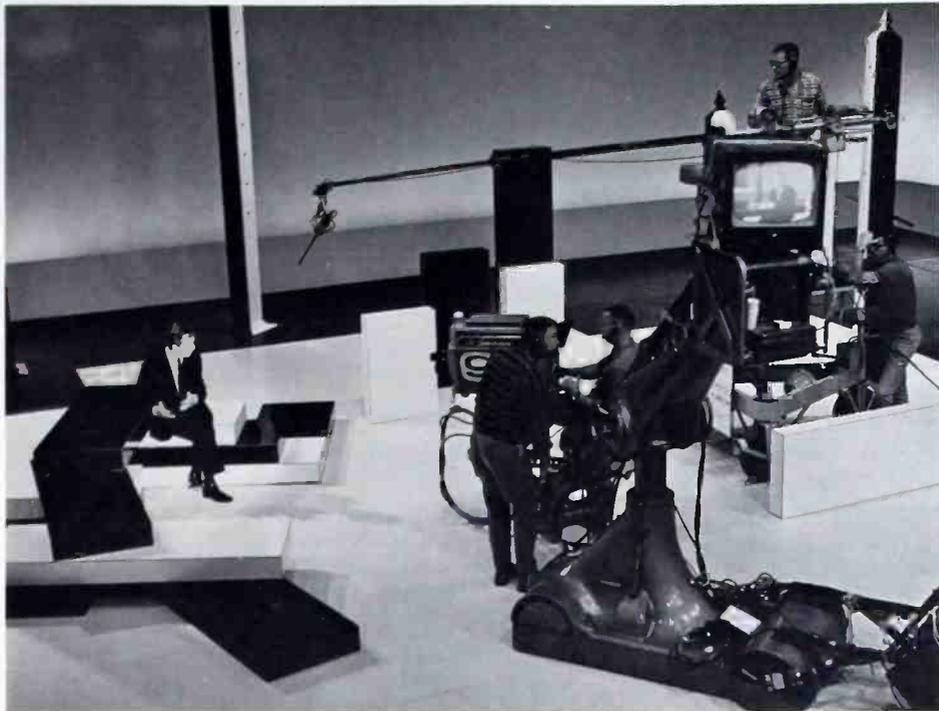


Now in our twenty-fourth year of reaching people who reach people



Volume 24

Number 17

September 2, 1965

Toronto

Screen Gems (Canada) Limited is producing a new half-hour variety show called "Spotlight" at the studios of CFTO-TV in Toronto. The show is all-Canadian except for headline guests - names like Theodore Bikel, Johnny Desmond and Julie Wilson. In the photo, CFTO crews tape Mel Torme's "Spotlight" show. Eleven ITO stations will carry the programs in Canada. Screen Gems is also syndicating the program in the United States.

Sight of an enthusiastic audience packing a radio station's studios may seem strange and new to a whole generation of younger Canadians who visualize radio as a disc-jockey and a record player - but CKVL Radio in Verdun-Montreal offers proof (in photo) that radio programming can still draw live crowds. The station says nearly 400 women cram into its studio each morning to watch "Le Train de la Bonne Humeur" go out over the air. George Guitary, "French Canada's answer to Perry Como," is the pictured vocalist guest star.

CFRN-TV in Edmonton went all-out for the city's annual Klondike Days Exhibition in July. The station produced a 30-minute Klondike documentary, taped another half-hour show featuring Klondike Kate, and broadcast 90 minutes of the exhibition parade as well as canoe and raft races on the local river. CFRN's Klondike Park on the exhibition ground (pictured left) featured a 36-foot statue of Klondike Mike, a giant honky-tonk piano information booth, and a permanent stage to showcase top-line entertainers and amateur talent competing for nearly \$2000 in prizes.

SIGHT & SOUND

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

▲ With the problems of football telecasting buried for this season, it's worth noting that the hatchet will probably be out again early next summer. The Montreal advertising agency of Bouchard, Champagne, Pelletier Ltd. still holds football's 1966 television rights, and there's ample reason to guess the agency will make an early start on its continuing campaign "to improve the football package for the advertiser."

In the view of Michael Wood, manager of Inter Production Incorporated, Toronto (sales co-ordinating agency for BCP football), a few significant advertiser improvements would have more than offset increased costs this season, and enabled the agency to negotiate with better success among potential sponsors.

BCP's oft-expressed feeling that the television networks were combining in a course of monopolistic obstructionism evidently came from the agency's inability to win concessions it considered essential to make football what it felt was a tip-top advertiser vehicle.

For the record, here are TV football's main defects as an advertising package, as outlined from time to time by Wood:

Duplicated Television Coverage — Wood says 1965 will see a repeat of last year's dual coverage on "three or four" playoff games, east and west, by both the CTV and CBC Television networks. Apparently at least that many games will be simulcast by both networks in the major markets. Football's cost to the advertiser could be re-

duced if "doubling-up" could be limited to the Grey Cup game, Wood explains.

Late-late Game Telecasting in Eastern Canada — Live telecasts of western league evening games reach the major eastern markets "at an hour when nobody's watching", Wood argues — "starting at eleven and twelve at night and ending at one or two in the morning." BCP sought a 1965 increase in western afternoon-game telecasts with a corresponding reduction in night-game telecasts, Wood says. Aim was to give football sponsors a better crack at big audiences. (Seven games originating in western Canada will be telecast nationally, according to the schedule as it now stands. Three Saturday games will be carried by CBC, with three on Sunday and one on Tuesday by CTV. The Tuesday game, and possibly two or three of the weekend games, are evening contests.)

Production Costs — BCP obtained a competitive quotation from a major production company that came in at virtually half the networks' proposed football production levy. Wood says. He feels advertisers should be given the right to keep costs down by buying production facilities wherever they can make the best deal. As it stands, the networks apparently make it a hard and fast rule — no network production, no network transmission.

National Coverage Discounts — Wood maintains the networks have a system of regional time-cost discounts on their rate cards, but refuse to grant a corresponding nation-wide-coverage dis-

count.

BCP's negotiating position for next season is cloudy at this juncture. Both John Labatt Ltd. and Ford Motor Co. of Canada Ltd., eastern and Grey Cup telecast sponsors for 1965, have options on 1966 football, Wood says. But he insists the options amount only to "rights of first refusal". (Ford's option is apparently also subject to a right of prior sale, because of the motor company's planned late entry into football sponsorship — September 18 this season and a similar date next year.)

Wood doesn't say if the options carry 1965's knock-down price tag. If not, it's likely BCP will again be battling to make football more saleable in the only areas where there seems to be room for "give" — along the lines outlined above

▲ An early-summer Board of Broadcast Governors' ruling that seemed to promise relief on Canadian-content requirements for television stations has apparently produced no results whatever during the long, hot interval.

"No one is taking advantage of it, to my knowledge," William Pearson said, recently. Pearson is the board's legal counsel.

He explained that a memorandum clarifying the Canadian-content provisions of BBG regulations went out to all TV stations on April 27. Under the memo's interpretation of the regulations, stations were given the opportunity to claim commercials, promotional announcements and other "not-strictly-program" material as Canadian content programming by submitting it to the BBG for a content ruling.

Qualifying material would be assigned a Canadian-content number and could be entered in the station program log as such, Pearson said.

Reluctance to take the BBG up on the Canadian-content offer wasn't simply "fear the Greeks bearing gifts" reaction, Pearson evidently thought. He suspected stations (even those having difficulty meet-

ing the 55 per cent "Canadian" requirement during summer) "would have too much of a problem entering the stuff in their logs.

"Besides, they wouldn't be able to count the commercials as Canadian until they had a ruling back from the board," he added.

And Charles Tierney felt inclined to agree with Pearson. Tierney is commercials manager at CKVR-TV in Barrie, Ontario — the station that earlier defended itself against a BBG charge of breaking Canadian content rules, by claiming its Canadian-made commercials were part and parcel of its overall programming.

Asked if it would be worth the station's trouble to have qualified commercials certified as Canadian, Tierney said, "It might be. It's hard to weigh in relation to the work involved."

He said CKVR-TV made an effort to glean some benefit from the new interpretation by asking the BBG to grant the station a blanket Canadian-content number for all locally-produced commercials. ("It would be the same as for the National Film Board, which I'm sure has a blanket number," Tierney noted.)

He went on to say Dr. Andrew Stewart, chairman of the BBG, had answered the station with a letter to the effect that it was not board policy to issue blanket Canadian-content numbers.

The BBG reply evidently also maintained each station would have to submit proposed Canadian-content material piecemeal, and it reiterated the need for inserting each assigned "content" number in the station log.

But Pearson said, "If a station is doing a commercial in its own studios, with Canadian talent, it can claim the commercial (as Canadian content) anyway." His comment seemed to carry the implication that the Canadian-content number for the commercial could be written into the log in due course — when received from the board.

