When wildcat strikers set up picket lines outside the Hilton Works of the Steel Company of Canada in Hamilton, August 3, CHML Radio reported the illegal walkout and then put union leaders on the air, and on open-line telephones to help restore order.

Union President John Morgan, of Local 1005, credited CHML with helping re-establish contact between the union and the wildcatters, whom he described as a small minority within the 11,000 member local.

CHML Reporter Maurice Stazyk said he had seen Morgan picked up bodily by strikers on the picket line, as he tried to reason with them in the labor dispute that was characterized by clashes with police, 30 arrests, and overturned and burned automobiles.

It was at this point CHML Station Manager Bill Hall invited Morgan and Area Supervisor Stewart Cooke to go on the air, to try to re-establish contact with their rank and file. In the photo, CHML moderator Perc Allen (left) interviews Cooke (centre) and Morgan (right).

In the four days that followed, CHML became the national information centre for the strike, while broadcasting over four hours of discussion, information and mediation. Over 800 listeners phoned the station, and 88 had questions answered on the air. Working round the clock, the news staff sent out over 40 voice reports across the country, via the CBC and the Broadcast News Voice service, as well as putting the union leaders back in touch with the membership spread over a 200 square mile area.

CHML also covered a mass meeting at Hamilton Stadium, where in a secret ballot, 80 per cent of the membership voted to return to work. A 90 minute news special was broadcast as the walkout ended.

Tom Darling, vice-president and general manager of CHML said, "CHML does not attempt to take credit for settling the strike, but we were the medium through which the good sense of the majority was able to prevail."

..."not just advertising but informative advertising."
A fresh face, but by no means a new one, has reappeared at the new Broadcaster office, in the person of Assistant Publisher Ian Grant, who first broke into the broadcasting-publishing business with this paper at the age of 19, November 27, 1956.

After about five years, spent exploring the writing, advertising and all other aspects of the business, Ian decided his prime interests lay in promotion and statistics and felt he should explore these avenues farther afield.

This took him, in rapid succession, into the promotion departments of a station (CHCT-TV Calgary), a national sales representative office (Radio-Television Representatives Ltd.) and a research organization (McDonald Research Ltd.).

In 1962 he became promotion manager of the Television Division of All-Canada Radio & Television Ltd., Toronto. One year later he was invited to apply the same talents to the business of Paul L’Anglais Inc., Toronto, who represent their parent station, CFTM-TV Montreal and a number of other French language stations and publications.

The opportunity to add knowledge of the exploding French language market to what he had already acquired, while continuing his career along the lines he had established, led to his accepting the Paul L’Anglais offer and he has functioned as their promotion and research manager for the past three years.

Ian Grant brings back to the Broadcaster the basic knowledge he acquired during his initial five years. During the second five years he has developed this knowledge and extended it from the viewpoint of the industry the paper serves.

As for the Broadcaster, our columns — both editorial and advertising — will be enriched by his practical understanding of the mysteries of research; his ability to set on paper the facts and figures which advertisers need to sell their products; his understanding of the many ramifications of available measurement devices together with a knowledge, born of long experience, of how they should be applied.

Ian Grant’s re-entry onto the Broadcaster team will result in the Broadcaster becoming a more useful and more purposeful servant of the broadcasting industry. We welcome home this 19-year-old boy, now a 29-year-old man, along with his wife, Joanne, their four-year-old son, Lyle, and their yearling daughter, Lesley.

BBG
Applications are added for Winnipeg hearings

Applications to set up and operate two more AM radio stations and for various facility changes will be heard by the Board of Broadcast Governors at its Winnipeg public hearings, commencing September 13. These are in addition to 31 other applications already announced, (Broadcaster, August 4 and 18). There was also one deletion and one substitution on the list of announcements. The following are the eleven new items:

AM Radio Stations

- Brandon, Man., by a company to be incorporated represented by Gary Kirkon, 10,000 watts, DA-2, on 1220 Kcs.
- Dolbeau, P.Q., by a company to be incorporated, represented by Georges Villeneuve, 1000 watts day, 250 watts night, omnidirectional, on 1230 Kcs.

Power Increases

- Victoria, B.C., by Capital Broadcasting System Ltd., to increase power of CKDA from 10,000 watts to 25,000 watts, DA-1 on 1220 Kcs.
- Elliot Lake, Ont., by the CBC, to increase ERP and change frequency of CBPST-3 from 10,000 watts video and 3400 watts audio, directional on Channel 9, to 18,600 watts video and 3720 watts audio, directional, on Channel 12, EHAAT remaining -532 feet.

Stock and ownership transfers

- Ottawa, Ont., by CFRA Broadcasting Ltd., to transfer ownership of CFRA and CFMO-FM to a company to be incorporated represented by Kathleen Ryan.
- Halifax, N.S., by CJCH Ltd., licensee of CJCH-TV Halifax, and three re-broadcasting stations, to transfer 504 common shares of capital stock in CTV Atlantic Ltd., the majority shareholder in CJCH Limited.
- Calgary, Alta., by CFCH Television Ltd., licensee of CFCH-TV and three re-broadcasting stations, to transfer 64,312 common shares of capital stock in the company.
- Carleton, P.Q., by Télédévision de la Baie des Chaleurs Inc., licensee of CHAD-TV and seven rebroadcasting stations, to transfer 6200 common and 860 preferred shares of capital stock in the company.

The BBG amended its public announcement of July 30, with the following deletions and substitutions:

Deletion

Perry Sound, Ont., by Ralph Snellgrove Television Ltd., to replace existing low power (5 watt) re-broadcasting station CKVR-TV, with a rebroadcasting station having an ERP of 151 watts video, and 75 watts audio on channel 11.

