MA & PA KETTLE, FRANCIS (the talking mule) and ABBOTT & COSTELLO.

For ALL the money-making facts about this new release of 215 Universal/Seven Arts "Films of the 50's", call or write our Toronto office.

... 109 TITLES AVAILABLE IN COLOR!

To meet the demand for color programming, the largest and best selection of feature films in color are available from...



Seven Arts

Write, wire or phone: Chas. S. Chaplin · W. K. (Bill) Moyer
11 Adelaide St. West, Toronto, Ontario, EMpire 4-7193