

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

INDUSTRY CALENDAR



Dates

JANUARY

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- CONVENTIONS**
- Jan. 31 - Feb. 1
CAB DIRECTORS' MEETING
Chateau Laurier, Ottawa, Ont.
 - March 3 - 4
B.C. ASS'N of BROADCASTERS
Harrison Hot Springs, B. C.
 - March 21 - 23
CANADIAN ASSOCIATION OF BROADCASTERS
Queen Elizabeth Hotel, Montreal
 - March 27 - 30
NATIONAL ASSOCIATION OF BROADCASTERS
Conrad Hilton Hotel, Chicago, Ill.
 - May 2 - 4
ACA CONVENTION
Royal York Hotel, Toronto
 - June 12 - 16
WAB CONVENTION
Jasper, Alberta
 - Sept. 18 - 20
ATLANTIC ASSOCIATION OF BROADCASTERS
Charlottetown Hotel, Charlottetown, P. E. I.
 - Sept. 23 - 24
CAAA (now ICA) CONVENTION
Royal York Hotel, Toronto
 - Oct. 16 - 18
CENTRAL CANADA BROADCASTERS' ASSOCIATION (Management and Engineers)
Inn on the Park, Toronto
 - Oct. 23 - 25
ACRTF CONVENTION
Toronto
 - November 13 - 16
BPA CONVENTION
Chase Park Plaza, St. Louis, Mo.
 - Sept. 28 - Oct. 1
RTNDA (News) CONVENTION
Chicago

- PUBLIC HEARINGS**
of the
Board of Broadcast Governors
- February 1, Ottawa
 - April 26, Ottawa
 - June 21, Ottawa

- DIRECTORIES AND MARKET ISSUES**
- Feb. 17 B. C. Market
 - March 17 CAB-Directory
 - April 28 ACA Issue
 - May 3 ACA Daily
 - May 4 ACA Daily
 - May 12 ACA Report
 - June 9 WAB-Directory
 - Aug. 4 "Careers in Broadcasting"
 - Sept. 15 Atlantic Market-Directory
 - Oct. 6 Central Canada Market
 - Oct. 20 "Inside French Canada"
 - Dec. 1 Christmas Directory

(Canadian Broadcaster is published the first and third Thursdays. Advertising forms close two weeks ahead of publication.)

NOBODY READS CANADIAN BROADCASTER

except



HARDY RADIO & TELEVISION LIMITED
LIMITÉE

TORONTO, ONT.

September 21st, 1965.

Mr. R.G. Lewis,
Canadian Broadcaster,
217 Bay Street,
TORONTO, Ontario.

Dear Dick:

During the past few weeks we have been taking a long, hard look at the sales promotion and advertising we place on behalf of our stations and our company.

In attempting to assess acceptance and results from our advertising, and this is damn hard to do, we still feel that we receive more comment from our space in "Canadian Broadcaster" than any other publication we have used. We also notice that stations who advertise regularly are more readily recognized by the buyers of broadcast time.

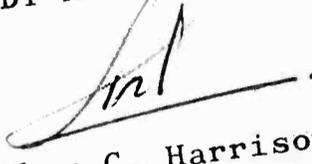
However, Dick, there is one extra value we can obtain from Broadcaster! And we will not have to buy more space from you to derive this benefit, which makes me feel good. We have found that when one of our stations send in a story to you--and you publish it--we get a decided upswing in interest in that station.

Feature items from broadcasting stations telling of their activities in production, public service, community effort, and even promotion and merchandising of their advertisers make interesting and informative reading for agency and client personnel. It is good for Broadcasters, Broadcasting and the "Canadian Broadcaster" and is of great help to the station's national representatives.

If we can help you get more news items of this type, you may be assured we will.

Sincerely,

HARDY RADIO & TELEVISION LTD.


Arthur C. Harrison,
General Manager.

ACH/jm

MONTREAL
1500 STANLEY
SUITE 420

TORONTO
2 CARLTON
SUITE 715

QUEBEC
1143 ST. JEAN

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

DICK-TATION

(NOTE: Conrad Lavigne of CFCL, Timmins, takes issue with his fellow French-Canadian Larry Ouellette, whose article, "French Canada's Messiah Complex Blocks French Canada's Achievement" appeared in our November 18 issue. Not once or twice but three times in his letter Conrad's Gallic ebullience was so overwhelming, he burst suddenly into his native French. We have prefaced these explosions with *, ** and *** respectively, and footnotes will be found below the letter containing our conception of English translations.

Dear Dick: I hope the intelligent people of our industry will not take for cash the profound observation of an outsider who is not in the broadcasting industry and who takes it upon himself to interpret the beliefs, motivation and aspiration of the French Canadian nation in your "Inside French Canada" issue (November 18).

It is one more proof reporters should stick to reporting, and not be caught by a messianic zeal to interpret such a complex situation as the role of French Canada in the Canada of 1965.

Is it by coincidence that he has picked as the core of his argument 15 of the myths which the Laurendeau-Dunton Commission exploded in its preliminary report? Mr. Ouellette is not, as we say in French, "à la page". He may not have heard that the Inquisition has been over for some time and he is still living in the era of Durham *"qui au lieu d'un peuple uni trouva deux peuples en guerre et dit qu'il ferait tout en son possible pour assimiler les porteurs d'eau et les soieurs de bois."

In order to put Mr. Ouellette in the right perspective might we suggest that he read the works of the great British historian Arnold Toynbee who, with his great intelligence sees French Canadians as the people of the future of Canada. "If Canada is British to-day it is because it was French".

If Mr. Ouellette were living in 1965 and had the true pulse of French Canada of 1965, instead of referring to his Grammar School code of contentious condescension he would know that they and their English compatriots have developed over the centuries ways of working together for their mutual benefit in a spirit of mutual trust and appreciation which is much more pragmatic than messianic.

I have news for Mr. Ouellette seeing that he is in the news business. Contrary to what he advances, French Canadians are not running after rainbows. Somewhat similar to their English speaking compatriots, rest assured that French Canadians are very much in the race for the almighty bucks and the present pressure that he may have felt may be the pressure of competition.

Mr. Ouellette unfortunately has fallen prey to the well known myth of the one nation concept. He should know that Canada is a state, that it is a political institution composed of two founding nations and that, as French Canadians, we do not desire nor aspire to a "special status". We are already recognized by all intelligent Canadians as one of the two partners. Forget about being different from others - never! Thank God for that and "vive la différence". Other-

wise how could anyone tell us from Americans.

We are sorry to see that Mr. Ouellette's thoughts as a promoter of compulsory uniformity have so much in common with those of separatists who long ago abandoned the concept of possible equal partnership established on mutual respect.

When Mr. Ouellette refers to the French Canadians' struggle to defend the Catholic religion (which in any event does not need defending) he is in the 16th Century "witch-hunt". French Canadians generally feel that Pope John XXIII and Pope Paul VI can take care of themselves and are not dependent on French Canadian support and promotion. Mr. Ouellette does not know that the new concept of French Canada maintains that even a Protestant in 1965 can go to Heaven. ***Même les Canadiens français les plus arrières sont conscients de la pilule, du calendrier, du "Vatican roulette", et ça fait longtemps que la revanche des berceaux est finie. Les Canadiens français sont tellement occupés par leurs propres problèmes: développement de la compétition, contrôle économique, prendre leur place sous le soleil que même si ça peut sembler égoïste all the French Canadians are hoping for is to be left alone to their quiet revolution and have no ambition whatsoever to show the light to other peoples. We are so busy with our own washing we could not care less for the whiteness of the "lavage de la voisine" (neighbor's laundry). Proof of this is Quebecers are thinking of going at it alone. ***Au lieu d'essayer à évangéliser le Canada nous songeons plutôt à organiser nos propre affaires.*

WANT-AD STATION WOULD BEAT PRESS

Application for an all want-ad radio station has been filed with the Federal Communications Commission in the United States.

The proposal calls for switching the format of radio station KGLA-FM Los Angeles to day-long classified advertising. The city presently has 12 local AM and 20 FM radio signals, and receives a number of clear outside frequencies.

Gordon McLendon, president of the McLendon Corp. and a founder of the original Liberty Radio Network in the U. S., has put the application before the commission. He also wants a call-letter change to K-ADS-FM, to be pronounced "Kay-ads".

Extensive local research has apparently indicated a desire for the novel programming concept, and McLendon has guaranteed to maintain the experiment for a minimum of one year.

