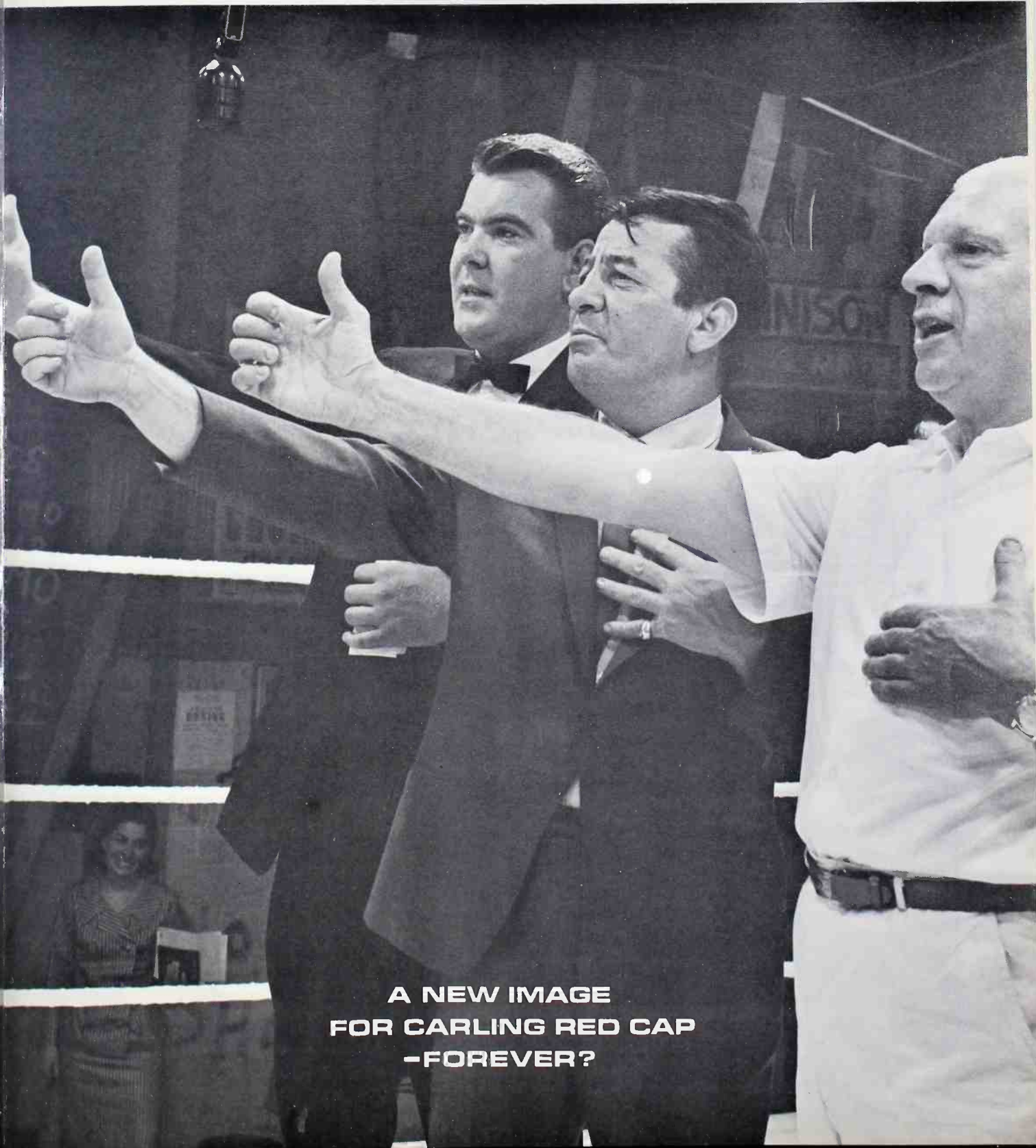


THE CANADIAN

roadcastcaster

OCTOBER 12, 1967



**A NEW IMAGE
FOR CARLING RED CAP
-FOREVER?**

■ ■ MAURICE VALIQUETTE, director of television sales (French) for the CBC in Montreal, has announced that national selective sales representation in the U.S. of the Corporation's owned and operated French language television stations—CBFT Montreal; CBVT Quebec City; CBOFT Ottawa-Hull and CBAFT Moncton—will be taken over immediately by Canadian Standard Broadcast Sales, Inc., New York.

CSBS, New York, already represents two French-language television stations—CHLT-TV Sherbrooke and CKRS-TV Jonquière.

■ ■ CUSACK ADVERTISING ASSOCIATES LIMITED have been appointed to handle the advertising for H & R Block in Canada.

H & R Block (Canada) Ltd., the "income tax people" serving the Canadian tax payer, have over 100 offices in Canada and over 2,200 offices in North America. The Canadian portion of the account was previously handled by Burton Wasser Advertising Inc. in Kansas City.

Advertising plans call for saturation TV coverage in select markets during the first few months of 1968. Account executive is Douglas Bennett.

Another Cusack account, new to television, is the British biscuit manufacturer W & R Jacob & Co. (L'Pool) Ltd. They are currently running a spot campaign on CHCH-TV, CBLT-TV and CFTO-TV in the Toronto-Hamilton area.

The agency says other markets will be added to the schedule as distribution warrants. The account man is Tom Gilchrist.

■ ■ "JUST A MINUTE," a 90 second syndicated radio program, produced by G.N. MacKenzie Limited, will start another 13 week flight on some 55 English language radio stations later this month.

The program, which features Fred Sgambati, is 60 seconds of talk on just about anything of interest, with a 30 second commercial. The sponsor of the program remains the same, Simon Cigar Company, through Stanfield, Johnson & Hill Limited, Montreal. Account supervisor is Ian Gray.

■ ■ F.H. HAYHURST CO. LIMITED, Vancouver, has been appointed to handle the advertising for Union Oil Company of Canada Limited and has also been given additional responsibilities by an existing client, Albert Distillers.

Union Oil Company of Canada will be marketing its products throughout British Columbia and Alberta. The first of its chain of Union 76 service centres opened in Victoria last month. They also opened a new 7500-barrel-per-day refinery in Prince George earlier this month.

Union 76 gasoline and petroleum products are well known in the U.S.

where Union of Canada's affiliate, Union Oil Company of California, with head offices at Los Angeles, directs a worldwide petroleum enterprise. Union of California's annual sales exceed \$1.3 billion.

Account supervisor at Hayhurst is K.M. Wright with Jack Ferry as client service executive.

Hayhurst will now be responsible for all Alberta Distillers' brand advertising. For the past two years the agency has been responsible for advertising Carrington and Windsor Canadian Whiskies, plus trade advertising for other brands. Account supervisor is W.S. Greenwell.

■ ■ CHEF GRANBY, QUEBEC and that city's daily newspaper, *La Voix de L'Est*, have been purchased by La Société Communica, a company with widespread newspaper and broadcasting interests in the province of Quebec. The announcement of the sale did not make mention of any price.

La Société Communica is headed by Jacques Brillant, member of a family prominent in many Quebec businesses, particularly in Rimouski and the lower St. Lawrence area. Mr. Brillant succeeds Mrs. Laurion as president of *La Voix de L'Est*.

In 1966, Mr. Brillant's company purchased three major Montreal-based weeklies—*Le Petit Journal*, *Dernière-Heure* and *Photo Journal*. La Société Communica also owns CJBR and CJBR-TV, Rimouski.

■ ■ A CHANGE IN NATIONAL SALES representation will soon be announced by radio stations in the Niagara Peninsula.

CJRN Niagara Falls and CKTB St. Catharines are moving to Standard Broadcast Sales. They are currently represented by Paul Mulvihill & Co. Ltd.

CHSC, currently repped by Radio and Television Representatives, will move their Toronto and Montreal representation to Paul Mulvihill & Co.

No date has yet been announced for the changeover.

■ ■ COLOR TV ARRIVED in France and Russia October 1, both countries using the French-invented system, SECAM-3.

It appears unlikely that color sets will appear in Russian homes for some time since the cost is said to be 1200

Western Football Conference

INVITATION TO TENDER on RADIO RIGHTS

All parties desiring to tender on radio rights owned by the Western Football Conference for the years, 1968, 1969 and 1970 may obtain tender documents on written request from the undersigned.

Tenders will close at 12:00 o'clock noon, MST, Tuesday October 31, 1967.

P.M. Mahoney, President,
Western Football Conference,
P.O. Box 5127, Station "A",
CALGARY, Alberta.

rubles (\$1320.) or roughly the average yearly wage of an ordinary Russian worker.

Color sets do not go on general sale in Moscow until at least the middle of this month, and are expected to be in strictly limited supply at first.

■■ EFFECTIVE OCTOBER 15, CFSL Weyburn, Sask. and CJSL Estevan, Sask., will be represented nationally by Group One Radio Limited.

■■ D.R. MCROBIE, president, Cockfield Brown & Company Limited, last month advised shareholders that, during the third quarter of this year, the company acquired new accounts at a rate which could well be a record for a Canadian advertising agency.

"In this period," he said, "we were awarded the following new business—some representing expansion of our responsibilities with existing clients and some representing entirely new associations for us.

"Salada Foods Limited assigned us new products advertising and the advertising for several Shirriff deserts; Brockville Chemicals appointed us advertising agency for its extensive line of farm fertilizers, specialty plant foods and industrial chemicals; Rootes Motors of Canada Limited appointed us to handle its advertising and promotion, as did Scarborough Sunbeam Simca."

Other new accounts mentioned by McRobie were: Harvey E. Dodds Company, sole Canadian distributor for a wide range of ski equipment; Metropolitan Structures Limited, a major U.S. real estate development company; The Tank Car division, Graver Water Conditioning division, Smith and Loveless Division and Untiech Division of Procor Limited.

Goodyear Tire & Rubber Company of Canada added automotive replacement products to the list of Goodyear accounts already handled by the agency, and Canada Steamship Lines Limited has appointed Cockfield, Brown to its advertising in the United States. They already handle the account in Canada.

■■ RON AND GEORGE SKINNER of CKOS-TV Yorkton, were in Toronto earlier this month with their annual Thanksgiving lunches.

Instead of the usual presentation on the Shamrock stations, they staged a contest. Their guests were divided into tables of eight and given a questionnaire about the CKOS-TV market. After being given clues as to the answers, each table group was asked to answer the questions. Each member of the table with the most correct or near correct answers were awarded a desk alarm clock. All those

attending received a Thanksgiving turkey.

Apart from being entertaining and at the same time exposing the guests to some facts and figures about the market, it also gave the Skinner brothers a good idea of just how much the media people in Toronto agencies knew about the Yorkton area. On that point both Ron and George declined to comment.

■■ CFCF-TV'S PROMOTION DIRECTOR, Babs Pitt, had a novel promotion in the mail last week, promoting their Thursday night program, *The Flying Nun*.

It consisted of a sheet of light card with a picture of the Flying Nun, die cut and scored for folding. When punched out and folded it sails through the air like a toy plane. The only sales message was "The Flying Nun, Thursdays, 7:00 pm, CFCF-TV, 12, Montreal."

■■ A FRENCH-LANGUAGE FM radio station will go on the air in Vancouver, November 1, according to CBC program director, Bill Inglis. He says the station will initially broadcast programs mostly recorded in eastern Canada and include several British Columbia newscasts in French.

The CBC estimates the station will serve 45,000 French speaking people in Greater Vancouver.

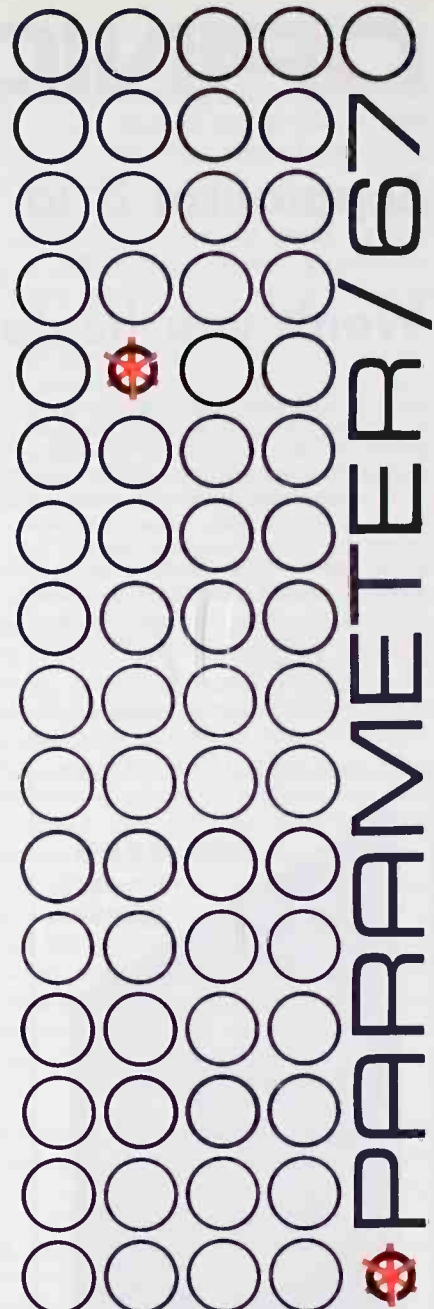
At the public hearing November 14, the BBG will hear an application by the CBC for a new French language AM station in Windsor, Ontario. The station would operate with a power of 2,500 watts day, 5,000 watts night, on 540 kcs.

■■ SALES OF COLOR TV SETS in the month of September were the second best in the history of the industry. They were also easily the best for any month in 1967. Some 16,150 sets, according to provisional estimates, were sold in September (at the distributor-to-dealer level), reports the Electronic Industries Association of Canada.

This is just short of the record month of October 1966 (just after colorcasting started up in Canada), when 16,300 sets were sold.

Sales include both made-in-Canada sets as well as those by import distributors.

There was a total of 178,000 color TV sets in operation October 1 this year, according to industry estimates. This compares with 72,000 sets on the same date last year and only 22,000 sets on January 1, 1966.



COMING

"How Many? How Often?" — an introduction to Reach and Frequency — is number three in All-Canada's 1967 series of PARAMETER booklets. PARAMETER THREE, a guide to basic R/F concepts, will be released by mid-October.

To add your name to our mailing list, and receive your copy of PARAMETER'S ONE and TWO ("Broadcast Research Terms" and "Sampling") contact ALL-CANADA — the firm that represents Canada's best Radio & TV Stations.

All-Canada Radio & Television Limited



1000 Yonge St. Toronto, 925-9361

Separatism à la Vancouver

or

Won't you lie down, Joe Chesney

LIFE IS GETTING EXCITING here in the Fraser Valley of British Columbia, where I have become a Greenhorn Farmer. Five miles from my farm there is a dangerous little radio station called CJJC Langley, where commentators are given complete freedom to speak their minds as long as they obey dictates of good taste and avoid libelling any person. They can even criticize Ottawa, Crown Corporations and Sacred Cows!

Naturally, this sort of thing is all right when directed to country folk, who are inclined to make up their own

minds and think independently in any event. But these country folk, bombarded on every side by powerful city stations, felt they ought to have a louder voice, too, so their viewpoint could be widely heard.

It was realized instantly that if they were given a louder voice, more Vancouver people might listen.

Imagine all the technical difficulties this might create for the federal government when the next election comes around.

