

JULY 1969

"Talent -- advertising people -- advertisers -- agencies -- broadcasters are actually engaged in selling dreams and ideas and products... and successfully, as we have seen today.

"It seems to me that this reservoir of talent could be and should be selling a very special dream -- a very special product -- called Canada -- not only what it is today but what it can be tomorrow -- if enough of us care."

-- Frank Shuster

Canadian comics John Wayne and Frank Shuster added a spot of fun to the TV Commercials Festival last month.

In serious vein these remarks, delivered spontaneously by Frank Shuster, carried him a standing ovation.

However you look at it...

589,800

English and French-speaking
EDMONTONIANS
(unduplicated)

do their shopping from
sales messages they hear over

THESE FOUR
EDMONTON
PRIVATE RADIO STATIONS

CFRN • CHFA • CHQT • CJCA

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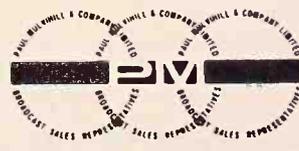
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Directory Issues, \$2.00
\$7.00 per year
\$14.00 per 3 years

Second class mail
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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

CTL has recorded these Canadian artists . . .

Lucio Agostini
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 Denyse Ange
 Peter Appleyard
 John Arpin
 Nick Ayoub
 Al Baculis
 Bill Badgley
 Guido Basso
 Bix Belair
 Maurice Bolyer
 Laurie Bower
 Gordie Braund
 Brian Browne
 Lloyd Burry
 Johnny Burt
 Bill Butler
 Howard Cable
 Vic Centro
 Francis Chaplin
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 Ron Collier
 Mary Lou Collins
 Tommy Common
 Henry Cuesta
 Jimmy Dale
 Trump Davidson
 Rusty Davis
 Lloyd Edwards
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 Gordie Fleming
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 Bobby Gimby
 Judy Ginn
 Eddie Graf
 Sheila Graham
 Paul Grosney
 Hagood Hardy
 Shirley Harmer
 Al Harris
 Hart House Orchestra
 Herbie Helbig
 Sheila Henig
 Carol Hughes
 Tommy Hunter
 Jack Kane Band
 Mart Kenney

Moe Koffman
 Wally Koster
 La Chorale Beausejour
 Pat L'Heureux
 Gordon Lightfoot
 Norma Locke
 Judy Loman
 Benny Louis
 Art Maiste
 Malka & Joso
 William McCauley
 Dick McClish
 Rob McConnell
 Ellis McLintock
 Ben McPeck
 Bob McMullin
 Metro Stompers
 Jimmy Namaro
 Boyd Neal
 Bert Niosi
 Anita Ortez
 Doug Parker
 Roger Pilon
 Nat Raider
 The Raftsmen
 Alexander Read
 Rhythm Pals
 Pat Riccio
 Bill Richards
 Dal Richards
 Bonnie Roberts
 Floyd Roberts
 Roy Roberts
 Betty Robertson
 Teddy Roderman
 Tony Romandini
 The Romeos
 Ray St. Germain
 Silvi Girls
 Lou Snider
 Joyce Sullivan
 Graham Tear

Adam Timoon
 Jerry Toth
 Chico Valle
 Denny Vaughan
 Moxie Whitney
 Rick Wilkins
 Frank Wright

. . . with the backing of some of the finest sidemen in the world

CTL is a joint project of these Canadian private radio stations . . .

ABBOTSFORD
 CHILLIWACK
 CRESTON
 DAWSON CREEK
 GRAND FORKS
 KAMLOOPS
 KITIMAT
 NELSON
 OLIVER/OSOYOOS
 PENTICTON
 PORT ALBERNI
 PRINCE GEORGE
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 REVELSTOKE
 SALMON ARM
 TERRACE
 TRAIL
 VANCOUVER

VERNON
 VICTORIA

CALGARY

EDMONTON

LETHBRIDGE
 LLOYDMINSTER
 MEDICINE HAT
 PEACE RIVER
 RED DEER
 ESTEVAN
 REGINA
 SASKATOON

WEYBURN
 YORKTON
 BRANDON
 WINNIPEG

AJAX
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 BELLEVILLE
 BRANTFORD
 BROCKVILLE
 COLLINGWOOD
 GALT
 GUELPH
 HAMILTON

CFVR
 CHWK
 CFKC
 CJDC
 CKGF
 CFJC — CFFM-FM
 CKTK
 CKKC
 CKOO
 CKOK — CKOK-FM
 CJAV
 CKPG
 CHTK
 CKCR
 CKXR
 CFTK
 CJAT — CJAT-FM
 CHQM — CHQM-FM
 CJOR
 CKWX
 CKVN
 CJIB
 CJVI
 CKDA — CFMS-FM
 CFAC
 CFCN
 CHFM-FM
 CHQR
 CFRN — CFRN-FM
 CHQT
 CJCA — CJCA-FM
 CHEC — CHEC-FM
 CKSA
 CHAT
 CKYL
 CKRD — CKRD-FM
 CJSL
 CKCK
 CFQC
 CJUS-FM
 CFSL
 CJGX
 CKX — CKX-FM
 CJOB — CJOB-FM
 CFRW — CFRW-FM
 CKRC
 CHOO
 CKBB
 CJBQ — CJBQ-FM
 CKPC — CKPC-FM
 CFJR
 CKCB
 CFTJ
 CJOY — CJOY-FM
 CHML — CKDS-FM
 CKOC
 CHAM

KINGSTON
 KITCHENER
 LONDON
 NIAGARA FALLS
 OTTAWA

OWEN SOUND
 PEMBROKE
 PETERBOROUGH
 PORT ARTHUR
 ST. CATHARINES

SARNIA

S. STE. MARIE

SIMCOE
 SMITH'S FALLS
 SUDBURY
 TILLSONBURG
 TIMMINS
 TORONTO

WAWA
 WELLAND
 WINGHAM
 WOODSTOCK
 HULL
 MONTREAL
 QUEBEC
 SHAWINIGAN
 SHERBROOKE
 VERDUN
 BATHURST
 FREDERICTON
 MONCTON
 SAINT JOHN
 ANTIGONISH
 DARTMOUTH
 DIGBY
 HALIFAX
 KENTVILLE
 MIDDLETON
 NEW GLASGOW
 SYDNEY
 TRURO
 WINDSOR, N.S.
 YARMOUTH
 SUMMERSIDE
 CORNER BROOK
 GANDER
 GRAND FALLS
 MARYSTOWN
 ST. JOHN'S
 STEPHENVILLE

CKLC — CKLC-FM
 CKWS — CKWS-FM
 CKKW — CFA-FM
 CFPL — CFPL-FM
 CJRN
 CKOY — CKBY-FM
 CKPM
 CFOS
 CHOV
 CHEX — CHEX-FM
 CKPR — CKPR-FM
 CHSC — CHSC-FM
 CKTB — CKTB-FM
 CHOK
 CKJD
 CJIC — CJIC-FM
 CKCY — CKCY-FM
 CFRS
 CJET — CJET-FM
 CKSO — CKSO-FM
 CKOT — CKOT-FM
 CKGB — CKGB-FM
 CFRB — CKFM
 CHFI — CHFI-FM
 CJRT-FM
 CKEY
 CJWA
 CHOW
 CKNX
 CKOX
 CKCH — CKCH-FM
 CJAD — CJFM
 CHRC — CHRC-FM
 CKSM
 CKTS
 CKVL — CKVL-FM
 CKBC
 CFNB
 CKCW
 CHSJ
 CJFX
 CFDR
 CKDY
 CHNS — CHNS-FM
 CKEN — CKWM-FM
 CKAD
 CKEC
 CJCB — CJCB-FM
 CKCL — CKCL-FM
 CFAB
 CJLS
 CJRW
 CFCB
 CKGA
 CKCM
 CHCM
 VOCM
 CFSX

SEVEN-YEAR PROGRESS REPORT:

**The Canadian Talent Library
has recorded 1,444 selections by Canadian
artists. CTL music is broadcast on
156 stations across Canada.**

The first CTL album was recorded in July seven years ago. The Canadian Talent Library was launched. Standard Broadcasting stations CFRB-Toronto and CJAD-Montreal initiated this non-profit trust to help remedy the lack of Canadian material available for radio broadcasting.

The CTL purpose: record the work of Canadian musicians, singers, composers and arrangers, and make it available to Canadian broadcasters.

CFRB and CJAD continue to support CTL with time, people and dollars. Coupled with subscriptions from other leading broadcasters, these dollars now make it possible to produce one or more new CTL albums each month.

Results to date: 117 CTL albums, 156 CTL-participating stations. 37 newest CTL albums released for sale to the public on

RCA Victor, London, Capitol, Harmony and Camden labels. The BBC in its second year programming CTL music throughout the U.K., helping make Canadian performers better known abroad.

As the Canadian Talent Library begins its eighth year, its founders salute the enlightened broadcasters who co-operate to make possible this "Made-In-Canada" success.

Published by

CFRB 1010

TORONTO

in the interests of broadening
appreciation for the work of
Canadian artists

More Radio Receivers than People

"THE ECONOMY OF RADIO is a big attraction for advertisers who, faced with the climbing cost of staying in business, are eager to listen to anyone who can show them less expensive ways of reaching prospects."

Speaking to the British Columbia Association of Broadcasters, during their convention at Harrison Hot Springs, Cedric P. Haynes, president of Radio Sales Bureau, Toronto, said: "RSB is finding this to be the case nationally, and there is absolutely no doubt that our economy's inflationary spiral is compelling many major advertisers to have second thoughts about radio—the medium they have bypassed for years in favor of print.

"There is growing disenchantment with print," Haynes said. "This is one of the big reasons, perhaps the biggest, for breakthroughs by radio with department stores and large retailers.

"They are finally coming to realize," he said, "what we've known for a long time, that newspapers are not keeping pace with Canada's growth, and that the printed word is incapable of moving with our modern, mobile society."

Haynes told the broadcasters this was recognized in their brief to the B.C. government on beer and wine advertising.

"When we call this 'The Space Age' we're not referring to newspaper space," he said. "If you were an

advertiser, how would you prefer to have your message delivered—with the speed of light, or by 12-year-old boys on bicycles?"

Radio has more advantages

"Last year, Canadians bought 2,845,000 new radios. There are more than 20,000,000 working-order sets in Canada, and before this year is out, there will be more radio receivers than people in this country, a condition which has existed in the United States for some time," Haynes said.

"Analysis of newspaper circulation and penetration," he said, "shows that once outside the city zone, they 'run out of gas' quickly. Newspapers are weak in suburban areas where the higher income families are, and they are weaker still in rural areas.

"This compels the advertiser to buy city papers, suburban papers and farm papers to cover the market he could reach with a single radio buy.

"There are big, real big, new and virtually untouched markets for radio in department stores... and usually every department in the store has its own budget," Haynes added. He also listed the "employment-personnel field, industrial and corporate type advertising—to cite just a few".

By comparison, Haynes said "the average adult spends less than ¼ of an hour daily with the newspaper. His radio listening averages *three hours* a day. Think of it!"

Although his talk was confined chiefly to the benefits achieved from "creative commercials," Haynes said he would "be remiss as the head of the radio industry marketing/sales/service organization if I did not remind you that people do not tune-in radio commercials.

"They tune in creative programs. If we are to continue building listener-ship and advertising revenue—new creative approaches to programming are paramount."

Creativity sells radio

"Let's talk about print again," he said. "The print media's advertising volume is uncontrolled—and for good reason. Were newspapers and magazines subject to stringent regulations similar to those imposed on the electronic media, they'd be out of business in a month."

In his comparison of print versus radio, Haynes offered several reasons why radio had the greater advantage for the advertiser. "The newspapers' costs of operation are so steep that their readers must contend with unprecedented advertising content.

"In some papers, ads outweigh editorial matter 3 to 2, with competitive spreads often on the same or facing pages—no product protection," he said.

"What chance does the small-budget advertiser have? None! He is lost in the ad jungle—a casualty of confusion—a victim of visual clutter.

"His message is not up front (and brother, *it's what's up front that counts*). It does not stand alone, as it would if presented on radio.

"If a competitor's ad is in color and his isn't, the little guy is that much more a second-class citizen of the advertising community.

"But on radio," Haynes said, "his sales message is in living color—*sound!* There is no black-and-white radio."

Continuing to illustrate radio's many advantages over print, Haynes asked: "And have you noticed the growing number of look-alike ads? Same make-up, same type faces. Creativity in print is limited for the retail advertiser. And once the advertiser is locked into a print campaign, copy changing can be costly because print is ponderous.

ANNOUNCEMENT

JPL PRODUCTIONS INC.



Jean-Paul Ladouceur



Pierre Larin

New management structures at JPL PRODUCTIONS INC., Montreal-based producers of television advertisements on videotape and films, now bring complete operation under experienced team of JEAN-PAUL LADOUCEUR, President and General Manager and PIERRE LARIN, Sales Manager.

SEEING DOUBLE HAS ITS REWARDS...



and the rewards can mean more profit for you in Quebec City. Look twice at the Quebec City market, when planning your television budget, and consider both CFCM-TV and CKMI-TV.

You know that CFCM-TV is the No. 1 French TV station in Quebec and has the biggest share of the total audience . . . but . . .

Did you know that CKMI-TV is the only English TV station in the Quebec City market, and the only TV station available to English-speaking and bilingual TV viewers . . . who comprise more than 25% of the total metropolitan area of 434,000 people ?

Local advertisers know this. That's why they now spend 15% of their TV advertising budget on CKMI-TV, and are increasing it annually. They know their bilingual market and what it's worth to them.

HOW ABOUT YOU?

CFCM-TV  **CKMI-TV**
TELEVISION DE QUEBEC (CANADA) LTÉE

For more facts and figures, call our reps :

CFCM-TV (French) CKMI-TV (English) HARDY RADIO & TV LTD. TORONTO, MONTREAL, WINNIPEG, VANCOUVER

CFCM-TV (French) (Programs only) PAUL L'ANGLAIS INC. TORONTO, MONTREAL

CFCM-TV (French) CKMI-TV (English) FORJOE-TV INC. NEW-YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES

First Policy Statement for Cable Television

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Juneau explained that industry growth rates had maintained a remarkable level, "around 25% per year", and "penetration into large sections of this country is higher than anywhere else in the world.

"Overall saturation in Canada appears to be around 13% of the nation's television households, compared to less than 5% in the United States. Five systems in Ontario, Quebec and British Columbia are larger than any in the United States," he said.

To complement this background, he said "the technical evolution of the medium is unprecedented in any previous media, as are the possibilities the future is opening before us. In addition, the size of the individual systems varies enormously, from less than 70 to over 70,000 subscribers.

"So no traditional approach to policy and regulation would be satisfactory," Juneau said. "And it is equally clear that we cannot turn to other countries' experience for guidance."

Providing facts and figures for the Commission's study, he said they had been busy gathering information about cable television across Canada for the past year..."from application forms, from briefs and comments of hearings, and from other sources." Becoming familiar with the technology "both directly and indirectly involved," the Commission set out to chart possible and probable future developments in the industry, developing both a long-term and immediate view of "what cable television could and should become."

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different from what applies today that their immediate application might bring chaos to the communications industry of this country," it seemed necessary "to open as many doors as possible immediately, while keeping others in reserve...This will allow the cable operator to move into a new, larger role, exploring new freedoms and new responsibilities, fully and carefully, while not putting into jeopardy the freedoms and responsibilities of the other elements of the broadcasting system."

Programming is main concern

Juneau said the Commission's policy on CATV "covers four main areas of concern." First, programming—the signals that are distributed; second, how these signals are received (headends, networks, or microwave); third, responsibilities about service areas, and finally, economic matters such as rates and ownership.

"Our first concern is with programming," he said.

"In our notice (page 18, May '69 CB) "we have listed the preference order we would expect would be given to Canadian network signals, to independent stations, to the system's own locally-originated programming, to non-Canadian channels, to FM and AM signals.

"We are aware of the importance of American signals to the success of the cable systems, but at the same time, we wish to be assured their carriage will not deprive the subscriber of the various priorities of Canadian signal sources, as we have listed them."

Juneau said the Commission was also aware that some signals are harder to pull in than others, and the CRTC is prepared to take this into account in considering applications for licenses and renewals, but "we would hesitate to excuse an operator from carrying a distant Canadian signal not otherwise available, while he was importing an even more distant signal from the United States.

"We feel that the CATV sector of the single broadcasting system should

be completely fair to all other sectors of this system.

"For the same reason," he said, "the cable operator should not alter the programming of the stations carried, except as directed by law, as in the case of the Election Act."

