

*When good fellows get together. . .*



Photos by Ron Vickers

Senior Citizens of the advertising world foregathered at the Royal York Hotel during the ICA Convention last month to renew acquaintances. Those we were able to gather in front of the camera were, from the left, standing: Bill Baker, Baker Advertising Ltd. (1919 and still going strong); Palmer Hayhurst, F. H. Hayhurst Co. Ltd. (1928—still at bat); T. L. (Andy) Anderson, Cockfield, Brown & Co. Ltd. (1920-1960); Alex Miller, CAAA (1946-1957); Alec Phare, R. C. Smith Advertising Ltd. (1932—not out). Seated: ICA (Past) President H.D. (Hal) Roach, McKim Advertising Ltd. (1943—ad inf.); D.E. (Doc) Longmore, McKim Advertising Ltd. (1924-1963); J.W. (Jimmie) Thain, McKim Advertising and McConnell Eastman (1910-1966); K.G. (Ken) Anderson, Walsh Advertising (1936-1965). Insets (left): Harry E. (Red) Foster Advertising Ltd. (1944—and ever shall be); Warren Reynolds, Ronalds-Reynolds & Co. (1946—'til the sands of the desert...); W.H. (Pete) Reid, Spitzer, Mills & Bates (1928 and still in the swim), all give with a bash of "Sweet Adeline", with Andy Anderson (dossier above) at the piano. Inset at right: Elton Johnson (and his wife Charity), Locke Johnson, now Stanfield, Johnson & Hill (1924—old soldiers never die) have themselves a ball. A.J. (Jack) Denne, A.J. Denne & Co. Ltd. (1910-1960) was out of camera range.

**I.C.A. goes ON the record**



Some housewives never have lunch without CHFI's Fred Davis.

Fred Davis' good music and easy-going manner go down well with Toronto housewives. He's a favourite steady diet. Other superb housewife company on CHFI - James R. Stoke and Todd Russell.

Small wonder MacDonal Research shows that of Toronto's three most listened-to radio stations, CHFI has the highest

percentage of listeners in executive and professional positions. Also the highest percentage of college graduates. Including ex co-eds. Conclusion? CHFI's audience is not only large. It's good and large.

This is the affluent market your message should be reaching.

**CHFI/680/ 98.1 FM STEREO**  
 TORONTO'S LUXURY SOUND/24 HOURS A DAY  
 Nationally represented in Toronto and Montreal by Airtime Quality Sales Limited

# SIGHT & SOUND

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

by IAN GRANT

■ W.L. "Larry" Heisey has left Procter & Gamble to join Standard Broadcast Sales as executive vice-president. Heisey has spent his entire business career with P&G, latterly as head of the advertising production division.

This news follows hot on the heels of an earlier announcement that Standard Broadcast Sales has opened up a new regional division to look after the national representation of six newly acquired Ontario radio stations: CFCH North Bay; CJKL Kirkland Lake; CKGB Timmins; CHEX Peterborough; CKWS Kingston and CKSL London.

According to Waldo J. Holden, president of SBS, the new regional division is being set up "to service the sales needs of these new stations as apart from the major market group of SBS." The new Toronto office, located on floor 12A, 2 St. Clair Avenue West, is being headed by Bud Armstrong, who has spent over three years on national sales with SBS. The manager of the Montreal office has not been named yet.

■ We understand the Carnation Co. Ltd. will soon unveil its new (to Canada) quick breakfast food - Instant Breakfast - to Ontario and Quebec consumers, via television and newspapers. The product, similar to a milkshake but loaded with vitamins, has been available in the U.S. for about the last year and a half. The market potential should be tremendous - all those Canadians who take breakfast on the run - toast and coffee!

While there is no word from the competition a rumor prevails that General Foods will be releasing, at about the same time, their version of the same product - Minit (Minute) Breakfast.

■ The Pepsi-Cola Canada Ltd. advertising account has been divided among three agencies - J. Walter Thompson Co. Ltd., Grey Advertising Ltd. and Young & Rubicam - effective November 15.

J. Walter Thompson, which has been handling Pepsi-Cola for some time in other markets, including Mexico, Italy, Brazil and Germany, will be responsible for Pepsi-Cola and Niagara Dry Ginger Ale.

Grey Advertising will take over the Diet Pepsi-Cola and Teem accounts and Young & Rubicam will handle the Mountain Dew and Patio flavors.

The announcement of these agency appointments was made by H. D. Pratt, director of marketing planning.

All of Pepsi-Cola's advertising is currently handled by Batten, Barton, Durstine & Osborne.

■ The Fourth Annual Canadian Radio Commercials Festival, jointly sponsored by the Canadian Broadcast Executives Society and the Radio Sales Bureau, will be held at the Inn on the Park, Toronto, Tuesday, November 22.

Deadline for entries is October 15. Stations or agencies wanting further details or entry forms can obtain them from the CBES offices at 12 Richmond St. East, Toronto 1.

■ When the BBM Bureau of Broadcast Measurement announced they were switching to the individual diary system there were rumors that stations could look forward to a possible 100 per cent increase in fees. There is going to be an increase but the story now is that it will work out to about 25 per cent for most stations. There will also be increases levied on advertiser and agency members. How much? That's still undecided.

The individual diary system will be introduced across the country in the first survey of 1967. However, concurrent with the last household survey this fall, the individual diary will be used in a number of BBM areas to permit comparisons.

■ Effective October 1, Hardy Radio & Television and Stephens & Towndrow will combine their efforts in selling a two station package - the P.K. Market Plan - involving CKPT Peterborough and CKLC Kingston. Both houses will continue individual representation, with Hardy continuing to rep CKLC and S & T CKPT.

■ The Canadian Audience Research Foundation has announced that it is accepting entries for the fourth annual MacLaren Award of \$1000 for the best contribution to the field of advertising research.

The area of research selected for this year's competition, which closes March 15, 1967, will be: "the best proposal for measuring the consumer appeal of alternate advertising messages."

■ Allan Slight and Terry Bate, who recently left for England to open up a consulting firm (*Broadcaster*, August 18), are headed back to Canada. The story is that they intend to open up an office in Toronto, hire their creative people here and operate their business in England on a commuting basis.

■ A well known face among station sales representatives in Toronto for the past 20 years, Bill Tierney has retired and left the

city for his new home in the Ontario resort town of Bobcaygeon.

For the past five years Tierney has been with Radio & Television Sales Inc. and Andy McDermott Sales Limited.

■ Things are active at the Radio Sales Bureau, having just signed up four new members: CKLM Montreal, CKVL Verdun, CKOK Sarnia and effective January 1, 1967, CKEY Toronto.

John Fox has fully recovered from a busy trip to the East coast. On his way down to the AAB Convention, he stopped off in Montreal for a session with the sales personnel of CKLM.

After the convention CJCH Halifax and CFDR Dartmouth kept him on the run with presentations to local retailers, national and regional advertisers and advertising agencies. This was followed by a day-long sales seminar with the sales personnel of seven Maritime radio stations. And he is not finished yet - as a result of these meetings a number of other Atlantic stations now want the same treatment.

Upcoming for RSB is a trip to the Sales and Management meeting of the Radio Advertising Bureau in the U.S. Whitaker and Fox will be in Southfield, Michigan, October 10 and 11, followed by presentations to clients with their new member, CKOK Sarnia, October 12.

■ Over at TvB Ed Lawless and Dave Brydson are gearing up for some major bank presentations.

Both of them attended the AAB, followed by a sales seminar with their newest member, CJCB-TV Sydney; a presentation called "Communications Revolution" to about 150 automotive, supermarket and department store personnel in St. John's and a session with CJCH-TV Halifax.

Brydson also took time out for a trip to New York to work with George Huntingdon of TvB, U.S., on the production problems of a new film *Tel-empathy* to be produced in English and French.

Back in Toronto Merv Austin has fully recovered from a very bad car accident and they are still looking for a research man to replace Arnold Acton, who recently moved to Paul L'Anglais Inc.

Coming up is a panel presentation to ACA in Toronto, October 19, on the progress of color television. Panel members are Al Bruner, CHCH-TV Hamilton; Marcel Munro, CBC Television; Keith Campbell, CTV; John Ross, Robert Lawrence Productions; Peter

Hollidge, Advertel and J-P Ladouceur, J.P.L. Productions. This presentation will be repeated in Montreal in the latter part of November.

Look for TV Basics, with all the latest facts and figures on Canadian Television, due to be released in two or three weeks.

■ Over 125 Toronto agency and advertising personnel were guests of the Golden Triangle Stations - CKKW Kitchener and CJOY Guelph - at a reception in the Inn on the Park last week.

Bill Valentine, CKKW, and Wally Slatter, CJOY, and the men of the Radio Division of All-Canada guided their guests around an impressive group of displays showing the commercial, educational and domestic growth of the Kitchener-Waterloo-Guelph area.

■ CKOS-TV Yorkton and their representatives, Stovin-Byles Television, teamed up for their fourth annual Thanksgiving luncheons in Toronto last week. In the two days about 250 agency and client people gathered at the Four Seasons Motor Hotel for a videotape presentation, lunch and a gift of a turkey.

On hand from the station were Ron Skinner, president and general manager; George Skinner, assistant general manager; Wib Westby, program supervisor and Jay Leddy, promotion manager. Officiating for Stovin-Byles were Stu MacDonald, Forbes Calder, Roger Desloges and Dick Cutler.

■ Bryan Vaughan, president of Vickers & Benson Limited, has been elected president of the Institute of Canadian Advertising. Other officers and directors elected were:

Hal Roach, McKim Advertising, immediate past president; John M. Milne, Pemberton, Freeman, Mathes & Milne, 1st vice-president; George G. Sinclair, MacLaren Advertising, 2nd vice-president and Warren H. Wilkes, Tandy Advertising, secretary-treasurer.

Elected as directors were: E.C. Daniher, F.H. Hayhurst; Harry E. Foster, Foster Advertising; Peter Hunter, McConnell Eastman; L.S. McMahon, MacManus John & Adams; D.R. McRobie, Cockfield, Brown; J. M. Reeve, McCann-Erickson; Warren Reynolds, Ronalds-Reynolds; A. M. Shoults, James Lovick, J. E. Stansbury, Stansbury, Pavan & Shanks; John A. Willoughby, Needham, Harper & Steers; J. D. McNie, Russell T. Kelley; Keith Garwood, James Lovick; Ian Roberts, Cockfield, Brown; and Raymond Belanger, McKim Advertising.

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.



radio saskatoon

**The  
Largest  
Audience  
of any  
Western  
Canadian  
Television  
Station**

**CFRN-TV  
EDMONTON  
ALBERTA**

Representatives:

**RADIO-TELEVISION REPRESENTATIVES LTD.**

# LETTERS

## WE STAND CORRECTED

Dear Dick: I was surprised to read in your issue of September 1 a report quoting me as saying that "profit is the only measure of program quality". I thought you knew me well enough to realize I would not say a thing like that!!

For your information, I talked to the CBC Public Affairs in Montreal over the telephone and my statement before it went through their editing machine is as follows: "profit is the most valid measure of the acceptance by the public of your product and services," and continued: "for instance, General Motors and Studebaker produce cars and I would not dare pass judgment on the quality of these cars, not being an expert. However, if 50% of the population buys the General Motors products while 5% buys Studebaker's, I am sure that General Motors would make a huge profit while Studebaker would have to close its plant here, regardless of the quality of the machine."