One of CJJC's commentators was even criticizing Mr. Pickersgill the week before CJJC's owner went before the BBG to ask for more power! Obviously a complete lack of appreciation for the fabulous technical difficulties he was creating!

Even I, a harmless old Greenhorn Farmer, who wouldn't hurt anybody, got carried away and said some pretty harsh things about the change in the National Housing Act interest rate; and I could have bitten my tongue off, for it was obviously silly to speak plain, blunt farmer talk of that kind when voters in Vancouver might be listening.

Vancouver people aren't *supposed* to listen to CJJC. That has been made clear. They are supposed to be diverted by the nice Vancouver stations, who stir up less naughty controversies, like attacking corner druggists, sin, slum landlords, but carefully avoid bothering Ottawa and the really big power centres.

But Vancouver people aren't always obedient, and some are said to be stringing up old-fashioned radio aerials so they can bootleg CJJC programs into their homes, when they ought to be reading their good establishment-oriented newspapers, and listening to their nice city radio stations, run by fine, upstanding millionaires.

I realize now why I fought so hard for so many years to have a BBG established, because it would naturally be more fair than the CBC, which was operating stations itself. It is fairer; but I was a nit-wit ever to think a government-appointed Board could be completely objective.

They must take into consideration the technical difficulties created when Vancouver people, listening to CJJC, stop believing everything they read in those big Vancouver papers and hear on the nice Vancouver radio stations. They might even start doubting some

of the awful stuff those papers say about *Victoria*.

When the next election comes, that could create terrific technical difficulties for Ottawa at the voting booths, and certainly we can't have that sort of thing in a free (well, a little bit free) country.

To those cynics who point out that the BBG has given big power increases to almost every other station in the area, I think it only fair to reply that Joe Chesney hasn't been shot or put in jail, and that CJJC is still operating.

If you want to see politics really rough, look at Russia! Their Board would have sent him to Siberia at the very least.

My own view is that if CJJC behaves, and makes a good strong appeal to Vancouver listeners to tune out and refrain from putting up those outside aerials, things will quiet down and the political hot-heads in this Lower Mainland area will realize that Ottawa isn't persecuting them very much, all things considered.

I'm doing my part to defend the BBG. "Look here, my man," I tell these hot-headed rebels, "do you want separatism to rear its head out here in this beautiful valley? Do you want people here to get the notion that Ottawa sometimes makes mistakes, and that the B.C. government isn't all that bad?"


"If the BBG was to give a power increase to CJJC, and it let its commentators speak the plain, blunt truth about certain things, what would happen to thought control in this country? Where would orderly growth be *then*?"

"How can you expect to have unity in the country unless everybody—or at least a huge majority—thinks the way Ottawa wants them to think? Can't you just shut up and leave the BBG alone!"


I don't seem to make much headway with that argument, but it is fun trying. But as for me, personally, I'm no fool; I'm not going to keep criticizing Ottawa or crown corporations, except once in awhile, and then in a very quiet, gentle voice. If Joe Chesney, owner of CJJC, gets shot, I don't want his blood on *my* hands!

WALTER A. DALES, who won a Beaver Award in the mid-forties while manager of CJAT Trail, B.C., comes up with a nice provocative piece about the CJJC application to the BBG which didn't make it. Now, after successive stints as script writer and public relations counsel in Montreal and Winnipeg, he bobs up at "Greenhorn Farm", Cloverdale B.C. A campaigner from way back, and once Montreal correspondent for *The Broadcaster*, and publisher of his own lively house organ "Station Break", Walter fought hard for the Broadcasting Act which created the BBG, and also for the relaxation of liquor advertising regulations in the Province of Alberta.

BERT BOND
CFTJ, GALT
SAYS:



CFTJ serves south Waterloo's golden triangle: Galt, Preston and Hespeler with an area population of 65,929 according to 1966 tax assessments. Our local advertisers don't use outside radio stations because they know better than anyone that only CFTJ Radio delivers this local market.



HARDY
RADIO & TELEVISION

TORONTO — MONTREAL
QUEBEC — WINNIPEG

It's now ... or never

As long as the Canadian public chooses to bury its head in the sand, as long as the press and radio of Canada make no effort to acquaint their readers and listeners with what is happening, as long as people continue their age-old line of thinking to the tune of "It can't happen here", just so long will would-be dictators-in-philanthropists'-clothing continue their subtle draining of our cup of freedom, until all that will be left will be to steal out into the night and say: "If only we had done something about it, before it was too late."

The above words appeared in this publication's editorial in its issue of July 7, 1945.

The message then was that if we continued to let government exercise a regulatory stranglehold on private competitive broadcasting, some day in the future, a similar process of throttling all other media would inevitably be brought into being, because it would be futile to gain control of one medium of communication without the others.

Advertising is the show window of business. It is the keynote to the competitive system, where the manufacturers of Products A and B vie continuously, each trying to outpace the other. This results in the public being able to buy goods which are better or cheaper or both, to its tremendous advantage.

The alternative to the use of advertising to maintain and sustain this system is the destruction of the competitive motive by the restriction—perhaps even removal—of advertising and its replacement by government standardization of products.

This way no company could woo business by offering the public a superior product, because no product could be superior.

As for advertising media, which, under the competitive system supply us with truly free instruments of news and other communications, the only alternative to doing away with them altogether, would be government subsidization, leading to complete control of press and broadcasting, and take-over would be just around the corner.

So far, it may be argued, the inordinate amount of control exercised by government over the broadcast media has done little if any irreparable damage.

This is because government dominance—we almost said dictatorship—over radio and television has been administered by men of benevolence who have not generally abused their powers.

Also, thus far, the newspaper publishers and other print media have been allowed to go about their businesses without interference, beyond the provisions of the criminal code.

As we have shown, restriction of all advertising would automatically place control of press as well as broadcasting in the clutches of the government, and, if the publishers rebelled, they would simply be told what to do with it if they didn't like it.

In this way, a government, possessed with a lust for power (a not uncommon complaint with governments) could force all the media out of business by sheer economics, and establish for themselves a government-controlled press to function alongside their already existent controlled broadcasting system.

Through the years, the Canadian government has enjoyed, in the name of public service to the people, the enormous propagandic value of its "publicly-owned" broadcasting service, made national by the large number of private enterprise radio and television stations, compelled to carry its programs without question as to content.

So far there has been a buffer. Free and unlicensed newspapers have been allowed to publish the news as they see it, without fear or favor, thus providing a counter-balance for control over broadcasting.

The restrictions of advertising, would, as we have said, reduce these newspapers to a state of dependence (at best) on the government. This means their free state, allowing them to print what they think, would go by the board, and they would no longer serve as a deterrent on the government—as they must now—to dictate what may be said over the air.

Agencies, advertisers and the media are currently co-operating, through their Canadian Advertising Advisory Board, in a brave effort to spread the word to the Canadian public about the benefits it derives from advertising. But there is more to it than products which are "better or cheaper or both".

The main question, the prime cause for concern, is the survival of Canada as a free, democratic nation, where men eat or starve according to their appetites for work; where they provide for their own retirement or possible sickness by their own providence; where each individual is credited with the intelligence and discrimination to choose his own fare in books, theatres, radio and television; where he is able to stand up and face the facts about current national and international affairs because he is treated to the unvarnished truth.

One of the most effective tenets of freedom is the free flow of information. More efficient ways may be found to ensure this. So far, serving the public with news and information whose cost is borne by advertising—which simultaneously raises standards, provides employment, increases the gross national product and acts as a voluntary curb on prices—is the most effective means known.

Until a better plan is devised, let's stand up and fight for this one.

There's plenty of action in radio business . . . and the investors are tuning in

by John Picton

WHEN AMOS 'N' ANDY went on television, people said it was the end of radio. That has not been the case."

This stylized piece of understatement is the view of D. A. Williams, vice-president and secretary-treasurer of Standard Radio Ltd. which, with interests in Toronto and Montreal, is one of the largest companies in the broadcasting field in Canada.

He was assessing radio — the phenomenon that has become part of a social revolution through printed circuits and the transistor.

His words emphasize a point on which an increasing number of investors appear to agree: radio is growing and diversifying more quickly today than perhaps at any time in its history.

If Amos 'n' Andy were a great loss to radio, many other changes in the evolution of the medium are considered a good thing.

"We have done away with the treasure trails and the soap operas of yesterday," says Mr. Williams. "And today, a spectacular is considered to be an away football game that is not televised."

The changes have caught the interest of listeners and advertisers alike. Recent developments have added more investor appeal.

A sale of 209,524 Class A shares at \$10.50 each in CHUM Ltd., which claims to have Toronto's second largest listening audience, was heavily oversubscribed. The stock rose almost instantly to a \$7-a-share premium on the over-the-counter market, and it gave investors a further look at the sales of a major broadcaster — shown for the year ended Sept. 30, 1966, at \$4,094,681 after agency commissions. CHUM's annual sales were \$2,957,121 in 1962.

For the six months to March 31, 1967, sales were \$2,111,623 compared with \$1,953,641 in the corresponding period of 1966. Half-year profit was \$246,035 compared with \$176,727 and the company's president, Allan Waters, says the trend has continued throughout the year.

It was "very courageous" of CHUM to give out these figures, according to Mr. Williams, whose company has not provided sales figures in the past, having made use of a special clause in the Canada Corporations Act.

Under new regulations of the Ontario Securities Act, all companies are required to provide their shareholders with sales figures. This information will be contained in Standard Radio's first half-yearly report, to be issued in the next month or so. "We only declined to reveal this information in the past because we didn't want to be the only company in the field to do so," Mr. Williams said. Industry sources have estimated Standard's sales at more than \$6 million.

Since 1962, Standard Radio's shares have risen on the Toronto Stock Exchange from a low of \$5.62 (adjusted for a stock split) to \$34.75—an increase of more than six times.

Western Broadcasting Co. Ltd. of Vancouver, which sold shares to the public last year, showed in its prospectus that its sales had grown to \$2,834,620 in the year ended March 31, 1966, from \$1,869,515 in 1962. Western, which refused to answer questions, showed no sales figure in its latest statement.

The shares of Selkirk Holdings Ltd., another extensive holder of broadcasting licenses, have increased in price from a low of \$3.80 in 1962 to \$17.

Price-earnings ratios on broadcasting stocks range in the mid-20s compared with an average of 17.51 for industrial stocks as a whole, reflecting a shortage of shares and the growth that investors expect of such companies.

(The Toronto Stock Exchange's industrial index has risen 60 per cent during the five years — to 169.75 from a 1962 low of 105.77.)

The success of radio as a means of private enterprise and public entertainment also is reflected in figures collected by the Radio Sales

Bureau — a sort of promotion-cum-clearing-house for the industry—which soon will be sent to its members across the country.

They show that the number of Canada's AM (amplitude modulation) stations has increased from 234 in 1962 to 284, of which 31 are operated by the Canadian Broadcasting Corp.

During the same period, the number of FM (frequency modulation) stations has doubled to 70, of which six are run by the CBC.

Yet the official sales-bureau view is: "We are just beginning to scratch the surface and find out what we can do with sound."

The bureau, being sales-oriented, talks of radio in terms of how much it can sell.

"What is the awareness of sound, and what can it do...?"

"What happens after sound reaches an audience...?"

"Does it influence sales of a client's product...?"

Certainly, sales of radios themselves are increasing, to the point where—transistorized, miniaturized and idolized — they have become today's constant companions. We breakfast to radio, drive with it, walk through it in offices and reception rooms.

"Whereas people used to gather around their radio sets, they now gather around the TV. But they carry their radios with them," Mr. Williams observed.

Radio Sales Bureau has figures to support his claim.

The number of portable units in use last year outnumbered plug-in sets in Canada for the first time. At the end of the year, RSB estimates, there were 6,125,000 portables in use, representing 38.1 per cent of the total receiver market and an increase of 1,814 per cent in ten years.

The number of plug-in radios in use was estimated at 6,121,000, or 38 per cent of the market, with car fixtures accounting for the remaining 23.9 per cent with 3,855,000 units.

Other figures compiled by and for

RSB show that:

—Advertising sales totalled \$79.5 million last year, up 105 per cent from 1956;

—Annual sales of radio sets are running at about 2.2 million a year, up 214 per cent in ten years;

—An estimated 53 per cent of Canada's homes have two or more receivers, compared with 27 per cent ten years ago;

—At least 96 per cent of homes have one or more radios.

The next stage in radio's evolution, according to Larry Heywood, RSB's director of member services, is to make what he calls more sophisticated use of sound.

He is proud of his organization's collection of prize-winning advertising tapes, and he thinks there still is plenty of scope for radio "because it does not conflict with TV," perhaps suggesting that radio would lose such a battle.

"It's got tremendous immediacy," Mr. Heywood said. "An immediacy that other media can't match."

"Sales are not down," said Mr. Williams, although he has noticed "some softening in general business. In the United States, it's been said this softening is hitting advertising."

Some persons say radio interests are among the first to feel the reaction of any easing of the economy.

Standard Radio, in keeping with other broadcasting companies, has diversified its interests into allied electronics fields in case of such a happening. The company looked at an engineering company with a view to a takeover, but decided against it.

As well as operating Toronto radio stations CKFM and CFRB — the latter claims to have the city's largest audience — the company owns CJAD and CJFM in Montreal.

Last year, Standard Radio formed a subsidiary to use the transmission facilities of CKFM for selling background music, and has set up a sort of syndication service of the air through which news broadcasts are relayed to 24 stations across Canada throughout the day at a cost to each station of an average of \$1,000 a month.

Standard Radio has taken over the Toronto franchise of DuKane Corp. of St. Charles, Ill., which makes audio equipment, and has set up Standard Broadcast Sales Co. Ltd. and Canadian Standard Broadcast Sales Inc. as central sales agencies covering North America on behalf of Canadian radio and TV networks.

Selkirk Holdings considers that its interests are sufficiently diversified in television that all its holdings are not in one medium.

The company has an interest in eight radio and four television stations in Canada, most of them in the western part of the country. In addition it has interests in cable television, a program production company and a sales representation company. "We are also distributing programs in the United States, which is rather like carrying

coals to Newcastle," Selkirk president J.S. Mackay said. "One show will be running in 30 markets in the States this fall."

A Selkirk subsidiary — All-Canada Radio & Television Ltd. — sells time on behalf of 40 radio and 25 television stations on a commission basis.

CHUM's Mr. Waters says he has enough on his hands now with interests in AM and FM in Toronto, Ottawa (CFRA-AM and CFMO-FM), Peterborough (CKPT-AM), and Halifax (CJCH-AM).

The company also has a one-third interest in Barrie's CKVR television station.

Maclean-Hunter Publishing Co. Ltd. of Toronto recently increased its diversification drive from trade publications into broadcasting with the purchase of CKEY-AM in Toronto to add to its chain. The company has a controlling interest in CFCN-TV and CFCN radio station in Calgary, as well as 50 per cent of the common shares of Greatlakes Broadcasting Ltd. with stations in Chatham (CFCO), Orillia (CFOR), and Kitchener-Waterloo (CHYM and CHYM-FM).

The company is one of five with cable-television licenses for the Toronto area and has a one-third interest in Huron Cable TV Ltd., which has a license for Sarnia and district.

