

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

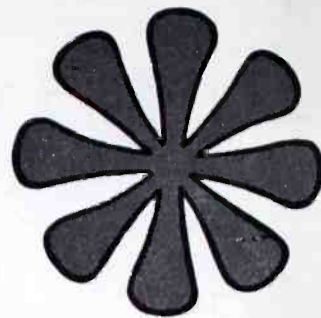


Mariner Films Ltd. ranks as one of Vancouver's leading commercial production companies, and recently acquired exclusive rights to the use of Panorama Film Studios facilities (in photo) for industrial film and commercial work. Panorama consists of three studios—one 120' by 80', another 80' square, and the smallest 50' square. Mariner has produced more than 40 color films since being founded in 1961 by President Bud Jones. The company has also produced commercials for 47 advertisers, has made 14 industrial and public relations films, and won a Golden Eagle Award from the U. S. Government for a 13-minute documentary.

A dozen television programs are produced in the studios of CHAN-TV Vancouver, shown in the heat of filming action for a show titled *Workshop 30*. CHAN is also an active ingredient in West Coast commercial production, and has announced plans to order color television cameras this spring that will give the station Vancouver's only color videotape production facility.

Fifty cents for a bucket of herring (in aid of the CKNW Radio Orphans' Fund) annually draws a horde of Lower B.C. Mainland herring-lovers. Two fishermen's unions co-operate with Nelson Brothers Fisheries for a special herring catch each year to help the fund, and normally dispose of a catch of about 40 tons. Buyers usually line up on the dock in New Westminster by about 5:30 am on the herring morning, and the entire catch is sold by 2:00 or 3:00 pm. Last year's sale resulted in \$2400 for the CKNW orphans.

STABILITY



Capacity for steadiness
and firmness of purpose



radio-television representatives limited

Head office: 76 St. Clair Ave. W., Toronto, Ontario

Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER

Ask the stations we represent

When an advertiser wants to dominate sales of a product in a market, he finds the dominant media to reach it. Radio and television broadcasting stations are Canada's dynamic movers of goods and services. Radio-Television Representatives assist broadcast media in dominating through consistent, purposeful selling to national advertisers and their agencies; creating STABILITY through sales growth for the stations we sell - ask them!

Computers will come to reps but cost will cause delay

Nearly 100 delegates from the 14 member companies of the Station Representatives Association of Canada held a closed-door seminar on computerization February 10, immediately following a Canadian Broadcast Executives Society lunch session dealing with Computers and Broadcasting.

The station reps explored the potential effect of advertising agency computers on various facets of the broadcast selling process.

General opinion at the conclusion of the three-hour talk and question-answer session in Toronto's Park Plaza Hotel seemed to be that, for the present at least, cost of computers would tend to keep Canadian rep firms out of the electronic numbers game — a game that already has the SRA's counterparts in the United States, particularly in New York, deeply committed in terms of equipment and personnel.

Guest speakers at the session were Kenneth A. Mills, associate director of research and promotion at the Katz Agency Inc., and Mel Grossman, director of merchandising and Sales, H-R Television Representatives, both of New York. Chairman of the Canadian organizing committee was Andy McDermott, Radio and Television Sales Inc.

Mills said there were three prerequisites for effective use of computers. Data must be available, he said, and must be reliable — and the whole operation must be economically justifiable.

A survey of ten top U. S. agencies, billing over \$350 million in spot TV in the U.S. last year (more than 50 per cent of the American total), had shown seven agencies to be using on-premises computers, while the remaining three rented computers as needed, Mills said.

However, only one agency, Young & Rubicam, was using a computer for market and station selection. Nine of the agencies devoted their computers to broad media planning.

"Computers spawn computers," Mills said, implying that the presence of computers as immovable forces in agencies would push station representatives into acquiring some of the irresistible objects.

"Because data are available, agencies and representatives need computers to process it, analyze it, and prepare it in meaningful form."

Mills thought computerization of the agency-rep buying and selling relationship would lead to greater emphasis on qualitative data ("They will want to know, especially in radio, about station image.") and detailed marketing facts. "Market growth and dynamism may indeed become key factors in evaluating a market list," he suggested.

In the second talk of the day, Mel Grossman said a survey of his sales representation firm's 13 offices had shown a dramatic increase in the number of requests for specific target audience information since the beginning of the year.

"We have found, based on the number of requests processed so far this year," he said, "that the requests for 'young men' and 'older men' (as audiences) will be more than five times greater this year than for the three previous years combined."

He also said requests for availabilities to reach "young women" for the month of January, 1966, had equalled the number of requests for the entire year of 1964, and on a projected basis would surpass 1965 requests four times over.

H-R had predicted the mounting tide of demographic requests three years ago, he explained, and subsequently installed an IBM "random access" computer system.

In Grossman's opinion, "The task of sorting and sifting the avalanche of data can be done most effectively, most accurately and most efficiently through computers which, like it or not, are here to stay."

Computers have no conscience

Last week, when the Ad & Sales Club of Toronto honored Alec Phare, among the seniorest of senior citizens in the Canadian advertising community, with a life membership, Alec delivered himself of a speech called *Computers Have No Conscience* which contained, at the close, an anecdote, in the Phare tradition and which went like this:

It concerned two publishers who were looking over a new edition of the Encyclopedia Britannica and "the hundreds of years of study, of understanding, of experience" the volumes contained.

"They represent, in carefully condensed form, practically everything man has learned since he took on human form," said one.

"Wouldn't it be wonderful," said the other, "if it were possible to feed the whole series into a computer, and get out of it one inspired, shining sentence that summed up the very core of the philosophy of life."

"Let's try it," said the first man, and they did.

Wheels ground, gears meshed and unmeshed, lights flashed as relays changed circuits — while months went by.

One night the machine slowly came to a halt. A card dropped on the floor — a card bearing that one dazzling and essential secret of all living. Do you know what it said?

"Thou shalt love The Lord Thy God with all thy heart, and with all thy soul and with all thy strength, and with all thy mind, and thy neighbor as thyself."

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

TRY A SMALL AD
in
Canadian Broadcaster

ANNOUNCEMENT

PRSL APPOINTMENT



R. A. FERRIS

The appointment of R.A. Ferris to the staff of The Public Relations Services Limited is announced by John O. Hull, president. Mr. Ferris is a former broadcaster with 8 years' experience in Canada and the U.S. During that time he specialized in youth programming, and among other activities was responsible for the annual presentation of one of the largest folk music festivals in North America. At PRSL he will serve national and international clients in the promotion and general public relations fields, with particular emphasis on youth activities.

RADIO NEWFOUNDLAND

VO₅₉CM · CK₆₂CM · CH₅₈CM
10,000 watts 10,000 watts 1,000 watts

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



Meet Joe Kobluk

a truly professional broadcaster with an intimate knowledge of his market and its people. At once vibrant and unassuming Joe, and his experienced management staff, account for 74 years of service to Trail through CJAT. As Managing Director, Joe takes pride in the station's "second-to-none" technical facilities, community service, and exemplary news coverage.

at **CJAT TRAIL**

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



CJVI 41,500 *

2 station 26,300 *

3 station 19,400 *

* November 1965 BBM

RADIO 9 CJVI VICTORIA

B

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CCAB

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Canadian Broadcaster

Trade and commerce are the basis of unity

Canadian unity—two words which are most likely to be heard at a political meeting, in the House of Commons, at service clubs and other meetings—have a great bearing on the country's growth and prosperity. Like the weather, they are worried about as a national problem but nobody ever does anything concrete about them.

In the area of advertising, there is a great deal that is pertinent to this subject because the national distribution of goods, spurred by the various media, creates a very basic sort of unity, and the greater the distribution the greater the unity.

Unfortunately advertising people, in every branch of the craft, do not always measure up as the masters of communications they are supposed to be, with the result that by the use of inappropriate copy they often widen the gulf rather than bring two or more segments of the country closer together in understanding.

An example of this was the case of the eastern ketchup manufacturer who sent commercials across the country proclaiming that his product was made from the superlativest tomatoes grown in the sun-laden atmosphere of Ontario, the only place where such tomatoes could be grown.

This was not the exact phraseology but it is close enough because the point really was that these commercials were sent among other places to the Okanagan Valley where they are quite proud of their tomatoes too. Of stuff such as this Canadian unity is *not* made.

In the case of British Columbia vis à vis the rest of Canada, there are a great many factors which militate against greater knowledge flowing back and forth over the Rocky Mountains.

For one thing, British Columbia is not in as great need of eastern trade as you might think.

Out on the coast they do business in great volume with the United States. Also the far east provides good markets for many of their products and commodities.

Because of geography they are physically shut off from the rest of Canada, and this situation reflects on their own personal feelings in exactly the same way.

Because they are remote, from a mileage standpoint from the other nine provinces, relatively few of them have been farther east than the Prairies, and, by the same token, few easterners have crossed over the mountains to the Pacific coast.

While this physical and mental separation is logical and normal, most people will agree that the greater the understanding that can be developed among the various regions of Canada, the stronger the country will become. However there are these very real obstacles to be overcome and, without any doubt at all, the two electronic media of communications, radio and television, are best equipped to provide the remedy.

Something can be and is accomplished by the broadcasting of the type of program designed to show people in the east how people live in Vancouver, Port Alberni, Kamloops and the Okanagan Valley.

This entails a deep knowledge which is not always present with the people entrusted with the preparation, production and presentation of these shows. The radio and television networks, as well as the Program Exchange of the Canadian Association of Broadcasters make major contributions in this field but they could be even greater with more efficient handling.

The other possibility lies with those responsible for advertising, and this group, from whichever side of the mountains, is not, quite often, efficiently informed about the living habits and general mores of the people they are trying to sell. (Our story, above, of the ketchup manufacturer is only an example of the point we are trying to make, and parallels can be found in great numbers elsewhere.)

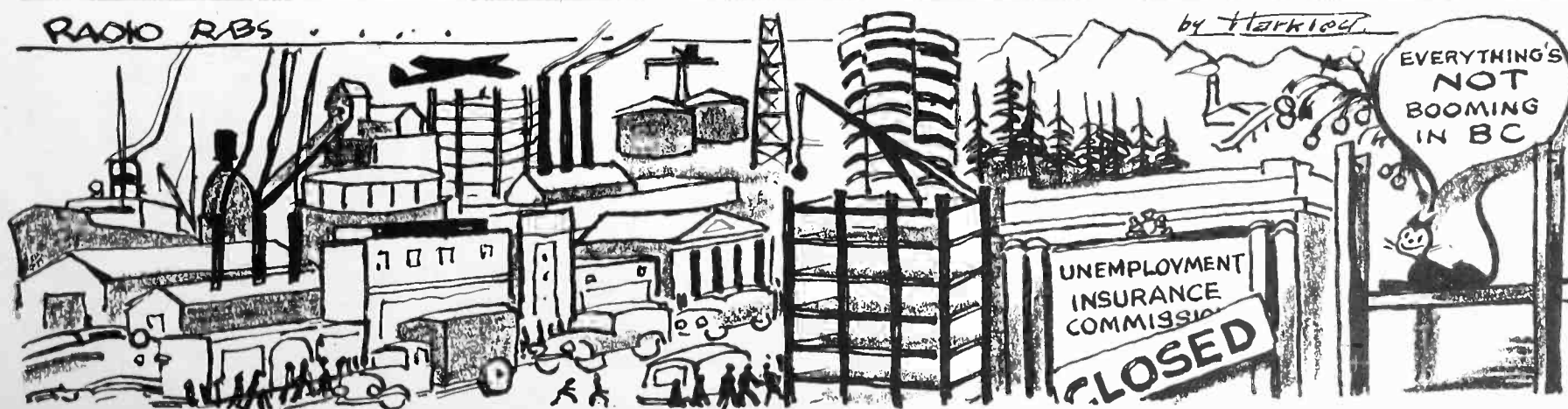
It is with such thoughts as this that we are dedicating this issue of the *Broadcaster* to the British Columbian markets, in the hope that we may supply people responsible for advertising with a little of the knowledge they lack, but even more that we may encourage people to look more deeply into the problem to the mutual advantage of themselves and the people they are trying to reach.