"In Montreal, two television stations offer French programs to the public. If 80% of the population watches Channel 10 while 20% watches the CBC, I would not be surprised if Channel 10 makes a profit while the CBC has a huge deficit. While again, this is regardless of the quality of the programs since profit measures the acceptance of same."

"When two political parties offer to the public a choice of programs during an election, the program which is accepted by the public will bring a profit to the political party which offers it, while the program which is not accepted will result in a deficit for the party which presents it. Here, regardless of the value or quality of the political programs, acceptance by the public decides who will have a profit and who will have a deficit. In political terms, profit is power, deficit is opposition." There you have it, Dick. This, in essence, is what I said over the telephone to the CBC interviewer. How this came out "profit is the only valid measure of quality in programming" is a mystery to me!

Jean A. Pouliot  
President  
Canadian Association  
of Broadcasters

**TRY A JOB AD IN  
THE BROADCASTER**

## SIN OF OMISSION

Dear Dick: We were surprised (and a bit hurt) that the name Philips Electronics was not mentioned in your otherwise complete article entitled "Color is Busting Out All Over—" in the September 1, 1966 issue of Canadian Broadcaster. Philips Electronics Industries Ltd. have already chalked up orders for more than 30 of their superlative Plumbicon Color Cameras, making Philips the largest supplier of color cameras to the Canadian broadcast industry. Buyers include the CBC (for Montreal, Toronto, Ottawa and Expo '67), CFTM-TV in Montreal, CJOH-TV in Ottawa, Advertel Productions in Toronto, the B. C. Institute of Technology in Vancouver, and others.

Already more than 12 cameras have been delivered, and, as a matter of interest, early feedback from the field indicates they are even exceeding expectation in color fidelity and reliability.

Thought you would like to have this information to complete the picture.

J. E. Prevost,  
Product Manager,  
Professional Broadcast Equipment,  
Philips Electronic Equipment

## WE BOOBED

Dear Dick: It isn't very often we can catch you out, but this one is a "lulu". I just couldn't help dropping you a note. I suppose about 1496½ other people had the same idea.\*

Aside from the obvious error, the writing isn't really up to your usual high standard. Something like "...organizations as well as those of the industry-owned Bureau of Broadcast Measurement" might have conveyed the meaning a little better, eh?

Earle Connor,  
Chief Engineer,  
Station CFAC,  
Calgary

\*(Note: What we printed in the page 5 editorial, issue of September 1, was: "It (this paper) will also report on the techniques and other developments of independent research organizations other than those of the industry-owned Board of Broadcast Governors." As Earle Connor (along with the other 1496 people) noticed, the reference to the BBG was a mistake and what we really meant to say was: "The Bureau of Broadcast Measurement").

**B**

# Advertising is the essence of freedom

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To people who are concerned over the survival of the system known as free enterprise, one of the most important components of this way of life is competitive business, and the crux of competitive business is advertising.

Under this system, which has worked so well, especially on the North American continent, we prosper or otherwise in direct ratio to our initiative, energy, and all the qualities which congeal into the word "enterprise".

Whether we are selling mouse traps or legal advice, we depend on one simple thing, and this is offering a product or a service which people will want strongly enough to be willing to pay for it. And the only satisfactory means of communicating with potential buyers is advertising.

The alternative to the enterprise system is socialism, where government controls what may be manufactured, what may be sold and at what price, and what we may buy, and supplies our needs in the guise of a benevolence.

Those of us who date back to World War II will remember the situation where the oil companies were allowed to refine two brands of gasoline - called with characteristic lack of imagination and color "Grade 1" and "Grade 2". The various companies still offered their products to the public, but none of them, with all the initiative or enterprise in the world, could offer the motorist a better gasoline, because under the emergency regulations all of it was manufactured under the same two formulae - Grade 1 and Grade 2.

This was an emergency measure designed to further the war effort and therefore at least well-intended. But it was also unadulterated socialism and now, years after the war ended, there are those who would like to see the same kind of system brought back, not just in the gasoline business, but in virtually all commodity areas which come under the classification of "necessities."

The first target of the socialists is advertising, because it creates desires in the minds of the public to buy things they do not actually need, or articles or products of a higher quality than necessary. It encourages manufacturers to meet competition by incessantly improving their products to the inestimable advantage of the public. It raises standards of living along with the gross national product. It provides maximum possible employment. But it does one other thing.

It arms people of energy and ambition with the wherewithal to fend for themselves in the case of sickness or other emergency, and so makes the welfare measures governments love to introduce unnecessary, therefore depriving them of the greatest vote-getting device there is - something they pay for through the nose in well-hidden taxes.

Fortunately, in Canada, the socialist party -

the NDP - presents no dire threat of coming into power, at least for the moment. Unfortunately though, in order to beat them, the other parties have, one by one, stolen most of the planks from the socialists' platform, with the result that we have a growing number of state-owned enterprises and, in fields which have not come under government ownership, a frightening increase of extraordinary rules and regulations. Allegedly these are designed to protect the public, but against what nobody seems to know. Basically, of course, they protect the government against the very socialism they are themselves using as a shield.

Last month the Institute of Canadian Advertising, formerly the Canadian Association of Advertising Agencies, set a new pattern at their convention when President Hal Roach went even farther in opening the meetings to the business public than Harry Foster did last year.

It was unfortunate that the Toronto dailies did not see fit to give space to this interesting and revealing inside-look at the agency business. It is true that by doing so they might have been accused of inethically pandering to their largest source of advertising revenue. Be this as it may, they would also have been striking a blow for the survival of free enterprise, of which advertising is the show window, and of which they, along with all free business, are a part.

Media people and others who availed themselves of the privilege of sitting in on the open sessions came out with a better understanding of agency problems and agency thinking. As a result of this greater understanding, media people and their sales representatives will be in a position to be of greater service than ever to the agencies, and to the advertisers, to the advantage of everyone.

But there is one gap, and this lies in the lack of communications between the advertising fraternity and the public.

The public simply has to be apprised of the benefits it derives from advertising or we must face up with the disappearance of the whole system of competitive enterprise.

This should stem first from the agencies themselves, and ICA's new president, Bryan Vaughan, with a solid background of public relations before he entered the agency field, is better fitted than anyone we know to spearhead the attack. But he cannot go it alone.

This is a project in which all media, electronic, print and everyone of them *must* bend every effort, not for their individual interests but for the bulwark of free enterprise, advertising, without which there can be no choice but the crippling thongs of statism and the authoritarianism it inevitably begets.

## RADIO RIBS



# Advertising's quality must grow with growth

"The Canadian marketplace is going to change in many ways. It is going to get bigger, much bigger, and the mere factor of size alone will mean that to move goods efficiently will take more intensive cultivation. To get the most out of its productive plant, business will have to spend more money on advertising, on merchandising, on promotion.

But it will be a smarter market, too. We are going to be directing our sales messages to people who are younger, richer and better educated, who think faster and switch faster and who will have a greatly broadened choice in what they buy. The market of the 1970's will be more discriminating and more leisure-oriented. It will be more quality conscious. It will be more specialized and more competitive."

These were the forecasts of H. D. "Hal" Roach, president, McKim Advertising, to the 43rd annual meeting of the Institute of Canadian Advertising, of which he is now the immediate past president.

Roach said that as the United States and Canada grow closer together in customs and communications and living aims, the gap between their economies will tend to narrow. To bridge the gap, Canada's economy will have to advance at a pace even faster than that of the U.S. "Such an accel-

ANNOUNCEMENT

PAUL MULVIHILL & CO. LTD.



GARY S. GREENWAY

Mr. Paul Mulvihill, President, Paul Mulvihill and Company, is pleased to announce the appointment of Gary S. Greenway to the Radio Sales Department. Mr. Greenway brings to Mulvihill extensive managerial experience in the broadcast promotional and merchandising areas, coupled with consumer marketing experience obtained while employed by one of Canada's largest Oil Companies.

erated pace is a very reasonable expectation."

## Time out for breathing

Roach cautioned governments and businessmen to make a rigorous assessment of spending priorities; to curb the pressures for expansion and prevent excesses; to achieve an orderly slowdown that will give the Canadian economy the required breathing spell. If a two or three year period of adjustment can be achieved, he predicted a future of unparalleled growth and prosperity.

To make his point, Roach drew attention to the following projections:

- A 20 per cent increase in the Canadian population by 1975.

- A Gross National Product increase of over 100 per cent by 1975.

Combining these two factors into a per capita basis, the Gross National Product is expected to rise from the 1965 level of \$2,600 to \$4,600 by 1975.

"If these population projections are right—and barring a major war or catastrophe, they are likely to be quite sound—then in the next ten years we are going to have five million more Canadians in the marketplace and the dollar value of total sales will be double what it is now."

By way of comparison, he pointed out that the U.S. population increase is projected by the economists at a rate ranging from six to nine per cent, whereas the Canadian figure is eleven per cent. "And it might be noted," he said, "that in the United States, which has roughly ten times our population, the Gross National Product is 13 times ours and their advertising expenditure is 21 times our own."

Hal Roach said that a Canadian economist foresees a rise in Canadian advertising expenditures of 68 per cent in ten years — from \$733 millions in 1965 to an estimated one-and-a-fifth billions by 1975. During the same period advertising agency commissions are expected to jump from last year's \$48 millions to \$133 millions.

## What price Canadian advertising?

"You don't double the market for consumer goods in a short period of less than a decade and cash in on it simply by doing more of the same things you are doing today.

"Increased affluence and opportunity will bring increased competition. Increased competition will demand greater efficiency to break even. Greater efficiency will be spelled out in more automation, more streamlining of operations, new ways of getting more accomplished better at less cost."

"This," said Roach, "means

a revolution in practically all phases of the advertising business as we know it."

"Consider the changes that will come in media during the next decade. Of course, the big excitement now is color television. How many black and white sets do you think will be in use ten years from now?

"Think of the impact color will have on food and fabric commercials, on travel spots. The color screen will give added thrust to the field of packaging, and many agencies will find themselves much more deeply involved in packaging concepts as a consequence."

## TV's state of crisis

"Unfortunately, television, like radio, but unlike most other media, is trapped in the mortal grip of time. A newspaper or magazine can expand its editorial content to accommodate additional advertising, but television cannot add another hour to the day. With the growth of population, and the growth of Canadian business, demand for prime TV time will soon run into the remorseless stone wall of unavailability.

The solution is not simple. In Toronto, it is doubtful that an additional channel can be added without interfering with reception on existing channels. Nor is it just a matter of opening up UHF or VHF channels, where the available supply is much greater. Very few Canadian TV sets are presently equipped to receive UHF — and how many people are going to bother buying and installing an adapter?

Perhaps now is the time for the Canadian Government to insist that all future production of Canadian television receivers be equipped for VHF and UHF reception, as is now mandatory in the U. S.

If this is not done, then UHF will be available only to the few. With all-band receivers becoming commonplace, both the educational and commercial interests will have the potential to serve the television needs of our growing nation.

## Rising potential

As Canada's population grows in size and affluence, every medium will react to the potential. It will become profitable to direct advertising dollars towards segments of the market that today do not justify individual investment. Local media — radio, the newspaper, direct mail — will compete vigorously for the advertiser's dollar, providing better market data, developing ever-improving production techniques, and utilizing first-rate creative talent. Magazines will segment

their circulation through increasing availability of regional editions or sections; and it may not be too long before their circulation can be bought on a demographic basis, with one advertiser beaming his message at engineers, another using only those issues that are mailed to doctors.