Lord Thomson of Fleet and his family have substantial—and private—broadcast interests in AM, FM and television in Kingston, Peterborough, Timmins and North Bay, where the Thomson story started.

The company, run under the name Northern Broadcasting Ltd., has sales that are said to be increasing at a rate of between 8 and 12 per cent annually, with estimated radio revenue of \$2 million last year.

Recently a little intrigue entered the radio field with the purchase of 179,000 shares of Western Broadcasting, which operates radio stations CKNW (Vancouver) and CJOB and CJOB-FM (Winnipeg) as well as having holdings in CHAN-TV in Vancouver and CHEK-TV Victoria, and a 2 per cent stake in Standard Radio.

One of the buyers was revealed as United Accumulative Fund Ltd. of Toronto, one of Canada's largest mutual funds. The other buyers are still unknown. The shares were valued at about \$2.7 million and represent a sizable quantity of good faith in the future of radio in Canada.

In the past 50 years, radio has come a long way, but where does it go from here? Can radio keep growing at the fledgling FM stations?

*Reprinted from
Report on Business
The Toronto Globe & Mail*

planning radio for your next campaign

?

Your best radio buys are the stations with the facilities and know-how to effectively merchandise and promote sales for your client. ... After all, the purpose of the campaign is to REACH PEOPLE and MOVE PRODUCT! ... Some stations do that particularly well. ... And we've got them!



**PAUL MULVIHILL
& CO. LIMITED
TORONTO MONTREAL**



CORNELL



GRISENTHWAITE



MILNE



WHITAKER

PEOPLE

CFPL RADIO MANAGER WARD CORNELL, chairman of the 1968 CCBA Convention, has resigned from the London station to go into business for himself and started his new venture by signing CFPL on a consultative basis.

Best known nationally for his *Hockey Night in Canada* commentaries and Colgate toothpaste commercials, he has lately been active in Ontario political circles as campaign manager for Progressive Conservative Whip John Howard White, again candidate for the South London riding.

Associated since 1945 with CFPL, where he ran the gamut from morning news editor to program manager to manager, he is a director of CCBA, chairman of CCBA's educational TV liaison committee, and chairman of the private stations' CBC affiliates' committee.

Immediate past-president of the University of Western Ontario Alumni Association, in his new activity Cornell will concern himself with "creative projects in communications."

J.N. (JACK) MILNE has been appointed to succeed Alan Bell as executive head of the Institute of Canadian Advertising (formerly CAAA). The appointment is effective November 1, and by that date, he feels a suitable title will have been decided upon.

An engineer, who transferred his activities to advertising after 20 years with Canadian General Electric (1935-1955), Milne joined MacLaren Advertising in 1955, and never looked back. Here he held posts successively as Assistant Director of Research, Manager, Marketing Research and finally Vice-President, Research.

With advertising under the guns in Ottawa, the appointment will be viewed with satisfaction by the industry, in the light of his work on the

presentation to the Senate-House Committee on Credit (Prices), when a group of prominent agency men appeared before the committee in defense of advertising.

Among his extra-mural activities, all closely linked with advertising, are his directorships of the Canadian Advertising Research Foundation (CARF) and the Canadian Outdoor Advertising Measurement Bureau (COAMB). In broadcasting circles he is well known as the chairman of the BBM Bureau of Measurement.

Asked what drastic innovations he proposes introducing into the agency business, he chuckled—significantly, we thought—and said: "Wait until I move in on November 1."

BRIGADIER W. DENIS WHITAKER, D.S.O. 42, has resigned the presidency of the Radio Sales Bureau, where he has held sway since May 1965, to become president of the national representative firm of Major Market Broadcasters Ltd.

Calgary-born, he was educated at University of Toronto Schools, and the Royal Military College of Canada.

"Denny" Whitaker started his career as assistant superintendent of Stanley Works of Canada Ltd., Hamilton.

In 1946, he became executive director of the Hamilton Centennial Celebration, following which he joined CHML Hamilton as commercial manager, remaining in this post until he became vice-president of O'Keefe Brewing Company Ltd. and then president. (October 1962 to May 1965).

During World War II, he served with the Royal Hamilton Light Infantry as a lieutenant, rising to the rank of rank of brigadier before he hung up his uniform along with two DSQs.

Extra-curricularly, he has been on the Canadian Equestrian Team; he was

organizer and MFH of the Hamilton Hunt. Directorships include The William Mara Co. Ltd.; Canadian Wood Products Co. Ltd.; Executive Air Services; Falcon Pictures of Canada Ltd. He is also an executive member of the Ontario Society for Crippled Children.

Club memberships are the Hamilton Thistle Club; Master of Foxhounds Association of America; Toronto Badminton and Racquet; Hamilton Hunt; Hamilton Club; Tamahaac Club.

He plays squash, hunts and raises thoroughbred horses.

October 5, 1939, he married Juanita Bergey, who has given him two sons, Clarke and Michael and one daughter, Mrs. Gail Singleton.

JIM GRISENTHWAITE, who has just taken over management of CKOC Hamilton, was born, educated and started his broadcasting career in Regina.

Starting at CKCK Radio as an announcer in 1946, he left for a brief stint at CJVI Victoria in 1950, returning to CKCK the following January as assistant production manager.

He then started a steady climb to production manager (1953); retail sales manager (1958); general sales manager (1960); manager (1964); transferred as manager of CKRC Winnipeg (1965); and then to CKOC Hamilton as manager last month.

His wife, Margaret, is also a native Regina, as are their two children, Lynn (13) and Bobby (10).

Jim Grisenthwaite is a past-president of three organizations, Waskana Kiwanis Club, Regina Chamber of Commerce and Regina Executives Club.

CBC PRESIDENT J. ALPHONSE OUMIET, and retired Ottawa nursing consultant Dorothy Percy will receive honorary doctorates at the fall convocation of the University of Ottawa.

The convocation is scheduled for October 22, when more than 800 graduates are expected to receive their diplomas.

Mr. Oumiet, a Montreal native who is also chairman of the CBC's Board of Governors, is to be made a Doctor of Social Sciences. Miss Percy is to become the university's first Doctor of Nursing.

Mr. Oumiet, who will speak at the convocation, has been CBC President and Board Chairman since 1958.

"THE WAY IT IS", this year's CBC 10:00 pm Sunday night show has York University Dean John T. Saywell as its host. This is the slot previously occupied by *Sunday* and *This Hour has Seven Days*.

Professor Saywell, 38, is a native of Weyburn, Sask. He took a master's degree at UBC and doctorate in history and government at Harvard. He is the author of school texts and documentaries for both radio and television.

Image makers must look to their image

ADVERTISING AND ITS EFFECT on the Canadian economy is facing a crucial stage, and those engaged in the profession need to acquaint the public with the true facts, J.F. "Jack" Glasier, advertising manager, Ford Motor Co. of Canada, told the Advertising & Sales Club of Toronto at the Royal York Hotel, September 26.

"Right now, the government is taking steps to protect the public from the dangers of today's advertising," said Glasier, ACA immediate past president. "They have considered imposing a tax on advertising. And they've also considered putting a specific limit on all advertising budgets in Canada."

Glasier said "the real issue at stake is the whole system of advertising. The advertising profession must tell its own story."

He said no matter what role each

played, whether as agency, client or media, every opportunity should be taken "to tell the real truth about advertising and Canada's economy, and bring about greater understanding."

"They call us the image makers, but we've never bothered with our own image," he said. "We're the experts on communications, but we haven't communicated the facts, the truth about our own profession. We're supposed to be the hottest salesmen of the age we live in, yet we haven't even tried to tell the public about the biggest bargain of all, the bargain which nobody has been selling... advertising."

Glasier said every attempt should be made to dissuade the public from their wrong way of thinking about today's advertising. "Generally," he said, "the public feels that advertising adds to the consumer cost of products."

He said that more than likely the public would go along with any government plan to tax advertising and restrict ad budgets because "they'll figure it won't cost them anything, and besides, who needs advertising anyway? To most of the public, it just seems like a lot of damned annoying commercials or ads developed by those highly paid smoothies who'll make people buy things they don't need."

Media dependence on advertising revenue for survival would mean that radio and TV stations, newspapers and magazines would suffer if the government should decide to impose a limit on the amount of advertising, Glasier pointed out. "If advertisers are restricted to a specified budget for all print ads, television and radio commercials, they would simply have
(continued on page 30)

QUEBEC CITY/800 KCS/24 HRS. A DAY

CHRC

50,000 LISTENERS



OUR PUBLIC IMAGE

"Preferred by far for Public Service"

IN METRO AND RURAL QUEBEC

CHRC	53%
SECOND BEST STATION	18%
THIRD	---
FOURTH	---
NO ANSWER	11%

Yes, BBM figures showing consistent CHRC leadership are accurate! In May 1967, this fact and many others were proven by International Surveys Limited, with a study of the radio listening habits of the 904,300 Quebecers in our coverage area.

No wonder CHRC leads by far in public confidence, ratings, power, programming, public service, influence, and awards.

It's why we also lead in sales.

FM 81,000 WATTS, 98.1 Mc/S, SEPARATE PROGRAMMING

REPS: HARDY RADIO & TELEVISION LTD., CANADA
CSBS, U.S.A. STEPHENS & TOWNDROW, VANCOUVER

Commercials that really worked

"ANY DAMN FOOL can produce a product, the problem is to sell it, and that's where advertising comes in," Harry Wayne McMahan, International TV consultant and columnist for *Advertising Age*, told the 1st anniversary seminar of Case Associates, Advertising Ltd., at the Inn on the Park, Toronto, October 4.

McMahan, who has given TV briefings and seminars to more than 300 advertisers and agencies in 22 countries, has written commercials for more than 280 products in nine different countries. He headed his own production company, Five Star Productions in Hollywood. His clients include General Foods, Gillette, General Mills, Johnson's Wax, Carnation and major agencies in the U.S. and Europe.

During a five-hour presentation, McMahan screened almost 100 commercials "that really worked" as he illustrated his points on new product introductions and product re-stagings. The re-stagings bore out his urging to advertisers to "rekindle interest" by developing new perspectives, as he demonstrated what had been accomplished for several accounts.

"Take Calgon Bath Beads, for instance," he said. "This product has been on the market for a long time. Its dress was completely changed, and a new creative concept was used to attract attention.

"The first year, they found a lovely babe who was seen in an old battered bath tub in ancient Greece. The following year, a real swish-looking

dish was shown in another old bath tub in a Roman setting. This year, they got a chick who would do it in the back seat of a car," he said, as he showed the Calgon commercial with a debutante riding alone in a luxurious car, pulling drapes around all the windows of the rear seat and taking a bath in a concealed tub while she was en route to meet her date.

Perspective and humor

McMahan said today's commercials required a new perspective, and use of humor was most important. "Humor however must be well done to withstand repetition and still maintain interest," he said. "Humor must be used today for its solid base in communications, but it's important to keep an open mind."

He showed cases in point, the Alka Seltzer "stomach" commercial, the Ajax White Knight or White Tornado, Crackerjack, and several others. "The fun factor is most important when aiming at children," he said, "and can also be used to advantage for adults," as he screened a couple of commercials for General Mills' Cheerios. He noted that "basics of demonstration heighten any presentation."

"We must fight against prejudice," he said, referring to likes and dislikes, differences of opinion, and similar instances where commercials which are found acceptable in one area will be shot down in another.

"Take foods," he said. "What may be popular in Texas will not go over in the north, or what is big in California might not be liked in Chicago.

"It took 25 years to introduce instant coffee in the United States, and all because of prejudice," he said. "There was too much attention to the ritual of making coffee. It was a tradition, like making tea in England. Margarine was another case," he pointed out, "that also took 25 years to introduce satisfactorily. All because of prejudice, the prejudice of an agricultural background being interfered with by modern research. Today, margarine outsells butter," he added.

"Today's advertisers and agencies must be prepared to break with tradition," he said. "A new creative concept must be introduced. A change

in creative strategy resulted in brand improvement," and Liberty Mutual Insurance, in its plunge into TV, broke with the tradition of insurance companies by actually showing a car crash on the highway. "It carried the message," he added, and the company's business increased, as a result.

"Take Pepsi as another instance," he said. "And Tareyton cigarettes." The "younger generation" theme and "rather fight than switch" slogans each brought brand improvement as a result of the complete change in creative strategy. A change of factors for a brand image is important for a conscious and semi-conscious communication, but the factors of a brand's personality must equate with the product," he said.

McMahan, who is writing a book, *Advertising in the Television Age*, "which should be published next year," was introduced by Denis Case, president, Case Associates, Advertising Ltd. and was thanked by John Sinclair, broadcast account supervisor.

Case marks first year

In welcoming his guests, clients of the agency and representatives of national advertisers, Denis Case said: "All of us...share an interest in new products, and what we call re-stagings — the renewal of appeal or the re-positioning of a well-established product. Re-staging through advertising is a step any advertiser can take, and some *should* take. In a few outstanding cases it has been conspicuously successful in terms of sales. Anything can be re-staged, a product or a service."

He told of the start of the Case agency, only a year ago, and how "at the end of our first year...we have worked with clients in the development of 13 *new* products, five of which have now reached the market place."

He said the agency has "re-staged three well-known, national products and is working on two more. And we have one major product whose creative strategy remains the same, because its share of market continues to increase".

Case Associates, Advertising Ltd., he said, is the only agency of its type in Canada, working solely with new products and re-stagings.

BEST RADIO BUY IN NOVA SCOTIA

LARGE POPULATION
49.0% of Nova Scotia.

LARGE RETAIL SALES
40.7% of Nova Scotia.

LARGE FOOD SALES
38.2% of Nova Scotia.

8 STATIONS - ONE ORDER

GO → Atlantic
GROUP ONE RADIO LIMITED

Toronto	Montreal
923-0919	932-8357
Winnipeg	Vancouver
942-1892	682-6391

Adds new incentives and "pill" promo to exciting agenda

PROMOTING THE "PILL", just for fun, will highlight the 5th annual Canadian Radio Commercials Festival, November 16, at the Inn on the Park, Toronto.

To be staged as a production contest for advertising agencies, four commercials boosting "the pill" will be selected from entries received, and these will be produced and subsequently played for those attending the Festival. An audience vote will determine the winner. The commercials will not be used for broadcast purposes.

Advertising agency presidents, creative directors, radio and TV directors in Toronto, Montreal and Vancouver have received invitations to enter the contest. Deadline for receipt of scripts is Monday, October 23.

Ray Purves, sales manager, CKFM Toronto, chairman of the contest, says "the product was picked by the committee for a number of reasons, not the least of which is the creative challenge it poses."

Agencies participating in the competition will have no cost, other than the time of those involved in writing the original script. Four commercials will be selected from those submitted, and these will have full-scale production under the same facilities, in Toronto. Creative supervision will be in the hands of the agency submitting the script. Eastern Sound Co. Ltd. will record the finished commercials.

Purves says the target group for these commercials will be adults between the ages of 20-40. The purpose of the message is to inform young adults either prior to or in the early years of marriage, of the advantages and importance of planned parenthood, and to promote the use of the product ("the pill") in that regard. He says "we sincerely desire not to offend anyone. Perhaps you will agree that this project considered as 'just for fun' should produce some interesting side effects."