Ponderously long newspaper copy deadlines have been cited as one advantage for the project, and McLendon is reported to have said:

"The public could be provided with classified advertising at but a fraction of the cost of the same advertising in the metropolitan newspaper."

The all-ad format ostensibly breaches regulations limiting radio commercial announcements, but McLendon has agreed, alternatively, to abide by the code of ethics of the Association of Newspaper Classified Advertising Managers, Inc.

After carefully reading Mr. Ouellette's article in the last issue of Canadian Broadcaster I came to one conclusion: Knowledge is power but a little knowledge in any one subject is dynamite...We French Canadians do not wish to show anybody the light but conversely we cannot care less for gratuitous and unsolicited advice.

Mr. Ouellette has forgotten that Saint Jean-Baptiste and his lamb, former patron of French Canadians, has been replaced by Saint Jean-Baptiste and the "tiger in his tank".

**which found, instead of a united people, two peoples at war, and said it would be altogether possible to assimilate the hewers of wood and the drawers of water.*

***Even the most backward French Canadians are conscious of "the pill", the calendar, Vatican roulette, and the revenge of the cradle is long over. French Canadians are so taken up with their own problems - the development of competition, economic controls, finding their place in the sun, that even if it might sound egotistical...*

****Instead of trying to convert Canada, we are more interested in organizing our own affairs.*

Mainly Because of the Heat

Dear Dick: I would like to protest an inaccuracy in the listing of awards at

the 1965 Radio Commercials Festival, as published on Page I of your November 18th issue.

MacLaren Advertising Limited is listed as having won two awards for the Dominion Stores Limited commercial, "It's Mainly Because of the Meat."

In fact, MacLarens had nothing whatsoever to do with the creation of this commercial, neither lyrics, music, nor commercial messages.

I conceived the format of this commercial, wrote the lyrics, and retained Bob Hahn directly, to write the music. Subsequently I wrote each of the 12 commercial messages that were dubbed in.

The entry into the Radio Commercials Festival was made in my name, and the awards were presented to our President, Mr. T. G. McCormack, due to my absence in hospital.

I am, I believe justifiably, very proud of having created "It's Mainly Because of the Meat." I don't mind MacLarens collecting commission on the several millions of dollars of billing to date, but I'm damned if I am going to let them have the credit for its creation.

I earnestly request that you publish a statement correcting the erroneous credit to MacLarens.

J. Scott Feggans
Vice-President
Dominion Stores Limited

(NOTE: The Broadcaster contacted George Sinclair, president of MacLaren Advertising Co. Ltd., and he said Scott Feggans was quite correct in his statement that he - Feggans - was responsible for the commercial.

Baker and Collyer merge

Baker Advertising Agency Ltd. and Collyer Advertising Ltd. are merging as of January 15 when they will emerge as Baker-Collyer Advertising Ltd. After resigning the Anso account (Collyer) and Adams Brands (Baker) the new firm will be billing over \$10,000,000, over half of it in the broadcast media.

Baker president David Gillespie, who will be president of the new company, says the Baker accounts will contribute over \$6 million billings to the new agency and the erstwhile Collyer billings will be in excess of \$4 million.

Gillespie points out that the merger will be advantageous to

each of the old companies because Baker has always been stronger in Toronto and Collyer in Montreal, and the new company will be able to do a better job for clients from both cities.

Under the presidential jurisdiction of Gillespie, Jim Collyer will continue to preside over the Montreal operation as managing director.

The board of the new company has not been elected yet, but besides Bill Baker, who will continue as chairman, it is likely to include W.A. Salo and Bob MacAlear from Baker and Dick Crichton and Claude Collette from Collyer.

All-Canada Radio & Television Ltd.

McCreath, Tait and Smith move up

● Ross McCreath, 42, Vice-President (Television) of All-Canada Radio & Television Ltd., has been appointed Vice-President and General Manager, succeeding Reo Thompson who died last month.

Ross broke into advertising after war service with the Army Show, when he joined Spitzer and Mills as a 22-year-old office boy. He became secretary to Pete Reid, then general manager, later transferring to the radio department, where he worked with Bill Byles and Ralph Hart. He joined All-Canada in 1946 as a time salesman under John Tregale.

● Bob Tait, already a vice-presi-

dent, adds to his duties those of assistant general manager.

Bob started with the company in November 1946 as a shipper, and has risen through the ranks. January 11, he leaves for England on a special assignment on which no details are available at this time.

● A new post has been created - that of Toronto Television Manager. This appointment goes to Don Smith, 36, who rises from the position of TV Sales Director for All-Canada's major market stations.

Don started with the company in 1951. Like Tait, he also cut his eye teeth in the shipping department.

Byles Gibb scales down commission - others say no

No major broadcast sales representative firms appear willing to adopt a reduced - commission plan introduced by Byles, Gibb & Associates of Toronto during December, though the change seems to be generally regarded as a new competitive element.

Byles-Gibb has put its commission scale on a reducing basis for radio stations billing more than \$200,000 annually, and has established a minimum commission rate of ten per cent for stations in the over-\$900,000 class.

Radio outlets billing \$200,000-\$300,000 would pay Byles-Gibb 13½ per cent under the new system. Going rate for broadcast sales representative commissions is a flat 15 per cent of the net billing after agency commission.

Art Harrison, president of the Station Representatives Association and Hardy Radio & Television Ltd. of Toronto, said the move by Byles-Gibb did not require association sanction.

"This is strictly on their own," he said. "The private contracts of the members have nothing to do with the association."

Will any other reps follow the leader? No chance, apparently.

"There's nothing really too new about the idea," said Stuart MacKay, president of All-Canada Radio

& Television Ltd.—"sliding scales are being used for television sales."

"We worked some radio stations years ago on a lower rate, but they're now paying us 15 per cent."

Commenting further, MacKay said the announcement had neither slowed-down nor speeded-up All-Canada's policy changes. "But I think when you have a serious program of research, development and advertising, 15 per cent is not out of line."

A similar reaction was voiced

by Bill Stephens, manager of Stephens & Towndrow, Ltd., Toronto.

He said the Byles-Gibb innovation would not affect his firm's commission schedule in any way.

Is there a certain amount of unofficial under-the-counter rate-cutting on radio sales commissions anyway? Harrison thought so. He said, "People say there is, and I understand there is."

But as far as he is concerned, the only negative feature of the new commission proposal is the disturbance it might cause in the sales

representative field.

"A station could look at its volume figures, go to its rep and say, 'If station X is getting a lower rate, why shouldn't I?'"

"Whether this is good or bad, I quite honestly couldn't say."

MacKay's response was to comment, "It depends on the degree of service the station wants."

"But I think Byles - Gibb have every right to try to solicit business on the basis they feel will be the soundest."

FM Radio

Sees more coverage with Vertipower

Canada's second "Vertipower" installation has been proposed for Radio CHYM-FM in Kitchener, and a Board of Broadcast Governors' hearing on the station's application, among others, will take place in Ottawa February 1.

If the application by Great Lakes Broadcasting System Limited is approved, CHYM-FM will go ahead with a complete new FM transmitter installation.

Equipment capable of vertically

polarizing FM signals was first introduced to Canada by CHFI-FM Toronto last year. Cost of the facilities was estimated at about \$100,000 at that time, and other FM broadcasters in Toronto were skeptical about Vertipower's practicality at that price.

Al Davis, chief engineer at CHYM-AM-FM, put the cost of adding vertical-signal equipment to an FM transmission installation being built from scratch, at a much lower figure—"about \$25,000, as a

rough guess," he said.

Coupled with a proposed power boost to 100,000 watts ERP, the Vertipower facility will apparently make it possible for CHYM - FM to reach a long stretch of one of Ontario's major highways, in addition to extending the station's household coverage.

"We would catch Highway 401 right straight through Chatham to down around Belleville with fair reception of our FM signal," Davis said.

Board of Broadcast Governors

Will eye Fowler Report in camera

A special in-camera meeting of the full complement of the Board of Broadcast Governors will be held on January 10 in Ottawa to discuss the implications of the Fowler Report on Broadcasting.

Dr. Andrew Stewart, chairman of the BBG, said the session was the result of requests from BBG membership. "They've been saying for a long time they needed a special meeting."

He confirmed that the Fowler Report was "the main reason for having the conference," but indicated that the board might not feel itself justified in taking any official position on the Fowler recommendations.

Some members felt the meeting was required because the BBG did not make any representation as a board to the Fowler Committee, Stewart added.