There is a barrier between French language Canadians and the rest of the country—the barrier of language.

At long last important strides are being made in maintaining this significant difference, but at the same time establishing commercial communications with them.

In the case of B.C. we believe the chasm which lies between us is just as formidable, but, because the language question does not arise it is not as obvious.

Let us not demolish the Rockies, dehydrate the lakes or dynamite the forests. But let us, all of us from both sides, make a greater effort to understand one another by studying one another's points of view.



Why did Baby's Own Cough Syrup find CBC afternoon programming a good advertising remedy?

Why did Simoniz take a shine to CBC afternoon TV?

Why did CBC's afternoon programming turn out to be uncannily right for Libby's Corn?

Why did Ovaltine find CBC afternoon TV an invigorating programming mixture?

(Ask P&G—they're still cleaning up.)

These great afternoon shows are now available on CBC afternoon TV.

At 12:30, Search for Tomorrow. It finds its way into countless homes all over the country. Then at 12:45, The Guiding Light continues to beam into living rooms bringing entertainment and your sales messages.

From 1:30 until 2:00, ladies loyally watch As the World Turns. Followed by Password and To Tell The Truth. (And, to tell the truth, we

often wonder how any housework gets done during CBC's afternoon shows).

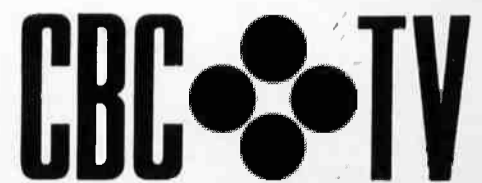
Anyway, at 3:30, everyone takes 30 to watch Take 30. Which takes us up to 4 o'clock and the popular Bonnie Prudden show. (Nobody will want to miss that.) In fact, all CBC's afternoon shows are proven best-sellers. And most of them hold records.

You can buy spots in, or adjacent

to, any or all of the shows that are still available.

There are still some strategically placed spots open, and you don't have to be a corporate giant to afford them.

Why not give your CBC National Sales Representative an opportunity to give you all the facts? Call him this afternoon.



You can't see the trees for the money in the let's get-on-with-it province

When a recent dispute between an oil company and a union threatened to interrupt B.C.'s economy, it took Premier W.A.C. Bennett about half-an-hour to point out to those concerned that no one gets in the way of B. C.'s boom.

The strike was averted; the boom proceeds.

Bennett is no stranger to conference-table pounding. He's just the man who told Ottawa and Washington that they did things the way he wanted or the deal was off. The deal, in this case, was the Columbia River Treaty—with the Peace River project and an advance American payment of \$340 million thrown in for good measure. That's like having your cake, eating it—and getting someone else to loan you the money to buy it.

Bennett is the let's-get-on-with-it boss of Canada's let's-get-on-with-it province. For any easterners still with us, that's the one which lies at the other side of those Rocky Mountains and condescends to be part of Canada only because this province shines by comparison with the others. . . ask anyone you meet in Vancouver. It has other links with Canada. You can emigrate there without a passport (more Canadians take advantage of this each year) and the Port of Vancouver is quite happy to ship Canadian wheat and manufactures on fast boats to China, Japan and other points east. (The West Coast is the only place in the world where east is on both sides).

In general, though, B. C. gets along very well by itself. . . and will get on even better when Columbia and Peace start pouring out the kilowatts.

Having two super-colossal hydro-electric schemes in a province of less than two million population might seem to be overdoing it. But if Bennett can't talk some big new manufacturers into joining those already in God's Country, then the two Vancouverites who admit voting for him will be very surprised.

Besides having a manufacturing output not far short of \$3 billion, B. C. chops down about a billion dollars' worth of trees a year and has a mining industry, an oil industry and a fishing industry. They grow apples there too.

Media talk

There will now be a short message from our sponsor—the broadcasting industry—before we take a closer look at B. C.'s figures.

B. C. is a big country. It takes 16 dailies and 100 weeklies to cover the market. Or you can do it with 9 TV, 37 AM and 6 FM stations.

The rapid spreading of cities and towns gives broadcasting another plus. As every media buyer knows, it takes time for the local newspaper to catch up with suburban growth, even if the growth stops. The broadcast audience is its own circulation department.

In Vancouver, where more than half B. C.'s payroll is spent, the move to the suburbs is especially noticeable. The downtown population doesn't increase in size but it gets steadily older. The 1961 census showed about 14 per cent of the city population to be over 65, which was about twice the national average. The younger, bigger-spending families, are scattered over the wide suburban areas, but still only an airway away from three TV, 8 AM and 3 FM radio stations.

Some agency men say Vancouver is overpopulated with stations but admit it's probably the most interesting media market in the country. The population is supposed to be less homogenous than that of any other Canadian city but there are enough radio stations to let an



Photo by Miller Services Ltd.

Wood is British Columbia's top industry and here is a tow - boat in the Fraser River, leaving a log raft moored to Dolphins' Heads.

advertiser pinpoint a special audience. And TV gives the mass coverage needed.

With the stations fighting hard to produce the kind of numbers and rate cards advertisers like, the astute media buyer does well. But the bargain atmosphere won't last too much longer as the station population remains static while the human index grows at a faster rate than the Canadian average.

Population growth

Vancouver's population went up 5 per cent in the three years after the 1961 census, and B. C. as a whole has climbed from having 8.7 per cent of the Canadian population in 1956 to 9 per cent in 1964. By 1974 it should have 2.3 million and by 1981, an estimated 2.7 million. This would give the province about 9.5 per cent of Canada's population.

The money they will have to spend will make the province worth the advertiser's close attention. The GPP (provincial version of GNP) for 1965 was estimated at more than \$5 billion, which will buy a lot of soap. Retail sales are well over \$2 billion (estimated 1965 figure 2.3 billion). New plants, new

pulp mills are announced with a regularity which makes an editor suspect the provincial PR men keep some back for a quiet week. It all means more construction money and more permanent jobs.

The province's present workers are increasing their pay at a faster rate than those in any province except Newfoundland. Increase between August 1964 and August 1965 was 15 per cent, compared to the Canadian average of 10.6 per cent.

Lumber is up

They say people can't see the trees for the money these days in B. C. Cut of hardwood and softwood in the province for the first nine months of 1965 was 5,194 million board feet, 67.1 per cent of the Canadian total. This was up from 5,121 million board feet in the same period for 1964, when B.C. cut 65.8 per cent of the Canadian total.

Production has been going up steadily every year—the nine month figure for 1965 was more than the full year's total in 1959, but B.C.'s share of Canadian total is down slightly, after being higher than 68 per cent for the years 1961-63.

continued on page 8



Meet Walter Harwood

amiable, co-operative—a solid broadcaster, Walter's innate modesty belies his sound knowledge of the industry and his market. He's keenly excited about Kamloops' healthy growth and enthusiastic about its optimistic future. As general sales manager, Walter is very active in the overall operation of CFJC—the station that puts the important "Mainline" in the Okanagan Mainline Radio Group buy.

at CFJC KAMLOOPS

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.





CLIMB TO THE TOP OF THE VANCOUVER VICTORIA MARKET WITH KVOS-TV

This year, Vancouver-Victoria and the Fraser Valley are celebrating the biggest sales boom in history. Retail sales are over the 1½ billion dollar mark—and KVOS-TV covers the whole market with top audience programs — daytime, kid-time, prime time and late night. KVOS-TV can also help you reach the top with an in-store merchandising service that gives you bonus displays in the Lower Mainland's leading supermarkets and drug stores. It's a combination that can't miss: efficient CPM, full double metro reach, and free point-of-sale merchandising unmatched by any other TV station serving a major Canadian market.

Vancouver offices:
1345 Burrard St.; Studios & Offices: Bellingham, Wash.

Representatives:
CANADA: Stovin-Byles Ltd. NEW YORK: Sumner Inc.;
Other U. S. Areas: Peters, Griffin, Woodward Inc.



continued from page 7

They seem to have taken that to heart in 1965 and are doing something about getting back up there.

Pulpwood output for the 10 months to the end of October 1965 was up to 1,944,000 cunits (a cunit is 100 cubic feet of solid wood, if you're not up on your forestry jargon). Previous 10 months' figure was 1,709,000 cunits.

Bits and pieces

This keeps B. C. in third place, well behind Quebec and Ontario. But when it comes to using the leftovers, the boys from B. C. are as frugal as the Scots. Output was 2,352,000 cunits in the 10 months to October 1965.

That figure is about 75 per cent of the Canadian total and nearly 700,000 cunits better than the previous 10 month performance.

The mills threw the chips away until a few years ago. Now they can turn a losing pulpmill into a profitable one according to *The Financial Post*, and they should know. And a recent story in that publication says the B.C. mills are hoping to make the same kind of a killing by processing sawdust, another "waste" product, into kraft board.

No one has yet thought up a use for the roots.

British Columbia is again third, behind Ontario and Quebec, in the average numbers of layers. But B. C. hens, on average, can outlay any bird except the Nova Scotian variety; among them they turned out more than 40 million dozen eggs by the end of October 1965.

When it comes to liquid hydrocarbons (crude oil, pentanes plus, propane, butanes and what have you) B.C. finishes in its old third place, but this time behind Alberta and Saskatchewan. It was filling more than a million barrels a month with black gold through July last year, and production gets better all the time.

In that one month of July, the province delivered 8.9 million Mcf of marketable natural gas — a long way behind Alberta's 58.5 million but well ahead of third place Saskatchewan's 1.9 million.

Tourism ranks third

That great invisible product, tourism, was up 23 per cent in 1964 over 1963, to a dollar value of \$184 million. It was a better summer last year than 1964 (it's always a better summer last year than the previous one in B. C. unless it rains a lot... and sometimes even then). The province is now adding up the U.S. and east Canadian dollars to see how far over the \$200 million mark it jumped. The tourist industry is expected to be second only to forestry as a dollar earner within five years.

So much for some of the ways they earn money. Now let's look at how they spend it.

Construction is a big item

Construction takes a lot of B. C. money, with an estimated \$1.1 billion spent on it last year—up about \$85 million over 1964. Of this, \$923

million went on new construction, the rest on repairs.

