

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



A couple of years ago a singing nun was the current recording sensation. Now CFCF-TV has introduced a singing priest, Father Columba McManus, appearing in periodic specials telecast by the station throughout the fall-winter program schedule.



The Canadian Broadcast Executives Society Board of Directors and Executive - 1965-1966. (Front row, l. to r.) Ernie Towndrow, Alex Stewart (Secretary-Treasurer), Gordon Ferris (Vice-president), Douglas Breithaupt (President), Douglas Trowell (Vice-president), Frank Buckley (Vice-president), and Bob Simpson. (Back row, l. to r.) John Malloy, Dick Misener, David Broome, George Ralph, Don Hartford, Syd Perlmutter, Tony Pitt, Harold Moon. (Absent) Bill Vanderburgh (Past President), Dennis Whitaker (Honorary Vice-president), Ed Lawless (Honorary Vice-president), Gaston Bélanger, Don Brown, Ted Hough, Don Lawrie.



Broadcaster involvement with the arts is typified by the work of Bill Bellman (r.), president of Vancouver radio station CHQM, on behalf of Ballet British Columbia, a professional dance company formed to tour 52 B.C. towns and cities during 1966. Mrs. J. V. Walsh (centre) is a member of the ballet company's board of directors.

# SIGHT & SOUND

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

▲ Ernie Towndrow, co-manager of CBS-owned Stephens & Towndrow and vice-president of CBS Radio of Canada Ltd., has presented his resignation to CBS and had it tentatively accepted. The resignation will take effect January 1 next year.

Towndrow says CBS has been "just tremendous" in okaying his release from an S & T management contract that had over three years left to run. "I'm indebted to CBS for allowing me to go."

He also says broadcasters can expect him to stay within the ranks of the Canadian broadcast industry, though not in the sales representative field, after his New Year's move. Additional details were withheld by Towndrow, pending legal finalization of his resignation from CBS. But he did say, "What I have in mind is completely settled."

Stephens & Towndrow will continue their representation business under the same name and with the same list of stations, under the management of Bill Stephens.

▲Waldo J. Holden, president of Standard Broadcast Sales Co. Ltd. has announced that February 1, 1966 it is acquiring the 20-year-old U.S. representative firm of Young Canadian Ltd., which it will operate under the name of Canadian Standard Broadcast Sales Inc.

Tom Malone, manager of Young Canadian will join the new firm as vice-president and manager. Waldo Holden will be president of the com-

pany and Malone is bringing the staff from Young Canadian.

Young Canadian's head office is New York and it has branch offices in nine other American cities.

Adam Young, who operates the U.S. rep firm of Adam Young Inc., established Young Canadian Ltd. 20 years ago. He will no longer represent any Canadian stations. At the time of the sale, Young Canadian Ltd. represented 45 Canadian radio and 10 television stations.

▲The Independent Grocers Alliance (IGA) chain of supermarkets is actively considering a move into the Canadian television program syndication field with a half-hour show of its own.

An IGA presidents' meeting in Chicago on December 2 adopted the syndication plan for U. S. stores.

The program involved is called *Cook's Tour*, and features Eddie Doucette, a well-known American chef. *Tour* is primarily a gourmet recipe show displaying Doucette's talents as he visits top restaurants across the continent and whips something up at each location.

J.C. McCracken, vice-president, merchandising, at IGA headquarters in Toronto, says one obstacle to use of the show in Canada is the lack of a French version of *Tour*.

He's also undecided about the appeal of a gourmet show to Canadian viewers, and plans to test *Tour* with a Toronto sample audience before making any commitment.

"We're going to bring in a pilot tape and screen it to get the reaction, and let all our principals have a good look," he explains. "The Americans are great restaurant people, but in Canada . . ."

Cost is apparently another question mark at the moment. Allied Artists Corporation, producer of the show, is supplying detailed cost figures for consideration by IGA management, IGA wholesalers, and individual IGA supermarket owners.

(In the United States, IGA wholesalers are being given first refusal on local *Tour* sponsorship. Store owners belonging to the IGA complex will be encouraged to pick up the program if the wholesalers don't. Exposure in 192 U. S. markets is contemplated.)

A decision on the project will likely be made before the end of December, McCracken says. "If the cost is satisfactory, we might go ahead."

▲ Arthur Harrison, general manager of Hardy Radio & Television Ltd., was unanimously elected president of the Station Representatives Association of Canada (SRA), succeeding Paul Mulvihill of Mulvihill & Co. Ltd., at the association's annual meeting held December 6.

Other officers elected were: Michael Callahan, Air-Time Sales Ltd., first vice-president; Hugh Clark, Stovin - Byles Television Ltd., second v-p; Vin Dittmer, CTV Television Network, secretary; Bart

Gibb, Byles, Gibb & Associates Ltd., treasurer.

Plans were laid for a "computerization" meeting to be held in January. Andy McDermott, Radio & Television Sales Inc., advised the association that members of a U.S. committee set up by the SRA in New York would visit Toronto and talk on their findings and observations. Eleven major U.S. agencies, handling more than 50 per cent of all broadcast dollars, are currently using computers in some form or other.

▲Negotiations between pay-TV's Telemeter (Canada) Ltd., and Cable TV Ltd. of Montreal have finally died, it's reported. Following shutdown of its pay-TV experiment in Toronto-Etobicoke this spring, Telemeter attempted to work out an arrangement for incorporation into the 25,000-strong Montreal cable system.

Talks continued throughout summer and early fall, and at one time it appeared likely the merger would take place.

▲ A new process that promises to make waves in outdoor advertising was unveiled by Technamation Limited in Toronto December 7.

Key to the new technique is a light-polarizing material resembling cellophane that can be colored, backed with glue, and stripped onto most surfaces.

When struck by polarized light — any ordinary light source with a rotating celluloid-like polarizer in front of it will do the trick — the material gives a progressive tonal or color-change effect (e.g., black-to-white-to-black). The result is a visually powerful simulation of flowing motion or repetitive flashing effects.

An experimental Technamation billboard was recently set up in Detroit by E.L. Ruddy Co. Limited, Toronto, for the Ford Motor Company. It will soon be followed by a Loblaw Groceries billboard in Toronto.

Errol A. Fraser, director of special sales for E. L. Ruddy, said a ten board campaign similar to Ford's (with about 55 per cent of the billboard surface Technamated) could be brought in for approximately \$98.50 a month for each board.

To give a comparison, he said a normal billboard with "everything", probably including some motion induced by mechanical means, would cost in the realm of \$130 monthly.

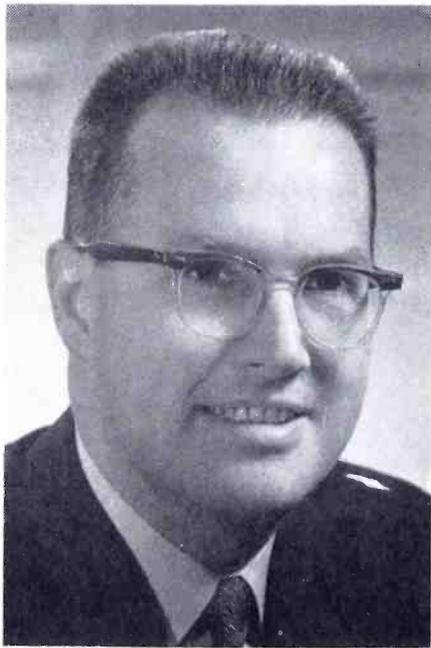
Fraser said his company had made a substantial investment in Technamation's development, and looked on the process as a major breakthrough in billboard animation.

ANNOUNCEMENT

## RADIO CJCH 920 LIMITED



DONALD CAMPBELL



ALLAN F. WATERS



FRED G. SHERRATT

Allan F. Waters, President of Radio CHUM 1050 Limited, Toronto and Finlay MacDonald, President of CJCH Limited, Halifax, are pleased to announce the formation of Radio CJCH 920 Limited, a company jointly owned by Mr. Waters and CJCH Limited.

Mr. Waters, who also has broadcasting interests in Barrie

and Peterborough, is President of the new company. Chairman is Donald Campbell, Vice President of Finance, Maclean-Hunter Publishing Co. Limited.

Vice President and General Manager of Radio CJCH 920 Limited is Fred G. Sherratt. Until his recent move to Halifax, Mr. Sherratt served as Manager of CKPT, Peterborough.

Prime cost bugbear at this point of the method's progress, he explained, is that the polarizing material still has to be backlighted for billboards. (In other applications, front lighting works as well as back, with perhaps less brilliance.)

Technamation's potential in the field of film and television - for titles, graphics in general, and background animations - got a big boost with development of a technamated-film reproducing process in the last year. (The entire process was originated by Technical Animations Ltd., the parent company in the United States, five years ago.)

Technamated film can now be printed on 35mm stock, with the number of copies unlimited, said Charles Templeton, president of the company.

At the same time company General Manager Ed Trelford said Technamation costs about one-tenth as much as frame-by-frame, hand-drawn animation.

Latest innovation in the technique makes it possible to print Technamated diagrams on ordinary paper by the offset process.

Templeton said he believes some of the most exciting possibilities for Technamation lie in flow-chart and diagram animation for school and engineering textbooks.

Reo Charles Thompson

## Was exemplary broadcaster

Reo Charles Thompson, 48, vice-president and general manager of All-Canada Radio & Television Ltd., collapsed and died Friday (December 10) at the wheel of his car on his way home from the office.

Back of this cold fact is the loss to his many friends in broadcasting and to the industry itself of a man who started in the business in 1938 with CJCA, Edmonton as an announcer, reaching the position he held at the time of his death two years ago, first by dedication to the interests of his company, but no less by his exemplary devotion to broadcasting.

Reo Thompson's service to the industry covered most fields. At CKWX, Vancouver, he studied and became an expert in jazz music. He was president of Canadian Station Representatives Association in 1962. But perhaps his most significant contribution was started while he was at CFCF, Montreal, where he arranged and shared in courses in broadcasting undertaken by the station in conjunction with McGill University.

Later, in Toronto, he worked with the Canadian Association of Broadcasters and the Ryerson Polytechnical Institute in the organization of what came to be known as the "Crash Course in Broadcasting" for beginners including juniors already launched on their careers.

At All-Canada Reo always found time to offer his mature advice whether it was on matters of his firm's policies or a youngster trying to get into the business. He had firm convictions and the courage of them. Some people may not have agreed with them, but they were the honest convictions of a man who was always frank, always sincere, always a gentleman and always a human being. He has given the industry an example of what might be set up as the standard of a good broadcaster.

He leaves his wife, Amy, and two young sons, George and Timothy.

### WANTED

CKLW, the 50,000 watts voice of Windsor, is looking for an experienced news announcer with a good background of writing and voicing. Excellent working conditions, new, air-conditioned newsroom, all facilities. Rush résumé, tape, snapshot and financial requirements to:

Dick Smythe,  
News Editor,  
CKLW Radio,  
Windsor, Ontario.

### SALE AND PURCHASE

AM Metropolitan  
AM Suburban  
CATV Systems

Michael Jay,  
Licensed Broker,  
1262 Don Mills Rd.,  
Don Mills, Ont.  
Phone: 444-8791

### Good IMPRESSIONS in PRINT

- Printed Promotions
- Mailing Pieces
- Brochures, etc. etc

Print Division  
**CANADIAN BROADCASTER**  
217 Bay Street,  
Toronto 1, Ontario

### FOR SALE

One unused SPDT, 17 kv Johnson contactor.  
Cost \$215.00, sacrifice for \$125.00.

Get a spare.

Geleco Electronics  
61 Curlew Drive  
Don Mills, Ont.  
416-444-5991

### ELDER ENGINEERING LIMITED

BROADCAST CONSULTANTS  
FOR AM, FM AND TV

BOX 10 KING CITY ONTARIO  
PHONE: (416) 833-5141

### NEED A TOP 40 DJ?

Young man, 22 years old, inexperienced but enthusiastic, is looking for a start. Have great personality and tremendous ability to communicate with teen - young-adult audience. Good announcer. Will travel anywhere.