He also said there was no particular reason to expect the meet-

ing to result in a BBG submission to the recently - announced seven-member cabinet committee (to be chaired by Prime Minister Pearson) formed for the purpose of reviewing the Fowler Report and recommending broadcast legislation.

Merchants buy spots to sell civic Christmas cards

The concept of a broadcast Christmas card sold 100 commercial spots in one day for radio station CJOC Lethbridge on December 20.

Twenty merchants from the nearby town of Coaldale subscribed to the "Coaldale Christmas Card"—day-long programming on CJOC featuring record introductions naming one of the merchants as "sender" of each tune.

Spot announcements bought by the merchants offered gift ideas and Christmas messages. A repeat of the promotion is planned for next year.

OPPORTUNITY

We are looking for top professional broadcasters.

Morning man - mature, happy, authoritative.

A Mid-Morning Man - with ideas, ladies' man, who knows how to program this segment.

Require a Top 40 D. J. - Swinger, worker with know-how.

These openings are available immediately.

When applying please enclose a picture, tape and background information. Minimum three years experience with grade 12 or better.

This is an Ontario Station, population over 100,000. Modern city, numerous recreational activities, close to American Border and cities, 40 hour week. Most modern broadcasting equipment in Canada. Congenial and understanding management with twenty-two years in broadcasting industry.

This is a 10,000 Watt, 24 hour operation and we want nothing but the best for our listeners. Station is progressive, growing every year. A good future for the right people, an excellent place to raise your family or start a family. If you are single we have plenty of beautiful girls. If you are the man fortunate enough to be selected to join the production team of this happy progressive station your future is unlimited. Moving assistance will be provided.

Please amateurs don't apply! Only professionals with showmanship and love for the broadcast industry.

Salary 25% higher than the going rate. Our staff is aware of this advertisement. All replies kept strictly confidential!

Reply to:

Box A-834
Canadian Broadcaster
217 Bay Street, Toronto 1, Ontario

B

Now in our twenty-fifth year . . .

CANADIAN BROADCASTER

Editor and Publisher
RICHARD G. LEWIS

Assistant Editor
FRANK KELLEY

Art Editor
GREY HARKLEY

Make-up Editor
BRIAN MacDOUGALL

Secretary-Treasurer and
Circulation Manager
T. G. BALLANTYNE

Composition
JOHN WEBER

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LAURETTE KITCHEN

London
WALTER R. WATKINS

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Ottawa, and for payment of
postage in cash.



Typography and Make-up by
Canadian Broadcaster

One year from now, as Canada enters her centenary year, Canadian Broadcaster will have completed the first quarter of its first century.

We cannot help wondering how on earth the country ever got by for its first seventy-five years without us, but actually it goes a bit deeper than this.

We started our venture in January 1942 on a shoe string, and the fact that we are coming up to our quarter-centennial certainly testifies to the high quality shoe lace we used. But there is still more here, again.

Christmas '42, as we completed our first year, we delivered ourselves of an editorial of the traditional type, which, under the title "I Believe..", said, in part:

"I believe in radio for a variety of reasons.

I believe in radio because, given the opportunity, it can accomplish much, more in fact than has been accomplished in the past, to develop for Canada a Canadian identity and individualism, starting in the arts whence all such developments must spring—an identity I earnestly believe Canada needs in order that it may maintain its place among the world's great nations.

I believe in radio as a democratic instrument, operating to the end that the utmost in entertainment and enlightenment may be brought to the most possible people—the entertainment and the enlightenment they want, served up to them how and when they want it. I believe that radio is growing into democracy's firmest brace. But I believe that a radio autocracy, where the will of the people receives anything but first consideration, makes this miracle of the age the evil thing that all dictatorships, even benevolent ones, must be.

I believe that a hope for a means to dispense radio entertainment to please all the people all the time is an impossibility and an absurdity, so I am perfectly satisfied in the knowledge that programs which do not appeal to me or to the segment of society I represent, may still contribute valuably to the task of entertaining the whole country.

I believe that radio has an opportunity in Canada beyond other countries of earning general public acceptance, because it has its two branches, one for dispensing programs of the widest possible public appeal, the other to give entertainment and instruction of a more cultural and less commercial nature.

I believe in radio because it has spared no effort to gear itself to the common weal, which has been and still is the successful prosecution of the war. I believe that radio will continue along these lines, without fanfare of trumpets, but simply as a matter of course, to the war's end, and then will

commence to play its part in the peaceful era to come. When history is set in type, radio will be written up as the sinister weapon used by our enemies with awful effect in the subjugation of Europe; but I believe that a chapter will be devoted too to radio as the force for good which — when finally harnessed to the task — was able to offset all the ill, by a tremendous contribution to ultimate victory.

I believe in radio because its men and women seem to work at their jobs because they like them, and because it is part of their creed that the good of one is the good of the whole. I believe that a great measure of their success is attributable to the incessant criticism they have to face. I believe that the success will continue, and the criticism—I hope it will continue, too.

I believe in radio because scarcely a week passes that some evidence of its strength as an advertising medium does not appear; I believe in radio because day by day these indications grow greater.

I believe in radio because in it I've made friends—first-name friends, though many of them I have never met.

I believe in radio."

A great many things have happened to radio — and the new television too — since this editorial was written, and most of these things have spelled progress.

The growth and progress of the industry has been made possible by one thing — belief — and one group of people — believers in broadcasting.

There is more to broadcasting than its potency as an advertising medium. There has to be. Otherwise governments would not feel it incumbent on them to surround it, and no other medium, with untold regulations and restrictions; because no other medium reaches all the people all over the country; because the other media which once despised and derided "the black box" as a passing fancy are now falling over themselves and each other in their frantic efforts to get into the business.

The business of broadcasting will progress in 1966 and the years that follow. There is no question about this. This progress will be even greater if every broadcaster thinks up and sets down his own private articles of faith and then proceeds to work with them and live by them as he goes about his daily work.

I believe in broadcasting. Do you?



. . . doesn't amount to a drop in the bucket

One of the most grass roots color television seminars to be staged since the great color boom began in the United States and, later, in Canada, was presented by a Baltimore radio-TV station November 20.

At the seminar, WBAL-TV executives came up with a man-to-man discussion of station-level color problems, in addition to a brief and encouraging look at the color cost problem.

The symposium and workshop was delivered in front of more than 200 representatives of Baltimore and Washington advertising agencies.

Clifton Harris, resident controller of the station dealt with the cost question, and said, "We can't honestly say color operation costs too much. It costs more . . . but so surprisingly small an increase that it doesn't amount to a drop in the cost bucket."

Practical solutions to the color production problems faced by stations were put forward by a team - Jay Goldman, WBAL operations manager, and Fred Schneeman, art director.

Harris used the station's ten-years' experience in colorcasting to back his argument that the bogeyman of color costs shouldn't scare any-

one, least of all television broadcasters.

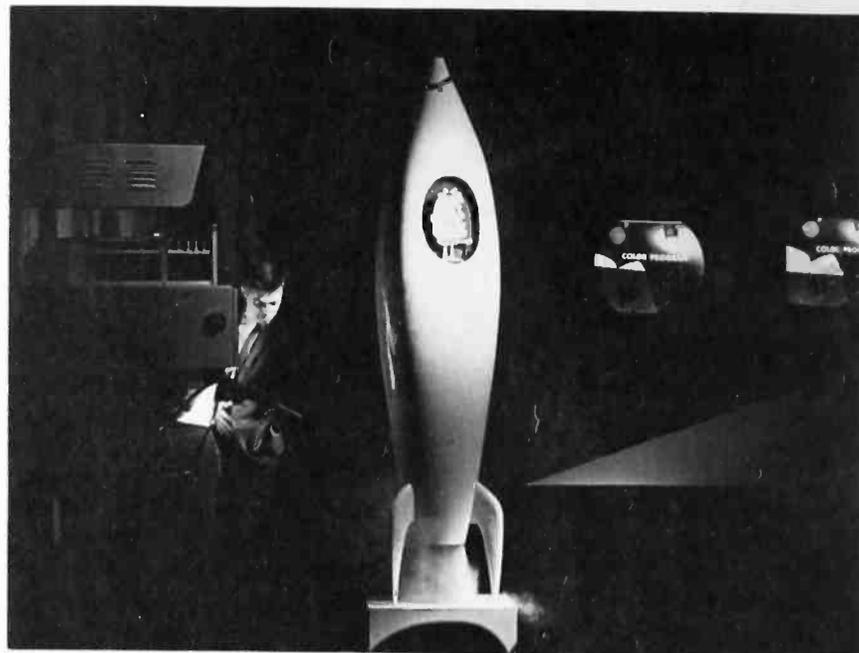
(WBAL-TV's background? The station currently programs more than 94 hours of color television weekly, and originates all forms of color including live in-studio, film, slide and videotape, the station says. Six color programs produced by the station are beamed to an estimated 140,000 color sets in the Baltimore-Washington area.)