About \$25 million more was spent in building new homes than in 1964, bringing estimated spending to \$265 million—which suggests a lot of future business for furniture, appliance and household goods manufacturers. The action was spread throughout the province — the Okanagan-Mainline Real Estate Board for example had sales of \$18.9 million, which was 20 per cent higher than in 1964.

Spending on construction of new service stations was up to an estimated \$6.1 million, to keep pace with the growing car sales.

Construction on theatres, arenas and other areas of amusement more than doubled the 1964 figure, reaching \$11 million. The only disturbing note is that spending on new laundries and dry cleaning establishments was well down for the second straight year—which either means they've got enough now or that B.C.'s 400,000-plus workers are wearing their shirts and blouses an extra day.

It could also mean that a lot of washing machines are being sold. There will certainly be a demand for washing machines in the new outposts that are springing up in what used to be called the B. C. wilderness.

Things are opening up so quickly that Dawson Construction Ltd., according to *The Financial Post*, has formed a subsidiary just to build towns. The first one is at Fraser Lake.

Helping to pay for these developments is a flood of development capital, with the Japanese playing a prominent part. Capital expenditures (public and private) reached an estimated \$1,876 million last year, compared to \$1,735 in 1964.

Stock market is wide open

The stock market has a wider common following in Vancouver than anywhere else in Canada — hardly surprising since the public hears about some new development in almost every news broadcast. Vancouver is the city where every office girl takes a flyer (and that doesn't mean the air force is having a good time). Dividend time is a good time to advertise silk stockings and perfume.

Trading at the Vancouver Stock Exchange last year was 300 million shares, valued at \$300 million. That was well above the 1964 level and three times the 1963 number of shares traded.

Typical of the new developments — and one that will ensure full pay packets the year round — is the spreading of industry to areas that have relied on food growing. One example is the building of a million dollar carpet factory in Kelowna, in the heart of the Okanagan valley. Other new industries are expected to move into this area, helping to stabilize the economy and make it an attractive market for advertisers.

One last word for the ladies. The boys outnumber the girls all the way up to the 35-year mark. Go West, young woman!

Blond's Goldfinger struts his stuff.

A "Goldfinger" variation on James Bondism has been dreamed up in the far-out lands of British Columbia's Northwest by radio station CHTK Prince Rupert.

The station went about as far as it could go in name twists for a recent promotion, and created a James Blond characterization (played by station announcer Dan Smyth) to hand out \$56 to a lucky listener every Saturday at 3 pm.

CHTK listeners picked up Secret Agent cards distributed through local merchants, then phoned the station's on-air announcers to give their card numbers and suggest locations where they'd be willing to rendezvous with James Blond on winner's day.

Smyth donned mask and cape each Saturday, picked a number and location, and sped off to reward the winning contestant.

The station says the Goldfinger



promotion was a "great attention-getter" and a success for participating merchants.

Down-Under

Aussie Bingo is under the B

Two squabbling television stations accidentally spilled the beans all over TV Bingo in Australia during November, when an Australian Equity Court judge refused to rule on their inter-station dispute on the grounds that TV Bingo was an "unlawful activity".

The game was subsequently withdrawn from the air voluntarily by the producers and both stations involved in the fracas.

In the court action, settlement of the station contretemps was being sought by Idea Research and Development Corporation of Australia Ltd., producer and promoter of Aussie TV Bingo and a subsidiary of IRDC Canada.

R. F. Grierson, sales manager for the Canadian company, treated the issue matter-of-factly when contacted. He considered it one more of the many legal barriers TV Bingo has hurdled in order to get on the airwaves.

"We're going to put TV Bingo back on the air," he said, while commenting on the new "Down-Under" situation. "We'll get our lawyers to work and put it back—it's a question of going through the proper channels."

"Our legal counsel advises us that we are not doing anything illegal." (The Australian Lotteries Act is apparently very similar to Canada's.)

Reports indicate the Australian judge was not handing down an official ruling on the legality of TV Bingo when he made his decision.

He was being asked to issue an injunction preventing one New South Wales television station from broadcasting a TV Bingo game for play on cards supplied to a competing station by IRDC. The "pirate" TV Bingo program—called *Bigger Bingo*—was offering prizes double the size of those put up by the station contracted to IRDC.

The Computer we care MOST about



cares most about US

Retail merchants in OKANAGAN-MAINLINE country, as everywhere else, measure advertising results RIGHT NOW: cash registers are their computers. We think it a pretty good measure of our effectiveness that the stations of Okanagan-Mainline Radio are the FIRST CHOICE medium for nearly every local advertiser. Agree?



It's easy to reserve results for your campaign as well. See the All-Canada Man.

OKANAGAN MAINLINE RADIO

CFJC
CJIB
CKOV
CKOK

Kamloops
Vernon
Kelowna
Penticton

Third Market
in Booming B. C.

Two TV shows for the price of one

The adage that necessity is the mother of invention seems to have spawned a new football telecasting gimmick.

On December 11 the NBC Television Network, torn between loyalties, used a "quadrant technique" to provide simulcasts of a football game while the Gemini Seven space flight was also getting under way on-screen.

One quarter of the TV screen was used to show a picture different from the other three quarters.

Now the system has been dubbed "instant isolate", and has been

used experimentally to telecast an entire football contest (the AFL All-Star game on January 15).

While three-quarters of the TV screen were focussed on the competing teams, one-quarter (or a "quadrant") was zeroed in on a player likely to be in the centre of the action.

If viewers take to the technique, NBC plans to adopt it for all games next season—putting the network one-up on CBS Television. CBS uses instant replay, the "delayed" isolated camera, and stop-action to enhance its broadcasts.

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



Meet Dave Dunn

quietly aggressive Sales Manager of CKOV, who combines a "hard-nosed" business sense with a genuine capacity for enjoying life. Operating from the vital heart of the wealthy Okanagan Valley, Dave is ideally suited as the disinterested, unbiased co-ordinator of the Okanagan Mainline Radio Group.

at CKOV KELOWNA

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



Vancouver Island stations fight 'em on the beaches

"Keep it on the island" is a mumbled comment usually expected from cricket-watchers after a long-hit ball gets away, but it also sums up the attitude of Vancouver Island broadcasters toward mainland intruders.

What the Islanders want to keep on their cricket pitch is money, of course—broadcast billings.

"Some advertisers feel they're getting enough of Victoria with commercials on the high-powered stations in Vancouver," Clare Copeland points out. Copeland is president of CFAX Radio in Victoria.

"They have to realize this city is 78 miles south of Vancouver, and because Canadian stations need to protect U.S. station signals, the Vancouver radio coverage patterns tend to be away from the south."

Bill Guild, president of Victoria's CJVI Radio, dismisses mainland competition with a humph. "They're not bothering us to any extent," he says. "But some of the stations have started to do some promotion over here—so we may do some over there."

In similar vein, Copeland says he's "going right after the mainland stations" with a bit of unabashed poaching on the Vancouver audience preserve. "We're the only island station advertising in *Vancouver Life*," he says, "and we're also in *Western Homes and Living* with full and three-quarter pages—plus year-round advertising on KVOS-TV."

It all sounds like a spirited, livewire, rivalry-tying in with the

Victoria stations' continuing battle against the city's long-time image as "a cemetery with lights," to use Copeland's phrase.

So it's no surprise that to the young, "modern format" stations, CJVI remains a constant source of bafflement.

"We haven't changed our style since I came here 13 years ago," Guild says. "We ignored rock-and-roll, and we're still Number One."

"We don't have the raucous noise they have on radio in Vancouver," he continues, "and we also don't have the big, expensive promotions."

The popularity of some of CJVI's "nice, easygoing programs," as Guild terms them, never fails to amaze visiting broadcasters. One show—with a surprising mail-pull—consists of nothing but an hour of Hammond organ music programmed in the eleven to midnight nightly time slot.

Bloodless open-line

And open-line, a blood-and-guts form of programming in Vancouver until recently, comes through as a program designed to "answer questions phoned in by housewives about their problems," on CJVI.

But Guild prefers to talk about his belief that CJVI has "more live talent programming, I think, than any other station in Canada," and he calls attention to the station's hook-up to the new Victoria University.

CJVI has installed pick-up facilities in several of the new campus buildings, and hopes to cover dramatic society productions, use pro-

fessors for in-depth news analysis, and broadcast speeches delivered to the student body by visiting cognoscenti.

News is strong

As for other facets of Island programming—news is apparently as strong in Victoria as on the mainland. "It's extremely important here," says Copeland.

(Evidently CFAX is looked on as a leader in news coverage of the B. C. Legislature in Victoria. The station feeds other island stations reports of the lawmakers' activities, and "meets with key people every day," Copeland says.)

He quotes it as British Columbia Premier Bennett's belief that "people receive more news via radio than any other medium."

The outstanding characteristic of the Victoria market has traditionally been the size of its old-folks population segment. The B. C. Bureau of Economics and Statistics says the proportion of 65 year olds and over in the City of Victoria and vicinity—21 per cent—was "higher than for any city in Canada with a population of 10,000 or more in 1961."

Bill Guild also offers some up-to-the-moment market information. He says between 1000 and 1100 families are currently coming to Victoria yearly, and he attributes much of the growth to civil service expansion. ("People don't really know why it's taking place, but we haven't increased our industry.")

There are eight provincial civil servants for each 1000 British Columbians, Guild says, and five of the eight live in Victoria. "The Federal Government is increasing its size too—particularly in the income tax department, it seems."

Young adult profile

CFAX, with a young-adult audience profile, argues that its listeners

have more spending power than the pension-cashing set. In addition, Copeland says advertisers are failing to take enough account of another important Island audience factor—tourism. Evidently tourists make up the second largest industry on the Island today.

Besides this, he notes, "We've been able to more than triple our income in three years from the retail market primarily because businesses on the Island are being bought up by younger people."

Tourism is up

An up-Island broadcaster backs Copeland's view that island tourism is making dramatic gains. Joe Lawlor, sales manager of Radio CHUB, Nanaimo, says the new Rupert Ferry for mainland tourists is "already booked tight," though the boat's first run isn't scheduled till May. The ferry will berth at Nanaimo.

"Local business on CHUB increased 19 per cent in 1965," he says, "and we're doing better nationally—with national advertising representing about 35 per cent of our sales—than some stations in metropolitan markets."

Lawlor notes \$20 million worth of new construction slated for Nanaimo, half of it in the form of new supermarkets, and emphasizes that "none of it is flunking out—it's all starting to build."

The northern area of the Island is in between a pair of devils and the deep blue sea, as Lawlor describes it. The devils are competitive radio signals from Vancouver and Victoria that probe the area, and the sea is... "wet", he says. However Lawlor comments that "sales-wise, we're not bothered by the outsiders."

"What it means is that our programming has to be on the standard of Victoria or better if we're going to get audience. This is no captive area like Port Alberni."

One saving grace about the Nanaimo situation is that CHUB can steer clear of Vancouver's frantic promotion in-fighting, Lawlor says, even though promotionally-inclined retail advertisers are a vital factor in the station's success. ("We'd be dead without them.")

"We stay the hell out of promotions," he explains, "because once you're in it you're stuck."