Substitution

St. Basile de Portneuf, P.Q., by CJLR Inc., to establish and operate a new (add-daytime only) AM radio station, 250 watts, omnidirectional, on 1590 Kcs. with studios at CJLR Quebec, P.Q.

Add CFCM and CJOH to color approvals

Two more television stations were granted approval to transmit in color, in a public announcement by the Board of Broadcast Governors, August 22.

CFCM-TV Quebec, owned and operated by Télévision de Quebec (Canada) Ltd., was approved in Category C, to install and operate color videotape equipment, in addition to film and color film feed from a network.

CJOH-TV Ottawa, owned and operated by Bushnell Television Co. Ltd., was approved in Category D, to receive and telescan by every possible means in color, including live local camera tape, film, slides and the network.
A Declaration of Independence

As we move into the final and often most active semester of the year and as, with this 56th edition of this paper, we approach completion of our first quarter century (at the end of December), we should like to disclose some of our plans for the future and elicit the co-operation of our readers and advertisers in helping us make them materialize.

Through these years, Canadian Broadcaster has lived up to its claim that it is the voice of the independent broadcaster by maintaining its own independence in every respect, and this it will continue to do.

Canadian Broadcaster is not a subsidiary or auxiliary of any other corporation or concern. It has one dual interest — advertising in general and broadcasting in particular.

Twice a month it publishes a paper reporting to advertisers and their agencies, as well as the industry itself, all the news concerning the broadcasting media, which is of such significant importance to everyone who manufactures, buys or sells just about anything. Commercial ideas, programs, research, government regulations all fall in this category and will continue to do so, but what of the future?

Color television and world broadcasting by satellite are only two of the symbols of the developments which lie ahead for the broadcasting industry and everyone who owns or rents a radio or television receiver as well. It falls to Canadian Broadcaster to keep pace with these developments and the countless others which will be zooming in, in the immediate future.

In keeping with these symbols of progress, this paper has already moved into bigger and better offices; it has added a senior officer to its staff; it is preparing a new and modern look for the paper; it is working on new editorial departments designed to cover regularly and completely the activities of such industry organizations as the CAB, BBM, RSB, TVB, ACA, ICA and so forth.

It will also report on the techniques and other developments of independent research organizations other than those of the industry-owned Board of Broadcast Governors.

It will report movement of personnel in stations, agencies and advertising departments.

It will view and report the news objectively and factually and without bias.

It will record its editorial opinions fairly, candidly and without prejudice.

It will keep in pace with the developments of the day, maintaining its reputation for reliability in its reporting.

It will continue its annual exposition of the accomplishments of broadcasters in their field, with its presentation of its “Beaver Awards for Distinguished Service to Canadian Broadcasting.”

It will increase its activity in the area of employment problems, from the standpoint of both employers and employees, in its efforts to bring together the right people and the right stations.

It will operate without subsidy of any sort, maintaining itself on its ability to serve the industry usefully, thereby selling its subscriptions and its advertising to those who can derive benefit from it.

Information is our most important product, and information, in this sense, means fact which will interest those who read it as opposed to pottery which will only please those who write it.

There is a fine but defined line of demarcation between editorial and advertising material. Speaking generally — over-simplifying a trifle perhaps — on account of a station’s superiority is an advertisement, but a story indicating the power of the industry or medium is an editorial contribution which is always welcome.

There are other kinds of advertisements and other suitable news items of course, but here is a ground rule.

Operating this trade paper — any trade paper — requires interesting reading material, much of which starts as a tip-off from a reader. It requires something else too — not just advertising but informative advertising.

To have the best effect an advertisement, especially an advertisement in a trade paper, should be as interesting, which usually means as informative, as the items and articles. Advertising — even the meaningless superlative-laden variety — is a welcome source of revenue, but our quarter century of experience tells us that advertisers gauge their success on the impact they make on their market, and, generally speaking, those advertisers who stay with us year after year are, more often than not, those whose advertisements contain information (or possibly entertainment) designed to interest the readers.

We apologize for subjecting you to an editorial which may contain a smidgin of integrated commercial. But we are going places at Canadian Broadcaster and we are hoping to have you along.
John R. Melloy, TV Sales Director (English Network) announces the following appointments effectively immediately.

George Epworth, Manager, TV Network Sales.

Tom Nash, Manager, National Selective TV Sales (National Sales representatives for the Corporation’s owned and operated English Television Stations).

CHIC Brampton

All-girl format wins sponsors other stations are interested

Canada’s first all-girl radio station, CHIC Brampton, Ont., reports ten new national sponsors and a number of new locals have resulted from the first 20 days of operation under the new female format.

CHIC Commercial Manager Harry Allen says the new program policy is definitely here to stay, and judging from the phone and mail response from listeners in the coverage area, they are happy about it, too.

Allen said he has also had calls from other stations, as far away as Miami and Dawson Creek requesting details of the programming switch.

The former male announcers still read the news, or have been absorbed into off-mike departments, and all commercials now being produced at CHIC are being handled by the girls. Allen said some of the national sponsors are trying out the girls’ voices in favor of prepared tapes from outside production houses.

Allen declined to reveal the CHIC budget involved in the advertising and promotion of the new schedule, but said over 200 accents, models and career girls had been interviewed during the six months preceding the network prior to the program switch. The basic new staff includes five girls, but more are being added in specialized fields. This week, Maggie Morris (CBC Flashback) was signed to do a daily hot-line show from 10:11:00 am, and another girl, Wendy Howard, will do a dance-remote once a week from the Constellation Hotel in north-west Metro Toronto.