The outdoor advertising people have plans for the future too! Certainly there will be fewer poster and bulletin locations in future. Within the next ten years we will see beautifully landscaped poster panels. As is already the case in England we will be selecting and buying individual locations or rotary poster panel plans—the same as we buy painted bulletins today.

Needless to say, the intense competition for time on television and radio, the increasing use of color in print and on the air, the greater sophistication required in preparing and distributing messages, the wider reach of audiences, the need for more intensive cultivation of a segmented market—all these are going to make advertising more costly. The value will be there — and the potential return will be there—but it's going to take more dollars to do the job.

## Accent on media

Media is going to become more important than ever.

Once the media director's job was almost a clerical task; then it became a responsibility of secondary management. Just as creative men are heading up agencies today, I think it quite conceivable that the media director's job can become a stepping-stone to the president's chair...although I am not sure whether that is a reward or retribution. But as costs continue to rise, as the market mix becomes more complicated, as the various media tighten in on their targets, add to their impact, and deliver a better-defined audience, it is going to become essential that the advertiser use the best possible blend of media so that his dollars will do maximum work. It's a job that will call for fact finding, top level imagination and for judgment.

Whether we are competing at home or abroad, we will have to deal ruthlessly with mediocrity. I have seen Canadian talent that can hold its own with the best from abroad; but there will be no place for complacency in the rugged world of tomorrow. There are too many dollars riding on a campaign, too much money invested in product and market research, too much client time and talent built into product development, to leave any room for second-rate campaigns.



# Advertising must earn public action

"It sometimes seems to me that there is a similarity between anatomy and economics, and that many economists in universities and in government are engaged in cutting up old bodies...without regard to present living tissue and to economic facts of life which have outmoded some economic thought."

John Crichton, president of the American Association of Advertising Agencies, in his 3,500 word speech to the Institute of Canadian Advertising convention in Toronto late last month, conjured up dreams of an "undiscovered economist..."



JOHN CRICHTON

somewhere in the universities, corporations or foundations of this continent...who can break some of the shackles of traditional thought and see the emergent world clearly and objectively.

"Economics is increasingly inseparable from society and culture," he said, "but...many economists, and many people otherwise concerned with government and business have neglected to insist on the connection."

"They have treated economics as if it were an immutable science, and ignored the impact of human desires and ambitions. We have to deal with a whole society, meaning that the problems are psychological as well as economic."

## It takes more than capital

Speaking of the underdeveloped countries, Crichton quoted the president of the Shell Oil Company, Richard C. McCurdy, who said great progress has been made with disease with resulting lower death rates and longer lives, but to promote indigenous productivity in underdeveloped countries has proved to be extraordinarily difficult.

What it amounted to, the speaker continued, was that "massive infusions of capital are by themselves no solution. Certainly capital helps; it is a major ingredient. But capital won't insure productivity."

For example - "...everyone knows the Indians need more food—certainly the Indians do. But in order to get the Indian farmer to produce, to produce more than his own needs, more to sell, he needs to *want money to buy something.*"

"The experimental farms, the irrigation projects, the improved agronomy—all have so far failed adequately to increase India's agricultural production."

The difference?

"The Indians tell a story about two shoe salesmen—one, a pessimist, saw India, and advised 'Don't send any shoes, no one wears them here.' The second, an optimist, saw India and advised, 'Send shoes. Terrific market. Everyone needs them here.'"

Pointing out that "a market doesn't wholly operate on the interest of the seller," Crichton stressed the necessity "to build goals, rewards and incentives *which the people accept and act upon.*"

The key phrase, he said, is "that the people accept", because "a market economy presumes public acceptance. The society sets the value scale. It has its own ideas about products, services, education and entertainment."

## Hindsight can deride

Reminding the meeting how the 1913 "political economist" was deeply concerned about the high cost of automobiles, because he thought the inevitable obsolescence and

rapid depreciation of the autos would be ruinous to their purchasers and would milk society of their capital, he said, "With hindsight we can be derisive. We can see what an enormous stimulus automobiles were to the economy. The people set the value scale."

Listing what this 1913 economist missed, he said, "The automobile, world wide, represented freedom, a chance to travel, to see new things, convenience, independence. People worked hard and saved hard to get them, and there was still money for other purchases. People will always work hard for what they want."

## The role of advertising

"Any two families with the same number of people and the same incomes, will have radically different budgets and schedules of necessities," he said, and "advertising is in the business of enhancing the choices already available in the fabric of society."

"Advertising is a technique of marketing and distribution. It has grown rapidly, because it is a cheap and controllable form of information and persuasion."

"It has a high interest quotient for readers and viewers."

"Since it is addressed directly to the public, it employs a wide range of attention-getting devices, and its performance is, in a large measure, dependent on the artful way in which those devices are employed. Also, since it is addressed to the public, it has its own kind of public acceptance and rejection, applause and criticism."

## Advertising is the economy

"While these devices, techniques, impact, acceptance and criticism are all important from the standpoint of the people engaged in advertising, and from the standpoint of the public which is engaged by advertising, in an economic sense advertising is not capable of being separated from the other distribution and marketing aspects of the economy. It is part of a free market economy, and to alter it one must alter the economy as well."

To bring home his point, Crichton spoke of the rapid rise of convenience food products, and the "ideas and surveys of psychologists who feel that women are guilt-ridden or frustrated creatively by these products."

"The sales don't confirm the viewpoint," he said, "nor does the proliferation of brands and products, nor the shelf-space devoted by that supreme realist, the supermarket operator."

"The public has its own ideas about what is worth while. Convenience foods and appliances have liberated women to do other things."

"Their sales are not only due to working women in our population. Much of the volunteer social welfare, charitable, civic and political activity which goes on would be impossible had our economy not freed women from the traditional, tyrannical trinity of a hungry family, a dirty house and dirty clothing."

In direct contrast to this, he described it as astonishing to find "government people and some businessmen who regard production as virtuous and selling as debased."

Summarizing, Crichton said:

"Mass production requires mass distribution and mass distribution requires mass demand."

"Advertising is to distribution what the machine is to production—a multiplier of effort."

"The distribution process, of which advertising is so visible a part, tends to enrich society."

"The political economist of today worries about surplus—about what isn't sold. So does the businessman."

"Advertising and change are allies. Advertising is an educational force, and helps people live better. It helps make people mobile."

"The creation of a national fabric—a national society—is of great importance. I believe that the existence of national media, of national products and national distribution have simplified the process. In many cases these are becoming international in scope. Quaintness is for tourists. Its appeal is largely picturesque."

He spoke glowingly of a society where "one can buy a 15½, 34 shirt in Calgary, or a replacement fan belt in Santa Fe, or flashlight batteries in New Orleans, or replace a broken spectacle lens in Vancouver. It leaves all kinds of room for political, social and spiritual differences," he said.

"Mass production, mass distribution and mass media help to cement a national economy. Of

(continued, bottom of page 9)

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The trend is to balanced programming

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

TORONTO  
433 Jarvis St.

WINNIPEG  
171 McDermott

# Broadcasters must seek their own solutions from their own listeners

A prominent American broadcaster believes radio can meet the challenge of color television by expanding creative services, enticing talented newcomers into radio and encouraging public awareness of radio through public participation.

Elmo Ellis, general manager of the AM and FM operations of WSB Atlanta, Georgia was speaking at Charlottetown last month to the 16th annual meeting of the Atlantic Association of Broadcasters.

He urged managers to define their ambitions and aspirations, to give careful thought to the personality chosen "to radiate" and analyze the programming concept that will attract the audience and advertisers.

"Unfortunately," he added, "some broadcasters have oversimplified the programming process."

"When six stations in a city feverishly offer similar schedules of stereotyped songs and frantic newscasts, one can logically ask how much of a particular type service listeners need or sponsors should support..."

Radio, he said, "need not be old-fashioned even though it is built on old-fashioned ideals and principles of public interest, convenience and necessity."

"Good, believable radio is

common-sense radio, performed with courtesy, professionalism and a sensitive concern for the needs and interests of listeners, every moment of the night and day."

There was no excuse for a show going on the air unless it was deliberately designed to meet an audience need, and "there's no reason for an announcer to open a microphone unless he understands and accepts his responsibilities to that audience."

Ellis said it was his opinion "the public doesn't lose patience with our mistakes so much as with our reluctance to try to be helpful and constructive."

It was high time broadcasters stopped seeking "standard pat answers to individual problems and responsibilities."

To assume that a blanket formula could ever meet the wants and requirements of a multitude of communities is "a dangerous oversimplification and a gross injustice to the public."

Each station, he said, "has its own designated world in which to live and work. Each broadcaster must seek his own solutions among the people he is obligated to serve."

## Company and worker objectives

B. A. Robinson, dean of commerce

at Acadia University in Wolfville, Nova Scotia, spoke on management-staff relationships and said the needs of the worker in any work situation have to be recognized.

It is desirable, he said, that both company objectives—profit—and worker objectives—or needs—be achieved in an orderly manner.

He declared that satisfaction of the objectives by only one of these parties when the needs of the other are ignored "creates a very unstable situation."

## Election of officers

George Cromwell of CHSJ Saint John, NB, was elected president of the AAB. He succeeds Willard A. Bishop of CKEN Kentville, NS.

Other officers elected were: first vice-president Norris Nathanson of CJCB Sydney; second vice-president Orville Pulsifer of CHNS Halifax and secretary-treasurer Bob Lockhart of CFBC Saint John.

Bishop was elected the AAB's new radio director of the Canadian Association of Broadcasters for a two-year term.

Re-appointed for one-year terms were George Cromwell, as television director, and Jack Fenety of CFNB Fredericton, as radio director.

Saint John was chosen as the site of the 1967 convention.

The association agreed to work through the CAB to have the Canadian Amateur Hockey Association remove its broadcast fee structure on playoffs and other games under CAHA supervision.

Earle Ross of CKCW Moncton, who introduced the motion, said the CAHA system of broadcast fees was unfair and discriminatory. He said newspapers were not obliged to pay fees, even though their reporters could use rink facilities and provide unlimited coverage on games for which broadcasters were charged.

## LAWRENCE R. KNOWLES

Lawrence R. Knowles, a nationally-known news director, died late last month in Fredericton, N.B., at the age of 56.

Born in Windsor, N.S., Larry Knowles had been news director of CFNB Fredericton for the last 12 years. For 25 years he was managing editor of the *St. Croix Courier* in St. Stephen, N.B. He was also a director of *Radio Press* (a New Brunswick radio news service that ceased operation in 1960), and a director of the Radio-Television News Directors Association.

Mr. Knowles was a past-president of the Fredericton branch of the New Brunswick Fish and Game Protective Association.

ANNOUNCEMENT

## Advertising must earn public action

(continued from page 8)

these the key is probably mass media.

"Highly developed communications networks in developed countries are basically advertising-supported, (which) makes media more independent and gives them the money to engage in enterprising journalism of which subsidized organs are simply incapable."

"Advertising-supported media are in fact more objective, more independent, more free from tampering, less easily intimidated or suborned."

"They are responsive and responsible and it is only the reader (or listener or viewer) who is indispensable to their success, and only the reader's (or listener's or viewer's) confidence or welfare are indispensable."