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

### NO EXPERIENCE

Young man quick to learn, willing to go anywhere, wants chance to get into radio. Prefer announcing BUT will do anything. Fair Voice. Tape, résumé - phone or write:

Barry MacDonald,  
Box A-833,  
Canadian Broadcaster,  
217 Bay Street, Toronto 1  
or - phone 923-1618

### DIRECTOR OF COMMERCIAL PRODUCTION (Television)

We are looking for a leader who is not afraid to take the bull by the horns!

You have been a top agency or station producer, you have had experience with both tape and film, written copy, prepared story-boards and are aware of cost estimates.

We are not looking for a nine to five man.

AGE to 35 . . . Bilingual (mother tongue French).

Excellent working conditions and fringe benefits, salary open.

Interviews will be arranged by writing to:

Personnel Manager  
Télévision de Québec (Canada) Ltée  
Box 2026, Québec City, P.Q.

ANNOUNCEMENT

### APPOINTMENTS BY SKEENA BROADCASTERS LIMITED



G. WAYNE SEABROOK



R. ALAN PARFITT

J. Fred Weber, Managing Director of CFTK-Radio and Television, is pleased to announce the appointments of:-

G. Wayne Seabrook as Manager of CFTK-Television  
R. Alan Parfitt as Manager of CFTK-Radio.

Additional appointments include the naming of Arthur E. Bates as National Sales and Promotion Supervisor; Gordon Leighton as Program Director of CFTK-Television; and Campbell Lane as Program Director of CFTK-Radio.

Mr. Seabrook was formerly Assistant Manager of Radio and Television operations while Mr. Parfitt was Program Director of both media. Mr. Bates previously occupied the position of Personnel Manager for the company, while Gordon Leighton moves from his former radio and television announce post.

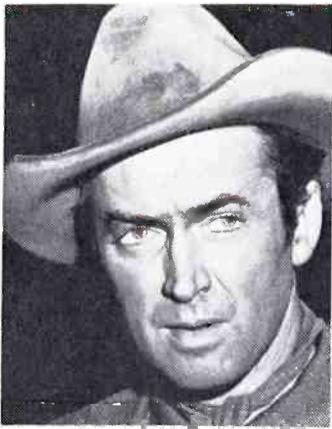
Skeena Broadcasters Limited provide exclusive television coverage of B. C.'s Pacific Northwest and Southwestern Alaska with CFTK-TV in Terrace and nine area rebroadcasting outlets. Radio operations include CFTK-Terrace, CKTK-Kitimat and affiliation with CHTK-Prince Rupert.

# COLOR TV PROGRAMMING

500 HOURS OF FEATURE FILMS IN COLOR FROM SEVEN ARTS



GLENN MILLER STORY  
James Stewart, June Allyson



BEND OF THE RIVER  
James Stewart, Rock Hudson



BATTLE CRY  
Van Heflin, Aldo Ray, Tab Hunter



SAYONARA  
Marlon Brando, Red Buttons



A STAR IS BORN  
Judy Garland, James Mason



MAGNIFICENT OBSESSION  
Rock Hudson, Jane Wyman



FAR COUNTRY  
James Stewart, Ruth Roman



MAN IN THE GRAY FLANNEL SUIT  
Gregory Peck, Jennifer Jones



EAST OF EDEN  
James Dean



DIAL M FOR MURDER  
Ray Milland, Grace Kelly



MISTER ROBERTS  
Jack Lemmon, Henry Fonda, James Cagney



THE WORLD IN HIS ARMS  
Gregory Peck, Anthony Quinn

Included in Seven Arts' great "Films of the 50's" are over 500 hours of feature films in color! (And this includes some of the best motion pictures ever made available to television).

In the recently released Volume 9 alone, there are 109 films available in color—and of the 104 French versions of these features, 70 are available in color.

Then, to supplement your feature film color programming, Seven Arts also offers over 500 cartoons in color, including the famous Bugs Bunny, Popeye and Out of the Inkwell series.

For more information write or call Charles S. Chaplin, W. K. (Bill) Moyer or Sam Kunitzky, at Seven Arts' Toronto office.



**Seven Arts**

11 Adelaide St. West, Toronto, Ontario  
EMpire 4-7193

# B

## Computers cannot consume

### CANADIAN BROADCASTER

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Typography and Make-up by  
Canadian Broadcaster

Historic old buildings are tumbling down to be replaced by modern architectural gargantua. This is good.

Machines are replacing people and supplanting people who once were the craftsmen, while the craftsmen are relocating in the manufacture and operation of the machines. This is good.

Old skills in what were the "hand-made" industries, are being eclipsed by new technologies, which are turning out mechanically goods of higher quality at lower cost than was possible with the old methods. This is good.

All these things cause disturbance among workers in these areas, but experience is gradually proving that there is room for more workers, doing different work, when the new order takes over from the old. This is good.

As the new style of living takes over, more erstwhile luxuries will come within the reach of more people who will have more time to use them, to enjoy them. This is good.

There is one danger however, and it is this.

As mechanization and automation gradually improve manufacturing and other industrial processes there will be a tendency for the machines to computerize men's

A story now going the rounds relates how the day is not too far distant when a manufacturer will send his computer to call upon the computer operated by a customer and the two computers will set to work selling and buying a bill of goods.

Right now this is very funny, as funny as were once dreams of the high combustion engine; the horseless carriage; machines that could fly; wireless telegraphy and then telephony; things that are now taken for

granted as part of our daily lives.

One form of mental mechanization is evident in the steady increase of controls being exercised by government over our comings and goings, especially in business.

Most business has succeeded or failed over the past years in ratio to the degree of common sense which has been applied by its operators. Competing interests in any field have battled against one another for business, not on a basis of conformity, but of difference.

Now government tends more and more to overlook the circumstances of the individual, preferring to legislate and regulate in groups. A simple example: all television stations, whether they are located in a metropolis or a rustic hamlet must devote 55 per cent of their program schedules to Canadian content.

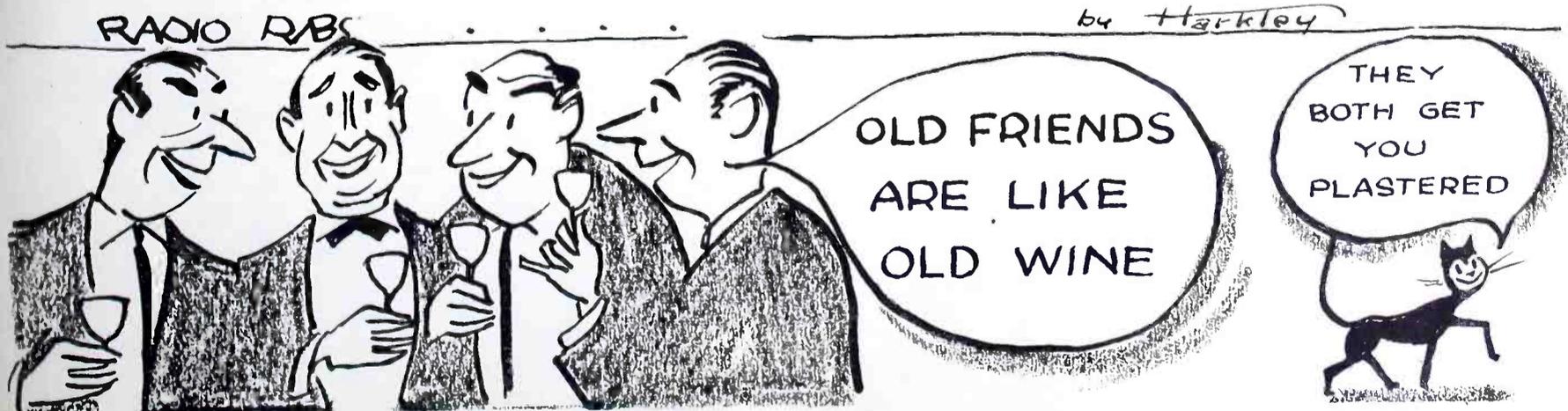
This absurd regulation is highly significant in the field of broadcasting, but its implications go much farther than this.

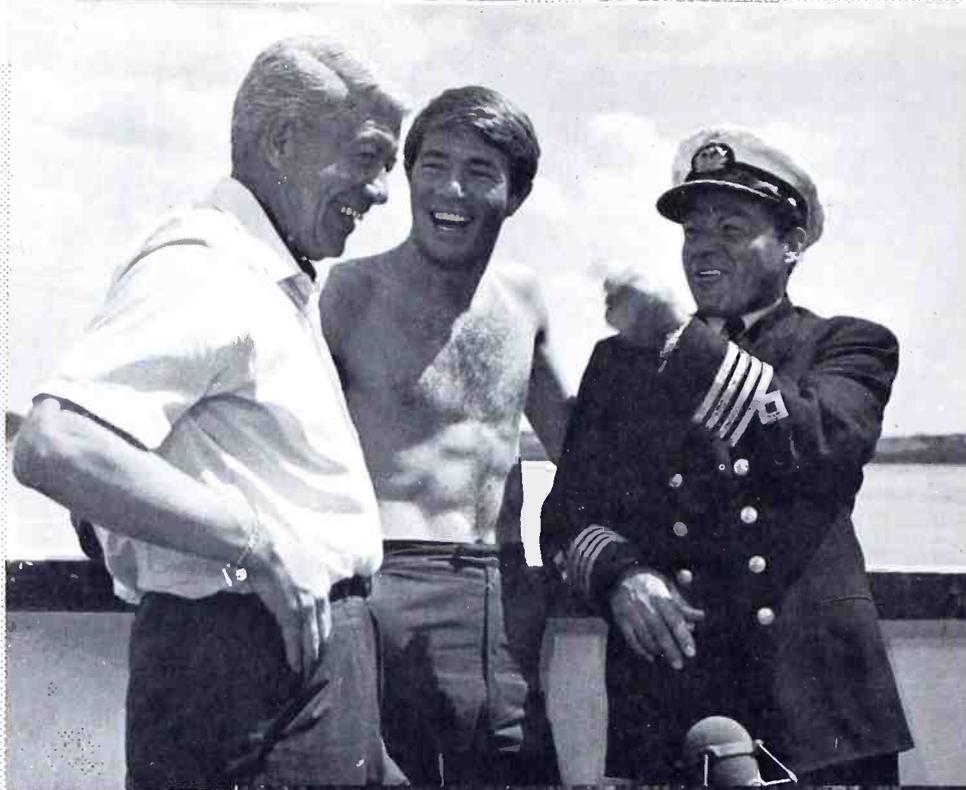
During World War II all gasoline had to conform to one or other of two formulae -- Brand A or Brand B, thus completely destroying competition between oil companies.

This is the sort of thing we mean when we speak of the computerization of men's minds, or, in other words, the complete destruction of individual initiative and enterprise.

Mechanization notwithstanding, people who sell things, airplanes or soap chips, entertainment or advertising, sporting equipment or wheel chairs, will need individuals to buy them and keep in business the computers which can do everything except consume.

Just how this can be accomplished is anyone's guess. It does suggest itself as a project for 1966-7-8-ad inf.





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# Fowler and color TV stories headline '65 annals

The scale of pluses and minuses for the broadcast and advertising industries took an overall dip toward the minus side in 1965, except in two important respects—finances and color. Revenues and general prosperity were bigger and better than ever during the year, and the announcement of a go-ahead for color TV on October 1, 1966 relieved broadcasters' heart-felt concern about further delays.

But the major news events of the year could be classed, for the most part, as "trouble" writ large.

For broadcasters, proposals put forward by the Fowler Report were called a potential disaster. For advertising agencies, the disaster happened when Walsh Advertising Limited declared bankruptcy in April.

1965 saw the first case of licence forfeiture by a Canadian broadcasting station, when CJOR Radio in Vancouver was compelled to sell or give up its licence by October 31.

And for one or two major national advertisers, 1965 offered the dismal prospect of a complete disruption of advertising campaign plans, when televised football became a near-casualty of cost increases piled on the broadcasts by the television networks and a Montreal advertising agency.

On the positive side, the Institute of Canadian Advertisers (formerly CAAA) announced sweeping plans for enlarging its membership and activities.

Broadcast progress centered on programming, with a trio of TV stations in Toronto, Montreal and Ottawa introducing several new Canadian-talent productions. A privately-owned production company also undertook the most expensive TV film series ever to be made in Canada—*On The Seaway*.