Music Director Ken Clarke said with the girls, CHIC had gone “modified-middle-road”, in its music policy, playing hits, other than rock-and-roll, about five times each hour.

“We were schmaltzy before, but now have a brighter sound, about half-way between CFRB and CHUM,” Clarke said.

Dan Roman, production manager, estimated CHIC’s listening audience at about 700,000, covering all of Peel County and Metro Toronto, but said an accurate figure would not be determined until November, when BBM takes a measurement of CHIC as part of the Metro Toronto area.

“Up to now, we have not been included in Metro surveys,” Roman said. He said the station is presently operating on 1000 watts, daytime, and 500 watts night.

Allen said CHIC is plugging its girls and new policy with its remote studio at the Canadian National Exhibition. He said CHIC has hired Phillips Kirk (The Thin Man series) to conduct live interviews over CHIC, from the CNE. Also, the other girls make daily appearances.

Regarding promotion, Allen said his original press release was picked up by broadcast and news media nationally in Canada and the U.S., and phone and mail response from listeners has been “fabulous.” He said some of the new national advertisers on CHIC are: Carling’s Red Cap Ale, Popsicles, Fabergé and Buttockies, Pepsi-Cola and Puritan Meats.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS SHOWS

TORONTO

WINNIPEG

433 Jarvis St. 171 McDermott

If your brother is a

Barber or a Clinical Psychologist, tell him about SASKATOON.

Saskatoon is just about the fastest-growing place in Canada. But not all the newcomers are engineers and scientists for the potash and chemical booms. People for every trade, profession and business are needed to make a bigger, better Saskatoon.

These new people have two things in common with the old-timers:

1. High pay
2. Preference for the sound of CFQC.

Every day there’s better business for advertisers on the most popular (by far!) station in Saskatoon and for hundreds of miles around.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS SHOWS

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CANADIAN BROADCASTING CORPORATION
Here is a new twist to an old question — what must an employee do to get along with the boss? In his talk to the August meeting of the Canadian Broadcast Executives Society, Earl Hawkins, vice-president, administration, The Imperial Tobacco Company, offered management some guide lines regarding the nurturing of the "uncommon man" a company must have to prosper.

Management’s most vital problem is the “People” factor

The "Expectations of Employees" are Great Expectations, each year growing greater, and it is up to management and managers to help employees help themselves.

So said T.E. (Earl) Hawkins, vice-president, administration, Imperial Tobacco Co., Montreal, to the August meeting, at Toronto's Park Plaza Hotel, of the Canadian Broadcast Executives Society.

Key point was the "people factor" in employee-management relations.

Mr. Hawkins cited as "a neglected fact" that people increasingly are becoming as important to the success or failure of a business as financing, physical assets and markets.

"Not too many years ago," he said, "one man could build and maintain a successful business. Today, the varied skills and knowledge required to ensure success in a business make this increasingly difficult.

"As a result, management must take advantage of the new knowledge in the behavioral sciences - such as psychology, sociology and anthropology - to get the most benefit from its available human resources.

"Pressures to keep up technically often make us ignore what we should know and do about people," he said, "We can put a man into space, but we can't keep necessary public services functioning because of 'people problems'.

"Farm production can be trebled through science, but the most technically advanced nation in the world can't remove the cause of race riots.

Mr. Hawkins noted that the "lead time" for solving social problems - like the "lead time" in preparing for attack in time of H-bomb warfare - has all but disappeared.

"As a result of advertising and political promises of 'the good life'," he said, "people today want more and must have more in less time.

"As more people are better educated, their requirements increase - and today's college grad wants and expects more than the college grad of the depression years."

The need for uncommon people

Mr. Hawkins spoke at length on the "uncommon man" and the "uncommon woman."

He said the work itself must be meaningful, and the job well-designed for a human being.

"How many of you, in planning your last job to be assigned someone, really stopped to consider that a human being had to do it?" he asked.

Motivated employees need motivated work

Mr. Hawkins said further that a management's style has to be developmental and provide earned recognition.

"An employee must see his company as a growing company," he said, "with continually increasing opportunities for him for the future. He must understand the company situation, with some knowledge of his potential and future prospects."

Going back to the "uncommon man" and the "uncommon woman", he said a highly motivated employee must be matched to highly motivating work.

Under the heading of "external motivators", Mr. Hawkins listed status, orientation, and social, physical and economic security.

He described these as "already well-recognized in our society" and requiring little comment.

"There is an insatiable appetite in North America for external motivators," he noted. "Management, unions and Government are all involved in a great big giveaway contest concerning 'the good life'. Have it here, now, and pay for it later - or not at all."

He said many managers seem to think this is the only area of 'people problems', and while it is important, it can serve alone only to limit dissatisfactions and create new needs.

"Some research seems to indicate that concern for these external motivators is resulting in less concern for the internal ones," he said. "If this is so, our society is indeed 'over the hill'."

Mr. Hawkins said every business must think out its employee philosophies, policies and practices, as related to the needs of the business and the needs and expectations of its employees.

"The people you hire, the people you lose, and what you do with the people you have," he said, "is increasingly becoming directly related to the success or failure of your business."
McKnight retires from ’RB after 38 years

An era in broadcasting will end next January when Wes McKnight, 57, retires from CFRB Toronto, the station he has served for 38 years.

This pioneer broadcaster ran up an impressive list of firsts during his career at CFRB, particularly in the sports field, although he has held many positions, starting in 1927 as an operator-announcer, and later becoming sports and program director, and in 1958, vice-president and general manager. He is now vice-president in charge of public relations.