## Regarding marketing

"Marketing and distribution costs must inevitably rise as consumers are given a wide variety of goods and a full range of choices, where in primitive societies distribution costs are non-existent because distribution is non-existent."

"It costs money to bring fish

from the Maritimes to Saskatchewan, and to bring wheat and beef from Saskatchewan to the Maritimes."

"The costs will go up with variety if, for instance, the fish is sold fresh, and canned, and dried and frozen."

"The number of varieties depends on what the consumer is prepared to buy."

"The manufacturer will furnish the variety if the market exists."

"The function of advertising is preparing the consumer and the market."

"In a market economy, the consumer is the final judge. Retailers have known it for years, and a retailing axiom is that the wise retailer wants to sell products which will not come back to customers who will."

"One of the unique contributions of the advertising business is that it has consistently and successfully interpreted the consumer to the manufacturer and the manufacturer to the consumer. The objective role of the agency has been a major instrument in advancing the marketing viewpoint."

## Radio B.C.

### has first birthday

"Radio British Columbia" celebrated its first birthday last month as a group under the representation of All-Canada Radio & TV Limited.

A day-long sales meeting and reception was held at the Bayshore Inn in Vancouver. About 60 attended including the sales managers and others from the nine BC stations in the group, and special guests, Peter Legge of All-Canada in Vancouver, and Ken Baker, All-Canada vice-president from Toronto. Agency guests attended the reception.

Dennis Barkman, sales manager of CHWK, was appointed Radio BC co-ordinator, a new post involving liaison with all the stations on policy matters and other questions outside the field of reps' activities.

The stations in the BC group are: CKPG Prince George; CKCQ Quesnel and its Williams Lake associate CKWL; CFJC Kamloops; CJIB Vernon; CKOV Kelowna; CKOK Penticton; CJAT Trail; CHWK Chilliwack and its Abbotsford associate, CFVR. The group is available as a unit sale.



EARL H. KIDDER

Menno W. Hooge, President of Radio CJVR Ltd., Melfort, Saskatchewan, is pleased to announce the appointment of Earl H. Kidder as CJVR General Manager. Radio Station CJVR's signal with 10,000 watts at 1420 on the dial will serve a market of 273,600 people. National Representatives are Broadcast Media Sales - 485-0449.



H. D. Roach



B. F. Johnston



D. G. Sweny



D. W. Case



J. R. Holliday



A. T. Gamble

## CCBA Convention October 16-18

The annual convention of the Central Canada Broadcasters Association, both engineering and management sections, will be held October 16-18, at the Inn-on-the-Park, Toronto.

Highlights of the three day event are as follows:

### October 16 (Sunday)

- 12:00 noon. Golf Tournament, Pickering Golf Club.
- 8:00 pm. Gourmet Dinner, Inn-on-the-Park.

### October 17 (Monday)

- 8:00 am. Carling breakfast.
- 9:30 am. Joint engineering-management session. Guest speaker, Carl Lindeman, vice-president of sports, NBC.
- 10:45 am. Management session. Speaker, Dr. Andrew Stewart, chairman of the Board of Broadcast Governors.

Engineering session. Speakers, W. E. Wright, Canadian General Electric, and A. Nightingale, Tower Communications Limited.

- 12:00 noon. Joint Luncheon, sponsored by the Ontario Government.

- 2:30 pm. Management session. Speaker, Hon. Judy LaMarsh. Topic—"The Fowler Commission Report on Broadcasting".

Engineering session. Speakers from McCurdy Radio Industries, Philips Electron Devices Ltd., CBS Laboratories.

- 4:00 pm. Radio-Television News Directors Association Awards (RTNDA).

Ontario Teachers Federation Award. Winners are CJOH-TV Ottawa and CHML Radio, Hamilton (Management session).

Engineering session. "Transmission Lines". Speaker, H. J. Swain, Andrew Antenna Company.

- 5:00 pm. Joint cocktail party, in Manufacturers Exhibit Area, sponsored by Seagrams.

### October 18 (Tuesday)

- 9:00 am. Engineering session. Speakers, Ed Victor of CHML, Ron Martin of Richmond Hill Labs, Pierre Le Bar of RCA Victor.

- 9:30 am. Management session. Program Seminar.

- 11:05 am. Engineering session. Speakers, Sandy Day of CJOH-TV and Helmut Burger of CFTO-TV.

- 12:00 noon. Joint Luncheon, sponsored by Engineering section. Guest speaker, Allan Cooper, director of corporate planning - satellites, NBC. Topic - "Direct transmission from satellites to home receivers".

- 2:30 pm. Management session. Report of the Canadian Association of Broadcasters. Speaker, Jean Pouliot, president of the CAB.

Engineering session. Business meeting.

- 3:45 pm. Management Business meeting.

- 7:00 pm. Combined management-engineering banquet.

# McKim expands into complex of companies

In this day of mergers and absorptions, one of Canada's oldest and largest advertising agencies is striking out against the tide with an announcement of major expansions which include the formation of a holding company with four subsidiaries, the reallocation of a large number of top executives and the appointment of a veritable flock of new presidents.

H.D. (Hal) Roach (54), president of McKim Advertising Ltd., had no sooner completed his term as president of the Institute of Canadian Advertising than he relinquished the presidency of the agency to take over the same seat in the Spectrum Group Ltd., a newly-formed holding company which now owns and controls McKim Advertising Ltd., Case Associates Advertising Ltd., McKim Productions Ltd. and Adcom Ltd.

As first Spectrum president, Roach will continue as chairman of McKim's executive committee. He is also chairman of the board of Case Associates Advertising Ltd.

Wilfrid L. Charland of Montreal, McKim's board chairman, has been elected board chairman of The Spectrum Group. E. B. Phair, of Toronto, will be Spectrum's secretary-treasurer.

Succeeding Hal Roach as president of McKim Advertising Ltd. is Bruce F. Johnston, 42, an engineering graduate of McGill University, who has been executive vice-president of the agency and Montreal branch manager since 1961. He will also serve as executive vice-president of Spectrum.

In making the announcement, Roach said: "As the advertising agency business enters a new period of intense competition and

terrific growth potential, we can count on Mr. Johnston's proven ability to guide the destiny of our company so that its leading position in Canada is maintained."

The new executive vice-president of McKim is David G. Sweny, who has been a vice-president. He continues as Toronto branch manager. Vice-president J. Lawrence Foley becomes branch manager, Montreal; vice-president Richard S. Clewes becomes director of account services, Montreal; Humphrey H. Gilbert is named a vice-president and director of account services, Toronto branch. Lucien Roy of Montreal becomes secretary of McKim, and vice-president Allan G. Laing, formerly creative director Montreal, is appointed national director of creative services. Geoffrey Hine has been appointed creative director, Toronto, and Kerry B. Harnett becomes creative director, Montreal.

### Accent on creativity

One of the new subsidiaries is Case Associates Advertising Ltd., whose function it will be to offer advertising service to manufacturers with brand new products to launch, and others not enjoying a major share of their market and which manufacturers have decided to "do something about".

In the Case office, accent will be on creative services, staffed with creative people with a knowledge of media, thus expanding the creative group farther afield, eventually getting into the research field and creating a close liaison between the agency and what they studiously avoid calling "smaller" accounts.

President of Case is Denis W. Case, formerly vice-president and

director of creative services at McKim. John G. Sinclair, previously account executive on General Foods and Warner-Lambert Brands, is Case vice-president. Others are George W. Leech, formerly vice-president and director of McKim's TV and radio services, Toronto; Fred R. White, formerly associate creative director of the London, England, office of Leo Burnett Inc.; and William A. Irish, a former McKim group head in Toronto, and, until recently, a partner in the photographic firm of Bell-Irish. L. R. Okill, secretary of McKim Advertising Ltd., is moving from Montreal to Toronto to direct the accounting function of the new agency service.

### Merchandising and Marketing

McKim Productions Ltd., taking care of the merchandising division, has just been incorporated as a separate company under the presidency of J. Ross Holliday (42) who has been director of merchandising services since 1964. Educated at Oxford and the Chicago College of Art, he has worked with several industrial, advertising and marketing firms, and is the author of Modern Merchandising and Point-of-Purchase Advertising in the Supermarket.

McKim Productions conducts comprehensive merchandising and sales promotion programs to complement the marketing activities of a wide variety of companies, many advertising clients of McKim.

With services including product launches, direct mail campaigns, dealer-incentive and sales training programs, contest and premium promotions and display material of all types, this organization has, in the past year, handled more than 200 assignments, involving automobiles, pharmaceuticals, cigarettes, food products, appliances and other consumer goods and services.

### Advertising Research

In the field of research, the Spectrum subsidiary, Adcom Research Ltd., continues to function under the presidency of Adrian Gamble.

Adcom, established over a year ago, is engaged in gathering a wide range of information for the creation of more effective advertising. In its own words it "builds hypotheses through group and depth interviewing; it tests ideas in concept form; it tests rough executions and their components; it tests finished and semi-finished commercials via day-after recall system; and it analyzes advertising penetration."

The trend is to balanced programming

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

TORONTO  
433 Jarvis St.

WINNIPEG  
171 McDermott

**HOYLES, NIBLOCK AND ASSOCIATES**

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM · FM · TV

CATV · ETV

298 ELGIN STREET, OTTAWA 4, ONTARIO  
1234 MARINE DRIVE, NORTH VANCOUVER, B.C.

TELEPHONE 613-237-1038  
TELEPHONE 604-985-3136



What's got a match  
for Ampere high-beam?



What's got a match  
for Anger's light?



Who's got a match  
for Ampex high-band?



H. D. Roach

## McKim

In this day of me-  
tions, one of Can-  
largest advertising  
striking out again  
an announcement  
sions which inclu-  
of a holding com-  
subsidiaries, the  
large number of to  
the appointment of  
of new presidents.

H.D. (Hal) Roach  
of McKim Advertis-  
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ident of the Insti-  
Advertising than  
the presidency of  
take over the sa-  
Spectrum Group  
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Advertising Ltd.  
tions Ltd. and Ad-

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Roach will contin-  
of McKim's execu-  
He is also chair-  
of Case Associa-  
Ltd.

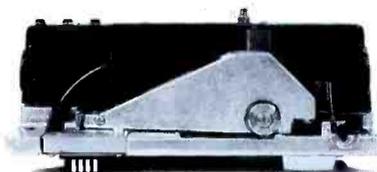
Wilfrid L. Char-  
McKim's board chair-  
elected board chair-  
Spectrum Group  
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Succeeding Hal-  
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Bruce F. Johnsto-  
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Montreal branch  
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tive vice-president

In making the  
Roach said: "As  
agency business  
period of intense

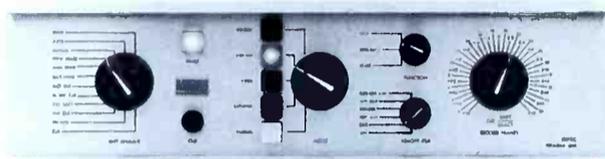
The r  
**G. N. MACK**  
TORONTO  
433 Jarvis St

### Mark Ten Rotary Transformer Head



ELIMINATES NOISY BRUSH AND RING CONTACTS. This new high-efficiency head fits all Ampex VTR's. All of its modules are plug-in, interchangeable inventory-savers. The exclusive rotary transformer design transfers signals from the spinning head to solid circuit by pure induction. Eliminates the wear problems of brush contacts. Reduces cross-talk. Delivers increased signal-to-noise for the cleanest, most dependable color signal. It's standard for all Ampex VR-1200's and VR-2000's.