## JANUARY

▲The CBC started the year off in top controversy-provoking form by re-vamping its news and public affairs departments. The reorganization drew a horizontal line to separate radio and television news, giving each its own network chief, and put a vertical line between French and English programming by appointing heads for each language division.

News and public affairs were united under the single command of William H. Hogg, formerly chief news editor.

Shortly after the news and public affairs shakeup, a major shift also took place in upper echelons of the CBC's power structure, with William E. S. Briggs becoming chief operating officer under President J. Alphonse Ouimet.

▲Television station CKVR-TV in Barrie established a precedent by fighting a Board of Broadcast Governors' charge of failing to meet Canadian content requirements. The case was heard in Barrie magistrate's court. CKVR argued that its commercials, billboards, sign-on and sign-off qualified as "programming", and should form part of "content" within the terms of the Canadian content ruling.

The made-in-Canada character of most commercials carried by the sta-

tion apparently put it over the 55 per cent Canadian content requirement.

In a ruling handed down two months later, the Barrie magistrate dismissed the case against CKVR and rapped the BBG for poor communications with TV stations regarding program logging practices.

▲Ryerson Polytechnical Institute in Toronto reconstituted its existing FM radio broadcasting facility, CJRT-FM, as a separate entity, and went to full-time broadcasting on a 17-hour daily schedule.

▲The Bureau of Broadcast Measurement announced that computerization had made it possible to speed survey result mailings to less than four weeks after survey closing date. Computer work for entire surveys was reduced to a one-day operation, Executive Vice-President Bill Byram reported.

▲The Television Bureau of Advertising held its annual Sell-TV presentation for advertising agencies and broadcasters at the Ryerson Polytechnical Institute. Approximately 600 attended.

1965's presentation consisted of a TvB film called *Prologue*—48 communications concepts illustrated by excerpts from top TV commercials.

Ed Lawless, executive vice-president of TvB, discussed the future

of television as competition in the market place moved from the production level into the communications area.

▲CHUM Radio in Toronto won the 1964 Ontario Teachers Federation award for outstanding service in educational broadcasting.

▲The CTV Television Network scored a notable programming coup by landing the *Xerox Presents* series of special documentary-dramas dealing with the work of the United Nations.

▲Hertz Rent a Car announced its 1965 advertising campaign would switch from television to radio, with \$150,000 earmarked for a campaign over 34 large-market Canadian radio stations.

▲Doran's Northern Ontario Breweries Ltd. claimed to be the first advertiser to broadcast a color commercial to Canadians via regular television station facilities. A Duluth station fed the commercials to cable-antenna equipped homes in the Lakehead region.

## FEBRUARY

▲British American Oil Co. took its 1965 marketing plans off the hush-hush list by announcing a new variety and give-way television show called *Musical Showcase*—a new television advertising strategy based on the selling success of a similar show developed for subsidiary Royalite Oil in Western Canada.

*Showcase* broke as a million dollar production slated to hand out nearly half a million dollars to B-A customers in the form of prizes. Grand prize for a giveaway at the end of the first series of programs was put at better than \$100,000.

Foster Advertising Toronto was appointed agency for the program's share of the B-A advertising budget. B-A's subsequent decision to drop participation in TV football through James Lovick Ltd. meant, in effect, a billing shift of \$600,000 or more to Foster.

*Showcase* started off in 34 Eastern

Canadian TV markets but went national August 1, when 22 western television outlets were added to the station roster.

▲The BBG approved proposals for two new AM radio stations as a result of January hearings. Lewis B. Roskin and Murray D. Dyck obtained clearance for a 10,000 watt outlet in Edmonton, while George F. Heathcote won an okay for a 1000 watt station in Kapuskasing.

Rogers Broadcasting Limited, operating CHFI-AM-FM Toronto, gained approval for a move to the 680 kcs. frequency from 1540 kcs.

The sale of radio station CKCR Kitchener for \$375,000 to Great Lakes Broadcasting Limited was also approved. Call letters for the station were later changed to CHYM as the station adopted a new format under President D. G. Hildebrand.

▲CFTO-TV Toronto announced plans to spend \$120,000 producing four major Canadian television dramas during 1965. Station executive producer Peter Macfarlane, who died in a November skin-diving accident, was placed in charge of the project.

As matters turned out, CFTO was unable to find Canadian scripts it rated as suitable for the productions, and turned to existing stage revues and plays, as well as symphony concerts, in order to obtain material for its specials.

▲The Bureau of Broadcast Measurement announced two new services—a reach-frequency service capable of giving unduplicated audience figures for nationally-broadcast spot commercials, and a share-of-audience analysis for stations.

▲The Exchequer Court of Canada reversed a broadcast suspension order imposed on radio station CHRS Jacques Cartier, Quebec, by the BBG. The board had ordered a one-week broadcast suspension by the station for failure to maintain accurate logs.

▲The Radio Sales Bureau held its first Radio Management Conference at Toronto's Constellation Hotel, collaborating with the American

*continued on page 8*

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

Are you reading *The Broadcaster*  
 over our shoulder?

Be a regular!

\$5.00 a year

\$10.00 for 3 years—

# TVB REPORT ON COLOUR TV

NOW AVAILABLE  
FROM  
TVB CANADA

The TvB Canada 50-page report on colour will give advertisers and agencies a comprehensive documentation of the development of colour TV in the United States . . . at the same time the report spells out clearly Canada's current position and future in TV's newest dimension. For your personal copy write:

## TVB OF CANADA INC.

500 UNIVERSITY AVENUE • TORONTO • TEL: 363-3133

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Director of Sales

**W. A. ACTON**  
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**M. W. AUSTIN**  
Account Executive

For information about television call

# TVB

Representing the responsible Television Broadcasters.

\*NOTE: TvB Members will receive the book via a Special Mailing.

## Jean Pouliot takes up CAB gavel

continued from page 7

Radio Advertising Bureau for the purpose. Fifty-five radio executives from across Canada attended.

▲CHFI-FM Toronto installed new Vertipower transmission facilities, enabling it to broadcast a vertically-oriented FM radio signal along with its horizontal signal. The new technique was credited with the ability to improve FM reception, particularly in car radios.

▲The draft form of a new standard radio rate card prepared by a Canadian Association of Broadcasters' committee was announced. Approval of the card for use by all CAB radio members was subsequently granted at the April CAB convention.

▲CJOH-TV Ottawa established its own sales facility in Toronto - Independent Canadian Television Sales Ltd. (ICTV). An ICTV Montreal office was opened a couple of months later.

▲Two half-million dollar advertising accounts changed hands, O'Keefe Blended Ale going from Ogilvy-Benson & Mather to Foster Advertising, and Schick Razor Blade Co. moving to MacLaren Advertising from Walsh.

### MARCH

▲The British Columbia Association of Broadcasters held its annual convention at Harrison Hot Springs, B. C., and elected Ray Peters of CHAN/CHEK-TV Vancouver and Victoria to the presidency.

Peters replaced outgoing president Roy Chapman of CFBC-TV Kamloops.

A report on the Broadcast Communications course started last year at the B.C. Institute of Technology indicated the institute would soon have a complete radio-TV operation, including transmitters, and would be able to provide full technical training to its 31 first-year students.

Plans called for 30 new students to be enrolled in the fall, when the second year of the course would commence.

▲The Board of Broadcast Governors imposed a limit of 90-days from-fiscal year end for filings of broadcast station financial returns. A revised regulation also gave the board new power to obtain any financial information "deemed necessary" from Canadian stations at any time.

▲United Program Purchase Ltd., a co-operative buying group of four CBC privately-owned affiliate stations and two large independents (anchored by station CHCH-TV Hamilton) increased its negotiating strength by agreeing to let CBC owned-and-operated stations in on UPP syndicated program buys.

The group also announced that it had set up a fund earmarked for Canadian program production, and was interested in having a look at likely show possibilities.

▲The BBG handed down a decision not to allow summer relief on the 55 per cent Canadian content regulation in 1965. During previous years, sta-

tions had been given permission to drop as low as 45 per cent in the off-period between spring and the resumption of major program schedules in fall.

▲MacLaren Advertising Ltd. filmed and broadcast an NHL hockey game in color over closed-circuit television facilities. A limited guest list of Canadian advertising and station executives was allowed to view the telecast - later shown openly at the National Association of Broadcasters convention in the United States.

▲The CBC Television Network agreed to begin paying Robert Lawrence Productions Ltd. for *Moment of Truth*, an RLP-produced daytime dramatic serial the network had been airing free-of-charge since mid-December 1964. The independent Toronto production company also announced renewal of the series on the NBC network in the United States for a second 13-week period.

▲The Broadcast Research Council was formed as an informal Toronto organization dedicated to studying the problems and techniques of the research industry. The council invited membership from the broadcast industry and station sales representative companies, and began with a core of approximately 15 members.

▲The Conservative government of Ontario came under fire from newspapers for preparing its press releases to radio and television in the form of recorded tapes and film. Newspapers accused the government of attempting to "manage news."

The furore died down after a week's activity, and the tapes, film and free broadcast facilities offered by the Ontario government are still in use.

▲Charles C. (Bud) Hoffman tendered his resignation as president of the Radio Sales Bureau. Hoffman left to become vice-president and managing director of Niagara International Centre Ltd. in Niagara Falls.

### APRIL

▲The Canadian Association of Broadcasters held its annual convention in Vancouver. Talks by BBG Chairman Dr. Andrew Stewart, Transport Minister J. W. Pickersgill and CAB President Don Jamieson (delivering his last major address as association president) highlighted the meeting.

Jean Pouliot of CFCM-TV and CKMI-TV Quebec was elected to the association presidency, succeeding Jamieson.

Working sessions of the convention were devoted to studies of selling approaches useful for the radio and television media in their encounters with agency media buyers, and studies of the role of promotion in radio.

CJAY-TV Winnipeg won Station of the Year honors in a presentation

## Commends CJOR suspension

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*continued on page 10*



# Wishing you all "DOUBLE PLEASURE" for the Festive Season



## RADIO NEWFOUNDLAND

**VO**<sub>59</sub>**CM** · **CK**<sub>62</sub>**CM** · **CH**<sub>58</sub>**CM**  
10,000 watts    10,000 watts    1,000 watts

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



# TvB REPORT ON COLOUR TV

NOW AVAILABLE  
FROM  
TvB CANADA

The TvB Canada 50-page report on colour will give advertisers and agencies a comprehensive documentation of the development of colour TV in the United States . . . at the same time the report spells out clearly Canada's current position and future in TV's newest dimension. For your personal copy write:

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Executive V/P

**D. G. BRYDSON**  
Director of Sales

**W. A. ACTON**  
Research Manager

**M. W. AUSTIN**  
Account Executive

For information about television call

# TvB

Representing the responsible Television Broadcasters.

\*NOTE: TvB Members will receive the book via a Special Mailing.

## Jean Pouliot takes up CAB gavel

continued from page 7

Radio Advertising Bureau for the purpose. Fifty-five radio executives from across Canada attended.

▲CHFI-FM Toronto installed new Vertipower transmission facilities, enabling it to broadcast a vertically-oriented FM radio signal along with its horizontal signal. The new technique was credited with the ability to improve FM reception, particularly in car radios.

▲The draft form of a new standard radio rate card prepared by a Canadian Association of Broadcasters' committee was announced. Approval of the card for use by all CAB radio members was subsequently granted at the April CAB convention.

▲CJOH-TV Ottawa established its own sales facility in Toronto — Independent Canadian Television Sales Ltd. (ICTV). An ICTV Montreal office was opened a couple of months later.

▲Two half-million dollar advertising accounts changed hands, O'Keefe Blended Ale going from Ogilvy-Benson & Mather to Foster Advertising, and Schick Razor Blade Co. moving to MacLaren Advertising from Walsh.

### MARCH

▲The British Columbia Association of Broadcasters held its annual convention at Harrison Hot Springs, B. C., and elected Ray Peters of CHAN/CHEK-TV Vancouver and Victoria to the presidency.

Peters replaced outgoing president Roy Chapman of CFBC-TV Kamloops.