Harris said WBAL invested about a quarter of a million dollars in construction and acquisition of color gear in late 1954, and has continued to spend in order to update the equipment.

"But we feel the transition to color has been unique," he added. "For once in the communication-advertising industry we have had a major change without any real major problems - including those of costs."

While noting that WBAL charges advertisers the same price for color commercial time as for black-and-white time, he made the point that color costs advertisers "even less" than it costs the station. "The advertiser's increase is only in the direct costs to actually produce the commercials," in his terms.

He pegged the WBAL advertiser's



WBAL-TV Baltimore used a rocket motif to symbolize color television's blastoff in 1965, at a November seminar detailing the station's practical experience with color. A complete account of WBAL's do's and don'ts for station and agency personnel involved in creating color commercials and programs will be presented in the next issue of *Broadcaster*.

costs at "just the increased out-of-pocket expenses that we are incurring in actual production of the commercial." In his words:

- "Videotapes, props, sets, costumes and graphics cost no more.

- "We find we do need more technicians on camera control to shade and perform other technical duties in order to maintain our standards. And it takes more of their time to prepare the equipment. This represents extra out-of-pocket costs during production activities.

- "We all know how much additional lighting is required on color TV sets. And WBAL's light and power bills have reflected this increase."

How much of a jump in cost does it all mean? In WBAL's experience the manpower and lighting factors of "local" commercial production represent what Harris called "ostensibly, about a 20 per cent increase."

But he was quick to explain that

in terms of cost per thousand viewers or impressions, the cost picture takes on a different look - "more realistically, close to one per cent". He said advertisers have to make allowances for survey results that reveal 34 per cent greater response to color commercials, 59 per cent higher recollection of copy points, and 69 per cent more persuasiveness.

"Beyond that, I think we can only say that color requires a little more manpower, a little more light and a very little more money", he said.

(A more detailed study of this station's actual experiences with color-TV production will appear in our next issue.)

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

U.S. uses TV for recruiting

The United States Air Force has begun supplying a series of 45 five-minute syndicated television programs to U.S. stations in a new approach to the use of TV for recruiting.

The shows are called *The Big Play*, and feature outstanding moments from National Football League games, coupled with an audience participation device. The U.S. Air Force, like Canadian forces, relies on voluntary recruitment.

An Air Force spokesman commented that "although we have had good results with short public service spots aired at random times, we feel the addition of the new approach (with regular scheduling) will help the stepped-up recruitment needs of the Air Force."

He also said the project "obviously takes advantage of the willingness of TV stations to contribute time", but reciprocates with a fine program.

The series is distributed without cost to U. S. stations.

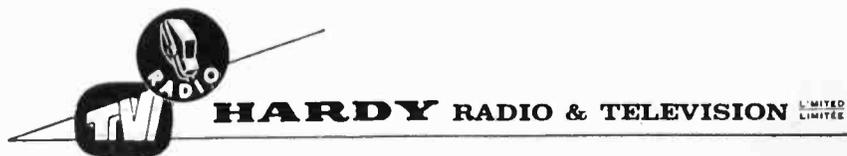
VITAL LINKS IN THE CHAIN

CKRT-TV Riviere-du-Loup

7:00 TO 11:00 P.M. 5-DAY AVERAGE UP 12%

CJAF Cabano

9:00 AM TO 12 NOON 5-DAY AVERAGE UP 34.8%



TORONTO EM 3-9433

MONTREAL 861-5461

Radio and TV join forces to buck press editorials

The trend toward more firm foot-planting by Canadian radio and television stations willing to take on-air editorial stands has finally led to a head-knocking scrap between a newspaper and a small-city station.

The battle site was Sudbury, Ontario, on the occasion of the city's civic election. Apparently the campaign began in a wave of apathy that saw *The Star*, Sudbury's single newspaper argue for return of the incumbent council holus-bolus. But the general disinterest was short-lived.

Cambrian Broadcasting, the parent company of CKSO - TV and CKSO-AM-FM Radio in Sudbury, decided to oppose the *Star*—ending, the station says, "30 years of radio and 13 years of television silence, editorially, on the subject of endorsing political candidates".

In the ensuing election the city's mayor and six incumbent council members were unseated. Fifteen of seventeen candidates endorsed by CKSO won their bids for election.

The *Star's* claim that there were no significant issues in the election stirred up most of the active conflict between newspaper and station, CKSO reports.

The station took the view that Sudbury's water, with "indisputable evidence of bad taste and foul odor", was a dandy issue. In fact the successful mayoralty candidate adopted the water plank for his campaign platform.

CKSO's successful venture into the political arena was confined to broadcasts spread over a two-day period prior to the election (and prior to the 48-hour pre-poll cutoff imposed on broadcasting outlets).

During the station's brief editorial campaign, a taped half-hour television program dealing with all candidates was aired at three separate times, to reach each shift of workers from Sudbury's mining industry. CKSO-AM-FM-Stereo Radio ran capsule editorial endorsements periodically through the day and evening.

Ralph Connor, vice-president and general manager of Cambrian Broadcasting, pinned a cautious introduction to the front-end of the station's televised "candidate" program, explaining why, for the first time, CKSO was "suggesting our opinion on the people who will best represent us".

He called it a station's job to create legitimate interest in political activities of the community, and went on to say:

"There will be some criticism in that we have taken sides. Yet can Sudbury go on, politically, with

only one powerful news medium expressing its opinion?"

"Is it not in the public interest that there should be two sides, and that both sides should have support and encouragement in order that every voter can best judge the candidate? We think so."

Radio Advertising

Hertz stays hot on radio after 1-year test

Last year's initial mating between Hertz Rent a Car and the broadcast medium that tries harder has been pronounced a ringing success.

The automotive rental company has accordingly given radio the supreme accolade—renewal of the Hertz campaign for the upcoming year with, in all likelihood, a boosted budget.

It was in January, 1965, that the Toronto office of Norman, Craig & Kummel (Canada) Ltd., the Hertz advertising agency, announced a major departure from the print-plus-television strategy used by Hertz in the United States.

For Canada, the new plan meant discontinuation of Hertz television advertising and a \$150,000 switch to radio (with a twelve-market, 34-station campaign).

"It worked extraordinarily well," said NC&K President Jack Savage. "In the Canadian instance, Hertz business picked up in excess of 25 per cent." Allowing for predictable market growth factors, "I would have been happy to get ten per cent," he added.

Hertz's performance in the United States, using print-TV for a media mix, nearly matched the Canadian gain. Apparently U. S. sales hiked close to 25 per cent.

With the U. S. experience in mind, Savage explained the agency's decision to rely entirely on radio for the broadcast element of Hertz Canadian advertising by saying:

"We didn't feel we had available the kind of television in Canada that would get to our target group. We felt we could reach our prime prospects (adult males—preferably businessmen) better by means of radio.

"Our problem with television is waste circulation."

One of the unusual aspects of the Hertz swing to radio is that the company isn't able to take advantage of radio's "hot" months—television's summer hiatus period when radio really turns on.

The program that followed outlined the election issues, the background and qualifications of each candidate, and offered the station's endorsement of selected candidates. Opinions expressed by the three mayoralty aspirants were summarized and followed by CKSO's

statement backing the eventual winner.

CKSO says approximately 35 per cent of public response to the program disagreed with some of the station's candidate choices, and a small percentage objected to the program being presented at all.

Demand for rental vehicles outweighs supply during June, July and August, and Hertz "just about stops advertising" for the three months, in Savage's terms. He called winter the "problem season" in the car rental business.

And available evidence indicates radio has proved out as a good lubricant for the Hertz winter works program. So much so that the projected 1965 budget of \$150,000 "got up around \$200,000", Savage said.

Has radio earned a claim to fame

by reason of the Hertz tryout campaign? Not fame, perhaps, but Savage seems to look on radio as having justified itself by holding up its end—possibly more than its end—in comparison with the U.S. record of success, and previous experience using print-television in Canada.