All scripts, coded to mask their source prior to judging, will be reviewed by the selection committee: Richard Morris and Dolores Clayman, Quartet Productions; Ralph Hart, marketing services manager, Lever Bros. Ltd.; Barry Nesbitt, assistant general manager and program director, CKFH Toronto, and Ross McRae, vice-president, broadcast services, Cockfield Brown & Co. Limited.

The audience-determined winner will receive a special award to be presented to representatives of the submitting agency, at the Festival Awards Dinner, Thursday evening.

Top audio craftsmen and psychedelic sound

Featured at this year's Radio Commercials Festival, co-sponsored by the Broadcast Executives Society and the Radio Sales Bureau, will be two top craftsmen who will set the pace with creative presentations during the afternoon session.

Phil Ramone, A & R Recording, New York, "will demonstrate some of his methods of blending creative ingredients with the soft touch of an electronic chef".

Ramone is said to be "a sound mixing engineer par excellence". He was audio consultant to the White House and for the movie *Casino Royale*. Holder of engineering awards for many commercials, his services are in demand by such stars as Frank Sinatra, Connie Francis, Louis Armstrong and Eddie Fisher, among others. He was audio director for the Streisand TV special, *Barbra in Central Park*.

Bob Klein, Klein-Barzman, Los Angeles, Calif., is the originator and producer of memorable radio campaigns which have earned recognition in top competitions. A one-time colleague of Stan Freberg, he will prove that radio advertising can be entertaining as well as solid-sell, by presenting excerpts from many of his award-winning ventures in the medium.

More awards this year

An outstanding program with more incentives than ever before promises a most exciting and rewarding day for all who participate in this year's Festival, says chairman Ross Downey, director, marketing services, Canadian Breweries Ltd. He paid special tribute to Ross McCreath, vice-president and general manager, All-Canada Radio & TV Ltd., for arranging the day's program "in a completely new concept".

New this year among the many awards is the BES Gold Centennial Trophy, for the best of all entries, regardless of group or category.

In addition, RSB Golden Microphones will be increased to four, and (continued on page 30)

The TWIN VOICES

of the

LAKELAND

Broadcasting Company

CKLB

CKQS

KL
OSHAWA
RADIO

QS
QUALITY STEREO
FM RADIO

1350

94.9

Serve

SOUTH CENTRAL
ONTARIO

with

10,000 WATTS
at 1350 on AM dial

and

50,000 WATTS

of

STEREO

and

VERTICAL
POLARIZATION
at 94.9 on FM dial

CANADA'S MOTOR CITY

78,000 people
with Canada's
second highest
weekly income
get "the word" from

KL
OSHAWA
RADIO

and

METRO-TORONTO

is sold on

QS

QUALITY STEREO
FM RADIO

See LORRIE POTTS & CO. LTD.
Toronto - Montreal

BBG in "aye" mood at September hearings

TWO NEW AM STATIONS and four new FMs were approved by the BBG in a list of recommendations stemming from their September 12 public hearings in Quebec City. The board, however, deferred decisions on two television applications by private groups pending discussion with the CBC of its plans to extend service to the respective areas.

CKLD, Radio Mégantic Ltée., got a green light to establish a new French-language AM station in Lac Mégantic, programming from CKLD to start, with a few hours daily of locally originated programs. It will operate on 1340 Kcs., 1000 watts days, 250 watts nights, DA-D. The Board recommended as a condition of license that the station operate as part of the CBC network.

Edson, Alta. will have a new AM station. The Board approved the bid of a company headed by Ernest Mushtuk, to establish and operate a station on the frequency of 970 Kcs., 10,000 watts day and night, DA-1.

CKCH Hull, Que. and CKOY Ottawa each received approval to establish an FM station in the Ottawa area, operating in French and English respectively. La Cie Radiodiffusion CKCH de Hull Ltée. will operate on 94.7 Mcs., and CKOY will have an FM

frequency of 105.3 Mcs., both having an identical ERP of 74,000 watts, an EHAAT of 1077 feet, horizontal and vertical polarization, and omnidirectional antenna.

Radio CHUC Limited, Cobourg, Ont. again received the go-ahead to move into FM broadcasting, but on condition that the station be on the air by May 1, 1968. CHUC had previously received board approval for its FM outlet but encountered difficulties in obtaining a transmitter site, forcing a delay which required a new bid. The station will operate on 103.1 Mcs., ERP 117,000 watts, horizontal and vertical polarization, EHAAT 646 feet, omnidirectional, with auxiliary studio at Port Hope, Ont.

The Board gave the CBC approval to establish and operate a new FM station at Richibucto, N.B., on the frequency of 98.5 Mcs., ERP of 58.5 watts, EHAAT 30 feet, omnidirectional.

Decisions were deferred on two television applications for isolated communities, Whitehorse in the Yukon Territory and Chapais in northern Quebec, to allow time for the Board to discuss with the CBC the corporation's plans to provide service to these areas.

The announcement said: "The Board is concerned about the establishment of priorities as this affects the extension of service to presently unserved populations."

The Whitehorse application, from a group of businessmen, headed by John Watt, said they proposed to operate mainly with taped programming flown in from the CBC. Ron Fraser, CBC vice-president and assistant to the president, while not opposing the application at the hearing, said the corporation planned eventually to set up a television operation in Whitehorse. Mr. Watt said his group felt the north needs TV now.

The Chapais proposal for a TV station to be financed by Opemiska Copper Mines, major employer in the community north of Lac St. Jean, was presented by Mine Manager F.G. Cooke, acting at the request of the mining town's residents. He said the company did not want to get into the TV business but wanted to keep the residents happy. Cooke said Opemiska would prefer to have a station operated by the CBC but there was no indication that the corporation was prepared to move in. He said the company would not have any role in the operation of the station, to be staffed largely with unpaid volunteers.

The Board approved a change of location and frequency along with a power increase for CFOM, Goodwill Broadcasters Inc., Quebec City, sole English language radio station in the French-Canadian capital. It reserved any decision on the plea made by station manager, Mrs. Mary Bush that CFOM be allowed to broadcast some commercials, news and weather reports in French in order to sustain operations.

E.S. (Ted) Rogers, Rogers Broadcasting Ltd., CHFI-AM-FM, Toronto, received the board's approval of his purchase, and permission to transfer the assets of CHIQ Hamilton, Ontario. It recommended denial, however, for CHFI's second attempt this year to set up an FM repeater station, after turning down St. Marys, Ont., then denying the proposal for Gravenhurst, Ont. in the Muskoka vacation area.

For denial:

Recommended for denial by the Board, were the two applications for a new AM station at Wetaskiwin, and another for Westlock, both in Alberta; the

CJBO
RADIO
AM.
800 kcs.
FM.
97.1 mcs.
BELLEVILLE AND TRENTON, ONT.

"The Voice of the Bay of Quinte"

application by the Kootenay Valley TV Society to establish a TV rebroadcasting station at Moyie, B.C., to pick up programs from CFCN-TV, Calgary, Alta., a CTV affiliate, and the second application made by CJJC Langley, B.C. to change its transmitter site and frequency as well as increase its power.

The Board deferred its decision on a CBC application to set up 2 LPRTs at Churchill Falls, Nfld., one in English and the other in French.

For approval:

The Board recommended approval for CFTM-TV Montreal, CFCM-TV Quebec City and CJPM-TV Chicoutimi, Que. to join the CTV Network for receiving telecasts of the 1967 Canadian Football League games, and for CKAC Montreal to form a French-Canadian AM network for broadcasting a 15-minute program, *Variétés Richelieu*, on Wednesdays and Thursdays.

Also approved were the daytime power increase from 1000 to 5000 watts for CKOV, Okanagan Broadcasters Ltd., Kelowna, B.C., and the application by Southern Manitoba Broadcasting Co. Ltd., CFAM Altona, and CHSM Steinbach, to change the frequency of CFAM from 1290 to 950 Kcs., increase the nighttime power from 5000 to 10,000 watts and change the antenna site.

CJLR Quebec City received approval to change its daytime radiation pattern from DA-1 to DA-2, the power to remain at 10,000 watts on the same frequency of 1060 Kcs.

Studio changes were approved for CKAR, Muskoka-Parry Sound Broadcasting Ltd., to move the studios of CKAR-1 from 36 Bowes St. to 28 William St. in Parry Sound, and for CFCO, Great Lakes Broadcasting System Ltd., Chatham, Ont. to estab-

lish an auxiliary studio at 632 James St., Wallaceburg.

CFRW, QM Winnipeg Ltd., was given approval to establish and operate a 250 watt standby transmitter on the frequency of 1470 Kcs., at its main studios in Winnipeg.

Sunwapta Broadcasting Ltd., Lac la Biche, Alta., received approval of its application for a license to establish and operate a new TV rebroadcasting station, receiving programs by off-the-air pickup from CFRN-TV-4, Ashmont, Alta., to be retransmitted on Channel 6, with a transmitter power of 5 watts, directional.

Approval was given to CKLN Nelson, B.C. to transfer its assets from the News Publishing Co. Ltd. to Kokanee Broadcasting Ltd., and share transfers were okayed for Calgary Television Ltd. (CHCT-TV Calgary), to transfer 29,000 common shares to Selkirk Holdings Ltd.; Radio La Sarre Inc., CKLS La Sarre, Que., to transfer 9529 common shares to Assurgo Ltée., Northern Radio-Radio Nord Inc., Rouyn, Que. CKRN, CKVD, CHAD, CKRN-TV, and CKRN-TV-1, to transfer 39,705 common shares to Assurgo Ltée., and La Compagnie de Radiodiffusion de Shawinigan Falls Ltée.-The Shawinigan Falls Broadcasting Company Ltd., CKSM Shawinigan, Que. to transfer 5714 common shares to Prades Inc. and 1 common share to Claude Pratte.

The CBC was given approval to establish a new TV rebroadcasting station at Manning, Alta., to pick up programs from CBXAT-1, Peace River. The Board also approved the CBC application for LPRTs for French-language programs at Chapeau and Matachewan, Ont. and for English programs at Tofino, B.C.

Scheduled for November 14

Two competing applications to establish and operate a new FM

broadcasting station in Hamilton, Ont. will be heard by the BGG at their November 14 public hearing in Ottawa. Both bids are for the same frequency, 102.9 Megacycles.

Wentworth Radio Broadcasting Co. Ltd., owning and operating CKOC Radio, proposes to operate with an ERP of 47,500 watts, with horizontal and vertical polarization, EHAAT 498 feet, on an omnidirectional antenna.

Rogers Broadcasting Ltd., owning and operating CHFI AM-FM, Toronto, and recently BGG-recommended purchaser of CHIQ Hamilton, seeks an FM outlet with an ERP of 50,000 watts, horizontal and vertical polarization, EHAAT 500 feet, and an omnidirectional antenna.

Two stations will make application for a daytime power increase. CKNX Wingham, Ont. seeks to go from 2500 to 10,000 watts, nighttime power to remain at 1000. CKCR Revelstoke, B.C. will ask for permission to increase from 250 to 1000 watts, nighttime power to remain at 250 watts.

Studio location changes will be sought by the CBC, for CFPR, Prince Rupert, B.C., from 336 Second Ave. W. to Stiles Place at 3rd St., and by Moncton Broadcasting Ltd., for CKCW and CKCW-TV Moncton, N.B. to move to 191-195 Halifax St.

The CBC will seek licenses for nine LPRTs, one in French at Matagami, Que., the others at Cow Head Harbor, Flower's Cove and Port Saunders, Nfld., Moosonee and Fraserdale, Ont., Stewart, B.C., Fort Good Hope and Fort Providence, NWT.

The corporation will also apply for a license to establish and operate a new TV rebroadcasting station at La Tuque, Que., to receive rebroadcast programs from CBVT Quebec, Que., on Channel 3-, ERP 9700 watts video, 1900 watts audio, directional antenna, EHAAT 357 feet.

ANNOUNCEMENT

RADIO-TELEVISION REPRESENTATIVES LTD.



Neil Johnston



Ron Price



Larry Lamb

Mr. Gordon Ferris, President & General Manager, Radio-Television Representatives Limited, is pleased to announce the transfer of Mr. Neil Johnston from the Vancouver office to the Toronto office. Mr. Johnston will prove a valuable addition to the television sales force in Toronto. Mr. Ron Price succeeds Mr. Johnston in the Vancouver office. Mr. Price's background includes retail and national selling of radio and television time in the Vancouver market.

Mr. Larry Lamb, formerly Retail Sales Manager of a major market Ontario radio station, joins the radio sales staff in Toronto. Mr. Lamb's background includes a base of broadcast retail sales for both radio and television stations. This experience will prove invaluable to the stations sold nationally by this company.

These additions and adjustments to the selling force at Radio-Television Representatives Limited are calculated to provide increased service to national agencies and advertisers and a broader base of selling power to the stations represented by the company.

NEWSCAST

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ASSOCIATIONS

KEYNOTE SPEAKER for the opening dinner of the Central Canada Broadcasters Association 17th annual convention, at the Inn on the Park, Toronto, Sunday evening October 22, will be Philippe de Gaspé Beaubien, director of operations, Expo '67.

Joining with engineering and management groups of the CCBA for the opening dinner will be members of the Broadcast Executives Society, who arranged for the speaker.

Registration for the 3-day convention begins at 10.30 a.m. Sunday. There will be a directors' meeting at 3.00 p.m. The Keynote Reception begins at 6.00 p.m., with dinner at 7.00 and the Hospitality Suite, 1226, opens at 9.30 p.m., with delegates welcome throughout the convention.

On Monday, a Canadian Breweries Ltd./Carling-sponsored breakfast will begin at 7.45 a.m. and a day-long management seminar will get underway at 9.00 a.m. This will be conducted by Kennedy May, of Canadian Consociates Ltd., based on the Harvard School of Business "case" system. It will highlight discussions of various problems of station management, including sales and budgetary control. The session will close at 12.15 p.m. resuming from 2.15 to 4.45 p.m.

Ontario Premier John Roberts will attend the government-sponsored luncheon at 1.00 p.m. and will introduce the

screening of the exciting color film from the Ontario Government Pavilion at Expo, *A Place to Stand*.

A reception sponsored by the House of Seagram will be held Monday evening from 5.30 to 7.00 p.m. The balance of the evening will be free.

Broadcast News will tee off Tuesday's program, with a breakfast from 7.45 to 9.00 a.m. for station personnel.

From 9.15 to 12:15 p.m. a *Communications Dialogue* will feature a give-and-take presentation with the audience invited to bombard the panel with queries. In the hot seat will be BBG chairman, Dr. Andrew Stewart; CAB president Cam Ritchie; CAAB president Allan Yeates and T. Ran Ide, director ETV branch, Ontario Department of Education.

The Engineering Section, CCBA, meeting in separate sessions from management, has invited George W. Bartlett, vice-president, engineering, National Association of Broadcasters, to address the luncheon Tuesday, at 1.00 p.m.

At 2.30 p.m., the CAB will finish off discussion of any matters left over from the morning session, and present a report. This will be followed by the CCBA annual meeting, scheduled for 4.00 p.m.

At 6.00 p.m. Tuesday there will be a reception prior to the annual dinner which begins at 7.00 p.m. Entertainment will be provided by courtesy of CKLW AM-FM-TV, Windsor, Ont.