A report on the Broadcast Communications course started last year at the B.C. Institute of Technology indicated the institute would soon have a complete radio-TV operation, including transmitters, and would be able to provide full technical training to its 31 first-year students.

Plans called for 30 new students to be enrolled in the fall, when the second year of the course would commence.

▲The Board of Broadcast Governors imposed a limit of 90-days from-fiscal year end for filings of broadcast station financial returns. A revised regulation also gave the board new power to obtain any financial information "deemed necessary" from Canadian stations at any time.

▲United Program Purchase Ltd., a co-operative buying group of four CBC privately-owned affiliate stations and two large independents (anchored by station CHCH-TV Hamilton) increased its negotiating strength by agreeing to let CBC owned-and-operated stations in on UPP syndicated program buys.

The group also announced that it had set up a fund earmarked for Canadian program production, and was interested in having a look at likely show possibilities.

▲The BBG handed down a decision not to allow summer relief on the 55 per cent Canadian content regulation in 1965. During previous years, sta-

tions had been given a 45 per cent drop as low as 45 per cent during the period between spring and fall.

▲MacLaren Advertising and broadcast an NH in color over closed-circuit facilities. A limited Canadian advertising executives was allowed to telecast — later shown at a National Association convention in the U.S.

▲The CBC Television agreed to begin paying for the production of *of Truth*, an RLP-produced dramatic serial the network is airing free-of-charge starting December 1964. The Ontario production company announced renewal of the network in the fall.

▲The Broadcast Research was formed as an organization dedicated to the problems and research in the broadcast industry and representative comparison with a core of members.

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Working sessions were devoted to approaches used and television meetings with agents and studies of the in radio.

CJAY-TV Winnipeg of the Year honors

## BBG recommends CJOR suspension

held at the convention.

▲ Vancouver's CJOR Radio became the focus of one of the year's hottest give-and-takes, with the takes winning when the Board of Broadcast Governors recommended denial of the station's March 31 application for licence renewal.

The BBG gave CJOR six months to negotiate an acceptable change of ownership. President of CJOR Ltd. at the time was Mrs. Marie Chandler.

Apparent lack of adequate control of the station's hot-line programming was given as one major reason for the BBG recommendation. Church and law bodies in Vancouver offered representations to the board claiming some hot-line comments had resulted in "group defamation".

Mrs. Chandler told the board a recent effort had been made to tighten CJOR's open line control policy.

The position taken by the BBG was that "the board has no confidence that CJOR Ltd. can as a licensee exercise supervision and direction. . ."

▲ CHIN Radio became a reality for Toronto when the BBG, dealing with additional applications from March hearings, gave John Lombardi a go-ahead to purchase the 1540 frequency being vacated by Radio CHFI-AM.

Lombardi proposed a "continental music" format for the new station, with a limited amount of ethnic broadcasting on weekends.

CKBB Radio in Barrie also won approval for a new semi-satellite station with call letters CKCB to broadcast in Collingwood, Ontario. Another application established an AM station in Revelstoke, B.C.

▲ Stephens & Towndrow Ltd. of Toronto, a major Canadian broadcast sales representative firm, was purchased by CBS Radio for an undisclosed amount. No change in Canadian management resulted.

▲ Brand-new plans aimed at making the 1965 Television Commercials Festival an all-Canadian production were announced by the Television Bureau of Advertising, Toronto. Features of the new system were described by TvB Executive Vice-president Ed Lawless as wholly-Canadian judging, coupled with an innovation - adding a separate consumer panel to the customary battery of industry professionals for the commercial evaluation.

▲ Foster Advertising revamped its management setup by establishing a separate national headquarters office in Toronto to co-ordinate the activities of all branches.

▲ Goodwin-Ellis Advertising Ltd. of Vancouver opened a Toronto office.

▲ Don Hartford was appointed general manager of CFRB Ltd. Toronto. Hartford was formerly general manager of CFAC Radio in Calgary.

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10,000 watts 10,000 watts 1,000 watts

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



# Networks—agency—sponsors huddle finally gets football on TV

continued from page 9

WAB president, succeeding Bill Stovin of CKOM Radio Saskatoon.

▲ Dr. Andrew Stewart agreed to remain provisionally as chairman of the Board of Broadcast Governors after expiry of his contract term in early November. The request to stay was made by Prime Minister Pearson.

▲ State Secretary Lamontagne gave Canadian telecasters their long-awaited clearance to go on the air with color TV — effective January 1, 1967. Pressure from the Canadian Association of Broadcasters later led Lamontagne to update his color TV ruling to October 1, 1966, and allow for an experimental transmission period commencing July 1 next year.

▲ Ownership of CKVR-TV Barrie became triangular, as station president Ralph Snelgrove applied to the Board of Broadcast Governors for permission to sell one-third interests in CKVR to broadcasters Geoff Stirling and Allan Waters, retaining a one-third interest himself. Snelgrove described the move as an attempt to broaden CKVR-TV and share the work load.

▲ The Bureau of Broadcast Measurement announced new policies limiting the amount of separate audience reporting the bureau would undertake for individual members of station groupings.

Consent of BBM subscribers was sought for the new draft policy via a mail referendum. Essentially, the proposal called for combined reporting for stations programming substantially identical material daily, and for stations belonging to groups sold by single overall rate cards.

▲ Wayne and Shuster won the Silver Rose (second prize) at the prestigious Montreux (Switzerland) television festival.

▲ J. M. Eastman & Associates Ltd. was formed as John Eastman split off from the McConnell-Eastman advertising agency to go it alone. The Libby, McNeil & Libby million-dollar account moved along with Eastman.

▲ A statement from the Canadian Association of Broadcasters said the association would withdraw its support (\$21,000 yearly) of the Dominion Drama Festival following the 1965 awards. The money would be applied to other forms of Canadian amateur talent development, the CAB added.

▲ The Community Antenna Television Association of Canada met in Toronto and agreed to finance an industry-wide statistical survey of CATV throughout Canada.

## JULY

▲ New beer advertising regulations handed down by the Board of Broadcast Governors cancelled previous limitations on the number of commercials broadcast by brew advertisers in using up their program commercial-time allowance, and brought allowances on non-Canadian-content shows up to near-parity with Canadian productions.

Under the new rules beer and ale advertisers got permission to schedule commercials at a rate of two minutes for each 15 of programming on half-hour shows, with succeeding half hours limited to three minutes apiece. Ten-minute program segments would be permitted to carry two full commercial minutes.

▲ In further announcements, the BBG deferred decision on measures to control open-line programming, and also reserved decision on two applications for religious radio stations pending study of the need for specialized religious radio outlets.

A 10,000 watt AM radio station for Sydney, Nova Scotia, was approved, to be operated by Robert J. McGuigan. An FM station for St. Catharines also won an okay, although applicant Robert F. Redmond lost his bid for an accompanying 1000 watt AM outlet.

A number of other bids for AM radio stations were also turned down.

▲ Mounting bitterness in negotiations for television coverage of football

came to a head as the TV networks and a Montreal advertising agency accused each other of fouling up the proceedings.

Bouchard, Champagne, Pelletier Ltd. had outbid the networks for ownership of 1965 and 1966 football telecast rights earlier in the year.

With barely three weeks to go before the first scheduled telecast, BCP found itself in the position of having only one sponsor signed (Labatt Breweries, for one-half of the broadcasts nationally), and no contract with the networks to carry the games.

BCP charged the networks with proposing increases in telecast and broadcast-production costs that made it impossible to sign sponsors. The networks countered by arguing that the agency had overbid for football rights and should have been aware of impending network cost hikes.

Biggest portion of the increase in network charges apparently came from the CTV Television Network — result, CTV President Spence Caldwell said, of adjusting the network's charges for football to standard rates.

Settlement of the football hassle came in August.

▲ An FM radio network was informally formed by three Maritime stations — CFBC-FM Saint John, New Brunswick; CHNS-FM Halifax; and CKWM-FM Kentville, Nova Scotia.

▲ The Ontario government announced plans to apply for use of UHF Channel 19 as an educational television channel throughout the province, and said an educational TV network would be the ultimate goal. First of the Ontario ETV stations would be built in Toronto, Education Minister William Davis said.

## AUGUST

▲ Football finally got on the air over Canadian television — the hard way — as closed meetings held in Toronto managed to arrive at a workable telecast solution.

Negotiators involved were: CTV and CBC network executives; the rights-holding Montreal advertising agency (Bouchard Champagne, Pelletier Ltd.); and potential sponsors Ford of Canada and Labatt Breweries.

Result of the conferences was a go-ahead for telecasts, with Ford picking up half-game sponsorship of eastern broadcasts from mid-September onward, and Labatt's carrying the full games nationally until then. The open half of western telecasts later became available for local sale by TV stations carrying the games.

Ford and Labatt's also secured

options to renew their sponsorship on 1966 broadcasts. (Ford's option does not include the right to renew commencing in mid-September if full-term sponsors can be found for next year's games.)

Estimates put BCP's loss on the transactions at approximately \$250,000.

▲ Shooting began on the first episodes of a new privately-produced hour-long adventure television show called *On the Seaway*, to be carried by the CBC network.

Maxine Samuels of Toronto (president of ASP Productions Ltd.) headed a new company named Seaway Productions Ltd., formed to make the show.

Financing of the project, largest privately-produced TV film series ever to be made in Canada, came 50 per cent from Associated Television of England and about 25 per cent from sale to the CBC. Total cost for *Seaway's* 30 episodes was put at \$3 million.

▲ Plans for an industry-wide three-day color television seminar to be held in Toronto during October were announced. Backing the venture were RCA Victor, Montreal, the CBC, the Canadian Association of Broadcasters, and representatives of the Canadian film industry.

▲ A final settlement of 60 or 70 cents on the dollar was described as likely by trustees settling the affairs of Walsh Advertising, a Toronto agency that declared voluntary bankruptcy during April.

▲ An impromptu color seminar held at the Film House in Toronto drew 57 television producers and cameramen. Speakers from the Eastman Kodak Company in Rochester briefed the meeting on technical problems in colorcasting, color films available for TV, and techniques for shooting in color.

Film House President Bob Crone said additional color seminars were being considered.

▲ The CAB announced new recommended procedures for billing certification to agencies by broadcast stations. Core of the system was described as a spot audit, by independent auditors, of commercials listed as broadcast in station logs.

A follow-up check by the auditors would verify the accuracy of billings against the log record, the CAB suggested.

The association also outlined recommended standardized wordings for auditors' verification statements.

## SEPTEMBER

▲ The Fowler report was tabled in the House of Commons on September

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B

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**AN IMPORTANT MARKET**

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

**"YOUR KL RADIO" MAN HAS ALL THE FACTS**

CKLB-AM 1350 KC  
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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

## Fowler indictment incenses broadcasters

9 with a thud that shook the broadcast industry coast-to-coast.

Private broadcasters immediately attacked the report's recommendation that a new Canadian Broadcast Authority be created, headed up by a lone full-time member acting as chairman.

Broadcasters coined the term "broadcast czar" to sum up their view of the recommendation. They protested that the "czar's" dual role as regulator of both CBC and private broadcasting affairs would lead to domination by CBC interests.

Other major recommendations by the Committee on Broadcasting also came under heavy criticism.

The report called for a system of "balanced" programming commitments by private broadcasters, to be incorporated into station licences and made a condition of licence continuation and renewal. Broadcasters rebelled at the apparent hint of program and "taste" control.

For the CBC, the committee suggested a new method of financing based on a \$25 annual grant for each television household in Canada, as reported by the Dominion Bureau of Statistics.

The committee also proposed drastic revisions in the CBC's executive system, calling for a split between policy and operational functions and shakeup measures (including relocation of CBC headquarters to Montreal) designed to streamline top-to-bottom communications within the corporation.

A government White Paper defining policy for the CBC, and possibly for broadcasting's private sector, was recommended. The CBC was also advised to step up its commercial activities.

Pre-noon telecasting was described as largely an unprofitable waste of TV facilities by the report, which contended the morning time period should be turned over to educational television.

Dealing further with broadcasting's physical facilities, the report advocated a virtual five-year freeze on expansion of service and new installations, with the exception of color TV.