"The important thing is that radio is a new aspect to the Hertz media program," Savage explained. "You have to give radio some credit—it's the only new element in the mix."



Potash mining goes SKY HIGH in Saskatoon!

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

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

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

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

CFQC
radio saskatoon

Radio covered polling in eight languages

Covering a night-long news event in eight different languages might seem like a job best-suited to a United Nations team with budget to burn, but that's the challenge Radio Station CFMB Montreal, voluntarily accepted November 8.

The station started its eight-way broadcast at 7 pm, and carried through for several hectic hours during the last federal election, up to and including the acceptance speeches of the party leaders.

"We felt it was a responsibility that really belonged to our multi-lingual station," said CFMB president Casimir Stanczykowski—"and we just couldn't duck the big one."

Audience reaction was apparently immediate and gratifying. Callers jammed the switchboard, and compounded the problems by piling on requests in all languages for additional election results.

Most of all, the station says, "there was a continuous expression of gratitude from hundreds of listeners for covering the election 'in my language'."

Stanczykowski's comment was

that most broadcasters are well aware of the large groups of Canadians whose first language is neither English or French.



"But CFMB is not only aware of these very large splinter-language sections of Montreal's population, but tries to serve them directly, in

addition to the French and English.

"Many people in the smaller groups have not yet received Can-

adian citizenship," he added. "But despite popular belief, they are vitally interested in the politics of their adopted country."

marizing in any language, each return was immediately recorded from a duplicate onto a master election board covering the local, provincial and national scene.

Working from three wire services, CFMB's news editors rewrote continuing analyses and commentary throughout the evening—all of them aired solely in English for simplicity.

At the same time, the English summaries were fed to the Mutual Radio Network in the United States. The network's 500 affiliate stations were being served from CFMB. Since the station's announcers were capable of sight translations from English, written translations were unnecessary, CFMB says. "But miracles of co-operation were demanded of the on-air election team".

Frequently an announcer did not understand the language of the man preceding him, so standard hand cues had to be used.

To complicate the production still further, CFMB announcers and correspondents reported throughout the evening from key election headquarters in downtown Montreal. Evidently it was often necessary for the anchor man to interrupt an announcer, sometimes in midstream—due to linguistic differences, and insert remote reports.

"But despite dire predictions, and a few not unexpected hitches in the first half hour—advance planning and staff co-operation triumphed," the station concludes. "No Tower of Babel materialized."

On the contrary, the station notes, many staffers found things ran more smoothly in eight languages than in some "unilingual" election broadcasts they had experienced in previous years.

Once CFMB decided to plunge into multi-lingual election coverage, the program department decided that avoiding confusion would be the paramount problem. In the interests of efficiency, staff was pared to the bone, with the whole operation handled by 20 men.

The station's English-language program director was designated anchor man and on-air producer. He was backed by eight bilingual-or-better announcers, drawn from the ranks of regular staffers and continental program specialists—all crowded around a single large election desk.

Copy was read by each announcer in turn, following the same predetermined rotation all evening. After the figures had been aired in each language, all returns were destroyed to eliminate any danger of repetition in the close quarters.

To facilitate instantaneous sum-

LIONEL the LOBSTER

takes pleasure in announcing
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Educational Television

People problems outweigh technical

Nearly 37 million enrolments were recorded in educational television courses in the United States during the 1964-65 school year - 99 per cent in kindergarten through 12th grade levels.

The information comes from the twelfth annual National Compendium of Televised Education, prepared by Dr. Lawrence E. McKune of Michigan State University.

Of the enrolments, eight million were in science, five million in mathematics, 3.4 million in Spanish, 3.1 million in French, 2.5 million in music and 2.3 million in social studies. More than one million each were in art, literature, history and the language arts.

Student concentrations were heaviest in the third through the sixth grades. Interest in televised courses of higher education dropped to 317,951, compared with one million a year earlier.

According to the report, 75 institutions had plans under way for future use of television and new media. Closed circuit TV systems were reported by 82 universities, 54 colleges, 66 school systems, nine institutes, two seminaries and four state departments.

Some of the systems had multiple units. In South Carolina a single system served 210 schools, eleven universities and colleges and six technical education centres, besides ten hospitals and three institutes.

Videotape recorders have stimulated more effective use of television by faculty members, both in terms of quality and quantity, the report says. Greater emphasis is also apparently being placed on "broadcast quality" in the televised courses.

In addition, TV seems to be finding new utilization in off-hours training in American industry, and in early-evening training for professionals such as salesmen, the report notes.

Some schools are proposing courses in television production techniques and some universities and colleges are evidently considering courses in teaching-by-television, leading the report to comment:

"The state of the art of televised education is such that, from now on, the technical problems will be less important than the people problems."

ANNOUNCEMENT

CFMB APPOINTMENT



JACK BROOKS

Mr. Casimir G. Stanczykowski, President and General Manager of Château Broadcasting Co. Ltd. who own and operate CFMB radio station, Montreal, announces the appointment of Jack Brooks as Sales Manager. Previous to joining CFMB, Mr. Brooks was active in radio broadcasting with CFCF, in advertising with Cockfield, Brown & Company Limited, and in National sales representation with Stovin-Byles and Byles-Gibb & Associates. Lorrie Potts & Company will continue to represent CFMB in Toronto, and in Montreal advertising agencies will be served by CFMB.

QUEBEC TV STATION FOSTERS FRENCH STUDENTS

La Télévision de Québec (Canada) Ltée., operator of station CFTM-TV in Montreal, has established a major new scholarship of \$3000 for students from Quebec attending the Radio and Television Arts course at the Ryerson Polytechnical Institute of Toronto.

First winner of the award is 20-year-old Michel Palmer, now in his second year of the three-year course. Palmer is planning to become a television producer.

Jean Pouliot, general administrator of Télévision de Québec, has announced that another \$3000 scholarship will be available for the academic year 1966-67. To qualify candidates must come from Quebec, be perfectly bilingual, have completed twelfth grade or equivalent, and for the continuation of their scholarships, have satisfactory academic results for each of the three years at Ryerson.

PAUL MULVIHILL takes great pleasure in announcing our appointment in Toronto and Montreal as national sales representatives of CKCW Radio and CKCW Television Moncton effective January 1st 1966.



The trend is to balanced programming

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433 Jarvis St.

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171 McDermott

Promotion

November was "money month" on CKNW

CKNW turned November into Money Month for New Westminsterites with a promotion billed as the Colossal Cash Calendar.

The calendar adopted a familiar weapon of the radio promotion field by using "lucky number" flyers distributed door-to-door - and a seventeen-a-day schedule of on-air winning number calls, six days a week throughout Money Month.

In CKNW's elaboration of the customary format, six different products shared the promotion, each with a separate lucky number. Half-a-dozen leading food retailers were also brought into the contest, for \$100 food certificate payouts on nine Appreciation Days. (Safe-way provided the bonus on three days, Super-Valu Stores on two, and Dominion - IGA, Shop - Easy, Woodward's and Loblaw's came in for one day each.)

In addition, two Double-Your-Dough bonus days were assigned to each featured product, and five were doled out to station personalities. Winners on "product" bonus days got \$100 cash instead of the normal \$50, for answering a skill-testing question and having the "money" product in their

homes. (Without product, the prize was \$10.)

Station personality days offered CKNW listeners an extra \$25 cash bonus.

In conjunction with the Cash Calendar contest, CKNW staged a straight coupon-plus-proof-of-purchase draw offering three major

prizes on behalf of the six participating products. Grand prize was a trip for two to Amsterdam.

Sharing the promotion were: Pink Lotion Vel, Number Seven Cigarettes, Jifoam, Kraft Cheese Slices, Dyson's Pickles, and Mazola Oil.

CFQC filmfest aids United Appeal

An all-night telecast of some of this fall's most bizarre programming featured CFQC-TV's contribution to the Saskatoon United Appeal campaign.

The station scheduled twelve half-hour programs for its telethon—six episodes of the *Mike Hammer* detective series, and six of *The Honeymooners*, a half-hour comedy with Jackie Gleason. The two contrasting shows were alternated all night.

In the sandwich gap between each pair of shows, United Appeal officials were interviewed regarding various uses of funds raised by the drive.

And just to make sure viewers couldn't cap nap during the show, CFQC kept them watching with a Grey Cup Trip contest built around the Appeal interviews.