Lawlor believes CHUB can continue to compete effectively with the outside broadcast pressure because the station wields its 10,000 watts day and night, 24 hours a day. And as an afterthought, Lawlor adds:

"Our night-time show is sold, too."

The trend is to balanced programming

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Competition in Coast Radio

"In Vancouver there are seven radio stations for 252,000 households — a station for every 35,000 homes, compared to a station for each 80-90,000 households in Toronto." *Don Hamilton, Manager, CKLG.*

"Radio in Vancouver has always been such a close battle that what makes the difference in any given period is some unique programming or a unique promotion idea." *Ian Howard, account executive, Goodwin-Ellis Advertising Ltd., Vancouver and Toronto.*

Unusual Market Characteristics

"The majority of women in this market are working—even the ones with small children—even executives' wives. How do you reach them on radio except at breakfast? *Audrey Bothomley, James Lovick Ltd., Vancouver.*

"We've never had a large number of immigrants before, but now we have. Try getting them to fall in line with average tastes in Vancouver. For one thing, out here very few stations have audience profiles, but normally you'd expect a good music station like CHQM to have an up-scale audience. However Europeans listen to 'QM, and now you're down to the labor force. I'm not buying on the so-called image the stations project." *Audrey Bothomley.*

"The climate here affects broadcasting in two ways. There are more sets-in-use in "winter", and "summer" listening habits are two-and-a-half times as long as in most of the rest of Canada. In early October you can go to the beaches and see 10,000 people with their radios on." *Don Hamilton, CKLG.*

I don't care what BBM says, there have to be more sets-in-use.

I saw people on the beaches in January with their transistor radios." *Peggy Keenan, CKLG Promotion and Public Relations Manager.*

The temperature level doesn't really affect outdoor activity in Vancouver. Summer weather is often very intemperate. Vancouver sets-in-use are very close to the national average. *Ian Howard.*

Radio Time-Buying

"If you have 20-second material it's a little bit easier. Radio's getting tougher all the time to buy here. I believe Vancouver radio has had its biggest January."

"The best thing to do is go heavy-heavy on a promotion or buy run-of-schedule on three or four stations — then you've got a chance of reaching the majority of the people. On food products and promotions, we tend to rotate stations. We'll maybe give CKWX a whack at it in summer and hit two others in winter." *Audrey Bothomley.*

"Vancouver has always been accepted in Toronto as difficult to buy because you have to buy on station audience compositions, not numbers except on CKNW. It's usually a three or four station buy, whereas many other markets are two station buys." *Don Hamilton.*

"One product actually bought all the teen stations in the breakfast period only — can you imagine? Teens get up as late as possible." *Audrey Bothomley.*

CJOR Radio

"Excellent chance of going over." *Brian Carter, President, Goodwin-Ellis Advertising Ltd.*

"I think people are overlooking 'OR. It's got one of the best sounds and its news policy is still good.

The only way it can go is up." *Media Director, Vancouver agency.*

"You've got to live here and have seen what CJOR went through. The Pat Burns fans were rabid — almost evangelical. The station has a lot to live down." *Mel Cooper, Sales Manager, CKNW.*

"I can't see that they have any identity as yet." *John Ansell, CKWX.*

Talk Programming

"CFUN just went to a talk format in the nine-to-noon period. Before that CKNW and CKWX had 70 or so per cent of the listeners in that period with talk programs, and CKLG and CFUN had about 15 per cent of the audience with teen music. CFUN probably figures it's better to get a chunk of the 70 per cent." *Audrey Bothomley.*

"CFUN lost its identity when it went to talk in the morning." *John Ansell, CKWX.*

CKNW Success

"One of the reasons 'NW is where it is today is they've stuck with it. Our mistake was not to stick to what we were doing. We were too drastic in our changes." *John Ansell, CKWX.*

"The great mystery in this market is how CKNW manages to retain its great share of the audience. They're not that much different from the other stations — they're right down the middle. Put it down to consistency. They've done what they wanted to do, and then promoted it." *Brian Carter.*

Programming Trends

"There's probably going to be more good broadcasting in Vancouver,

particularly in radio, in the next few months than we've had in past years. The rate and promotion battles are settling down now, and the broadcasters are *thinking*. And it's going to produce some good stuff."

"Right now two or three of the stations have pretty good open-line shows — more rounded. The main reason for the improvement is they get experts in the studio to provide comment. This area of programming has improved tremendously." *Brian Carter.*

"Programming is the thing that's going to have to emerge, though I don't think there's going to be a *great change*." *John Ansell.*

Local Retail Advertising on Radio

"This is one of the strongest retail markets in the country. It was probably the first city in Canada where food chains moved into radio in a big way. In 1955 they were already in heavily." *Mel Cooper, CKNW.*

News Programming

"In this town if you don't provide comprehensive local coverage — labor events, city hall and so forth — they're not going to listen to you. We're one of the most news-conscious towns in Canada, partly because we're cut off by the mountains. B. C.'ers want to know what's going on outside, but they're also insular — want to know what's going on here and now. CKNW spends almost \$300,000 a year on its news department." *Mel Cooper, CKNW.*

"Except for CKWX, sports aren't big here at all, and another funny thing, I don't believe there are any women on the air in Vancouver." *Don Hamilton, CKNW.*

FM Radio

"The Dominion Bureau of Statistics now says FM set penetration in the metropolitan market is 32 per cent, up from 19 per cent in 1961. Manufacturers seem to attribute the growth to CKLG-FM's separate programming from the time we started broadcasting on FM in October 1964. CBU-FM and CHQM-FM offer the only other Vancouver FM signals, but one U. S. FM station comes in loud and clear (good enough to get multiplex), and there are two weak American signals." *Don Hamilton, CKLG.*

"FM is a phenomenon in Vancouver because it's bombed." *A Vancouver agency executive.*



Meet Bill Speers

an astute administrator with a keen programming sense, Bill manages CKWX with the experience of over 30 years at major stations across Canada. CKWX's broadcasting and promotion "know-how" is compounded by Bill's dynamic sales manager, Dick Lennie. Through their efforts CKWX is consistently a leader in this hotly competitive market — "The Big One" in Vancouver.

at CKWX VANCOUVER

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



Vancouver Agencies

Billings soar to \$10 million in 1965

"There are too many ad agencies in this town," said the president of one Vancouver agency in early February. "There's not all that much business."

Brian Carter, president of Goodwin-Ellis Advertising Ltd., ran the West Coast agency situation down the flagpole by saying, "If every agency had to produce a profit picture out of its Vancouver office, the offices wouldn't all be here."

A Vancouver directory lists 24 agencies in the city, "18 of them legit - franchised," Carter explained. "Many of them are justified only as local service offices."

But the theme of too many thumbs in the pie - and not enough plums - wasn't echoed by James Lovick, during a brief recapitulation of Vancouver agency growth. Lovick is chairman of the board of James Lovick Limited.

He said, "Twenty years ago this was the worst agency town in Canada - very unimportant, with very little talent and only about \$600,000 in billings. Cockfield, Brown in those days had three people in their office, and most agencies had only two or three."

"Now we have over 100 people in Lovick's alone, and there are about 300 total in Vancouver."

Lovick estimated total billings currently originating from British

Columbia at about \$10 million a year.

Work because they like it

He and Carter agreed on one point - both rated the Vancouver agency staffer as a different breed of man - a better creature, in some ways, than his Toronto counterpart.

"I believe people here work harder voluntarily - work harder in pursuit of their own ambitions to get ahead," Lovick said.

"In Toronto at five o'clock when the bell rings almost everybody's out that door. Here, the attitude is 'finish the job'. Vancouver agency people take a much greater personal pride in their accomplishments."

"And they're more eager to accept personal responsibility to do a good job."

In Carter's opinion the outstanding feature of Vancouver agency people was their creativity.

"The creative output in Vancouver is very high in relation to the total output of the ad community here," he said. "We get some bloody good creative people in this city - fine photographers, good writers."

He thought the coast city environment was attractive to creative people. "It's a little like San Francisco."

There was some opposition to Lovick's "hard-worker" concept of Vancouver admen in claims by several senior agency people that Vancouver offered a "far more relaxed" atmosphere than Toronto.

"For one thing, you're not afraid to turn your back and let the client talk to someone else," said Audrey Bothomley, media director of Lovick's. "There's more account loyalty - far more. We've still got accounts Lovick's started with."

"That's just because in Tor-

onto chances are it's a calculated meeting," Carter argued. "Vancouver isn't a bloodthirsty community."

He doubted that a case of relaxation had set in at the coast, and said, "The pressures aren't any different than they are in the East."

"It's just that in Vancouver the ad people are able to take advantage of their leisure time better, and it gives the impression of a relaxed attitude."

"Of course the average West Coast agency doesn't have as big

a physical problem as the one in the East," he added. "There's not so much running around over production problems, largely because out here there's not so much broadcast advertising to do."

Lovick also thought the relaxed atmosphere of Vancouver agency life was a partial fiction.

"Relaxed" just means we're more Western," he said. "It applies to everything out here, not just the advertising business."

"The West has a freedom the East doesn't come close to."

ANNOUNCEMENT

STEPHENS & TOWNDROW APPOINTMENTS



JAMES CRAWFORD



NORMAN E. BAIN

Two new executive appointments are announced by Stephens & Towndrow, a service of CBS Radio of Canada Limited.

Mr. James Crawford appointed manager of the company's new Vancouver office, 1006 Richards Street, Vancouver 2, B.C. With fifteen years' experience in Western broadcasting and advertising, Mr. Crawford is highly qualified to bring to west coast clients the full creative broadcasting capabilities of major market radio stations coast-to-coast.

Mr. Norman E. Bain appointed Comptroller of the company with headquarters in Toronto will be responsible for all financial matters. His background includes five years in public accounting and auditing, plus S.I.C.A. studies through McMaster University, including Canadian Economics, Industrial Organization, Legislation and Management.

The trend is to balanced programming

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'OB and 'NW merge into Western Broadcasters

Further developments are stemming from Standard Broadcast Sales Ltd.'s January appointment as sales representatives for CKNW Radio in New Westminster, B. C.

A new company called Western Broadcasting Ltd. will be formed to combine complete ownership of CKNW and CJOB-AM-FM in Winnipeg, said Mel Cooper, sales manager of CKNW.

A rumor that it's on the drawing-boards for Western Broadcasting to be part-owned by Standard Broadcast Ltd., and to "go public" eventually with a substantial portion of its share capital, is "just a rumor" Cooper added.

In addition, a new sales representative firm under Cooper will soon be set up, he confirmed. The company will be called Western Broadcast Sales Ltd., and will be organized as an associate company of CKNW until formation of Western Broadcasting Ltd. is okayed by the Board of Broadcast Governors.

Then Western Broadcast Sales will become sole agents of Standard Broadcast Sales for representation of both CKNW and CJOB in the west. Vancouver and Winnipeg offices will be opened, with the

Winnipeg branch of Western Broadcast Sales to be managed by George Youngman, present local sales manager of CJOB Radio.

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Elmer Hildebrand, Station Manager

Pacific Pandemonium Settles into organized confusion

Vancouver radio is often called funny—sometimes hilariously funny—by Westcoast advertising agencies. But the stations don't mind at all. Lately, it seems, they've been chuckling all the way to the bank.

