

JEAN POULIOT

Little Man of Great Stature

## Pouliot Re-elected

## Government directives cannot unify Canada

by Dick Lewis

Broadcasting's role in paving the road to "mutual understanding which can lead to a united Canada made stronger by the diversity of its elements" will not "come about by government directive or regulations. It must be the result of individual efforts in a climate of freedom and mutual trust."

Jean Pouliot, completing his first year as president of the Canadian Association of Broadcasters at their convention in Montreal last month, quietly delivered an objective report on the state of the industry in which, with a combination of fervor and vocal restraint, he shredded bureaucracy in general and the Fowler Report on Broadcasting in particular, gently emphasizing his points with true Gallic wit.

(Later he sat, with brimming eyes, as broadcasters from coast to coast — Canadians of both languages — demonstrated the stature this diminutive television broadcaster from Quebec City had attained in their hearts, as they acclaimed the announcement that he had been elected to serve as their president for a second year.)

In a tone indicating he sympathized deeply with the Fowler Committee for their idiocy, Pouliot picked on two impressions left by the Report with regard to private broadcasting.

The first of these, he said was that the private broadcasters do not do very much for the development of Canadian talent. (This point he dealt with at length later.)

Second, that the "greatest failure of the private sector lies in programming for mass appeal. . .to program for the lowest common denominator, in order to reach the largest audience.

"This," he continued, "is not so much an attack on private broadcasters as it is an insult to the taste of the Canadian public.

"The implication is that if the public likes a show, it must be bad. . .You look at the rating and the lower it is, the better the program. . .The people who vote on programs by tuning a channel are the same people who vote on election day to elect their member of

parliament. According to the Fowler theory, the way to get better representation in parliament would be to elect the MPs who get the least votes!"

## Art works to live

Admitting and defending the profit motive in the broadcasting business he submitted that "people like Johann Sebastian Bach and Mozart, who were pretty 'hep cats'," wrote music or plays "simply to make a living and to make money.

"And," he added, "to make a living and to make money they had to write music and plays to please their audience, which consisted of kings and princes and dukes and aristocrats. They had to please their audience or they were out of luck.

"They were actually writing the popular music and popular plays of their time. Mozart was a product of his father's ambition and if he lived today he would probably be writing commercial jingles and good ones at that."

In the days of Bach and Mozart, the great mass of people did not own radios or TV sets or musical instruments. As a matter of fact, they could not even read. Today however, "we live in the age of popular culture, which simply means that 99 per cent of the population owns means of participating in music and literature.

"I personally believe," he said, "that, despite the efforts of pseudo-intellectuals, who want to prevent it, the so-called American culture will develop in all countries when the standard of living reaches a certain level."

To exemplify, Jean mentioned a (European) French expert on the CBC French network program, *Aujourd'hui*. He explained how wonderful the French television programs are, but deplored the very low percentage of TV set ownership in his country. "Isn't it too bad," he said, "that your programs are not comparable to ours, especially since they could be seen here by 99 per cent of your population, resulting in a general raise of taste and educational levels!"

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*Bob Irvine speaking on radio.*

# re'sponse

*Webster says: "The reaction to a stimulus"*

Needless to say, a great deal depends on the *kind* of stimulus!

Here in the Calgary market, six radio stations are doing a job.

What effect is this having on CFCN? Well...nothing stimulates an outstanding station like healthy competition!

Our recent power increase is an impressive stimulus in itself. CFCN now puts 50,000 watts behind your selling message. But maybe you'd be more interested in some recent examples of response:

A typical CFCN radio remote

moves 10,380 cartons of assorted Betty Crocker mixes from a single supermarket outlet, in one weekend — putting Betty Crocker into 1 out of every 9 Calgary homes.

Over 18,000 youngsters mail in CFCN "Halowe'en Night Pledges", all countersigned by parents. An outstanding safety promotion in co-operation with Calgary's thirty-three Safeway Stores.

There are many other examples. I'll be happy to tell you about them — meanwhile . . . does *your* selling problem need a stimulus?

Bob Irvine,  
*General Sales Manager.*

## **CFCN / CALGARY**

*50,000 watts of  
Friendly Family Radio*

# OVER the DESK

It has been a long time coming, but finally the government has filled the two vacancies for full-time members of the Board of Broadcast Governors, replacing the late Barrie Goulet and Carlyle Allison, who joined CJAY-TV Winnipeg at the end of his term on the BBG.

The two new governors are 43-year-old Pierre Juneau, long-time high-ranking executive of the National Film Board, who becomes vice-chairman under Andrew Stewart and David Sim, 66-year-old retired deputy minister who becomes third full-time member on the board.

We were received by the two novitiates, along with Dr. Stewart, between sessions at the convention, and the first thing that struck us was that neither Juneau nor Sim was "looking" when they received their appointments. Rather, each of them seems to be keenly interested in the challenges they know lie ahead even to the point of abandoning a 17-year career with the Film Board in the case of Juneau and retirement following thirty years in the public service for Sim.

Each admitted freely he was not familiar enough with the problems to be able to express opinions. Each, however, was willing to open up so that we might get a look at the manner of men they are.

First to open up was Mr. Sim, whom you just cannot help addressing as Dave. An enthusiastic Rotarian, he obviously likes people, and his comment on the broadcasters he had met at the CAB was that he found them alert and forward men, even those who are older but don't look it. He wears a warm grin as standard equipment and is obviously looking forward to the undefined things which are about to happen to him.

Pierre Juneau's opening reflection was that no two people could have had a warmer reception than they received from the broadcasters.

Philosophically inclined, the new vice-chairman has acquired a strong belief that young people in Canada have a fantastic need for means to express themselves other than by commercial bureaucracy. "Every year," he said, "a new generation is born - a powerful force whose need for communicating eventually becomes not only a cultural matter but a political one."

"People with talent are not given an opportunity of developing their ideas." While admitting that audience for the efforts of these young people is important too, he felt that Canadian film makers



The three full-time members of the Board of Broadcast Governors smiled benignly for the Broadcaster camera. From the left, they are Pierre Juneau, newly-named vice-chairman; the chairman himself, Dr. Andrew Stewart and the third full-time member, David Sim.

have afforded many opportunities for them to confront an audience. "Even being disapproved by an audience is a contribution," he said.

Dave Sim was impressed with the idea that the BBG does not seem to be resented by the industry as a restraining force, because, he felt, the board realizes that if they can't get an audience they are out of business.

### Statistically speaking

Pierre Juneau, 43, is Montreal born, a graduate (B.A.) of the Collège Ste. Marie, with post-grad studies at l'Institut Catholique in Paris.

In 1949, he joined the National Film Board where, successively he was field representative for the city of Montreal; assistant director for the province of Quebec; director of international distribution; assistant director of the European office in London; secretary to the board and assistant to the Commission.

Since January 1964 he has been senior assistant to the Commissioner and director of French language production.

He is president of the boards of the Montreal International Film Festival and l'Ecole Nouvelle Ste. Germaine. He is also secretary of the board of l'Institut Psychiatrique Albert Prevost and a former president of the Youth

Associations of the Province of Quebec. He is married and has three children.

David Sim, the third full-time member of the BBG, was born in Scotland on May 4, 1899, came to Canada in 1911 and was educated at the Kitchener-Waterloo Collegiate and Khaki College.

After the first war in which he saw service with the Canadian Infantry Battalion, he joined the Bank of Nova Scotia in Kitchener (1919) and was appointed assistant secretary of the Waterloo Trust and Savings Co., Kitchener, in 1925.

Entering the government service in 1927 as private secretary to the Minister of National Revenue, he was appointed Commissioner of Excise in 1934, with the rank of deputy minister, and in 1943 he was appointed deputy minister of National Revenue for Customs and Excise. In that position, which he held until he retired in 1965, he was one of the group of senior civil servants who organized the Wartime Prices and Trade Board. He is married with two children.

This completes a preliminary introduction to the two new full-time members, so buzz me if you hear anything.

*Dick Lewis*

### CHFI MAKES MILLION DOLLAR MOVE

A significant development in broadcasting last week was the move by CHFI, Toronto, to 680 kilocycles, in order to broadcast on AM, 24 hours a day. The move represents an expenditure of over a million dollars and culminates five years of intensive effort by engineers to create a complicated nine tower antenna system, developed on 106 acres of land, to give a strong clear signal to the Metro Toronto area.

E.S. "Ted" Rogers, 31-year-old president of Rogers Broadcasting has been operating his FM station for six years, and says: "Now with the move to 680, we are the first Canadian station originating as an FM operation to put a good music,



limited commercial policy into effect on AM on a 24 hour basis."

Ted is the son of the late Edward S. Rogers, who invented the all electric batteryless broadcasting station, and founder of CFRB Toronto.

# PEOPLE

● Ray Hazzan has been appointed TV news director, CBC, succeeding Ron Robbins, who becomes manager, foreign news. Robbins will be responsible for co-ordinating the world-wide activities of CBC correspondents, English network. Hazzan assumes responsibility for all daily TV news, *Newsmagazine*, and TV news specials.

● W.J. "Wally" Shubat will become sales manager, CFRB Toronto, on May 1. He will be directly responsible to W. M. "Bill" Brennan, vice-president and director of sales. Shubat was formerly vice-president and director of sales for CJAD and CFJM, Montreal.

● T. J. "Pat" Hurley becomes sales manager of the Montreal stations.

● Roger Beaudry, vice-president and general manager of Pathé-DeLuxe, will remain in the same capacity in the newly formed Pathé-Humphries of Canada Ltd. Humphries Film Laboratories, one of England's largest film processing firms, has acquired the DeLuxe interest in Pathé-DeLuxe. The purpose of the merger is to establish complete color film processing facilities in Canada to co-incide with the launching of color TV in October 1966. The new company will also operate what it says will be the largest black and white film laboratory and sound recording business in this country.