Salient facts about the fund that cropped up in Appeal officials' comments were converted into questions and put to the viewing audience. First ten viewers calling in and answering the questions correctly were given a chance to predict a day and hour for the 1965 Saskatoon campaign to go over the top. Best guesser won the all-expenses-paid Grey Cup jaunt.

WINDSOR WOMAN COPS IGA JACKPOT

Independent Grocers Alliance stores (IGA) got a \$328.32 unbudgeted surprise in December, when a new *Shopping Spree* record was set by a Windsor woman.

The *Shopping Spree* program is carried by Radio CKWW Windsor, and offers winners ten minutes on the loose in an IGA supermarket as the show's major prize. Test runs had predicted the "sprees" would cost IGA about \$300 apiece.

However a determined lady from Windsor had different ideas. She practiced most of the day preceding the event, and when the spree was staged, she managed to load her shopping carts with \$628.32 worth of groceries.

Winnipeg station now sponsors 15 orphans

"Dear Mommies and Daddies" is how the letters usually start. They're from the CKY "family", a group of orphans that has multiplied to number 15 children since the station began an overseas adoption project in 1961.

CKY started off by sponsoring five children through the Unitarian Service Committee, but interest in the idea grew until it proliferated CKY's family into the largest sponsored by any single Canadian group, the station says.

In the adoption plan, CKY pays nine dollars monthly for each child, to provide food, medical care, education and other basic services. In addition, each child is sent birthday and Christmas gifts valued at about five dollars apiece.

As another major contribution to the children's welfare, the station antes \$1000 yearly into an educational fund designed to underwrite higher education for the most promising youngsters, and vocational training for those less scholastically gifted.

Station revenue from talent presentations and special promotions goes to support the overseas children - and it's all welcome, because six of CKY's youngsters are disabled or permanently crippled and need specialized training.

A lively correspondence has sprung up between CKY staffers and their wards, with replies coming in the youngsters' own languages accompanied by English translations. Typical letters from the children are made up of drawings, pictures and reports of school progress.

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Kingston's most powerful station

10,000 watts

Kingston's most listenable programming



A
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KINGSTON'S INTERNATIONAL AWARD STATION

Ad agencies still in the huddle

Chances of an advertising agency getting embroiled in Canadian football rights and telecasts during 1966 apparently remain undimmed, despite Bouchard, Champagne, Pelletier Ltd.'s recent withdrawal from the football picture.

Shortly before Christmas the Montreal agency announced it had given 1966 telecast rights back to the eastern and western football conferences. BCP outbid the Canadian television networks for a two-year rights package covering 1965-66 following the 1964 football season.

Jake Gaudaur, manager of the Hamilton Tiger-Cats and chairman of the Eastern Football Conference Television Committee, told *Broadcaster* he was positive, from a personal point of view, that the league would be willing to consider selling TV rights to an agency again.

"It works in hockey," he said. "That it didn't work for us last year may have been caused by the youth of the agency. The situation can't be considered academic proof an agency can't handle football successfully."

A more skeptical view was taken by Lew Hayman, Toronto Argonaut general manager. It was his feeling that last year's experience "makes it appear much simpler if broadcasters own the rights."

The issue will be thrashed out at a conference of EFC television committee members expected to be held following the final game of the U. S. college football season in Washington.

At the moment, a tidying-up operation is in progress relative to the 1966 rights. Last year's football game sponsors, Labatt Breweries Ltd. and the Ford Motor Company, negotiated repeat-sponsorship options with BCP - options that are currently in something resembling never-never land because of BCP's withdrawal from football.

Gaudaur has held one meeting each with Labatt's and Ford in an effort to get the option strings detached from the rights, or clarified in a manner acceptable to all parties.

Whether the 1966 rights will be put up for auction or not hasn't been decided as yet, Gaudaur noted, "but we have to consider all the alternatives available."

As for the Western Football Conference, its television problems have apparently been magnified by the new situation. Last year, sponsorship of half the western game telecasts went begging, and was finally sold on a local basis to spot advertisers.

Gaudaur said he believed western football executives were considering the possibility of using the 1966 telecasts entirely as spot carriers - "but that way you lose the valuable factor of sponsor identification with football".

"Buy Government Off" is U.S. proposal

Broadcasters in the United States have been called on to swap ten per cent of their profits for the right to operate totally and unequivocally free of government control in all except basic engineering areas.

Dave Berkman, an assistant professor of communications at City University, New York, explained his proposition in the fall issue of the *Columbia Journalism Review*. He said broadcasting "would get no worse" without government control, and argued that the airwaves should be "rented" to broadcasters in return for ten per cent of their profits.

Money raised from licence rentals would total about \$35 million yearly, Berkman calculated, and should be used to support minority-appeal cultural programming on a new network of educational television stations.

LAPLAND LETTERS REACH NS STATION

Radio CKBW in Bridgewater, Nova Scotia, had the honor of acknowledging three Christmas cards sent from Japan and directed to Santa Claus, Snow Village, Lapland, over the holiday season.

Station Manager James MacLeod vindicated the postal authorities by explaining that there's a small village called Lapland a few miles from Bridgewater.

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Please send all particulars: tape, résumé, etc.

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Apply, giving personal particulars and qualifications to:

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Selling a grocery item?
Did you know that in over 400 grocery stores, the 33,500 families in North western Quebec spend more than \$32 million every year?

Radio Nord is the only daily medium covering Northwestern Quebec.

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How to dislodge a prospect from an existing supplier

To the salesman no fortress seems so impregnable as an existing relationship between buyer and seller.

How many times have you heard from a buyer that he is perfectly happy with his present supplier? Pretty soon you start believing that there is nothing you can do to tear a prospect away from his embrace with your competitor. The marriage appears to be a permanent one.

Nothing is permanent. The problem of existing relationships is a tough one, but not impossible. If you have enough patience and are willing to work hard enough, you can get inside the barrier.

Two Main Problems

A salesman has two main problems: (1) to maintain customers already on the books and (2) to get new customers.

To accomplish the second you will inevitably encounter an existing arrangement between prospect and another supplier. The buyer is probably comfortable in the arrangement and resistant to change. Nevertheless, you must pry him loose and make him like it.

As a starter in solving this problem, take a look at your customers.

They are probably satisfied with their arrangement with you. No doubt they use the same dismissal tactics with your competitors as prospects use with you. What have we here then? An impasse? Not necessarily. Remember, that nothing is permanent. Everything is subject to change, even buyer-seller love affairs.

The answer is that some day one of your customers is going to be unhappy with you or your firm. He will consider a change; he will be ripe for it. A competitor could

probably knock him over with little effort.

The Warehouse Tale

Cal Murchison, who sold electrical insulators, was convinced that he would never make any inroads with certain prospects who clung loyally to their existing suppliers. He had



This is the nineteenth 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."

his eye on two or three big firms but could not make a dent in their purchasing department. The buyer would say, "we're very happy with our present situation" and that was that.

One day Cal called on one of his best customers and found him hopping mad.

"Your new warehouse system has really fouled up my shipments," the customer raged. "The last one was five days late and I missed business because of it."

Cal eventually took care of the gripe and the customer stayed with his firm. But the incident gave him food for thought.

That customer might have switched over to a competitor. In fact if some salesman less skillful than Cal handled the matter, the buyer might have been lost.

"If this happened to me it must be happening to my competitors," Cal reasoned. "They must also

have their troubles with "good" customers."

Cal changed his entire calling schedule. He had been calling on certain prospects only sporadically since he had, in his mind, written them off as lost causes.

But now he began to make reg-

"Not a chance," an executive told Tom. "Elwood Moore, one of the board members, is also on the board of the competitive company we deal with."

"Then he ought to be able to recognize a good proposition when he hears it," Tom replied.

But a couple of weeks later Tom did get his hearing. It was a brilliant one but it did not get him the business.

However, a few months later there was a big shakeup in the prospect firm. The board was reorganized. Two of the former members recalled Tom's presentation and called him back in. Tom was awarded one of the fattest accounts in his business career.

Positive Waiting

So far we've just discussed the waiting game in the struggle to dislodge buyers from existing relationships. You may be wondering if there is any positive action you can take to achieve this goal. Sure there is.

Coming -

Making Salesmen of your Customers

The alert salesman induces his customers to act as his salesman. They can introduce or recommend him to their friends who are good prospects. When you ask for this favor from a customer be sure the time is right; i. e., when you have done him a favor.

The salesman must be alert to every possibility for winning new customers. If, for example, your firm comes out with a new product, take it to the prospect at once. It may be just what he's wanted.