### Editec



THE WORLD'S ONLY UNLIMITED TELEPRODUCTION EDITING TOOL. With the VR-2000, the Editec means creative color productions faster, easier and with live quality better than the best of televised color film. Accuracy to a single frame permits full animation. It cues performers automatically, permits synchronization with music or action, or permits assembly of finished commercials from "wild footage" with other VR-2000's. And it lets you preview every splice before the actual recording is made.

### Amtec® and Colortec

PROVEN ELECTRONICS FOR PLAYBACK DIMENSION AND QUALITY. These options give you assurance of the best signal under individual conditions of your studio. The Amtec Time Element Compensator automatically controls distortions in picture geometry, minimizing need for operator attention. When you want to add color to your high-band VTR the Colortec unit provides ultra-precise time base compensation with widest pull-in range (including non-standard tapes).

### Auto-Chroma

ASSURES MAXIMUM COLOR TAPE INTERCHANGEABILITY. The Auto-Chroma system provides fast, continuous, automatic control of color saturation from each color head band. With it there is no need to re-adjust equalizers for tapes made on different machines. Benefits are tighter, faster control of chroma, reduced saturation banding, and reduced need for operator attention.

### One-line Delay

THE NEAR-PERFECT ANSWER TO DROP OUTS. Made by Ampex to match its own electronics, this option automatically senses drop outs before they enter the signal—and substitutes information from the previous line at full band-width for the defective line. It keeps your picture free of drop outs—requires no operator attention, no modification, simply plugs into position in the VTR electronics bay.

### Automatic Velocity Compensator

GREATLY REDUCES COLOR HUE BANDING IN PLAYBACKS. This hands-off control automatically corrects for the effects of guide-height differences, "once around" and engagement errors; permits freedom of adjustment in guide-height for better control of saturation banding. With high-band or low-band tapes this means a smooth, band-free color picture.

LITHO IN U. S. A.

**AMPEX**

### HOYLES, NIBLOCK AND ASSOCIATES

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range of information for the creation of more effective advertising. In its own words it "builds hypotheses through group and depth interviewing; it tests ideas in concept form; it tests rough executions and their components; it tests finished and semi-finished commercials via day-after recall system; and it analyzes advertising penetration."

● 2:30 pm. Management session. Report of the Canadian Association of Broadcasters. Speaker, Jean Pouliot, president of the CAB.

Engineering session. Business meeting.

● 3:45 pm. Management Business meeting.

● 7:00 pm. Combined management-engineering banquet.

WABC-TV

quality is  
good as  
reel to reel tape

"Greatest thing  
to hit broadcasting"  
William L. Graham

The critics rave . . .

"This is the answer

CFE

I am very impressed with  
the "Sound" of the  
System

Wern Fomlaugh

It has increased  
the sound of our  
station 100 per cent

"VASTLY  
SUPERIOR"

*J. E. Thompson*

CFCF

CKBL

*200% to 300%  
superior  
Gene Lapointe*

**AMPEX**

## CUE-MATIC\* AG-100 SERIES

The first  
rave notices  
confirm the  
discovery  
of a new  
talented  
performer.

Advertising  
agencies,  
recording  
studios,  
networks and  
independent  
broadcasters,  
all acclaim  
the range and  
versatility,  
the flawless  
timing, the  
superb quality  
and control.

Proof positive  
of many months  
of intensive  
field testing.



**AMPEX**

OF CANADA LIMITED

136 Skyway Avenue, Rexdale, Ontario

# Government should stay out of broadcasting

"Television has proven to be the most effective sales medium for most products in areas where it has been allowed to develop with a minimum of government interference."

Rodney Erickson, director of TV-Radio for Kenyon & Eckhardt, New York, speaking to the Toronto Ad & Sales Club, cited, besides our own countries, Germany, Japan, Australia and Great Britain as good examples.

Erickson said there are major problems, among them a limitation of time intervals and cost. These have limited the number of prospects and the rising costs have alarmed those using the medium, despite its obvious sales efficiency, to the point where they are being attracted to other media.

"Can an advertiser afford television in the future with enough frequency to support a regularly purchased and used product? To answer this question, Erickson offered his opinion as to the prospects for television in the future.

## Color

"Color is here. It sharply improves the medium, both from an advertising and programming point of view. It has its problems: color labs are way behind demand and show little sign of improvement. You can't rush color work in the labs and also costs are going up. Some day, videotape which is faster and cheaper, will be the answer to color TV's problems, but right now tape cannot be transferred to 16mm color film. Also the opticals and effects comparable to film are not technically feasible."

## Audience fragmentation

"A by-product of color television is audience fragmentation via multiple sets. When a color set comes in the home, the black and white set becomes a second set. TV now assumes the posture of radio - an individual medium instead of a home medium. The portability of sets will soon follow as will lower cost instruments."

Erickson said we can now "throw away cost-per-thousand homes" because it does not mean anything. "Television now becomes a cost-per-individual as opposed to cost-per-household." This will necessitate new criteria for cost-per-prospect, which he suggested can be \$20.00 per thousand or more. Erickson believes this will lead to a big change in television programming. Advertisers will be more and more interested in programming directed at specific groups rather than the "mass" audience.

Erickson said a further frag-

mentation of the television audience is going to occur as CATV systems increase. In many cases these systems will bring in signals from great distances. When this happens, he said, advertisers will have to pay more attention to distribution problems, since it will be possible for a sponsored program to be seen in parts of the country where the product has no distribution.

## Audience measurement

This change to an individual medium, said Erickson, will bring about a change in the techniques used to measure television. While he did not suggest what form this new research will take he forecast that it will be "more costly, less frequent, and slower, but essential."

As for pay-TV, Erickson said, the foremost lab in the world is still the Etobicoke project, although England will soon offer another trial. If pay-TV does take hold it will be concentrated in the large urban areas, limited to carrying movies without commercials and major sports events. "Consumers will pay for these events in upper income homes and it will generally be instead of going out of the home - not at the expense of commercial television."

## Telstar and satellites

Erickson said he cannot see Telstar or satellites having any major effect on existing television. "Due to time differentials, language problems and lack of program material, it has been ineffective. The future lies in reporting news events of

vast importance like wars, riots or revolutions.

On the subject of government and legal restrictions, Erickson said, "There is a dangerous tendency worldwide for governments to involve themselves in all matters pertaining to this powerful medium (television). The civil servants and politicians are moving in on commercials without an understanding of the competitive battles that led to improved brands. They also cast wistful eyes on programming," he said. "History teaches us that political control of programming generally leads to effete and dull fare. No one can legislate the watching of such a schedule. We have found it is to our benefit to resist such untoward intrusion on the rights of individuals to compete. We urge all similar bodies, jointly, or individually, to speak out against increased regulation."

## Talent is universal

"You cannot legislate programming of quality along nationalistic lines. In the U.S., with the minor exception of harassment by Broadway craft unions, native born talent is probably in the minority. Our best theatrical actors are British. Our best mime is French. Our leading TV actor is Canadian. More movies are imported, or shot abroad, than produced in the U. S. Talent is indeed universal. If you

restrict product on chauvinistic lines you must depreciate its quality and support the poorest performers by artificial criteria. Truly great performers tend to drift toward the money marts in their profession. Therefore, even if subsidized programs produce new talent the system defeats itself by promptly losing them."

ANNOUNCEMENT

## GROUP ONE RADIO LIMITED APPOINTMENT



Bev Martin, President of Group One Radio Limited, is pleased to announce the appointment of Mr. Al Bazinet as Vice-President and Manager of the company's Montreal office. Mr. Bazinet has had extensive experience in sales, related to the radio, television and newspaper media and was recently the sales representative for both the English and French stations, immediately joining the company from Station CKAC Montreal.

Mr. Leigh Kelk returns from the Montreal office to the Toronto office of Group One Radio Limited to expand our active sales representation of Group One stations.

Merchandise prizes for radio and television



Box 99, Willowdale, Ont. 221-1886

## A WORLD OF A DIFFERENCE

The sound of Cosmopolitan Radio in Manitoba is heard on CFAM-CHSM. From our library of approximately 11,500 long play recordings, we feature music that appeals to the discriminating adult listener. Continental, folk, semi-classical and classical music are carefully programmed on CFAM-CHSM.

Get big results from even a small budget. Advertise on the Cosmopolitan Stations of Radio Southern Manitoba. . . CFAM-CHSM, with two 10,000 watt transmitters at Altona and Steinbach giving effective coverage of approximately 80% of Manitoba's population.

### 1290 CFAM / CHSM 1250

represented nationally by radio, television representatives Ltd.

Toronto Montreal Vancouver  
Winnipeg

Elmer Hildebrand

# Advertisers buy more as costs rise

by FRASER FAIRLIE

More advertisers are spending more money in television commercials this year than ever before. A survey conducted by this paper among 15 Toronto advertising agencies and production houses last week disclosed that budgets and costs are up, or going up, but while color is certainly a factor, it is not the only reason for the increases.

The survey also revealed an overwhelming preference for film over videotape: it uncovered the fact that there is a great deal of French language production in Toronto; and recorded several pleas for earlier planning by advertisers to avoid the usual last minute rush each fall.

Broadcaster asked a top executive at each agency or production house the same eight stock questions regarding the current state of production of TV commercials, and received a wide variety of replies. Each executive was asked to comment on the situation, air

his beefs, or make predictions for the future.

On the first question regarding current production, answers ranged from "slightly up" to an increase of 42 per cent over last year.

Reasons given included conversion to color by many clients, new clients, and moves from other media to TV by established clients.

McKim Advertising reported 65 per cent of its total billings are now in TV (and control of 17 national network shows), but only 5 per cent of present shooting is in color.

Ronalds-Reynolds & Co. revealed heavy program buying with integrated color commercials, because of limited spot-time available.

Baker Advertising stated its total billings are up 20 per cent, while TV production is also up 20 per cent, due to new clients.

Robert Lawrence Productions reported an earlier start because of their biggest year yet.

However glowing the bullish

situation may appear at the moment, at least one executive pointed out this year's slow, bad spring may have had some effect in knocking down the year's overall average increases.

## Color is here

The agency men were questioned as to present preference for color, film or tape. MacLaren Advertising and Goodis, Goldberg, Soren Ltd. reported they are now shooting almost 100 per cent in color; Cockfield, Brown and J. Walter Thompson over 80 per cent color, while the production houses of Rabko, Peterson, Lesser, Robert Lawrence and Williams, Drege & Hill indicated they were shooting between 40 and 65 per cent color for clients, all on film. Tape ran a poor second as a recording medium, main reasons being the lack of machines at some stations, and the inability to make film copies from color tapes.

Jim Detlor of Ampex thinks this problem will evaporate as soon as all Canadian stations are equipped with VTR facilities, which is rapidly occurring.

"This month," he said, "we are shipping over \$1 million worth of color VTRs. We have been shipping at a great rate all this year and there is no sign of this abating."

Several agencies reported increases by TV in their percentage of total billings at the expense of other media. J. Walter Thompson reported a 25 per cent shift to television; Baker said TV is now 55 per cent of its billings, and Ronalds-Reynolds noted a 7½ per cent increase in TV time and production billings this year.