"It's simply a question of evidence (of 'Canadian' qualification)," as he put it.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS ^{the} SHOWS

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

From statistics you will see

The trend is to **CKLC**

(BBM Feb. & May '65)

First in Kingston in both surveys

CONTACT OUR REPS
for guaranteed results on
sales promotion packages

**CKLC
RADIO**

A
HARDY
STATION

KINGSTON 5 INTERNATIONAL AWARD STATION

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

DON WRIGHT
Productions

77 Chestnut Park Rd., WA. 5-1631

Pearson felt television stations might take advantage of the Canadian content programming potential of commercials by getting advertising agencies to obtain "Canadian" ratings on commercials before distributing them for broadcast.

But Tierney said, "The agencies don't want to get involved in it and do this extra detail."

Stations getting a high load of national advertising could do it if they wanted, Tierney added. But on the local level? "You can imagine the amount of paperwork it would be for us," he said.

▲ Early predictions of a wild scramble by hordes of broadcasters anxious to take over the broadcast license of CJOR Radio in Vancouver, due to expire October 31, have not materialized. Latest reports indicate the Board of Broadcast Governors has received only three firm proposals for the station.

One of the new applications evidently stems from parties presently financially interested in CJOR. Merits of the competing applications will be considered at a BBG hearing to be held September 14 in Ottawa.

The "CJOR" application for licensing is understood to comply with the board's view that Mrs. Marie Chandler, currently CJOR president, must relinquish effective control of the station's operations.

Applications for transfers of shares in CJOR Ltd. have accordingly been added to the station's

bid to continue under approximately the same overall ownership as at present.

▲ CHQT Radio, Edmonton's newest AM radio station, went on the air in mid-August with its format of quality music and limited commercials.

Wet weather had delayed the station's opening by slowing completion of the ground system and installation of antennas.

The station, operated by Lewis R. Roskin and Murray D. (Curly) Dyck under the company name of Radio Station CHQT, Alberta Limited, is broadcasting on a frequency of 1110 kilocycles with a power of ten thousand watts.

▲ The Radio and Television Executives Club of Toronto has changed its name to Canadian Broadcast Executives Society, effective September 1. The present RATEC symbol will be maintained as a trademark and for trophies.

The organization gave "the feeling that the word Club implied a social gathering" as a primary reason for making the switch. Bill Vanderburgh, president, and advertising manager of Coca-Cola Ltd. said, "We like to think our sessions are not only social but informative and a plus to the whole broadcasting media."

▲ Screen Gems (Canada) Limited has moved to 72 Carlton Street, Toronto 5. New telephone number is (416) 927-5490.

▲ CJMS Radio, Montreal, joined the Radio Sales Bureau effective September 1, bringing RSB's roster of stations and station representatives to 105.

▲ Hot-liner Pat Burns has joined the staff of CKGM Radio in Montreal, taking over four hours a day of a dial-in program shared by announcer Gil Christie.

Burns is the controversial open-line broadcaster who left CJOR Radio in Vancouver last March, after his sky-high contract renewal demands were not met. The subsequent furore over the station's hot-line policies, leading to a Board of Broadcast Governors' recommendation for non-renewal of the CJOR broadcast license, revolved around the phone-in programs of two other station personalities.

Geoff Stirling, president of CKGM said his first overtures to Burns were made in October 1964, long before the CJOR controversy developed. "And I listened to 38 hours of his tapes before hiring him," Stirling added.

"Believe me, this show is well controlled," he said - "subject to total control." Among factors helping to make sure the Burns broadcasts don't get out of hand are a seven-second delay on incoming calls,

a producer-moderator team in addition to the operator on the show, and contract provisions that allow CKGM to cut Burns if things go awry, Stirling said.

Burns was apparently recommended to Stirling by a competing Vancouver broadcaster who considered the hot-liner "the strongest personality I have ever heard on the air".

Asked if the Burns show format complies with the new Canadian Association of Broadcasters' recommended procedures for open-line programs, Stirling said, "Basically it complies."

"But we don't agree that you can be thoroughly courteous to all callers. You can be fair to everybody, and you can be objective," as he explained it, but a few hot-line callers don't respond to kid-glove treatment, in his opinion.

Stirling said the Board of Broadcast Governors had no say in his decision to hire Burns - "Burns was not the one responsible for CJOR's troubles."

In a reaction test conducted by CKGM after Burns' first day on the hot-line (August 23), listener comments ran eight-to-two in favor of the open-liner, Stirling stated. He called Burns' work "very effective audio-journalism".

BROADCAST MANAGEMENT CONSULTING SERVICES

B. M. C. S.

General Management

Market & Economic Research

Cost Accounting

Internal Administration

Technical Coordination

Preparation of Briefs

McMaster Avenue Ajax 416-924-3240

Tyrrell and Nadon Announce New Company Name and Contest Winner



Bob Amos (2nd from left) receives cheque at a special luncheon held at the Westbury Hotel, Toronto. Making presentation are (left to right) Cam Logan, Ray Sutherland and John Tyrrell of Tyrrell and Nadon, Broadcast Representatives Limited Toronto.

BOB AMOS of Hayhurst Advertising Co., Toronto, won the TYRRELL & NADON

"Pick-A-Name" Contest with his entry of:

BROADCAST MEDIA SALES LTD.

SAME ADDRESSES TORONTO: Suite 100,
139 Merton Street,
Toronto 7, Ont.

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

SAME TELEPHONE NUMBER 484-0449
V15-2616

**IF YOU WANT
TO REACH
THAT
AFFLUENT AUDIENCE
THE 35'S TO 54'S
YOUR STATION
IN VICTORIA BC.**

is

CJVI

Ask The ALL-CANADA Man

B

More consideration for the discriminating few

CANADIAN BROADCASTER

Editor and Publisher
RICHARD G. LEWIS

Assistant Editor
FRANK KELLEY

Art Editor
GREY HARKLEY

Makeup Editor
BRIAN MACDOUGALL

Secretary-Treasurer
and Circulation Manager
T. G. BALLANTYNE

CORRESPONDENTS

Ottawa
SAM G. ROSS

Winnipeg
WALTER A. DALES

Vancouver
DORWIN BAIRD

New York
LAURETTE KITCHEN

London
WALTER R. WATKINS

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

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

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

CCAB

Typography and Make-up by
Canadian Broadcaster

Radio and television broadcasting are enjoying phenomenal growth as media of mass advertising, and while broadcasters labor tirelessly to improve the selling power of these tools, they may be shutting their eyes to things in the wider field of communications which are going on around them, things which may, in the not too distant future, loom up as serious competitors for the audience they must have to make their advertising effective.

One of these "things" is what is known by the ridiculously un-descriptive name of "Educational" Radio and "Educational" Television.

By this we are not referring to classroom radio or television. What we mean is the serious kind of programming which might be compared to literature—ancient or modern—as opposed to crime, detective and western stories.

It may be said, not without reason, that such publications as *Atlantic Monthly* and *Harpers* in no sense compete with *True Detective* and the "Comics". Actually though this is not correct, for the very elementary reason that one cannot read two publications at the same time.

By the same token, and perhaps even more so, it is impossible to listen to a program of rock-'n'-roll while also hearing a Bach Chorale, or on television, watching a western "horse opera" with one eye and a current affairs documentary with the other.

Advertising, it seems, depends for its effectiveness on large numbers of people. The Bach Chorale's "numbers" may be quite insignificant. But, regardless of their "quality", if you consider the number of new signals which will soon be pumping into each market, (on the remaining VHF channels, and then on the new UHF's when they run out of the former) the dilution of the "popular" audience may be more even than highly significant.

It looked for a while as though radio, through the Frequency Modulation (FM) system, was going to provide a solution, by keeping the "educational" type of programming for this type of radio and leaving the field free for AM to cater to the less discriminating members of the audience.

This has not happened because, by sheer force of economics, FM stations have found it necessary to build audience in order to attract even a minor amount of advertising, and this they have only been able to do by popularizing their program schedules with a pleasant melodic sound, apathetically palatable to almost everyone. This kind of programming is getting absolutely nowhere because

it is strictly "nothing music", scarcely worth the bother of tuning in— or out.

There are steps which stations might take to meet what could develop into a serious economic emergency.

Obviously they could introduce into their schedules more programs on an intellectual level with what is called "Educational" broadcasting. Sponsors would probably holler to high heaven, but we respectfully suggest that, in the final analysis, it would work.

The obvious objection to this is that it would definitely reach a smaller audience, an audience making fewer purchases of mass appeal goods. On the other hand it would reach more buyers of higher priced goods, many of whose manufacturers have never used the broadcast media. In other words, the dollar volume of sales—and surely this is what counts—would come close to making up for the larger number of smaller purchases of the numerically greater "popular" audience.

Let's face it. The broadcast advertising media are not really in the general advertising business. With one or two notable exceptions, they are in the business of promoting the sale of consumer foods, drugs and cosmetics, with a price tag, generally speaking, of not over five dollars per item.

FM, had it developed as was expected—and also a still relatively undiscovered field of serious television—could have met the competition which is sure to come from the between-school-hours broadcasting of the "Educational" stations. In doing so it would have lost part of its audience part of the time. But it would have picked up new audience—from non-listeners-and-viewers, from record players—and these new listeners and viewers would have provided advertisers who had never used the air before, with new prospects and new customers for their higher priced goods.