Coffee breaks during the convention will be hosted by CFRB-CKFM, Toronto; CJBQ AM-FM, Belleville, Ont., and the CNE. ■

JOHN M. MILNE, president, Freeman, Mathes & Milne Ltd., Toronto, is the new president of the Institute of Canadian Advertisers. He was elected at the annual meeting in Montreal, to succeed Bryan Vaughan, president, Vickers & Benson Ltd., Toronto.

The other officers, all Toronto-based, are: G.G. Sinclair, president Maclaren Advertising Company Ltd., 1st vice-president; W.H. Wilkes, president, Tandy Advertising Ltd., 2nd vice-president; E.C. Daniher, president, F.H. Hayhurst Co. Ltd., secretary-treasurer.

Directors from Toronto, include: G.S.L. Anderson, general manager, Ronalds-Reynolds & Co.; Peter W. Hunter, president, McConnell, Eastman Ltd.; Bruce F. Johnston, president, McKim/Benton & Bowles Ltd.; L.S. McMahon, vice-president, MacManus, John & Adams of Canada Ltd.; J.M. Reeve, president, McCann-Erickson of Canada Ltd.; A.M. Shoultz, president, James Lovick Ltd.; John S. Straiton, president, Ogilvy & Mather (Canada) R.M. Turner, executive vice-president, Cockfield, Brown & Co. Ltd., and John A. Willoughby, president, Needham, Harper & Steers of Canada Ltd.; from Montreal: Raymond P. Belanger, vice-president, McKim/Benton & Bowles Ltd.; T. Denis Jotcham, vice-president, Foster Advertising Ltd.; Ian Roberts, vice-president, Cockfield, Brown & Co. Ltd., and J.E. Stansbury, president, Stansbury Advertising Ltd.; from Hamilton: J.D. McNie, president, Russell T. Kelley Co. Ltd. ■

THE PROGRAM EXCHANGE of the Canadian Association of Broadcasters along with six Canadian radio stations have received a plaque from Radio Nederlands in gratitude for the co-operation in the presenting of music, news and information in the Netherlands.

The plaque consists of nine hand painted Dutch Tiles showing the traditional windmills of Holland.

The six stations that received the plaque are CFMS-FM Victoria, CFRN-FM Edmonton, CJOB-FM Winnipeg, CJRT-FM Toronto, CJMS-FM Montreal, and CJLR Quebec. ■

"QUEBEC HAS STOPPED reacting and is now acting in relation to the new packaging law regarding labelling," said François Smet, president, Concept 288-7139, Montreal, a new bilingual creative services house.

Smet, a debater at the American Marketing Association's Round Table Workshop, sponsored by the Toronto Chapter, at the Lord Simcoe Hotel, October 4, was speaking for the affirmative, in defense of the resolution: "Resolved that recent official



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whenever you are away
from your office or
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Quebec government statements reflect actual cultural needs within Quebec Province, and adoption of these and other similar policies will benefit both national marketers and the national consumer."

The debate revolved around the recent legislation, enacted by Quebec, Bill 683, passed in April, requiring that all consumer goods sold in that province carry a certain proportion of French language copy on their label.

Smet said an outcome was that the origin of products manufactured in Quebec shall be labelled as "Made in Quebec", while all products from all other provinces shall be labelled as "Made in Canada".

"We used to be talking on theory, but now we insist on the facts," he said, as he outlined the French-Canadian purpose, noting that "the language is the symbol, part of the survival process to us, and the medium is part of the way of expressing this."

Co-speaker for the affirmative was Frank Lyman, vice-president, Canadian Facts Co. Ltd., and manager of Réalités Canadiennes, Montreal.

Speaking for the negative were G.B. Thompson, senior vice-president and director of professional services, McCann-Erickson of Canada Ltd., Toronto, and Dr. J. Beckerman, research director, Ogilvy & Mather (Canada) Ltd., Toronto.

J.E. Craig, vice-president, Canadian Facts Co. Ltd., Toronto, who acted as moderator, stated that the opinions and statements expressed by any of the participants were not necessarily their own or those of the firm with which they were associated, but were presented purely as argumentative material for the debate. ■

CABLE

THE U.S. FEDERAL COMMUNICATIONS Commission is considering whether to authorize a nationwide system of pay television in that country.

The controversial proposal would provide for a pay TV station in any metropolitan area in which there are at least five commercial TV stations.

Proponents of the plan, generally manufacturers of equipment which could be used in pay TV, urged the commission to give them a chance and let the public be the judge. Solomon Segall, president of Teleglobal Pay-TV System Inc., said: "There was no public demand for conventional television when it was introduced over 20 years ago. Nor was there a demand for educational television or for radio when it was introduced more than 40 years ago."

Opponents of the plan told the FCC that pay TV would discriminate against one-third of the population by denying to the urban poor the TV entertainment they now get without direct charges.

Spokesmen for the major TV networks, opposed to pay TV, said that if it comes they probably would have to invest in it.

Under the current FCC proposal no sporting event would be permitted on pay television if it had been shown in that local area during the previous two years. Pay TV stations would be limited to showing motion pictures less than two years old and up to 12 feature films each year more than 10 years old. Pay TV would not be permitted to have series types of programs with inter-connected plots or substantially the same cast.

Broadcasters and CATV operators often have been at odds over matters of copyright liability, and bringing distant signals to areas that already have TV stations. CATV systems were, at their inception, designed to bring television signals to communities in outlying areas. But they now have moved into big cities, where they aid in overcoming reception difficulties caused by tall buildings and other interference.

EDUCATIONAL TV

MODERN EDUCATION TECHNIQUES are being ignored, says Pierre Berton. Television is being misused and school principals who protest mini-skirts and long hair "should be more concerned with what's in the head, not what's on it."

The well-known writer and broadcaster addressed the kickoff dinner for the Halifax-Dartmouth United Appeal campaign October 3. He urged

citizens to press for establishment of an educational television channel in Canada.

Television is being handled badly by both politicians and educationists alike, he said. "It's a strange thing that one of the most educational media in the world today is being used for commercial use only." ■

THE UNIVERSITY OF ALBERTA is planning an ETV campus broadcasting centre which is to use the university's IBM computer, and will become the central point of a province-wide ETV network linking universities, colleges and technical schools by either cable or microwave in an instructional resources TV Network.

The computer would be programmed so banks of video tape recorders could be synchronized. Ultimately they hope to set up a dial-access system where a student can dial a computer number for the day's TV lesson, or an individual in a home could dial a central storage facility for a program.

Homes could be reached by the community receiving tower and cable, or by a third TV channel which would be allotted to the Metropolitan Edmonton Educational Television Association.

Heading the centre as the University's new director of radio and television is Henry H. Mamet, 49, former owner of a Chicago television production company and former general manager of the Denver Colorado, educational television station. ■

ANNOUNCEMENT

STEPHENS & TOWNDROW APPOINTMENTS



RAYMOND CREPAULT



ALLAN SLAIGHT

Raymond Crepault, O.C., Chairman of the Board, Stephens & Towndrow, is pleased to announce the appointment of Allan Slaight as President and Managing Director. Vice-Presidents are Charles W. Fenton, Manager, Toronto Office and Guy R. Royal, Manager, Montreal Office.

Mr. Slaight is well known throughout the broadcasting industry. His previous association with Stephens & Towndrow has been as a consultant on programming, sales and marketing. Earlier he was Vice-President and General Manager of a leading Toronto radio station.

The majority interest in Stephens & Towndrow, which represents 18 AM and FM radio stations in major Canadian markets, was recently acquired from CBS Radio by a group of prominent Canadian broadcasters.

FILM

CANADA'S NATIONAL FILM BOARD had eight winners at the 19th annual Canadian Film Awards in Toronto, with *Helicopter Canada*, a panavision spectacular, co-produced by the NFB and the Centennial Commission, receiving double honors.

The NFB, in an effort to broaden the horizons of understanding between Canada and other countries, has been negotiating with the USSR, Poland, Czechoslovakia and Yugoslavia, in terms of an international film-making agreement involving an exchange of film crews.

Under terms of the agreement, Canada will shoot one film in each of the four countries, and each of these in turn will produce a film here. A Czech film crew has been in Canada for the past several weeks filming a one-hour production tentatively titled *Indian Summer*. Cross-country shooting is expected to be completed by the end of October. NFB holds distribution rights for Canada.

Canada's film in Czechoslovakia, also a one-hour production, will be introduced on TV in November or December, and is a reflection on the contemporary life of the people, using the country as a backdrop. ■

RALPH C. ELLIS ENTERPRISES LTD., Toronto has been named Canadian sales representative for the syndicated TV properties of Wolper Productions, a U.S. based Metromedia company, said Walt Kingsley, vice-president, Wolper Television Sales.

Ellis, a veteran TV film executive, formed his own company over three years ago when he resigned from Fremantle of Canada Ltd. Prior to that he headed the New York office of the National Film Board. ■

FREMANTLE OF CANADA LTD., TORONTO, has concluded two network sales and sold a number of series in syndication during the past six weeks, says Vern Furber, vice-president.

Sold to the CBC French network were *The Egyptians*, 5 hourly specials co-produced by Fremantle International and RAI, Italian Government TV service. Also the English network purchased *Wide, Wide World*, 26 half-hours of travel adventures, produced by Fremantle in co-operation with Capilano Studios, Vancouver.

Five series from Australia were sold in syndication: *Homicide*, a series of 39 hour-long detective shows to CJON-TV St. John's, Nfld. and CHCH-TV Toronto-Hamilton, Ont.;

Consider the Verdict, 52 hour-long programs to CKCW-TV Moncton, N.B.; *It's Fun To Be Fooled*, 52 five-minute programs to CJOH-TV Ottawa; *Flying Doctor*, 39 half-hours to CFTO-TV, Toronto, and *Magic Boomerang*, 39 half-hours to CHCT-TV Calgary.

Fremantle recently placed the French-dubbed version of *My Favorite Martian* in all the private French-language stations in Quebec. The versions, which are dubbed in France, began September 22 under sponsorship of Colgate-Palmolive and Brooke-Bond Tea. ■

INTERNATIONAL TELE-FILM ENTERPRISES, Toronto has 23 French feature-length films, all British productions, available for Canadian television, says Murray L. Sweigman, managing director.

ITFE also has 25 English and 23 French titles, all in color, and all are British-produced, in their motion picture film library, says Sweigman. ■

WARNER BROS.-SEVEN ARTS is producing a one-hour TV color special on the world-famous Moiseyev Dance Company. It is being filmed in Munich, Germany by the Bavaria Film Studios, for WB-7 Arts.

GOVERNMENTS

BARRY MATHER, NDP MEMBER for New Westminster, introduced a bill in the Commons earlier this month that would regulate cigarette advertising on radio and television.

In a brief explanation, before the bill was given first reading, Mather said its purpose is to allow the Board of Broadcast Governors to regulate cigarette advertising "in the interest of public health".

Outside the House, he said the aim of the bill would be to give the BBG the same control over cigarette advertising it has over the advertising of alcoholic beverages.

The BBG might ban cigarette ads completely, Mather said, or at least take "a very dim view" of the type of advertising done now. Mr. Mather said current ads, particularly on television, stress that every aspect of smoking pleases.

Cigarette smoking was associated with "open fields and sex", when it really should be associated with "lung cancer, heart trouble and various other diseases", he said.

Mather, a journalist, quit smoking

ten years ago. His private bill goes to the end of a long list of such measures awaiting further consideration by the Commons. ■

QUEBEC CULTURAL AFFAIRS minister, Jean-Noel Tremblay, says a Trans-Canada French language radio network is essential to make French Canadian culture known inside and outside the province.

Speaking on the French-language Toronto radio station, CJBC, he said Quebec will have to show what French culture means.

A translation quoted him as saying that eventually Quebec could create its own broadcasting system, Radio-Quebec. Broadcasting matters, he added, are no longer merely telecommunications. Cultural and educational matters are involved now and these are under provincial jurisdiction.

INTERNATIONAL

PLANS TO INVADE THE U.S.A. with British-style entertainment are being made by two former British broadcast pirates, who were chased out of territorial waters by recent government legislation.

Ted Allbeury, former head of Radio 355 and 390, and Phil Birch, who was in charge of Radio London, all offshore radio stations which beamed pop music and commercials to Britain until the government banned their operations, intend to head for the United States.

They said they hope to bring "British-style" broadcasting to American listeners from key local radio stations, throughout the U.S.

Birch said locations will be chosen from the top 50 U.S. cities, "but New York, Los Angeles, Chicago, Detroit and Philadelphia are certainties."

They aim to start their first program early in the new year, from a city not yet selected. They claim financial backing from both sides of the Atlantic, with some contracts already drawn up. ■

INTERNATIONAL BROADCASTING PROBLEMS are the concern of a group of specialists in international affairs, scientists, authors, publishers and broadcasters have formed the International Broadcast Institute.

Headquartered in London, the Institute will have an annual budget of three quarters of a million dollars.

The major aim is to ensure that the potential of communications satellites and other technological advances are not obstructed by narrow political, economic or regulatory concerns.

First chairman of the IBI, which met in New York this week, is Olof Rydbeck, director general, Swedish Broadcasting Corporation, and former president of the European Broadcasting Union.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

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

NETWORKS

THE CTV NETWORK has announced that television newscaster Tom Gould will join the network October 16. Gould resigned from the Canadian Broadcasting Corporation, September 18, to protest the CBC's use of an off-the-record story on John Diefenbaker.

Gould, 56, will head the CTV's Ottawa bureau, reporting daily from the capital on the national newscast. He will also be host of the CTV's Monday night public affairs show, *Canada 101*.

He was senior Ottawa correspondent for the CBC when the network used a story reporting remarks of John Diefenbaker at a dinner arranged by the Parliamentary Press Gallery.

Gould, who attended the dinner, said the network used the story, telephoned by another CBC national assignment editor, Don Atfield, without consulting him. He telephoned his resignation to CBC officials in Toronto the same night.

The invitation to John Diefenbaker and to Gallery members specified that anything said was not to be reported publicly. The dinner was held to honor Mr. Diefenbaker on his 72nd birthday as a long-time news-maker.

The CBC issued an apology to the Press Gallery for using the story, but Gould stuck by his decision to resign.

On September 22, the Press Gallery suspended Atfield and Charles Lynch, chief of Southam News Service, for three weeks. Both correspondents defended their actions, arguing that Mr. Diefenbaker's statement at the dinner, that he would not run for parliament again and might never again speak in the House of Commons, was news and had to be reported. ■

A PLEA FOR A CBC STATION in Saskatoon was entered in the House of Commons by the Conservative member for Saskatoon, Lewis Brand, September 28.

Mr. Brand said that the green light for CBC-TV in Saskatoon has been given by the government's White Paper, the BBG, the Transport Department and a Parliamentary committee, but still the cabinet had not acted.

A further delay would mean no CBC programming from a CBC station before 1969 because the program contracts for next year will soon be negotiated between the Corporation and Saskatoon's private television outlet.

In replying to this plea, James Byrne, parliamentary secretary to transport minister Hellyer, entered a similar plea for the residents of his own constituency, Kootenay East. He ended by saying that he would bring the Saskatoon plea to the attention of Mr. Hellyer and State Secretary Judy LaMarsh. ■

FEATURE FILMS will play a major role in CBC-TV's *Festival* series this

season after *Festival's* first two dramas which are both taped.