Regarding U.S. marketing, most agencies reported they made some small sales of Canadian production to the U.S. last year, while several stated they imported some U.S. talent for filming in Canada. J. Walter Thompson said they are also the biggest producers of commercials for the ATV and ITV networks in England. Only one production house felt it had actually lost business to the States, but conceded the job was for specialized techniques, such as animation. Robert Lawrence echoed the sentiments of all the production houses and agencies — a hope that labs will be opened soon in Canada for the processing of 35 mm color.

## Budgets are up

Budgets are up — again, about 20 per cent in the last four years — reflecting the heavy buying of TV

spots, almost to the saturation point at some stations. The need for new stations in major markets soon was particularly evident. Color was a factor in the increased budgets, but some advertisers are buying more black and white TV, in anticipation of increased sales.

The increasing number of small underbidding production houses has lowered prices for production, and this is seen as a threat to the larger houses which have to keep well-paid technical staffs all year to better service clients. One executive predicted a slowdown with the low-overhead companies within a year.

All the agencies see costs rising in the imminent future for talent and technicians.

The Association of Canadian Television and Radio Artists (ACTRA) said this week its new agreement with the ACA and ICA is completely negotiated and now being printed. Executives see a rise in talent costs of about 20% as a result of the new contracts. Meanwhile, the agreements of production houses with their IATSE members (International Alliance of Theatrical and Stage Employees) which includes just about everyone on their staffs, comes up for re-negotiation at the end of the year. One president predicts a "lot of tough, hard bargaining ahead".

Regarding production houses, most agency men said they are chosen on a comparative quote basis generally, but the available directors and cameramen are taken into consideration, too. An executive who didn't wish to be quoted also said: "It is sometimes based on the color of the art director's hair." Most agencies seem to be using a wide range of houses in Toronto, with some in Montreal, New York, Hollywood and London.

Toronto houses are still favored for the French adaptations of English national commercials, with talent being flown in from Quebec for the shooting sessions. There is some new French production, but it is mostly adapted English, rather than translated. Often sets are re-decorated in Gallic taste, and the scripts completely re-written.

Montreal is used by the agencies with branches in that city, for original French production, and for voice tracks by the Toronto agencies.

All of the executives had some comments to make on the current state of television commercial production. Here is what they said:

## CKRN-TV - ROUYN

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Monday through Friday — 7 to 10 pm —  
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CPM — \$2.75

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and JINGLES that sell and sell!  
contact

**DON WRIGHT**  
Productions  
77 Chestnut Park Rd., WA 5-1631

## Here is what they said

### Bob Neighbour

Bob Neighbour (creative director, J. Walter Thompson Co. Ltd.): "All our clients except one, a soap company, have jumped into color, and there seems to be a very quickening maturity by both clients and agencies, as well as a new candidness in TV spots.

"We have come of age and the intelligence of the viewer now shows in our commercials. We are past the stage of those funny adult spots and we've become hip, and believe the viewer has too.

"We are closing the gap on some of the feature-film techniques, such as *jumpframing*, which used to take about five years, to invade TV."

### Dean Peterson

Dean Peterson (president, Peterson Productions Ltd.): "Color offers terrific new opportunities for advertisers—a whole new dimension for their sales messages. However, in color the emphasis is on the visual more than ever before and provides an exciting challenge.

"My biggest beef is the same old one—time and deadlines. After three years of color production we still have corporate procrastination in advance planning and the insatiable eating up of the product. Set prices are down to \$400, and some people will spend more than that on a hi-fi these days."

### Reg Batten

Reg Batten (president, Rabko Television Productions): "I don't see any change in the film commercial picture in 1967, except that agencies and clients will become more sophisticated in the use of color, and won't be quite so taken up with it. Color is a boost for film makers, and there is a thrill and excitement about shooting in color.

"The true success of color will be determined by the prices of sets. Unless there is sufficient distribution across Canada of color viewers, the percentage of color shooting will drop. A lot of advertisers are not in color yet, but will be when it becomes a reality. Many products, such as foods, drugs and fashions could succeed in TV in color, that have not sold effectively in black and white."

### Dave Gillespie

Dave Gillespie (president, Baker Advertising Ltd.): "The amount of money being spent in TV is increasing at a faster rate than the time availabilities, leading to sold-out situations as in the case of London, Ontario. The main point is, we need more TV stations approved by the Board of Broadcast Governors soon.

"I would rather see more stations and less commercials per half-hour. A couple of 30-30's back

to back is OK, but not four of them in a row. Also, billboards should go. Four or five of these eight second commercials at the start of a program doesn't help the production, or the sponsor."

### John Ross

John Ross (president, Robert Lawrence Productions Ltd.): "We welcome the challenges of color, and its trends will tell us what we don't know instead of what we do. It adds new responsibilities for the art director, the color coordinator and, in photography, it really separates the men from the boys. In some instances, this will be better for the viewer.

"Because of color, we started earlier, so apart from our automobile business, this will be our biggest year. Many clients planned earlier; some didn't because they were undecided. Others are waiting still.

"It is essential that labs, for the processing of 35 mm film open in Canada soon."

### Russ Moore

Russ Moore (executive producer, Maclaren Advertising Co. Ltd.): "We are seeing the return of last year's fold of clients under this year's conditions, which means almost all of them assimilated into color. This has brought a new kind of excitement, as we can now do new things with the pictures, not the sound. Many new subtleties are possible, which should give great impetus to the industry."

### Jerry Goodis

Jerry Goodis (president, Goodis, Goldberg, Soren Ltd.): "A lot of agencies think color is a new crutch, but a crummy idea looks crummier in color. Color won't help a bad idea any more than a band-aid a broken leg. Color is not the 'second coming'; we haven't mastered black and white yet.

"Color is not a cure-all, allowing us to spew out TV commercials all over the living room floor, no more than research was supposed to be a few years ago.

"The advertiser is 50 per cent in any commercial. Get him to talk and express his feeling about his product, then communicate these feelings to the public using good manners. A colorful suit won't help a salesman get his foot in the door if he is not well mannered.

"Today's color is like a padded bra; something's wrong somewhere, even if you can't quite spot it."

### Ross MacRae

Ross MacRae (director of broadcast services, Cockfield Brown & Co. Ltd.): "The big story of the year is color, although black and white will remain a major consideration for

quite a long time. No agency can now afford to ignore TV, because of color. Color production is an indication by the advertiser of his desire to keep modern and up to date. It provides a new tool for his sales force, in their efforts to point out to retailers and customers that he is progressive. Color is a morale builder, in which he can take pride and full advantage of a complete medium.

"Every person in an agency involved, in TV operations wishes he had more time, or a few more days grace to complete his productions. Even though we were staffed for summer production too, we are still jammed up at this peak period, as more of our clients shifted their dollars to TV this year."

### W. W. (Bill) Givens

W. W. (Bill) Givens (broadcast director, Foster Advertising Ltd.): "I don't feel there will be more TV commercial color production, until more color sets are sold. The additional costs are not worth it from an economical point of view. Many stations are not yet equipped on a spot-color basis, so apart from network color this is a further deterrent."

### Heinz Drege

Heinz Drege (executive vice-president, Williams, Drege & Hill): "I still don't believe there will be an overall increase on the year, even though business is slightly up at the moment. This is due to the present peak period, a slow bad spring, apprehensiveness about going into color and early non-planning by the agencies. Only three of the agencies we deal with did any advance planning to avoid the last-minute rush.

"When the year is over, there may be an increase of five per cent, but this may well be offset by many new production houses all trying to cut up the same pie. We have a competitive situation here like New York, but on a smaller scale. This is making competition very keen and sharp on prices. As a result, many good buys are available to the advertiser, and we are competent and capable of delivering the product with a technical skill on a level with anything available in New York."

### Philip Wiegand

Philip Wiegand (radio and TV manager and producer, Ronalds-Reynolds & Co.): "We have been very busy since July, especially with color billboards, and the program area. Because there is no spot-time available, major clients are buying programs, many in color, and then shooting color commercials to integrate in them.

"I have now given up on early

starts by advertisers. It's a strange quirk of human nature that prevents people from deciding on their campaigns until the last possible moment, even though they know it must be on the air by a certain date."

### George Leech

George Leech (vice-president, broadcasting, McKim Advertising): "While we have some good people, we could use more as they are under the utmost stress at peak volume times. Further advance planning could aid production houses, labs, optical companies and agencies to better service clients all year round and possibly lower some costs.

"However, I think it is a credit to our business that the client gets more for his dollar spent in Canadian advertising, as wages, and the cost of doing business are less, and there is less waste in production. But talent costs may be going up about 20 per cent."

### Alan Mills

Alan Mills (radio and TV production supervisor, Hayhurst Advertising): "While we have the usual fall jam up, there has been no stampede into color. While striving to do the best for our clients, we hope to maintain the status-quo for the time being. I think estimates on sales of color TV sets may be a bit over-optimistic."

### John Straiton

John Straiton (president and creative director, Ogilvy & Mather Canada Ltd.): "With 80 per cent of our billings in TV, we are one of the largest spot buyers and commercial producers in Canada. We are a top user of Canadian talent as well. Even though heavily committed to television, all media work for us and we are not oriented to any one or another. The ones we choose are dependent on the individual requirements of the client."

### George N. Murray

George N. Murray (vice-president and media director, Ogilvy & Mather): "I still think the color explosion will arrive sooner than predicted; when set prices come down to the \$400-\$600 level, we will be in the same ratio as the cost of black and white sets in 1953. Every projection in the U. S. has been conservative.

"Spot rates went up about 17 per cent at the last hike in the top ten markets. Broadcasters would be wise to hold the line for about two more years, rather than risk cutbacks or switching of TV spending. If they don't, TV could become a big ticket medium only that could price us all out of business."

## Four satellites could combine commercial and educational channels

Reaction and comment have been swift to the Ford Foundation proposal in the U.S. for a system of domestic satellites to transmit educational television. Ford envisioned a new non-commercial "sky high" network to provide "non-profitable programs of excellence" and educational shows.

McGeorge Bundy, Ford Foundation president, said the proposed satellite system could be operated so cheaply that the existing commercial networks could use the system themselves, support non-commercial TV, and still save money over what they now pay for domestic land lines. He told a hearing of the Federal Communications Commission that Ford did not want to own or operate the system.

"We exist for the purpose of giving money away, as wisely and constructively as we can, and this is the source of our deep interest in the present question," Bundy said.

As the largest philanthropic organization in the U. S., the Foundation is presently the largest

single supporter of non-commercial TV. It proposes four satellites, one in each time zone, each carrying six commercial channels and four educational channels.

Bertram B. Tower, chairman of the board of ITT World Communications Inc., endorsed the need for a more extensive educational system but questioned the proposed method. Testifying before a Senate subcommittee on communications and power, he said the Ford plan would create still another common carrier for which no need had been demonstrated.

Tower said a large part of the revenues would be devoted to programming, rather than to the establishment and operation of the system and the existing networks would be subsidizing a competitive network by sharing the production and programming costs of such a network.

### Imaginative unrelated ingenious

Meanwhile, COMSAT, the existing satellite communications system, established as a commercial corporation by Congress in 1962, announced it was preparing to submit its own plan for underwriting educational TV (ETV).