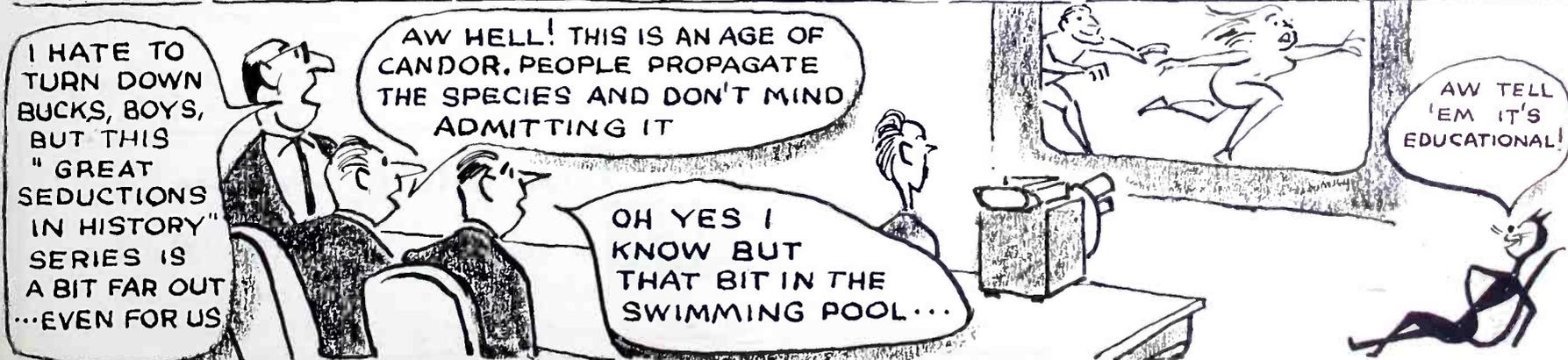
Another thing, incidental to this, is to eradicate the word "educational".

This word has come to take on the sense of "dull"; "stodgy" and "uninteresting", instead of "informative", "elevating" and so forth.

Classical music, the great dramas, historical pageantry, current documentaries are interesting, informative and exciting entertainment forms to those who have sampled them.

Most of those who have not tried them have been scared off because of the stigma which is implied by this unfortunately un-descriptive word—"educational".

RADIO RBS



Dons thinking cap to curb summer slumps

Early indications suggest television's national revenue took another lambasting in the heat of 1965's summer — true to the pattern of previous years — while radio continued its habit of making hay while the sun shone.

For this season, Elliott Research Ltd. figures point to a January-June "start of the summer decline" drop-off in national television advertising expenditures conspicuously lower than last year's 14.0 per cent. But a five-weekend situation in January 1965 tends to minimize the relative drop, says Bob Ogden, Elliott vice-president. He sees no reason to look forward to a significant improvement in the well-established summer tail-off pattern.

And unless all talk of Canadian prosperity in the past few months has been sham, it's reasonable to guess retail sales have held up solidly through summer, in much the same fashion recorded for 1963 and 1964 in the tabulation on the opposite page.

It's an old story — during three of

the economy's most prosperous months, the seasonal flight from television as an advertising medium has been significant to say the least.

Needless to say television has spent several years looking and hoping for an easy answer to the problem of its summer depression. And the solution in sight? Maybe there's none, in the face of TV research statistics that hint at a decline to approximately 22 hours a week of average viewing in summer. (The figure was quoted by a CBC spokesman during August, but was hedged later by an official statement describing the figure as based on a three-year accumulation of limited Nielsen summer survey data — insufficient to reflect a real trend.)

And a recent MacLaren Advertising Co. Ltd. Media Research Department study gives little cause for optimism — it also shows summer viewing to be lagging drastically behind the rest of the TV year. The MacLaren data indicates a drop-off of 43.8 per cent in audiences for television for July-August (1964).

But with increasing advertiser saturation of TV's fall-winter-spring prime time, there's little doubt the television industry will soon be scanning the horizon for new worlds to conquer. And it's a moral certainty that the industry knows which way to turn — toward daytime TV (already reported to be gaining strongly in advertising participation in this country and the United States), and toward the lushest potential Eldorado of all — June, July and August.

Wanted — a summer plan

Several attacks on television's summer problem have been made in the past, and are currently receiving serious attention. They include "deals", extensions of TV station reach, and program experimentation.

The Television Bureau of Advertising has been actively campaigning for adoption of a summer plan by all Canadian TV stations, says Dave Brydson, director of sales for TvB. The summer rate reduction plan usually consists of an offer to give advertisers one free commercial minute for every two paid.

On the face of it, the plan appears to reflect willingness to settle for two-thirds or so of peak winter re-

tried to set up satellite repeaters at resort centres, with the hope cottagers will turn to their TV sets if a good, strong signal can be made available.

But the most interesting summer experiment has been in the programming category. In one recent summer period, CJOH-TV Ottawa apparently decided to put the horse before the cart — try to entice viewers with "all new" summer programs instead of the customary summer re-runs and filler movies. After all, reasoning evidently went, hasn't summer TV proved its ability to win mass viewership with programming — with football and occasional other summer successes?

Result? The CJOH-TV data was never made public, but reliable reports suggested that, in general, the station found its share of the available audience increased, while no overall boost took place in summer sets-in-use for the Ottawa district, as a whole.

Put another way, better summer programming evidently failed to lure new fans to summer TV, although it seems to have attracted viewers from other channels.

MEMO

from the desk of

GORDON FERRIS

to:— Dave Armstrong,
Keith MacKenzie,
CKDA, Victoria B.C.

Your promotions, ratings, and mail pull are spectacular. Never before in Victoria has one station been listened to by so many. Clients are delighted with results in the ever-growing, evergreen market on the shores of the Pacific.

T.G.F.

Radio-Television Representatives Limited

HOMES USING TELEVISION — SEASONAL COMPARISON

	Winter Average Nov. To April Homes Using Television	High Summer July — Aug. % Drop In HUT	Est. for June & Sept. % Drop In HUT
6:00 p.m.	52.8	47.5	39.4
7:00 p.m.	62.4	47.8	40.7
8:00 p.m.	72.2	47.0	44.6
9:00 p.m.	73.5	39.7	32.0
10:00 p.m.	62.7	30.3	23.4
11:00 p.m.	40.1	25.7	17.7

HUT — Homes Using Television

Compiled by MacLaren Advertising Ltd. Media Research Dept.

venues — a condition not much worse than the existing 35-40 per cent winter-summer advertising drop-off rate.

Brydson says approximately 50 per cent of Canada's privately-owned television stations are participating in summer plans.

As another way of fighting back against summer-viewer-desertion, a few TV stations located within hailing distance of holiday areas have

So the key to arresting TV's summer skid (if there is a key) probably lies elsewhere — in a combination of elements or a simple masterstroke yet undreamed of (like arranging for snow, ice and 30-degree temperatures during the June-August hiatus, one far-thinking agency researcher suggested.)

Unpredictable factors

What television can do in the in-

Peter Elliott Services

FIRST in broadcast production assistance,

107 YORKVILLE AVE. TORONTO 5, ONT.

WA. 4-9872

terim, most industry spokesmen agree, is bolster the negligible amount of research being done on the summer period. Unpredictable factors appear to affect TV audiences in summer.

For one thing, the percentage of adult males in the television audience appears to drop — from 33.6 to 31.0 per cent, according to the results of a MacLaren Media Research study. In that respect, the summer trends could be called predictable.

But MacLaren also found a child-viewer drop-off (from 15.5 to 13.9 per cent of audience), and a slight reduction in the housewife's share of the viewing group (38.2 to 37.8 per cent). The "school's out" situation that fails to keep youngsters in front of TV sets has its biggest impact on teenagers, who gain by 3.4 per cent as a proportion of the TV audience.

The MacLaren study is a compilation of winter-summer sets-in-use figures and audience composition breakdowns from available survey data affecting 33 network television programs, and seems to be one of the most penetrating summer studies undertaken in Canada.

The agency's researchers warn that available data was not sufficient to warrant forming any conclusive opinions about summer TV but might serve as an indication of trends in the absence of further information.

Kid shows fare worst

Children's shows took the worst overall licking in the MacLaren figuring *Littlest Hobo*, *Walt Disney* and *Bugs Bunny* were studied and winter-summer household audience losses for the programs came to 63.8, 62.9 and 52.3 per cent respectively.

Median sets-in-use losses on other program categories were as follows:

- Country and country-variety — 31.5 per cent
- Drama

COMMERCIALS GO UNSPONSORED IN U.S.

An American television station has come up with the ultimate in un-sponsorable programming — a half hour consisting of "home viewing of outstanding commercials from the 1965 American TV Commercials Festival."

Fifteen of the festival's awards winners have been assembled into a documentary with comment (on the commercial as an art as well as a selling form) by a station personality.

Festival Director Wallace A. Ross will also appear on the WOR-TV New York production, along with Walter, Weir, president of the West, Weir and Bartel advertising agency, and chairman of the 1965 festival judging panel.