▲The fate of Vancouver's beleaguered CJOR Radio was settled when the Board of Broadcast Governors approved sale of the station to Vancouver businessmen Ralph Cunningham and James Pattison, for a price reported to be in the neighborhood of \$450,000.

▲Rothmans of Pall Mall Canada Ltd. announced plans to enter the TV program production field with a French-language show built around singer-dancer Micheline Bardin. The program would be aired on the CBC French Television Network.

▲The Radio and Television Executives Club changed its name to Canadian Broadcast Executives Society.

▲Screen Gems (Canada) Ltd. began

producing a new half-hour variety show called *Spotlight* featuring "name American guest stars, but filmed at the studios of CFTO-TV in Toronto. Eleven Independent Television Organization stations in Canada were scheduled to carry the program.

▲David E. Gillespie, 32, was appointed president of Baker Advertising Agency Ltd., Toronto and Montreal.

▲Pat Burns, controversial hot-line broadcaster formerly with CJOR Radio in Vancouver, joined the on-air staff of CKGM Radio Montreal.

### OCTOBER

▲The Canadian Association of Advertising Agencies met in Toronto and promptly changed its name to the Institute of Canadian Advertising (ICA).

Long-range expansion and broadening plans that had been in the incubation stage since first proposed in spring, were approved unanimously by the membership.

The projects involved admission of smaller agencies not necessarily recognized by media groups, and establishment of a new category of personal membership for individual advertising professionals.

There were also plans to increase educational activities within the industry by means of short courses, seminars and other special courses designed to boost advertising professionalism.

Hal Roach, president of McKim Advertising Ltd., was elected president of the Institute as Harry "Red" Foster of Foster Advertising Ltd. handed over the gavel.

▲New AM radio stations for London Ontario and Melfort, Saskatchewan, were recommended for approval by the Board of Broadcast Governors. Two FM radio outlets were also cleared, one for Regina, the other for Tillsonburg, Ontario.

The Regina FM station would apparently provide the first FM signal for the city.

Allan Waters of CHUM Radio Toronto received an okay on his bid to acquire 50 per cent interest in radio station CJCH Halifax.

CFTO-TV Toronto received permission to broadcast 13 American Football League games, including one or more home games of the Buffalo, N.Y., team, normally subject to a TV blackout in the Buffalo area.

▲The Central Canada Broadcasters Association held its annual meet at Ste. Adele, Quebec, and elected Don Martz of CFCF Montreal president.

Frank Murray of CJBQ Belleville was president for the preceding term.

▲Spencer W. Caldwell resigned presidency of the CTV Television Network, and was succeeded by former executive vice-president Gordon Keeble. Caldwell became chairman of the board for the network.

▲At least 60 Canadian broadcast engineers and technicians attended

*continued on page 12*

**OUR CAMERAS WHERE PEOPLE WANT THEM...**

*your advertising where people see it!*

SEE HARDY TELEVISION, MONTREAL, TORONTO

**CFCM-TV \* CKMI-TV**

*Television de Quebec (Canada) Ltee.*

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## Telecasters prepare for new day with color seminar

continued from page 11

the annual Society of Motion Picture and Television Engineers seminar held at Eastman Kodak Company headquarters in Rochester, N.Y. The event rotates between Toronto and Rochester each year.

▲Difficulties facing the Liberal Party in buying the amount of television spot prime time the party wanted for its election campaign, turned into a broadcast issue when TV stations complained of the awkward situation.

An attempt was made to accommodate the parties' requirements by obtaining all-party consent to removal of the 20 per cent "commercial" rating tagged on political spot broadcasts. The effort failed to win Conservative and NDP support.

The Canadian Association of Broadcasters accordingly issued a recommendation advising TV stations not to exceed the regulation 12-minute-per-hour-commercial limit on behalf of the political parties.

▲Independent Grocers Alliance stores (IGA) began test marketing a new game show called *Shopping Spree* on television in London and Wingham, and radio in Windsor.

▲Tributes were paid to Einar Rechner, chairman of the board of MacLaren Advertising Limited, who died September 26.

ed at the Ryerson Polytechnical Institute by an extensive roster of color film and TV experts, principally from the United States.

▲Radio Station CKEY in Toronto was sold, pending Board of Broadcast Governors approval, to Maclean-Hunter Publishing Company Limited. ▲McDonald Research Ltd. announced plans for a Toronto test of a new individual diary broadcast listening and viewing report system.

▲The New Democratic Party took issue with several private television stations and the CTV network for refusing to carry an NDP political campaign statement in the form of a soap-commercial parody.

The pseudo-commercial, titled "Biff - Bam - New", insinuated that soap manufacturers cheat the public by false packaging and obscure pricing, and hinted a government (or NDP) agency should be appointed to ride herd on the offending soap sellers.

The NDP claimed stations rejecting the commercial were tampering with freedom of speech and the party's right to express its political views on dubious selling practices in whatever way the party preferred.

### DECEMBER

▲A rash of new prime time availabilities became a possibility as the Board of Broadcast Governors handed down a ruling designed to give television stations more flexibility in commercial scheduling.

Stations and networks would be permitted to run 13 minutes of commercials in any hour under the new regulation, provided the preceding or succeeding hour was reduced to 11 minutes.

▲In another important BCG decision, radio stations were given the right to broadcast telephone calls from listeners in situations where "implied consent" to broadcast existed.

For all other aired calls the board imposed a rule requiring verbal or written consent in advance of the call.

▲Applications for two new AM radio stations were granted by the board as a result of November hearings in Ottawa.

Robert E. Redmond won approval for an AM station in St. Catharines, Ontario, and Stanley J. Solberg was cleared for an outlet in Rosetown, Saskatchewan.

▲William E. "Bill" Ellis, president of Goodwin-Ellis Advertising Ltd., Vancouver, died enroute to Toronto on November 22.

▲The BCG issued a policy statement on color television licencing, and said alternative and extended service would receive priority in single station and fringe areas. Otherwise, the board said, policy would be to permit television stations to make the expenditures necessary for colorcasting.

### NOVEMBER

▲The 1965 Radio Commercials Festival staged one of the festival's most provocative workshop sessions before handing out the year's 20 major awards.

The event was held in Toronto under the auspices of the Canadian Broadcast Executives Society (RATEC for trophies) and the Radio Sales Bureau.

Humorous radio commercials and jingles were the prime workshop topics. Humor was praised - by two teams of professional radio humorists. Jingles were described as a vehicle for advertisers with nothing to say, then were defended by a full-time jingle producer.

Radio Sales Bureau Golden Mike trophies for the festival's two champions went to CHUM Radio, Toronto, and CJLR Radio, Quebec.

▲Toronto's industry-wide CAB-CBC-RCA Color Seminar was highlighted by a lunch sponsored by CHCH-TV for seminar delegates (about 200) and 440 other guests.

The Hamilton station's guest speaker was Nancy Salkin, director of corporate color information for N3C New York. Miss Salkin gave the meeting a thorough resume of color television experience in the United States, together with details of color's impact on network programming.

Technical presentations making up the seminar proper were delivered

A "Mad Capp" look at CFQC

DENNY CARR  
WALLY STAMBUCK



Especially at Wally and Den of the morning WALLY AND DEN SHOW, popular twosome Wally Stambuck and Denny Carr. Their light-hearted approach to morning programming helps CFQC listeners out of the hay and on with the day. The WALLY AND DEN SHOW runs 6:00 a.m. to 12 noon Monday through Saturday.

CFQC's two morning men are liked in Saskatoon, helping to assure a larger share of audience in those all-important early morning hours when everybody listens to radio. In Saskatoon, everybody listens to CFQC, every morning. Shouldn't CFQC be part of your western media plans, always?

\*Sketch of Wally and Den 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.

**CFQC**  
radio saskatoon



MOBILE TV TAPE RECORDER...TAPE AND ROLL →



TR-5 Transportable TV  
Tape Recorder

Canadian deliveries to August 1, 1965  
CKNX-TV, CFQC-TV

## Roll the RCA Mobile Recorder anywhere...produce finest tapes

### ... broadcast quality, color or monochrome

#### COMPACT, CONVENIENT

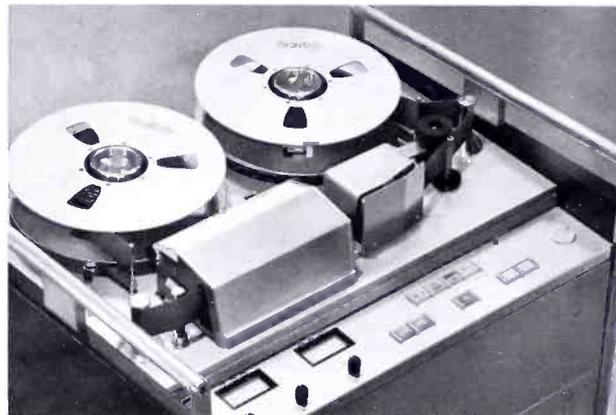
The TR-5 has wheels, will travel—from one studio to another, or into the smallest of mobile units—for special events or on-location commercials. Completely transistorized, it is only 37 inches high, 33 wide, 24 deep. Built-in 2-speed operation permits it to record full hour at 15 ips, 2 hours at 7.5 ips. Designed for operation on world standards, it contains the compelling features of RCA's advanced "New Look."



Rolls anywhere... makes tapes of broadcast quality.

#### QUALITY QUADRUPLEX RECORDINGS

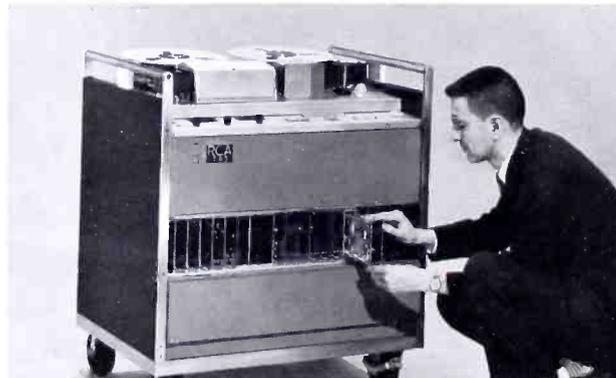
Here are the same quality recording techniques found in the highest priced recorders. TR-5 tapes faithfully record the live realism of monochrome or color pictures now provided by the newest cameras. It produces quadruplex tapes that can be played on all standard machines.



Tapes can be played on all standard quadruplex recorders.

#### PLAYBACK CONVENIENCE

Tapes recorded in the field or studio can be played back immediately for on-the-spot previewing, or high-quality closed circuit presentation. On-air playback can be provided by adding a signal processing amplifier.



Uses standard transistorized modules.

#### TRANSISTORIZED MODULES

Standard plug-in modules simplify maintenance, increase operating flexibility. Transistorized circuits require less power and generate less heat... The TR-5 accommodates modular accessories, cue record/playback, electronic splicer, remote control.



**RCA VICTOR COMPANY, LTD.**

Technical Products

1001 Lenoir St., Montreal 30, Que.

THE MOST TRUSTED NAME IN ELECTRONICS

# THE YOUTH MARKET - - AN EXPLODING MYTH

*Seminar says income - not age -  
is the only market yardstick*

*Reader's Digest's Chas. Hepler  
factifies the youth market*

Today's youth market might emerge from its tender, formative years with a dented psyche, if teen-market seminars follow the "stay in line, youngster" trend of a recent Toronto meeting.

A November 23 Advertising and Sales Club workshop on the teen market started off by telling delegates that youth's buying power was grossly overrated, then said, in effect, that the immensity of the youth market was largely a product of somebody's hyperactive imagination.

"From the demographic point of view, and in terms of spending power, the youth market phenomenon is of no great significance," was the view put forward by Dr. V.H. Atrill, executive vice-president of Market Facts of Canada.

Atrill said fluctuations in the percentage of teenagers and young adults in the total population haven't been very great—"haven't moved sample compositions more than a percentage point." And the youth phenomenon isn't new, in his opinion. The "baby boom" and "young adult swamp" also occurred after the First World War, with much less fanfare.

Citing the general opinion of "most researchers", he went on to call the youth market a myth, a fading legend that will vanish as the current crop of young people ages into adulthood and population profiles lose their small under-25 bulge.