Does your outfit have a new discount policy? Inform prospects about it. It may swing the deal for you.

Is your firm building a new plant near certain prospects? By all means rush over to them with the news. The closer shipping situation may turn the tide in your favor and you have a large, steady order.

Use every weapon you have to build up your accounts. You can be sure your competitor is wasting no time in plugging his advantages to your customers. A salesman I know once lost a good account because he assumed it was safely in the bag and treated it quite casually.

One day a competitor came along with a new dealer display idea that caught the fancy of this "safe" customer.

The customer switched to the

ular monthly checks. As time wore on, Cal made holes in their fortress. He signed up prospects who had been tied for years to a competitor. Why did it happen? The law of probability took effect. Some of these prospects became, for one reason or another, disenchanted with their suppliers and Cal was there when it happened. His persistence paid off.

Take Nothing for Granted

This story shows that nothing is sacred in selling except honesty and fair play. Take nothing for granted in an existing relationship.

What looks like a solid link between a prospect and your competitor may be in reality a weak one. Even as you are being dismissed, the buyer may be considering a change. The next time you appear may be the time you get the order. Never regard a prospect as a "dead issue." Whenever you leave without an order make sure that the door will be open for you when you return. Remain pleasant, helpful and patient.

The Board Member

Tom Phillips had been trying for months to get a hearing before the management members of a utility company. He had a business systems plan he knew would be a good one for the firm.

**ELDER ENGINEERING
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FOR AM, FM AND TV**

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**THE FRENCH VOICE
OF THE OTTAWA VALLEY**



HULL OTTAWA

Representatives:

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

competitor and my friend lost an account of 10 years standing. But that isn't the end of the story. My friend's firm had the same dealer display idea but he had neglected to show it. "Why bother," he thought. "This guy is in the bag."

Superior Presentation

A salesman often gets an opportunity to make a presentation before buyers who are committed to other suppliers. This is done for the salesman out of a sense of fair play, curiosity or for other reasons. The reasons should not matter to you. You have been given a break; make the best of it.

It's not impossible that you can, by sheer mastery of your presentation, convince the buyer to change to your firm.

But you should first discover everything you can about the competitor, the relationship with the customer and the latter's feelings about the competitor. This gives you the necessary ammunition to carry on the battle.

REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder; each reprint includes a self-evaluation quiz.

Prices are:

- 1 to 9 copies (of each article) 50¢ each.
- 10 to 49 copies (of each article) . . . 37 1/2¢ each.
- 50 to 99 copies (of each article) . . . 30¢ each.
- 100 or more copies (of each article) . . . 25¢ each.

You may pre-order the entire series, or, if you wish, individual articles. Each article in the series is numbered. Please specify your wishes by number.

When ordering the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division - Service Department, Empire State Building, New York, N. Y. 10001.

1. The Salesman is a V. I. P.
2. Are You A Salesman?
3. Get Acquainted With Your Company
4. You're On Stage
5. You Can't Fire Without Ammunition
6. You Are a Goodwill Salesman, Too
7. Closing The Sale
8. How To Set Up An Interview
9. Resting Between Rounds
10. The Competition
11. Taking A Risk
12. Playing The Short Game
13. Selling An Idea
14. Buying Committees Are Here To Stay
15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
20. Making Salesmen of Your Customers
21. Repeat Orders Are Not Accidental
22. Room At The Top
23. You Must Give More to Get More
24. Running Into The Rude Buyer

When ordering, please mention the name of this publication.

Some companies periodically review their arrangements with suppliers to determine if changes are needed. This again is your opportunity to make your presence known and felt.

The vice president of a large textile firm revealed to me that his organization finds it necessary to take a hard look at its supplier agreements every two years.

"Some," he added, "don't make the grade under this scrutiny. 'We chop them off because they've slipped in quality, are too high in price or for some other reason."

"At this time we're usually quite receptive to new salesmen. The surprising thing is that not too many of them come around. I guess they figure we're all tied up with competitors and there's no chance for them."

I've encountered this situation elsewhere. Salesmen are so sure they will be turned away that they don't bother to investigate prospects. The biggest order I ever got was from a buyer whom no salesman had seen for eight months.

Personnel Change

Another factor to watch for is a personnel change. The buyer who turns you down repeatedly may be gone the next time you call.

Companies do change buyers and the salesman should be aware of these changes. A hostile buyer may be replaced by one who is much more amenable to your sales talk. Again, nothing is permanent. Change is everywhere. Be alert to it.

Don't Neglect Your Customers

While you're beating the bushes for new accounts don't neglect your old ones. They need constant cultivation or some competitor will snatch them away. Don't give your customers a chance to become annoyed or disenchanted with you or your firm.

It's a good idea to work out a program that will allow you to spend sufficient time with your existing accounts while looking for others.

Keep in mind that your present customers may be a means of helping you land new ones. There is nothing wrong with mentioning your accounts to a prospect. If they are well known firms the prospect will be impressed. Offer your present customers as references. You might even try to get some letters of reference from your buyers.

Dick Haley, a mutual funds salesman, can truthfully claim that each of his customers has been responsible for getting him a new customer through the process of recommendation.

Doing Your Homework

Watch the newspapers and trade

magazines for news of mergers, acquisitions, expansions, etc. These are often valuable tips to new business.

A glance at the financial pages of a newspaper will convince you that business is in a constant state of flux. Nothing remains the same for very long. The salesman has a responsibility to keep abreast of these developments and capitalize on them.

A company's decision to diversify could mean big sales for you. Another firm's plan to seek overseas

than you think.

The status quo is never as permanent as it appears on the surface. Keep making the rounds and take advantage of changes. Other salesmen have taken over companies that had long established relationships with suppliers and so can you.

To see how you are getting along in this phase of selling, here is an exercise you may take. If you can answer "Yes" at least seven times you're probably winning over new accounts quite regularly.

YES NO

1. Do you feel that any existing relationship between buyer and seller can be broken?
2. Do you make regular calls on prospects even though they have allegiance with your competitors?
3. Do you acquaint prospects with your firm's new products, etc.?
4. Do you work hard to make a good presentation before a prospect even though he is committed elsewhere?
5. Do you read the financial pages and trade publications for news that can win you new customers?
6. Do you continue to take good care of your customers while searching for new accounts?
7. Can you learn from your present accounts how to get new ones?
8. Have you garnered any new accounts in the last three months?
9. If so, were they previously with your competitor?
10. Can you point to a prospect right now whom you think you can make into a customer?

markets might mean a great deal to you and your company.

The financial pages may also tell you something about the strengths and weaknesses of your competitors, thus enabling you to cope more adequately with them.

Besides reading you should also make it a point to learn from others in your business. Find out from people in your industry what the latest gossip is. Sometimes gossip is very revealing. A lot of it may be sheer hogwash but in time you'll be able to separate the wheat from the chaff.

Summary

In conclusion, be skeptical of so-called entrenched relationships. Look behind the solid facade to the situation inside. It may be better

ANNOUNCEMENT

MacLAREN APPOINTMENT



F. K. Campbell

George G. Sinclair, President, MacLaren Advertising Co. Limited, announces the appointment of F. K. Campbell as Vice-President of Media, responsible for overall Media planning and policy. Mr. Campbell has been with MacLaren for 11 years and for the past two years has been Deputy Media Director. Prior to that he had experience in the radio and television department and in account management.

Say You Saw It
in
THE BROADCASTER

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

MacLAREN APPOINTMENT



D. C. Linton

George G. Sinclair, President, MacLaren Advertising Co. Limited, announces the appointment of D. C. Linton as Media Manager. Mr. Linton has been with the company for 35 years, 28 of them in media. Prior to joining the MacLaren media department, he had seven years general experience in other departments of the company.

NEW C.A.B. APPOINTMENT

The Canadian Association of Broadcasters, l'Association canadienne des radiodiffuseurs, announces appointment of Mr. Fernand L. Girard as Executive Vice-President Adjoint and Manager of its Montreal office. Mr. Girard assumed his new duties December 1. Following an initial period of familiarization he will open the new Montreal office about April 1, 1966.

Mr. Girard was selected for his new position from amongst a large group of candidates by a special committee comprising C.A.B.'s Executive Vice-President, and senior officers of l'ACRTE.



FERNAND L. GIRARD

L'Association canadienne des radiodiffuseurs — The Canadian Association of Broadcasters — est heureuse d'annoncer qu'elle retient les services de M. Fernand L. Girard comme adjoint au Vice-Président Exécutif et Administrateur du bureau de Montréal. M. Girard a débuté dans ses nouvelles fonctions le premier décembre et en avril 1966, après une période de familiarisation, il ouvrira le bureau de Montréal.