Dr. Joseph V. Charyk, COMSAT president, said his corporation is working on figures for a "satellite user tax," that would include all users of satellite communications, not just networks. He said the

COMSAT plan would be submitted before the end of the month to the Carnegie Corporation's Commission on Educational Television.

"We will propose assessments of ETV fees on both international and domestic users, so that everyone will share and the skim-off goes for a good purpose," Dr. Charyk said.

John A. Schneider, CBS broadcast group president, said the Ford proposal was an imaginative approach to a very vexatious problem and CBS would welcome any move that would strengthen ETV.

"Neither the Communications Satellite Act, nor other law, precludes the operation of domestic satellites for TV use by entities other than COMSAT," Schneider said.

NBC President Julian Goodman said the Ford plan deals with two unrelated elements. First, the application of satellites for a more flexible and economical system for transmitting network programs to affiliated stations, and second, the development of a sound basis for stable financial support for ETV.

"The proposal joins these two purposes in a novel and ingenious marriage. The question is whether the marriage has been made in heaven, or whether it is a hasty elopement that will limit the attainment of each purpose," he said.

## CBC buys "The Nutcracker" in French and English

Seven Arts Television has sold the one-hour color special, *The Nutcracker*, to both the English and French CBC-TV Networks. The Tchaikowsky classic has also been sold to the CBS-TV network for a repeat performance in December. Last year, a National Arbitron survey reported 5,000,000 viewed the special colorcast on CBS.

International sales of *The Nutcracker* include TV networks in the Philippines, Singapore, Iran, Thailand, Hong Kong, Kuwait, Chile, Argentina and Mexico.

Other recent Seven Arts sales

to Canadian outlets include:

*Man in Space* (six one-hour specials), CKNX-TV Wingham, CJFB-TV Swift Current and CKPR-TV Port Arthur.

*Out of the Inkwell* (cartoons) and Boston Symphony specials, CJON-TV St. John's, Nfld.

*Marine Boy* (26 half-hour animated underwater color adventures), CKCO-TV Kitchener.

*Big Night Out* (The Beatles half-hour special), CHOV-TV Pembroke.

*Looney Tunes* (cartoons) CJFB-TV Swift Current, CHBC-TV Kelowna and CFCL-TV Timmins.

*The Professionals* (half-hour color sports special) CFCL-TV Timmins.

*The Avengers* (original 26 one-hour episodes, starring Honor Blackman), CKVR-TV Barrie, making a total of 14 Canadian stations signed to date.

## Standard Radio News helps Canadian content

Standard Radio News (a service of Standard Broadcast Productions introduced in June), says it spared no expense to provide its Canadian subscriber stations and listeners with a steady flow of on-the-spot reports from the scene of the Rideau River bridge collapse, August 10 in Ottawa.

CKOY Ottawa flashed the first news of the tragedy to other subscriber stations across the country, via CFRB Toronto, key station in the hook-up. At CFRB, Bill Hutton, SRN news director, soon realized a disaster of major proportions had taken place and extra reporters would be needed. Hutton contacted Bill Roberts, program manager at CJAD Montreal, who dispatched Special Events Man Tom Armour by special plane to Ottawa.

Armour reached Ottawa in 25 minutes and gave nationwide voice reports all that night and next morning from the disaster scene.

J. Lyman Potts, vice-president and general manager of Standard Broadcast Productions Limited, who conceived the idea of a News Service, says the Ottawa story was a fine example of how speed, efficiency and organization played a major role when a news item of national interest broke.

"Formerly, when a big story broke, local newsrooms were swamped by alert stations both in Canada and the U.S. with requests for individual voice reports. We have now put the horse before the cart, thus freeing local staffs to deal with the stories for themselves," Potts said.

He said through SRN subscribers and the world-wide facilities of NBC Radio News, newsmen were placed in strategic locations to flash bulletins the moment big stories break.

Potts said 14 stations now subscribe to SRN services, and more will be joining shortly. In addition to the founding members, CFRB Toronto and CJAD Montreal, they are: CJOB Winnipeg, CFQC Saskatoon, CKNW Vancouver, CKCK Regina, CHNS Halifax, VOXM St. John's, CKCM Grand Falls, CHCM Marystown, CHSJ Saint John, CFCN Calgary, CFRN Edmonton and CJCB Sydney.

Potts said voice reports are fed to the subscribers from CFRB's newsroom at regular intervals each day, combining local and NBC world reports, plus Ottawa coverage by Arthur Harnett.

He said the SRN system is one of the most significant steps forward by private stations in a decade, and could lead to further co-operation in the field of Canadian content programming, which he said had been economically impossible up to now.

ANNOUNCEMENT

### PAUL L'ANGLAIS INC.



ARNOLD ACTON

Mr. Paul L'Anglais, President of Paul L'Anglais Incorporated, is pleased to announce the appointment of Arnold Acton as Research and Promotion Director.

Mr. Acton, who has been Research Manager with the Television Bureau for the past 2½ years, will be located in Toronto.

The trend is to balanced programming

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## Color boom - inflation - defense contracts are slowing equipment deliveries

If you are the owner or chief engineer of a Canadian broadcasting station and you have been waiting months for deliveries of promised new equipment, or you have received only parts of orders, cheer up, you are not alone.

A *Broadcaster* survey of major broadcasting equipment and TV-set manufacturers reveals a general shortage of parts all along the line on a continent-wide basis, although the reasons for it appear elusive and hard to pin down, both in the industrial and consumer markets.

Manufacturers cited the color boom on both sides of the border, defense priorities for the war in Vietnam and the shortage of copper wire, TV tubes and steel as some of the possible answers. Inflationary trends were also listed.

George McCurdy, president of McCurdy Radio Industries, a broadcast equipment manufacturer, said his company was experiencing "its worst time ever in the lack of material for basic components." He thought the general volume of business and defense contract priorities were the main reasons and the situation is worse in the U.S. than in Canada.

Bob Norton, Ontario manager for RCA Victor, said RCA cannot deliver any transmitters until next spring, although it has some "on the shelf in the U. S." He said no more TV-cameras or high-band videotape machines could be delivered until the third quarter of 1967.

"We have no shortage of major parts, only small ones from the U.S., and we are catching up on deliveries," Gerry Wright of Philips Electronic Industries said. The company is flying in the new *Plumbicon* color-TV cameras from Holland just as fast as they become available. Philips had sold many more than expected.

### Need tubes and yokes for sets

In the consumer market, Howard Main, vice-president of marketing

for Dominion Electrohome Industries Ltd., said picture tubes and yokes for color-TV sets were in short supply and were delivered on a quota basis from the U.S. The sensational demand for color sets down there in the past year was responsible for the dearth of tubes and even cabinets.

Canadian Admiral Corporation Ltd. are back-ordered on thousands of color sets, but are on schedule as far as was planned for the year. A parent company in Chicago is turning out picture tubes at the rate of 600,000 a year, and Stuart Brownlee, president of Canadian Admiral, said the company has stored up enough cabinets to keep producing until next January.

"It's keeping a lot of money tied up, but we are meeting our current production schedules," he said. He wished they had stockpiled twice as many cabinets as they did.

Harry Dawson of Canadian General Electric Co. said, "Any outfit doing business in the broadcast equipment industry is experiencing delays and holdups, but it's not excessive or unusual." He felt the situation was due to fully-loaded production and inflation.

Jim Detlor of the Ampex Corporation, Toronto, said his firm was "very poor on deliveries" because of general inherent shortages due to the economy. Detlor said although Ampex is not deeply involved in defense contracts, several suppliers were. He felt a steel shortage in some areas was contributing to the delays.

Bruce Emonson, president of Caldwell A/V Equipment Co. Ltd., said: "You don't have any idea of the trouble we are having due to shortages of supplies. We exhibited one unit at the NAB convention and are still backed up on orders. We will be exhibiting our equipment at the CCBA convention in Toronto, but can't make any promises on delivery dates."

Emonson also attributed part of

the shortages to defense contracts and said U. S. companies are requesting copper wire from Canadian outlets.

At the broadcasting end, John Murch, broadcast equipment director of CBLT-TV Toronto, said the CBC station had acquired most of its major equipment for telecasting in color, but deliveries on small items were very late, and "they are having some problems getting new equipment to work." He said unless RCA can deliver the new color mobile unit by mid-month, color telecasting of NHL hockey games from Maple Leaf Gardens in Toronto may have to be postponed after the October 22 target date.

Helmut Berger, engineering director at CFTO-TV Toronto said the situation was like buying a new car now and waiting another year for the tires. He said the color telecasting system in Canada today is on a temporary basis, and would be for some time. Stations would have a hard time meeting full technical requirements by January 1, 1967, as laid down by the Board of Broadcast Governors.

Berger said it was mainly a case of demand exceeding supplies, due to the introduction of color into Canada at the same time as the color explosion in the U. S. Although color-TV has been available in the U.S. for ten years, it has only now suddenly taken hold.

"And next year, color television is going to start in Europe, which will make even greater demands for North American-made equipment," Berger said, and normal stock items were taking the longest to arrive with some units already three to nine months late.

Ian Higgs, director of public relations of the Electronic Industries Association, saw a brighter picture in the tube situation.

"There was a fear, a year ago, there would be a shortage of tubes due to defense contracts for foreign wars, but it now seems we are over the hump."

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# Beyond the line of duty

For many people, the goal in life is simply to "get by". They don't do any more than absolutely necessary.

Too many salesmen are included in this category. These are men who won't put forth a bit of extra effort that would pay off in earnings and promotion. They either don't realize or care about the fact that customers are acutely aware of special service.

The insurance salesman who personally checks on a client's claim and the industrial seller who stays over another day to help a customer with a problem are usually way ahead of their colleagues in volume.

### \$25 worth of cellophane

When I was in the advertising business years ago, a problem arose over the shipping of some works of art to a client.

I stated the problem to the du Pont Company, which promptly sent four men to my agency. They studied my situation for more than an hour and came up with a solution twenty-five dollars' worth of a new product called cellophane to wrap the art objects.

Think of it! One of the world's largest corporations sent four people to a small advertising agency for a \$25 order. The men's time alone was probably worth \$150.

Did this pay for du Pont? Of course it did. I have told this story to business people at least 100 times. Imagine how many more



This is the twenty-ninth in a series of 36 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".

times it was repeated by my listeners. Also imagine how often du Pont has performed similar service for customers. The company, in my case, was looking at the long term value of its action. It knew that special attention to a small sale would build goodwill and earn friends. The dollar value of such thinking runs into millions.

### Unselfish aid

To be a success, you must go beyond the line of duty. Ordinary selling and servicing is not enough if you want to hit the top of your profession. And, more importantly, you must be *sincerely and unselfishly helpful to your customers and prospects.*

This means thinking in terms of his problems and welfare. The mere filing of an order is not enough in this day of tough competition. You must concentrate on giving the buyer more than he gets from the competition. This is what you must give him:

1. Constant and complete product information. You must be his aide, confidante and consultant. Be unsparing of your time in this matter.

2. Help and understanding with his problems. See if you can save him money. If you're an engineer, fine. If not, try and get engineering opinion for him if he needs it.

3. Information about his industry. Chances are that you get around more than the buyer. He will look to you for useful (to him) data that you've picked up.

4. Assistance in merchandising, advertising and display. Make yourself an expert on these functions to make yourself invaluable to the purchaser.