Atrill's "little man that wasn't there" theme dominated the seminar's afternoon triple-presentation and panel discussion. But the attack on the youth "myth" was led by lunch speaker Charles D. Hepler of Reader's Digest, New York.

## **Youth - an "in" thing**

Hepler termed the youth market an "in" thing in advertising and merchandising circles. "There has been a pronounced tendency to a sort of youth hysteria, an inclination to go overboard, to see market planning primarily in terms of the youthful consumer."

The time has come to look at the subject more dispassionately and objectively, he said, and measure youth market efforts more realistically in relationship to the total market.

After offering a wealth of youth

market facts to support his position, Hepler argued that "discretionary income still provides the best index to the potential of a market. And by every count the age group from 35 to 64 still deserves to be considered the prime target."

Clayton Daniher, president of F. H. Hayhurst Co. Ltd., Toronto, took a more positive approach to the youth market, and pointed to four vital differences in attitude between today's and yesterday's youth, (and for that matter, between today's youth and the adult market). He said:

- Constancy and brand loyalty are almost non-existent among youth today.

- Youth's mobility (both job mobility and eagerness to travel) is affecting living and buying habits.

- Youth is unconcerned about financial security.

- Young people are looking for new ways of satisfying status drives and gaining social approval.

Similar points were made by Atrill, who saw the youth market as important sociologically, in spite of its relative demographic insignificance.

Atrill also described increased educational levels as an "obscure problem", a tough new nut for market researchers to crack. Higher average educations will tend to make research considerably more superficial than it has been, in his opinion.

"The ordinary man on the street can be made to blurt out things, or accept forced-choice research situations," he explained. "But the ability to interview in depth drops off with higher educational levels."

Byrol Osterweil, vice-president of Lippincott & Margulies, New York, told the seminar the youth market should be treated for what it is, just one very special market among many.

"Anyone who approaches the mass market as one big generality does so at his peril," he said. "But it's equally wrong to give undue attention to each individual market. Every manufacturer must make his own decision whether to give special attention to youth."

Is the youth market a myth? Seminar speakers seemed to stick to that approach. But on the other hand Daniher warned that "the situation is here and now - and marketing profits and dividends are here and now."

## **The Youth Market for Household Goods**

- Of 148,000 families with household heads under 25 today, 71 per cent have incomes of less than \$5,000.

- Middle-age families (with heads aged 35-54) spend well above average for food (12 per cent more). Even older families (55-59) are above average. Young families (under 25) spend 23 per cent below average for food, and the 25-34 year-olds are four per cent below average.

- The best markets for heavy goods such as appliances and furniture are among the older, better-established, higher income families. Approximately 70 per cent of all appliance and home furnishing sales are made to 35-or-over households - only five per cent to those under 25.

- Greatest clothing expenditures are made by 45-54 year-old family heads.

- The same applies to expenditures on smoking and alcoholic beverages.

- 46 per cent of foodstore shoppers are 30-44 and 36 per cent are 45 and over. (In the U. S., only six per cent of shoppers passing through supermarket checkout stands are under 25, according to a *Progressive Grocer* report.)

- Even if the under-25 market were to double in the next few years, more than 80 per cent of supermarket shoppers would be in the older age groups.

- The average supermarket checkout bill for customers in the 25-40 age categories is much higher than for the young householder.

- Biggest supermarket spenders of all are families of six or more persons with incomes of \$7000 or more.

- Families where the head of the household is between 35 and 59 purchase at higher levels than younger families in the largest number of product categories (U. S. Bureau of Labor Statistics Consumer Spending Study).

## **The Youth Market for Automotive Products**

- Only nine per cent of all new car purchases are made by buyers under 25. (78 per cent are made by people 30 or older, 37 per cent by buyers 45 or older.)

- 78 per cent of all multi-car fami-

lies have heads 30 or over.

- 72 per cent of all new compact cars are maintained by people 30 or over.

- 61 per cent of all new import cars are maintained by people 30 or over.

- Only 28 per cent of Mustang buyers up to October 1965 were under 25 - 38 per cent were over 32 years old. (Hepler says, "Add on the percentage of under-25 sales in which pop paid for it, and the over-32 total would be closer to 50 per cent.")

## **The Youth Market for Travel**

- 74 per cent of Canadians going to Europe as tourists are 35 or older.

- Only 42 per cent of those whose incomes are under \$5000 - the category in which most young adults fall - take even one holiday trip a year away from home.

- 74 per cent of those with incomes over \$7000 travel at least once a year - and most take more than one trip.

- The percentage of families that take plane or train trips or stay at hotels is two or three times greater among families with incomes over \$6000 - and they spend three or four times more money in the travel markets.

- The homes of under-25's account for less than three per cent of all money spent for magazines, newspapers and books.

## **General Youth Market Statistics**

- 66 per cent of the under-25 age group next year will be under 15 years of age.

- 73 per cent of all income goes to families with 35-or-over household heads - only four per cent to those headed by under-25 year olds.

- Approximately 74 per cent of all consumer expenditures for goods and services is made up by the 35-or-over group - about three per cent by the under-25's.

- 82 per cent of all families in the \$10,000-plus income brackets have heads 35-or-over - one per cent have heads under 25.

- By 1966 nearly 50 per cent of all the people in Canada will be in the under-25 age group - there'll be 2,655,000 teenagers.

- The average teen-age boy has about ten dollars a week to spend, of which about one-third comes from his father.

# Once upon a time governments just governed

An address to the Winnipeg Sales and Advertising Club by Dick Lewis

The election is over. Where do we go from here?

Is the election of the candidate of your choice, or of one of the other candidates, the only interest you have as a voter?

Is it the case that if your man got in, all was well? And if he went down to defeat, the jig was up and there was nothing you can do about it?

Does this summarize the meaning of an election, the significance of government by the will of the people? I hardly think so.

Governments are, for many of us, the best customers we have, no matter what we sell.

Of course it is all wrong, but through the years, we have allowed our governments to get into the field of business, in competition with tax-paying legitimate private enterprisers, under the names of state ownership, public ownership, crown corporations and so forth.

To mention a few, they are in aviation, railroads, radio, television, motion pictures, hotels, restaurants, gift shops, synthetic rubber, telephone, telegraph, express, banking, tourist resorts, insurance. That's just a few of them.

These enterprises usually show hefty losses on these operations which they recoup by means of taxing the people, including their competitors in private business, and what is the result?

Government has to buy things and hire people to run these businesses, and private enterprise has to rely more and more on government to purchase its products in order to pay its taxes.

And governments are delighted to shower their orders on us, because in this way they make us dependent on them for our existence thereby staving off rebellion and keeping themselves in power.

This isn't anything new. It has been going on for years. And what have we been doing about it, you and I? We've been doing the same thing about it for years. Absolutely nothing.

And not without reason.

## Which shade of pink?

We in business live in mortal terror that the government will spread its tentacles into our fields of endeavor; impose some new form of taxation which will price us out of our market; compel employers to shower new forms of welfare benefits, when we have always done what our resources enable us to do on a voluntary basis; impose a Royal Commission or Inquiry on our industry, which will keep us sitting on a tack for the two or three years of its deliberations, and then a further eternity while we wait to see if the government will implement its recommendations when, in its own sweet time, it presents them.

We used to blame the socialists for this sort of thing. We still do, because the so-called Liberals and the so-called Conservatives have stolen all the planks from the Socialists' platforms, so that the issue before us when we come to an election is just what shade of pink we want our parlors painted.

"The fault, dear Brutus, is not in our stars, but in ourselves that we are underlings."

I don't think Shakespeare had socialism in mind, when he wrote this couplet, but it certainly applies.

What have we done to convince the political parties that socialism by any name is repugnant to us and we don't want it? Nothing.

Once upon a time, governments just used to govern. Now they are in business in competi-

tion with their electors, and the kinds of business they are in, such as communications and transportation to mention two, are commodities every business must have to exist, so it dare not resist them.

Is this submissive attitude in keeping with the essence of democracy, of government by the people, for the people?

Is this the way Canada grew to greatness?

The man who represents you in parliament is *your* representative, whether you supported him or not. So isn't it your prerogative—more than that, your bounden duty—as a Canadian citizen—to keep tabs on him, not just to get orders for your wheat or your locomotives or your cumquats, or whatever you sell, but in order that Canada may prosper and progress as a country where you are happy to live and raise your family.

Once upon a time, your fathers and their fathers set to and built up Canada by the sweat of their brows and muscles, and did a damn fine job of it too.

They didn't have unemployment insurance, medicare and state broadcasting systems then. All they had were axes and guts. But things have changed.

Through the years the function of government has changed from that of the pilot who was *told* to steer the ship from Point A to Point B. Now it has become some sort of admiralissimo who *ordains* that the craft shall proceed from Point A to Point B via Channel C, and then blocks the remaining channels to make sure his orders are obeyed.

It has entered all the fields of private enterprise I have mentioned, under the pretext that it is filling the voids left by private enterprise in most instances, or, in such cases as broadcasting, that the industry in question utilizes public assets such as the air waves.

Horse feathers!

The air waves aren't hunks of chicken wire hanging about in the atmosphere. They are sweet nothing, until some enterprising broadcaster puts a signal on them, nothing but the air we breathe; and any time now we shall be required to buy a licence to do that.

## Protection breeds dependence

The real reason for all this government protection, as it is called, is that the more they can bring us to lean on them for their needs and desires, the stronger and more unassailable will their position become. They are forever searching for frailties in the armor of enterprise, in order that they may protect people against dangers they never knew existed.

Lately, we have heard a great deal about a government enquiry into the business of broadcasting, both radio and television, conducted by a special government committee, headed by Robert M. Fowler, who also chaired a Royal Commission on Broadcasting in 1957.

The Fowler Committee's Report is an almost blanket indictment of all broadcasting, public and private. It recommends the appointment of a supreme director of all broadcasting called the Chairman of the Canadian Broadcasting Authority, to control both sides of the business—to make sure that he likes all the programs that are aired—and to be responsible only to God.

The Fowler Report describes broadcasting programs as nondescript, trivial and deplorable, which they may well be, at least in Mr. Fowler's estimation. Yet it apparently takes no cog-

nizance of the fact that over 16 million Canadian households have bought radio and television sets and spend literally millions of hours listening to and looking at the programs, in spite of the fact that Mr. Fowler doesn't like them.

I think it was the American newspaper tycoon, William Randolph Hearst, who invented what is now a familiar saying—"nobody loves us except the people."

What was to me one of the most significant things in the Fowler Report, what to my mind portrayed an exact picture of the "big-daddyism" which is becoming more and more a part of our daily lives, was this:

"Its (the Broadcasting system's) guiding rule cannot be to give the people what they want, for at best this can only be what the broadcasters *think* the people want; they may not *know* and the people themselves may not *know*."

What does it all add up to?

## Business does nothing

Not just the broadcasting business, but *all* business is really under the socialistic gun. And what is business doing about it? Nothing.

Next question.

What *could* business do about it?

Business—and this means your business and mine—has an appalling image in the mind of the public.

By and large, we are regarded as mountebanks who buy things for an extremely low price and sell them at an exorbitant profit, and the public has to pay because it needs these things.

They think we exploit our employees abominably, paying them as little as possible and expecting them to give in return more than is possible.

We are accused of selling inferior goods but packaged in keeping with the high quality prices we charge.

They would have it that we misrepresent these goods in the various forms of advertising we use, not to the point where we could be convicted of fraud, but with oblique superlatives which delude people into believing they are telling them something, but which, when they come to be examined, are found to be absolutely meaningless.

Of course we are not all guilty of these things, but the *few* are more noticeable than the *many*.

My point is that we who are in advertising in its various forms do nothing to correct and control the few miscreants who give our whole craft a bad name. Neither do we make any attempt to correct the generally mistaken impressions that are bruited around by the enemies of business with such glee and such relish.

Surely every trade association should ride herd on its membership, by which I mean each individual member, to see that the advertising he uses to represent his product in the market place is not just "legal", but is actually of benefit to those on the receiving end of it, in terms of information delivered honestly, sincerely and without extravagant and meaningless blasts.

Offenders should be summarily expelled from the organization with all possible publicity, because if business doesn't take steps to discipline itself, the "Authorities" are just waiting for the opportunity to do it for them.