The first taped drama, Harold Pinter's *Tea Party* opened *Festival's* season October 11. The second, scheduled for telecast October 18, is a 90 minute television adaptation of the Broadway play *Slow Dance on the Killing Ground* by the playwright William Hanley. This "critics' choice" of the 1964-65 Broadway season has never been seen on television, and Hanley himself did the adaptation for *Festival*.

The major role of films this season includes four 90-minute dramas. Two of the features, *Waiting for Caroline*, and *The Ernie Game*, are co-productions of CBC and the National Film Board. Two others, *The Paper People* and *Sister Balonika*, are CBC film productions.

Waiting for Caroline, written by G.C. Robertson of Vancouver, stars expatriate Canadian film actress Alexandra Stewart as Caroline. Filmed in color, with Ron Kelly directing, the feature was shot mainly on location, in Quebec City, Vancouver and Montreal with studio sequences shot in Montreal.

The Ernie Game, also in color, is based on original material by Bernard Cole Spencer, and is directed by Don Owen who also wrote the screenplay. It is the story of an irresponsible young man who tries to make everybody play the game of life by his rules.

The Paper People, an original screenplay by Toronto novelist Timothy Findley, is the story of a popular young artist, Jamie, who creates "paper people" and then burns them as part of the creative process. It stars Marc Strange as Jamie.

Sister Balonika, produced in Vancouver, is an original screenplay by Paul St. Pierre, a *Vancouver Sun* columnist. Set in the Yukon, this latest St. Pierre script is the story of a young Indian nun, teacher at a residential school for Indian children. It will be telecast on *Festival in 1968*.

PROMOTION

COMMUNITY SERVICE was stressed by Sherbrooke, Que. radio stations CKTS and CHLT (French), and CHLT-TV, working in collaboration with five local service clubs, as they raised some \$16,000 in a 24-hour radio-telethon to send about 1500 underprivileged children to Expo '67.

Announcers on the three stations worked 'round-the-clock to broadcast events of the marathon variety show, from the Sherbrooke Sports Palace, to their listeners, who were invited to phone in their pledges, some even calling before the action started. Some 200 people joined in the organization and carrying out of the project, including media personnel and members of Sherbrooke Optimists Club, Sherbrooke

Lions Club, Sherbrooke Y's Men's Club, Canadian Progress Club and Le Club des Francs.

Henri Delorme, manager, CKTS, was organizational chairman. ■

ENCOURAGING MANITOBA talent, Radio Southern Manitoba, CFAM Altona and CHSM Steinbach, continues the policy of providing recordings of favorite groups in the area.

Elmer Hildebrand, manager of the twin stations, says the latest release, being distributed to all school children in Manitoba, "with the blessings of the Department of Education," is a 45 rpm Centennial salute, featuring *They Call It Canada* and *Manitoba* on the flip side.

Recorded by CFAM and CHSM, in co-operation with the internationally-known Mennonite Children's Choir of Winnipeg, the disc has the lyrics of both songs included in the presentation jacket.

Radio Southern Manitoba has also produced LPs of the all-girl Treble Teens Choir, singing Canadian folk songs. The 26-voice group, from Steinbach, placed first in the Manitoba Choir Festival. The LP will be released this month. ■

FACING A MICROPHONE instead of opposing players, members of Toronto Maple Leafs hockey club became deejays for the day, as they literally took over the operation of CKPT Peter-

ANNOUNCEMENT CJOE APPOINTMENT



LEN EVANS

H. J. McManus, President of Middlesex Broadcasters Limited announces the appointment of Len C. Evans as General Manager of Radio Station CJOE, London, Ontario, effective October 1st, 1967.

A native of Strathroy Mr. Evans is well known throughout Western Ontario as a broadcaster, especially in the sports field. Having served recently with All-Canada Radio & Television calling on stations from coast to coast and as Manager of CKKW Radio in Kitchener and Sales Manager of CKLB and CKQS (FM) in Oshawa, he returns with a well rounded knowledge of the Radio Broadcasting industry to serve London district through CJOE Radio.

borough, Ontario. The pucksters who became hucksters in the name of charity did it to launch the Peterborough Red Feather Campaign.



Johnny Bower

The station received permission from coach Punch Imlach and the whole team gave their co-operation with much delight. Johnny Bower even managed to promote his own record, *Honky, The Christmas Goose*, during his stint on the air. He said it was by special request—his own! Bower also read the obituaries! Other players spun records, Keon did the sportscast, Mahovlich and Pronovost did the news, but all enjoyed dedicating discs to fellow players or their coach.

The United Appeal promotion was planned by station manager J.J. Manol, with arrangements for the Leafs' participation co-ordinated by CKPT's sports director, Johnny Gilbert, a friend of Punch Imlach. Manol says the station's switchboard was jammed with calls throughout the players' 12-hour on-air performance. ■

WHEN A MAJOR advertising agency occupies plush, new quarters right next door to two leading radio stations, what type of "neighborly" welcome should occur? Send flowers? cable greetings? supply background

BEST RADIO BUY IN NOVA SCOTIA

LARGE POPULATION
49.0% of Nova Scotia.

LARGE RETAIL SALES
40.7% of Nova Scotia.

LARGE FOOD SALES
38.2% of Nova Scotia.

8 STATIONS - ONE ORDER

GO → Atlantic
GROUP ONE RADIO LIMITED

Toronto	Montreal
923-0919	932-8357
Winnipeg	Vancouver
942-1892	682-6391



Agency president Harry "Red" Foster (centre) is flanked by CFRB/CKFM vice-presidents Don Hartford (left) and Jack Dawson during the Welcome Neighbor coffee party. Pouring the coffee is Corinne Marks of Standard Broadcast Sales.

music? or invite the agency executives out for lunch?

These are the usual things to do, but CFRB and CKFM Toronto did the unusual recently, when Foster Advertising moved in next door at St. Clair and Yonge. Executives from both stations invaded the Foster building precisely at 10:10 one morning bringing doughnuts, specially printed coasters and pretty girls.

Coffee was poured for all the Foster personnel, while doughnuts were served by Standard Radio president W.C. Thornton Cran, vice-presidents Don Hartford and Jack Dawson and the assembly line of coffee was manned by such people as Jerry Maccabe, Bill Ballentine and Wally Shubat, Ray Purves and Arnold Stinson of Standard Broadcast Sales.

The radio hosts wore exclusively-designed "coffee aprons—mini style" which bore the Foster Crest and both stations' call letters with Welcome Neighbor in large type.

RESEARCH

A NIELSEN REPORT issued in New York last month said that re-runs of old feature movies and established television series proved more popular with the viewers than new programs. The report covers the week of September 11 to 17, when the National Broadcasting Company was launching its new schedule.

The survey put film rebroadcasts into four of the top ten spots.

Although the report is being studied with special interest, it is anticipated that the first really significant Nielsen report will be the bi-weekly report issued in mid-October, after viewers have had a chance to sample the programs.

Whether the same trend will show up in Canada remains to be seen. A.C. Nielsen in Canada expects to publish their first figures for the new program season early in November. ■

THE FOUR U.S. RADIO networks — ABC, CBS, Mutual and NBC—and the Brand Rating Research Corporation recently reported that the field work and coding phases of RADAR (Radio's All-Dimension Audience Research) have now been completed. The initial reports are expected to be released in the near future.

The four radio networks are particularly pleased with the study's high respondent-co-operation levels.

RADAR, the commissioning of which was announced earlier this year, is one of the most comprehensive radio audience measurement projects ever undertaken. Data will be reported on the audience potential of radio networks by specific time periods and will include as well, specific details on cumulative reach and frequency by individual radio programs.

A nationwide probability sample of over 21,000 households was in 1,200 different sampling locations. Personal interviews were conducted for the purpose of establishing a sampling frame of more than 50,000 individuals 12 years of age and over.

All telephone households (87 per cent) became part of the frame from which the Recall and Co-incidental samples were chosen. Specific information on the demographic and radio listening characteristics of non-telephone households were obtained to provide a basis for accounting for non-telephone households in the final reports.

Within the frame of occupied dwelling units with telephones, 95 per cent

The whole world of Canadian Broadcasting and the names of the key people in it are at your fingertips in The Canadian Broadcaster's 1967 Fall Directory

A Complete and Accurate listing:

AM Radio Stations
FM Radio Stations
TV Stations
Advertising Agencies
Broadcast Consultants

Networks
Stations Representatives
Program Producers
Equipment Manufacturers
Association Offices

An opportunity to place your sales message in a Directory that is in constant use week after week after week . . . by the buyers and sellers of broadcast advertising and the day to day services these groups use.

Publication date
NOVEMBER 23

Closing date for advertising copy
NOVEMBER 9

To reserve the space you'll want in this Important Issue, write, wire or phone collect:

THE CANADIAN
broadcaster

**17 QUEEN STREET EAST
TORONTO 1, ONTARIO
PHONE (416) 363-5075**

were personally contacted for pre-listing information and 87 per cent co-operated in giving pre-list information.

Thus, 87 per cent of all telephone households were pre-listed and became part of the frame from which individual Recall and Co-incidental study respondents were designated.

In the Recall study radio listening data were obtained from better than 90 per cent of the pre-designated sample of individuals. More than 75 per cent of the sample co-operated for an entire week.

SALES BUREAUS

TvB CANADA REPORTS that many television stations across the country have taken advantage of the availability of "wild footage" of automotive commercials available for local use.

At the present time only General Motors has issued any clear cut directive as to availability and use, although the other companies, Ford, Chrysler and American Motors, are making it available when they have it.

Don McKinnon, GM's advertising manager, has informed the Bureau that "wild footage" is available for most General Motors products and in the case of Chevrolet, some complete, open-end dealer commercials are available for local use.

McKinnon says these commercials and footage will be supplied to dealers *only*, at a modest charge. Dealers are restricted to using this commercial material on stations in their own marketing areas, as designated by General Motors.

To help stations in securing new car business, TvB has supplied all members with a copy of the R. H. Bruskin study of new car awareness, commissioned from TvB, New York.

The Bruskin report was based on a personal interview study conducted among 2540 different households in the United States between November 22-30, 1966. Among the findings were three main points:

- (1) Two thirds of all adults credited television as their main source of information about new 1967 cars.
- (2) Of those adults who said they were likely to buy a new car in the next twelve months, 64 per cent cited television as their main source of information.
- (3) Among people who actually bought a new 1967 car, television was given more often as the source of most of their information about new cars than magazines, newspapers and radio combined.

Other findings were:

A considerably higher proportion of adults in multi-set television homes say they are likely to buy a new car in the next twelve months (24.5%) than the average adult (18.8%).

A multi-set television home is worth 30 per cent more to an automobile dealer and/or manufacturer than the average U.S. home.

A multi-set television home represents 40 per cent of the people who said they were likely to buy a new car in the next twelve months.

A color television owning home is worth 100 per cent more than a non-TV home to the automotive industry.

On the multi-set home questions TvB Canada states that by January 1968, 20 per cent of Canadian households will have two or more sets. ■

THE RADIO SALES BUREAU has not yet named its new president. A board meeting, October 6, did not reach a decision and adjourned until October 21.

Art Harrison, chairman of the board of RSB, says it is hoped that the replacement for Denis Whitaker, will be selected at that time and announced at the Central Canada Broadcasters meeting, which gets underway October 22. ■

THE RADIO ADVERTISING BUREAU, the U.S. counterpart to RSB, has been busy, in recent weeks, conducting its annual management conferences across the country.

At a New York area meeting, RAB president, Miles David, told broadcasters that RAB is about to launch a major project: a comprehensive sales manual to recruit, train and re-enthusias radio salesmen.

David said the manual will be a joint project of RAB and the Research and Review Services of America Inc., an Indianapolis based firm that prepares similar manuals for insurance firms — an industry that relies on a strong, well-oriented sales structure.

The manual, said David, will take a year to complete and answer a deep-seated need in the industry to train and hold qualified sales executives. "Radio", he said, "has moved out of a situation in which one out of ten salesmen has a comprehensive grasp of marketing problems. Today's salesmen must be market oriented. They

must know and understand the advertiser's complete needs and come up with radio solutions. But many of these salesmen received their training on the firing line. With this new manual, we will try to eliminate the 'accidental' training of salesmen and make sure they are on firm ground from their first sales call.

At another RAB meeting in Dallas, David H. Morris, president and general manager of KNUZ and KQUE, Houston, warned station management against complacency in sales and stressed the value of sales meetings.

"I would like to suggest that each of you go home and really review your sales material — the tools of your trade for selling an intangible. Do you have the calibre of equipment for your salesmen that is given men selling stocks and bonds or automobiles."

Morris commented that his stations had been pleased by very little turnover of salesmen, but that an older sales staff can pose problems in stimulating maximum efforts.

He cited techniques his stations have used successfully ranging from a cow-horn which is sounded in the sales office every time a man brings back an order to a series of sales contests.

One contest he described is called "Wall Street Bonanza". A large display is mounted in the sales office showing names of mythical stocks. Under each name is a tape hiding the description of a prize. Every new order entitles a salesman to lift one of the tapes. Prizes ranged from humorous to substantial awards.

Morris stressed regular sales meetings. One he conducts, is a breakfast meeting at which a local businessman explains the workings of his type of operation to the sales staff of the station.

TALENT

STRIKING BACK at what were termed "grossly-misleading" statements made in the cross-Canada campaign by the Association of Canadian Television and Radio Artists to urge greater work opportunities for Canadian talent, the CTV Network sought and obtained an injunction from the Supreme Court of Canada against ACTRA.

The injunction was granted against Henry Comor and Paul Siren of ACTRA, to prevent further distribution of their "Do You Care?" pamphlets, which, the network claimed, contained incorrect and defamatory material.

The network pointed out it had drawn the alleged inaccuracies to the attention of ACTRA and requested withdrawal of the pamphlet. Although some of the stated inaccuracies were acknowledged by the union, and Mr. Comor, they "continued to disseminate the incorrect and defamatory material", said Murray Chercover, CTV executive vice-president, in a four-page letter with four pages of supporting statistics, submitted to the Hon. Judy

BEST RADIO BUY IN NOVA SCOTIA

LARGE POPULATION
49.0% of Nova Scotia.

LARGE RETAIL SALES
40.7% of Nova Scotia.

LARGE FOOD SALES
38.2% of Nova Scotia.

8 STATIONS-ONE ORDER

GO → Atlantic
GROUP ONE RADIO LIMITED

Toronto	Montreal
923-0919	932-8357
Winnipeg	Vancouver
942-1892	682-6391

LaMarsh, Secretary of State, on October 4.

Chercover said: "CTV, as a national network, therefore recognizes its primary responsibilities in the field of Canadian programming. The obligation to meet the need for more and better quality news and public affairs programming, as well as an obligation to present the best of Canadian entertainers so that they will have the opportunity of developing their talents. Applying any tests to the record of the past two years, CTV has met these obligations.

"We document this assertion. Prior to the purchase of the network by its member stations in 1966, CTV in the 1965/66 broadcast year presented a regular weekly schedule of 23 3/4 hours of programming. Canadian production as such was 12 hours, 45 minutes. This current season 1967/68, our regular weekly schedule contains 48 hours, 10 minutes. The Canadian programming produced by CTV or commissioned by CTV with its stations or Canadian independent producers consists of 23 hours, 40 minutes. These figures are exclusive of specials, news actualities, documentaries, hockey, football and other irregularly scheduled material.