Pour son nouveau poste, M. Girard fut choisi parmi un imposant groupe de candidats par un comité spécial comprenant le Vice-Président Exécutif de l'Association et des délégués officiels de l'ACRTE.

AVAILABLE

Young announcer with six months' experience, looking for an all-night spot in Southern Ontario market.

Wayne Rodriguez,
869 Pape Avenue,
Toronto 6 - 461-7307

V&B APPOINTMENT



RALPH G. DRAPER

Mr. Draper has joined the Toronto office of Vickers & Benson where he will assume senior account management responsibilities. He will also join the Company's two media directors, David Sutherland in Toronto and Frank Collins in Montreal, to form a media review board for all agency clients. One of Canada's best known advertising executives, he has served as media director of other major agencies over the past thirteen years.

1966 and all that

CENTENNIAL PROMOTION STARTS NOW

The Canadian Centennial Commission has marked 1966 for the start of heavy broadcast promotion, designed to "help stations promote the Centennial in their own way, spark station ideas which can be augmented locally, and generally create a mood for 1967," the commission says.

Television stations have received slides of the centennial symbol, I.D. slides with suggested copy, and animated film clips of a humorous and satiric nature leading up to the question, "What's your Centennial project?"

Radio stations are being supplied with 60-second and five-minute Centennial reports by John Fisher, together with an assortment of other spot material.

HOYLES, NIBLOCK AND ASSOCIATES

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RADIO NEWFOUNDLAND

VOCM · CKCM · CHCM
59 10,000 watts 82 10,000 watts 58 1,000 watts

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

IMMEDIATE OPENINGS

FOR

- NEWSMAN
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WITH

CJCH, HALIFAX

Excellent opportunity to join the Maritimes' top radio team.

Contact us direct at
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2885 Robie Street, Halifax



Be it resolved:

READERS

That we try our best not to say harsh things about the readers who never have a word for us except when we spell their names wrong.

ADVERTISERS

That when advertisers and their agencies hold us up for copy we will write courteous thank you letters when it eventually arrives.

PRINTERS

That we shall exude nothing but the deepest affection for the printers who holler like hell to get page forms on Friday and then never touch them until Tuesday.

STATIONS

That we shall always act with the utmost forbearance towards stations and others wanting to advertise but lacking the foggiest idea of what to say in their ads.

DITTO

To the dittos who send in ads containing absolutely no information for the subscribers but have us print them in four colors to make sure everyone will read them.

MORE OF THE SAME

To the dittos who have us do all the preparation and production on their ads and then donate 15 per cent of our money to the agencies.

IBID

To the dittos who blame the paper because their inconsequential, superlative-laden and uninformative copy never gets off the ground.

RESEARCH

To the research organizations which want us to print articles singing their praise without disclosing any of the results of their research.

WE, US, & Co.

That our 25th year of service to the broadcasting industry will be followed by the 26th., 27th., 28th., etc.



Bob Irvine speaking on radio.

SO WHAT ELSE IS NEW IN THE CALGARY MARKET?

Most people on the selling end know that Calgary is a "radio" city. More stations than any inland city in the West. SIX of them, all anxious to prove themselves top man on the totem.

So what *else* is new? A new and powerful reason for selling with CFCN! A power increase that puts 50,000 watts behind your commercial. Already, many *new* listeners are telling us, "We're pleased to hear from

you!" From border to border in Alberta and eastern B.C., the sound of CFCN is being received loud and clear.

Far be it from me to suggest that power is the only reason to buy a radio station. It's just one more point to keep in mind along with ratings, promotions, merchandising, mature programming, sparkling personalities . . . all the reasons why our listeners look on CFCN as "one of the family."

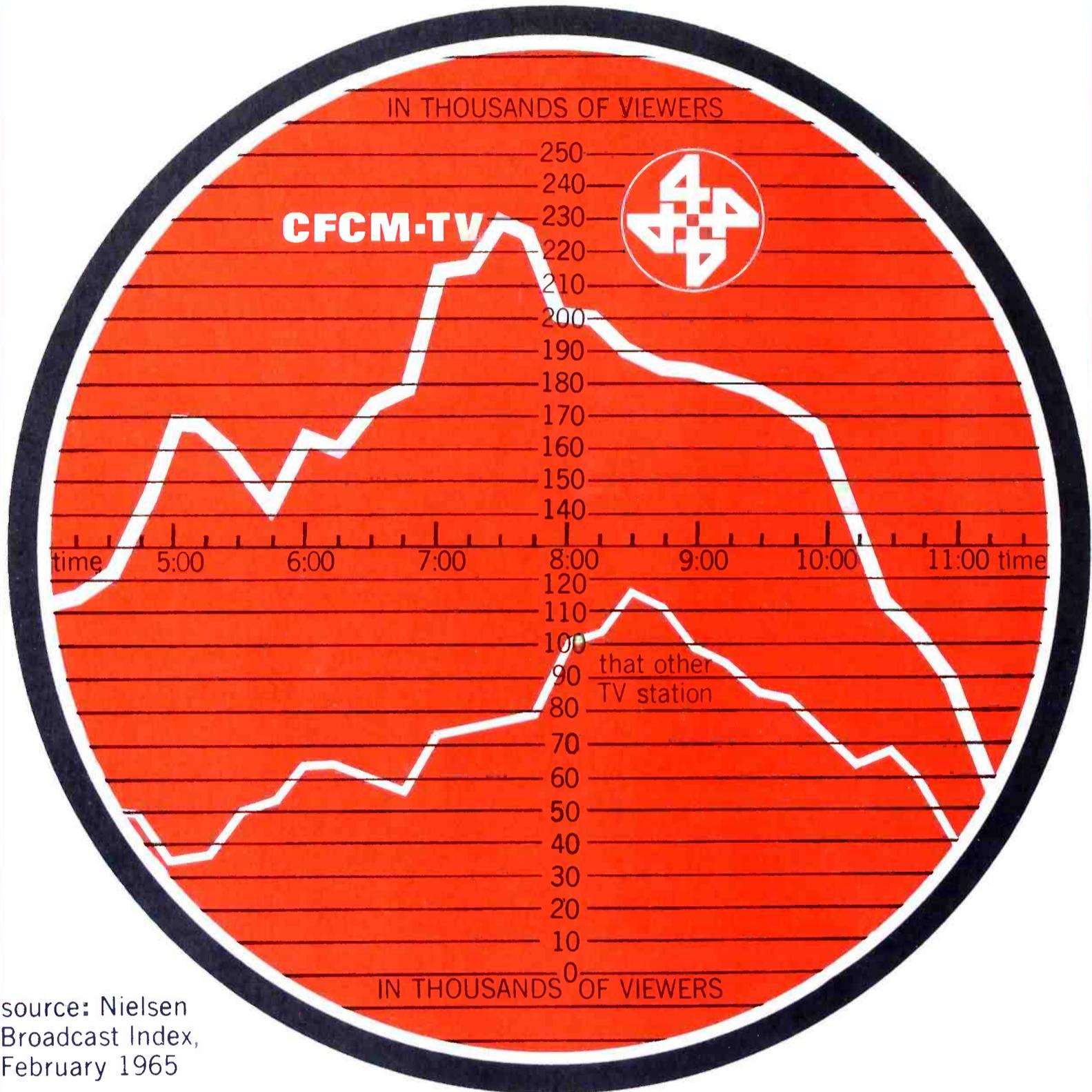
Bob Irvine,
General Sales Manager.

CFCN / CALGARY

*50,000 watts of
Friendly Family Radio*

AVERAGE WEEKLY AUDIENCE

BY THE 1/4 HOUR AFTER HOUR AFTER HOUR AFTER HOUR
IN QUEBEC CITY ■ CANADA'S 7th LARGEST MARKET ■



REPS: SCHARF BROADCAST SALES, VANCOUVER ■ A.J. MESSNER & CO. Ltd. WINNIPEG
HARDY RADIO & TELEVISION TORONTO and MONTREAL ■ FORJOE-TV, Inc. NEW YORK

source: Nielsen
Broadcast Index,
February 1965

WITH AN ANNUAL BUYING POWER OF \$ 915,758,000.

Télévision de Québec (Canada) Limitée

COLOUR CASTING BY SEPTEMBER '66