Highlights of his career include: the first daily sports broadcast in Canada, 1931 (which was and still is sponsored by the St. Lawrence Starch Co., a record 35 year association); moderator of the NHL Hot Stove League for 23 years; Toronto Argonaut Football home and away broadcasts from 1945 to 1962, including Grey Cup games; World Hockey playoffs from Oslo, Norway, and 1964 Olympics from Tokyo, Japan, first Queen’s Plate Race broadcast, 1931; and an up-in-the-air broadcast from the first Lancaster bomber in Canada, 1941.

McKnight said the broadcasts he found most thrilling in his long career were two carried over the entire CBS network in the U.S.; the Shrine convention in Toronto in 1931, with Ted Husing, and the Return of the Mace by American troops to old Fort York in Toronto. He estimates he has interviewed over 3000 sports personalities and broadcast almost every type of sport. He heads the list with NHL hockey and the Millar golf tournaments.

Jack of all trades

Wes McKnight was born in Tottenham, Ont., where he attended public school, later moving to Barrie Collegiate. While studying Commerce and Finance at the University of Toronto, he got his first broadcasting jobs, at the age of 17, at the long-gone Toronto stations, CJYC and CKGW.

He joined the fledgling “Rogers batteryless CFRB” in 1928, and recalls in those days broadcasting was “more or less a sideline for large companies, and a lot of fun.” He said pioneer staffs had to do just about any type of job around the stations, and announce everything from symphonies to stock market quotations.

“Today, broadcasting has become a giant business, and as such, very serious. From the versatile era, it became a highly specialized field in the 1930's. Then block programming changed it back again. Today with personalty shows, the pendulum has swung back to specialization,” McKnight said.

He said after the doldrums in radio in the 1950's, and the advent of TV, radio had found its place again and each year sees the opening of more stations and more diversification.

“At one time all stations were basically alike; today, all have different formats, and there is a place for each in the community.”

Next year, McKnight plans to free-lance in TV and as a consultant for CFRB, thereby keeping active in broadcasting.

“Broadcasting has been my whole life. I've never wanted to do anything else,” he said.
CTV Network

Schedule 42 hours of color

The CTV network is entering the fall season with 62 hours of weekly television programming, of which 42 hours will be in color. This figure will rise as the schedule progresses, with 24 hours of prime-time night shows per week in color to start.

At a press conference, August 22 in Toronto, CTV announced the National News will appear in color every night, with two hours of other color shows daily, Monday through Friday.

CTV said color percentage will rise as more new equipment is delivered. The new schedules list 24 Canadian-produced shows, 12 of which are new, and these account for 35 hours of programming a week, mostly in color.

OK 8 more for color

Eight more television stations in Ontario and Quebec have been granted approval to telecast in color by the Board of Broadcast Governors.

In a public announcement, the BBG said it was amending its announcement of June 29, in which it granted CBC stations CBOT and CBQF Ottawa, and CBFT Montreal, permission to telecast under Category B, programs received from the network in color, as well as film and slide commercials. The stations are now granted permission under Category D, to telecast in color by every means available.

The BBG also announced approval of color applications under Category A (network feed only) of five private stations. They are: CJSS-TV Cornwall, Ont.; CKRS-TV Jonquière; CKRS-TV-1 Port Alfred; CKRS-TV-2 Chicoutimi and CKRS-TV-3 Roberval, all in Quebec.

The BBG noted that stations applying for color telecasting in one category may later apply for additional facilities, so they may offer a wider range of programs in color, as in the case of the CBC stations approved in this announce-ment.

Other color shows in the line-up are: seven new U.S. series and 15 more continued from last season; an Australian series, a British series, and two series of first-run movies.

Michael Hind-Smith, vice-president of programming, said Canadian production is being expanded in all programming, including public affairs, news, music, sports and drama (Broadcaster, July 7.)

Some Canadian programs announced by Hind-Smith are: It's Happening, (rhythm and blues, Thursday nights, with Robbie Lane and the Disciples); Magistrate's Court from Vancouver; Fractured Phrases with Peter Parker, weekday mornings; and Mr. and Mrs., with Parker in the afternoons.

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ANNOUNCEMENT

ROY GREEN

Arthur C. Harrison, General Manager, Hardy Radio & Television Limited, announces the appointment of Roy Green to the Hardy radio sales staff in Toronto. Mr. Green has had over ten years' experience in the field of radio sales in the Toronto market in national representation, and is well versed on all markets across Canada. He has also had vast experience in representing stations in French Canada.

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Recharging your battery

The best watch in the world will run down if it isn't cared for. In this respect we are no different. If we don't take care of ourselves we'll run down, too – physically and mentally.

Our physical well-being depends largely on getting enough food and rest. When we're sick we go to a doctor and usually follow his advice.

The solution isn't so easy for mental stagnation. This is especially true of salesmen, many of whom are subjected to periodic slumps.

Maybe you know the feeling. You become listless, apathetic. Your volume drops off; you haven't nailed a prospect in weeks. New ideas won't emerge like they used to.

This is when a salesman needs to revitalize himself. He needs his battery recharged.

I have a cordless shaver. I plug it into a wall socket at night and in the morning it's ready to go. But if I forget to recharge the batteries I have to go to a barbershop the next morning.

The solution is a real problem in sales, where you could be subjected to periodic slumps. You have to keep your mind open.

You need a new outlook – a different slant on your job. Perhaps you are not being creative enough. Perhaps you aren't taking enough interest in the customer's problems. Instead of getting immersed solely in your situation, poke your head out once in a while and find out what the buyer has on his mind.

There is always excitement in a challenge. Grappling with the customer's problem offers the salesman a superb challenge. The salesman can put himself in the buyer's place and attack the problem as if it were his own business.