Local programming encouraged

On the question of local programming, Juneau said "we are aware that the industry has been cautious about expanding into cablecasting, without some assurance from the Commission that such service would not be summarily curtailed.

"The CRTC feels most definitely that cable systems have an important role to play in their community, and is anxious to encourage local programming, whether these be programs actually produced by the cable company or by groups within the community, or films and taped programs carried over the system," he said.

"The Commission believes that this local programming should complement, rather than compete with, the broadcasting already carried on the system, or the films regularly shown in the area's movie theatres.

"Thus cablecasting," he said, "should expand the community's horizons, and deepen its sense of identity, without endangering the economic viability of that which already exists.

"The Commission" said Juneau, "believes that the expenses of local programming should, at least for the moment, come from subscriber revenue, and at this stage we are not prepared to license cable companies to carry commercials other than those in the programs normally received off the air."

In the second area of concern, "with how the signals are received by the cable systems, the Commission believes cable's role is primarily a local one, and we are not now prepared to accept the idea of cable networks," Juneau said.

"On the other hand, in communities served by more than one cable

system," he said, "we are prepared to consider the use of networks to bring local programming to the whole community, and the sharing of head-end facilities."

The Commission is presently examining various approaches to policy regarding microwave, where "the implications are extremely complex." Comments will be invited from all concerned, at future hearings.

More than a passive importer

The Commission's main concern, he said, "in both programming and in signal source, is to provide the opportunity for the cable system to grow from a passive importer of signals into an active participant within the community, developing the community's sense of identity through local production, and enriching its life through the showing of films and programs they would not otherwise see.

"Here again," he said, "we shall be looking for initiatives, for new directions, with which we can co-operate, and upon which new policies can be based."

The third area of concern for the Commission "touches on service areas," Juneau said. "We expect the cable applicant to be realistic when he applies for a license for a particular area, as he will be expected to wire his whole area within the duration of his license.

"We do not assume that cable will cover the rural areas in the immediate future, but when a community is opened to cable, then cable should be available to all who want it in the shortest tolerable time. The Commission will want to be assured of the company's ability to fulfil these goals, before granting a license," he said.

In regard to economic matters, Juneau's fourth area of concern was that "only in extremely rare cases does the public have any choice as to the cable service it receives. Thus the rates charged to subscribers are not subject to competitive restraint, and so the Commission will take a system's rate structure under consideration in granting or renewing a license, and will be concerned about changes in rates."

Much concern about ownership

The ownership problem "is much more complex", Juneau said, noting the question of concentration of ownership under study in the Quebec Legislature and the upcoming inquiry planned by a Senate Committee.

"As we have all come to realize," he said, "there is a relationship between the nature of the medium and the message it conveys, and so the

Commission takes the same two-fold approach to ownership as it does to programming.

"If the spirit of the Act and of the subsequent Order-in-Council is to be fulfilled, we must welcome initiative in setting up new structure and relationships that will further the goals of the Act."

Juneau said in recent months the Commission had "been impressed by the imaginative approaches of a number of private applicants in their attempts to meet the objectives of the Act, of the Order-in-Council, and of the Commission's policies in the field of ownership.

"Their ingenuity in devising new formulas to meet the changing circumstances of our times indicates a lively future both for the Commission and the industry," he said.

"Many of the decisions that the Commission had to take during the year," he said, "have forced it to think about the question of possible concentration of ownership. This problem is a particularly difficult one for Canada.

"It seems to me that we need some groups in Canada that will be large enough to be able to compete in the entertainment, the cultural, the informational and the educational fields with the enormous entities that are being created in other parts of the world and particularly by our neighbors.

"These groups," he said, "should be able to compete or to co-operate in the production of material and in distribution of such material. On the other hand, you also want to maintain some pluralism in Canada in order to have competition within Canada. You also want to maintain, as often as possible, some identification by the owners with the region in which they operate.

"You also want to avoid situations," Juneau said, "where concentration of media ownership is such

that a complete area risks being dominated exclusively or to a very large extent by one owner. I suppose you also might want to avoid ownership patterns where one operator is in such a vastly superior position vis-à-vis his competitors that the situation becomes unfair to those competitors."

Another problem Juneau said concerned him and his colleagues was that of the maintenance and development of independent owners who have pioneered in the field of journalism or broadcasting. "How can such institutions be maintained?" he asked. "They represent sometimes a background of traditions and professionalism which are among the values broadcasting very badly needs.

"Perhaps the solution lies in the direction of public companies," he said. "Transforming private companies into public companies avoids payment by the original owners of large succession duties. Such payments very often force the inheritors to sell to large companies, thus sometimes creating more problems of concentration."

Secondly, he said, "public companies can offer participation by local or regional people or groups in the ownership of their communication media.

"On the other hand," Juneau said, "control of ownership of a public company is difficult and complicated, and many experts will say that it is contrary to the very idea of public companies to attempt to control the manner in which shares are transferred from one owner to another.

"The Commission's concern for imaginative solutions," he concluded, "must extend to all aspects of broadcasting, and not merely to the aesthetics of programming...in cable television, of course, if there are to be licenses to develop a market, there have to be rules, and they must be the same for all."

The future of cable TV, and its impact on advertising and broadcasting, generally, will be discussed by John W. Loader, at the August 7 luncheon meeting of the Broadcast Executives Society, at the Park Plaza Hotel, Toronto.

Loader is executive vice-president of the Canadian Cable Television Association. He comes well-qualified to discuss the new phase of broadcasting, being not only a former station manager (CJAT Trail, B.C.) with previous experience in advertising and merchandising, but also a pioneer in the cable television field.



BES president George Ralph said many requests had been received for a speaker who could provide the real inside story of cable TV, its progress and plans, and Loader will bring everyone up-to-date with the latest developments and forecast the future.

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The Commission is presently examining various approaches to policy regarding microwave, where "the implications are extremely complex." Comments will be invited from all concerned, at future hearings.

More than a passive importer

The Commission's main concern, he said, "in both programming and in signal source, is to provide the opportunity for the cable system to grow from a passive importer of signals into an active participant within the community, developing the community's sense of identity through local production, and enriching its life through the showing of films and programs they would not otherwise see.

"Here again," he said, "we shall be looking for initiatives, for new directions, with which we can co-operate, and upon which new policies can be based."

The third area of concern for the Commission "touches on service areas," Juneau said. "We expect the cable applicant to be realistic when he applies for a license for a particular area, as he will be expected to wire his whole area within the duration of his license.

"We do not assume that cable will cover the rural areas in the immediate future, but when a community is opened to cable, then cable should be available to all who want it in the shortest tolerable time. The Commission will want to be assured of the company's ability to fulfil these goals, before granting a license," he said.

In regard to economic matters, Juneau's fourth area of concern was that "only in extremely rare cases does the public have any choice as to the cable service it receives. Thus the rates charged to subscribers are not subject to competitive restraint, and so the Commission will take a system's rate structure under consideration in granting or renewing a license, and will be concerned about changes in rates."

Much concern about ownership

The ownership problem "is much more complex", Juneau said, noting the question of concentration of ownership under study in the Quebec Legislature and the upcoming inquiry planned by a Senate Committee.

"As we have all come to realize," he said, "there is a relationship between the nature of the medium and the message it conveys, and so the

Commission takes the same two-fold approach to ownership as it does to programming.

"If the spirit of the Act and of the subsequent Order-in-Council is to be fulfilled, we must welcome initiative in setting up new structure and relationships that will further the goals of the Act."

Juneau said in recent months the Commission had "been impressed by the imaginative approaches of a number of private applicants in their attempts to meet the objectives of the Act, of the Order-in-Council, and of the Commission's policies in the field of ownership.

"Their ingenuity in devising new formulas to meet the changing circumstances of our times indicates a lively future both for the Commission and the industry," he said.

"Many of the decisions that the Commission had to take during the year," he said, "have forced it to think about the question of possible concentration of ownership. This problem is a particularly difficult one for Canada.

"It seems to me that we need some groups in Canada that will be large enough to be able to compete in the entertainment, the cultural, the informational and the educational fields with the enormous entities that are being created in other parts of the world and particularly by our neighbors.

"These groups," he said, "should be able to compete or to co-operate in the production of material and in distribution of such material. On the other hand, you also want to maintain some pluralism in Canada in order to have competition within Canada. You also want to maintain, as often as possible, some identification by the owners with the region in which they operate.

"You also want to avoid situations," Juneau said, "where concentration of media ownership is such

that a complete area risks being dominated exclusively or to a very large extent by one owner. I suppose you also might want to avoid ownership patterns where one operator is in such a vastly superior position vis-à-vis his competitors that the situation becomes unfair to those competitors."

Another problem Juneau said concerned him and his colleagues was that of the maintenance and development of independent owners who have pioneered in the field of journalism or broadcasting. "How can such institutions be maintained?" he asked. "They represent sometimes a background of traditions and professionalism which are among the values broadcasting very badly needs.

"Perhaps the solution lies in the direction of public companies," he said. "Transforming private companies into public companies avoids payment by the original owners of large succession duties. Such payments very often force the inheritors to sell to large companies, thus sometimes creating more problems of concentration."

Secondly, he said, "public companies can offer participation by local or regional people or groups in the ownership of their communication media.

"On the other hand," Juneau said, "control of ownership of a public company is difficult and complicated, and many experts will say that it is contrary to the very idea of public companies to attempt to control the manner in which shares are transferred from one owner to another.

"The Commission's concern for imaginative solutions," he concluded, "must extend to all aspects of broadcasting, and not merely to the aesthetics of programming...in cable television, of course, if there are to be licenses to develop a market, there have to be rules, and they must be the same for all."

The future of cable TV, and its impact on advertising and broadcasting, generally, will be discussed by John W. Loader, at the August 7 luncheon meeting of the Broadcast Executives Society, at the Park Plaza Hotel, Toronto.

Loader is executive vice-president of the Canadian Cable Television Association. He comes well-qualified to discuss the new phase of broadcasting, being not only a former station manager (CJAT Trail, B.C.) with previous experience in advertising and merchandising, but also a pioneer in the cable television field.



BES president George Ralph said many requests had been received for a speaker who could provide the real inside story of cable TV, its progress and plans, and Loader will bring everyone up-to-date with the latest developments and forecast the future.

Newsmen Swap Ideas, Examine Image in Trans-Canada Meetings

ONE HUNDRED AND NINETY-THREE news editors and station managers from 144 radio and television stations subscribing to Broadcast News, participated in the annual meetings, held in five centres across Canada, during May and June.

This marked the 16th year of such BN sessions, and for the sixth year in a row, the meetings were extended to two days, with the Radio-Television News Directors Association of Canada (RTNDA) conducting news seminars on the second day.

Sessions took place in Quebec City, Toronto, Winnipeg, New Westminster, B.C., and Moncton, N.B.

The first gathering, attended by 33 representatives from 25 French-language stations in Quebec, Ontario and New Brunswick, was held May 9-10, in Quebec City. Jean-Paul Tremblay of CKRS Jonquiere presided over the May 9 meeting, which was devoted to discussion of the BN operations.

BN general manager Charlie Edwards noted when BN's French service was started in 1945 there were only 11 French-language private stations. Today, BN serves 49 French-language private radio stations and 10 private TV stations with news in French.

Marcel Beaugard of CKVL Verdun chaired the RTNDA seminar May 10, which featured a panel discussion with Rodrigue Chiasson, research coordinator for the Canadian Radio-Television Commission. Chiasson outlined problems regarding news which have been under consideration by the CRTC and answered questions from the floor.

Other members of the panel were Aurèle Pelletier, general manager of CHRC Quebec; Jean Beaulu, assistant director of news services for CBC French network; Francois Peladeau, director of special broadcasts for CBC-TV Montreal and Beaugard.

Roger Cyr, director of the Quebec information and publicity bureau, spoke at lunch and described the bureau's function.

Sixty-nine news and sports editors from 52 stations in Central Canada

attended the May 23-24 meetings in Toronto. Ontario Treasurer Charles McNaughton spoke at the BN sessions and invited broadcasters to submit proposals to the Ontario legislature for television coverage of its proceedings.

A panel representing the administrations and student councils of the University of Toronto and York University was critical of what panelists felt was broadcasting's "superficial" coverage of student unrest on the campus.

At the RTNDA seminar, Vice-Chairman Harry Boyle of the CRTC called on news directors to let more young people into their organizations and to do more experimenting. Boyle said: "what terrifies me is a younger generation which just doesn't pay any attention to the media."

Toronto lawyer, J.J. Robinette, led a comprehensive discussion of the laws relating to libel, slander and contempt of court.

The May 29-30 Prairie news seminars attracted 28 news and sports editors from 28 stations to Winnipeg. Improved and more flexible regional operations in both news and sports dominated much of the BN discussions.

Don McFarlane of McFarlane Communications Services, Winnipeg, told the meeting there is a need for greater co-operation between newsmen and public relations personnel.

The general manager of CJAY-TV Winnipeg, Jack Davidson, discussed the role of the newsroom in over-all station operations. He said news plays an enormous part in the image

News Awards

"Charlies" and "Dans" for Newsmen

WINNERS OF NATIONAL AWARDS for excellence in broadcast journalism were announced by the Radio-Television News Directors Association of Canada, with four stations selected from regional winners coast to coast. Taking the honors are CHML Hamilton, Ont., CJVI Victoria, B.C., CBUT Vancouver, B.C. and CFRN-TV Edmonton, Alta.

The awards will be presented during the international sessions of RTNDA in Detroit, in September.

The Charlie Edwards Awards, for "enterprise and thoroughness in reporting a news event in regular newscasts," for radio, goes to CHML Hamilton for "professional competence of a keen newsroom" in reporting a gun battle between police and a group of men on Hamilton Mountain, during which one policeman and one of the group were killed. Don

Johnston is news director.

The *Charlie* for television, won by CBUT Vancouver, was for "enterprise and persistence in developing a spot-news story under tricky conditions," in covering the sinking of a merchant ship off Vancouver Island. News supervisor is Les Jackson.

The Dan McArthur Award "for enterprise and thoroughness displayed in any documentary or news special presented outside regular newscasts", for radio, goes to CJVI Victoria for "a great deal of research and ingenuity" in covering a study of youth and drugs. News director, since retired, was Gordon Williamson.

The *Dan* for TV goes to CFRN-TV Edmonton for "telling its story with absolute clarity" in a television documentary of an airborne mission into the Arctic. Bruce Hogle is news manager.

of radio and is fast gaining a greater importance in the image projected by TV stations.

A highlight of the RTNDA seminar was a panel discussion on news led by Mrs. Pat Pearce, full-time member of the CRTC, who made it clear that the commission attaches great importance to broadcasting's responsibility in news and information programming. Other members of the panel were R.K. Macdonald, manager of CKRC Winnipeg; Bill Skelton, news director of CJOC Lethbridge; Herb Nixon, news supervisor for CBC Winnipeg; Les Edwards, news director of CFQC Saskatoon.

Luncheon speaker was Dr. R.H. Saunderson, president of the University of Manitoba, who discussed current student unrest.

Forty news and sports editors from 18 British Columbia stations attended the June 12-13 meetings at New Westminster and heard a panel on student unrest contend that radio and television reporting of university disruptions lacks an understanding of the underlying causes. Panelists represented the administrations and student bodies of the University of British Columbia and Simon Fraser University.

Ray Haynes, secretary-treasurer

of the B.C. Federation of Labor, spoke on labor union relations with the news media. He felt the unions often failed to tell their story adequately. However, Haynes said stations might consider assigning staff to the labor beat to become specialists and win confidence. Union-management relations are a complex field and require special attention.

The RTNDA seminar featured a searching look at the status of news broadcasting by a panel composed of W.A. Bill Speers, vice-president of Selkirk Holdings Limited and the president of Broadcast News; Jim Nielsen, news director of CJOR Vancouver; Don Smith of CBC Vancouver; Sam Ross, retired Ottawa Press Gallery reporter. All agreed that broadcast newsmen should continually strive to improve the status of broadcast journalism.

Despite a last-minute switch from Sydney to Moncton due to a hotel employees' strike, the June 19-20 Atlantic news meetings were attended by 23 representatives of 21 stations. At the BN session, John Hirtle, general manager of CKBW Bridgewater, joined a panel of news directors to discuss the extent of the newsroom's involvement in the development of community

affairs; the newsroom's attitude toward management and other station departments, and a manager's reflections on the establishment of an efficient news operation. Hirtle said the emphasis on news at his station has paid off handsomely.