With the possible exception of radio station CJOR—currently try-

ing to bounce back from a down-but-not-out position it dropped to last year—Vancouver radio apparently never had it so good.

Predictions by two top West Coast radio broadcasters agree on \$5 million as a likely volume figure for the market's six private stations this year—up from \$4,450,000 in 1965.

The broadcasters also estimate dollar-volume growth at an average rate of about seven per cent annually over the last four years—a notch higher than the national average.

But luckily for the Coast agencies' sense of humor, the growing radio pie doesn't seem to be leading to any complacency in Canada's traditionally most hectic radio market.

In fact there's not a flicker of dullness yet. As one Toronto agency man commented, "You've got no idea what radio is like out there—the rabid devotion. They're real zealots. They work hours and hours a day to fight each other."

Or as Mel Cooper, sales manager for top-rated New Westminster/Vancouver radio station CKNW put it, "You can't afford to let down for a minute in this town."

Audience up for grabs

Feeling in Vancouver seems to be that the coast city radio audience is still up for grabs—that the market is still in flux in spite of CKNW's entrenched leading position over the past four or more years.

James Lovick, chairman of the board of Vancouver-originated James Lovick Limited, called British Columbia "as a whole a stable market—but Vancouver is not too stable. The stations are changing formats all the time."

John Ansell, program manager at CKNX Radio, described the situ-

ation another way by saying "this market hasn't settled down yet."

And that was putting it mildly. What Vancouver radio really seems to boil down to for advertisers is a golden chance to get the rate card that's dealt from the bottom of the pack, on occasion.

"The wheeling and dealing is terrific," one Vancouver media buyer commented. "It's a buyer's dream, it's so highly competitive," said the president of a major Toronto-based sales representative firm.

But the problem of rate warfare is played down in the ranks of Vancouver broadcasters—to the level of a quaint but waning feature of West Coast radio.

"Generally speaking, rate wheeling and dealing has settled itself out—partly because of the increased demand for radio," Mel Cooper said. He was backed by Brian Carter, president of Goodwin-Ellis Advertising Ltd. of Vancouver. Carter doubted the price battle was "as bad as it used to be. It was pretty gory here for a while."

However Carter also made it plain that some outstanding buys are still available in Vancouver radio on the basis of "I've got X dollars—you put a package together for me."

Extremism on the wane

What seems most significant in the thinking of Vancouver broadcasters is their consistent view that extremism in the defence of ratings—a long-time wild-West characteristic of coast radio—is dying a well-earned death, in both the programming and promotion fields.

Talk shows last year reached their limit, one media director noted, when an on-air open-line commentator called one of Canada's largest advertising agencies "a bunch of no-talent parasites that

haven't written a piece of good copy in years."

Needless to say, the buyer added, "I bought all around him, but not in his show."

Another agency viewpoint was supplied by Carter, who said, "Each format the stations have adopted has been carried to an extreme here."

No Vancouver broadcaster seemed anxious to guarantee that the predicted lull in West Coast cross-fire would turn into an armistice—but nobody worried about the apparent hiatus either, because a shooting war was going on across the street.

"We've just had Russian roulette with the rep houses," were the words Audrey Bothomley, media director of James Lovick Ltd.'s Vancouver office, chose to sum up the current scene. "Now everyone is stealing people from everyone else."

(Radio CKNW recently terminated its representation by Stephens & Towndrow Ltd. and joined Standard Broadcast Sales Limited. S & T promptly became sales reps for CKLG and CHQM Radio.)

One Vancouver station viewed the revamped rep situation as ominous—as a more drastic threat than anything the competition might do by way of programming or promotion. And the station tossed out a warning to major market radio stations in the rest of Canada.

"Is this going to be a trend to one sales representative picking up two stations—of a completely opposite nature—in each market right across the country?" CKWX's John Ansell asked.

"The way I understand it, Stephens & Towndrow are going to sell CHQM (a good music station) and CKLG (a "teen" station) at a price that exactly matches our rate card.

"This thing is very disturbing," he continued. "It's opened up a whole new ball of wax. For instance in Toronto, what's to stop CHUM and, say, CHFI coming up with a combination that could maybe fight CFRB?"

And the funny part of it is—the agencies are still laughing, in more ways than one.



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at CKPG PRINCE GEORGE

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Fur may fly in new race for Toronto TV

At least three – possibly as many as five – former applicants for a television broadcasting licence in Toronto have expressed interest in locking horns with the Board of Broadcast Governors once again if a Channel Three outlet is thrown open to competitive bidding.

Thornton Cran, president of CFRB Radio in Toronto, made his views public on February 8 with an announcement that said, "We are definitely interested in securing a television licence in Toronto, whatever channel may become available."

But others among the eight thwarted applicants for Channel Nine (now CFTO-TV, Toronto), also appeared willing to get back in the channel swim.

H. A. Hindmarsh, secretary of the *Toronto Star*, said, "We were interested before, and I imagine we'd be interested again."

The Rank Organization, largest single proposed shareholder in a 1960 applicant group that included the *Globe and Mail*, "hasn't really given it any new consideration," said Frank Fisher, vice-president of Rank Film Distributors of Canada Limited.

"But I'm not saying we wouldn't be interested, if we could get our consortium together again."

Speaking for the *Globe and Mail*, Vice-President and General Manager Earle Richards commented, "There should be a public hearing, as far as we're concerned. After that's established, we would decide whether we'd be interested in re-applying."

Spence Caldwell, who organized the CTV Television Network after losing out on his Channel Nine application in 1960, was not available for comment. But CTV President Gordon Keeble said he considered it "a likely bet" that Caldwell would want to go after Channel Three, given the chance.

Another British television company that fought the good fight in 1960, and lost – Granada TV Limited – hasn't had its interest revived by recent developments, according to a spokesman. But he intimated that the company couldn't be ruled out of the game.

In fact the only Channel Nine applicant that seemed to be barred from return engagements was Jack Kent Cooke, former owner of Radio CKEY Toronto. His newly-acquired United States citizenship appeared to bring him squarely under the Canadian broadcasting industry's foreign-ownership limitations.



Meet Bill Guild

alert, determined manager of Victoria's leading station and no doubt the best informed on his station, market and the industry. A past president of the C. A. B. and constant promoter of "Beautiful B. C.", Bill deserves much credit for establishing Victoria's recognition in the marketing world and CJVI's position as one of advertising's highly respected media.

at CJVI VICTORIA

the man behind the All-Canada man

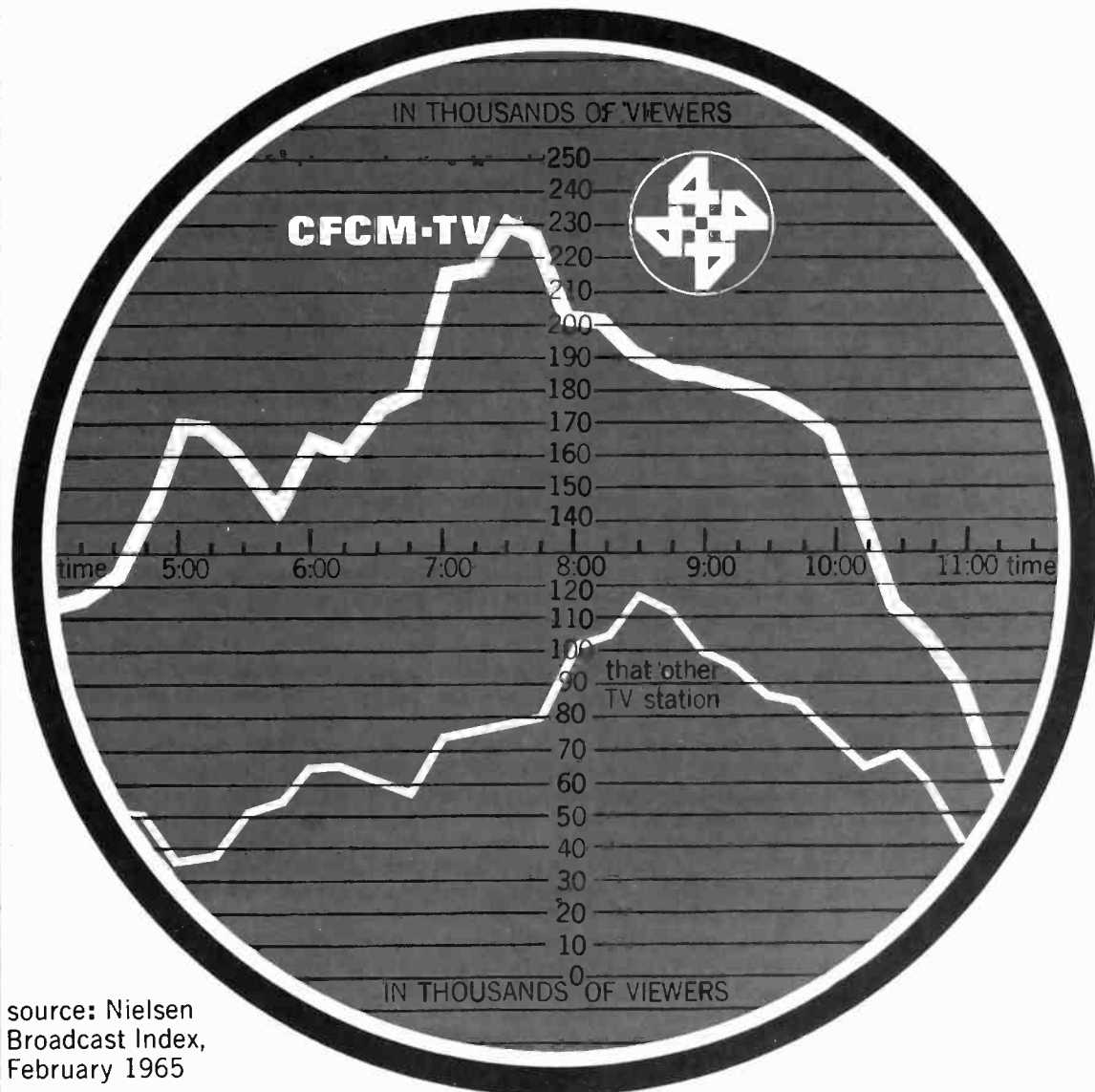


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Télévision de Québec (Canada) Limitée

Agency regales clients at one-day seminar on color television

"In 1954 there were 10,000 color television sets in use in the U.S.A. Today there are approximately 5,000,000 sets in use—a penetration level of one in ten of every television homes. By 1968, sets in use will double to 10,000,000. By 1970 it is estimated there will be 23,000,000 color television homes—a penetration level of 40 per cent—an increase in ownership of 460 per cent over 1965."

This was the opening gambit and the nuts and bolts of *Here's Color*, a presentation to clients of the J. Walter Thompson Co. Ltd., at the studios of Advertel Productions Ltd., Toronto, February 2.

What has brought this about in the United States? What will hap-

pen in Canada? How can advertisers, agencies and television broadcasters help it happen?