Let's say, for example, that you have a customer whose business is falling off. He cuts a regular order to you in half and the situation threatens to become worse. You could walk away from it, listing it as just one of those things. Or you could study the man's setup and try to arrive at some solution that would help both of you. By such a step you not only maintain and possibly increase your earnings but you add a new dimension to your selling. You become a consultant as well as a salesman and the new role will make your job more stimulating and enjoyable. That's another way of recharging your enthusiasm.

Never stop learning

Education is one of the most revitalizing forces in the world. Whatever it's in the form of regular classes or self study the learning process can do marvelous things for a salesman. Take philosophy.
also offers marvelous opportunities for home study.

**Take a trip**

The man who brags about not having had a vacation in 10 or 15 years probably needs one more than he thinks.

Salesmen travel a lot but their trips are not for pleasure. It’s a good idea to get away occasionally just for the fun of it. Whether you take a sea voyage to Italy or an auto trip to the Grand Canyon you will have an opportunity to unwind, to give your brain and body a needed rest. At the same time you can learn new things and meet new people. This will enable you to return to your job fully recharged.

**Use your imagination**

John Masefield, the English poet laureate, said: “Man’s body is faulty, his mind untrustworthy, but his imagination has made him remarkable.”

Your imagination can recharge you like nothing else if you give it a chance. It can also put you on the highway to success in selling. Your understanding of your customers and your knowledge of your products.

For the more practically inclined, there are courses in accounting, retailing, advertising and public relations. These subjects are of immense help to the salesman. He can broaden his grasp of the selling process and give him an advantage over his competitors. Such classes are available at night in many institutions or they can be taken through correspondence schools.

Floyd Pearson, a furniture salesman, enrolled several years ago for one marketing course taught at night. The experience whetted his interest. He matriculated at the university and six years later received a degree in business administration. He was promoted to sales manager and eventually became vice-president of marketing.

When a person takes anything new he automatically recharges his batteries. Even if you acquire an interest in marine biology your vocation will be served. Plunging into a subject unrelated to sales will refreshen you for selling. Some of the top marketing men in the country have outside interests that range from bird watching to the study of ancient Greece. One executive has become an expert in the science of rock formation and has contributed to geology journals.

I am talking about creative imagination, the kind that produces new ideas or insights. Everything in our civilization started with an idea. The electric light was once an idea in Edison’s mind. Computers, color television, disease vaccines, nylon and plastics all sprang from someone's imagination.

As youngsters we all had soaring imagination. Remember the things you used to dream about? What happened to this imagination? As we get older we tend to use our imagination less and less. The tendency to think creatively diminishes. Adults prefer to play it safe, thereby stopping the flow of ideas.

A salesman, after achieving some measure of success and security, feels he doesn’t have to be creative. Let somebody else take the risks, he reasons. He becomes too lazy to even make the effort. The result is atrophy. He becomes stale and run down. He goes along by habit. After a while he doubts his ability to produce original ideas. He is in afraid of making mistakes.

Anyone who is creative, who is dealing in ideas is bound to make a few errors.

I would suggest that salesmen re-examine their relationships with their customers to see if there are possibilities for improvement.

Take yourself as an example. If you put your mind to it there are probably several new ways you could increase your volume and pick up fresh accounts. Some time take an hour off. Don’t do anything but lean back, prop up your feet and think. Reject old methods and solutions. Look at your situation as if you were seeing it for the first time. Start from scratch. You might ask yourself: Is there any thing I can borrow or adopt to solve my problems?

You don’t have to have a special time or place set aside to generate ideas. They can come to you while walking, shaving, mowing the lawn or driving your car. But you must “turn on” the idea machine during these times. That is, you must con stantly resolve to try to come up with a new idea about your job. Perhaps you have a tricky problem with one customer who appears to be exasperated with you and your company. In your idea session you should try to produce a thought that will restore his confidence in you.

Here is an important point to remember: when you develop a new idea your whole attitude will change. You will be recharged by feeling happy and proud. You can say to yourself: "I figured this out all by myself." This will do more for your morale than a bonus.

Does your battery need recharging? Here is an exercise to determine if you are getting that needed power. If you can answer "yes" to at least seven questions you are probably well recharged.

YES NO

1. Do you believe the mind needs the same kind of care as the body?

2. Do you have an interest outside your work?

3. Does this interest or hobby revitalize you?

4. Are you interested in learning new things?

5. Do you make it a point to broaden your knowledge?

6. Can you lift yourself out of a slump?

7. Do you take a creative look at your customers' problems?

8. Do you give your imagination a chance to work in producing new ideas?

9. Do new ideas recharge you?

10. Are you able to borrow or adapt ideas for your problems?

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   10. The Competition
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   16. Samples Can't Talk
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   20. From An Existing Supply
   21. Making Salesmen of Your Customers
   22. Repeat Orders Are Not Accidental
   23. Room At the Top
   24. You Must Give More to Get More
   25. Running Into the Rough Water
   26. Use More Than One Approach
   27. Close The Deal And Exit Quickly
   28. Selling Simplicity
   29. Re- Charging Your Battery
   30. Beyond The Line of Duty
   31. Don't Lend Money To Buyers
   32. Analyzing The Turnaround
   33. The Single Item Sale
   34. Calling On The New Account
   35. Words Are Power
   36. A Customer Has A Name. Know It
   37. Use Your Allies

When ordering, please mention the name of this publication.

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September 1, 1966
Color is busting out all over - advertisers must start now

As Canada enters the era of color television, the Television Bureau of Advertising reports that, as of now, 37 TV stations are equipped to transmit color commercials. (This is about 50 per cent of the total of 75 odd TV stations.)