News directors on the panel included Ken Meeker of CJON St. John's, Cliff Fletcher of CJCH Halifax and Bill Donovan of CHSJ Saint John. All felt stations must become totally involved in community news. Newsrooms must be part of a station's overall operation but must guard against mishandling of news programming from inexperienced direction by station personnel not trained in news.

Newsmen at the RTNDA seminar engaged in lively debate with Mrs. Pat Pearce of the CRTC in discussing the responsibilities of news broadcasting.

New Brunswick's minister of education, V.W. Meldrum, was luncheon speaker and urged the news directors to be "objective, critical, inquisitive, skeptical, analytical, broad, fair, truthful, independent and Maritime."

Joint BN-RTNDA seminars will be held in 1970 during May and June at Granby, Que., London, Ont., Prince Albert, Sask., Vernon, B.C., and St. John's, Newfoundland.

BCAB - Ced Haynes...

(continued from page 6)

"Not so with sound," he said. "Sound is instant and capable of changing direction or emphasis at a moment's notice. We call it 'immediacy', and only radio has it. It is the quality that has brought dramatic new dimensions to the delivery of news—a function formerly performed solely by print."

Furthermore, Haynes said, "radio doesn't take time off. Many newspapers don't publish on Sundays or holidays. And no one ever has to go to the door, turn away disgusted and demand 'why hasn't the radio come yet?'"

The need to improve radio's image was stressed by Haynes, as he said "the problem of persuading advertisers that radio is a major force in commercial communication is not nearly as big as it was five years ago. As I see it, radio's biggest problem today is image.

"For reasons that are familiar and unpalatable to thinking, responsible broadcasters, radio has a 'schlock' image in the eyes of some advertisers and agencies. That stigma will persist until every station in this country sets a fair price on its services and refuses to depart from its published rate card for any reason.

"Once that price is set and backed by the decision to hold the line regardless of pressures from any source or threats from any quarter, a companion decision must be made to set and maintain a high creative standard," he insisted.

"Time was when a station could excuse its inability to produce creative commercials and creative programming on the grounds that its staff was small, or that the market it served was not a major one. Well, that day is long gone," Haynes said.

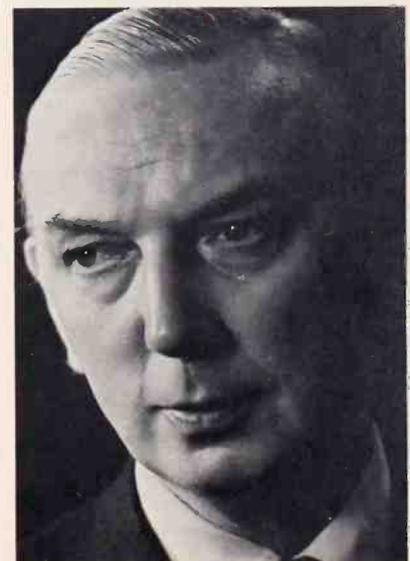
"If you are managing a station that, for any reason, is incapable of creating retail commercials for fun and profit, then I say that you are merely keeping the seat warm for the real manager who will soon come along and do whatever is necessary to move that station into 1969," he said.

Haynes made a plea for greater creative effort from stations by urging broadcasters that "if you don't have competent creative people, get them. If you do have them, guard them. Give them tender, loving care and freedom to create. They may march to a different drummer and their ways may not be yours, but let them have the fun of exercising the muscle of their imagination and you will reap the profit."

He said "the level of station creativity is rising, and we want to spur it on, for it will sell a lot more radio, continuously."

ANNOUNCEMENT

CFCF Radio and Television Appointment



Jack Oldham

A.G. "Bert" Cannings, director of news and public affairs, broadcasting division, Canadian Marconi Company, announces the appointment of J.L. Oldham as deputy director of news and public affairs. Mr. Oldham brings many years of news and broadcasting experience to his new position. Most recently he was one of the managing editors of a national television news network.

Ownership Decisions Head Lengthy Reports

CHANGES IN OWNERSHIP affecting both CKOC Hamilton, owned by Wentworth Radio Broadcasting Co. Ltd., and Niagara Television Ltd.'s CHCH-TV Hamilton, were approved by the Canadian Radio-Television Commission July 3.

The two applications heard by the Commission amounted to an exchange among three parties, Selkirk Holdings, Southam Press and the Sifton family interests, headed by Michael and Clifford Sifton, listed as Phoenix Management Ltd. All had been involved in both Hamilton stations and each now will be involved in only one.

ANNOUNCEMENT

CFRB LIMITED ANNOUNCEMENT



William R. Ballentine

Donald H. Hartford, Vice-President and General Manager, CFRB Limited, announces the appointment of William R. Ballentine as Vice-President and Station Manager of CKFM 99.9, Toronto.

A University of British Columbia B.A. graduate, Mr. Ballentine joined CKFM as Program Director in 1964 after five years broadcast experience. He was named CKFM Station Manager in 1967.

CKFM 99.9 introduced FM Stereo to Canada in 1961. The FM sister station of CFRB in Toronto, CKFM now has the largest FM radio audience in Canada.

Previously, the Sifton interests had owned half of CKOC with Selkirk and Southam holding most of the remainder. CKOC, in turn, owned 25 per cent of CHCH-TV.

Under the changes approved by the CRTC, the Siftons get 100 per cent of CKOC, but leave the TV station. Selkirk and Southam take over the former Sifton shares in CHCH-TV and release their interests in CKOC.

CHCH-TV has been owned in equal 25 per cent lots by four partners, the Ken Soble Estate, Hamilton Theatre Properties, Southam Press and CKOC.

Now, Southam Press will increase its holdings in the TV station to 35.1 per cent, and Selkirk Holdings will hold 14.9 per cent. The other two partners will each continue to hold 25 per cent, while CKOC will no longer hold any shares of CHCH-TV.

4 new TV stations get nod

Four new TV stations received CRTC approval, along with four other stock transfers and licenses for 77 CATV systems, in the decisions announced July 3-4, stemming from Commission hearings March 4-6 at London, Ont. and April 15-16 at Ottawa.

Monarch Broadcasting Co. Ltd., licensee of CHAT-TV Medicine Hat, Alta. and CHAT-TV-1 Pivot, won approval for two new TV repeaters, one at Bow Island, Alta. to receive programs by off-air pickup and the other for Maple Creek, Sask., to receive programs from CHAT-TV-1, both new stations to retransmit on channel 10 plus, with a transmitter power of 5 watts, directional antenna.

The CBC also received approval for two new TV stations, one at Ear Falls, Ont. on channel 13, with a power of 5 watts, directional antenna, EHAAT 223 feet, the other at Irish-town, Nfld., to receive programs off-the-air from CBYT Corner Brook, for retransmission on channel 7 plus, with transmitter power of 5 watts, directional, EHAAT 739 feet.

All four approvals were conditional upon each station being operated as part of the CBC network.

Kirkland Lake Broadcasting Ltd., licensee of CJKL Kirkland Lake, Ont. and CJJT New Liskeard, was given authority to establish a local broad-

casting studio at New Liskeard.

The CBC received license approvals for six new 40-watt LPRTs, two in French, at Arichat and Pomquet, N.S., on 610 and 1340 KHz respectively, and two in English at Fort Vermillion and High Level, Alta., on 1460 and 1230 KHz, with two at Lebel-sur-Quevillon, Que., for French service at 1400 KHz and for English at 1230 KHz.

The Corporation also was granted authority to amend the broadcasting licenses for two LPRTs at Deep River, Ont., (CBEP and CBLI), and one at Tofino, B.C., (CBXZ), to permit new antenna sites.

Fraser Valley Broadcasters Ltd., licensee of CHWK Chilliwack and CFVR Abbotsford, B.C., received permission to transfer 227 common shares of capital stock from present shareholders to Dennis C. Barkman, and a subsequent transfer of 105 common shares from Barkman to five new shareholders.

Radio Station CKNX Ltd., licensee of CKNX and CKNX-TV Wingham, Ont., was given permission to transfer 12,600 preferred shares of capital stock in Wingham Investments Ltd., a shareholder in CKNX Ltd., from W.T. Cruickshank to G.W. Cruickshank.

CHIC Radio Ltd., licensee of CHIC AM-FM Brampton, Ont., received permission to transfer the beneficial ownership of the four issued common shares (100% of voting shares) in Hemisphere Investments Ltd., majority shareholder in CHIC Ltd., from Leslie A. Allen to his brother, Harry J. Allen, Jr.

77 CATV licenses re-issued

Operators of 77 cable TV systems, who held DOT licenses approved prior to April 1, 1968 when the CRTC became responsible for the issuance of such licenses, had their applications approved and each received a two-year license to carry on their undertakings.

From five provinces, the list included 21 from Quebec, 19 from Ontario, one from Saskatchewan, three from Alberta and 33 from B.C., with the service area and the licensee named in that order.

From Quebec: Asbestos, Cablevision Inc.; Beauceville, Beauce

Distribution TV Inc.; Bromptonville, Télévision Communautaire de Bromptonville Inc.; Coaticook, Transvision (Coaticook) Inc.; Grand'Mère, Jules Matteau Télévision Inc. (Grand'Mère and Ste-Flore); Matagami, Club TV de Matagami; Mont-Tremblant, Denis Filion; Princeville, Normand Mercier; Plessisville, Claire-Vue Inc.; Richmond, TV (Cable) Richmond Inc. (Richmond & Melbourne); Robertsonville, Réal St. Laurent; Rivière-à-Pierre, Edouard Benoit; Sorel, Sorel-O-Vision Inc. (Sorel & Tracey); St. Donat, Richard Coutu; St. Gédéon, Beauce Vidéo Ltée.; St. Honore, Jean-Guy Fortier; Ste. Marie, Léo-Paul Coté; Ste. Thècle, Reynald St. Armand; Vallée Jonction, Léo-Paul Coté; Victoriaville-Arthabaska, Transvision Cantons de l'Est Ltée.; Warwick, Marcel Beaudet.

From Ontario: Barrie, Barrie Cable TV Ltd.; Belleville & Trenton, Cablevue (Belleville) Ltd.; Bracebridge, Gravenhurst Cable System Ltd.; Burlington, Metro Cable TV Ltd. (Burlington and part of Township of East Flamborough); Cornwall, Cornwall Cablevision 1961 Ltd.; Fergus-Elora, Fergus-Elora Cable TV Ltd.; Gravenhurst, Gravenhurst Cable System Ltd.; Hamilton, Niagara Co-Axial Ltd. (Stoney Creek and part of Hamilton), Hamilton Co-Axial (1958) Ltd., General Co-Axial Services Ltd. (2), Northgate Cable TV Ltd., South Aberdeen Cable TV Ltd., Hamilton TV & Appliance Services Co. Ltd. (Dundas, Ancaster & West Hamilton), Western Co-Axial Ltd. (Hamilton, Ancaster and part of Stoney Creek, Dundas & West Hamilton); Huntsville, Maclean-Hunter Cable TV Ltd.; Lindsay, Lindsay CATV System Ltd.; Peterborough, Peterborough Cable Television Ltd.; Tillsonburg, Till-Cable TV Ltd.

From Saskatchewan: Prince Albert, Community TV Ltd.

From Alberta: Athabaska, Superior Communication Systems Ltd.; Red Deer, Community Video (Red Deer) Ltd.; St. Paul, Community Antenna Systems Ltd.

From B.C.: Benson Lake, Benson Lake Recreation Club; Britannia Beach, Geoffrey Charles Pickard; Cranbrook, Cranbrook Television Ltd.; Fernie, Fernie Television Ltd.; Franklin River Logging Camp, Walter H.J. Green; Gibson's Landing, Northwest Communications Ltd.; Gillies Bay, Arnold M. Walker; Golden, Golden Television Ltd.; Hedley, South Okanagan Television Distributors Ltd.; Robson, Castlegar, Kinnaird, North West Community Video Ltd.; Oliver, Oliver Tele-Vue Ltd.; Nelson, North West Community Video Ltd.; Sooke, Langford Sooke Cablevision

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♦ English local market under 100,000
E. Bruce Fleming Ins. Co. Ltd.

CRAFTSMANSHIP CERTIFICATE OF MERIT WINNERS

CFCF-TV MONTREAL ♦ Editing and graphics - Eaton's 100

♦ Musical score and jingle -
Eaton's 100

♦ Musical score editing & direction -
La Ronde - Man & His World

♦ Demonstration and sound -
"Images" - Sico Paint- Bleau,
DuPerrey, Giguere & Assoc.

CKCK-TV REGINA

♦ Humour - Oscar's Catering -
Oscar's Foods Ltd.

CHAN-TV VANCOUVER

♦ Copy & dialogue - "Cosmetics"
Cunningham Drug Stores

whom we are proud to represent.

All-Canada Radio & Television Limited



EATON'S Conversion to Television

GETTING INTO TELEVISION was no overnight decision for the T. Eaton Co. Ltd., Montreal store, whose officials were hesitant to break away from almost a century of concentration on the print media, buying more newspaper space than any other retailer in Canada. Yet, from a trial spot campaign launched eight years ago, Eaton's Montreal harnessed television to become the largest and most successful user of TV in the retail field, today... with an annual budget estimated over half a million dollars.

Revealing the inside story of Eaton's spectacular use of television, which won the North American *Retailer of the Year Award* for 1968, a dazzling sight and sound presentation, arranged by Ross Downey, president of the TvB of Canada, in cooperation with CFCF-TV Montreal, was staged at the first-ever morning session of the Television Commercials Festival, June 24, at the Inn on the Park, Toronto.

Using about 20 Electrohome television monitors, arranged on either side and down the centre of the room, to permit easy viewing, the 90-minute closed circuit presentation featured an on-camera interview in the 'CF studio, with Neil Whitworth, manager of creative services, Eaton's Montreal, and Bob Erskine, the station's retail account executive who was primarily responsible for introducing Eaton's to television.

Weeks of discussion, between Erskine and Whitworth, when the "why's and how's" of using television were very ably presented and carefully considered, finally persuaded Eaton's to make the initial effort... but "we approached it with a tongue-in-cheek attitude," said Whitworth.

With a small ROS spot approach, Eaton's first appeared on television in 1960, after Erskine suggested and the store agreed that the initial attempt would be devoted to a straight boost for the company's fur storage facilities.

The results were beyond all

expectations, said Whitworth, and the promotion proved TV could be used with a very definite advantage as a business builder. Eaton's was off and running... with television, and they've never stopped since.

From the original black and white slide with voice-over presentation, Eaton's delved further into TV with the help of Erskine and the close co-

operation of CFCF-TV's supervisor of commercial production, Gary Cormack. With the coming of color, and the use of live models and actual merchandise, a stepped-up schedule was decided on, and allocation of a bigger TV budget was made possible year by year.

Eaton's decided to take advantage of Erskine's foresight and experience.

Why Eaton's Retail Presentation?

"QUITE SIMPLY because we were bloody sick and tired of Canadian pre-occupation with retail TV developments in the U.S., and we wanted to establish once and for all that parallel and equally interesting commitments exist right here."

Ross Downey, president of TvB of Canada, said this was why the Bureau originated the idea and arranged with CFCF-TV and Eaton's Montreal to make the retail presentation at the 1969 Television Commercials Festival.

"Also, the ground swell of retail investment in Canadian TV has become quite significant," he added. "Obviously, it is going to become even more significant - \$24 million in 1968 and we expect \$30 million this year.

"With this kind of trend and investment, retail advertising obviously deserved a fair share of attention in any television festival," Downey said.

And the attention it got certainly merited all the time, effort and expense involved, by all concerned, in making the presentation possible, Downey noted. Several TV stations brought groups of top retail executives to the Toronto showing. The Ottawa delegation alone, flown in by CJOH-TV, numbered 20, and their response as well as calls to the TvB office, has opened the gates for many new ventures into retail television. Two or three of these, yet in

the exploratory or development stage, will be "real eye-openers," Downey promised.

The widespread interest in the Festival's retail TV presentation spread far afield, and it created such an impact that the U.S. has asked to see "the Eaton's Story," Downey said. A special screening will be arranged for the TvB New York office as soon as possible, he added. Of even greater import, he said, is the news that "Wally Ross and the American TV Festival are now re-examining their position on retail, and plan to focus more attention on it after seeing the Canadian Festival presentation last month."

Adding to Downey's enthusiasm and personal satisfaction over the success of the presentation was the fact that retail participation in future Festivals has now been firmly established, "and we are already looking ahead to what we can do in 1970," he said.