### ANNOUNCEMENT



DON GOODWIN

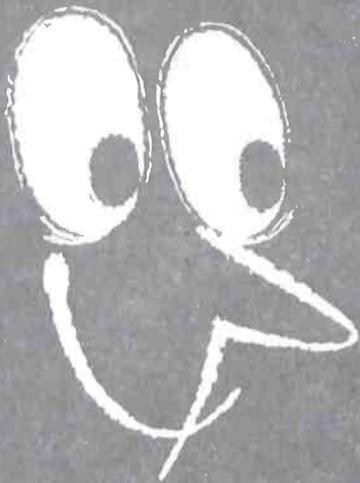
The appointment of Don Goodwin to the position of Regional Supervisor of the Special Events and Sports Department at CBC Halifax is announced by Keith R. Barry, CBC Regional Program Director (Maritimes).

Mr. Goodwin was born and educated in Toronto. In 1957, following eight years' experience with a number of Ontario, Winnipeg and Halifax radio stations, he joined the Corporation at Halifax. Mr. Goodwin is active in Maritime sport circles and is known throughout Canada for his sports commentary and reporting. In 1964 he was a member of the CBC Sports broadcast team which provided coverage of the Olympic Games from Tokyo, Japan.



# CFCM-TV

quebec city has



## 20/20 FRENCH VIEWING

### THE TOP 20 SHOWS\*

	Households	Total audience per 1/4 hour in thousands	Time	Day	Station	That other TV station
1 CRE BASILE	1048	3546	8:45 pm.	tuesday	CFCM-TV	
2 CINEMA KRAFT	987	2508	9:00 pm.	thursday	▼	
3 GRAND PRIX MUSICAL	892	2367	9:00 pm.	monday	▼	
4 MA SORCIERE BIEN AIMEE	866	2697	8:45 pm.	monday	▼	
5 ALORS RACONTE	860	2295	9:30 pm.	monday	▼	
6 JEUNESSE D'AUJOURD'HUI	839	2694	7:00 pm.	saturday	▼	
7 TENTEZ VOTRE CHANCE	825	2336	9:00 pm.	tuesday	▼	
8 SOIREE DU HOCKEY	812	2094	9:00 pm.	wednesday	▼	
9 EN PREMIERE	803	2493	8:15 pm.	friday	▼	
10 JEUNES TALENTS	800	2843	6:45 pm.	sunday	▼	
11 CINE SPECTACLE	781	2774	7:00 pm.	sunday	▼	
12 PERRY MASON	778	2076	9:15 pm.	sunday	▼	
13 ADAM OU EVE	771	1750	10:00 pm.	thursday	▼	
14 QUI DIT VRAI	748	2081	7:45 pm.	thursday	▼	
15 ESCOUADE CRIMINELLE	739	2010	7:45 pm.	wednesday	▼	
16 SUR DEMANDE	730	2141	7:15 pm.	thursday	▼	
17 RELEVEZ LES MANCHETTES	729	1588	10:00 pm.	monday	▼	
18 TELE QUEBEC	723	2056	6:00 pm.	tuesday	▼	
19 A LA CATALOGNE	697	1975	8:15 pm.	thursday	▼	
20 AVENTURES DANS LES ILES	696	1767	10:00 pm.	sunday	▼	

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 Stephens & Towndrow, Vancouver  
 A. J. Messner & Co. Ltd., Winnipeg  
 Forjoe-TV, Inc., New York.

\*NIELSEN NOVEMBER 1965

**B**

# Is broadcasting ready for self-regulation?

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Unity and agreement without precedent were the keynotes of the 1966 annual Convention of the Canadian Association of Broadcasters which took place in the luxurious—if somewhat sultry—halls, suites, rooms and bars of the publicly-owned (CNR) hotel Le Reine Elizabeth in Montreal last month.

This was the association's 41st annual meeting and probably the first where bonhomie and cordiality completely—and we do mean completely—eclipsed any signs of bloodshed, tension or even argument.

From the acclamation which greeted the announcement of the re-election of Jean Pouliot to his second year in the presidency, to the whole-hearted endorsement of the association's approach to the Prime Minister's Committee on broadcasting, this was an industry which sat down to pass a vote of supreme confidence in its leaders and to slough off, once and for all, the old question—"Why in hell don't the broadcasters say what they want?"

Credit must go to President Jean Pouliot, whose touch of French accent was and is a bolster rather than a deterrent to the CAB's new image of unity, and to his board of course. It must also go to the tireless and obviously indomitable Jim Allard, whose role of executive vice-president places on his shoulders the onerous task of playing deputy minister and, as such, carrying through the wishes of his principals, aided by his years of experience at the wheel of private broadcasting's ship of state.

Tribute is due, too, to broadcasting's old sweats who, having done battle with the billows and breakers of bureaucracy through the decades, have now begun to give over to the new generation but still make themselves available when their help or counsel are needed.

Above all else, we see in all this the emergence of the younger crew who, having performed the by no means simple task of assessing and appraising the problems, which are so ancient their forebears tend to take them for granted, are now setting their sails into the wind to continue the battle that was started for them years ago.

What was to us one of the most satisfying experiences in this heartening convention was the ovation—unquestionably sincere—which greeted Dr. Andrew Stewart, chairman of the BBG, when he rose to deliver his customary address.

This is the man who has spent over seven years administering and enforcing on the industry what we consider an impossible act of parliament.

He has been called upon to deny requests, administer reprimands and even impose penalties. He has carried out his impossible task impartially without fear or favor. Yet the deep rooted and sincere affection which greeted him when he rose to his feet to address his "charges" was a clear indication of a great man whose positive approach and human understanding have offset the cold impersonality and callous cruelty of bureaucratic controls.

Already six months past his original term, to which he was appointed in 1958 for seven years, "subject to good behavior", Andrew Stewart has stayed on, at the request of the Prime Minister—indeinitely. Obviously this vague tenure of office must be as unsatisfactory to him as it is to those who are called upon to appear before him. Traditional Scotsman that he is, we are willing to wager he will make no move towards a definite arrangement unless he is asked by those in authority. We are offering odds though that, human being that he is, he would be willing, perhaps eager even, to stay on for the sake of the industry for which he has done so much, if the request came from the proper quarter.

Early in his tenure of office as chairman of the Board of Broadcast Governors, Dr. Stewart told the CAB Convention in Toronto (in the spring of 1959) that broadcasters had to police themselves or submit to regulation and even punitive action by the BBG. He prescribed, in effect, self control and self regulation.

This paper's editorial comment (*April 9, 1959*) went like this:

"Let us assume that the industry takes the hint and proceeds along these new lines—which means largely modernizing a lot of old ones. Will it not then be in a position, four or five years from now, to go to the government and ask what all this regulation and all this expense are for?"

Self regulation of an industry by an industry is not a simple matter, but it can be and has been done.

It would entail appointment of an industry committee, which already exists. But it would need more than this. It would also need one man employed by the association as chairman. He would sit, presumably with the committee, hearing charges of infractions of the industry's own code. As a matter of fact, his and his committee's function would be closely comparable to that of the Board of Broadcast Governors, with its full-time chairman—dare we suggest it?—Dr. Andrew Stewart.

### RADIO RBS



continued from page 1

Pouliot's comment: "I would bet my bottom dollar that it never entered our friend's head that if we had the same type of program they televise in France, set ownership might be just as low here as it is there."

### Critics of gloom

Pouliot answered the "few critics of gloom who preach that we are a sick child in his death throes," by pointing out that broadcasting is, all in all, in a pretty healthy state.

"Ownership of radio and television sets has reached new peaks.

"Listening and viewing hours have never been higher.

"There is no other field of human endeavor which has met such wide public acceptance.

"Of course we are not perfect," he went on, "and neither is the system under which we operate. Yet it is still one of the best in the world.

"Isn't it Utopian," he asked, "to hope that any Broadcasting Act can solve all the problems that exist in the media?"

"We believe the present Broadcasting Act has, all in all, served the country well and we believe that it can continue to do so, with a few modifications and with some directives from parliament on what is expected of broadcasting."

### Planners know best

Pouliot disposed of the Fowler

vision of a system where "a very strong centralized authority does the planning, issues directives and, in fact, controls the operation of the different elements within the organization in such a way that the central power can enforce what it thinks is good for the public.

He compared this plan to the "socialist dream of directing the economy of a country through a centralized 'know-it-all super-brained' bureaucracy. Both," he said, "are based on the premise that the public does not know what it wants and can be led, coupled with the conviction that the planners know better than the consumer what the consumer wants and needs. God preserve us!"

Coming right to grips with the Fowler proposal of a Canadian Broadcasting Authority, Pouliot explained the existence of such "little parliaments" as the Board of Transport Commissioners, the Air Transport Board and the Board of Broadcast Governors, entrusted with the responsibility of protecting the public interest where it might clash with the Corporations' (CNR, Air Canada and CBC respectively) interests such as licensing and regulating. This, he said, is the two board system, as opposed to the Fowler concept of the Broadcasting Authority which would be a one-board system—closely comparable to a one-party system of government, where the party's interest inevitably comes first.

### Need for a full-time board

Pouliot had kind things to say about the part-time members of the BBG, but said the CAB has recommended to the committee on broadcasting which is now sitting that the present structure of the BBG (3 full-time and 12 part-time members) be changed to consist of 3 full-time members only.

The part-time board members of today may well be the best that have ever served the industry," he said. "They are conscientious, well-meaning and devoted citizens who take their duties seriously. . . We fully realize that our recommendation may not be the wisest one in a political sense. However broadcasting is a rapidly changing, ever developing, enormously complex business. It is extremely difficult for part-time members to keep up to date with developments and to get a profound insight into the problems of broadcasting, when they only meet five or six times a year.

"Our proposal would allow the board much greater flexibility permitting more frequent meetings, as numerous as necessary, to render decisions on matters which are often pressing. This is most difficult with the present cumbersome board.

"We are aware," he said, "that part-time members represent the citizen interest or the voice of the public. But experience has shown in the past that the public is well-represented at board hearings, by the appearance of voluntary associations, citizen groups and individuals.

"After weighing the pros and cons, we have come to the conclusion that the public interest would best be served by a board similar to the Air Transport Board."

### Promises in the dark

Next Pouliot dealt with the recommendation of the Committee on Broadcasting, proposing that a "performance undertaking" should be made a specific condition of the licences of all privately owned radio and television stations.