Say You Saw It
in
THE BROADCASTER

- between 35.8 and 36.4 per cent
- Variety — 38.6 per cent
- Comedy — 44.3 per cent

One sport show studied (CBC's *World of Sport*) showed a July-August sets gain of 8.4 per cent.

Surprisingly, *CBC National News* seemed to lose less audience than *CTV News*. Median household loss for the CBC was 25.5 per cent, for CTV 40.8 per cent of winter standard. But CBC's early-evening newscast took a shellacking, and couldn't be properly tabulated because its audience dropped below minimum reporting standards in some instances.

The Sunday night version of CTV's network news actually showed a small gain of two per cent.

Taken as a program category, news suffered a median sets-in-use loss of 40.0 per cent (included were *Viewpoint*, *The Nation's Business* and *CBC Newsmagazine*, along with regular newscasts.)

Theories that argue for a difference between city and country summer TV habits don't receive any backing from the MacLaren study. In light of the theory, the totally-urban CTV network ought to display a distinct pattern of summer tuning loss — as compared to the CBC network with its many small-town stations.

But CTV's median sets-in-use decline was almost identical with the CBC's 40.8 per cent overall drop — if anything, a point or two lower.

The only supposition supported by the study is one that appears to have become almost axiomatic in the advertising agencies — that winter-summer audience loss in the after-nine time period is less severe than for six to nine o'clock in the evening.

Median household loss on network programs scheduled after nine was 32.1 per cent, the study indicated. Before-nine audiences declined between 45.0 and 48.9 per cent.

Ratio of TV-Radio summer spending and retail sales to rest-of-year average

	1964			1963		
	Summer Retail Sales	Summer Television Advertising	Summer Radio Advertising	Summer Retail Sales	Summer Television Advertising	Summer Radio Advertising
Grocery, combination store, and other food and beverage stores	+0.5			+3.3		
Foods and food products	-41.4		-14.9	-37.6		-10.1
Confectionery, soft drinks	-41.1		+101.6	-29.3		+164.9
Laundry soaps and household supplies	-39.0		+42.3	-43.8		+6.7
Brewers and distillers	-7.3		+54.8	-19.9		+54.0
General, department, variety and furniture, appliance and radio stores	-7.2			-5.4		
Home furnishings and entertainment equipment	-82.9		-79.7	-86.9		-70.3
Household appliances	-76.9		-66.5	-23.2		-53.9
Smoking supplies	-54.2		+10.0	-21.1		+9.9
Sporting goods, toys, cameras	-73.8		+568.5	-64.7		+622.7
Motor vehicle dealers and garage and filling station sales	+5.3			+4.1		
Automotive		-41.6	+48.4		-41.6	+47.1
Men's Women's and family clothing stores and shoe stores	-7.4			-4.4		
Apparel and drygoods		-61.0	-50.0		-69.2	+38.9
Hardware stores	+10.8			13.8		
Paints and hardware		-18.0	-65.6		-40.3	-69.1
Lumber and building material stores	+19.8			31.8		
Building material		+40.5	-5.9		-8.2	29.1
Heating equipment						
Fuel Distributors	-65.1			-65.0		
Public utilities and household fuels		-79.9	+19.9		-69.1	+49.9
Drug stores	-3.6			-4.2		
Cosmetics, drugs and medicine, toiletries		-33.1	-17.6		-17.5	-4.4
Jewellery stores	-17.0			-13.8		
Jewellery, silverware, china		-70.7	-48.2		-97.7	-11.3
Financial and insurance		-53.0			-53.1	-8.6
Garden and farm chemicals and pet supplies		-1.3	-16.9		-49.2	-61.1
Industrial and commercial		-9.8			-49.1	-0.4
Machinery and farm equipment		-31.1			-32.8	
Periodicals and publishers		-26.9			-73.2	-59.1
Travel and hotels		-35.5	-63.7		-41.5	-53.6
Total, all categories	+0.3	-40.4	+9.8	+2.0	-35.6	+14.5

Note: Summer — June, July, August

Source of Retail Sales Statistics — Dominion Bureau of Statistics, catalogue 63-005

Source of Television and Radio Advertising — Elliott Research Ltd. "National Advertising Revenue by Media" (includes revenue from broadcast time sales only.)

YOU CAN'T BEAT THE FLEXIBILITY OF SPOT TELEVISION

It sometimes makes the big difference on a successful campaign. These stations recognize the value of promotion and they know how to make it work for your products. When planning your next campaign be sure to include these stations because you can depend on the proper support.

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

PAUL MULVIHILL & CO. LIMITED · Toronto · Montréal

Rothmans of Canada plunge into television production

ROTHMANS OF Pall Mall Canada Ltd. has become the second major Canadian advertiser in the past year to plunge directly into the television program production field with a new *Micheline* show that takes to the airwaves on CBC Television's French Network September 10, in the 10:45 - 11:00 pm time slot.

(British American Oil Co. Ltd. jumped into production earlier with *Musical Showcase* this spring.)

The Rothman show stars Micheline Bardin, a 35-year-old singer-dancer sensation in French Canada for the

last four years. Micheline first came to North America in 1958, to star in the Broadway production of *Irma La Douce*. She got sidetracked by temptation in the beckoning form of the Metropolitan Opera, and became prima ballerina at the Met for 18 weeks. In the interim *Irma* went on, and on, without her.

Her new Rothmans King-size Filter program is an elaboration of a 1963-64 production sponsored by Rothmans, but produced by the CBC. David Broome, the cigarette company's advertising manager, offers

a patently simple reason for reclaiming Micheline - "We've got further since we've had her than we ever did before," he says.

Concert and night club commitments forced Miss Bardin to drop the CBC television program last season, but Rothmans wasn't ready to let go that easily. Broome says, "Last year we took the complete plunge and decided to project the King-size Filter campaign entirely through Micheline. We developed four commercials using her and an extremely popular jingle."

The concept proved so effective that when Micheline became available again this season, Broome says, "We decided, let's do the program the same way." As a result the program, "ties in Micheline with our product much more closely."

Don't just produce - promote

Broome apparently approached the CBC early in April on the subject of recapturing Micheline. The decision to go it alone came later.

"It's going to be an expensive program," he explains - "50 per cent

higher in cost than the previous production. It will also be the only independently produced show on the CBC French Network, and it's going on 13 television stations, including one in Moncton and one in Winnipeg."

"Besides this, it will have a very strong merchandising and public appearance campaign behind it." (Point of purchase displays? 230,000. Public appearances? Micheline drew 12,000 to Quebec's Coliseum for one performance a couple of years back.) Broome's theory is that "you don't just put a TV program on the air. You promote it, seek to get involvement."

The format of the 39-week show is hung on location shooting and a roster of name guest stars. Sites chosen so far include botanical gardens, the streets of old Quebec, a swimming pool at La Martinique Hotel, and other resort hotels in the Laurentians. (Miss Bardin worked the ski lodges as a nightclub entertainer for two winters.) Other likely possibilities - Blue Bonnets race-track and a rock quarry near Quebec City, for a "big Greek show", as Broome calls it.

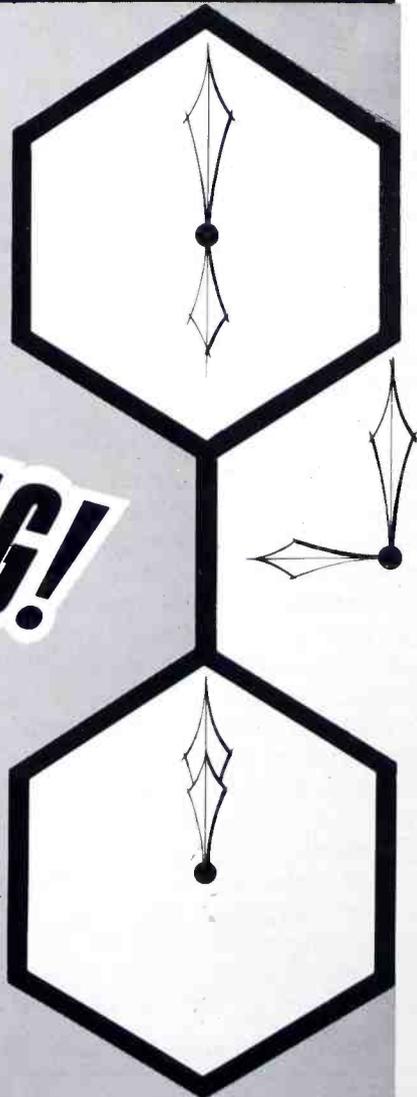
RADIO NEWFOUNDLAND

VOCM · **CK**CM · **CH**CM
 59 10,000 watts 62 10,000 watts 58 1,000 watts

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



HI! I'M GARY PARKHILL
 I'M NEW AT 'OC' EVERY
 MORNING FROM 6 TO 9!



GREAT DAY in the MORNING!