5. Follow-through on each order to be sure that the customer gets all the benefits from your company to which he is entitled.

### The little things count

In providing extra service, the salesman, if he is alert, can realize many benefits from the little touches he applies to his work.

Jim Hale, an aluminum salesman, was once interviewing a buyer who had a son in college in the next state.

The customer casually mentioned that he had planned to take the boy a birthday gift of a typewriter, but was unable to get away that week.

Jim would be crossing into the next state, but his schedule took him some distance from the university town. Nevertheless, he volunteered to deliver the typewriter personally for the buyer.

The buyer was overcome with gratitude. He was even more pleased when he learned that Jim had not only handed over the machine to his son, but had also taken him out to dinner as his own birthday gift.

In recounting the incident to me, Jim said:

"I like the guy and was glad to do him a favor. I didn't even really think about what business it would bring me. But that man remained my friend and customer for years. And when he left that job, he gave me a terrific recommendation to the new buyer."

There are many instances when a salesman can perform little but important services for prospects and customers. I know a men's clothing salesman who pitches in and waits on customers in a retailer's store when it's very busy.

Ed Forbes, who sells farm machinery, once milked a farmer's cow when a helper left suddenly.

It is a well-established fact that people buy from salesmen with whom they enjoy friendly, personal relations. The salesman who is "all business" will soon find himself hitting a plateau. This attitude is fine if you find a buyer

## Coming-

### Don't lend money to buyers

The salesman who loans money to a customer is asking for trouble. He stands to lose that customer. Often he will avoid the salesman rather than repay the loan. He is embarrassed at owing money and makes excuses for not seeing the salesman when he calls. The salesman also should not ask to borrow money from a customer.

who is willing to be "all business" himself, but most are not that way. They are human beings who, in most cases, desire to create a feeling of warm friendly intimacy in their dealings.

### Serve first, sell later

A rewarding way to perform extra service is to offer to help the prospect before you even try to sell him. Ask him, for example, if you can survey his needs—without cost or obligation. Or you might volunteer to examine his displays, advertisements and merchandising methods. In carrying out these services you can draw on resources in your own firm, technical specialists, etc.

When you have made your study and analyzed the findings, present

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CITY OF THIS RICH PENINSULA

WILL BOOST YOUR SALES

Reps:  
Paul Mulvihill & Co. Ltd.  
Toronto - Montreal

RADIO 610

them to the prospect. This act will have two results:

1. It will show the buyer that you really have his interests in mind.
2. The findings will give you a springboard from which to launch an effective sales presentation.

While conducting the survey you

will have an opportunity to meet executives and employees who may be influential in the buying decision. And you have a chance to sell yourself to them.

John Rolland, an office equipment salesman, will sometimes spend as much as three days in a thorough survey of a prospect's

situation. This includes work flow, mail handling, paying and receiving and even coffee break time. He then delivers a report that's as good as anything a management consultant firm could produce.

"This is costly in time and effort, but it's worth it," John said. "From a stranger who walked in off the street, I became a trusted advisor. I will even get experts from my own firm if necessary. My outfit will always furnish them because they know it pays off in sales."

### Personal touches

Cliff Arons knows the wedding anniversary and birth date of every one of his customers. He also manages to learn when their sons graduate from college and when their children get married.

Once he phoned a buyer to wish him a happy birthday. Told that the man was in Japan, Cliff ordered the call to be put through to Tokyo.

That message cost Cliff about \$20, but the customer never forgot it. The amount of business he threw Cliff's way put him at the top of the list in earnings.

Keep records of your customers so you will remember anniversaries and other occasions. You might also find out information about prospects that will help you past the introduction. Receptionists can often supply you with a clue.

To sum up: successful salesmanship implies going beyond the line of duty, giving extra service which means so much to prospects and customers. Selling is a personal business and the impersonal salesman will not get far. If you want to move forward do more than is required or expected of you.

Let's see if you are putting forth extra effort to help you get and keep customers. If you can answer "yes" to seven of the questions you understand what I've been talking about.

1. Would you stay an extra night in town to help a customer with a display? YES NO
2. Have you ever offered to survey or analyze a prospect's situation?
3. Do you keep a file of customers' anniversaries, etc.?
4. Do you look for facts that will help prospects and customers?
5. Do you ever discuss a buyer's problems with him?
6. After getting an order, do you follow through on it?
7. Are you familiar with the buyer's needs?
8. Do you ever comment on a customer's clothes or office appointments?
9. Does the buyer ever take you into his confidence?
10. Do you go out of your way to make yourself pleasant and agreeable?

## 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.

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# BIG AND GETTING BIGGER

COMPARE THESE FIGURES\* WITH THIS ONE

\*Nielsen broadcast index

STATION TOTAL AUDIENCE						
number of homes delivered averagely per 1/4 hour						
MON. thru FRI.			SUN. thru SAT.			
FEB. '66	8-12pm	12-4pm	4-6pm	6-8pm	8-10pm	10-mid
	00	00	00	00	00	00
CFCM	23	305	557	720	753	405
CKMI	47		66	110	93	47
that other station	47	232	214	270	382	246
FEB. '65						
CFCM		363	528	612	626	388
CKMI	29		44	74	76	45
that other station	61	177	199	268	409	245

AVERAGE 1/4 HOUR CENTRAL AREA AUDIENCE PRIME TIME 8.10 PM	
<b>FEB. 1966</b>	
CFCM	58%
CKMI	9%
THAT OTHER STATION	what ever is left %
<b>FEB. 1965</b>	
CFCM	52%
CKMI	8%
THAT OTHER STATION	what ever was left %



MOST HOMES AND MOST PEOPLE ARE TUNED TO  
**CFCM-TV CKMI-TV TELEVISION DE QUEBEC (CANADA) LTEE**

REPS.: HARDY RADIO AND TELEVISION, Montreal and Toronto • STEPHENS AND TOWNDROW, Vancouver  
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Top Music Director/Production Man.  
Nine years experience, including five years metro. Some announcing. FM good music operation preferred.

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Opportunity for well qualified radio engineer to take over full responsibility of maintaining modern studio and transmitting equipment. Required immediately. Write, wire or phone:

Fred Sherratt  
General Manager  
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Halifax, N. S.

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Position of responsibility in Radio and Television news-casting or announcing. Fifteen years experience includes dual-media News. Bilingual. Reply:

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Suite 128, 17 Queen St. E.  
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Send tape and particulars to:

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Canadian Broadcaster  
Suite 128, 17 Queen St. E.

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Sales Manager for Major Market Television Station. Supply full details to:

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Canadian Broadcaster  
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### CFTO-TV Channel 9 TORONTO

has vacancies for experienced TV and FM transmitter maintenance engineers.

Also, maintenance engineers to maintain color studio equipment.

Mail applications, in confidence, to:

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CFTO-TV  
Box 9  
Toronto 16, Ontario

### MEMORIAL UNIVERSITY OF NEWFOUNDLAND REQUIRES A DIRECTOR OF EDUCATIONAL TELEVISION Salary: Up to \$15,000

Memorial University of Newfoundland is seeking the services of an experienced person in the field of educational television to direct a programme of educational television on the University campus. The University is developing educational television facilities for closed circuit work, in addition to programming for an adult audience off-campus. In addition, the whole question of educational television in Newfoundland is now under serious review, and it is possible that major educational television facilities will be developed in the Province. The University is expected to play a leading role in matters of policy, planning and programming in the new system.

The person filling this position will be the senior University authority on educational television. He will work through a University ETV Committee, which advises the President on matters of policy, planning and programming.

The successful candidate will have a record of outstanding achievement in educational television, some of which will have been in a position of executive responsibility. Candidates who are unusually experienced in the field of documentary film production, educational television production, or with an extensive audio-visual educational background will also be considered.

Applications should be submitted in writing not later than November 1, 1966 to -

The President (pro tem)  
Memorial University of Newfoundland  
St. John's, Newfoundland, Canada.

### MEDIA RESEARCH MANAGER

Applicant must have an advertising-media background which includes experience in all phases of media with emphasis on broadcast.

Duties will include developing, analyzing and evaluation of special media studies.

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Salary open.

Reply to:

Mr. Dave Brydson  
Tv Bureau of Advertising  
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Toronto 2, Ont.

### SPORTS ANNOUNCER

CKXL in Calgary, a member of one of Canada's largest broadcasting chains, is seeking a full-time sports announcer to cover a regular schedule of sportscasts, plus a variety of play by play assignments. Applicants should be thoroughly familiar with such sports as football, hockey, horse racing, and curling. Remuneration is negotiable, on a salary plus talent basis. Send an audition tape, résumé and two personal references to:

Dave Lyman,  
Programme Director,  
CKXL,  
Calgary, Alberta



### COPY CLEANIC

It serves no useful purpose to remind people to clean their teeth twice a day when they already do so, and it is a big question in our book whether such reminders will make any impression on those who don't.

### AUDREY STUFF

Then there's the gal who was so dumb that when her boy friend died, leaving her a cool \$50,000, she cried and cried: "I'd give \$20,000 of this to have him back."

### HOW SELECT CAN YOU GET?

The TV musical's star agreed to accept \$5,000 to entertain a select social gathering being staged by a Mrs. Richbitch, or \$2,000 if she was not obliged to mingle with the guests.

### WHICH END IS DOWN?

"How would you like to play a horse?" asked the casting director for a tele-drama called *Circus Parade*. Next morning they found him frozen stiff at the Old Woodbine waiting for the two-dollar show window to open.

### POST-OPERATIVE REACTION

The office manager took it on himself to keep the staff posted with bulletins while the president was recovering from an operation. The third morning's bulletin read: "The chief is recovering. Last night he took a turn for the nurse."

### SWITCHAROO

Then there's the Australian deejay who declined a juicy London job with the BBC because it would take him to England "where all the convicts come from".

### TWO FOR ONE

You will forgive the one, I trust, about the naturalist who was trying to cross a carrier pigeon with a wood pecker in an attempt to develop a bird which would not only carry the message but knock on the door when it arrived.

### AND NOW FOR OUR JEST-SPEAKER

In the middle of his ghost-written and completely unread harangue, he came suddenly upon a story which was so funny he laughed until he broke his glasses and the chairman had to finish reading it for him.

### RENDER UNTO BENNETT

This entire column was "inspired" by a treasured copy of Bennett Cerf's *Try and Stop Me* (1944) so I should like to pay grateful tribute, not only to Mr. Cerf but to those other sources from which he derived his "inspiration".

**Standard Broadcast Sales**  
**announces a**  
***new division***

***Beginning October 1, 1966,***  
***Standard Broadcast Sales Company***  
***Limited will open a completely***  
***new REGIONAL DIVISION***  
***in Toronto and Montreal.***

We welcome to the new  
SBS Regional Station list:

- **CKSL** London
- **CKWS** Kingston\*
- **CHEX** Peterborough\*
- **CFCH** North Bay\*
- **CJKL** Kirkland Lake\*
- **CKGB** Timmins\*

\*"THE ONTARIO FIVE"

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CKAR - HUNTSVILLE  
PARRY SOUND  
CKMP - MIDLAND

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**11**  
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The **ONTARIO Five**



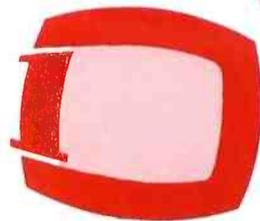
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