By means of short fast-moving dialogue takes, film and tape clips, all shown to the audience in color and black-and-white monitors set up side by side in the Advertel Studio, they traced the fascinating story of the birth and growth of color with the completely factual reporting and no opinion.

After introductory remarks by JWT's Canadian president, Raimond Senior, they moved swiftly into Part 1, "A report on the factors that have contributed to today's color explosion in the U. S."

Starting the story twelve years ago, when "agencies and televi-



Photo by Artists Photographers, Toronto

It was Groundhog Day to the outside world, but to Toronto Television February 2 was the day of the J. Walter Thompson Company's seminar for its clients, called "Here's Color!". The seminar took place in the studios of Advertel Productions Ltd., and here, during a coffee break are Bill Crampton, general manager of CFTO-TV, an interested spectator and Peter T. Zarry, JWT Toronto's executive vice-president who played an important part in the proceedings.

sion stations chose to ignore involvement in color television", they listed among those who pioneered in color such concerns as RCA Victor and NBC (JWT clients); Eastman Kodak, Kraft and Walt Disney.

Describing the transition to color as "the most dynamic change in the history of all entertainment media", they listed these factors as having contributed to this, especially in the past 18 months.

Sales of Color sets

Early in 1965 retailers supported the general belief that color had turned the corner to become an important source of profits.

Stations equipped

More than 450 stations are equipped to handle color telecasts themselves and almost all stations can receive and transmit color feeds from the networks.

Set prices

In 1954 RCA pioneered the first commercial production of color receivers, with prices ranging from \$695 to \$995. The \$1000 sets of two years ago have now come down to \$495. Some are retailing below \$300—portable units around \$250.

These and other factors have contributed to the explosion, "but there is one factor that has had the greatest motivating effect on the consumer—color programming."

Color programming

Color programming, without which there would be no color television, has increased in hours like this:

Night schedules in the fall of 1965 were:

- NBC—96 per cent in color
- ABC—32 per cent in color
- CBS—28 per cent in color.

By the end of 1954, U. S. networks aired a reported total of 114 hours of colorcast; in 1960, 1,000 hours; by the end of 1964, 2,300 hours. Total hours of 1965-6 programming will be 5,400 or an average of more than 15 hours a day.

The new 90° (in place of the old 70°) picture tubes cut 6 inches off

the depth of sets, allowing more advertising area.

Technical innovations have resulted in a move towards total color programming and more and more advertisers and their agencies developing color commercials. In 1962, there were only 31 advertisers in regular color production—now there are well over 100.

A Report on Canadian Color Television

Target date for Color Television in Canada, originally set for January 1, 1967 has been brought forward to October 1, 1966, although January 1 still remains the official date to meet government standards. From July 1 onwards, overnight color tests will be allowed after regular transmission hours.

TvB estimated that by the end of 1965 there would be 20,000 homes equipped with color receivers, more than double the number that was in the U. S. in 1954 when color TV started there.

In Canada TvB estimates the following:

1965	20,000 color sets
1966	70,000 color sets
1967	190,000 color sets
1968	400,000 color sets
1969	700,000 color sets
1970	1,100,000 color sets

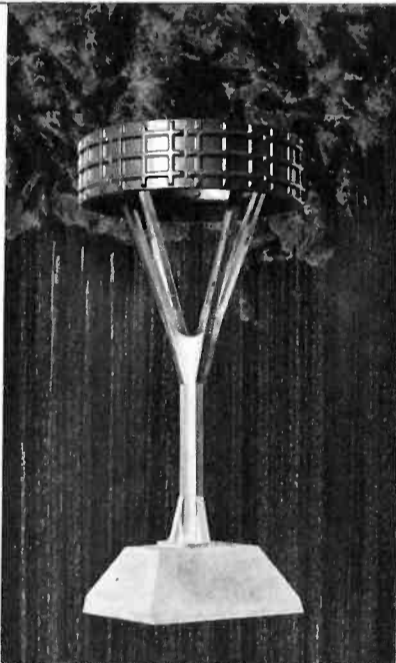
Currently there are 28 U. S. col-orcasting stations viewed in Canadian TV homes. Of these, approximately 80 per cent are to be found in Ontario, 10 per cent in Quebec, 9 per cent in B.C. with the Prairies accounting for the rest.

Stations' intentions

A JWT survey among 71 TV stations in Canada, gained response from 60 and came up with the following information:

- Only eight stations said they had no plans for color transmission this year and these were in smaller markets.
- Of the 60 stations responding, 44 will be carrying network programs in color and almost all of these are planning to participate

continued on page 21



Potash mining goes SKY HIGH in Saskatoon!

In Saskatoon's Potash Park, there's a new monument to our newest industry. It's a 40-ton section of tubing of the type used in potash mine shafts, all bronze and silver, magnificently rased skywards.

In the 1970's, there will likely be more carloads of potash than of wheat coming out of Saskatchewan.

Foresighted Saskatoon! It builds this monument at the beginning of its 200-year reign as Potash Capital of the World!

Foresighted CFQC! To become the most popular station in and around Saskatoon long before potash was discovered, and to be even more popular now (see our latest BBM)



radio saskatoon

continued from page 18

in transmission tests from July 1.

- Most stations said any rate increases would be normal ones — not related to color. In other words — no extra charge for color.

Predicted growth

"With the supply of tubes currently neither meeting the demand here or in the U.S., there are some doubts expressed as to the predicted rate of growth being a little optimistic. Will this situation continue? We doubt it.

"Canadian manufacturing facilities are already being completed to meet the color explosion.

"CGE last month announced the expansion of its Rexdale color plant. Sylvania have announced plans to build a multi-million dollar color plant. RCA's 25 million dollar Canadian Color Television Tube Facility will be the biggest single expansion program in the history of the Canadian electronics industry. Completion is scheduled for mid-1967 and this plant will employ 500 persons and be capable of producing more than 300,000 rectangular tubes annually.

"RCA is already assembling color tubes in its Prescott, Ontario plant which also turns out sets for sale in Canadian border areas where U.S. colorcasts can be received. The demand may be even accelerated further from another source. Manufacturers are working to get the 15 per cent excise tax on sets reduced or removed altogether."

How does the viewer feel?

Next they presented the results of a small consumer study just conducted by JWT in Toronto, which disclosed:

- Only a few interviewed actually owned a color set, but almost all had seen color television at some time.
- Over 75 per cent stated they preferred color television to black-and-white because it's "more true to life", "pleasant to view", "easy on the eyes", "more exciting".
- Generally there was a preference "just because it's color".

The less than ¼ who still preferred black-and-white gave as their reasons: lack of perfection in color sets, colors not good, more sharpness to black-and-white.

Those who preferred black-and-white were critical of color for reasons of execution — not critical of the concept of color television. Manufacturers and stations must publicly dispute this theory of poor execution and "clearly demonstrate the giant strides that have been made in reception, tuning and the like."

Of those respondents who stated they would soon be purchasing a new set, 42 per cent intended to buy color—"a very high percentage, considering we haven't really started yet."

Retailer attitude

JWT conducted a small survey of

retailers just before Christmas, which disclosed:

- One major department store salesman said an average of 30 sets a day were being sold and that one manufacturer had a backlog of orders.
- Another said, in his opinion, it was possible to sell 100 sets a day between then and Christmas.
- There is confusion about models, screen sizes and price structures; yet all salesmen questioned said that color set sales are breaking all forecasts.

Color switch-on

On July 1, stations can test color after normal sign-off time (around 1 am). This offers clients a possibility to test color in these early morning periods.

Here's with the networks

CTV will be programming 100 per cent color or about 26 hours as of January 1, 1967, with the same Canadian content as black-and-white — 55 per cent Canadian, 45 per cent foreign.

The new CTV rate card:

- will offer greater flexibility in purchasing network time and a greater range of prices will be quoted.
- will have a built-in volume incentive, opening network time to the smaller advertisers and making it extremely attractive to large advertisers who purchase in volume.

The CBC has set up the "Committee on Color Shooting Practices" and color production seminars are under way. CBC has opened these to private stations and even production personnel in advertising agencies.

CBC English color programming will concentrate on prime time periods, approximately 30 hours a week. Canadian content will concentrate on:

- (1) Hockey
- (2) "Festival" subjects
- (3) Major entertainment shows
- (4) Half-hour light entertainment

There does not appear to be any plan to increase rates for color time on CBC although increases in program package costs are likely.

"So it would appear that both networks are going all out and there are many possibilities for our (JWT) clients to gain advance technical knowledge and testing should advertising plans call for color television commercials."

Summary

"The Canadian consumer is becoming increasingly aware of this new medium in a variety of ways — Department Store demonstrations, large scale demonstrations such as the one put on by CHCH-TV at last year's CNE, where over 2,000,000 people viewed various parts of the twelve hours colorcasting each day, news media, their neighbor's color television and in many other ways the consumer is becoming more and more exposed to Color Television.

"We spoke with the Master Photo Dealers' and Finishers' Association and they pointed out that

the use of color film by amateur photographers has virtually "taken over" from black-and-white film. In the case of movie film, color accounts for at least 90 per cent of the film used. Canadian Kodak says that, "Color film sales have advanced at a remarkable rate. The excellent results obtained with color prints have boosted sales, particularly in the mass market".

"Color programs are indicated in small ways, too, for example in TV Guide and Daily Newspaper TV

Selectors they are denoted prominently.

"The consumer is more color conscious today than ever before — it shows in color choices for cars, clothes and other goods."

(Our report of the J. Walter Thompson Co. Ltd. seminar — "Here's Color" — will be continued in our next issue with "Profile of a Viewer", "The Impact of Color versus Black & White", "Color Shows and Programming Plans", and "Color Production".)

Colorful Vancouver

The music goes round and round

Vancouver radio is rated a tough spot to find yourself in without a trusty sense of humor, and Mel Cooper, sales manager of Radio CKNW New Westminster, supplies the following illustration of "the kind of thing that makes people think Vancouver radio is funny."

To start with, West Coast radio broadcasters apparently care strongly about the British Columbia Centennial celebrations planned for next year.

And to promote the 1967 spirit, Bill Bellman, president of CHQM-AM-FM in Vancouver commissioned and recorded a song titled "The Evergreen Playground", later accepted by the Vancouver City Council as the city's official Centennial song.

Then came trouble. The chairman of the Vancouver Centennial Committee was Jim Pattison, co-owner of Radio CJOR Vancouver. Vice-chairman was Mel Cooper, CKNW.

"We had to be sports and find a way to get the Vancouver stations together to discuss ways of exploiting Bill Bellman's song," Cooper said. "So we got all the station managers in to a meeting and asked them if they'd back the song or boycott it.

"It was a rough, interesting meeting — a little bit restrained because there were City Council people around."

The crisis came when executives at the meeting learned CHQM

was using "Evergreen Playground" as part of its station identification. Promoting the song would lead to indirect promotion of CHQM, the station managers felt.

Needless to say, the stations decided ("Unanimously", Cooper noted.) not to touch the song with a ten-foot tone arm.

"So we wrote a new song," Cooper said. "Each station agreed to put up money for it, a 'noted' song-writer agreed to do it for free, and the CBC offered its studios for recording purposes.

"Then we got it named the official British Columbia Centennial song.