TVB says 23 stations are able to transmit color videotape, and seven stations have facilities to transmit local color. Another three stations expect to have live color before the end of 1966, in addition to film, videotape, slides, etc. The ten fully equipped stations are: Montreal: CFTV-TV, CFBT-TV, CFMT-TV, CFTM-TV, Toronto: CBUT-TV, CFTO-TV, and CHCH-TV; Hamilton: CBOFT-TV, CBOPT-TV, and CJOH-TV.

Some of the stations have been held up waiting for delivery of cameras and other equipment, costs of which have already run into multi-million dollar figures. Canadian General Electric says it has orders from the CBC for over $2,000,000, and has recently delivered the first of 17 color film cameras and ten live color cameras to the corporation. CGE is also supplying this made-in-Canada equipment to the CTV network and a number of private stations.

In addition, RCA is delivering 16 of its TK-42 four-tube color cameras to the CBC, and seven more have been purchased by CFTO-TV Toronto, flagship station of the CTV network. Five of the new RCA cameras are earmarked for the studios CBC is building at Expo '67. CFTO-TV earlier purchased three TK-41 three-tube cameras from RCA.

The networks, stations and Expo '67 have ordered 64 new, or converted, Ampex high-band color videotape machines, and most but not all have been delivered. The greatest number will be located in Montreal, with 7 machines at CBC, five more at Expo '67, three at CFCF-TV and two at CFTM-TV. In Toronto, CBC has ordered six Ampex machines and CTV five. CFTO-TV has requested three machines and CCHJ-TV, three.

Dave Nicholls of Ampex said color videotape machines are also being supplied to the following stations across Canada: Vancouver: CHAN-TV, two; CBUT-TV, one; Calgary: CFCH-TV, two; CBC (delay centre) eight; CFBN-TV Edmonton, one; CBWT-TV Winnipeg, two; CKCO-TV Kitchener, one; CFPL-TV London, two; Ottawa - CJOH-TV, three, CBOT-TV, four; CFTM-TV Quebec, two; and CHLT-TV Sherbrooke, one.

85,000 sets this year

On the TV receiver end, Ed Lawless, executive vice-president of TVB, predicted there would be many more color homes in Canada in the near future, about 85,000 by the end of 1966.

He said TVB had upgraded its estimates of set sales over the next four years, based on the gradual lowering of prices for color receivers (CGE is offering a color portable for $400).

"Television manufacturers estimate now they will sell up to half a million sets a year by 1970," Lawless said. He forecast a color set population in Canada of 1,350,000 by 1970.

"Color is here, now, and it demands from the advertiser careful and active attention. There will be no breathing period to see how his competitors succeed in this new medium. He must get his initial experience with color immediately and begin production of his color commercials this year. When there are a million or more sets in existence, it will be too late and too costly for experimentation," Lawless said.

HOYLES. NIBLOCK AND ASSOCIATES
BROADCAST CONSULTING ENGINEERS AND ATTORNEYS
AM * FM * TV
CATV • ETV
298 ELGIN STREET. OTTAWA 6, ONTARIO
1234 MARINE DRIVE, NORTH VANCOUVER, B.C.
TELEPHONE 613-327-1038
TELEPHONE 604-985-3136

WANTED
Experienced copywriter to take over department of major market operation. Send sample and resume to: Box A-902
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED
Announcer required for major market top-40-type operation. Must be professional in every way.
Resume and tape to:
Box A-901
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

THE FRENCH VOICE
OF THE OTTAWA VALLEY

RADIO
CKCH
HULL OTTAWA
Representatives:
STANDARD BROADCAST SALES, TORONTO, MONTREAL
WEED & CO., New York

REFLECTING THE COMMUNITY WE SERVE

Southern Manitoba is populated by people of many ethnic backgrounds. Our programs of Continental, Folk, Classical and Semi-Classical music therefore reflect this cosmopolitan community. The CFAM-CHSM coverage area includes rich farming communities and Metro Winnipeg. Bumper crops and a booming economy have given our listener's money to spend on the things they desire. Take advantage of this desire - tell them of your product or service. Include Radio Southern Manitoba in your media lineup.

The French Voice of the Ottawa Valley

represented nationally by radio,
television representatives Ltd.

1290 CFAM CHSM 1290
Toronto Montreal Vancouver Winnipeg

Telephone Answering Service
Answers your phone whenever you are away from your office or residence.
Phone for Booklet in
Toronto Montreal
924-4471 UN 6-6921
The TROUBLED AIR

A frank, thorough and sometimes disturbing look at the present state of Canadian broadcasting by a noted broadcaster

Don Jamieson
President of the Newfoundland Broadcasting Co. Ltd.
Four years president of the Canadian Association of Broadcasters

THE TROUBLED AIR is 'the book of the moment' in its topicality. On July 4, 1966 the Government of Canada tabled its White Paper on Broadcasting in the House of Commons, and exactly three weeks later, on July 25, the book was being distributed, its 237 pages printed and bound by Brunswick Press and issued to the book trade of Canada at $5.75 subject to the usual trade terms.

The book will be read with particular interest at this time when the future of broadcasting as it will affect every home is to be shaped by the new legislation. THE TROUBLED AIR provides the terms of reference which simply and clearly explain the problems of the past, and offers a blueprint for the future.


Inquiries are invited.

This is the book which somebody had to write, and who could have done a better job than this noted Canadian broadcaster?

AT YOUR BOOKSTORE
or write
BRUNSWICK PRESS,
Gleaner Building,
Fredericton, N. B.

READ THESE COMMENTS

• BOB BLACKBURN
The Toronto Telegram
"Warding off excessive control is the book's primary obsession of course, since Jamieson is a voice of private broadcasting. But many of his arguments are fair, his thinking is positive and his survey is exhaustive."