Then there are the unjust critics who besmirch business with no justification.

Surely advertising people, marketers, merchandisers, publicity men—all masters in the art of communications, or at least supposed to be—can organize themselves into campaigning posses, with the single purpose of getting it across to the public that their lot is a happier one because good products are honestly and intelligently advertised; and not only this but, directly or indirectly, because every one of us owes his living to the extra sales, the extra production, the extra employment, all of which are occasioned by this most maligned of businesses.

### Dedicated poisoners

There are dedicated, devoted and highly-organized groups of people who live only to bear witness against us. Experts in the art of propaganda, they poison the public mind against us and everything we do.

Surely, by the use of horse sense and energy it is in our power to counter this false evidence with the plain unvarnished truth.

And what if we don't? What if we leave things as they are? We are all doing pretty nicely aren't we? In fact right now business is enjoying a major boom. Why upset the applecart? Why rock the boat? I'll tell you.

It is the disposition of present day government to hop on and latch onto any excuse it can to add to the so-called protection it loves to shower on the people.

Rightly or wrongly socialized business was thrust upon us in answer to the charge that private enterprises will only serve the public where and with what they can make the most money.

State-owned broadcasting was born to protect people against programs, broadcast on private stations, programs which were chosen because these were what the public wanted to hear.

### Hazards Ahead

And there are still fields wide open for bureaucratic conquest. They haven't had the courage to launch a state-owned newspaper or chain of newspapers—so far.

A tax on advertising is still talked about in Parliament every once in a while.

And so on, and so forth.

These things will come though, because the avalanche is just beginning to gather momentum, and with it cannot fail to come more and more taxes to go along with more and more protective measures, most of which are entirely unwarranted.

There is unemployment insurance, designed to protect people who have never missed a day's work all their lives against being out of a job.

We must have state-owned air lines and railroads to protect us against the perils of air lines and railroads operated by private enterprise. The perils are not defined.

There is the imminent old age pension, which people of my age will be compelled to pay into with no hope of any return whatsoever, and those who start in their twenties will be extremely lucky if they ever get back the money they have paid, to say nothing of the equal amounts their employers will be forced to contribute.

There is medicare in its various guises, though most employers have been contributing to it for years on a voluntary basis.

There is the danger (again undefined) of our being subjected to more and more trashy American programs to be offset by compulsory production and presentation of Canadian programs which could easily be even trashier.

There is the awful hazard of legitimate liq-

uor stores operating legally for the sale of spirituous liquors, at a profit which rightfully belongs to the provincial governments.

There is the risk of salaried employees spending their money as they earn it and not having it available when the time comes for them to pay their income taxes.

Crutches. This is what they are—crutches forced upon us by our Great Protectors in Ottawa, to the point where we are unable to walk without them, and which, with stoic Canadian courage and forbearance, we bear with nary a murmur.

If you are satisfied with these and innumerable other burdens, to say nothing of the expense you are put to to bear them, then all is well. Hobble around as best you may until they think up some more devices.

But if you aren't satisfied to be protected against these unnoticed perils, then get up on your own two feet and fight, because this damn protecting business, once it gets under way, has no place to go but up—and up—and up.

### Politics means Citizenship

It is the proud boast of clubs consisting of a representative cross-section of business people that politics is a forbidden subject. They'd rather listen to urbane talks on Plant Life in the African Bushveld.

Politics is derived from a Greek word "polis", meaning "a city", just as citizenship comes from the Latin word "civis" which has the same meaning.

So politics means citizenship, which is surely worthy not only of discussion but of action.

Politics is not a forbidden subject at a trade union meeting so why here?

Let's throw away those crutches, stand erect on our feet, rekindle the fires that burned in the hearts of our pioneering forefathers.

Canada was built on the enterprise of these pioneers; it has grown on the enterprise of their sons and their sons' sons. It can still grow on your enterprise and mine, if we will get up on our own two feet and fight.

People's tastes in radio and television programs are nobody's business but their own, and the oldest receiver is equipped with a button or switch with which to turn it off when we don't like what it is doing.

For a man like Fowler, whose main activity is the manufacturing of newsprint for use by broadcasting's Number 1 competitors—the newspapers, . . . for Fowler to sit in judgment over broadcasting is not just presumptuous and ridiculous. It is inconceivable. But it is quite in accordance with today's pattern.

### Right place for Government

What we have to do is determine where government's responsibility begins, and, of even greater importance, where it ends.

One fine job which is being done in your province and mine, and several others as well, is in the field of technological education.

Your Manitoba Institute Of Technology and our Ryerson Polytechnical Institute collaborate with various industries in the training of personnel for their needs.

Here is government in its rightful field. It is not competing but helping. It is significant I think.

There is a battle going on between business and bureaucracy, in which bureaucracy—paradoxically—is trying to beat business by showing it with protection. There is no surer way to domination than this.

Business' participation, with the provincial governments, in the operation of these trade schools, is the right way to go about it.

Advising the teaching faculty on the subjects it should teach is fine. Encouraging stu-

dents with scholarships and bursaries is a sound investment. But sending in a cheque and never even meeting the recipient or displaying any interest in him is just what the enemies of enterprise are after.

Let's take a quick look at the employment question.

### Importance of Labor

There is scarcely a business where the most important product is not the staff.

Does business—your business—make any contribution to the development of manpower, capable of one day succeeding you and your associates? This is a damn good question.

Alternatively, when a key position falls open, or the development of your business calls for the addition of another executive, do you prefer to pilfer an experienced man from a competitor and take a chance that the lack of loyalty he shows toward his previous employer will be remedied when he moves over to your place?

Where a large manufacturer's problem lies with organized labor, which, through its unions makes demands upon him which he is unable or unwilling to meet, does it ever occur to him to invite his employees or their unions to share his responsibilities by becoming stock holders in his enterprise?

Making it possible for employees to make investments in the company they work for—even token investments—is a great incentive to interest.

Unions, often literally laden with capital, might be encouraged to make substantial investments in the companies which employ their members.

Surely part ownership would breed greater understanding of the problems. Surely it would be a great deal better than labor problems . . . strikes . . . and eventual takeover by government, three threats which hang eternally over industry's head.

This isn't a drag-out knock-down fist-fight. It is the coldest of cold wars. And, right now, enterprise looks far from being the winner.

### It takes two to tangle

All labor problems are not all the fault of labor. Nor of management either. Yet labor and management, with more common goals and more parallel objectives, are too often at each others' throats.

And . . . and here is the real threat . . . government is always ready . . . sometimes eager even . . . to step in and impose impossible restrictions and controls, with the dire possibility of complete nationalization.

What we don't seem able to recognize is the fact that no dispute is ever attributable to either one side.

We have to determine and define the basis of these differences. Then we have to decide why we are fighting and where we are going.

When we have made sure our case is a good one, we have to find the solution ourselves, in co-operation with our staffs or whoever is opposing us, without government interference.

We have to decide whether we want the right to risk our lives and our fortunes, by facing up with our responsibilities one of which is to see the other fellow's point of view.

This kind of dedication is the keynote to the development of our own and our country's resources, not by act of parliament or order in council, but by the sweat of our own brows.

The alternative? Follow the crowd, like a bleating flock of sheep, and accept the protective despotism of the bell wethers we elect and send to Ottawa.

Oh Canada! We stand on guard for—what?  
I am now ready to be thanked.

## IRISH TELEVISION — TELEFIS ÉIREANN

### invites applications for the post of **CONTROLLER OF PROGRAMMES — TELEVISION**

Candidates must have proven administrative and executive capacity of a high order and a wide cultural background with special emphasis on entertainment and the arts.

It is essential that the person appointed will have an understanding of Ireland and Irish affairs. Practical experience in television programming and administration will be necessary together with a comprehensive appreciation of the requirements of a national broadcasting service.

The salary and other conditions for this key position will be commensurate with the qualifications and experience of the successful candidate and will be attractive.

Applications, which will be treated in the strictest confidence, should be marked "Personal" and be addressed to:

The Director-General,  
Irish Television—Telefis Éireann,  
Donnybrook,  
Dublin 4,  
Ireland.

Latest date for receipt of applications: 31st January, 1966

## LOCAL SALES OPENING

on the

## Biggest Little Radio Station

in

### Eastern Canada

We're not looking for an old guy with 20 years experience and creaking joints.

The man we want has a bug for radio; believes in it; wants to be a part of it. He may have a bit of experience but not necessarily.

What he *must* have is a personality that sells and a mind that can dream up an idea in a sponsor's store or office.

If you measure up to these qualifications and are interested in a job which pays a high commission with a generous weekly advance, sharing the market with one other salesman, write the boss and sell yourself to him.

JOHN. A. RADFORD  
President  
CFJR-Radio  
Brockville, Ontario

## Technical

### New TV camera takes pictures in the dark



A television camera that takes better pictures in the dark than in daylight has been developed by an American firm.

Using the laser light beam, Perkin-Elmer Corporation of Norwalk, Connecticut, has invented a TV system that needs no studio lamps or other external sources of illumination. Subjects photographed in complete darkness appear on TV screens as if filmed in daylight.

The laser television camera uses a scanning system made up of a generator producing a pencil-lead-thick beam of high-intensity red light, coupled in a single unit with a reflected-light receiver. No image orthicon tube is needed.

High light levels interfere with the system as it now functions, but the company says the apparatus can be modified to work under any light conditions.

Studio use of the new camera may never be practical. The apparatus has a built-in drawback that reduces its commercial television application — at least for the time being.

Pictures produced by the camera result from the system's own constant-intensity light source. As a result all areas of a photographed subject appear equally well lit, and a "flat" image appears on the television screen.

However Perkin-Elmer sees the new camera as possibly useful to TV stations for actuality news reporting, particularly in after-dark situations where a flat picture is better than no picture at all.

The company also suggests laser cameras as an ideal video aid for aircraft making night landings, and for providing law enforcement agencies with a new snooper tool for secret surveillance. Dark doorways can be scanned at night without the knowledge of the persons under observation, the developer says.

There may also be a number of scientific applications, the company believes — studying night-life in the animal kingdom, for one.

Intensity of the laser beam is described as well below the level that might endanger human sight.



**PERSONNEL RELATIONS**

In recognition of the loyalty and dedication of the *Broadcaster* staff, our offices will be closed December 25 and 26 and January 1 and 2.

**MESSAGE FROM MOMMA**

Dear Santa; Please send my husband an electric train but address it to our little son so daddy won't know we know.

-:Mrs. X

**SIGNUS TROUBLE**

RCA 19" Portable TV, with stand. Free entry coupons with Peter Jackson cigarettes or any non-tobacco product in any of 17 Top Discount Stores.

-:Counter Display

**YULETIDE PRAYER**

For what we are about to receive may the Lord make us truly thankful.

**OUTLAWED**

One sponsor they'll never get for color TV is Black and White Whiskey.

**PAN MAIL**

Sir: Not only am I unimpressed by the gags which appear each issue in your column, but I never was.

-:Candidus

**AUDREY STUFF**

Wanted a gal who is so dumb she could walk into the office and give us enough gags to last through 1966 without batting an eyelash.

**WEMPUS FUGIT**

When a man retires and time is no longer a matter of urgent importance, his colleagues generally present him with a watch.

-:Elliott Research Trends

**SEASON'S GREETINGS**

Eat, drink and be merry, friends, because you're dull enough even when you're plastered.

# ALL THE BEST TO ALL OUR FRIENDS IN 1966



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# Prospect or Perish

If the title sounds grim it was meant to. You can't stay alive in selling unless you systematically go after new accounts.

Too many salesmen regard a territory as a lifetime sinecure that will yield good earnings without cultivation. This is a fallacy. A territory must be exploited or it will dry up on you.

The key word mentioned so far is "systematic". There must be a pattern to your prospecting. Depending on hit or miss tips, one-shot cold calls, etc. is dangerous. It's like a farmer in arid country depending on rain instead of building an irrigation system. With the latter, he's sure the crops will come up; with the former he will sooner or later face a mortgage foreclosure.