... I'M JACK STEPHENS,
 HOST OF THE COFFEE CLUB,
 WITH 8,000 MEMBERS
 9 TO NOON DAILY



ELEVEN FIFTY-CKOC HAMILTON

P&G CUTS SEX SHOW

Canada has apparently struck back at the "sex-and-violence drain" as represented by United States television programs imported to this country.

It's reported that Procter & Gamble Ltd. pulled its sponsorship out of one episode of a Canadian-made soap opera showing on NBC television stations in the U.S., "because it deemed a scene too sexy for identification with a P & G product."

The withdrawal evidently concerned a July 20 episode of *Moment of Truth*, produced by Robert Lawrence Productions Ltd. of Toronto and also shown on the CBC Television Network.

The questionable scene consisted of a seduction sequence climaxed with a blackout.

Undaunted, P & G is said to be planning to up its participation in the show from four to five minutes a week, beginning this month.

"This time we're getting much deeper into the concept of variety entertainment," Broome says. "Guests (like Michel Conte, Claude Gauthier) bring out the best in Micheline."

Flow with the show

King-size Filter commercials in the program are to be worked as much as possible into the flow of the show, using Micheline, and will apparently be trumped on hard to keep them down to approximately two minutes of each quarter-hour - in keeping with the "class" image Rothmans hopes to cultivate.

Broome feels the CBC would gladly have snared Micheline for itself, "but the reason we're willing to pay more money to do it ourselves is so we can control the program."

Could run year-round

There's a strong possibility the show will be extended from the scheduled 39 weeks to run through the summer next year, becoming a year-round feature. (Rothman's evidently has an option on Miss Bardin's services for the 1966-1967 season.)

The company has no immediate plans to duplicate the U-own programming idea in the English market at present, Broome says, largely because no suitable vehicle is in sight.

In fact Broome notes that Rothman's continued all-out participation in *Tides and Trails*, a successful cigarette-seller in the Western Canadian market, is in grave doubt because the show has expanded (largely at Rothman's instigation, Broome admits) to the point where it's getting too rich for the company's blood.

Similar complications apparently aren't envisaged for the *Micheline* program.

"Rothman's King-size is the largest seller in the French Canadian market, Broome believes. (He admits the company's Craven A brand runs King-size a tight race.) "Anyway if it isn't right now, it certainly will be by the time the *Micheline* show gets well underway."

The program is being produced for Rothmans by Barded Enterprises Ltd. and Editel Ltd., both of Montreal.

Following is a list of the stations carrying *Micheline*: CBFT-TV Montreal, CBOFT-TV Ottawa, CHLT-TV Sherbrooke, CKTM-TV Trois Rivières, CBVT-TV Quebec City, CKRT-TV Rivière-du-Loup, CKRS-TV Jonquière, CJBR-TV Rimouski, CKBL-TV Matane, CKRN-TV Rouyn, CHAU-TV New Carlisle, CBAFT-TV Moncton, and CBWFT-TV Winnipeg.

Say You Saw It in
THE BROADCASTER

Then there's the bridge-player who wanted to review the bidding - with the original intonations.

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

A
"Mad Capp" *//
look
at
CFQC

JIM McCRORY



WEATHER RADAR

Weather radar was recently added to the news facilities of CFRB Radio in Toronto at a cost described as between \$11,000 - 12,000 by station newsman Bob Hesketh, who includes weather in his other duties.

At present the Decca radar set is being used to blanket a 48-mile radius from atop the 23-story Procter & Gamble building in central Toronto housing CFRB's new studios. Potential range of the set is put at 68 miles.

Hesketh says the weather staff is still learning how to interpret the blips, puddles, blotches and other phenomena of the radar screen, and he adds, "The value of the thing is to plot which way weather is moving and how quickly, in the Toronto area."

In particular, at one Jim McCrory, CFQC's jovial afternoon man who keeps the housewife's dial set at 'QC by dint of the type of music she likes plus the give-aways, contests, community announcements and special entertainment features that she enjoys most. A CFQC radio afternoon means an afternoon with Jim McCrory, 12 noon to 3:00 p.m. Monday through Friday.

To please the ladies is a most important endeavour for any radio station, since the ladies listen all day and since their buying decisions are influenced by their favourite station. In Saskatoon, that's CFQC, thanks to popular Jim McCrory. Only one facet of the way in which 'QC leads the community. Shouldn't it be part of your western media plans, always?

*Sketch of Jim by our own "Mad Capp" 'QC staff announcer Barry Bowman who doubles as a very talented artist. Typical of the myriad interests of each CFQC staff member, all of them with much to offer the station and the community.



radio saskatoon

2

CKCO-TV KITCHENER

BETTER PROGRAMS
BIGGER AUDIENCES
BEST RESULTS

Your Hardy Man has all the Facts



HARDY RADIO & TELEVISION LIMITED

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

PLAYING THE SHORT GAME

SOME SALESMEN are so dazzled by success stories that they confuse wishing for success with success itself.

If they aren't making \$100,000 in their first year of selling they consider themselves failures. Their idea of success is the big jump — the overnight transformation into a big ticket man.

Now there is nothing wrong with the success story. It's part of the American tradition. Furthermore, the success is generally merited. Chances are good that a \$100,000 a year salesman is worth every penny he makes.

But what the wishful thinkers fail to grasp is how the successful man got that way.

The top producer is a man who has learned his craft in stages, who through the years carefully built up his reputation and customers, and who, day-by-

day, developed the fine points of selling. No miracle was involved. The same road is open to anyone who will concentrate

usually landed into the rough. I concentrated strictly on the 250 yard drive. Nothing else would do.



This is the twelfth in a series of 24 articles on "Smooth Selling" written by George N. Kahn, who heads up his own firm of marketing consultants in New York. He is the author of the recently published "The 36 Biggest Mistakes Salesmen Make And How To Correct Them." His articles on selling have appeared in several publications including "The Harvard Business Review", "Sales Management", "Industrial Marketing" and "Printers' Ink."

I was dubious but I gave the idea a try. I focused on the short shots — 30, 40 and 50 yards. At the same time, I worked on the finer points of the swing — proper balance, keeping my head down and my eye on the ball. I was not concerned with distance but only with a good swing. In a few months my game improved tremendously. I became known as a deadly man in the short game.

There is an important lesson for salesmen here. You must develop the fine points and techniques of selling before you can climb into the higher income bracket.

Some of you may say:

"I get paid on orders only. Never mind the fine stuff."

The fine stuff is the essence of your selling. Without it, you are a mere visitor in a prospect's office. Your sales talk and presentation should be tailored to the buyer and his needs. To paraphrase that golf pro:

A big order is one that got in the way of a perfect salesman.

The sale isn't assured just because you brought a body and a pencil into the prospect's office. He isn't that impressed by your appearance, however pleasing it might be. You have to sell him and the only way to do this is by expertly and knowledgeably bringing him to the buying point — by arousing his interest to fever pitch. He must be apprised of all the benefits of your product or service.

How do you accomplish

on perfecting his techniques to a razor-fine edge.

Golf Lesson

When I first started playing golf, my objective was to try and knock the cover off the ball. I took mighty swings, but it was largely wasted effort; the ball

One day in the clubhouse I casually picked up a book written by a famous golf pro. One thing he said caught my eye:

"A well-hit golf ball is one that got in the way of a perfect swing."

Form and discipline, no brute strength, was the mark of a good golfer, he explained further. He added that if a player hit a ball fifty yards right down the middle, he would accomplish his purpose.

NEW PRESIDENT

Dave Gillespie, for the past 18 months executive vice-president of Baker Advertising Agency Ltd., became president of the 55 year old agency this week. He has been with Baker five years and rose to his new eminence via the media route. At 32, he is probably the youngest agency president in Canada.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

"I don't want to be a millionaire," philosophizes Toots Shor, "I just want to live like one."

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

Radio-Nord, Inc.

Selling Gasoline?

Did you know that over 150 service stations have sales in excess of \$8,000,000 annually for service to 38,500 automobiles?

Radio Nord is the only daily medium covering Northwestern Quebec

CONTACT

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

this? A step at a time. Short swings. A well-organized presentation covers each point in turn, each time making sure the prospect understands you. Try and get his signature on an order blank without groundwork and you'll lose him — perhaps forever.

Facts — Not Fast Talk

A smoke screen of fast talk and intemperate boasting will never disguise a weak sales talk. Give the prospect facts and more facts. And do it in stages. Keep your eye on the main chance, of course, but don't let it blind you to the necessary steps to victory.

Al Ludlowe, a swimming pool salesman, is one of the biggest earners in his line because of his thorough, analytic approach to his job. He has studied

landscaping and architecture and can discuss them fluently with esthetic-conscious prospects. He has delved so deeply into the problems of health, sanitation and safety that he could qualify as an expert. And he can render an estimate almost to the dime.

In his interview, Al covers each subject at a time. He sits down with the prospects and outlines in detail every aspect of owning a pool. His approach isn't hard sell or soft sell. It's simply intelligent. As a result, his customers are *his* salesmen.

"All this may take weeks," Al told me. "But I'm not selling popcorn. A pool is a big purchase and the prospect has every right to be fully informed of all the facts."