Emphasizing this, Downey said: "Last and perhaps most important, we finally have a *Canadian* retail television showcase to forcefully illustrate that Canadian retailers and Canadian television 'are with it,' and very much part of a North American, perhaps western world, trend.

"There are many other examples of retail television success in Canada that deserve spotlighting as soon as possible," he said, "and that's one of TvB's responsibilities."



The two principals in the CFCF-TV/Eaton's Montreal presentation point up the Like Young theme emphasizing the store's merchandising link with the popular TV program. Left, Robert W. (Bob) Erskine, 42, born and educated in Montreal, began his career with Ronalds Advertising Agency, now Ronalds-Reynolds & Co. Ltd. He joined CFCF-TV in '61 as a sales account executive when the station's retail division was being organized, and Eaton's Montreal became one of his accounts. Right, Neil Whitworth, 39, a native Montrealeer who began with Eaton's in '49 as a layout artist, became art director in '59 and creative director in 1967. In 1961, when Eaton's moved into TV, he was made responsible for the store's television image and merchandise advertising.

and dwell upon the image aspect. From 10, 20, 30 and 60-second commercial formats supporting their print, p.o.p. and circular-promoted events such as the Trans-Canada Sale, semi-annual Furniture Sale, and other store-wide promotions, they began to explore the possibilities of a program sponsorship.

Focus on youth market

CFCF-TV had a very popular teen-show going at that time, and with the ever-increasing influence of youth on the overall market, Eaton's decided to take the plunge and go all out for a TV program with the youth image, contracting for half-sponsorship of *Like Young*.

The program, a live audience-participation show, aired weekly from CFCF-TV's studios, fitted perfectly into Eaton's overall planning. It created a new image for "the family store," now almost 100 years "young," and which was already setting its sights on the observance of Eaton's Centennial, being marked this year.

Commercials are produced to tie in with the theme, and *Like Young* has become a springboard for promotions of all kinds, from fashion shows, to special sales, even resulting in the release of a *Like Young* album of the show's music, and opening of *Like Young* boutiques not only in Eaton's Montreal but in other stores of the company's trans-Canada chain.

In-store merchandising is closely keyed to the television commercials, and even though Eaton's signed for a 52-week sponsorship of only half the *Like Young* show, so closely has it become identified with the Eaton name that most viewers believe the store has full sponsorship of the weekly program, said Whitworth. Several non-competing sponsors, interested in the teen market, have

participated in the second half, from time to time.

Throughout the presentation, highlighted by psychedelic light and sound and multi-image projections on a huge screen on the stage, CFCF-TV showed numerous examples of Eaton commercials, with commentary by Whitworth and Erskine on how and why they were created and the results which followed.

Both speakers emphasized the co-operation that existed between the store and the station, in creating and producing the various commercials and making the sense of "being with it" so important to the close relationship that was essential. In fact, this has become so close, a CFCF-TV producer said, that "instant commercials" are now possible. Eaton's can call in the morning and the station's creative and production crew assigned to the account can prepare a commercial for airing that same day.

Following the videotape interview, Whitworth and Erskine were presented to the audience and answered questions for half an hour. Whitworth said the store's television budget was being increased substantially each year. From a beginning eight years ago with about 20-30 commercials a year Eaton's now contracts for close to 1000.

Climaxing the presentation, CFCF-TV received a Bronze Bessy in the "notable commercials" classification, for an "Eaton's 100" commercial produced in the French language for airing on an Eaton-sponsored program over CFTM-TV Montreal, and two Craftsmanship Certificates of Merit for the English version of the same commercial, one for editing and graphics and the other for musical score and jingle.

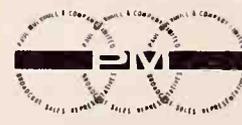
you can't beat the effectiveness of spot television

No matter what the product, you can be sure of effective results when you buy spot television.

Spot participation in top rated shows

delivers maximum audience coverage at a good efficiency that makes the difference in the success of a campaign.

Remember, when you've got a product to sell, we have the "sure-sell" stations . . . and we are ready, willing and able to help you launch it.



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

Here are the Winners!

WINNER OF THE GOLD BESSY AWARD for the best English commercial in the seventh annual Canadian Television Commercials Festival, June 24, at Toronto's Inn on the Park was McCann-Erickson Advertising of Canada Ltd., for their animated color creation entitled "Garbage", produced for the Ontario Department of Highways.

Two years ago, another McCann-Erickson commercial, also for the Department of Highways, won a similar award for "Snowplow".

The Gold Bessy Award for the best French-language commercial in the '69 Festival went to Sopec Ltée., Montreal, for "Accidents" produced for the Quebec Ministère des Transports et Communications.

Co-sponsored by the Broadcast Executives Society and the Television Bureau of Advertising, the Festival also presented four TvB Rose Bowls, for "outstanding commercials." The winners were:

English national: Vickers & Benson Ltd., Montreal, "Kids"; Canada Starch Ltd.; *English local:* Canawest Film Productions, Vancouver, "Convict"; B.C. Telephone Co.

French national: McCann-Erickson Advertising of Canada Ltd., Montreal, "Rouli-Roulant", Coca-Cola du Canada Ltée.; *French local:* BCP Publicité Ltée., Montreal, "Bonbons", Les marchands des Galeries d'Anjou Inc. (Montreal shopping centre).

Bronze Bessy Awards, for "notable commercials", were presented to the following:

English national: (1) Young & Rubicam Ltd., "Dagnet", Whitehall Laboratories Ltd. (Resdan); (2) Doyle, Dane, Bernbach (Canada) Ltd., "Automatic Gearshift", Volkswagen

Canada Ltd.; (3) Doyle, Dane, Bernbach (Canada) Ltd., "Boy in Store", Fry-Cadbury Ltd.

French national: (1) BCP Publicité Ltée., "Voix", Journaux Trans-Canada; (2) MacLaren Advertising Co. Ltd., "Omnibus", Canadian National; (3) Sopec Ltée., "Enumeration", l'Office d'Information et de Publicité du Québec.

English local: (1) Markets under 100M, CJIC-TV Sault Ste. Marie, Ont., "E. Bruce Fleming Insurance Co. Ltd."; (2) Markets 100-500M, CFCN-TV Calgary, "Canadian Art Galleries"; (3) Markets over 500M, F.H. Hayhurst Co. Ltd., Vancouver, "Do You Care?", United Appeal-Vancouver.

French local: (1) Markets under 350M, CKTM-TV Trois-Rivières, Que., "Continuez vos études", Service public; (2) Markets over 350M, CFCF-TV Montreal, "Eaton's 100", Eaton's of Canada.

For directing, copy and dialogue: BCP Publicité Ltée., Montreal, "Dé-tente", Les marchands des Galeries d'Anjou Inc.

Craftsmanship certificates

Throughout the day, various Craftsmanship Certificates of Merit were presented in numerous categories. The winners were as follows:

For directing, copy and dialogue: BCP Publicité Ltée., Montreal, "Bonbons", Les marchands des Galeries d'Anjou Inc.

For editing and graphics: CFCF-TV Montreal, "Eaton's 100", Eaton's of Canada.

For humor: CKCK-TV Regina, Sask., "Oscar's Catering", Oscar's Foods Ltd., CKCO-TV Kitchener, Ont., "Grand River Cable TV", Grand River

Cable TV Ltd.; Canawest Film Productions Ltd., Vancouver, "Sleep-walker", B.C. Telephone Company.

For musical score and jingle: CFCF-TV Montreal, "Eaton's 100", Eaton's of Canada.

For black and white cinematography, copy and dialogue: F.H. Hayhurst Co. Ltd., Vancouver, "Do You Care?", United Appeal.

For copy and dialogue: CHAN-TV Vancouver, "Cosmetics", Cunningham Drug Stores Ltd., Vancouver.

For animation and use of sound: McCann-Erickson Advertising of Canada Ltd., Toronto, "Garbage", Ontario Department of Highways.

For color, direction and music score: MacLaren Advertising Co. Ltd., Montreal, "Omnibus", Canadian National.

For editing and jingle: McCann-Erickson Advertising of Canada Ltd., Montreal, "Rouli-Roulant", Coca-Cola du Canada Ltée.

For color and editing: McKim/Benton & Bowles Ltd., Montreal, "Draperies", Cel-Cil Fibres Ltd.

For spokespersonship and humor: Doyle, Dane, Bernbach (Canada) Ltd., "Boy in Store", Fry-Cadbury Ltd.; BCP Publicité Ltée., Montreal, "Voix", Journaux Trans-Canada.

For opticals and demonstration: Foster Advertising Ltd., "Multiple Image" (Beaumont), General Motors of Canada Ltd.

For animation and humor: Vickers & Benson Ltd., Toronto, "Years", The Jockey Club Ltd.

For color and opticals: Ronalds-Reynolds & Co. Ltd., Montreal, "Projection", Shulton of Canada.

For direction and humor: Cockfield, Brown & Co. Ltd., Toronto, "Brunhilde", Imperial Oil Ltd.

For animation and graphics: Spitzer, Mills & Bates Ltd., Toronto, "Comes on Strong", Adams Brands Ltd.

For color and musical score: MacLaren Advertising Co. Ltd., Montreal, "Omnibus", Canadian National.

For opticals and musical score: McCann-Erickson Advertising of Canada Ltd., Toronto, "Eating Out", Coca-Cola Ltd.

For musical score, editing and direction: CFCF-TV Montreal, "La Ronde", Man & His World.

For demonstration and sound: CFCF-TV Montreal, "Images" (Sico Paint), Bleau, Duperrey, Giguère & Associates, Quebec City.

Cut your cost per 1,000
UP TO 50%
on North Bay TV this summer

The population of North Bay will be doubled
by thousands of tourists this summer.

Your TV ad dollar will be worth twice as much

CFCH-TV CHANNEL 10

CRTC Decisions . . .

(continued from page 13)

Ltd.; Salmo, Salmo Cabled Programmes Ltd.; Youbou, Youbou Television Ltd.

Also from B.C.: Nanaimo, Community Video (Nanaimo) Ltd.; Saanich-Sidney, Saanich Cablevision Ltd.; Princeton, Princeton Television Ltd.; Greenwood, Anaconda, Greenwood Video Ltd.; Ucluelet-Port Albion, Ucluelet Video Services Ltd.; Kaslo, Kaslo Television Ltd.; Kimberley, Kootenay Enterprises Ltd. (Kimberley, Chapman Camp, Marysville and Meadowbrook); Kelsey Bay, Kenneth Harry Barlow (Kelsey Bay and Sayward); Montrose-Fruitvale, Community Video (Montrose-Fruitvale) Ltd.; Rossland-Trail, Community Video Ltd.; Kelowna, Black Knight Television Co. Ltd.; Revelstoke, Central TV System Ltd.; Natal-Michel, Fernie Television Ltd. (Natal, Michel, Sparwood and Elk Valley); Riondel, Creston Cabled-Video Ltd.

Other B.C. licenses: Kingsgate, Creston Cabled-Video Ltd.; Yahk, Creston Cabled-Video Ltd.; Penticton, South Okanagan Television Distributors Ltd. (Penticton, West Bench ULA Development, Naramata, Okanagan Falls, Kaleden and Summerland); Sechelt, Northwest Communications Ltd.

Latest rulings cause stir

PULLING NO PUNCHES, the CRTC confirmed July 10 that Western Ontario Broadcasting Co. Ltd., licensee of CKLW-AM-FM-TV Windsor, Ont. must divest itself of American financial control, and that John Bassett of *The Telegram* (CFTO-TV and Glen Warren Productions) must end his partnership with E.S. (Ted) Rogers in Rogers Cable TV Ltd. in the Toronto area.

The 52 pages of decisions issued by the Commission also contained policy statements on the licensing of cable TV systems and the pricing of broadcasting undertakings. Geographical boundaries for allocated cable television operations were established for approved licensees in the Vancouver, metro Toronto and certain other areas in southern Ontario. Several bids for cable TV licenses were denied.

The licenses for CKLW-TV and CKLW-FM were renewed to September 1, 1970, the same as previously given to CKLW-AM, but Western Ontario Broadcasting has until that date, when new regulations concerning Canadian ownership of broadcasting enterprises come into force, to free itself of U.S. financial control. The announcement said the previous refusal of any exemption from foreign ownership regulations was being confirmed.

(President Cam Ritchie has confirmed that the firm's three stations will be sold, in compliance with the CRTC directive. He said the company has received several purchase offers, but whether the TV and radio stations would be sold separately or as a package "is a matter for negotiation".)

The Commission-imposed break-up of the Bassett-Rogers partnership was hitched to the decision granting the Rogers cable firm certain specified territory in Metro Toronto, "conditional upon Glen Warren Productions Ltd. disposing of their 50% ownership in Rogers Cable TV Ltd. to a person acceptable to the Canadian Radio-Television Commission."

Rogers also owns CHFI-AM-FM Toronto and Bassett, chairman and publisher of *The Telegram*, is president of Baton Broadcasting Ltd., licensee of CFTO-TV Toronto. The Telegram Corp. Ltd., of which all the issued and outstanding shares are owned by the Eaton and Bassett Trusts, owns approximately 53% of Glen-Warren Productions Ltd.

The CRTC said in its opinion "approval of this (Rogers') application as presented would create excessive concentration of ownership in communications media in the area concerned."

Another application, by Coaxial Colourview Ltd., owned approximately 90% by Rogers Cable TV Ltd., was approved for a specified area of Toronto, but also on condition that Glen-Warren Productions Ltd. dispose of their 50% interest in the Rogers firm.

Find Toronto area most complex

The Toronto area is the most complex yet tackled by the CRTC since it took over responsibility for cable TV licensing. The Commission made it clear that it wants the largest feasible number of firms to operate in large urban markets, rather than a select handful. Eight licenses were approved for the immediate Toronto area, and three were denied. Each approval was contingent on the licensee wiring up an exclusive territory. Three of the big cable TV firms approved for Toronto were denied in their bids to spread their systems into surrounding townships outside the metropolitan area.

In approving eight cable company applications for the Vancouver area, the Commission granted two others, each conditional on dissolution of what the Commission terms "excessive concentration of ownership."

Surrey Cablevision Ltd. was given its license provided a major shareholder, National Cablevision Ltd. disposes of its 5,000 shares in Surrey to someone acceptable to the CRTC.

→ 30

CANADA 70

Central Canada Broadcasters' Association

19th Annual Convention

Skyline Hotel
Ottawa, Canada

Outstanding speakers,
Station workshops,
Two floors of manufacturers' display rooms,
Tours of points of interest in the Capital City.

RESERVE THESE DATES
October 26, 27, 28, 1969

Convention Chairmen

MANAGEMENT

Bob Redmond
CHSC
P.O. Box 1220
St. Catharines, Ontario

ENGINEERING

Joe Thompson
CFCF
405 Ogilvy Ave.,
Montreal 303, Quebec



Ask Gordon Jones to drop in.

Because now is the time to do your Fall and Christmas shopping, Gordon has an unbeatable package of *Canadian* and American Network shows. He gives great service, too. That's why so many customers believe in him.

Great Fall Shows are Gordon's bag. And the ones you see here, like "Wish You Were Here", "Uncle Bobby", the "Flying Nun", and other greats*, all stack up as consistently top-rated shows in the country's toughest markets. Along with the widest selection of Canadian shows, Gordon's top American Network shows are all in color. And immediately available.

This Fall, give your viewers the gift of superb all-round entertainment. Ask Gordon Jones to drop in. And shop from his bag of drama, comedies, musical variety, documentaries, travel, sports and specials.

GLEN-WARREN PROGRAM SALES

For full details, call or write
Gordon Jones, Sales Manager,
Glen-Warren Program Sales,
111 Richmond Street West,
Suite 412. 363-5291.



**Our Great Outdoors, Catherine McKinnon Show, Department S, This Is Tom Jones, Untamed World, Strange Report, Randall and Hopkirk (Deceased), Joe 90, Mod Squad, The Glen Campbell Good Time Hour, The F.B.I., Andy Williams, The Challenging Sea, Here's Lucy.
Specials: National Geographic and Ice Capades.*

Complainers Talk to Themselves

by James Montagnes

MANY PEOPLE TALK about too many broadcast commercials. BBM diary keepers write in stinging comments on commercials. But actually few official bodies receive complaints from the public on bad taste, misleading advertising or an overabundance of commercials.

Interviews with representatives of the Ontario Department of Financial and Commercial Affairs, Metropolitan Toronto Better Business Bureau, Canadian Association of Broadcasters, Canadian Advertising Advisory Board and some individual national advertisers reveal that the Canadian public, however it may feel, just doesn't complain to these bodies.