## Prospects or Rejects

A lot of time can be wasted on buyers who really aren't prospects at all—at least not for your product. A true prospect must be right for you; he must possess the necessary qualities which make him a likely user of your merchandise or service. A certain amount of screening is called for here. If he can pass the following tests he's worth more of your time.

1. Does he really need your product or service?
2. Is he an influential? Does he have the authority to buy?
3. Does he represent a solvent firm that will pay all its bills?
4. Can he be weaned away from his present supplier?
5. Can you get to see him? If he's the vice-president or president the approach may have to be made by a top executive in your firm.
6. Will the business he gives you be worth the amount of time you invest in him?

You might make a chart for prospects and evaluate them on a check-point basis. This will save you needless running around on what

could be a wild goose chase.

Terry Sloane, a midwestern fertilizer salesman, narrows his prospecting down by sending out questionnaires to possible buyers. He



This is the eighteenth 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."

gets about a 50 per cent return, enough to supply him with live prospects on a continuous basis.

"I eventually sell about a third of that 50 per cent which is a pretty good average," said Terry. "It sure is better than beating the bushes. When I make a call on a prospect I can at least be sure he is a potential buyer."

## Warming up cold calls

Whenever I read that one out of 10 or two out of 15 cold calls results in a sale I make a devout wish that salesmen will not believe these figures. I know that these ratios have been derived from actual experience but I still feel that publicizing them does more harm than good.

Why? Because they cause the salesman to automatically put a damper on his efforts. He may be the best man in the business but he is a slave to somebody else's record.

What difference does it make if 30 salesmen in the XYZ Company average one order per 12 cold calls? This does not mean that you cannot hit five or six—or more! And you

can if you have faith in yourself.

In the history of selling many cold calls have produced customers that spent millions of dollars. Intelligent cold calling should not be

neglected in the prospecting picture. This means calling on buyers likely to be interested in your line.

## Faith in Action

One man who didn't believe in the cold call formula was Jim Charles, who sold big ticket electrical engineering equipment.

First, I'd like to tell you something about Jim's background. He was the son of a minister who had taught him a deep and abiding faith in God. Jim also had a bright and optimistic outlook and refused to let himself get discouraged over temporary setbacks.

His first year in selling was somewhat bleak but he refused to accept defeat. His family and friends never suspected the tough time he was having. He taught Sunday School, was always pleasant at home and never complained about bad breaks, favoritism and the other things salesmen frequently bring up to mask their failure.

## Explores Territory

Jim had been given a territory that had not been productive for his predecessor either. Along with the territory had gone a list of prospects furnished by the company.

One day Jim went to the sales manager and said he planned to make several cold calls in the following weeks.

"Okay," the manager agreed, "but we screened out the good prospects and they're all on the list we gave you. Remember, you're not selling potholders and cold canvassing isn't going to be easy with our line."

"I'll take a chance," Jim replied.

He started out with the conviction that he would not fail. And he didn't. He made contact in several companies with vice-presidents and controllers, who were impressed by his sincerity and manner. He began making sales that set records for the industry and pushed him into the highest earning bracket in his outfit. He retired a very wealthy man.

I saw Jim last year at a New England vacation resort. He was wearing the turned white collar of a clergyman.

"Yes," he said in answer to my surprised question, "I became bored with retirement and decided to study for the ministry. They said I was a bit old to undertake such a program but I felt I could do it. Sales experience helped me in this. Nothing could have been more dispiriting than those first few months in selling. I figured that I licked those and nothing could scare me off anymore."

The moral of this story is that the cold call is a state of mind. If you are really determined to make it pay off you can. Your horizons

## Coming: -

## How to Dislodge a Prospect from an Existing Supplier

Salesmen are too prone to believe that they cannot do anything about a prospect's existing relationship with a supplier. This is erroneous. Situations change and today's prospect could become tomorrow's customer. The salesman must keep calling and selling. You never know when the prospect will become disenchanted with his supplier and want to change.

are limited only by your own courage and faith in yourself. Cold calls will become warm ones if you try hard enough.

## Prospecting Leads

The salesman is not alone in his prospecting. Leads come in to him from his sales manager, supplied lists from such firms as R. L. Polk, company advertising and friends and acquaintances. The last is especially important in the service business.

Many of these leads are "hot" but that doesn't mean they are pre-sold. It requires salesmanship of a high order to get the order. The best you can hope for is that the



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buyer is receptive to your presentation. You have to take it from there.

The sales manager for a large grocery firm told me:

"I supply my salesmen an average of five leads a month each. If they don't score on at least one of them something is wrong. They are usually good leads."

Don't rely entirely on furnished lists. Keep your eyes and ears open for additions you can make to them. As a salesman, you meet many people. You attend meetings and conventions which often teem with ripe prospects.

Norm Olsen, a cosmetics salesman, makes it a practice to tack on one new prospect each week to a regular list he has.

### Landing the Big One

There is a type of salesman who is unsparing of his energy for prospecting but he is fishing for minnows when he should be angling for sturgeon.

This is the small account complex. A man devotes a great deal of time to cold calling and tracking down leads but he stays away from the big account.

Subconsciously, he avoids the large customer in his prospecting. Why? The answer is simple: the big buyer is harder to sell. The salesman knows he's going to have a tough fight and he's afraid to start slugging. He's like the early morning bather who can't gather up enough courage to wade into the

frigid water. He waits until afternoon when the sun is fully hot.

There's a defeatist aspect in the avoidance of the big account. The salesman gives up the battle before even trying to win.

Don't let the size of the prospect deter you. No matter how big they are somebody is buying and he has a "hot button". If you're not pressing it, your competitor is. Today's leading producers were never scared of tackling the major prospects.

The story of Milt Harety is a good example. Milt is a salesman in the top earning brackets.

He became an insurance trainee right after graduating from college. Like many insurance salesmen, his first policies were sold to friends and relatives. That source, of course, soon ran out and Milt knew he had to start getting his feet wet.

One of his first moves was to question the top producers in his firm as to whom they were selling. In a few weeks, Milt had the information he needed. He had found that the high income salesmen included among their clients the biggest names in business and industry and the professions.

Milt then did some research and compiled a list of all the board chairmen and presidents of the leading industrial firms in the area. And then he called on each of them cold turkey. Most were quite surprised to be bearded by this stripling. However, their surprise didn't stop them from buying. Milt sold about one but the policy was of such impressive size that his commission was outstanding.

As the years went by, Milt devoted his time almost exclusively to the big prospect, the guy who bought in a big way.

Recently, Milt was invited to speak at his alma mater. He told an audience of commerce students:

"If any of you become salesmen, remember this: You have a respon-

sibility to yourself, your family and your company to do the best you can. Never turn away from a major account because you're afraid to fail. If you do your best often enough you won't fail in the long run."

### Priming the Prospect

Some salesmen feel that once they've been granted an interview with a prospect they have accomplished their objective. They are so pleased with their success in getting into the buyer's office that they do very little after that.

You've got to push harder than ever once you get the appointment. Getting there is only half the battle. You've got to come away with an order.

Don't let yourself be cowed or intimidated by the buyer. Don't ever appear too grateful for the interview. Instead make him feel that he's been *selected* by you; that you are giving him your time. Give him the impression that you don't pick prospects at random but only after careful consideration. Make him feel that he's a blue chip choice. This will tickle his pride.

I know a salesman who has the audacity to glance at his watch before an interview and then tell the

buyer he can only spare him an hour.

It's a bold move but it gets him orders.

Another man I know, Harold Lane, sends a prospect a letter in advance of his call. The message is written on the finest stationery with Harold's initials heavily embossed at the top.

Said one buyer:

"It's like getting an invitation to Buckingham Palace. I could hardly wait until he got here."

In fact the letter is made up to look like an invitation.

If you begin an interview by telling the prospect how much it means to you etc., you just take away good selling time. Be polite, observe the usual amenities but don't get down on your knees and bow in gratitude.

You will be much better off to spend the early minutes priming the prospect for the eventual close. That's what you came for. Don't ever let anything swing you away from the main objective.

Are you prospecting in the right way and is it paying off? If you can answer "yes" to seven or more of the following questions, you're not only a good prospector but are bringing up nuggets as well:

YES NO

1. Are the prospects you call on truly good prospects?
2. Do they really need your product or service?
3. Are they available to you?
4. Do you have faith in your ability to get orders on cold calls?
5. Do you make good use of leads given to you by your sales manager, friends, etc.?
6. Do you add to the list of leads by scouting out likely prospects yourself?
7. Do you take command of an interview with a cold prospect?
8. Do you cold canvass the big accounts as readily as the small ones?
9. Are you aware that your future depends on the number of prospects that you dig up?
10. Do you have a workable system for prospecting?

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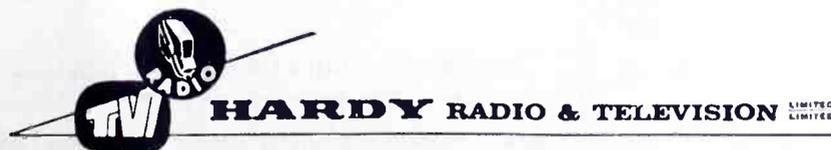
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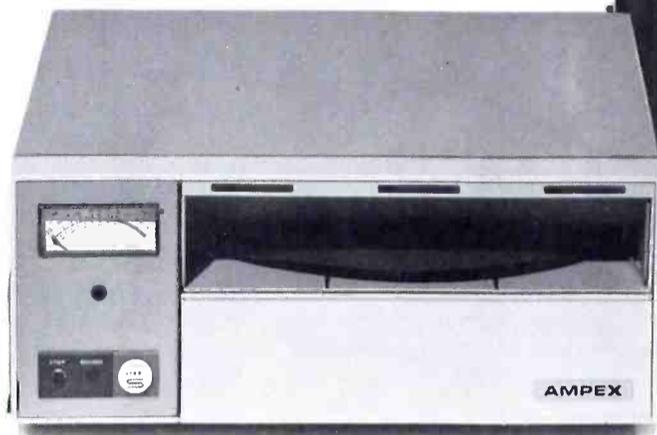
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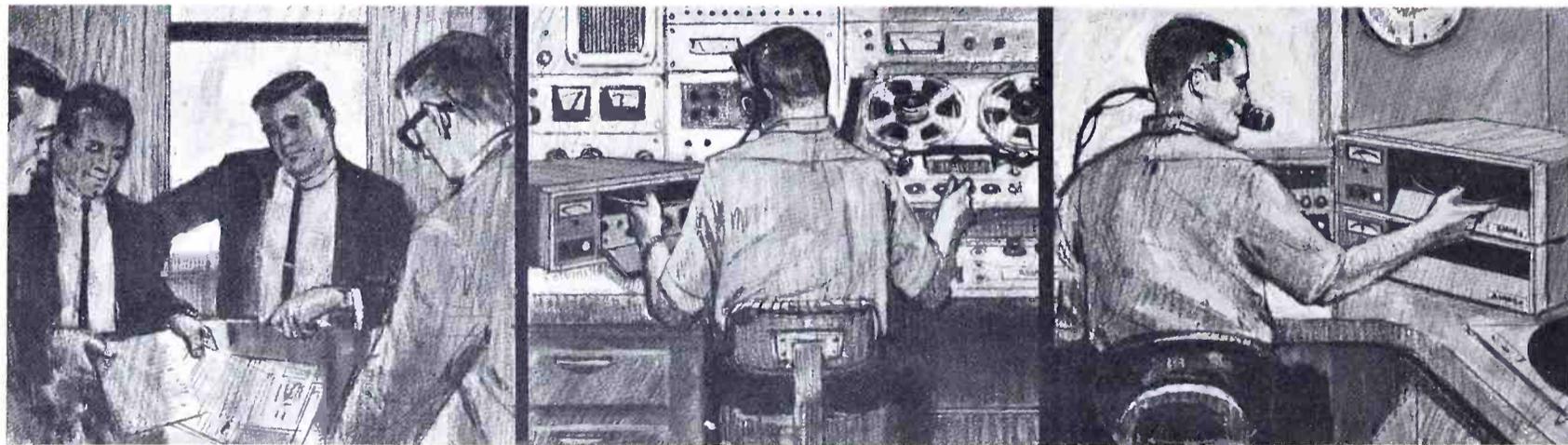
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