"To relate this activity in monetary terms in the 1965/66 season, the CTV Canadian program production budget was \$1,600,000.00 with an additional \$300,000.00 worth of Canadian programming supplied to the Network by advertisers.

"In 1966/67 the final figures on expenditure for Canadian production reached \$5,000,000.00. And in the current year 1967/68 our expenditures are budgeted at over \$5,280,000.00. These figures apply only to CTV and do not reflect the substantial sums spent by individual stations on Canadian programming."

Listing Nielsen and BBM figures to substantiate coverage of households and showing increasing popularity of CTV programs, Chercover's letter says: "We believe that these facts clearly indicate that the attempt of ACTRA to discredit the record of CTV in the field of Canadian programming is neither factual nor just. ACTRA represents some creative elements of the Canadian communications industry. They do not, however, represent the whole of the creative element of that industry. Furthermore, their orientation is to entertainment, and television is more than entertainment alone. It has a large responsibility in the field of public affairs and information. It is in these latter fields that CTV has made its most important contribution. Moreover large numbers of creative Canadians are employed by CTV in the preparation of Canadian programs.

"These writers, researchers, commentators, reporters, musicians, cameramen, graphic and scenic artists, lighting and staging personnel, and many, many others are productively employed and contribute to programs of interest and significance to the country—notwithstanding the fact that

they are not members of ACTRA."

Chercover pointed out that "CTV is in sympathy with the ACTRA campaign's stated objective—that of providing expanded opportunity for Canadian creative artists. In furtherance of this objective CTV has just concluded negotiations with ACTRA resulting in a two-year collective agreement." ■

EXPRESSING CONCERN over what they term "the desperate situation existing in Canadian broadcasting," 34 top Canadian writers sent a telegram to Prime Minister Lester B. Pearson criticizing the CBC, private radio and television stations across Canada, as well as the privately-owned CTV network.

Contents of the telegram, released by ACTRA, said the Broadcasting Act has failed in its intention to develop a "strongly indigenous broadcasting enterprise" by the use of Canadian writing and performing talent.

Among the signers of the telegram were Pierre Berton, Morley Callaghan, Arnold Edinburg, Hugh Garner, Mavor Moore, Eric Nicol, Tommy Tweed, W.O. Mitchell and Irving Layton.

The telegram said the CBC, although receiving an increase in public funds, "has been consistently reducing the number of its Canadian-based productions."

It added: "Today less than four per cent of the total English-language budget is being expended on Canadian writing and performing talent."

The telegram also said that there has been an exodus of writers, performers and directors from Canada and with practically no exceptions those who left would have preferred to stay in Canada.

It concluded: "We therefore respectfully ask that the Broadcasting Act soon to make its appearance before the House of Commons contains clearly defined provisions for a greatly increased amount of broadcast dramatic, variety and documentary material to be originated and produced in Canada."

TECHNICAL

A NEW 3-VIDICON COLOR television camera by International Video Corporation of Mountain View, California, utilizes advanced design concepts and a unique color optics system to provide color in closed-circuit applications at a cost comparable with that for monochrome.

The camera was developed with the specific objective of bringing color within the economic reach of closed-circuit television users in the medical, educational, industrial and commercial fields.

A system costing only \$15,000, including the camera, can produce CCTV color pictures subjectively



equivalent to those from a \$150,000 professional system.

The advent of the new camera, says IVC president Donald F. Eldridge, is both a technical and an economic breakthrough. It follows the introduction earlier this year by IVC of the first NTSC color recorder for closed-circuit television—the IVC-800 which is now being produced and marketed.

The camera, designated the IVC-100, together with the recorder, makes use of all solid state circuitry and compact design to provide full portability. Total weight of both units together is under 100 pounds.

ANNOUNCEMENT

CFPL RADIO APPOINTMENT



KEN G. SMITH

C.N. "Bud" Knight, Manager, CFPL Radio is pleased to announce the appointment of Ken G. Smith as Sales Supervisor of CFPL-AM and CFPL-FM Radio, London.

Mr. Smith joined the CFPL Radio Sales Department in 1963 after several years in sales management work in the insurance and automotive supply field.

He assumed his new duties September 18, 1967.

The camera, according to IVC, has proved to have excellent color fidelity and provided quality pictures at light levels on the order of 250 foot-candles. Resolution is 400 lines at centre and corners.

A six-to-one zoom lens is available for the camera, which is self-contained, including color encoder. The design emphasizes simplicity of operation, with a minimum of controls and adjustments. The price is \$9,850; price for the color recorder is \$4,200.■

A LARGE-SCREEN MAMMOTH black and white TV projection system is announced by Philips Electronics. It will project images up to 9 by 12 feet in size.

For flexibility, the system comprises a projection unit and a control unit. They can be separated by as much as 225 feet.

The projection unit contains a high quality projection tube in a Schmidt optical system, and is compatible with 525 or 625 line systems.

CURRENT READING

by Doug Trowell

WHEN I FIRST SAW MAX FERGUSON, it was 1946 at CFPL in London and in his book he tells it like it was.

Max had a sort of mystic Victorian look about him. Here I have to confess something. As Max strolled casually through the building in his conservatively neat attire (was that collar celluloid?) and that look of feigned interest I thought "This—this is the son of Walter Blackburn!" And he's going to be working among us, I thought. The President's son! The end to any vestige of fun-through-work. It would now be strength-through-work unless I missed my guess.

But courage! After he was introduced, that black foreboding vanished as Max launched himself into a series of demonstrations of feats of strength, like picking up a chair by one leg and hoisting it high above us all.

Then he showed us the pictures in his wallet and that did it. Anybody who was a friend of Crazy Eddie's was a friend of mine.

It was a great summer. Fun reigned supreme. After all what else was there? That was the time when radio in this country was only getting ready to become a business.

It was like that from coast to coast it seemed. But it wasn't to be long before Max's prediction about the fate



Max Ferguson

of all of us was to become evident. He even had a slogan for it which he insisted would become true. It would be burned into us, he said. It was: "No shirt too young to stuff". And except for him and a few other independent honest souls that's what happened all right.

Alan McFee says in his introduction to Max Ferguson's book — "I often wonder if he is the last honest man." Honest, he is. I hope not the last one though. We need his kind.

Max Ferguson has style! Max Ferguson is a *great* storyteller and this book is a full sampling of Max. The first chapter is outrageously exaggerated and should be seen for what it is — hopeless hyperbole.

(Actually most of Chapter 1 is about Doug Trowell, so Doug Trowell should know. —Ed.)

But after that Max settles in and just talks in that beautifully cultivated style of wit he has. Many of the stories I've heard before, some of them several times, usually at a party. When the word was out that he was at work writing them all down as his Centennial project, I wondered how they'd sound in print. Would they really come off? Would they sound like Max? Are the stories really too inside-y to be of book-publishing type interest?

Well they do come off well. They do sound like Max. And while some of the stories are inside things, there are some that are fascinating glimpses of pure Canadiana.

The tuna tournament for one. It's not in the book for laughs although it has its humorous moments. Max really makes that one live. His style of storytelling takes you into the midst

of that event in such a way that when you've read it you really feel as if you had been there yourself.

The book is full of fun and full of irony and full of — wit. It's easy to read and packed with people we all know or know of. It's a good thing Max Ferguson wrote it and a good thing McGraw-Hill published it.

Everyone should get a copy of *And Now...Here's Max*. It may be worth a good deal in a few years. And if you are mentioned in the book, get a copy for your lawyer!

COMING EVENTS

October 16: Ad & Sales Club of Toronto, salesmanship course, lecture on sales communication, War Amps Auditorium, 62 Wellesley St., 7:30 p.m. R.B. Beggs, education account manager, IBM.

October 16-17-18: Broadcasters' Promotion Association, international convention, Royal York Hotel, Toronto. Theme: Man, the Communicator. Key-note speaker, Don Jamieson, MP, president, CJON, CJON-TV St. John's, Nfld., former president CAB.

October 17: AMA Toronto Chapter, luncheon meeting, Park Plaza, Toronto. 12 noon. Speaker: Manuel C. Ferreira, president, General Mills. Topic: Uses and Abuses of the Product-Management System.

October 18: Ad & Sales Executive Club of Montreal, Queen Elizabeth Hotel, 12:30 p.m.

October 19: Le Publicité Club de Montréal, Queen Elizabeth Hotel, 12:15 p.m.

October 19: Sales & Marketing Executives of London (Ont.), dinner meeting, Hotel London, 5:30 p.m.

October 19-20: CAB directors meeting, Toronto.

October 21: SMPTE Little Convention, King Edward-Sheraton Hotel, Toronto. Panel: Motion Pictures and Television in Education. Registration 10:00 a.m. Papers session 1:30 p.m.

October 20: Ad & Sales Club of Windsor (Ont.) Ladies Night, Beach Grove Country Club.

October 22: Broadcast Executives Society, dinner meeting with CCBA, opening annual convention, Inn on the Park, Toronto. 7:00 p.m. Keynote speaker: Philippe de Gaspé Beaubien, director of operations, Expo '67.

October 22-24: CCBA Convention, Inn on the Park, Toronto.

October 24: Ad & Sales Club, Toronto Chapter, luncheon meeting, Royal York Hotel, Toronto, 12:30 p.m. Speaker: Doug Marshall, director, sales training, sales & distribution division, CGE, Toronto.

October 24: Ad & Sales Club of Ottawa, Board of Trade Club, 6:30 p.m.

October 31: Broadcast Advertising Course (BES), opening session, Ryerson Polytechnical Institute, Toronto, 7:00 p.m.

The trend is to balanced programming

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perception

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- ORK – Turntables of quality
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Design, fabrication and installation of complete Audio/Visual Systems for boardrooms, conference rooms, seminar and training rooms.

- MILITARY – "NIKE X" Huntsville, Alabama U.S. Defence Dept.
- PUBLISHING – "TOP OF THE WEEK" New York City Newsweek Magazine
- EDUCATIONAL – NATIONAL MUSEUM Ottawa, Canada Government of Canada
- BUSINESS – DOW EXECUTIVE BUILDING Midland, Mich. Dow Chemical

IN PRESENTATIONS

Supply and operation on a rental basis, all types of Audio/Visual equipment for demonstrations, sales meetings, road shows etc. Our clients include:

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CHRYSLER CORPORATION
NATIONAL FILM BOARD
THE ROBERT SIMPSON CO.

plus hundreds of other agencies and companies.

IN RECORDING

Complete facilities for Mono and Stereo recordings, including mastering, soft cuts, tape duplicating, 8 mm film recording, record production.

IN DEVELOPMENT

High Intensity Xenon 3¼ x 4 slide projectors for rear projection in color television.

perception

OVER THE DESK by Dick Lewis

A YOUNG LADY MOST LIKELY TO SUCCEED is Ev(elyn) Crandell, who after 16 years in the advertising business—ten of them with Stovin-Byles Television as promotion and research manager—has set up her own business, which seems to be called "Do it The EC Way" at 15 Walmer Road, Suite 406, Toronto 4—phone 923-9530.



Her mailing piece is captioned "Don't tear your hair out! That's my department".

I have disposed of her "who", and her "where". Her "what", "why" and "when" go like this:

WHAT: *Writing*—promotion material, sales letters, press releases, speeches etc.

Co-ordinating—details of sales meetings, promotions, contests, publicity.

Media/Market Statistics—compilations, break-outs, analysis of media and market information.

WHY: To handle any sort of rush job that has to be done when your staff is just too bogged down to do it.

WHEN: Whenever you need competent help in a hurry. For a big job or small, call us any time. We don't goof off at Five!

A hand-written P.S. at the foot of her circular reads: "I also haunt houses". Possibly though this was not intended for publication.

This item appears as a public service, not for Ev, because I am sure that, with her abilities, she doesn't need it, but for certain people I know in the industry who might avail themselves of this opportunity to get reliable information out to wherever it is destined before it is stale news.

COMPLIMENTARY LETTERS approving of the new look, style and content of *The Canadian Broadcaster* have arrived

in gratifying numbers, and will the senders consider themselves thanked most sincerely. One—well it was actually a phone call—cried out to quoted. It came from Bob Blackburn, broadcasting columnist of *The Toronto Telegram* who said: "I think your new format is excellent...fits snugly into my waste paper basket."

A RETURN TO THE TWO-PARTY SYSTEM is the suggestion of the Hon. E. C. Manning, perennial Social Credit premier of Alberta, and this thought from the head of the party which, nationally, is fourth in line, should start some other brains whirling too.

Author of a book, *Political Realignment*, Premier Manning has also committed his thoughts onto tape in a half-hour open-end interview with Joe Hutton, news director of CFCN Calgary, available for airing from the CAB Program Exchange.

Mr. Manning makes no bones about his belief that the parties in our federal politics have drifted from clearly definable positions, with the result that the electorate is denied the opportunity to make any meaningful choice between two alternate approaches to public problems, and elections have degenerated to little more than popularity contests between individuals of various political parties.

While it would be hard for any political party to realign itself, Mr. Manning feels the Conservative Party (of which I believe Social Credit is a bi-product) weakened at present due to internal disarray, has a unique opportunity to rebuild itself with a sound set of principles.

He suggests that the party which can develop a meaningful modern political ideology combining the best features of two widely-held philosophies, humanitarian socialism (emphasis on the human needs and rights) and liberal conservatism (embracing the economic doctrine of the free enterprise economy) has the best chance of emerging as a strong national political party.

THE WIFE-VERSUS-JOB PROBLEM cropped up this fall with Ric Wellwood, of CKNX-TV Wingham, when he and his wife were choosing names for their unborn child. She was positive it was to be a girl, and was divided between two names, Therese, her own middle-name and Victoria, in keeping with the Centenary.

Ric agreed that both were nice and should be used. She asked which should take preference, Terry or Vicky, and Ric's eager reply was that initials would do fine—"TV".

Ric's job as television newscaster had always been her competition in

his wife's estimation, so the initials idea was quickly torpedoed.

Ric saw his wife was upset, so with hurriedly mustered tact he brought up the fifty per cent possibility of a boy.

"I still don't believe it will be a boy," his wife insisted, "but if it is, 'Mike' would sound nice.

*A creative director named Snell
Did ads which were sparkling and
swell,*

*Full of verve and perspective,
But, forgive my invective,
The goddam things just didn't sell.*

ONTARIO PROVINCIAL POLITICIANS, especially those of non-Conservative ilk, are taking a long look, and a not altogether kindly one, at the administration or whatever you call it of educational television by the provinces.

In his daily column in *The Toronto Globe & Mail* (October 5), Dennis Braithwaite quotes a couple of Liberal candidates, Peter Lowry (East York) and Tom Reid (Scarborough East).

Lowry, writes Braithwaite, "portrays the province's new ETV branch as a burgeoning bureaucratic empire whose budget increased tenfold, from \$150,000 to \$1,610,000 in one year and will almost double (to \$3,084,000) next year."

He envisages Ontario Education Minister William Davis' conversion into a broadcasting czar in charge of an operation as big as the CBC.