In its first year of operation, the consumer protection division of the Ontario Department of Financial and Commercial Affairs had 1,834 complaints in all of 1968. Of these, 25 dealt with media advertising, and only two came from television advertising.

This does not mean that all is well with broadcast advertising, Paul Jones, deputy registrar of the bureau, pointed out. The terms of reference of

the bureau deal only with false advertising, misleading or deceptive statements in any advertisement. Also, he explained, the bureau's publicity has been spotty, and it has only been in operation about 18 months. Few people know as yet about the bureau or where to make complaints.

Jones reported that early this year there was one coast-to-coast lending agency with spots on individual radio stations that had misleading copy as regards its terms. The copy did not spell out the actual cost of loans. When the bureau heard from a listener, it checked with the advertiser, who immediately instructed the advertising agency to correct the copy. Under the Ontario legislation the consumer protection registrar can order a cessation of the use of such advertising if he deems it misleading, deceptive or false.

A credit card merchandising plan advertised on television gave only "up to six months to pay" as the credit terms. This is not sufficient under the Ontario legislation. The complaint was received on a Monday morning. The commercial was on a national coast-to-coast program. The advertiser told the bureau he was not clear on the law and immediately took the commercial off the air.

The other TV advertising complaint dealt with the credit terms for a heating unit, giving \$10 a month for 10 or 12 years, as the credit terms. It came off the air as soon as the bureau contacted the advertiser. Spelling out the actual cost is required under the legislation.

Complaints about print

Other merchandising complaints, Jones said, concerned print media, some of which are due to carelessness of copywriters, such as one of a Toronto-based department store which featured "20 per cent off" prices, which on application of simple arithmetic, showed the sale price was only 10 per cent lower than the regular price.

There are still loopholes in the law, Jones explained, which allow such advertising as "why buy when you can rent", where total costs of renting can be higher than buying the merchandise.

In the last six months of 1968 the advertising standards council of the

Canadian Advertising Advisory Board received a total of 45 complaints from consumers, government bodies and business firms about advertising. It is now receiving two to three complaints weekly.

Some complaints came from consumers, others from competitors. Bob Oliver, executive vice-president of the CAAB reports. Some consumer criticism was on a "lack of taste" on deodorant advertising seen in Canada on United States television stations. This is beyond the CAAB jurisdiction. A competitor and a consumer questioned the honesty and authenticity of TV commercials for a brand line of wrist watches, claiming a faked situation. The advertiser showed the authenticity of the TV demonstration and the complainants withdrew charges.

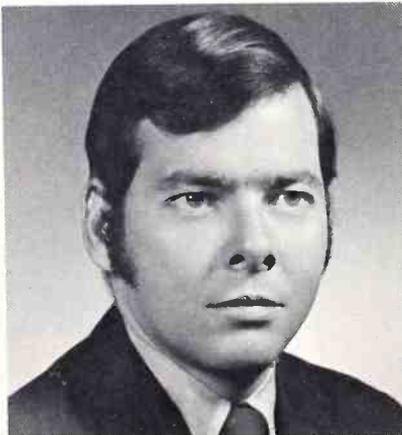
A professional association serving the drug and pharmacy industry complained about radio copy for certain items in its field. When told by the CAAB that the copy could not be supported by facts presented to the board, the advertiser removed the offending radio copy line.

Most complaints to CAAB, however, were not in connection with radio or television commercials. Oliver explained that network advertisers are very much interested in consumer reactions to their advertising. If there is a feeling of disillusionment, the advertiser endeavors to correct the commercials.

Code of Ethics is guide

The CAAB in mid-1967 revived its code of ethics, first written some years earlier but never put into operation. The code of advertising standards is now distributed widely, some 17,000 copies having gone to schools, consumer organizations, advertisers and other bodies. The code is approved in principle by practically all media groups, and covers false or misleading advertising, public decency, superstitions and fears, exploitation of human misery, price claims, testimonials, disparaging claims, professional or scientific claims, guarantees, advertising to children, and bait advertising.

In its foreword to the standards code, the CAAB points out that "advertising is a communication



Peter LaGrave

Radio House Limited announces the appointment of Mr. Peter LaGrave, sales representative, Montreal office.

Mr. LaGrave's marketing and advertising experience, earned during his tenure with one of Canada's largest advertising agencies, will be most valuable in providing Montreal clients with assistance in planning effective radio campaigns.

The appointment is effective immediately.

Co-Operative Group of Smaller Agencies

CANADA'S ONLY NETWORK of advertising agencies, organized in 1963 as the Trans-Canada Advertising Agency Network, elected George Skelton, of Skelton Advertising Services Ltd., Calgary, as president for '69-'70. The three-day 7th annual seminar was held in Ottawa, June 13-15.

T-CAAN, as it is known, is the only organized group of agencies in Canada, although there are eight such networks in the U.S. One of the larger of these recently made a formal approach to T-CAAN with a view of forming an alliance, but the Canadian Network again chose to remain independent until further study is made.

The Network enables smaller agencies to compete as a group against the larger agencies by offering branch office services at much reduced costs. Exclusive membership in the Network offers the agency's clients a much broader and more national creative and marketing facility than would otherwise be available. Each agency membership is independent and autonomous in its own market.

Several creative "think-tanks" sparked the sessions of the '69 seminar, and Jim Allard, executive vice-president of the CAB, discussed the broadcast franchise in detail, as Network members sought to determine how better professional methods might be employed to strengthen the relationship between station and agency.

The Network has been considering a closer working relationship with the Institute of Canadian Advertising, since the first member agency, Whitehead, Titherington & Bowyer Ltd., Toronto, joined ICA last fall.

Network sessions disclosed that the Canadian membership boasts an aggregate billing of slightly over \$17 million.

Elected with Skelton, the other officers are: vice-president, Bruce Wood, Wood-Anderson & Co., Winnipeg; secretary, Andy Tarvin, Harley A. Tarvin & Associates, St. John's, Nfld.; treasurer, Manny Dunsky, Dunsky Advertising Ltd., Montreal; managing-director, Bill Whitehead, Whitehead, Titherington & Bowyer Ltd., Toronto.

Bill Galbraith, Galbraith, Hoffman & Rogers Inc., New York, is U.S. director, and John Anderson, John C. Anderson & Associates Ltd., London, England is overseas director.

The board of directors also includes: Phil Backman, Backman Advertising Ltd., Halifax, N.S.; John Doherty, John Doherty & Co. Ltd., Ottawa; Yvon Dufour, Dubuisson

Publicité et Conseil Inc., Quebec City; Stan Lorriman, Lorriman Advertising Agency, Kitchener, Ont., and Gordon Rowntree, Gordon Rowntree & Co. Ltd., Vancouver.



"My wife and I watch a lot of television—and we're very pleased with the color quality and the programs on Channel 10," says Olin Brown, private candy-maker of Stratford, Ontario. CFPL-TV programs 51½ hours of color weekly—another reason why we can say . . . CFPL-TV serves Western Ontario—*completely*.

 **CFPL-TV
LONDON
CANADA**



Challenge to Old Concepts

SOME VIEWS ON THE FUTURE OF FM in Canada were offered to the CRTC by one of the pioneers of FM in North America, and first FM station to operate in Canada, CKFM-FM Toronto. The 14-page brief was compiled and presented by W.R. (Bill) Ballentine, CKFM station manager, who was named vice-president of the station on June 24 of this year.

CFRB was granted a license for an experimental FM station in Toronto, April 1, 1940, and operation began in October on the frequency of 43.4 megahertz at an ERP of 25 watts, under the call letters VE9AK. "As a war measure," Ballentine said, the station was left off the air from January '41 until April '44, although the license was continually renewed until April 1949, when on April 18, as a result of an international agreement dated 1947 moving the FM broadcast band to a higher frequency, CFRB-FM resumed operation at 99.9 megahertz with an ERP of 200 watts.

"In 1961," he said, "the station increased its power to 200 kilowatts, with separate programming, separate staff, and eventually, separate call letters (CKFM-FM).

"In the years that followed," Ballentine said, "the station gathered a staff of mature and professional broadcasters, knowledgeable commentators, and imaginative writers and program organizers. Its aim was to provide a service to the metropolitan Toronto area that the community would find useful, informative, and entertaining.

"This continues to be the CKFM policy," he said, and "it has, at this point, developed a weekly audience of more than 200,000 people."

Basing CKFM's views on these facts, Ballentine said "apart from certain technical characteristics, the nature of the relationship between audience and program is basically the same for FM and AM. (CFRB, the AM sister station has the largest radio audience of any station in Canada).

"CKFM believes that it is dangerous to impose artificial differences between AM and FM broadcasting," said Ballentine. "It is our experience that most FM broadcasters today have much to learn from the best of the AM broadcasters, while avoiding the mistakes of the less responsible AM broadcasters.

"Similarly, we believe that the Commission, in carrying out its enormous responsibilities in developing the FM band, must look directly to its experience in AM."

Endorses separate programming

"We believe that the full development of the FM band will occur when all possible FM signals are programmed separately from AM," Ballentine's brief said.

It suggested that the Commission should be active in encouraging this kind of development, but noted that "there may be exceptions in markets where the financial resources are not available to the AM/FM operation to enable full separation. In this case, part-time separation should be permitted. There may be other exceptions, where, in the case of AM/FM operations, the AM signal is

technically restricted to the point where it does not adequately service its community; in this case, the addition of the FM signal in extending the basic AM service within its license area may be desirable."

On commercial content, the brief said, CKFM has "imposed a limit on our commercial content which is substantially below that presently allowed in the regulations. We have no plans at this time to change that policy, which is based on a programming decision. However, in principle, we see no reason why the commercial limits on FM should be different from those on AM."

Trend towards specialization

CKFM does believe that it has a role to play in encouraging Canadian talent and that it should work to help in every way to increase communication between the community and the broadcaster, the brief said.

"In our view, community involvement is simply good broadcasting. Once again, however, we do not regard this as the special preserve of FM broadcasting. We would be selling short both the Canadian talent and the community if other broadcast media were relieved of their similar responsibilities.

"Because FM now enjoys a relatively smaller circulation than does the more universally available AM, it is suggested from time to time that it should specialize in catering to minority audiences," said Ballentine.

"The perspective on this issue, as we see it," he said, "is that the addition of more and more radio signals in any community - whether those signals are AM or FM, will force all radio stations to find special roles and special needs in the community, and that Canadian radio audiences will enjoy highly diversified kinds of programs. We see evidence of this now in Toronto, and the trend will inevitably continue.

"Because more and more stations will find the need to specialize," he said, "it is probable that most listeners will abandon their notion of a 'favorite' radio station, and instead develop loyalties to three,

BULLETIN

CHLO SUPER "BEE" CRUISER...

Our sparkling new Dodge Super "Bee" Cruiser is drawing attention throughout our coverage area - wild man - let's all honk our car horns. ST. THOMAS "SIDEWALK" SALE...

~~CHLO~~ gaining new clients as a result of support for the city's Old Fashioned Bargain Days held in June. Even 52 weekers.

CHLO NEWCOMER...

Welcome aboard HAL VINCENT - Our new Night Newscaster - Doing a great job.

CHLO WINS PRIZES...

Thanks General Foods for the extra Certo booking. We sure love that prize money.

HURLEY BURLEY?

~~CHLO~~ being used more and more to reach that London Market. Smart Media People.

Frank Hurley
Sales Manager

CHLO Radio

LONDON - ST. THOMAS

CANADA - RADIO & TELEVISION
SALES INC.
U.S.A. - WEED & COMPANY

Separation Spells Success

COMPLETELY SEPARATE in every phase of operation, CKDS-FM Hamilton, Ont. has, in less than five years, as the city's first and only FM stereo station, been credited with boosting FM set penetration in the Hamilton area by over 250%, jumping from 20% in 1964 to over 50% in 1969.

CKDS-FM, owned and operated by Maple Leaf Broadcasting Co. Ltd., began operations as CHML-FM in September 1964, but three years later changed its call letters to CKDS in tribute to the man who was then president of CHML and CHCH-TV, and which today serve to commemorate the late Kenneth D. Soble.

With its own call letters, CKDS-FM further added to its individuality by having a separate staff, completely separate studios and even a separate building, with separate programming increased from the initial six hours daily to 18 hours a day within a week after the station's debut.

A key to the station's strong acceptance was quality engineering. The very latest studio facilities were built, and the decision was made very early to broadcast entirely in full stereo. To emphasize its separate character, a stately residential property at 11 Springer Avenue, adjacent to CHML's studios at 848 Main St. East, was selected and re-designed to create an impressive home for FM radio.

Relocation of the station's transmitter and tower, at 1100 feet EHAAT, was coincident with a power increase enabling CKDS-FM to broadcast at

200,000 watts with horizontal and vertical polarization.

As a result of all this, over the years the sales figures have shown a steady climb. In Hamilton, FM time is sold in every conceivable way, as a separate medium, or in combination with CHML for a total radio buy. The station's foreground programming, and up-to-date easy listening format calls for clusters of three or four tunes, followed by commercial interludes.

The station is very careful of sound, and commercials not fitting the total sound concept are not broadcast, said Bob Sheppard, promotion manager, who added that "CKDS-FM is strongly and consistently promoted, quite separately from CHML, in newspaper, outdoor and other media. Direct mail is used to reach particular segments of the audience."

Competing in a market with three AM stations, CKDS-FM "is a strong third," said Sheppard, "and is reaching toward a number two position." To add to its reach, CKDS-FM is carried on spare channels by all cable TV companies serving the Hamilton area, and the station is piped in to most apartment buildings that offer a music channel, as well as being used in doctors' offices, restaurants, motels and other places of out-of-home listening.

Programming follows the normal pattern of early morning radio from 6.00-10.00 a.m., with bright music, and fairly frequent time and weather information, news and sports. Mid-morning and early afternoon tempos

are matched to in-home activities, and from 2.00-6.00 p.m. the music is more relaxed. From 6.00-10.00 p.m. *Easy Listening* offers "the soft sounds for evening", and from 10.00 p.m. to midnight, *An Evening With Richard Gale* offers "two hours of beautiful music from the world's great composers, melodic and tuneful, familiar to all."

Although many stations are turning to automation, and CKDS-FM has great plans for expansion to ensure even greater listener involvement, "automation has no part in these plans", said Sheppard.

"CKDS-FM believes in person-to-person radio, and has always operated 100% live," he said. "Throughout the broadcast day, CKDS-FM personalities are part of the total presentation, and have the same kind of recognition with FM listeners that AM personalities have gained with their audience. In fact," said Sheppard, "Richard Gale has been invited to be Master of Ceremonies at Hamilton's Art Gallery Ball, and at functions of the Hamilton Philharmonic Orchestra."

Six Hours of Live FM

FM GOES LIVE to boost local talent. CKLW-FM Windsor, Ont., recently cancelled all regular programming - including commercials - and went live, 7.00p.m.-1.00a.m., with a non-stop remote from the Teutonia Club in that city, on the occasion of the year's musical spectacular, *Bandstand '69*.

Featuring all local talent, *Bandstand '69* was the 12th annual benefit show staged by the Windsor Federation of Musicians, with proceeds mainly directed to the building of their own federation hall and offices.

Eight different groups or bands participated, alternating on two stages at either end of the main ballroom, and providing their own particular type of music in six

smaller rooms throughout the evening. Over 1600 people attended.

CKLW-FM went live at the start of the big band show, cancelling its featured 10 o'clock news, midnight news, and its popular *Music of the Americas* and *Concert Studio* programs to broadcast direct from *Bandstand '69*.

It was felt the evening did much to promote good musical talent that is Canadian to CKLW-FM's widespread audience, and also cemented good relations with the local Federation which made the talent available at no cost to the station.

In addition to heavy advance on-air promotion on CKLW-FM, interviews were held on featured shows over sister station CKLW-TV, and press coverage was good.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

The FM service of CJBQ provides 14 hours daily of separate, diversified programming

THE VOICE OF THE
BAY OF QUINTE
BELLEVILLE, AND
TRENTON, ONTARIO

ask Major Market

Quinn Resigns to join Bushnell

ROBERT H. QUINN, executive vice-president and general sales manager, Radio-Television Representatives Limited, has resigned after fourteen years with the company, to head the newly-formed radio division of Independent Canadian Television Sales Limited, the sales arm of CJOH-TV Ottawa.

He started in broadcasting with All-Canada Radio Facilities in 1947, was appointed traffic manager of the program division in 1949, sales promotion manager in 1951 and promotion manager, television, in 1953. He moved into radio time sales in 1954.