"And now," Cooper concluded, "Bill Bellman refuses to play the official B. C. song.

"It's typical of what you'd expect to happen in Vancouver radio."

Limerick Lane

An agency type — name of Snell
Thought his copy was all pretty
swell.

They described it as "pro"
Did those folks in the know,
But the fact was it just didn't sell.

Say you saw it
in
The Broadcaster

CKTB

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

KVOS dances "Beer Barrel Polka" while law keeps Canadian stations dry

Status and quo seem to be the best words available to describe the West Coast television broadcasting scene, circa February 1966.

Both CHAN-TV (with its Victoria affiliate, CHEK-TV) and KVOS-TV in Bellingham, Washington, report substantial increases in billings for 1965, in line with television's continuing nation-wide growth. But no dramatic changes seem to have taken place in the audience rate-race among the stations (CBUT-TV is the third competitor in Vancouver), and no radical disruptions seem forthcoming immediately, in spite of KVOS-TV's colorcasting lead.

If it weren't for the chronic antipathy Vancouver telecasters hold for KVOS-TV, and a rumored threat to the B.C. Interior stations' hegemony over the Okanagan area, West Coast TV could almost be ranked as tranquil.

KVOS faces another in a lengthy series of attacks on its revenues this spring—via a broadcaster-agen-

cy backed presentation to the B. C. government, requesting less restrictive beer advertising regulations.

James Lovick, board chairman of James Lovick Ltd., explained that the brief will cite a figure of \$382,000 as the 1965 dollar drain from Vancouver-originated beer billings channeled to KVOS.

"If you include billings put through American agencies, it would be close to \$750,000," Lovick added, sticking a pin in another sore spot that bothers Vancouver agencies.

Apparently the Bellingham TV station has adopted the practice of billing beer commercial business from Vancouver through American agencies, in U. S. dollars. The manoeuvre forces West Coast brewers to pay a dollar-exchange premium of about eight per cent on the station's regular rate card, applicable to other products, a former Vancouver agency executive commented.

Coast agencies not unnaturally resent the loss of billings, and

argue that KVOS escapes Canadian income tax on the beer revenue.

"It's very simple," countered Andy Anderson, assistant to the president of KVOS. "Under the law our client is not the brewery in B.C. It's the affiliated brewery in the State of Washington. All the breweries export to Washington and have distribution here.

"We conform to regulations imposed by the Washington State Liquor Control Board, which clocks and okays every commercial.

"As an international station we have to make sure what we do is legal, on both sides of the border—and B.C. brewers are not allowed to advertise on TV. ("Ontario brewers are billed through their Canadian agencies—in U. S. funds—for commercials placed on one, possibly all, Buffalo TV stations," a Toronto station representative noted.)

"It's tit for tat," Anderson said. "We do not and can not accept political advertising for national campaigns in Canada, even with our large Vancouver viewership. And we take a pretty hefty chunk of commercial production money out of the U. S. and bring it to Canada."

Sandlot Hollywood

KVOS has just finished boosting production capability with a new medium-size studio that adds to its former matchbox facilities, but CHAN-TV is still Canada's "sandlot Hollywood" in the program production field.

CHAN originates *People in Conflict*, *Tides and Trails*, *Windfall*, the *James Beard Show*, *Incredible Forest*, *Awakening Giant*, *Portrait*, *University of the Air*, the *Horst Koehler Show*, *Workshop 30*, *Ski School* and *Wrestling*—"more network production than CBC Vancouver and all of the Western stations

combined," as Ray Peters put it. Peters is president of British Columbia Television Broadcasting Limited, controlling company for CHAN/CHEK-TV.

First tint of color

KVOS' lead in the colorcasting race (the station is a CBS network affiliate, and programs a number of weekly movies in color, though it has no live color origination facilities) has apparently overwhelmed most Vancouver advertising agencies thus far.

Two agencies had something to say on the subject, and both were blasé:

"KVOS having color hasn't made any difference in our television commercial placements," said one. "Nobody's got color commercials anyway, and there are not enough sets to warrant changing current production to color." The other agency spokesman commented, "Color is not a factor in this market yet. We have the sum total of two color commercials in this agency."

However Anderson felt color was generating "a lot of excitement with viewers. This one season has made people in Vancouver and Victoria aware of color.

"We received a call from a small—really 'small'—TV shop, asking us about the availability of TV time," Anderson related. "Because of his size, we tried to steer him toward radio or print, but he insisted on TV." Finally the shop-owner explained:

"Listen. In the last two weeks I've sold 35 color TV sets. That's why I want to buy TV time."

As for the threat to B. C.'s Interior telecasters—nobody in Vancouver seemed to know if it was real or imaginary, as recently as February 3.

Inside the Interior

A rumor going the rounds suggested that a community television operator was interested in wiring-up homes in the Okanagan area, marking the first major change in the pattern of Interior broadcasting in several years.

What effect multi-station TV availability would have on broadcast operations behind the mountain barriers wasn't clear, but some deductions could probably be made from a description of the Interior situation offered by Don Hamilton, manager of CKLG Radio, Vancouver.

Hamilton said, "The Interior stations are doing well, because no other station can get in. They get a lot of local business because the local retailers know you either watch the television station or listen to the radio station."

C
K
L
B

SERVING SOUTH-CENTRAL ONTARIO FROM OSHAWA

AN IMPORTANT MARKET

- ★ Already in Canada's highest income area, Oshawa's average weekly wage has increased to \$125.97
- ★ Surging wages mean more sales for your product
- ★ CKLB reaches this buying power 24 hours a day


"YOUR KL RADIO" MAN HAS ALL THE FACTS

CKLB-AM 1350 KC
10,000 Watts

CKLB-FM 93.5 MC
14,000 Watts

For Further Information Contact:
LORRIE POTTS & CO.
TORONTO 921-8951 MONTREAL 845-6448







Meet Dennis Reid

Cariboo Radio President and General Manager, whose sense of responsibility to his community is reflected by his stations' vital role in the life of the Quesnel-Williams Lake area. Straightforward and unaffected, Dennis' inquiring mind seeks out the needs of his community, tirelessly supporting its organizations and services—uniting in spirit the ranchers, farmers and loggers of the Cariboo.

at CKCQ-CKWL
QUESNEL-WILLIAMS LAKE

the man behind the All-Canada man

 **ALL-CANADA RADIO & TV LTD.**



Colgate buys "Musical Charades"

Musical Charades, a radio game show, went on the air in six Western-Canada markets under the sponsorship of Colgate-Palmolive Ltd. in mid-February.

The five-minute show was created by G.N. Mackenzie Ltd., Toronto, in 1962 after what Norris Mackenzie calls "one of my pure pieces of modest genius."

In other words, *Charades* uses words derivable from song titles to build up clues needed to guess

the mystery title of a song-of-the-day. The program is being broadcast five days a week.

Original format of the program in 1962, when it was first sponsored by a cigarette company, was two-and-a-half minutes. Now the longer show is being handled by Lou Snider at the piano and Mike Darrow as host.

Charades marks Colgate's first venture into quiz programming since the *Who Am I?* show of yes-

teryear, says Grant Advertising (of Canada) Limited, Colgate's agency.

Merchandise prizes with a value of over \$2000 weekly will be given away on the program, along with cash awards for labels of products being promoted, which are:

Cashmere-Bouquet beauty soap, Veto cream and spray deodorant, Brisk toothpaste, and Encore laundry detergent and dishwashing liquid.

'MS buys CBS news
to translate to French

The CBS Radio English language news and program service will be furnished to Radio CJMS Montreal for French translation and broadcast, starting September 1, 1966.

The unusual arrangement, apparently the first sale of the service to a French-only station in Canada by CBS, was announced by CBS Radio President Arthur Hull Hayes early in February, and was confirmed by CJMS President and owner Raymond Crepault.

MARKETING FORMULA for British Columbia

TV = A_C = BC*

* AN ABBREVIATION OF THE EQUATION:

$$BC^{TV} = A_C = (CHAN-TV + CHEK-TV) + (BCI-TV) + (CKPG-TV)$$

WHERE BCI-TV = (CHBC-TV + CFCR-TV)

For Mathematic Details Call your ALL-CANADA man.

ALL-CANADA RADIO AND TELEVISION LIMITED

Toronto Montreal Winnipeg Calgary Vancouver New York
Chicago San Francisco Atlanta Dallas Hollywood



New chief - new member - new advertisers

A major audience gain in the prized rich-and-influential audience category has been scored by a broadcast organization recently, but it's a cinch the jump will never show on Canada's rating surveys. Instead, plans call for the new listenership to show on sales graphs at radio stations across the country before the year is out.

The broadcast organization winning the added attention from big spenders operates under the call letters RSB - the Radio Sales Bureau, Toronto.

As one agency spokesman put it:

"We've been exposed to two new sales bureau presentations in the

last two months - that's more than in the last two years."

For an indication of the up-beat pace RSB is going at in 1966 -

- The bureau made 24 presentations to national advertisers in the October-December period last year.

- In the same interval, the bureau gave three full-scale and eight regular presentations to Toronto agencies.

- A three-day blitz of Montreal agencies and advertisers saw 16 groups given major RSB presentations.

The bureau's current schedule calls for a weekly minimum of two hits at national advertisers, combined with eight contacts or presentations a week for agencies. Besides this, four full-out cram sessions of three or four days apiece are contemplated for the Montreal market this year.

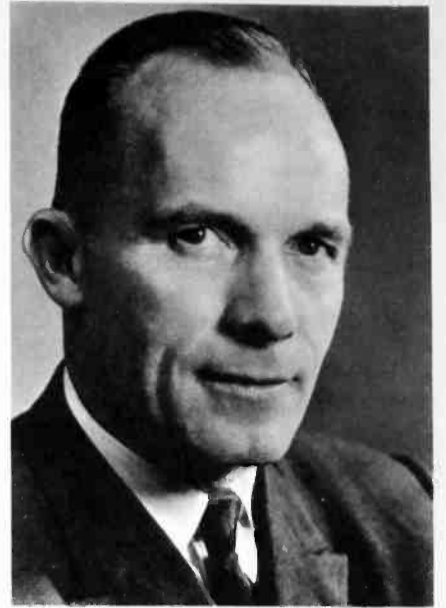
Local city-by-city presentations for station sales forces and retailers have been racing along at a clip of about three cities a month-triple the laid-down schedule.

So storm warning signs are up, and many agencies and advertisers that haven't heard RSB's knock on their doors since *Inner Sanctum* squeaked on the air, can expect to slide back their peep-holes and hear the RSB's new password - "Denny sent me" - before the year ends.

"Denny", of course, is Denis Whitaker, new president of RSB.

Entrée to management

Many broadcasters feel the arrival of Whitaker on the bureau scene last summer automatically put the sales organization's foot in a number of new doors, partly because Whitaker brought an entrée to high-level management from his former post as president of O'Keefe Brewing Co. Ltd., but also because



DENNY WHITAKER,
RSB President

Whitaker ranked in the radiomen's eyes as a "broadcaster".

(He's an ex-radio man - sales manager for CHML Radio in Hamilton for several years before joining O'Keefe - and broadcasters believe Whitaker's experience gives him a close understanding of their problems.)