Answering Fowler's charge in the Report that the "so-called second TV stations. . . made detailed and glowing promises to the Board

of Broadcast Governors about the performances they would give," Pouliot gave the other side of the story.

"Television was still in its infancy," he said. The existing private television stations were, at that time, CBC affiliates, and it was pretty difficult to imagine how these so-called second stations would do in competition with the CBC and in many cases with American stations.

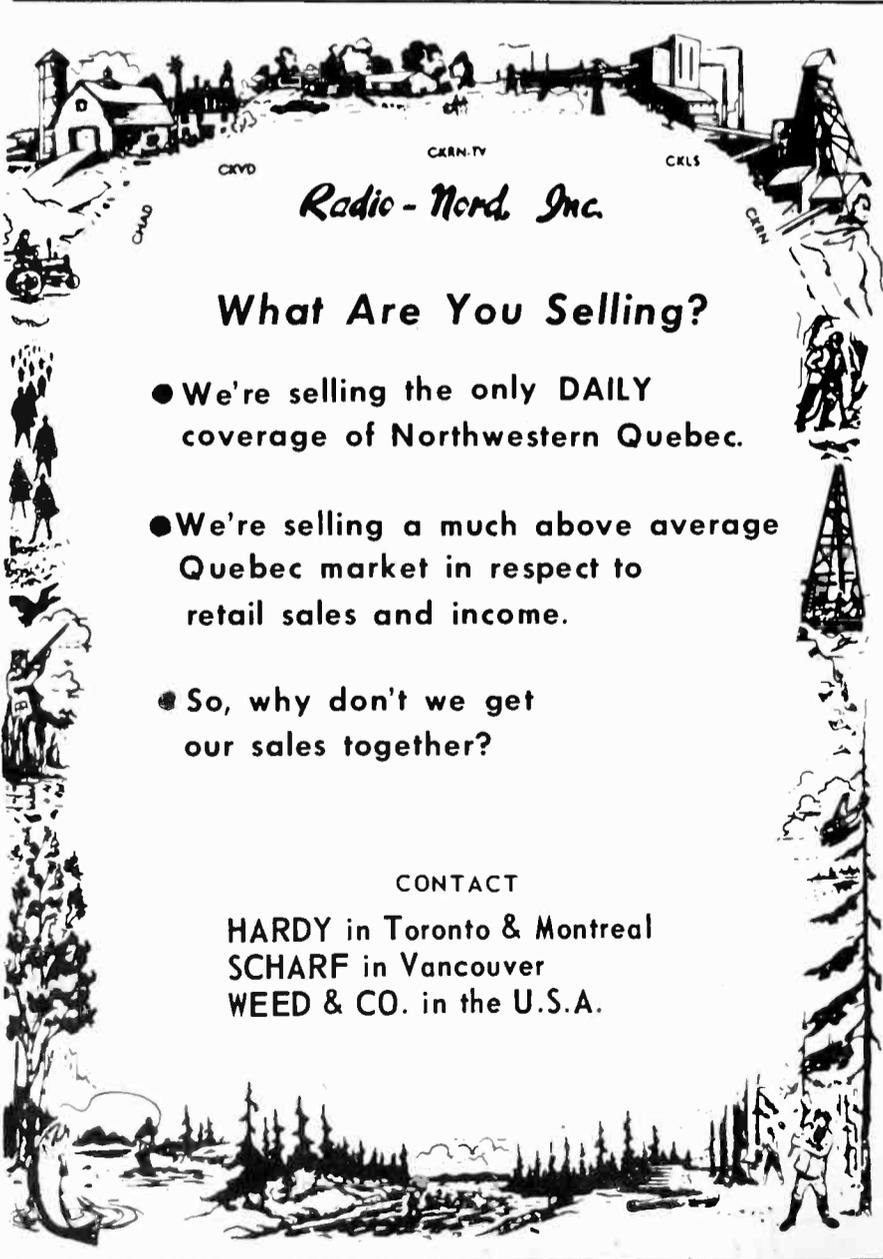
"We would have to agree," he continued, "that the applicants did make promises which, in the light of what we know today, seem exaggerated and impossible to fulfil. In all fairness to these licensees though, we should give them good marks for trying. They have invested millions and millions of dollars in plant and physical facilities which surely indicates that they intended, at least, to meet the promises they made to the board on programming.

"It must be remembered also," he said, "that at that time the BBG had not had much experience in broadcasting, and it must have been extremely difficult for the members of the board to pass judgment on the value and feasibility of the promises made by applicants. It seems to me they should shoulder part of the responsibility with the licensees for some of the unfulfilled promises."

Pointing out that the Fowler recommendation of making a "performance undertaking" a specific condition of the licence, could "theoretically lead to a system where the licensing authority would in fact become the programming authority" leading to "situations where the public interest might really suffer".

"Let us not forget," he said, "that private broadcasters like any private enterprisers, are under the immediate control of the public. The minute we lose public interest, we are out of business. This still is and always will be the public's best protection in a free society."

(Jean Pouliot's classic reply to the charge of the Fowler committee that the private broadcasters do not do very much for the development of Canadian talent will appear, verbatim, in our next issue.)



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# Czars not for Canada but industry needs controls

"No one man, not even a czar, can tell the broadcasters in this country how to run their industry. Government could, but doesn't want to—as that leads to totalitarianism and isn't the Canadian way of doing things." Those were the words of Hon. J.W. Pickersgill, Minister of Transport, as he addressed the opening session of the CAB convention in Montreal.

Mr. Pickersgill went on to say that the term "broadcasting czar" was probably the invention of some journalist, and no such phrase is used in the recent Fowler Committee Report on Broadcasting.

"There hasn't been a czar since 1917, and just 20 years have passed since we fought a war against such totalitarian controls, over broadcasting.

"However, the government recognizes that some changes are urgent, and it is important that they come soon, as there has been no fundamental change in broadcasting regulations since the early days."

The minister said he hoped the recent delays in Parliament were about over, and that the government can get on with constructive legislation. Regarding broadcasting, he had several observations, which he indicated were not "forecasts":

1. The government feels there should be greater public control of broadcasting in Canada than in the U.S.A., in order to make sure that the industry remains "Canadian". He cited our vast distances, and small population which put us in the perpetual shadow of our neighbor. "But they aren't us, and if we wish to preserve the distinctive qualities that make us Canadian,

broadcasting can have a persuasive effect upon our minds, and even our appearance", he said. He concluded with suggestions for a Centennial project for the CAB members:

"In radio, I would like to see each region, or area run contests for high school pupils. Ask them three questions:

1. What has this province contributed in the past to the strength of Canada?
2. What distinct contribution can this province make to Canada?
3. What would you like to see it do in the next generation?

Mr. Pickersgill said the stations would probably get some raw answers from which provoking broadcasts could be fashioned.

"In TV, I would like to see each area shown graphically to each other, the land, the people, their behavior patterns," he said. "In this way, it is to be hoped that regionalism would give way to a sense of community in Canada as a whole."

The Minister thanked the broadcasters for inviting a politician to such a "respectable gathering", and concluded that since 1867, the disparity of wealth and resources in this the second largest country in the world, have led successive governments to follow a policy of equalization. Today, all people of Canada are entitled to the greatest measure of equality that our political system can provide, and this will even be reflected in the Articles of Association of the new CTV Network, where each member, large or small, has one vote — "because that is the Canadian way of doing things".

The trend is to balanced programming

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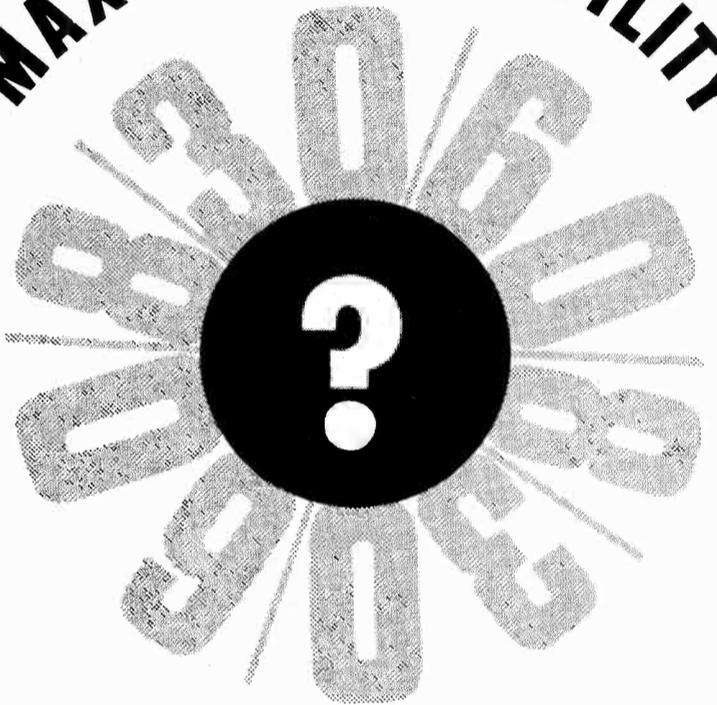
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A. P. "SANDY" LUMSDEN

The appointment of A. P. "Sandy" Lumsden to the position of Production Manager, CBHT, Halifax is announced by Jack Simonsen, CBC Director of Television Operations (Maritimes).

Mr. Lumsden was born in Truro, N.S. and grew up in Campbellton, N.B. A fine arts graduate of Mount Allison University, he joined the Corporation in 1953. He was appointed Assistant Program Director of CBHT in 1955, and in 1958 became a television producer at Halifax. As a producer he has won a number of international television awards for his productions. Prior to his appointment as Production Manager, Mr. Lumsden was supervising producer of the Nova Scotia School Telecasts.

## Will celebrate Centennial with talent search

by Dorwin Baird

The B. C. Association of Broadcasters dug into their treasury to the tune of \$5000 as their part of the cost of a Centennial Search for Talent to be sponsored by the broadcasters and the B. C. Centennial Committee later this year. This was one of the highlights of the association's two day meeting at Harrison Hot Springs, B. C. March 3 and 4, where more than 70 delegates and guests gathered.