In 1955 Quinn joined Radio Representatives Limited as a time salesman. He was appointed sales manager of Television Representatives Limited in 1959 and general sales manager of both Radio Representatives and Tele-

vision Representatives in 1961.

He was appointed executive vice-president of Radio-Television Representatives in 1962.

Quinn moves into his new position about mid-August, just prior to the company taking on representation of the five Ontario radio stations owned by Northern Broadcasting and currently repped by Standard Broadcast Sales. Bushnell Broadcasting Limited, owners of CJOH-TV, are applying to the CRTC to purchase these five stations along with the three Ontario television stations operated by Northern Broadcasting.

They are also seeking to purchase both CFCF Radio and CFCF-TV, Montreal.

If successful all these stations will be represented nationally by ICTV.

(Continued from page 22)

four, or more stations in the community. For example, a listener may turn to one station for news, another for sports coverage, and still another for music.

"Because of this inevitable trend, we believe that any legislation forcing a whole group of stations to program similar material for portions of their broadcast schedule would be unnecessary and unwise," Ballentine said.

Urge all-channel legislation

On network programming, the CKFM brief said the advantages are "that it provides a degree of 'bigness' which allows more money to be invested in specific programs, with the costs to be shared by a number of stations. While this may be attractive in itself, the pattern of radio listening in Canada has been away from physical network arrangements.

"Perhaps the same ends can be achieved," Ballentine said, "through syndicated and co-operative projects such as the Canadian Talent Library, the CAB Program Exchange, or commercially operated Canadian syndication companies."

The brief urged strongly that "some way be found to achieve 'all-channel' legislation in Canada as quickly as possible, compelling manufacturers to equip all sets with FM as well as AM receivers. This appears to be a very real possibility in the United States, and would seem to us to be the fastest and most practical way to extend FM service to all parts of the country.

"Regarding licensing practices of the Commission," the brief said, "it is our opinion that no specific policy regarding AM/FM joint ownership be established at this time.

"The development of FM in our major cities has been a story of long-term investment in the FM industry, and of course these grandfather rights must be respected. It appears, however, that some of our major markets are now fast approaching a state of FM penetration where independent ownership of an FM-only broadcasting station may be economically feasible."

Summing up, Ballentine said "we believe that FM will be a challenging stimulant to the broadcasting scene in Canada. It will force all radio stations to re-examine the creativity of their programming, and their usefulness to the audience.

"FM will challenge many of the old concepts of broadcasting, simply because to find an audience, it will have to do so."

Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Toronto Dominion Centre

Time in Toronto CKFM 99.9

Radio Station CKFM is proud to be part of Toronto... informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal

CRTC names new counsel. John D. Hylton of Toronto has been named to succeed Melville M. Goldberg as general counsel for the Canadian Radio-Television Commission, effective August 1.

Goldberg, recovering from a serious illness, is to move to another government post later this year.

Hylton, a University of Toronto grad, has been a partner in Manning, Bruce, MacDonald & MacIntosh, Toronto law firm, for the past year, and was with MacDonald & MacIntosh for five years prior to their amalgamation with this firm.

He obtained his B.A. from U of T in '57, graduated from U of T Law School and was admitted to the Bar in 1962, joining the law firm of Gardiner, Roberts, Anderson, Conlin, Fitzpatrick, O'Donohue & White.

Born in London, England, September 21, 1935, Hylton had been retained by the CRTC over the past few months for various Commission matters. His appointment as Goldberg's successor was announced July 8.

Jean-Marc Demers remains with the Commission as assistant counsel.

Quebec City station gets extension.

In the first decision announced by the CRTC following the June 10 public hearing in Montreal, CFOM Quebec City was granted a renewal of its license to March 31, 1970, "subject to the conditions presently in force in its existing license."

The English-language outlet, which has been in financial difficulties for some time, has received several extensions, pending reported reorganization.

Founded in 1949, its call letters have changed twice since then, from CJNT to CJOC, then CFOM.

Officers elected by Toronto WAC.

Miss Shirley B. Sellen, media supervisor, Norman, Craig & Kummel (Canada) Ltd., is the new president of The Women's Advertising Club of Toronto.

Elected vice-presidents, were: Miss Candace Carroll, comptroller, Muter, Culiner, Frankfurter & Gould Ltd., and Miss June Ardiel, vice-president, The Ardiel Advertising Agency Ltd.

Other officers include: Miss Betty Nealon, vice-president, Herbert A. Watts Ltd.; Mrs. Joan Kent, advertising production manager, Canadian Machinery; Mrs. Lynn Reid, secretary-Treasurer, R S L Personnel Ltd.

Bill Brown gets WB/7A post.

William P. Brown, a v.p. of Scope Advertising, New York, where he was account executive to Warner Bros.-Seven Arts Television Department, has been named vice-president, television advertising and publicity, for WB/7A, succeeding Harvey Chertok who resigned effective July 1.

Brown had worked closely and effectively with Chertok since the formation of Seven Arts in 1960, said Donald E. Klauber, WB/7A's executive vice-president in charge of world-wide television activities for the company, in announcing the appointment.

His experience and familiarity with the operations and personnel of the television sales division of WB/7A will enable him to quickly and easily assume all responsibilities for his department, said Klauber.

Chertok's future plans have not yet been announced.

Western enters cable field. Western Broadcasting Limited, which has previously confined its operations to radio and television, has purchased

38% of the outstanding shares of Express Cable TV, operators of a CATV system in North Vancouver.

The purchase, subject to approval by the CRTC will make Western the largest single shareholder in Express.

Western officials say the transaction involves both cash and shares in Western. Express has about nine thousand subscribers.

Western is a public company which owns Radio NW Limited, licensee of radio station CKNW New Westminster-Vancouver, and Radio OB Limited, licensee of radio station CJOB Winnipeg. Western also owns 32% of British Columbia Television Broadcasting System Limited, which operates CHAN-TV in Vancouver and CHEK-TV in Victoria.

Eight stations buy WB/7A's "Charlie Chan". Warner Bros.-Seven Arts' *Charlie Chan Film Festival*, starring the two most famous interpreters of the fictional Chinese detective, Warner Oland and Sidney Toler, has been sold to eight

→ 24

WE ARE PROUD !

PROUD TO HAVE WON THE C.A.B.
"TV STATION OF THE YEAR"
AWARD FOR 1969.

THANKS to all
who made it
possible, (including
our rather special staff!)



Saskatoon's Mayor Sid Buckwold congratulates G. Blair Nelson, TV8's managing director, at the official hanging of the station of the year award in the lobby of the new CFQC building.

CFQC TV8

(continued from page 25)

Canadian television stations, said George Mitchell, v.p. and general sales manager, WB/7A's Domestic TV division. The 21 "Camp Classics" have been sold in 59 U.S. markets, also, he said.

The Canadian list includes CBXT Edmonton; CFPL-TV London, Ont.; CBMT Montreal; CBOT Ottawa; CKPR-TV Port Arthur, Ont.; CJIC-TV Sault Ste. Marie, Ont.; CJLT Toronto and CJAY-TV Winnipeg.

CTV buys CFL TV rights. Television rights to Canadian Football League games have been purchased by the CTV Television network for a record \$1,009,000, covering the 1969 schedule. Last year's contract brought \$971,000.

Moffat forms five radio nets.

Five western radio networks, co-ordinated by Moffat Broadcasting Ltd.'s Calgary office, will carry live broadcasts, both at home and away, of all Western Conference Football games for the coming season.

Key stations in the hook-ups, for originating the games of the Winnipeg Blue Bombers, Saskatchewan Roughriders, Edmonton Eskimos, Calgary Stampeders and B.C. Lions, will be CKY Winnipeg, CJME Regina, CJCA Edmonton, CKXL Calgary and CKNW New Westminster.

46 stations will be included in the networks.

ETVO installs own telecine.

The Ontario Department of Education ETV branch has installed color and black-and-white telecine equipment, as well as equipment racks and control units, in their new TV production editing studio in Toronto. The equipment was supplied by Canadian General Electric Co. Ltd.

T. R. Ide, director of ETVO, says the move has a number of advantages including "significant" reductions in the cost of using outside services, better and more immediate control of the editing process, added convenience and complete videotape editing and film to videotape transfers.

Started only four years ago, ETVO now turns out over 500 productions a year.

JWT appoints account supervisor.

Peter Mills has been named account supervisor at J. Walter Thompson Co. Ltd., Toronto.

Born in Nanango, Queensland, Australia, he began his advertising career with Jackson Wain Ltd., (Australia) as an account executive, in 1957.

Coming to Canada in 1960, he joined Eaton's as a copy/contract rep. was subsequently a sales rep. for Gordon Rice Studios Ltd., Toronto, and later assistant advertising manager with Southam Business Publications. He then moved to Canadian Chemical Processing as

advertising manager from 1964 to 1966.

In 1966, Mills joined JWT as an account rep, in the Vancouver office and in May, 1968, moved to the Toronto office as an account rep.

Emphasis on Good News.

CFRB Toronto has 10 students from Ryerson Radio-Television Arts, Ryerson Journalism, and Carlton University Journalism courses, on staff for 13 weeks this summer. They'll report only "good news" happening around Metro daily, and file at least one "good news" featurette each day.

Too often the press (radio, TV, newspapers) is accused of reporting only the "bad news." But now CFRB is doing something about trying to achieve more balance in its newscasts with emphasis on "good news."

"This is an innovation in broadcasting," said CFRB's news director, Arthur Cole. "Those of us in the station newsroom will gain something from having these student reporters with us for the summer. In addition to helping the student job situation a bit, we'll also be providing practical experience for a group of very promising and determined young reporters."

12-station contract.

Let's Talk Guidance, a program produced at CHUC Cobourg-Port Hope, Ont., and featuring five-minute talks by a Cobourg educationist, is now heard on twelve Canadian stations from Halifax to Regina, sponsored by General Foods.

Hosted by Terry Hawkins, guidance co-ordinator of the Cobourg high schools, the program has been heard in the Cobourg-Port Hope area for the past two years.

GF's main plant is located in Cobourg.

Stations carrying the program in addition to CHUC include: CHNS Halifax, CKEN Kentville, N.S., CKWS Kingston, Ont., CJBQ Belleville, Ont., CKTB St. Catharines, Ont., CHYN Kitchener, Ont., CKSL London, Ont., CKWW Windsor, Ont., CJOB Winnipeg, CKCK Regina, and CFCN Calgary.

Reusch heads CKGM sports.

Ron Reusch, veteran of over 13 years in sports reporting, has been named sports director of CKGM Montreal. He returns to Canada following two years as sports director of the Canadian Armed Forces Network in Europe and manager of one of its stations in Germany.

Reusch covered the 1968 Winter Olympics in France for the CBS Radio

WE HIT YOUR TARGET MARKET

CKY on target with your Target Market

BBM PROVES IT!*

CKY is Manitoba's Adult Station and aims directly at the Adult Target Market! BBM ratings prove it. Adults listening and responding to informative radio.

Isn't that your target market? Put your selling message on CKY . . . Manitoba's most listened-to station . . . and reach Manitoba's largest daytime adult audience.

Call Major Market Broadcasters Limited, Toronto, or Montreal; Jim Crawford, Vancouver; or Don McDermid, Vice-President, National Sales in Winnipeg.







Winnipeg 50,000 Watts Manitoba

*March 17 - March 30, 1969

5025-1

Network, the 1964 Winter Olympics in Austria, the World Hockey Championships and World Figure Skating Championships from European capitals.

A native of Vancouver, he began his sports broadcasting with CFJC Kamloops and CJIB Vernon, B.C., and spent two years at CKKW Kitchener, Ont., covering play-by-play action of Kitchener-Waterloo Beavers, New York Rangers' farm team.

Crone heads AMPPLC. Robert C. (Bob) Crone, president of Film House Ltd., Toronto, heads the Association of Motion Picture Producers and Laboratories of Canada. He was elected to the top office at the 21st annual meeting.

Serving with him are Al Darcy, TDF Film Productions, vice-president, and the following directors: Murray Briskin, Associated Screen Industries; Tom F. Glynn, Crawley Films Ltd.; Gunter Henning, Western Films Ltd.; Henry Michaud, Stellart Drege Audio Ltée; Lew Parry, Lew Parry Film Productions; Don Wilder, Don Wilder Ltd., and Ed Zemla, Rose-Magwood Productions.

IGM names Western Canada rep.

International Good Music, Inc., Bellingham, Wash. manufacturer of automated control equipment for broadcast use, has named Walter Gray of Hall-Gray Enterprises, Salmon Arm, B.C. to represent the company in Western Canada, effective June 1.

The firm will handle sales of IGM automation equipment and taped music services in Manitoba, Saskatchewan, Alberta and British Columbia.

Hall-Gray Enterprises is the parent company of Hall-Gray Broadcasting Co. Ltd., owner and operators of CKXR Salmon Arm and CKCR Revelstoke.

Heavy radio campaign aimed at tourists.

With a 16-week, 3100-spot campaign to draw tourists to its two major attractions, Old Fort Henry at Kingston and Upper Canada Village at Morrisburg, Ont. the St. Lawrence Parks Commission decided to concentrate its 1969 advertising in one medium — radio.

Beginning in mid-May and ending in mid-September, the campaign is running on 21 radio stations in Ontario, Quebec and northern New York State. 12 basic 30-second commercials were prepared in four specific area campaigns, urban, regional, French and American.

Stations airing the spots are: Hamilton-CKOC, CHAM; Toronto-CHFI, CHUM, CFGM; Montreal-CFCF, CKGM, CKGM-FM, CFQR-FM (English), and CKAC, CKLM (French); CJBQ

Belleville, CFJR Brockville, CJSS Cornwall, CKLC Kingston, CKPT Peterborough, CJET Smiths Falls, CFRA and CKPM Ottawa; WNNY Watertown, N.Y. and WNDR Syracuse, N.Y.

Production was by Ray Arsenault Services, Toronto, for Dalton K. Camp & Associates Ltd., who handle the account. Actual voices of St. Lawrence Parks Commission employees at the two locations were used, and more than 11 hours of original interviews were put on 28,000 feet of tape.

Becomes university chancellor.

Kenneth P. Caple, 65, who retired last year after 19 years as CBC regional director in Vancouver, has been elected chancellor of Simon Fraser University, Burnaby, B.C.

He succeeds Dr. Gordon Shrum, co-chairman of the B.C. Hydro & Power Authority, who had held the post for six years.

Edmonton wants city-owned CATV.

In a brief to be presented to the CRTC this fall, Edmonton city council asks that the city-owned Edmonton Telephones be given the right to operate a proposed \$10,000,000 CATV system for the city. The system would provide high quality color TV, American TV programs, and possibly television telephones at low cost, for Edmonton citizens.

The brief states that the public interest required that Edmonton own and operate CATV to provide financial

integrity, sound community planning, efficient communications, and financial equality for its citizens.

Service was estimated to be operable in three years and would provide 100% cable coverage and 50% penetration of the 45,000 customers.

Various channel availabilities would offer high quality local and American TV programs, educational TV, coverage of special events, AM and FM stereo programming, time and weather services, and other services as they are developed.

Pickin' Chicken goes Camp. Dalton Camp & Associates Ltd., Toronto, have been picked to handle Pickin' Chicken (International) Ltd.'s \$250,000 ad campaign, scheduled for the Toronto and Kingston areas.

Three radio stations, CHUM and CHFI Toronto and CKLC Kingston, will be the main campaign media, backed up by outdoor, direct mail and p.o.p. displays.

Commercials, using Arte Johnson of Rowan & Martin's *Laugh-In*, for the campaign's five 30-second spot series, were recorded in Hollywood by Ray Arsenault Services of Toronto.

The three stations selected were found best suited to the campaign's objectives, and "their programming was also very complimentary to the theme of the commercials," said Lynne Remery, Camp Associates media director.

James McGorman, president of Pickin' Chicken, described the overall campaign as "highly contemporary."

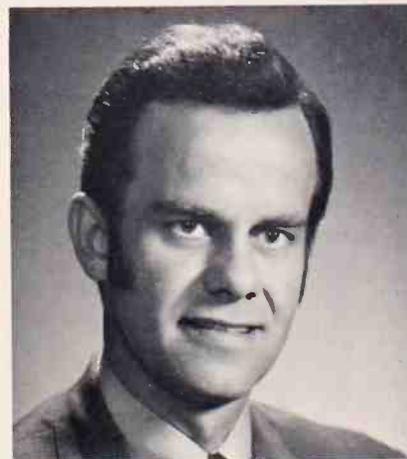
ANNOUNCEMENT

RADIO-TELEVISION REPRESENTATIVES LTD.