The new attitude on the part of radio stations across the country has lately taken measurable form with 19 new RSB memberships - including some from long-time sales bureau hold-outs.

And what the membership gain means to the bureau, for one thing, is cash - a 13 or 14 per cent increase in budget that "will make it possible for the sales bureau to increase its effectiveness," Whitaker says, and pay for the bureau's new presentation tools and member services.

"When I came here I found the sales bureau had done nothing with sound," Whitaker explained as he introduced a discussion of RSB's latest sales-weapon developments. "It seems to me you ought to be able to sell radio better with sound."

Since his arrival at RSB, Whitaker has overseen completion of a Quintile Presentation aimed at advertisers, a Creative Presentation for agency personnel, and "Sound Selling by Radio", a long-play recording of successful national and local radio commercials fortified with the comments of advertisers involved.

Besides these, the RSB still has its venerable, but updated, "Radio Alive" presentation, ready and aimed at anyone with a marketing interest in radio.

Under the more-to-come heading, Whitaker notes a new creatively-slanted tape presentation being geared up by sales bureau personnel. Purpose of the new tape will be to throw light on today's radio commercial techniques, by giving ad-makers a chance to explain the methods they adopt for their most outstanding commercial work.

Radio **CHUB** Nanaimo

Serving a fast-growing
Nanaimo and Central Vancouver Island!

**\$10,000,000 for
NEW SHOPPING CENTRES
in 1966 ...**

B.C.'s Centennial Year!

**80 NEW RETAIL OUTLETS
in one year!**

Ten thousand watts
Twenty-four hours a day

See Radio Representatives



Meet Maurice Finnerty

as a former Provincial M.P., CKOK's president and general manager has reconciled his two careers to the betterment of both broadcasting and Penticton community life. Through his diligence as Penticton's mayor, Maurice has made Penticton known across Canada as the Tourist Mecca of Central B. C. Through his dedication to broadcasting CKOK has become highly regarded in the industry - a vital part of Okanagan Mainline Radio.

at **CKOK PENTICTON**

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



The Quintile study, beamed at advertisers "who aren't using radio, or not very much," Whitaker says, is based on massive research dealing with away-from-home radio listening, conducted by the American Research Bureau in the early months of 1965.

RSB has supplemented the U. S. work with some pilot research in Canada "to make sure the RAB study has relevance", as RSB National Sales Director Peter Harricks puts it—and has subsequently developed as a VU-Graph presentation.

The American study indicated that out-of-home radio listening averaged 42 per cent of total listenership over the course of the broadcast day, and peaked at a better-than-60-per-cent topping for the in-home audience during traffic rush hours.

"Sound Selling by Radio" is due for distribution to the bureau's 114 members in the next couple of weeks. About 75 of the 500 "Sound Selling" recordings produced have been doled out—largely at the bureau's second annual Sales Management Conference held in Montreal January 10 and 11.

78 delegates attended the Montreal meet, up from 47 the year before.

Call for modern management

At the conference, Whitaker predicted a rise of ten to fifteen per cent in dollars spent in radio during 1966—an increase to about \$70 million this year. He said a survey of broadcast sales representatives put "indicator" bookings listed on radio's Big Board up between ten and a staggering 50 per cent already this year.

The conference was marked by a plea for modernization of radio station management methods, delivered by Whitaker and RSB Board Chairman Ernie Towndrow, now president of the Sonus Corporation, Toronto.

Whitaker called himself "a student of management methods." Drawing attention to the Canadian Economic Council's recent conclusion that the United States out-produces Canada because it is better managed, and the Council's argument that upgraded education is the competitive solution for this country, Whitaker said:

"The advice about education goes further than school, I think. It goes into management.

"Too many Canadian businesses, including broadcasting ('Maybe more so,' he noted.) are run by the seat of somebody's pants.

"Broadcasters have to find ways and means of improving management—by committing their organizations, goals and staff duties to paper—by having a long-term plan ('maybe five years') with check points along the way."

Towndrow amplified the discussion by saying, "Most of us rush from one crash program to another.

But the same problems recur again and again.

"Results are obtained by exploiting long-term opportunities. All you can achieve by solving problems is to restore normality.

"Resources should be allocated to opportunities, not problems."

If anything, the sales bureau seems determined to practice what it preaches.

Delegation of management

Internally, some problem-solving has been undertaken, hopefully of the never-to-recur variety. There's been considerable delegation of authority (a Whitaker precept) within the bureau's senior ranks, and improvements in communication feeder-lines with bureau members have taken place.

Monthly bureau activity reports now go to all members, along with RSB's regular print output of stories, sales ideas and radio facts. In addition, two new Sales Advisory Committees (Toronto and Montreal) get together with the bureau's executive, every two months in Toronto, every three in Montreal, to steer the bureau toward national advertisers "needing attention", and advise RSB on research and fact-finding procedures.

But emphasis is now on radio opportunity-seeking, by means of door-rattling and campaigns like the bureau's current sic'-em drive on co-op advertisers.

A co-op book with tip sheets on all major Canadian companies using split-cost advertising arrangements with local distributors is well under way—and the war-cry is "get that newspaper budget".

"It's working," is the RSB's only comment.

If so, the co-op campaign ranks as one of the most rewarding areas of the bureau's current efforts, primarily because of what Whitaker characterizes as the vagueness of "institutional" selling RSB-style.

"You go in and sell, but you can't ask for the order," is how Whitaker sums up the psychological problem. "It isn't as if you're going to sell a specific idea or a specific group of stations.

"For one thing, we're trying to get people not in radio to at least experiment in a test market, but we don't necessarily see the results.

"We're selling radio as a philosophy, more or less."

The shortest distance between
a Station and a Time Buyer

AN AD IN THE BROADCASTER

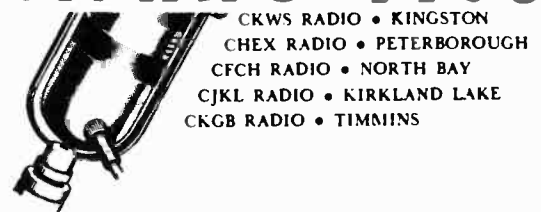
WHAT A MARKET!

1965 BUILDING PERMITS

UP 50% over 1964

TO \$92,000,000

The ONTARIO Five



CKWS RADIO • KINGSTON
CHEX RADIO • PETERBOROUGH
CFCH RADIO • NORTH BAY
CJKL RADIO • KIRKLAND LAKE
CKGB RADIO • TIMMINS

The ONTARIO Five for SALES DRIVE



KENNETH HUTCHESON,
President and General
Manager, CJAV, Port
Alberni; General Manager,
CKAY, Duncan

Covering
The Heart of
Vancouver Island's
FOREST INDUSTRIES

with their own

Community Radio Station

CJAV
Port Alberni

CKAY
Duncan

Your Hardy Man has all the Facts



HARDY RADIO & TELEVISION LIMITED

TORONTO EM 3-9433

MONTREAL 861-5461

Fremantle sells "Safari" to CBC

Fremantle of Canada Limited has sold one hundred half-hours of its *On Safari* film series to the CBC Television Network's owned and operated stations.

Fremantle calls the sale the largest in CBC history, in terms of film footage from one series. Reported price for the package is \$55,000.

Apparently the CBC stations plan to begin telecasting the color film in black-and-white early this year, switching to color after the October 1 Canadian color start date.

On Safari is also being offered to private television stations and CBC affiliates in other markets.

SALE AND PURCHASE

AM Metropolitan
AM Suburban
CATV Systems
Michael Jay,
Licensed Broker,
1262 Don Mills Rd.,
Don Mills, Ont.
Phone: 444-8791

Devney Organization lands French stations for U.S. representation

Stations CKRT-TV and CJFP Radio, Rivière du Loup, Quebec, and CKBL-AM and CKBL-TV, Matane, Quebec, have appointed the Devney Organization, Inc. as their United States sales representatives.

The stations were formerly reped by Young Canadian Ltd., New York, recently purchased by Canadian Standard Broadcast Sales Inc.



LIKE FATHER LIKE SON

If your grandfather didn't have any children, and your father didn't have any children, it is quite likely you won't have any either.

-:Fred Lynds
CKCW, Moncton

WANTED

Newsman to gather, write and read news - radio and TV - experience necessary. Starting salary up to \$450 monthly for the right man. Tape, resumé and photo required.

CKPR Radio & TV
Port Arthur, Ontario

PROGRAM NOTES

If you don't broadcast any programs on your station, nobody will listen to them.

-:Fred Lynds
CKCW, Moncton

WANTED

Senior Radio-TV Continuity Editor with experience. Should be capable of handling detailed planning and staff direction. Excellent salary and future for the right person. Apply to:

Operations Manager
CKX Radio-TV
Brandon, Manitoba

GILTLESS GINGERBREAD

Broadcasting is no fun any more because now you have to do all the things you've always done because you wanted to.

-:Fred Lynds
CKCW, Moncton

at your SERVICE

THIS SPACE

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

XEROX COPIES

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

WHILE YOU WAIT

Broadcaster Office,
217 Bay Street, Toronto 1.

SKY-HOOK

Construction Limited
All types of
Tower and Antenna

Installation and Maintenance
138 Sorauen Ave., Toronto 3
Phone 536-7201



**DOMINION
BROADCASTING**
Best in Sound

12 SHUTER ST. 363-3383

Say you saw it in The Broadcaster

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.



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

ARTIST FOR TELEVISION STATION

Eastern Canada TV Station
requires experienced artist
familiar with general routine
of station art department. Ap-
plications to:

Box A-844
Canadian Broadcaster
217 Bay Street, Toronto 1

AVAILABLE

Canadian-U. S. Television
Producer-Director looking
for spot in Ontario station
or ad agency.

- * 10 years experience
- * strong commercial bkg
- * network knowhow

P. O. Box 323,
Station U, Toronto 18, Ont.

PR MAN'S SLOGAN

We write for those who cannot
write for themselves.

CAREER CORNER

He tried his hand at announc-
ing, writing, producing, acting
but failed miserably in every
instance, so he decided to be-
come a dramatic critic.

SCHOOL REPORT

This student has completed
his course to his entire satis-
faction, but not to ours.

AUDREY STUFF

Then there's the gal who was
so dumb that when she offered
a cigarette to a friend who re-
buffed her with a: "No thanks!
I'd rather commit adultery,"
retorted, quick like a flash:
"Who wouldn't?"

PAN MAIL

Sir: Your jokes are like old
wine, mature, with a strong
bouquet, which you have to
watch or they turn to vinegar.

-:Sourpuss

LAST STRAW

The unpalatable and practi-
cally inedible dinner drew pain-
fully to an end with ponies of
aged brandy which the guest
of honor declined curtly, be-
cause he never drank on an
empty stomach.



Meet Gil Seabrook

Managing Director of CJIB and a veteran of 25 years in the industry, Gil's life revolves around broadcasting. With his customary determination, Gil has made Vernon one of the best radio markets in Canada. He's justly proud of CJIB's record of service to the community and the Okanagan Valley and its vital role in the Okanagan Mainline Radio Group.

at CJIB VERNON

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