The Search for Talent will wind up towards the end of the year with televised finals in Vancouver, the three winners receiving scholarships to the total value of about four thousand dollars.

Radio and TV stations will cooperate with local centennial committees in getting the project going, but a full time producer will be engaged to assist in keeping standards high.

Don Hamilton of CKLG, who was later elected as a new (additional) member of the BCAB Board, reported on the association's FM Committee, organized at the CAB level. He reported on the growth of FM and indicated that the CAB

committee will be arranging a special FM meeting at the Montreal convention later this month.

FM set penetration in Vancouver is 34 per cent, as against 52 per cent in Toronto, but set sales are steadily increasing in all markets.

The Government of B. C. has approved the erection of road signs throughout the province indicating the frequency of the local or nearest radio station. The BCAB had been refused a similar request earlier, but after discussion with the Minister of Highways, Hon. Phil Gagliardi, approval was given. Broadcasters stressed that travellers not only wished to hear music and news, but also needed information such as forest closures in the fire season, fish and game news, highway construction areas, etc.

### Guests from Washington

An innovation at the meeting was a panel of broadcasters from Washington State, who discussed various music formats used by them. This informal discussion led to a suggestion that next year the BCAB would invite the Washington State Association to hold their convention conjointly at the same hotel, with some of the sessions open to both groups.

The members present also approved a resolution authorizing their president, J. R. Peters, to continue to co-operate with WAB

and to increase the number of co-activities. In this direction, BCAB has dropped its summer meeting in favor of attending the WAB convention.

### Pep from the sales bureaus

Ed Lawless, Executive Vice-President of the TV Bureau of Advertising, introduced a new film, "Masselectivity," which tells TV's selling story in a dramatic and colorful manner.

Denny Whitaker, President of the Radio Sales Bureau, was also present for a report. He outlined the functions of the three departments of the Bureau - Retail, National and Member Services.

Since 1954 the annual sale of radio sets has increased 600 per cent, an indication of the growing importance of what was once thought of as a dying medium. Discussing audience measurement, Whitaker indicated his disapproval of present methods. "People don't listen to radio as households," he said, "they listen as individuals. They should be measured as individuals."

One afternoon was given over to informal discussion with three distinguished guests; BBG Chairman Dr. Andrew Stewart, CAB President Jean Pouliot, and Jim Allard, CAB's Executive Vice-President. Association and BBG affairs were gone into in some depth, with all speakers reporting off the record.

### CFPL-TV London

## Prepares series by and for doctors

An experimental educational television series prepared by and for doctors began airing on CFPL-TV London March 13.

The series consists of five half-hour programs for telecast Sunday mornings at 9:00 am, before CFPL's regular sign-on time.

The Faculty of Medicine at the University of Western Ontario produced three of the shows at the London station's studios, under the direction of Dr. Peter Rechnitzer, assisted by Dr. Jack Thurlow, a graduate in psychology and medicine and an ex-producer for CFPL-TV.

Two programs for the series were borrowed - one from Harvard University and the other from the

University of Oklahoma Medical Center.

At the conclusion of the series the medical faculty intends to mail a questionnaire to all doctors within the CFPL-TV coverage area. If response to the programs appears favorable, the station expects that additional medical education documents will be developed.

Topics to be covered by the programs include: "Subarachnoid Hemorrhage"; "An Approach to Peripheral Vascular Disease"; "The Post-Menopausal Patient - a Panel Discussion"; "Congenital Heart Disease in Infants"; and "Venous Thrombosis and Pulmonary Embolism".

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## BBG Hearings

# Soble seeks license for TV net

An application by a company to be incorporated, represented by Kenneth D. Soble, for authority to form a national television network in Canada, will be heard by the Board of Broadcast Governors at their April 26 public hearing in Ottawa.

At the March hearing, Soble applied unsuccessfully for permission for the company he represented to buy the outstanding stock in the CTV Network. The board found in favor of present affiliated stations being permitted to buy one share each in CTV, subject to no station owning more than one share.

The April 26 agenda also includes applications by the Voice of the Prairies Ltd., licensees of radio stations CFCN and CFVP, Calgary for the transfer of 7,600 common shares and CFCN Television Ltd. (CFCN-TV Calgary, CFCN-TV-1 Drumheller, CFCN-TV-2 Banff and CFCN-TV-3 Brooks) for transfer of 64,312 common shares.

This apparently relates to the conditional sale of this stock by the two Calgary stations headed by Gordon Love to Maclean Hunter Publishing Co. Ltd. last January.

CFCN-TV is an affiliate of the CTV Network and therefore owns one share of CTV stock; Maclean Hunter has a large interest in the CTV-affiliated station CJCH-TV Halifax and presumably owns one share in the network. The BBG found that no station owner could hold more than one share in CTV. These facts are causing wide speculation as to how transfer of the Calgary property can be effected to the Toronto publishing house.

### New AM stations

Licenses for new AM stations to be sought from the board are:

- Sherbrooke, Que. by Jean Nadon for a company to be incorporated with 10,000 watts DA-1 on 1480 Kcs.
- Osoyoos, B.C. by CKOK Ltd., Penticton, B.C. with 1,000 watts day and 250 night, omni-directional on 1240 Kcs.
- Corner Brook, Nfld. by Colonial Broadcasting System Ltd. with 10,000 watts DA-1 on 790 Kcs.
- New Liskeard, Ont. by Kirkland Lake Broadcasting Ltd. with 1,000 watts day and 250 watts night, omni-directional, on 1230 Kcs., with its programs from CJKL, Kirkland Lake.

### TV rebroadcasting stations

The following applications will be heard for TV rebroadcasting stations.

- Jubilee Mountain (near Parsons), B.C. by Invermere District Television Co. Ltd. on Channel 8 with transmitter power of 5 watts directional, to receive programs from CFLW-TV-1 Invermere, B. C.
- Banff, Alta. by Calgary Television Ltd. on Channel 13 with transmitter power of 5 watts directional, to receive programs from CHCT-TV Calgary.

- Cabano, Que. by CKRT-TV Ltée on Channel 5+ with transmitter power of 5 watts, omni-directional to receive programs from CKRT-TV Rivière-du-Loup.
- Mont Georges, Que. by Club Social du Nord Est (Northeast Social Club) on Channel 13 with transmitter power of 5 watts directional, to receive programs from CKHQ-TV-1, Manicouagan, Que.
- Chapleau, Ont. by J. Conrad Lavigne Ltd. on Channel 7+ with ERP of 101 watts video and 20 watts audio, to receive programs from CFCL-TV Timmins, Ont.

CBC is applying for four new TV rebroadcasting stations:

- Grand Forks, B. C. — 5 watts directional on Channel 5 to receive programs from CBUAT Trail, B. C.
- Bowen Island, B.C. — 5 watts directional on Channel 13 to receive programs from CBUT Vancouver.
- Squamish, B.C. — 5 watts directional on Channel 11 to receive programs from a proposed new rebroadcasting station at Bowen Island, B. C.
- St. Georges de Beauce, Que. — 5 watts directional on Channel 2 to receive programs from CBVT, Quebec City.

### Low power relays

CBC is applying for licences to establish and operate the following 40-watt low power relay transmitters:

Bralorne, B.C.	English	630 Kcs.
Britt, Ont.	English	1240
Baie Comeau, Que.	English	1140
Murdochville, Que.	English	1400
Murdochville, Que.	French	590
Minto, N.B.	English	1320

### Would quit networks

Two radio stations are asking that the condition of licence that the station operate as part of a CBC network be revoked.

- CHLT Sherbrooke (French Network)
- CHYM Kitchener (English Network)

### Frequency changes

Radio frequency changes are sought by:

- CKTS Sherbrooke, Que. from 250 watts on 1340 Kcs. to 10,000 watts DA-2 on 1480 Kcs.
- CKLM Montreal, Que. from 10,000 watts DA-N on 1570 Kcs. to 50,000 watts DA-2 on 1570 Kcs. Change of antenna site is also requested.

### ANNOUNCEMENT



DOUG ALEXANDER

Jim Struthers, General Manager of CKCK Radio, Regina, announces the appointment of Doug Alexander as Production Manager. Mr. Alexander was born in Nipawin, Saskatchewan. After six years with CKOM Saskatoon he joined CKCK as an air personality in 1959. In 1961 he was appointed assistant production manager. In 1964 he was transferred to another Transcanada Communications Limited station, CKOC Hamilton, as assistant production manager. He returns to Regina April 1 to assume his new duties.

- CHEX Peterborough, Ont. from 5,000 watts DA-2 on 980 Kcs. to 10,000 watts day and 5,000 watts night on 980 Kcs.
- CHRC Quebec City, Que. from 10,000 watts DA-1 on 800 Kcs. to 50,000 DA-1 on 800 Kcs.

### Power increases

The following TV stations are requesting power increases:

- CKSS-TV Baldy Mountain, Man. from 23,000 watts ERP (video) and 11,500 watts ERP (audio) directional, EHAAT 1147 feet on Channel 3, to 120,000 watts ERP (video) and 12,000 watts ERP (audio) directional, EHAAT 1147 feet on Channel 8.
- CKOS-TV Yorkton, Sask. from 5,000 watts ERP (video) and 340 watts ERP (audio) omni-directional, EHAAT 614 feet on Channel 3 to 15,000 watts ERP (video) and 2,600 watts (audio) directional, EHAAT 534 feet on Channel 3.
- CKOS-TV-3 Wynyard, Sask. from 670 watts ERP (video) and 340 watts ERP (audio) omni-directional, EHAAT 534 feet on Channel 6 to 11,000 watts ERP (video) and 1,800 watts ERP (audio) omni-directional, EHAAT 614 feet on Channel 3.
- CBC is applying for authority to change the channel of the TV broadcasting station it is authorized to establish near Manitouwadge, Ont. from 1,800 watts ERP (video) and 9,000

watts ERP (audio), directional EHAAT 615 feet on Channel 9 to Channel 8+ without any other changes.

- CBC is asking for authority to increase the ERP of CBUAT Trail, B.C. from 187 watts ERP (video) and 124 watts ERP (audio) directional, EHAAT 762 feet on Channel 11 to 3,340 watts ERP (audio) and 1,670 watts ERP (video) — all other conditions unchanged.