• PAT PIERCE
The Montreal Star
"...an extremely agile mind trying to cope at once with a real vision and understanding of both the public and its media of communication, and with the practicalities of the latter's operation... His opinions, for all we disagree with some of them, are well worth hearing."

• JEAN POULIOT
President, The Canadian Association of Broadcasters
"Speaking as an individual, I find myself in agreement with Don Jamieson, in contrast to all the other books about broadcasting with which I usually disagree. I feel Don has performed a valuable service in recording in his own book what has needed recording for so long. I only hope the politicians and government people will read it."
WANTED
Sportscaster-announcer
CKOK
Penticton, B.C.
For more information write:
Ralph J. Robinson
Manager
CKOK Limited
Penticton, B.C.

AVAILABLE
Do you require quick thinking, soft sell personality for TV after 5 years radio and over two years TV? All phases of announcing, photogenic man early 30’s, now gainfully employed, feels qualified to fill such a position. Ambitious, conscientious, references available.
Box A-882
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

NEWSMAN WANTED
A digger with some air experience.
Salary to be negotiated.

Box A-880
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto, Ontario

OPPORTUNITY
Are you a top youth-oriented disc-jockey waiting to be discovered by the big market?
Could you set the Montreal market on its ear?
Send particulars to:
Box A-881
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WE HAVE OPENING FOR
News Director
(English language) and
Bilingual Announcer
Group insurance, major medical, bonuses, etc. Please send all particulars: tape, resume, etc. to
Cosimir G. Stanczykowski, President & General Manager
THE STATION OF THE YEAR
R A D I O 1410
CFMB
THE GOOD MUSIC STATION
2015 Drummond Street
Montreal, Quebec

39-45 group outbys 18-34
A new survey on the supermarket buying habits of U.S. adults reveals that the age group from 35-49 years are the biggest spenders for the most goods, and not the 18-34 years age group, as previously believed.
The survey, entitled 'Who Buys What?', was conducted by Burson/ Index Inc. for Peters, Griffin, Woodward Inc., radio-TV reps.
Burson reported they interviewed 4316 supermarket shoppers in seven major U.S. cities (Detroit, Des Moines, Fort Worth, Miami, Minneapolis, New York and San Francisco). The report contains age and sex breakdowns of the interviewees, as well as cataloging the items purchased.
"The most important thing we learned from the survey is that it is impractical and perhaps even dangerous to concentrate on, or direct advertising to, any one age group," said Dr. John Thayer, director of research for PGW and who directed the survey.
Dr. Thayer said the purchasing power of the two age groups was so closely matched that advertisers should consider them as one in assessing them for media usage. He said also the 'over 50' age group represented a large produc- tive market for certain products.
The survey found the 35-49 age group bought 42.2% per cent of all items sold and the value of their purchases was 42.5% per cent of the total bought by all shoppers interviewed. The 18-34 group accounted for only 37.6% per cent of the items and 36.8% per cent of the value.
39.1 per cent of the shoppers were in the 39-45 age group and only 32.1 per cent in the 18-34 group. The older shoppers bought the largest percentage of household cleaners and detergents, which Thayer said was contrary to current marketing concepts.

AVAILABLE NOW!
Copywriter-production announcer.
- 3 years' experience
- will relocate
- excellent references
Contact Box A-884
Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED
Personality with creativity for central Ontario station. Must be a pro to handle a top flight morning show. We offer excellent working conditions and top wage. Let me hear what you're doing now. Enclose complete details of background, salary requirements and a recent picture.

Box A-883
Canadian Broadcaster
17 Queen St. E., Suite 128,
Toronto 1, Ontario

CBC
Montreal
ANNOUNCER
- To perform general and specialized announcing functions.
- University training and broadcasting experience preferred.
- Should have full command of English and good knowledge of French pronunciation.
- Apply in writing, giving full particulars including tape and recent photograph.

Employment Office
P.O. Box 6000
Montreal 3, P.Q.

THE SURVEY WITH THE SPOOF

TV STATION TECHNICIAN
Our community size television network operating out of Labrador City, a modern town in Western Labrador, has an immediate opening for a technician experienced in studio maintenance, VIDEO tape, teletype and associated equipment.
We offer excellent salary and above average fringe benefits including vacation up to 4 weeks per year after 3 years service, pension and welfare plans.
Please forward details of education and experience to:
Employment Supervisor
P.O. Box 230
Iron Ore Company of Canada
Sept-Iles, P.Q.

JUST AROUND THE CORONARY
Motivation for this hack's office and house move the same week is the fact that we would rather have one major heart attack than two minor ones.

HELL-P!
Earl Hawkins' remark (page 7) that "...the job (must be) designed for a human being" brings up the question "does anyone know where we can get one?"

DOUBLE TALK
The reason MP's are always answering questions so one asked is because they are incapable of answering the ones that are.

SAILSMANSHIP
When the angry Florida lot buyer wanted a refund because his land was under water, the salesman cooled him off by selling him a boat.

REFLECTIONS
PR tycoon Phil Stone just equipped his color TV set with a mirror so that he can see what his kids look like from the front.

BASIC REQUIREMENT
One of the functions of Donna Parsons, our new distaffer, will be to provide this column with inspiration for "Audrey Stuff", our gal-who-was-so-dumb department.

PAN MAIL
Sir: I gather you have just refurbished your office and hope you have not disturbed your desk because, without all that rubble, your visitors would have a clear view of what sits behind it.
-A. D. Mires

IN REPLY
Lookit A.D. Keep your cotton-pickin' fingers off of my mahogany, because I can never find a damn thing unless I have some place to lose it.
-Uno Hoo

BOOZANZA
Best way to watch a TV western - take a shot every time they do.
TV nets feature polychrome symbols and images

Butterflies, circles, squares and triangles are flying about on Canadian television screens as both networks, CBC and CTV, launch the first season of color programming with new logos, catchy musical themes and slogans.