Voice Control

The "practice swings" of a salesman should include voice control.

This is one of the fine parts of selling mentioned a moment ago. Train your voice so that it helps you make the sale. The man who constantly yells in the prospect's ear accomplishes as little as the salesman whose voice never rises above a monotone.

A great criminal lawyer I once heard could play on a jury like a violin because he knew the power of a controlled voice. He began his remarks with a whisper that reached a roar at

Continued on page 12

TO ORDER REPRINTS

Reprints of this series come in a four-page format, three-hole punched to fit an 8½ x 11" binder, each reprint including a self-evaluation quiz. Prices are

- 1-9 copies (each article) 50¢ ea.
- 10-49 copies (each article) 37½¢ ea.
- 50-49 copies (each article) 30¢ ea.
- 100 or more (each article) 25¢ ea.

- You may preorder the entire series, or individual articles. Each in the series is numbered. Order from George N. Kahn Co., Inc., Sales Training Div., Dept. CP, Empire State Bldg., 350 Fifth Ave., New York, N.Y., 10001.
- 1.) The Salesman is a V.I.P.
 - 2.) Are You a Salesman?
 - 3.) Get Acquainted With Your Company
 - 4.) You're On Stage
 - 5.) You Can't Fire Without Ammunition
 - 6.) You Are a Goodwill Salesman, too.
 - 7.) Closing the Sale
 - 8.) How to Set Up an Interview
 - 9.) Resting Between Rounds
 - 10.) The Competition
 - 11.) Taking a Risk
 - 12.) Playing the Short Game

HOYLES, NIBLOCK AND ASSOCIATES

CONSULTING BROADCAST ENGINEERS and ATTORNEYS

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

1234 MARINE DRIVE
NORTH VANCOUVER, CANADA

THE FRENCH VOICE
OF THE OTTAWA VALLEY

RADIO

CKCH

HULL OTTAWA

Representatives:

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



OUR CAMERAS WHERE PEOPLE WANT THEM...

your
advertising
where people
see it!



CFCM-TV * CKMI-TV

Télévision de Québec (Canada) Ltée.

SEE HARDY TELEVISION, MONTREAL, TORONTO

the proper moment.

Here are some points to remember in voice communication:

1. Speak clearly and distinctly. The most exciting message in the world will be meaningless if your listener can't understand it.

2. Don't make speeches to prospects. Rather talk to him as a counsellor and friend. Keep your voice warm and friendly. Bombast won't sell your product.

3. Talk at a fairly rapid clip, but not too fast for the prospect. Pause every few moments to see if he is keeping up with you.

4. Get some variety in your tone. Don't drone on at the same level. This will induce sleep not buying.

5. Be authoritative. If you are selling, sell with firmness and conviction in your voice. Nothing is easier to spot than insincerity and lack of belief in a salesman's presentation.

When You Don't Know - Ask

A salesman, no matter how well prepared, cannot know everything when he calls on a prospect. Another of the fine points of selling is to learn to probe the buyer for any information es-

sential to getting the order. This way, the seller can discover what the prospect's needs are and what are his likes and dislikes.

Besides, the buyer will appreciate being allowed to get these things off his chest. These questions also give the salesman a chance to slip over some of his main selling points. Sooner or later the prospect will pose a query that will give the salesman a chance to really drive

Coming next issue

"Selling An Idea"

An anecdote, joke or just casual conversation will help break the ice with a prospect. Don't plunge into your sales talk without warming the buyer up. Try and think of something that will dispose him toward you.

home his main argument.

And don't worry if the conversation occasionally gets sidetracked. An informal chat about trivial things may have dividends not immediately apparent, but nevertheless real. These excursions establish an intimacy, a rapport with the prospect that may otherwise take years to create.

Jerry Gibbs, a machine tool

salesman, once took a sales trainee along on a selling trip.

In one office, the young man was dismayed by a seemingly endless chat Jerry had with a prospect about water skiing. Both were enthusiasts.

As they were driving away two hours later, the trainee was asked if he had any questions.

"Just one," the new man said, "what was the point of that bull session with the guy back there? He didn't give you an order."

"That's right," Jerry agreed, "but there is one thing you don't know. That man is one of my biggest customers - about \$50,000 a year. When he feels like talking I talk. He's liable to call me on Monday and give me a whopping order. He's like that."

The trainee did not realize that Jerry had developed the art of conversation to a fine art - one that made him a top earner.

Many Chances For Artistry

I've noted the acquisition of some of the finer points of selling, but actually there are many more. I mean step-by-step ways to improve yourself and become a polished salesman.

There is appearance, for example. Clothes may not make the salesman, but they go a long way to creating a good impression on the buyer. Take pride in your apparel and wear clothes that will enhance you and your firm.

The proper handling of a demonstration is another skill that aids your cause. A few practice sessions at your home will do wonders to iron out the wrinkles in your demonstration.

Managing your schedule and bookkeeping is still another technique that will keep you ahead in the selling game. So is a complete knowledge of your product.

To make the golf analogy again, these are "short shots in golf." But they are vital if you ever hope to be a successful salesman. Pick up these arts and you can join the big producers.

A short game will win for you in the long haul.

Try this little exercise to see if you are learning selling's fine points to prepare yourself for top earnings. A score of seven "yes" answers will be fairly substantial evidence that you not are stagnating:

- | | |
|---|--------|
| 1. Do you see selling as a learning process? | YES NO |
| 2. Do you believe the really top salesmen honestly deserve their rewards? | |
| 3. Can you learn from a prospect who turns you down? | |
| 4. Do you ever evaluate your performance after you have seen a prospect? | |
| 5. If the evaluation is unfavorable to you, do you do something about it? | |
| 6. Have you learned something new about selling in the last two weeks? | |
| 7. Are you conscious of your voice during your sales talk? | |
| 8. Are you conscious of your appearance all the time? | |
| 9. Do you feel failure in selling is more than "bad luck" most of the time? | |
| 10. Are you keeping a progress chart on yourself? | |

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

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

An optimist is somebody who cannot possibly have read the front page of any newspaper for the past three years.

"ACTION STATIONS!"

CFCN

RADIO-TV CALGARY

at your SERVICE

COMPLETE PROMOTION PACKAGES FOR BROADCASTERS

Contests Associates

PRIZE BROKERS

10 Castleknock Rd., Toronto. HU. 8-8601

MARKET RESEARCH - GUIDEPOST TO SOUND MANAGEMENT

ERC

ELLIOTT RESEARCH CORPORATION LIMITED

TORONTO - 840 Pape Avenue, 463-1143
MONTREAL - 3280 Bernardin St., RA. 8-5360

SKY-HOOK

Construction Limited

All types of Tower and Antenna Installation and Maintenance

138 Sorauren Ave. Toronto 3
Phone 536-7201

XEROX COPIES

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

WHILE YOU WAIT

Broadcaster Office, 217 Bay St., Toronto 1.

T

A

S

Telephone Answering Service

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

Phone for Booklet in

Toronto 924-4471	Montreal UN. 6-6921
---------------------	------------------------

THIS SPACE

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

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

a market to be reckoned with!



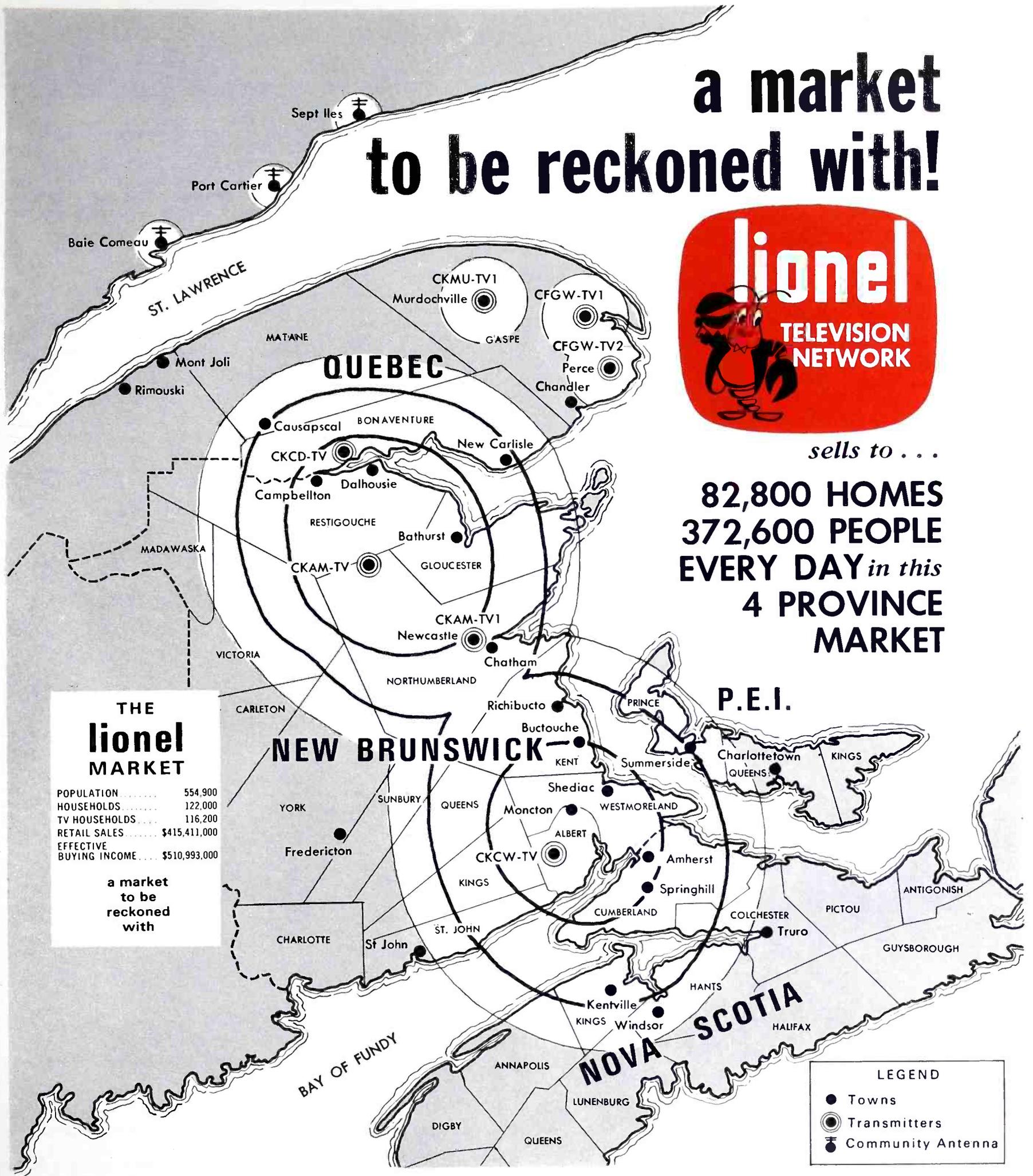
sells to . . .