### Miscellaneous

The Telegram Printing & Publishing Co. Ltd., Sherbrooke Que. seeks authority to change the antenna site and radiation pattern of CKTS, Sherbrooke from DA-N to DA-1.

CKAC Montreal wants permission to move its studios to 1400 Metcalfe St., Montreal, Que.

CBC would change the location of its CFWH studios at Whitehorse, Y. T. to the corner of Elliott St. and 3rd Avenue, Whitehorse, Y. T.

The BBG will hear an application for CBC authority to change the frequency of its low power relay transmitter at Hearst, Ont. to 1400 Kcs.

The BBG also said it will hear a proposal by W. A. Bishop for a four-station FM (frequency modulation) radio network in the Maritimes and one by CKY and CKY-FM in Winnipeg to join a network to broadcast the Minnesota Twins baseball games this summer.

## "BOBBY, WE LOVE YOU . . ."

Everybody knew something big was on the way — and when Bobby Hull (family home just three miles west of Belleville), racked up 49, the Quinte District quivered with that feeling that comes when YOU participate in history.

CJBQ Radio had that feeling, too, and knew that ACTION was demanded.

As the Red Wings moved to Chicago, CJBQ moved to bring that "maybe fateful" game to its listeners. WWJ Detroit provided the facilities—Hull provided the climax—and when number 50 hit the net, the cheers rang from Chicago to Belleville.

Then came the slump. A new sports record was about to be born, but it wasn't going to be simple. CJBQ was already negotiating for the cliff hangers to follow—

Foster Hewitt's CKFH provided the play by play for the game between Toronto and Chicago. The result? Frustration! Chicago and Hull—shut-out.

The scene switched to Chicago with Montreal, and CJBQ carried this one too, with some special help from CBC. But—another shut-out!

Next encounter—Chicago at New York. WGN-TV assisted this time with a direct audio feed. AND—another shut-out! But disappointment breeds determination and CJBQ stuck with it.

Then came Saturday, March 12—back to Chicago where WOR-TV fed the audio back to Bobby's fans back home. And—THIS WAS IT—POW—Number 51! We're still a little hoarse around here.

How many long distance calls—briefings—organization meetings?

Who knows? Who cares?

We're just proud that Bobby's relatives, friends and neighbours were the first in Canada to know about it—and that CJBQ could bring the good news as it happened.

If it's local, it's important—to our listeners, to us.

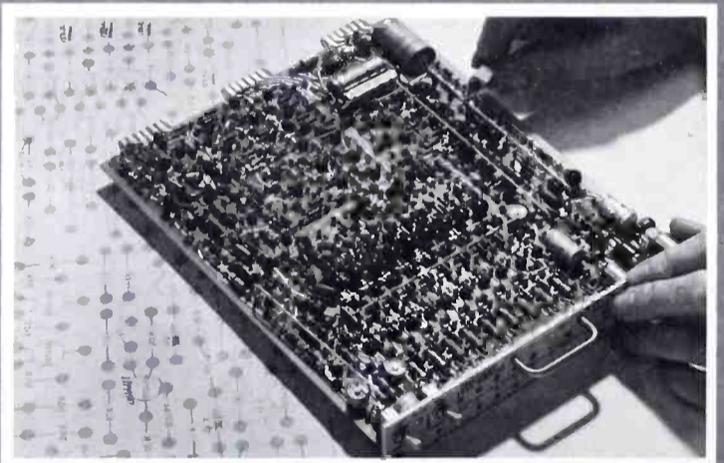
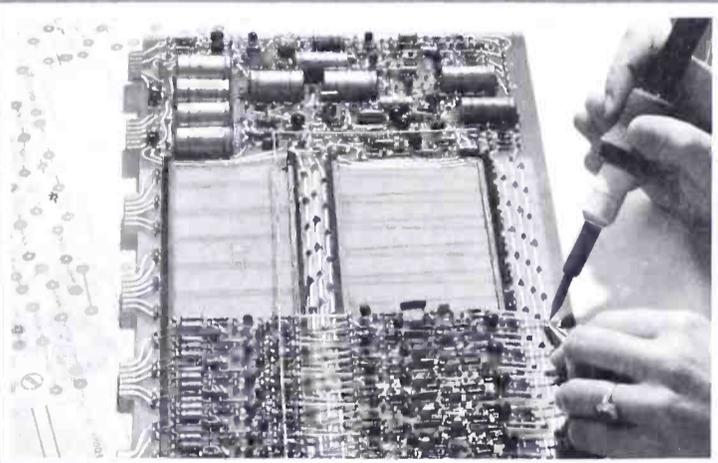
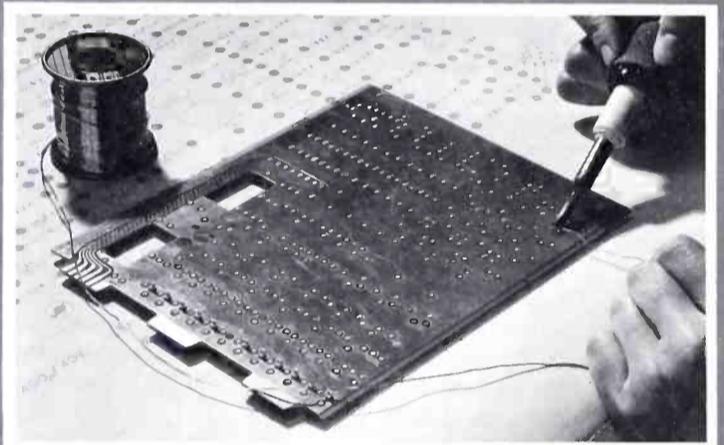
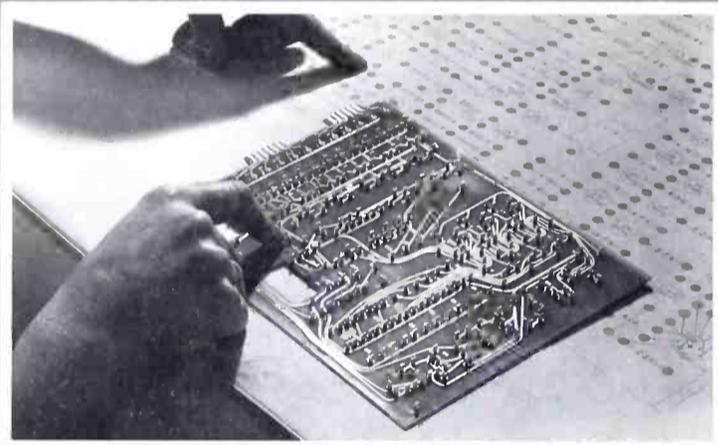
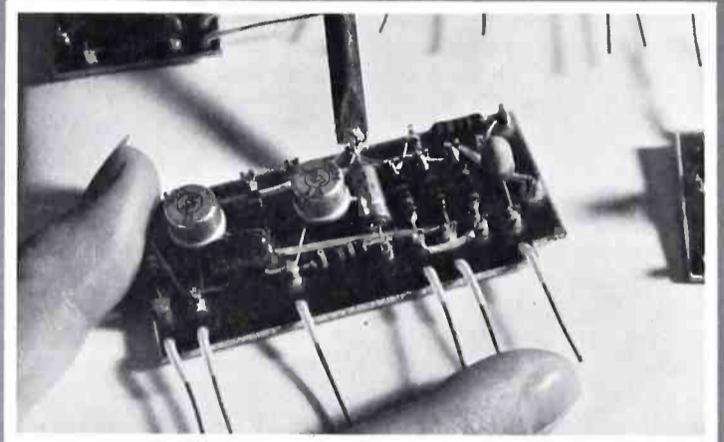
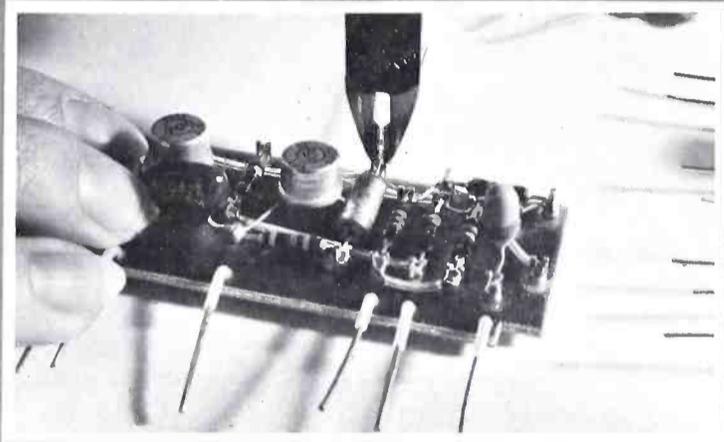
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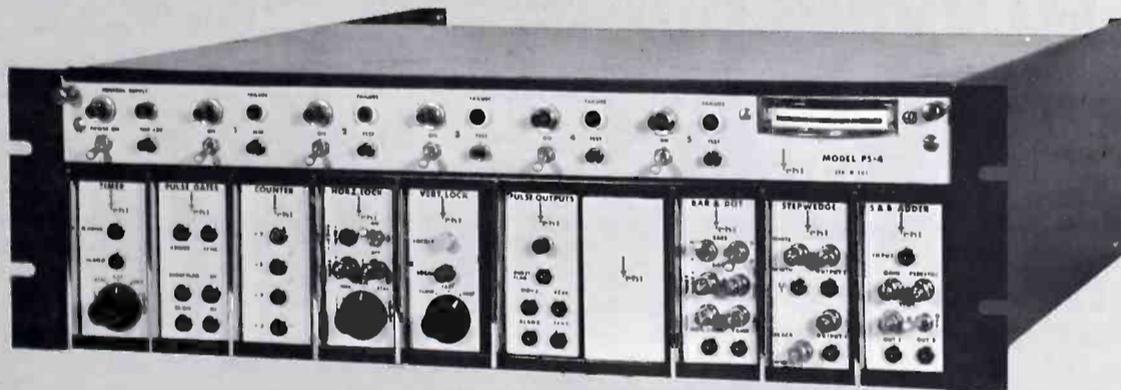
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PETER JACKMAN

Paul Mulvihill is pleased to announce the appointment of Peter Jackman to Toronto Television Sales.