Arthur E. Patterson

Mr. Arthur E. Patterson, Montreal Manager of Radio Television Representatives Limited, is appointed Vice-President, Eastern, and Manager Montreal, effective July 15th, 1969.



Peter deGoutiere

Mr. Peter deGoutiere rejoined Radio-Television Representatives Limited, Vancouver office, as a broadcast sales representative, June 2nd, Mr. deGoutiere was formerly with the company from 1961 through 1966.



CATON



TOMLINSON



WHITAKER

NAMED TECHNICAL CONSULTANT to the Canadian Association of Broadcasters, W.A. (Bill) Caton has almost a half century of experience in the broadcast field.

Born in Napanee, Ont., he joined the Department of Marine and Fisheries in 1924, as a radio telegraph operator, in the Maritimes. He was quickly promoted, becoming assistant to the senior inspector in Toronto, where he handled interference investigation and technical inspections throughout Western Ontario.

In 1937, Caton was moved to Ottawa as supervising radio inspector, and later became Chief Radio Inspector. In 1958 he was appointed Controller of the Radio Regulations Division of the Department of Transport.

Caton's activities also included heading the Canadian delegation to the 1963 administrative conference in Geneva, to select frequencies for space satellites. In addition, he was involved in committees of the CSA and Canadian Radio-Technical Planning Board.

As controller of the Radio Regulations Division, DOT, his responsibilities included processing of all broadcasting stations' licenses, dealing with interference problems and support in the preparation and

the presentation of evidence to Special Committees on Broadcasting.

Later, as technical advisor to the Secretary of State on matters pertaining to the Radio Act, he was in large part responsible for the technical portions of the 1968 Broadcasting Act.

In his capacities as chairman of the Technical Advisory Committee on the Availability of Channels for Broadcasting Stations, he has worked closely with members of the CAB Technical Committee since 1966.

His latest appointment became effective June 1.

JOHN B. TOMLINSON, vice-president, media and programming, McCann-Erickson Advertising of Canada Ltd., is the new president of the Canadian Media Directors Council. He succeeds J. Paul Moore, media director, Vickers & Benson Ltd.

Tomlinson, a graduate of the University of British Columbia (B. Comm. & B. Adm.) majored in marketing and spent five years in business, working for three major agencies in Vancouver and Toronto.

In 1964, he joined McCann-Erickson as media director of the Montreal office, and member of the Board of Management. In 1966, he was transferred to the Toronto office as director of media, and became director of programming for the total Canadian operation.

Tomlinson was course director for the ICA Media Buyers' Course, and is a member of the ICA/ACA Joint Broadcast Committee, where he sits on the negotiating committee with ACTRA. He is also on the BBM board of directors. In recognition of all this, he was appointed to his present post as vice-president, media & programming, in 1968.

Serving with him on the CMDC is vice-president W.J. Graham, vice-president and media director of Spitzer, Mills & Bates Ltd., also a member of the ICA-ACA Joint Broad-

cast Committee, and vice-president of the Canadian Outdoor Advertising Measurement Bureau. CMDC secretary-treasurer is Mrs. Ruth K. Pinkerton, CAAP, media manager of Young & Rubicam Ltd., who is also on the executive of the Broadcast Research Council, is an ICA personal member, and member of ACAAP.

W. DENIS WHITAKER, D.S.O., E.D., president of Major Market Broadcasters Ltd., Toronto, and first vice-president of the Station Representatives Association of Canada, has been named president of the later group. He will complete the term of Bob Quinn, executive vice-president and general sales manager of Radio-Television Representatives Ltd., who has resigned after 14 years with the company.

Whitaker, Canada's youngest Brigadier in World War II, was formerly president of O'Keefe Breweries Ltd., and of Radio Sales Bureau.

Born in Calgary, he was educated in Toronto and at the Royal Military College of Canada, where he graduated in 1937.

A thumbnail sketch of his career shows he was assistant to the superintendent, Stanley Works of Canada Ltd., Hamilton, Ont. 1937-39; served in World War II, 1939-46, where he was awarded the D.S.O. and Bar, and was discharged with the rank of Brigadier; became executive director of Hamilton Centennial Celebration, 1946; commercial manager, CHML Hamilton, 1946-62; was named vice-president, O'Keefe Brewing Co. Ltd. in April 1962, and president the same year. He left O'Keefe to become president of RSB in 1965, serving until '67 when he was appointed president of Major Market Broadcasters Ltd.

He is married, has two sons and one daughter.

Whitaker is on the executive committee of the Ontario Society for Crippled Children, and the Royal Winter Fair. He is a director of William Mars Co. Ltd., Formosa Spring Brewery Ltd., and the Canadian Olympic Association, where he is chairman of the Canadian Equestrian Team.

Serving with him on the board of the SRAC are Allan Slaight, president and managing director, Stephens & Towndrow Ltd., Andy McDermott, president, Radio & Television Sales Inc., and Ross McCreath, vice-president and general manager, All-Canada Radio & Television Ltd.

**We answer your phone
whenever you are away
from your office
or residence**



TAS

TELEPHONE ANSWERING SERVICE

PHONE FOR BOOKLET

TORONTO	MONTREAL
924-4471	866-6921

EVERY DOG HAS HIS DAY and July 7 was Bill Baker Day.

Bill, technical operations manager at CFRB, has actually been with the station since before it existed. Don't believe me? Well it's true.

As a youngster in the Rogers Majestic office, Bill just happened to be there when they built CFRB around him. And when they invented the Rogers Batteryless radio, so that there were no more batteries to make, he just naturally carried on without his end product and has been there ever since, 42 years and change with CFRB.

Listen Here, CFRB's staff magazine did a *Baker Special* for *The Day*, starting with this introductory paragraph:

He's no "star" but the ink and air spent lauding Bill Baker would fill a book. He's been called "best-liked radio man", "the greatest guy in radio", "aces as an engineer". Others have said about him: "comes through as usual"... "never was a guy in the business who liked his job so much."

CFRB vice-president and station manager, Jack Dawson, wrote of remote broadcasts where radio stations—even competitive ones—had a microphone go bad or forgot a length of AC wire. "It was Bill Baker," he said, "who, in almost every instance, managed to get their broadcasts on the air."

Newsman Jack Dennett referred to him as one of the *Silent Sams* who operate, record, take insults, give guidance and are generally our closest companions in this business. He said: "When I first arrived on the scene here at CFRB during the war years, I doubt if any man could have been more tolerant, more understanding or more generous in his counsel than Baker, during those more formative years... He's a rare jewel and I hope he is going to be around forever."

Waldo Holden, CFRB vice-president and president of Standard Broadcast Sales Ltd., reminisces about 1929, from which year "Bill did the remotes for Foster Hewitt, when Foster was doing the play-by-play of the Inter-Collegiate football games. He was also responsible for the remotes of the first General Motors NHL broadcasts from Maple Leaf Gardens from the day it was opened in 1931, when it was heard only on CFRB, later to go to an Ontario network, originated by CFRB."

Before he died in 1949, the late C.M. (Pas) Pasmore of Maclaren



(Left to right) Don Hartford, Vice-President & General Manager; BILL BAKER; and Jack Dawson, Vice-President & Station Manager.

Advertising, used to produce a small musical group for a client on CFRB. Bill loves to tell how Pas made him hang sacking from the studio walls to improve the pick-up.

After several weeks Pas decided to catch the show from home. Bill, we reported in *The Broadcaster* for October 5, 1949, knew no one would notice the difference, so he didn't bother to clutter up the studio with the sacking that night. After the program Pas phoned Bill to say "good show", and added: "But I think we'll use the sacking again next week." Another item in the same issue told how Bill Baker had just completed his first quarter century with CFRB, where he had "seen almost the complete evolution thus far of the sound medium, a change from the cumbersome crystal to the push-button console."

Pinch-hitting for vacationing Gordon Sinclair, 'RB's Bill McVean dedicated Gordon's *Let's be Personal* to Baker on *The Day*. Here is what he said:

BILL BAKER DAY has been one of the best kept secrets of the century.

Over 100 people here at CFRB have known about it for over two months, but as far as I am aware, it came as a complete surprise to Bill.

When he walked into his CFRB office this morning, it was draped with flowers, signs, old photographs, antique microphones and other symbols of over 40 years of broadcasting.

The staff newspaper had published a special *Baker Day* edition, and everybody was wearing *Baker Day* buttons. I'm wearing one right now!

Tonight there's a special Baker Day

party to honor one of the most respected and best liked men in broadcasting.

So who (some might ask) is Bill Baker?

Well, it's hard to say whether he is CFRB or CFRB is Baker. The two started at the same time (Bill arriving with the furniture) and since then, they have become indelibly fused.

In broadcasting, Baker is a legend! Since Bill joined CFRB in 1928, he has travelled the length and breadth of Canada, turning *people* and *music* into *sound pictures*.

Solving impossible technical tangles, and mothering temperamental stars.

Bill is one of those people who you never hear on the air. The bottom 9/10 of the iceberg, that holds the performers' heads above water. And he's held 'em all up. Jim Hunter, Lorne Green, Percy Faith, Foster Hewitt, Joel Aldred, Kate Aitken, the list reads like a *Who's Who of Broadcasting*.

Listeners may not have heard his name, but ask anyone in the broadcasting industry from coast to coast, "who's Bill Baker?" and you get a smile, and comments like,

"He's one of the nicest guys in the business."

Just one more thought—a personal one:

From me to him: "Lookit Bill! If, after all these years you've managed to master the basic principles even of the noble game of cribbage, I could spare an hour or two.

Buzz me if you hear anything.

Dick Lewis

THE TSE COMMUNICATIONS INDEX for June was one of the better-acting groups during a period of extreme market weakness. While the Industrial Index fell 11%, the Communications group declined a lesser 7%. Most of the broadcasting stocks included in the Communications Index dropped fractionally less than the overall group, but a 17% decline in the price of Thomson Newspapers contributed to the Communication group's softer performance. Famous Players and Bushnell Class 'A' which are not in the Index declined

ANNOUNCEMENT

CHUM Limited Appointment



Fred Sherratt

Allan Waters, President of CHUM Limited announces the appointment of Fred Sherratt as Vice President, Programming and Operations.

Mr. Sherratt will be involved at all levels in the CHUM Group of stations, and will be elected to the Company's Board of Directors. He will continue as Vice President and Director of Radio CJCH-920 Limited, Halifax.

Mr. Sherratt was born in Toronto and raised and educated in Truro, Nova Scotia. He began his broadcasting career there and moved to Ontario in 1949.

During the next 11 years, he worked in both programming and sales at various stations operated by the Northern Broadcasting Company. And in 1956 he co-founded CFRS Simcoe.

Mr. Sherratt became associated with CHUM Limited in 1960 when he moved to Peterborough to manage the newly acquired CKPT. Then in 1965, he was named Vice President and General Manager of CJCH Halifax when CHUM acquired a 50% interest in the station.

Mr. Sherratt and his family will reside in Toronto. The appointment took effect June 16th.

9% (from \$16 to \$14½) and 15% (from \$28 to \$23 range) respectively.

During the past month Western Broadcasting announced two significant developments. Some 38% of the outstanding common shares of Express Cable TV Ltd. have been acquired subject, of course, to approval of the CRTC. Express Cable operates a system in the above-average income area of North Vancouver, B.C., which presently serves some 9,000 subscribers. Although it has been operating for several years, it is believed the system's total subscriber list can be expanded significantly. The price paid of about \$700,000 represents about \$205 per present subscriber. This acquisition is Western's first venture into CATV.

In addition, Western Broadcasting and Selkirk Holdings jointly announced they have purchased all the outstanding stock of Canastel Broadcasting Corp., a wholly-owned subsidiary of ATV of London, England. The transaction was said to involve slightly more than \$2.5 million cash.

Canastel owns 12½% of the outstanding common shares and a slightly lower percentage of the non-voting Class "A" shares of B.C. Television Ltd., which operates CHAN-TV in Vancouver and CHEK-TV in Victoria. This additional purchase will increase Western's interest to 39% and Selkirk's to 32% in the television company. The deal will also give Western and Selkirk joint ownership of 25% interest in the common stock of CJCH Ltd. which operates the Halifax CTV affiliate station.

Western closed the month at \$20, and Selkirk at \$15, down 9% and 8% respectively over the month of June.

Standard Broadcasting's Annual Report for the year ending March 31, 1969 came to hand during June. Gross revenues increased 19 per cent to \$10.7 million while earnings rose 15% to \$2,084,000, \$0.37 per share over the corresponding period last year, exclusive of extraordinary items. The provision for income tax in the latest period was an unusually high 54.6% (52.0% in 1968). Cash resources available for expansion amounted to more than \$6 million at the end of the latest fiscal period. At the annual general meeting, W.C. Thornton Cran, president, said the company is conserving its funds for a Toronto television station. He went on to say the company has looked at several of

the cable television holdings being sold by Famous Players Canadian Corp. Ltd. but it has no plans at the moment to proceed. Analysts are anticipating a further strong earnings increase in the current year considering the magnitude of the company's recent selective rate increases at CFRB Toronto. For instance, the prime time rate was increased from \$120 to \$140 per minute effective May 1. Standard's shares were off approximately 5% over June, closing the month at \$12 5/8.

At month end, Famous Players had not yet announced consummation of any specific deals to sell certain of its communications holdings.

CRTC Decisions...

(continued from page 17)

The Commission noted the U.S.-based CBS and Sydney W. Welsh having "important ownership and financial interests in National Cablevision Ltd." and other companies with broadcasting interests in Victoria, Vancouver, Toronto, Montreal and Quebec City.

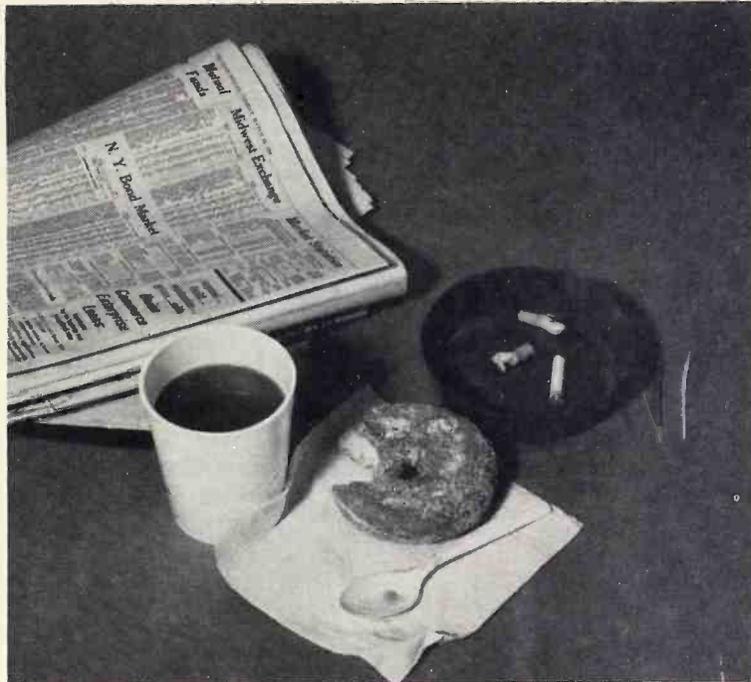
A similar condition was ordered for Express Cable Television Ltd. which was awarded a license for North Vancouver. CBS and Welsh Cable Vision Ltd. were ordered to dispose of any financial interest in Express.

Decisions total 223 to date

Licenses granted in Toronto in addition to Rogers and Coaxial, were to Maclean-Hunter Cable TV Ltd., John E. Feltsmate, Willowdowns Cable Vision Ltd., York Cablevision Ltd., Hosick Television Co. Ltd., Metro Cable TV Ltd., while denials went to Thomas A. Hollinshead, Clear Colour Cable Services Ltd. and Barry C. Nicholls.

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**Ben Levesque automated coffee breaks,
lunch hours and vacations.**



He bought a Gates automatic tape control system.

"Our Gates Automatic Tape Control System does the work of two people. We just tell it what to do and when. It automates programs for 4, 8, 12 hours or more and joins the CBC Network," says Ben Levesque, President, CHRL-AM, Roberval, Quebec, Canada.

A Gates Automatic Tape Control System does the work of two people because it handles all commercial announcements. Switches from tape reels to live announcers to tape cartridges. Even logs time.

"And because it never takes a break, we get continuous programming, automatically," adds Ben, "and this saves us time and money."

Want details and costs for your particular programming?
Write Gates Radio Company (Canada), a Division of
Harris-Intertype (Canada) Ltd.
Ben Levesque did!