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

THE lionel MARKET

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

**a market
to be
reckoned
with**



MONCTON CELEBRATES ITS 75TH. BIRTHDAY WITH A BOOM!

Moncton has long been the hub and distribution centre of the Maritimes. Now - 75 years young - it is also the centre of a tremendous industrial expansion. "This is a period", says Premier Louis J. Robichaud, "of prosperity for our province and people, and profitability for the promoters of industry". In 1964, new construction alone amounted to \$234 million, & included a \$29 million smelter to complement extensive mining

operations; establishment of a chemical industrial park; construction of Canada's newest newsprint mill; and a number of new manufacturing plants came into production. Work is now underway on Atlantic Canada's largest hydro-electric project. So Lionel DOES sell in "A Market to be Reckoned With", and advertisers using the Lionel Television Network will share in the prosperity of the booming NEW New Brunswick.

LIONEL TELEVISION NETWORK

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

OVER the DESK

A news service from Ottawa, with voice, film and all the trimmings for a limited number of television stations is already in operation, with 26-year old Paul Taylor at the helm.

Working completely on his own, independent of any network or other organization, Taylor is already feeding his stories and film to CHCH-TV Hamilton. He is also about to feed CHAN/CHEK-TV Vancouver-Victoria. He is also servicing CHFI-AM-FM, Toronto on the radio side.

Taylor, who dropped into the office on his way to Vancouver, to cover the speeches of the Prime Minister on his way to the west coast, works on a per-assignment basis, furnishing interviews with local members from the Hill and his

own reports on their activities in and about the House.

"With a limited number of subscribing stations, I can cut camera costs by as much as 50 per cent", he told me, and maintain a full-time camera crew on the Hill, on an extremely economical basis.

Taylor has a background in news broadcasting going back over the past three years. He covered the Prime Ministers' Conference in London for CKGM Montreal, CKPM Ottawa, CKWW Windsor and the Westinghouse network in the United States. He also filed his stories on the 1963 TCA crash outside Montreal, the St Vincent de Paul prison



riots and the separatist uprising in the spring of 1963. He also worked on the script and production of *Canadian History Makers '64*, first of an annual series of long play recordings produced by Geoff Stirling Productions at CKPM, Ottawa.

Since moving to Ottawa in June 1964, Taylor, whose mother tongue is English, has done commentaries in French on a number of CBC programs. Day in and day out though he has sat in the Press Gallery, covering the day-to-day routine affairs of our government, with time out for such shenanigans as the Great Canadian Flag Debate, the Dorion fracas and the eternal Tory leadership crises.

Taylor has bought a house for his wife, Susan, and two sons, Mark (16 months) and Alex (2 months) in Ottawa's Rockcliffe Park. He is tackling his by no means easy, self-imposed, continuing assignment with a stoic determination to put it

over, and on first impressions I am inclined to think he will. At any rate he displayed a good measure of this quality by buying a three year subscription to this paper. Or perhaps his greatest trust was in us.

Stay In School

For the third successive year, Northern Broadcasting Ltd. is running its saturation radio spot campaign on "The Ontario Five" — CKWS Kingston, CHEX Peterborough CJKL Kirkland Lake, CKGB Timmins and CFCH North Bay, in which business leaders urge youngsters to return to school.

Each VIP provides and records, at Dominion Broadcasting Co. studios, (for the price of the tapes), his own one-minute-plus spot, and these are played over and over on the Northern stations.

Through an arrangement with the CAB Program Exchange, tapes are made available to other stations, and at the time of writing, Gerry Acton, manager of the Exchange, reports that around fifty radio stations have requested them.

Eight new names have been added this year, including:

Arthur Beeby, president, Salada Foods Ltd.; Norman Bosworth, vice-president and general manager, Canada Dry Ltd; J. I. Brent, president, International Business Machines Co. Ltd.; E. K. Brownridge, president, American Motors Canada Ltd.; Donald Carlson, secretary, Ford Motor Co. of Canada Ltd.; Foster Hewitt, president, CKFH, Toronto; Roderick Pringle, vice-president Corporate Relations, Shell Canada Ltd.; George Williams, president, Procter & Gamble Co. of Canada Ltd.

Repeat performers from last year are:

Ralph Hart, manager marketing services, Lever Bros. Ltd.; William Inch, advertising services manager, General Foods Ltd.; Joseph Jeffery chairman, London Life Insurance Co.; A. G. Mackie, manager public relations, Abitibi Pulp & Paper Co. Ltd.; George McCall, president Christie, Brown Ltd.; W. E. McLaughlin, chairman and president, Royal Bank of Canada; Ralph E. Sewell, president, Coca-Cola Ltd.; J. H. Smith, president, Canadian General Electric Co. Ltd.; Lord Thomson of Fleet; E. H. Walker, president, General Motors (Canada) Ltd.; Kenneth Winter, vice-president Canadian Kodak Ltd.; J. P. Wolfe, president, Nestle (Canada) Ltd.

And now, I'll never make my class on time unless I wind this off, so buzz me if you hear anything.

Jack Benny

A LEADING ALBERTA RADIO STATION REQUIRES ANNOUNCER

Exceptional opportunity for top-rated disc-jockey personality to handle top-quality country music show. Permanent position, excellent salary and benefits. Applicants are invited to furnish complete personal resume and character references direct to:

NATTALL & MALONEY LTD.
8227 ELBOW DRIVE,
CALGARY, ALBERTA



BUSINESS OPPORTUNITIES

Why doesn't someone open a store somewhere on Advertising Avenue, with a sign in the window reading: "Hats re-blocked to fit any promotion."

AUDREY STUFF

Then there's the gal who was so dumb that, when someone said the word "sugar" was the only word in the English language where an initial letter "s" was pronounced "sh", she asked demurely, "Are you sure?"

STYMIED

Just met an aspiring journalist who wanted to write an editorial on freedom of speech but couldn't think of anything to say.

PAN MAIL

Sir: Your column reminds me of what Webster must have had left over after he'd finished proof reading his dictionary.

A. Critic

ROSES ARE RED

We are reliably informed, that a dry run for a live color show was all goofed up when, instead of using ketchup, they splattered the victim with steak sauce.

HIND-SIGHT

Everyone was wildly excited when they made him president of his company, except his old mother, who wryly commented, "Shucks! If I'd known he was gonna do that, I'd have sent him to school."

FORESIGHT

If you can't take it with you, I'm not going.

-:Attributed, among others, to Jack Benny

SUCCESS STORY

These days you don't have to be a wonderful orator to succeed in politics. What you do have to do is to time your speeches so that they will make the eleven o'clock news.

POET'S CORNER

There was an announcer named Hoare,
Whose commercials plugged products galore.
He sold pill after pill,
But his ratings were nil,
For they'd all hurried out to the store

WANTED

Ready for move to the big city? Here's an unusual opportunity for a talented, professional broadcaster.

Send tape and resume immediately, to:

Box A-822
Canadian Broadcaster
217 Bay Street, Toronto 1.

WANTED

Good versatile announcer for middle of the road programming. Starting salary \$500. for right man. Send tape and resume to:

Box A-820
Canadian Broadcaster
217 Bay Street, Toronto 1.