A graduate of Ryerson Polytechnical Institute in Merchandising and Business Administration, Mr. Jackman brings to this position extensive experience in advertising and sales.

This appointment is another step in the expansion program of Paul Mulvihill & Company Limited.

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**Canadian Broadcaster**

## Ryerson students win four awards

The broadcast industry awarded three major scholarships to graduating students of the Radio and Television Arts course at Ryerson Polytechnical Institute, Toronto, during March.

Kenneth David Rowley, of Thornhill, Ontario, won the Horace N. Stovin Memorial Award, given for top ability in advertising and sales research by the Station Representatives Association of Canada. SRAC's president, Arthur Harrison of Hardy Radio and Television Ltd., made the presentation.

Nevin E. Grant of Toronto was presented with the Don Hudson Memorial Award, given annually for the student judged best in creative ability.

In the presence of Mrs. Hudson, whose husband died in a plane crash with a CBC television crew, the shield and cheque were presented by Andy McDermott, Radio & Television Sales Inc., chairman of the Ryerson Scholarships and Bursaries Committee in Broadcasting.

William J. S. Thompson, also of Toronto, won the Harry Sedgwick Memorial Award for the most outstanding student in the graduate class. Formal presentation of the award was made at the Canadian Association of Broadcasters convention in Montreal by donor Ken Soble, president of CHCH-TV Hamilton.

## Quarter Century Club adds 35



The roster of members in the Quarter Century Club of the Canadian Association of Broadcasters rose to a total of 297 members with the addition of 35 novitiates during the club's annual luncheon at the CAB Convention in Montreal last month.

New members present are seen in the picture, from the left, seated: Jack Tietolman, CKVL, Verdun; Phil Wharton, Collins Radio of Canada; Corey Thomson, CKVL, Verdun; Marie-Paule Vachon, CKCV, Quebec City; Manuel Goodman, CKVL, Verdun; Jean Sénécal, Hardy Radio & Television Ltd.; Alexander Dickson, CFCY, Charlottetown. Second row: Mel Patience, RCA Victor Co. Ltd.; Louis Bélanger, CKVL, Verdun; Dalt Elton, CJCA, Edmonton; George Brown, CHCT-TV, Calgary; Stewart MacPherson, CJAY-TV, Winnipeg; Jack Soars, CFGP, Grande Prairie. Back row: Omer Duranceau, Roméo Mousseau, Jack Selinger, Judah Tietolman and Albert Cloutier, all of CKVL, Verdun; Tobias Halloran, CJCB, Sydney; Bernard Brisset des Nos. Absent from the picture: Jack Cennon, CKBI, Prince Albert; William Hannah, ABC-TV Films of Canada Inc.; William Hawkins, CFOS, Owen Sound; Waldo Holden, Standard Broadcast Sales; William Love, CFCN-TV, Calgary; George Miller, CKSO, Sudbury; Robert Reid, CKCW, Moncton; Lewis Roskin, CHQT, Edmonton; Donald Sharon, CKLW-TV, Windsor; Ted Soskin, CHQR, Calgary; Arthur Todd, CKOC, Hamilton; Richard Tregillus, CFCN, Calgary; Bill Walker, Oakville; Charles Waters, CJOR, Vancouver; Wilbur John Woodill, CKSO, Sudbury.

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## News reports don't favor government

Howard C. Caine, manager of CHWO Radio, Oakville, has answered charges by Elmer Sopha, Liberal member for Sudbury, that weekly radio reports from the Ontario Legislature gave maximum coverage to the government and ignored opposition parties.

Caine said on his station the four most recent reports had been evenly divided between Liberals and Conservatives. Also, the Lib-

eral leader quite often used the service on CHWO.

Caine, who has just completed a term as vice-president of the CAB, also referred to a Liberal hotline telephone service provided by the Party to Ontario stations which wish to make use of a tape recording of Liberal spokesmen at Queen's Park. He said: "If this wasn't a medium of propaganda, what was? It's a wonderful service, and I hope they keep it up."

## CAMPBELL HEADS MACLEAN-HUNTER RADIO

• Donald G. Campbell, formerly vice-president finance of Maclean-Hunter Publishing Co. Ltd. has been appointed vice-president, Broadcasting, and also president

of Shoreacres Broadcasting Co. Ltd. Shoreacres operates CKEY Radio, Toronto and has become a wholly owned subsidiary of Maclean-Hunter.

The trend is to balanced programming

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

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# PMRS would supply information to trade press and interested parties

The marketing field's most un-secret Canadian secret society is mulling over suggestions that might lead it to "go public"—once in a while, and slightly.

The Professional Marketing Research Society is currently pondering the wisdom of making material presented at its once-a-month (except in summer) Toronto meetings available to the trade press and others interested in market research data.

PMRS is a 50-odd member organization of marketing-oriented people from industry, advertising agencies and research houses. The society's President is J.N. "Jack" Milne, of MacLaren Advertising Co. Ltd., Toronto. Other officers (all Torontonians) include:

Vice-President—F. T. Hill, A.C. Nielsen Co. Ltd.

Secretary—A. Aggerholm, Christie, Brown & Co. Ltd.

Treasurer—L.L. Prior, Ronalds-Reynolds & Co.

Committee Chairmen—K.F. Bull, *Toronto Star*; G. B. Thompson, McCann - Erickson Ltd.; G. H. Clements, Young & Rubicam Ltd.; and A. M. Lawrence, Market Development Ltd.

A ginger group within the society executive is arguing that many of the hard facts of marketing life presented by guest speakers at

PMRS meetings can be helpful to "outsiders".

The stumbling-block, as outlined by Milne, is a small note in the society's bylaws to the effect that "all meetings shall be held in camera".

Some of the data divulged to the group is relatively confidential, Milne explains — product case histories, and other similar debris of the marketing wars.

"I know damn well if you hold anything in camera you're suspect," Milne says. And if a limited number of speeches given before PMRS are handed to the press—or if the press is invited to selected meetings — "reporters want to know what you're trying to hide," he adds.

"You're in an awkward spot."

PMRS was organized in 1960. First president of the society was Joe Doyle, marketing services manager of General Foods Limited, Toronto.

### Expand marketing interests

The group's main aim was to "provide a forum in which experienced marketing men and women could gather to discuss matters of mutual interest," says Adrian Gamble, 1964-65 president of PMRS and president of a new company called Adcom Research Limited, Toronto.

PMRS also hoped to stimulate market study and "expand . . . to become a society serving its members . . . beyond their scientific interests in marketing research."

A market research Code of Ethical Practices is the group's hottest current project, and may be sanctified in draft form by the society's executive before the end of March. It is hoped the code, once approved, will become a guideline for the entire PMRS membership.

"I have a suspicion the code is going to turn in the direction of the American Marketing Association's Code of Ethics," Milne comments.

Gamble credits PMRS with success "in providing a meeting ground for the exchange of information," and says guest speakers (frequently marketing VIP's of the stature of Milton Brand and Al Blankenship) have ranged "pretty far and wide — covering almost any marketing field you can name."

Once a year the society holds a do-it-yourself meeting, Gamble adds. He calls the gathering "very stimulating", because any member can be called on to deliver a 15-minute talk.

"Then at Christmas we have a whoop-de-doo."

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## Pre-teen reporters interview CHUM's John Spragge

The issue of whether child labor laws apply to broadcasting or not came to the fore when two members of the press recently interviewed Radio CHUM's John Spragge in Toronto for a front page story to highlight their weekly newspaper.

Simon Beckwith, a Grade Four, nine-year-old, four-foot-one news-hound, bore the title of Chief Editor of the Deer Park Public School paper. He and his assistant, nine-year-old John Paulin, held their meeting with Spragge in the CHUM boardroom.

As Beckwith shot questions with

the rapid-fire precision of an ace reporter, his assistant took notes, CHUM says.

The newsmen were also careful not to leave any loose ends. At the end of the interview they asked Spragge to sign a statement attesting to the accuracy of the facts recorded.

Having checked on the legal aspects of the situation, CHUM puts a note of regret into its finding that it'll take about ten years for the boys to qualify for jobs in the station newsroom.

### BBG Hearings

The Board of Broadcast Governors has announced that its public hearings for the balance of 1966 will commence on the following dates: April 26, in Ottawa; June 21, in Ottawa; September 13, in Winnipeg; and November 15, in Ottawa.

### ANNOUNCER

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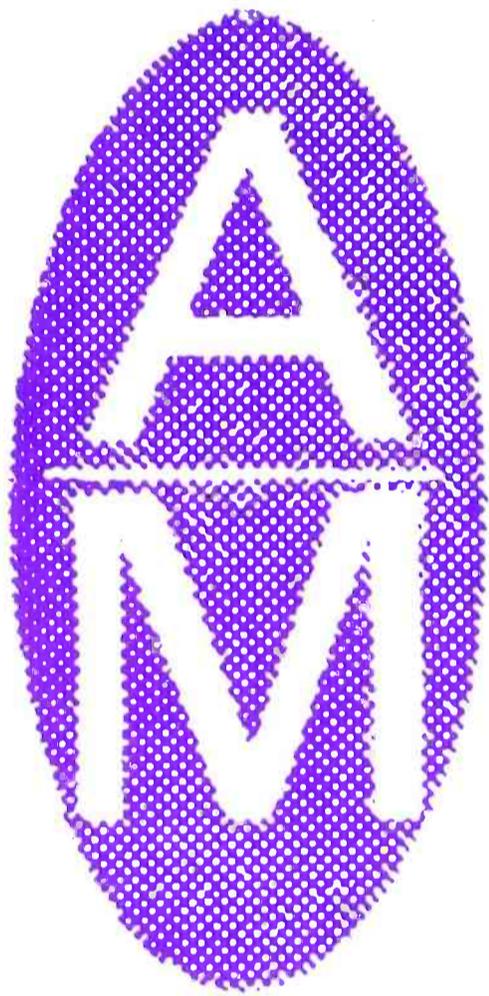
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# QUEBEC PROVINCE



# CHQR

40 YEARS OF ACTIVE BROADCASTING  
**QUEBEC CITY**

CHRC



# OKAY LIFE... WE'RE WAITING

It's happened. As of April 1st we have to admit to forty years in broadcasting. They've been good years . . . years of excitement, and growth and purpose. They've been years of good times and bad and we've seen a lot of things come and go. One important thing has remained . . . and that's our basic broadcasting philosophy — "to provide the best possible programming with dignity, and a firm conviction in truth".