**HARRIS
INTERTYPE
CORPORATION**

GATES

Automatic Tape Control Division

**Montreal Office: 212 Brunswick Blvd., Pointe Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario**

RATES

66¢ per agate line
 \$9.24 per column inch
 Box Number Charge—\$1.00

classified advertising**BROADCAST CONTROLLING INTEREST AVAILABLE...**

Controlling shareholder in 1 KW French Radio Station located near Montreal, will discuss sale of interest. Reason for sale: sickness.

Box 270
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
 Toronto 205, Ont.

Program Director or Major Market Announcer. Nine years experience, both major and small markets. Can write effective commercial and news copy. Four years college, married, one child. If you are looking for a creative and knowledgeable man to take charge of programming, write:

Box 267
 The Canadian Broadcaster
 17 Queen St. E., Suite 128
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10 year radio & TV veteran wishes to relocate as on-air personality in Southern Ontario or Western Canadian market. 2 years as P.D. with present station - 2 years with a No.1 major market contemporary station. Prefers afternoon slot with medium or major market station. Late 20's - married - mature - board member of community organizations - available September 1st.

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 17 Queen St. E., Suite 128
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WANTED

Good announcer, experienced in commercial production for 10 - 2 shift on middle-of-the-road station in women's audience. Excellent money for the right man. Group health insurance plan. Resumé and tape to:

Radio Station CHSC
 P.O. BOX 1220
 St. Catharines, Ont.

WANTED TO BUY

Experienced broadcaster, not affiliated with any group or chain of stations, with adequate capital, wishes to purchase small or medium size AM station in Ontario, the Prairies or B.C. Send confidential reply to:

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**WANTED AUGUST 1ST
A CAPITAL "N"
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- RSB -**WON'T YOU JOIN US?**

The Radio Sales Bureau requires a bright young man or woman for its Member Service Department. Starting salary \$5,000 with great opportunity for training and advancement. Interested in building a radio career?

CHECK WITH RSB
 321 Bloor St. E.,
 Toronto 285, Ont.
 (416) 924-5701

Your chance to move up to chief engineer radio and TV. Top salary and benefits. Send resumé to:

General Manager
 CJDC Radio
 Dawson Creek, B.C.

RADIO ANNOUNCER with over 1 year U.S. experience in top 40 and MOR seeks Canadian position.

Age 24, married, no children, will furnish tape and resumé.

Contact: Jim Meals
 1257 King St. E.
 Apt. 2
 Hamilton, Ont.

INVESTOR

The Canadian Recording industry has formed new support from Canadian radio and government. Investor wanted for small, independent record company requiring development capital. Interested party must have \$5-10,000. Please phone:

Mr. Buchanan,
 284-7423.

WANTED - Experienced radio transmitter and control room maintenance engineer.

WANTED - Experienced TV Transmitter helical scan VTR TV engineer.

Send resumé and salary requirements to:

Bryan Lodge,
 Head Engineer,
 ZBM Radio TV,
 P.O. Box 452,
 Bermuda.

WE NEED ANNOUNCERS

Good ones who know they're good. Mature, experienced individuals who are interested in careers, not just jobs. Ideally, in mid-twenties to mid-thirties, looking for five-figure salaries.

We're a dynamic, aggressive middle-of-the-road station offering plenty of scope and opportunity.

Forward resumé, photo, comprehensive aircheck and samples of commercial work to:

Reg Madison
 Program Director
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 P.O. Box 400
 Sudbury, Ont.

CRTC Decisions...

(continued from page 30)

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The Commission said the total number of CATV decisions released to date is 223.

(Continued from page 20)

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SERVING AND SELLING the prosperous coal and lumber men in the East Kootenay area of B.C.

CRANBROOK "The only Voice of the Rockies"

Group One Radio Ltd. — Toronto, Montreal, Winnipeg & Vancouver

HOYLES, NIBLOCK AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

CATV • ETV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.

TELEPHONE 613-237-1038

3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

TELEPHONE 604-437-1141

MORNING MAN WANTED

We're looking for a capable, stable announcer to handle our top-rated morning show. Preference will be given to a man doing same in his market.

Send complete résumé, including salary expected, plus an air-check, to:

Carl Cogan, Program Director,
CKWS-Radio,
170 Queen Street,
Kingston, Ontario.

TWENTY FOUR YEARS EXPERIENCE in all departments of radio for sale! New owners needing a manager or established stations needing an operations manager. Currently occupied in executive position with large metro station.

Address replies to:

Box 266

The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

21 YEARS RADIO EXPERIENCE

Chief announcer, broadcast manager, program director. Top-rated personality announcer for 15 years with leading regional. Experienced in all on-air with exception of sports. Delivery low key, friendly, mature. Would like to locate with MOR or good music station. Eventual goal to work behind scenes.

Box 265

The Canadian Broadcaster
17 Queen St. E., Suite 128
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THE TSE COMMUNICATIONS INDEX for June was one of the better-acting groups during a period of extreme market weakness. While the Industrial Index fell 11%, the Communications group declined a lesser 7%. Most of the broadcasting stocks included in the Communications Index dropped fractionally less than the overall group, but a 17% decline in the price of Thomson Newspapers contributed to the Communication group's softer performance. Famous Players and Bushnell Class 'A' which are not in the Index declined

9% (from \$16 to \$14½) and 15% (from \$28 to \$23 range) respectively.

During the past month Western Broadcasting announced two significant developments. Some 38% of the outstanding common shares of Express Cable TV Ltd. have been acquired subject, of course, to approval of the CRTC. Express Cable operates a system in the above-average income area of North Vancouver, B.C., which presently serves some 9,000 subscribers. Although it has been operating for several years, it is believed the system's total subscriber list can be expanded significantly. The price paid of about \$700,000 represents about \$205 per present subscriber. This acquisition is Western's first venture into CATV.

In addition, Western Broadcasting and Selkirk Holdings jointly announced they have purchased all the outstanding stock of Canastel Broadcasting Corp., a wholly-owned subsidiary of ATV of London, England. The transaction was said to involve slightly more than \$2.5 million cash.

Canastel owns 12½% of the outstanding common shares and a slightly lower percentage of the non-voting Class "A" shares of B.C. Television Ltd., which operates CHAN-TV in Vancouver and CHEK-TV in Victoria. This additional purchase will increase Western's interest to 39% and Selkirk's to 32% in the television company. The deal will also give Western and Selkirk joint ownership of 25% interest in the common stock of CJCH Ltd. which operates the Halifax CTV affiliate station.

Western closed the month at \$20, and Selkirk at \$15, down 9% and 8% respectively over the month of June.

Standard Broadcasting's Annual Report for the year ending March 31, 1969 came to hand during June. Gross revenues increased 19 per cent to \$10.7 million while earnings rose 15% to \$2,084,000, \$0.37 per share over the corresponding period last year, exclusive of extraordinary items. The provision for income tax in the latest period was an unusually high 54.6% (52.0% in 1968). Cash resources available for expansion amounted to more than \$6 million at the end of the latest fiscal period. At the annual general meeting, W.C. Thornton Cran, president, said the company is conserving its funds for a Toronto television station. He went on to say the company has looked at several of

the cable television holdings being sold by Famous Players Canadian Corp. Ltd. but it has no plans at the moment to proceed. Analysts are anticipating a further strong earnings increase in the current year considering the magnitude of the company's recent selective rate increases at CFRB Toronto. For instance, the prime time rate was increased from \$120 to \$140 per minute effective May 1. Standard's shares were off approximately 5% over June, closing the month at \$12 5/8.

At month end, Famous Players had not yet announced consummation of any specific deals to sell certain of its communications holdings.

CRTC Decisions...

(continued from page 17)

The Commission noted the U.S.-based CBS and Sydney W. Welsh have "important ownership and financial interests in National Cablevision Ltd." and other companies with broadcasting interests in Victoria, Vancouver, Toronto, Montreal and Quebec City.

A similar condition was ordered for Express Cable Television Ltd. which was awarded a license for North Vancouver. CBS and Welsh Cable Vision Ltd. were ordered to dispose of any financial interest in Express.

Decisions total 223 to date

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ANNOUNCEMENT

CHUM Limited Appointment



Fred Sherratt

Allan Waters, President of CHUM Limited announces the appointment of Fred Sherratt as Vice President, Programming and Operations.

Mr. Sherratt will be involved at all levels in the CHUM Group of stations, and will be elected to the Company's Board of Directors. He will continue as Vice President and Director of Radio CJCH-920 Limited, Halifax.

Mr. Sherratt was born in Toronto and raised and educated in Truro, Nova Scotia. He began his broadcasting career there and moved to Ontario in 1949.

During the next 11 years, he worked in both programming and sales at various stations operated by the Northern Broadcasting Company. And in 1956 he co-founded CFRS Simcoe.

Mr. Sherratt became associated with CHUM Limited in 1960 when he moved to Peterborough to manage the newly acquired CKPT. Then in 1965, he was named Vice President and General Manager of CJCH Halifax when CHUM acquired a 50% interest in the station.

Mr. Sherratt and his family will reside in Toronto. The appointment took effect June 16th.

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lunch hours and vacations.**



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- RSB -

WON'T YOU JOIN US?

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General Manager
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RADIO ANNOUNCER with over 1 year U.S. experience in top 40 and MOR seeks Canadian position.

Age 24, married, no children, will furnish tape and resumé.

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BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

CATV • ETV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.

TELEPHONE 613-237-1038

3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

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MORNING MAN WANTED

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Carl Cogan, Program Director,
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Box 265

The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

Why must we have another witch hunt?

Why has the federal government set up a senate committee under the chairmanship of Senator Keith Davey to investigate the ownership of Canadian communications media?

As far as the broadcast media are concerned, the Broadcasting Act (1968) set up the Canadian Radio-Television Commission to regulate the broadcasting industry.

There was one important feature about the new act. In the past, the regulatory body, the Board of Broadcast Governors, which preceded the CRTC, was only empowered to *recommend* the issuance or cancellation of licenses to the minister, who had the last word in all such matters. Under the new act, the Commission has become the actual licensing authority, with power to grant or rescind licenses without reference of any sort to the government.

Not only has the CRTC been given these powers, but it has already acted under them by cancelling the license of CJLS Yarmouth, N.S.; ordering CKLW Windsor to divest itself of American control; refusing the U.S.-controlled Famous Players Canadian Corporation leave to establish a Canadian company to operate the broadcast properties in which it has a dominant interest.

All these matters relate entirely to interests in the broadcasting field, but a recent event involves newspaper ownership as well as television. This is the case of John Bassett (CFTO-TV Toronto, Glen Warren Productions Ltd. and The Toronto Telegram). Bassett has been ordered by the Commission to sell his Metro-Toronto cable interests (50% of Rogers Cable Ltd., which in turn owns around 90% of Coaxial Color Ltd.) through his subsidiary, Glen Warren Productions Ltd.

In this instance, the Commission felt this would create excessive concentration of ownership in communications media in the region concerned.

Bassett's reaction to this was that he was "sorry of course" but that "at least with this board (CRTC) you know where you stand".

And here lies the big point.

Like it or not, up to now the CRTC has indicated pretty clearly that it is going to stand by its convictions, as was obviously intended when it was given its mandate by the act.

Up to this point, the government has given it its head. But now the whole picture is changed by the appointment of this Senate Committee whose terms of reference are to investigate the ownership of Canadian communications media.

What can the entrance of the Davey Committee into the picture accomplish except throw a monkey wrench into the system the CRTC appears to be developing at long last.

Investigation of the ownership of the newspapers is another question, especially when we recognize that these investigations are not generally confined to their terms of reference. In fact, the Committee has stated it is analyzing the editorial content of 30 newspapers and The Canadian Press.

It is paradoxical, and not a little amusing, that the newspapers were the ones who started the investigation ball rolling when the infant broadcasting industry was put on the hot seat by the Aird Royal Commission in 1929. This resulted in the birth of the "national" Canadian Broadcasting Corporation and the virtual subjugation by it of most of the private stations, many of whom were, as they still are, compelled to become satellites or repeaters of CBC network programming, but, at the same time, were denied the right to form networks themselves.

Through broadcasting's half century of life, it has prospered and enjoyed enormous growth, notwithstanding the fact that it has been subjected to and afflicted with an ever-increasing amount of government interference.

Those newspapers which are still published, have prospered too, although in diminishing numbers, but without special government rules and regulations, except those to which all business is subjected under the Criminal Code.

To sum it up, the press, in helping to create nationalized broadcasting in the hope of impeding a competitor, has made of broadcasting a fiercer competitor than it would have been without the government system.

In a way, the broadcasters have had the CBC going for them, because its control of so much of the programming through its networks has relieved the private stations of the responsibility of providing the intellectual (sic unprofitable) programs, leaving them free to concentrate on the promotion of popular programs of mass appeal, designed to win audiences which will buy the sponsors' products.

On the negative side, this procedure has destroyed the desire some private broadcasters once had to create programs. It has transferred them into another field, that of providing advertisers with the facilities they need to carry their sales messages.

As for the newspapers, many of them are now broadcasters as well as publishers. With no source of "program" material such as the CBC, their editorial departments have been left to their own devices except for their own co-operative news disseminator, The Canadian Press.

CP is not a propaganda arm for the government and its various ministries. It is a co-operative venture where the newspapers (all but half a dozen of them) feed their news onto the wire. The Canadian Press processes it and feeds it back to the papers for their use, at their own discrimination.

This is a voluntary operation, owned by its members, and it functions effectively without Ottawa directing its moves, or, of more importance, dictating its output.

Newspaper publishers do not have to make frequent pilgrimages to Ottawa to attend hearings of a print version of the Canadian Radio-Television Commission. Neither do they have to lobby against proposed CRTC regulations. On the other hand they do have to pay for their own editorial content, to CP or to their own correspondents. We dare to suggest that advertising agencies have little or nothing to say about newspaper content, whereas they are often deeply involved in broadcast programs. We also suggest that while the newspapers are all we have said, the broadcasters earn more money.

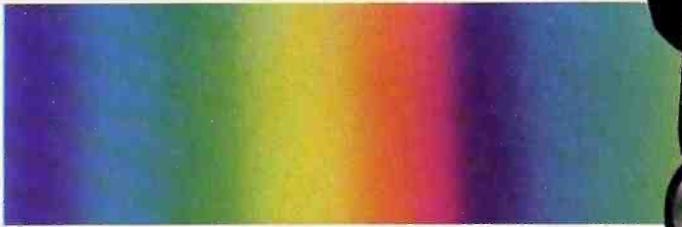
Senator Davey and his committee have a tough road ahead of them.

In the case of radio, if the Committee rides rough-shod over the CRTC, it will be destroying the whole structure, and creating unheard of pandemonium.

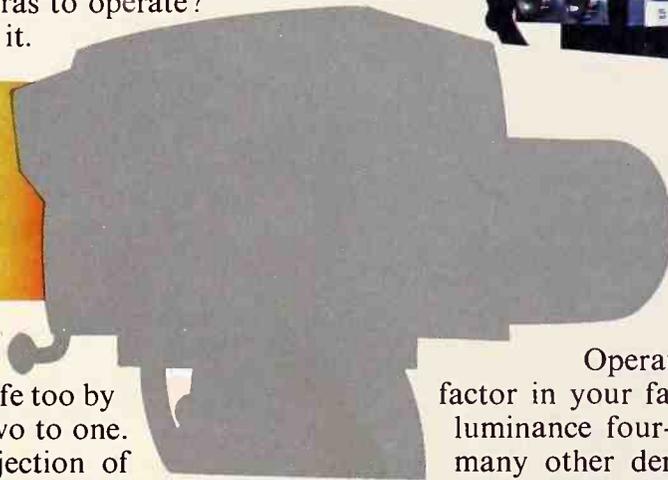
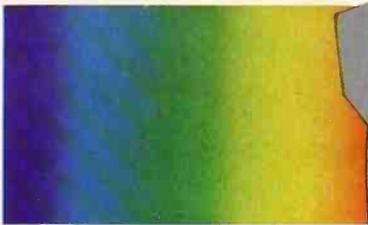
As for the newspapers, their freedom of expression, unregulated as it is, is obviously a thorn in the side of a government whose control of radio and television is useless to it unless it can apply the shackles to the press too.

Perhaps what the government would like the Committee to recommend is continued "freedom" for the newspapers, but for The Canadian Press to be nationalized, à la CBC, into a publicly-owned Canadian Newspaper Corporation (CNC), whose output from Ottawa has to be used by all Canadian newspapers.

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