We Have Openings

for

- Bilingual Announcer
- Newscaster

Please send all particulars: tape, resume, etc.

Casimir G. Stanczykowski,
President & General Manager
THE STATION OF THE YEAR

RADIO 1410

CFMB

THE GOOD MUSIC STATION

2015 Drummond St.,
Montreal, Que.

CKGM led police in international manhunt for Lucien Rivard

ON THE EVENING OF MARCH 2 this year, at 8:53 pm, CKGM Radio's news department accepted a tip from a consistently reliable informer, and broke one of the year's most startling news stories to shocked Montrealers. The story hung on newspaper front pages for five solid months, and CKGM made it a crusading policy to stay with developments to the end.

The story? It was Lucien Rivard's sensational escape from Montreal's Bordeaux Jail.

CKGM was apparently first to broadcast the story, which touched off one of the biggest international manhunts in recent years. But here's the tale in the station's own words:

"Shortly after Rivard's jailbreak, CKGM News Director Bob Holiday decided to find out how intensely Canada's law enforcement agencies were searching for the elusive Lucien. The news department began to make a series of calls to thirty-two major North American police departments.

"In virtually every case, the out-of-town police were either totally unaware of the escape, or grossly underinformed. CKGM immediately provided the departments with complete information on Rivard, and within two days the station's endeavors were quoted in the House of Commons by NDP leader T. C. Douglas.

"Following this, the RCMP quickly followed up and distributed wanted bulletins throughout the continent.

"CKGM also contacted Interpol. Like the other police agencies, the international crime-fighting unit knew little about the affair. Even the Federal Bureau of Narcotics in the United States, and the Federal Customs, were unsure.

"However, due to the efforts of CKGM, Canadian law agencies gradually acted on the Rivard problem, and circulated information.

"Following the arrest of George Lemay, a confederate of Rivard's in the jail escape, a CKGM staff member rushed to the scene in Miami and attempted to trace the whereabouts of Rivard. This was only one example of CKGM's extra activities with regard to the case.

"Because of these activities, and

constant reminders of Rivard's absence through CKGM editorial comment and news speculation, it was natural for the station to become strongly identified with the case in the minds of Montrealers. So it was no surprise that when Rivard was recaptured near Montreal, CKGM was first to be contacted by a Canadian eyewitness to the event.

"At 5:40 pm on Friday, July 16, Robin Burns, an eighteen-year-old sailing instructor at the Woodlands Recreation Association in suburban Montreal called the station and spoke with Bob Holiday.

"He calmly and accurately described the events of the past few minutes at Woodlands . . . the quiet invasion by RCMP, Quebec Provincial Police and Montreal police . . . a slight scuffle at a summer cottage . . . and the astounding news that at last Lucien Rivard had been retaken, just a few miles away from the prison he had left.

"News chief Holiday admits his first reaction to the call was that it was another crank on the line. However after Burns fully identified himself, and gave permission for his name and place of employment to be used, Holiday felt the call was genuine.

"After he and newsman Vince Gallant had fully checked the call, and confirmed Burns' sincerity, they decided to use the story on the air. They taped an actuality description by Burns, prepared a lead story, and broke the news - the eyewitness account - at 6:00 pm.

"By 6:15, while the station's news broadcast was still on the air, confirmation of the recapture was given by the RCMP.

"Although CKGM could have aired the story before the 6:00 pm news, it was held back until the report was confirmed as thoroughly as possible, in keeping with Holiday's policy of letting nothing go on the air unless it's checked out com-

**ELDER ENGINEERING
LIMITED**
•
**BROADCAST CONSULTANTS
FOR AM, FM AND TV**
•
**BOX 10 KING CITY ONTARIO
PHONE: (416) 833-5141**



"For his quick action, Burns received a CKGM news award of \$100."

pletely.

"At 6:30 pm, on Holiday's half-hour *Hot Line* portion of the station's major news round-up, he discussed the story with Montrealers "live" on the air, and broadcast their reactions to the entire sequence of the Rivard affair.

"Meanwhile in the newsroom the phone lines were also in action supplying detail of the recapture, this time in response to calls from major stations in almost every Canadian market. CKGM was quoted on

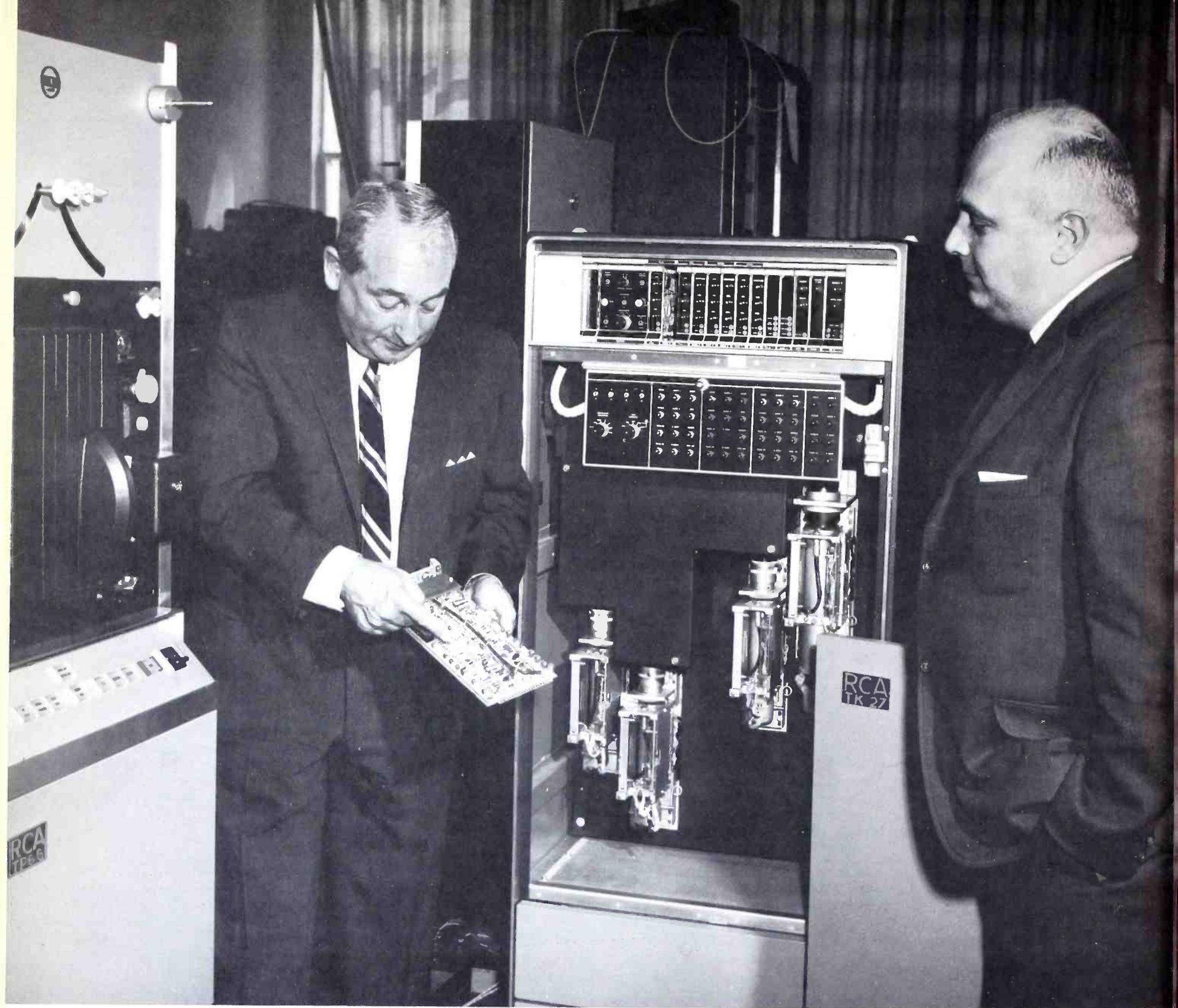
the Broadcast News service, and was soon recognized as the natural station to tell the story throughout Canada.

"Even KGWS in Laredo, Texas - where Rivard finally underwent trial - was on the phone with the station news department.

"Throughout the evening and weekend, Holiday and Gallant worked on further developments, including denials of reports that Rivard had escaped again, or committed suicide."

"ACTION STATIONS!"

CFCN RADIO/TV CALGARY



Color TV Comes to Canada

First shipment of color television equipment for broadcast use in Canada is inspected on arrival at RCA Victor plant, Montreal, by engineering specialists, E. W. Miller and Ross Curtis. This TK-27 film camera and associated equipment will supply closed circuit color

programming at Canadian National Exhibition prior to delivery to a private station. Up to August 1, orders have been received for similar "NEW LOOK" color film equipment from CFTO-TV, CHAN-TV, CFPL-TV, CHCH-TV, and CKSO-TV.



RCA VICTOR COMPANY, LTD.

Technical Products

1001 Lenoir St., Montreal 30, Que.

T H E M O S T T R U S T E D N A M E I N E L E C T R O N I C S