We've been doing this for forty years, ever since April 1st, 1926, and it's been great. That's why it's such a pleasure to salute and thank you, the advertisers and the agencies, who have demonstrated your confidence in CHRC AM, and now FM, to reach and sell the Quebec City and region market. You've made our forty years possible. We look forward to forty more. So — "if life begins at forty" — let's get started and see just how much better it can get.

#### **Separate Programming**



AM: 10,000 watts, 80 kc. FM: 80,000 watts, 98.1 Mc/s  
Reps: Hardy Radio & Television Ltd.

## Room at the top

In the corporate structure there is always room at the top, but a limited amount. The hierarchy of management is such that the room narrows the higher you go. There can only be one president, one board chairman, so many vice-presidents, etc.

This is not true of sales. There is plenty of room at the top in selling. To rise in your field you need not replace someone above you. Nobody has to retire, die or move out before you can step up. Selling depends on individual effort and you determine your own success—or failure.

It takes ability and dedication to get to the top—and to stay there. Whether you grow in stature as a salesman rests in your hands. Once in a while you can blame bad luck for a missed sale, but in the long run you create your own luck.

### That something extra

The salesman, who stagnates at the same income level for several years, is not making the *extra* effort to hoist himself up. He goes through the motions of his job, but that's all. He is unwilling to work smarter and harder. Yet he'll sigh with envy at the sight of his more affluent colleagues as they vacation in Bermuda and drive Cadillacs. Are they basically better men than he? Of course not.

They do work harder, however. They know the value of extra effort.

Many salesmen, in their drive for the top, rely on what they think are easy solutions to their problems. They look for panaceas.

For example, they will buy a new suit and generally spruce up their appearance. Or they will start using mouthwash regularly to have a clean breath before prospects. They may even buy a book which gives tips for success in the business world.

I'm not condemning or belittling any of these actions. Each of them is not the complete answer or solution. If we could become prosperous by buying a fifty-cent bottle of mouthwash there would be more millionaires than paupers.

The point is that success—getting to the top—hinges on your determination to improve yourself in technique, effort, personal relations, appearance and insight. There is no overnight magic that will transform you from a plodder to a brilliant performer. The salesman who believes there is, is deluding himself.

### Lead, don't follow

The successful men in selling today are leaders, not followers. They launched new ideas, broke new ground, adopted new methods. The things they initiated are now common practice. They were pace setters and trend starters.

The top bracket man is bold and daring. He has no hesitation in breaking with tradition. He examines a practice and if he feels it is outmoded or inefficient he scraps



This is the twenty-second 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".

it, no matter how long it has been used. He has no truck with sacred cows.

The president of a \$50 million concern came up in the organization through sales. This was somewhat unusual because he started out in the company of a chemical engineer.

However, this fellow, whom I shall call Fred Smith, noticed something which troubled him. The firm was completely oriented toward production and paid little attention to the sales department. Millions were spent in improving production techniques, developing the line, etc., but the sales force had orphan status. As a result, the company's profit picture was not as bright as it should have been. Fred attributed this to the fact that management seemed to regard selling as a "necessary evil".

It happened that the sales manager became ill and would have to be hospitalized for some time. Fred asked for the job.

His colleagues in engineering thought he was crazy.

"That's the most thankless position in the company," one said.

"I know," Fred replied, "and that's why I want it."

The first move Fred made was to convince management of the need for improved marketing. He didn't pussyfoot around the issue; he bluntly told the president and other officers that the firm must forge ahead in sales or die.

In a couple of years Fred built one of the finest sales organizations in the country. The company eventually spurred ahead of its competitors and doubled in size.

Fred rose, too. He was named vice-president of sales, then director of marketing and finally president.

No doubt Fred would have attained a degree of success as an engineer, but he would not have gone to the heights. It was his foresight and courage that took him there.

### The right time

Someone once said that nothing is as powerful as an idea whose time has come.

The salesman has good reason

to remember this maxim. The difference between success and mediocrity can hang on whether you acted at the right time in the right way. This can mean knowing when to close a sale or when to stop talking in an interview. It can also mean your awareness of the proper time to seek promotion or expand your territory.

Steve Gordon, a lighting salesman, makes \$40,000 a year. Five years ago he barely reached \$8,500. He attributes his spectacular climb to taking advantage of situations.

"It seems simple now, but for years I was content to take things as they came," Fred said. "One day I read of the problems builders were running into in lighting new structures. That night I sat down and worked out a plan for lighting office buildings. The next day I showed it to one of our engineers and he helped me work out some of the technical difficulties.

"When I presented it to the first five prospects they were delighted. In six months I had made a name for myself in the field and orders were pouring in."

Many business success stories revolve around the submission of a new idea for which the time was ripe.

The man who opened a travel agency after World War II rode the crest of a popular tide. More than a million Americans go abroad every year.

The builder who bought up vast land tracts in the suburbs in 1945 could not have picked a better time. Millions purchased homes in those areas.

The person who designed the station wagon was also in tune with his time and environment.

As a salesman, you often encounter situations that demand prompt action. If you let the opportunity slip by it may never come again. Keep abreast of your industry; know its history and direction. This will give you the background to take effective steps when the hour is right.

### The gracious touch

Years ago I accompanied my father to an automobile show. He was impressed by a DeSoto on the floor and bought it on the spot from a dealer.

Walter P. Chrysler, the millionaire president of the Chrysler Corporation, witnessed my father's purchase and came over to us. He thanked my dad for his order and said he hoped he would be happy with the car.

We were impressed and so was everyone around us. Here was one of the giants of industry going out of his way to show his appreciation to a customer.

From that day on my father swore by Chrysler cars. And I imagine a lot of other people in that auditorium remembered that gesture and bought Chrysler products as a result.

Most men who get to the top have a touch of graciousness about them. And the bigger they are the more gracious they are. As a salesman on the way up you should cultivate this quality each day of your life.

Be thoughtful and considerate to your customers and prospects, but also have a kind word for secretaries, receptionists, elevator operators and doormen. This mode of behavior marks the man who is headed for success. A salesman who snaps at clerical help and is rude to service employees doesn't hurt them very much but he does incalculable damage to himself.

Does the size of the order determine the extent of your thanks? If so, you had better change your style. The salesman, who aims high, will show as much gratitude toward the small buyer as the big one. No one can afford to be contemptuous of a sale just because it's minor in size. If you demonstrate this kind of foolishness you'll end up with no sale the next time. And this may be repeated with other customers as your reputation precedes you.

It doesn't cost one cent to be gracious and it can gain you the prize you want. The story of the tough cookie who got to the top by fighting and gouging is mostly myth. That may have been true in the 19th century, but business today is breeding a different type of executive.

It's significant that I have never heard anything detrimental about the really big producers; and I know many of them. When terms like unethical, unscrupulous, rude or selfish are bandied about, I never hear them in reference to the front runners. They are usually connected with also-rans or never-rans—people who will never hit the top in a million years.

*continued on page 17*

continued from page 16

The president of a corporation once got a call from a customer who complained about the "shabby" way he was treated by a salesman for that firm.

"What did the salesman do?" the president asked.

"He told me I was 50 years behind the times and was still in the horse-and-buggy era as to the way I run my store."

The president apologized and promised it would not happen again. When the salesman returned from his road trip the head of the firm called him in. He told the man about the phone call and then requested an explanation.

"I was doing it for the guy's good," the salesman explained. "He really does operate a museum; the place needs modernization badly."

The president reflected a moment and then said:

"I'm sure it does, but your tactics will never get him to change. Your objective could perhaps be achieved by more subtle methods."

"You must remember that this man built up that business, bad or good. He is bound to be defensive about it, even though he may agree in his heart with you."

"You could have accomplished your purpose by gentle hints or suggestions. The smart way is to get him to wind up thinking a change was his idea."

The salesman never forgot that advice and put it to work for him with other customers.

There are two methods a salesman can use with customers; the blunderbuss or the feather. You can blast him with the former and achieve nothing. Or you can tickle him with a feather and get everything you seek.

Those at the top have used the feather more often than the blunderbuss.

In summary let me leave you with this thought: There is always room at the top for the salesman who is willing to get there, not by cozy shortcuts, but by hard work, perseverance, thoughtfulness and imagination.

What rung of the ladder are you on? Perhaps this exercise may help you determine this fact. If you answer "yes" to at least nine questions, you're on your way up.

### 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.
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24. Running Into The Rude Buyer

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#### YES NO

1. Do you contribute something extra to your job?
2. Do you discount quick or "easy" solutions to the problem of getting to the top?
3. Are you aware of the importance of timing in improving your sales picture?
4. Do you seize the right moment for ideas or suggestions?
5. Do you practice graciousness in your dealings with customers?
6. With receptionists?
7. Are you working hard enough to achieve success?
8. Do you shrug off the disappointments and strive harder the next time?
9. Are you diplomatic in making suggestions to customers?
10. Are you dedicated to your job?
11. Do you believe that you make your own luck?
12. Do you play square with yourself; i. e., do you recognize your own mistakes?

## Reinhart Speaking!



Bob, Tom Daley has an idea and I'd like your opinion. Got a minute?

Sure Cliff, go ahead!

I know you're concerned about that new color logo we've been looking for and I think Tom has the answer. We've made plans for an ad series in the trade books. The ads will promote a contest open to all artists, Art Directors, etc. . . . as a matter of fact, anyone who wants to take a crack at it.

Terrific Cliff!! . . . and I've got an idea for a really logical prize . . . a twenty-five inch color TV set . . . how about that!!

We've already thought of that Bob.

Oh!

I'd like to talk to you about some of the thoughts we should try to get across to the people who want to . . .