Reid, an assistant professor of economics at York University, "objects to the government's entry into TV on the loftier plane of human freedom, no less," Braithwaite reports.

"He (Reid) sees the province's ETV setup as the marriage of power (of education) with authority (of government) and says this combination violates the principle established in the Nineteen Thirties that broadcasting must be free of direct government influence," (*ha-de-ha*) Braithwaite continues.

He says Reid wants ETV taken out of the Department of Education and (here we go again) placed under some sort of independent board or commission, which would "form its policies on the basis of continuous research into the real educational needs of the public."

Come what may, the *li'l ole electronic schoolhouse* bids fair to become a hot political potato, and, emulating my friend Dennis Braithwaite, my present disposition is to scrutinize the problem from a to z, and then take a firm stand on both sides of it.

And that seems to be the nub of it, so buzz me if you hear anything.

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Experienced, pleasant young man, grad. of America's top two Radio & TV Schools, College Grad. Interpretive announcing, authoritative news. Seeks position in Ontario.

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American radio & TV announcer, 17 years experience, top 100 markets. Family man, draft exempt, seeks Canadian position. Contact J. Heaton for audition tape and résumé at 91 Diana Drive, Apt. 5, Poland, Ohio or telephone 757-2911. Presently employed.

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The Canadian Broadcaster
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Box 105
The Canadian Broadcaster
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AVAILABLE

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Box 106
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17 Queen St. E., Suite 128
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Young Single Canadian Male, age 26, is: Ryerson RTA Graduate, experienced in announcing, and writing for Radio & TV, student of CPRS's PR Course, and has working knowledge of film and TV production. Interested in working overseas, preferably in broadcasting or film production. Address inquiries to:

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Next it's push-button program selectors

ANTENNA DEVELOPMENT will completely change during the 70s, Dr. R.C. Hansen, KMS Industries Inc., Ann Arbor, Mich. told the antennas panel at the International Electronics Conference in Toronto, September 27.

"Antennas will be tied to storage media," he said, in his paper titled *The Future of Receiving Antenna Media Development in 1975*.

"Television programs, except for news, will be transmitted when the capacity for other communications is not to be taxed.

"A person will be able to look at all programs he has in his antenna storage media and dial in the program he wants to hear," Hansen said.

"Thus all programs, except timely news, will probably be sent at night and all will be able to be dialed in at any time during the day.

"The antenna will probably be an array," he said, "and the space around the rear quadrants of the elements will contain storage media. Micro-wave links will excite the storage media and antenna, and the program will be transmitted in a burst in compressed form."

The mini-antenna

Elimination of antennas from rooftops, satellites, planes, walkie-talkies and TV sets may result from the research conducted by Prof. Dr. Hans H.

Meinke of Munich, Germany.

Dr. Meinke and Dr. Gerhard Flachenecker of the Institute for High Frequency Techniques at the Technical University of Munich, delivered a paper on *Active Antennas with Transistors*.

Prof. Meinke's experiments, partially financed by the U.S. Air Force, have been to determine if a large antenna could be duplicated electronically by a smaller device such as a miniature antenna with an active, built-in transistor circuit.

After four years of mathematical analysis and lab work, he has finally built several prototype models of a mini-antenna.

Its revolutionary concept, especially if it is possible to adapt it to commercial use, has aroused a storm of controversy within the electronics industry.

There are conflicting views as to the usefulness of the newly-developed subminiature antenna (*sia*). Recently, Lewis H. Finneburgh, Jr., president of a U.S. electronics firm and developer of the colinear broadband TV antenna, expressed the view that *sia* will have no place in home TV and FM reception because it has a poor signal-to-noise ratio and cannot discriminate against ghost signals other than from the direct rear. He states that extravagant and misleading claims about the *sia* have hurt the rooftop antenna industry.

International Electronics

(continued from page 12)

"In the separate luminance system," he said, "two or four independent pickup tubes are used, the first for the luminance channel, the others for the chrominance channel. Each is operated in the most effective way for the respective signal."

He said the NHK had been conducting studies of a four-tube separate luminance system since 1961. "The four-image orthicon camera has demonstrated excellent high sensitivity and good resolution. It is desired that a small size camera tube with a slight shading effect be obtained for picking up color information although its resolution characteristic is not required to be good as in the case of the luminance signal."

Hayashi said that during the 1964 Tokyo Olympic Games "it was necessary to develop a separate luminance color camera with special attention paid to its compatibility with black-and-white television receivers. At that time, however, we were unable to obtain camera tubes for picking up chrominance information in the four tube camera.

"Then we developed the two-tube separate luminance system. The two-

tube camera which generates three primary color signals with one camera tube has several advantages, easy registration and color balance, although there are some technical difficulties. We overcame the technical problems and completed two-image orthicon color cameras in time to be successfully used through the Tokyo Olympic Games.

"If a suitable camera tube, good for color information pickup, is developed, an excellent four tube camera, in terms of compatibility, color reproduction, sensitivity and size, can be obtained."

111 papers presented to 11,000 delegates

During the three-day conference and exposition by some 200 dealers and manufacturers, 111 technical papers were presented to some 11,000 scientists, engineers, technicians, armed service personnel and businessmen from various parts of North America, Europe, Asia and Africa. The conference was sponsored by the Canadian Region, Institute of Electrical and Electronics Engineers.

Image makers must look

(continued from page 11)

to cut their advertising budget to comply with the law. And if the media suffered, so then would the consumer be affected," he said.

"Without advertising revenue, radio and television stations would have to be subsidized by the government, and the money would come, in the end, straight from the taxpayers' pockets. If broadcasting were a tax burden, we wouldn't be able to afford a choice of stations or channels. And there certainly wouldn't be enough money to produce those lavish spectacles we enjoy so much, or the football and hockey games, or the big movie specials.

"Do you think our average consumers would be in favor of a tax or a limit on advertising if they knew what this would really mean to them in the end? I don't think so, but, so far, no one has told them," he said.

"Our job, our responsibility, is to get out and inform the public and the government, to let them in on some of the hard economic facts about advertising. We have to tell them just what we're up to, why, and what it means to them and their country."

He referred to the efforts of the ACA, ICA and CAAB to launch such an informatory program to the public, involving the full support of media, and said everyone in or related to the advertising profession should take the opportunity to present and communicate the important role advertising plays in our everyday life. "If you aren't willing to give your support, you shouldn't be in the business," he said.

Radio Commercials

Festival (continued from page 15)

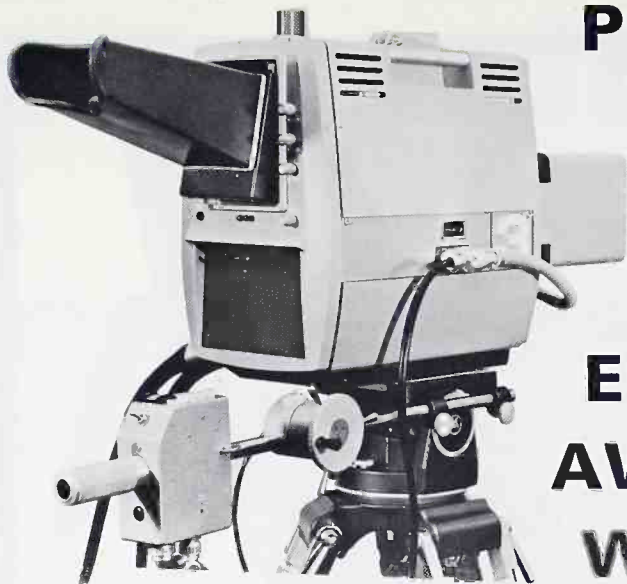
there will be 10 BES Bronze Statuettes.

Considerable pride is attached to the Best in Category scrolls and Certificates of Recognition awarded annually, and to create still more interest, two more classifications have been added to the honors list this year. Consumer Citations and Craftsmanship Awards will be presented in recognition of particular achievements in these key fields.

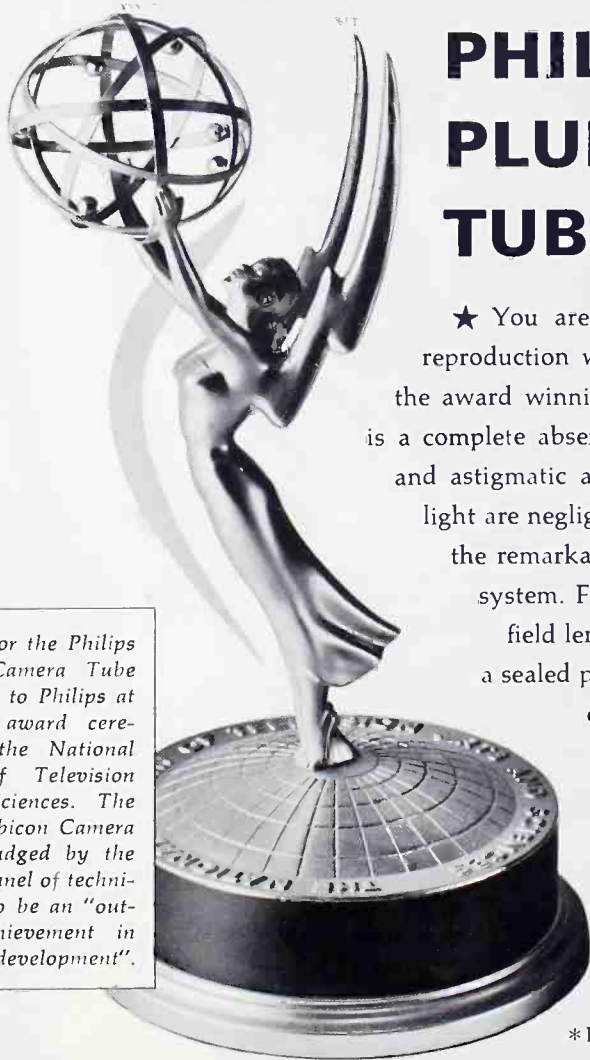
Entries closed October 9 but the last-minute rush to get under the wire showed a considerable increase over the number submitted last year.

Tickets for the Festival are available from the office, Radio Commercials Festival, Suite 347, 12 Richmond St. E., Toronto 1, Ont. \$20.00 each for the afternoon program, cocktail reception and Awards Banquet, \$5.00 extra for a lady accompanying a ticket holder to the banquet.

Other Festival features, names of judges, and the name of the banquet speaker will be published in the October 26 issue of *The Broadcaster*.



PHILIPS COLOR CAMERA with the EMMY AWARD WINNING PHILIPS PLUMBICON* TUBE



An EMMY for the Philips Plumbicon Camera Tube was awarded to Philips at the annual award ceremonies of the National Academy of Television Arts and Sciences. The Philips Plumbicon Camera Tube was judged by the Academy's panel of technical experts to be an "outstanding achievement in engineering development".

★ You are assured of superlative fidelity of color reproduction with Philips Plumbicon camera with the award winning Philips Plumbicon camera tube. There is a complete absence of ghost images, spurious reflections, and astigmatic aberrations. Color errors due to polarized light are negligible — another of the many advantages of the remarkable—yet simple—Philips color separation system. Free of optical relays, dichroic mirrors and field lenses, the unique assembly is in the form of a sealed prism block, only three inches long. Because of its high stability, the Plumbicon Color Camera permits hours of "hands-off" operation. Perfect color matching between cameras is possible even for close-up flesh tones, and over wide variations of indoor and outdoor light levels including highlights and shadows.

*Registered trade mark for television camera tubes



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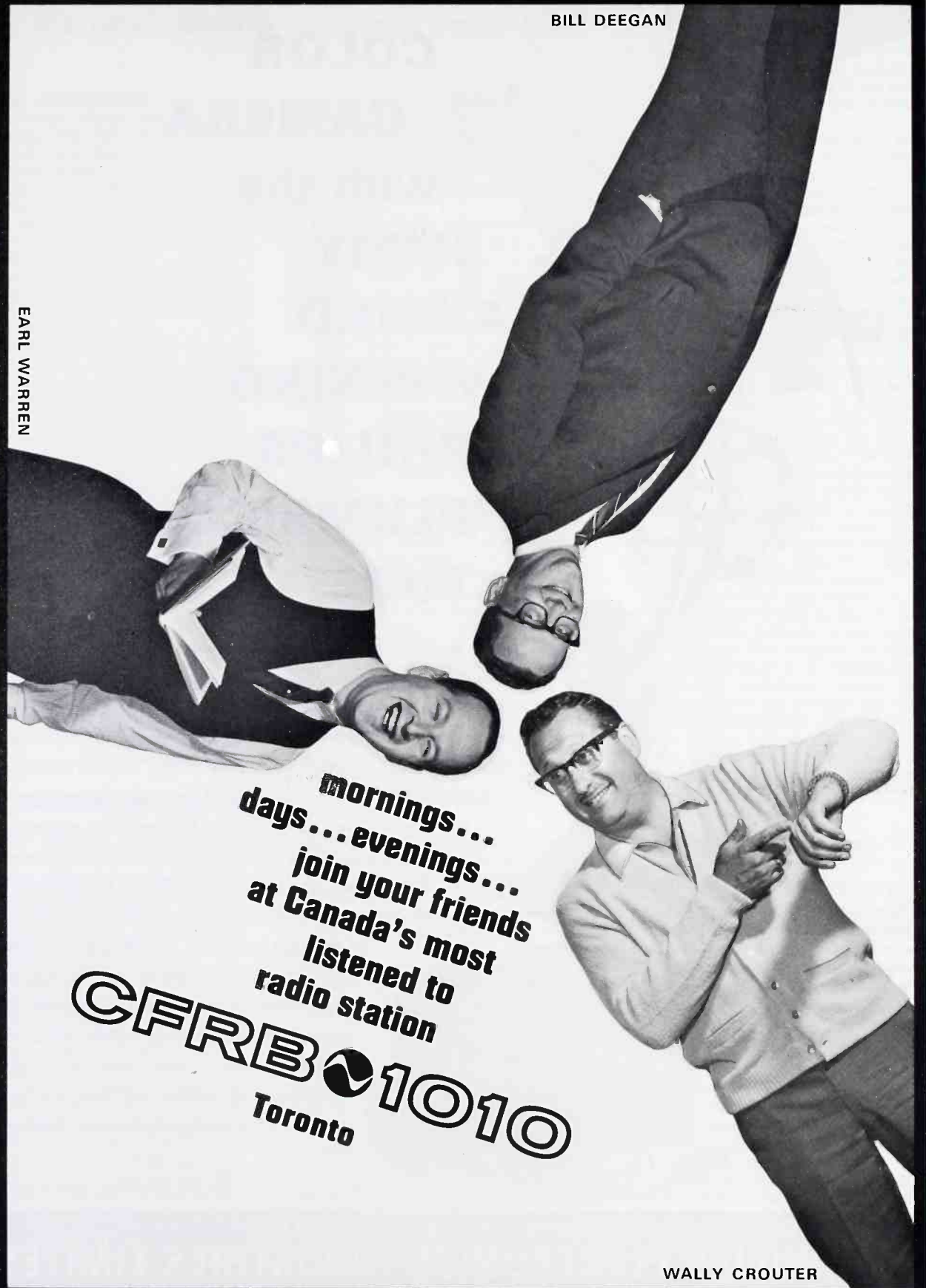
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