The on-screen images will be backed up by extensive print advertising in national magazines, rotogravure weeklies, stationery, point-of-sale posters and mailing pieces.

The new CBC network symbol will feature a column of light that folds out into the image of a multi-colored butterfly. It was designed by CBC graphic artist Hubert Tison of Montreal and won a corporation contest.

For promotion of its fall color programs, CBC is using an all-encompassing melody of folk singer Oscar Brand entitled, "Something to Sing About," which is sung by CBC groups on the air and plugged on billboards, car cards, in print and at the Canadian National Exhibition.

Incidentally, Brand would appear to be one of the busiest performers in Canadian TV, having acquired a half-hour color show each week on both networks. He wrote the "Something to Sing About" melody for a CTV show three years ago, but it has been adopted by the CBC this season to plug stars, programs, the net and even the Centennial and the 1967 Pan American Games.

Brand will appear on CTV, Sundays from 5:30-6:00 pm, on Brand: New Scene, while his previous show, Let's Sing Out, moves over to the CBC network Fridays at 5:30-6:00 beginning October 7. In his spare time, Brand has written the score for a new musical, A Joyful Noise, which opens on Broadway with John Raitt, October 3.

**Geometric symbols**

Geometric symbols have been chosen by CTV for the new network logo, because of their timeless aspect and pleasure to the eyes. "The final design came about by sheer coincidence," said Ed Hausmann, CTV promotion director, "as we commissioned Al Guest Animation to work out a number of 60 second promotional color spots with animated geometric effects, while Stewart and Morrison were designing a logo with the CTV letters. Someone suggested a superimposition and that's the way it worked out, a red circle, a blue square and a green inverted triangle," Hausmann said.

Hausmann said a catchy theme created by M&S Music Productions of Toronto will accompany the spots, with a shorter version on the eight second program intros. He said the voice-over announcement, "A CTV Program-In Color," would be a straight piece of business.

CTV has also commissioned Canadian artist Tom Hodgson to create a pop-art program poster, for national ads in the print media and direct mailing to 2600 names on the agency, press, advertiser and trade list. Hausmann said the same press-kit, a file-card box of biographies, would be sent out later, wrapped in copies of the poster. He said the poster would also go to television set dealers, with the caption, "It's Happening-on CTV, and in Color," and additional space for the names of individual stations, dealers, dates and programs.

Hausmann declined to reveal the CTV budget for the new promotion because of company policy, but did say, "It's about double what we were spending before, which seems reasonable since the network is doubling its programming."

---

**CKLM Montreal, Que.**

10,000 watts - soon 50,000 watts

the station that features--

tops in entertainment
tops in news coverage
tops in featured radio voices

On CKLM you will regularly hear people such as

- Laurier Lapierre
- Pat Watson
- Roger Baulu
- Jean Louis Gagnon
- Guy D'Arey
- Monica Nadeau

Now represented by Hardy Radio & TV Ltd.

**Quebec**

522-7373

**Toronto**

363-9433

**Montreal**

861-5461

**Winnipeg**

582-2981

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September 1, 1966
# The Top 20 Shows

<table>
<thead>
<tr>
<th></th>
<th>Households</th>
<th>Viewers</th>
<th>Time</th>
<th>Day</th>
<th>Station</th>
<th>That Other TV Station</th>
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<tr>
<td>1</td>
<td>CRE BASILE</td>
<td>108,400</td>
<td>370,000</td>
<td>8:30</td>
<td>tuesday</td>
<td>CFCM</td>
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<td>2</td>
<td>MA SORCIERE BIEN AIMEE</td>
<td>96,100</td>
<td>326,400</td>
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<td>monday</td>
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<td>GRAND PRIX MUSICAL</td>
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<td>246,700</td>
<td>9:00</td>
<td>monday</td>
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<td>CINEMA KRAFT</td>
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<td>262,700</td>
<td>8:30</td>
<td>thursday</td>
<td></td>
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<td>5</td>
<td>ALORS RACONTE</td>
<td>89,500</td>
<td>232,500</td>
<td>9:30</td>
<td>monday</td>
<td></td>
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<tr>
<td>6</td>
<td>JEUNESSE D'AUJOURDHUI</td>
<td>84,000</td>
<td>286,500</td>
<td>7:00</td>
<td>saturday</td>
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<td>239,300</td>
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<td>8</td>
<td>TELE QUEBEC</td>
<td>81,400</td>
<td>238,800</td>
<td>6:00</td>
<td>wednesday</td>
<td></td>
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<td>9</td>
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<td>233,600</td>
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<td>TENTEZ VOTRE CHANCE</td>
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<td>LA FAMILLE STONE</td>
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<td>228,800</td>
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<td>JEUNES TALENTS</td>
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<td>276,900</td>
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<td>229,000</td>
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<td>PERRY MASON</td>
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<td>220,900</td>
<td>9:00</td>
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<td></td>
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<td>20</td>
<td>DENIS LA PETITE PESTE</td>
<td>75,300</td>
<td>213,900</td>
<td>7:00</td>
<td>tuesday</td>
<td></td>
</tr>
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**Quebec's Annual Purchasing Power is Over $915,758,000.**

**Sales Representatives:**

Frank Aronson, Toronto

Hardy Radio and Television, Montreal and Toronto

Stephens & Towndrow, Vancouver

A. J. Messner & Co. Ltd., Winnipeg

Forjoe-TV, Inc., New York.

*Nielson February 1966*