Hold it Cliff! We'll have to make sure that anyone entering the competition is aware of how we want to use the thing. For example, it should be adaptable to on air use, letterhead, copy paper, trade ads, business cards . . . and of course we'll want it in color and . . .

We've already thought of all those things Bob.

Oh!

Now to carry this a little further I'd like to . . .

Just a minute Cliff. What about suggesting that anyone who wants to talk to us can get in touch with Tom at the station or . . . we'll be at the ACA again and they could . . .

We've anticipated that too, Bob.

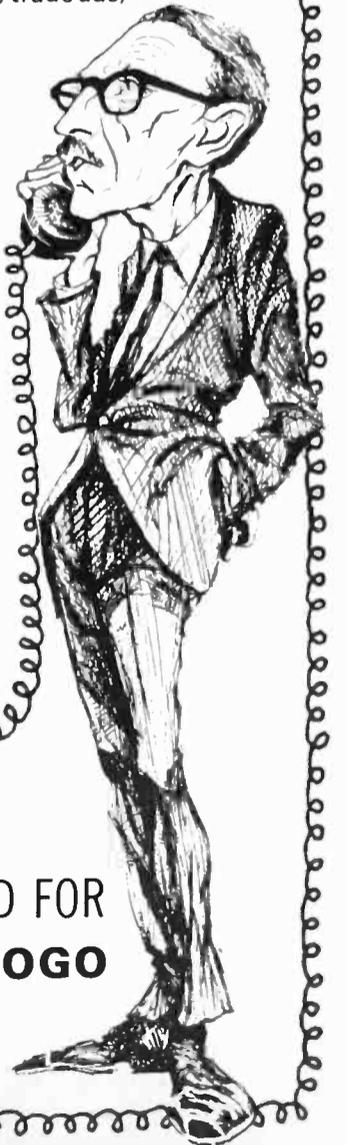
Oh!

Well . . . what do you think Bob?

I think you guys have all the bases covered. What did you want from me?

Nothing really! I just thought you'd like to know. We've already OK'd the ad series.

Oh!



THIS SPACE RESERVED FOR  
CFPL TV COLOR LOGO

## DICKtation

Dear Dick: I read with great interest your coverage of the recent JWT Color Seminar, but I'm afraid some of the conclusions, particularly in regards to cost, are a bit misleading. In the OXO commercial they used as an example, the brokerage and duty shipping might amount to \$200. The other \$1000 is made up in raw stock, costing around 18¢ a foot as opposed to 6½¢, processing at 9¢ compared to 3¼¢, work printing at around 17¢ compared to 5½¢, and Optical Neg. at 54¢ plus opticals compared to about 15¢.

It is highly improbable that these prices will be reduced when 35mm lab facilities are available commercially in Canada, which at the moment is expected to be some time in the fall of 1966. Right now the National Film Board has a fine 35mm color lab in Montreal, but by edict, they are not allowed to accept any outside work unless it is for Expo '67! (a rather remarkable state of affairs when you consider the lab was built with taxpayers' money!)

We at RLP made our first 35mm color commercial almost two years ago, and we've been at it ever since. We opened an office in New

York last July, and had Marilyn Stonehouse down there for seven months; she, along with our editors and producers, has been looking and listening and learning from the agencies as well as the labs and expanding our setup there to include editing facilities, so that if the client wishes, he may look at his rushes and interlock there, thus cutting up to a week from the rather lengthy time schedule.

In this way, the client may get a black and white print, made from the color material, in very few days more than it takes in a normal black and white production.

The big delay, however, is in getting acceptable 16mm color prints from the 35mm color optical internegative. This may take up to three weeks, because the labs have never been set up to handle the present volume of reduction prints in color.

Shooting in 16mm, where all the processing can be done in Canada, cuts out all the delays, but at the present time only a very small percentage of commercials are written to be produced in 16 color.

The big drawback in 16 is that the color in the duplicating stages breaks down much more than in 35, so that if you have to make an alternate version, (shorter or French or both) unless you re-shoot every scene needed for the second version, you must go through the duplication stage. This holds true also if you wish any

opticals other than fades or dissolves—anything that can't be done in the A&B Roll printing process.

It's unfortunate at the moment that most of the material on color emanates from the U. S., so that this type of information, which at the moment is vital to the Canadian Advertiser about to embark on color TV, never seems to be included in the articles.

If you or any of your readers would like any more information on commercial color production as it applies to Canadian TV at the moment, please feel free to call me or any of our producers. We'd be delighted if we could be of any help.

GERALD M. KEELEY  
Executive Vice-President  
Robert Lawrence Productions  
(Canada) Ltd.

### "We make mistakes" is agency slogan

Dear Dick: Just a note of appreciation for the wonderful spread you gave us in your March 3 issue. We have had nothing but excellent comment and I am sure it will give us a big boost in achieving our \$100,000,000 billing figure. Would you believe \$10,000,000?

If you ever have an opportunity of making a correction in regards to the story, we would all appreciate it very much. Ken Simpson, who is our office manager, was listed and written up as one of our partners, with the resulting omission of Dave Watson. However we are all glad to see that you are using our motto and putting it into practice—'We Make Mistakes'.

FIN ANTHONY  
Partner  
Young & Ross Advertising  
Associates Limited

### Gordon Love returns to BN presidency

Gordon Love, CFCN, Calgary has been re-elected president of Broadcast News, Ltd., the Canadian Press affiliated news service for private stations. Stuart Keate, publisher of *The Vancouver Sun*, and President of The Canadian Press was re-elected vice-president. Elected to the board were William A. Speers, CKWX, Vancouver and Ralph Connor, CKSO, Sudbury.

### CFRB - CJAD take NBC news and features

NBC Radio news and features are being carried by CFRB, Toronto and CJAD, Montreal, under a new agreement between NBC Enterprises and Standard Radio, adding the two stations to the NBC Network.



### HUMOR IN ADVERTISING

Then there's the commercial which came off with such tremendous humor no one noticed they had forgotten to mention the product.

### TROUBLE SHOOTERS

Those executives who complain their business lives consist of one cataclysm after another would do well to remember that without the cataclysms they might be without their jobs.

### AUDREY STUFF

Then there's the gal who was so dumb she thought a convention was a place where everyone in attendance behaved themselves according to the rules of good taste.

### PROGRAM NOTE

Then there's the TV movie which was so awful people in the audience were sick to death of it after seeing the third or fourth re-run.

### CAN'T WIN DEPT.

Unity, co-operation and bonhomie characterized this year's CAB convention, so a Montreal daily rails at them editorially for being smug and complacent.

### CONVENTION LOCALE

A group of private enterprisers travelled by state-owned plane and train to fight bureaucracy in a state-owned hotel.

### PHILOSOPHICALLY SPEAKING

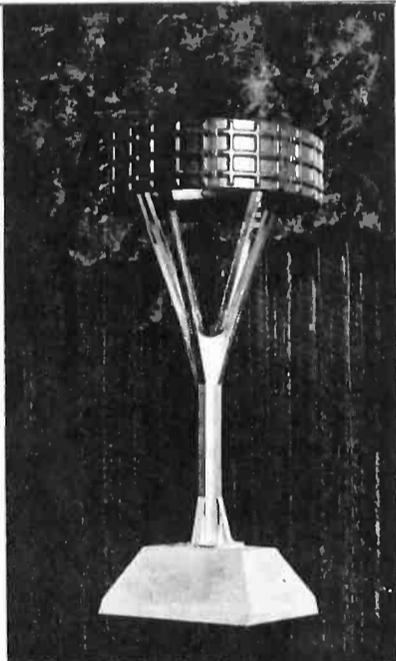
Getting in a business flap is a very good thing provided it happens while there is still time to do something about the current crisis.

### EXTREME CAUTION

Then there's the conventioneer who fell out of his hotel bedroom window, scrambled to his feet, limped to the desk and asked for his key, but they wouldn't give it to him because he didn't have any identification.

### NOTE TO WINDY ORATORS

As King Solomon said to the Queen of Sheba, "Madame, I did not come here to speak."



### 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 tubbing of the type used in potash mine shafts, all bronze and silver, magnificently raised 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)



radio saskatoon

# NBC project measures people -- not homes

The daddy long-legs of North American broadcasting — the NBC Network in the United States — has joined the foot-race toward individual-listening measurement as a solution to radio's audience research problems.

Preliminary results of a three-year, \$150,000 methodology research program are being announced this month by the network. Compilations of cumulative radio audience estimates based on individuals have been described by NBC as the most important initial feature of the pilot study.

"There was a need to switch from homes to people as the unit of measurement and to come up with another vital dimension of radio, namely its cumulative people dimensions — so important in an era when advertisers have switched from buying specific programs to buying combination schedules," a network spokesman explained.

For the study, NBC adopted a telephone research system, after concluding that "no single technique appeared capable of providing all the information, plus all the safeguards, deemed necessary in this pioneering research."

Two studies on parallel samples were carried out simultaneously as an extra precaution against error.

One technique surveyed all members of the family by telephone coincidental methods, using repeated call-backs to contact family members not originally at home.

The second study used telephone recall, and interviewed a national sample of individuals every day for a seven-day period. "Special efforts were made to gauge and account for 'co-operation bias' in the final figures," NBC noted.

Audience research for the studies took place in the week of April 8 to 14, 1965, and was handled by Trendex, Incorporated.

NBC has now organized a series of presentations in major U. S. cities to reveal details of the study and its results to leading advertising agencies.

Describing the results in general terms, NBC Radio Network President Stephen Labonski commented:

"Preliminary evaluation of the results indicates the final data should have a profound impact on the business and advertising communities and should materially benefit all radio.

"This study should awaken many marketing executives to the impressive dimensions of the audience reached by . . . radio."



# Summer bonus dividend plan. Summer bonus dividend plan. Summer bonus dividend plan. Summer bonus dividend plan. Summer bonus dividend plan.

You'll never guess what's new this summer at CBC TV. Starting June 12 to September 3rd, with complete details on your new rate card.

# Summer bonus dividend plan. Summer bonus dividend plan. Summer bonus dividend plan. Summer bonus dividend plan. Summer bonus dividend plan.

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