



Winners at last month's Fourth Annual Radio Commercials Festival included: left to right: Jacques Laroche, CJLR Quebec City; Paul Mulvihill, accepting for CKCW Moncton; Gaston Saulnier, CKVL Verdun; Harold Hampton and Jack Bain, Canadian Advertising Agency Ltd.; Charles Couture, CKTR Trois Rivières; Scott Hannah, F. H. Hayhurst Co. Ltd.; Garry Ferrier and Larry Solway, CHUM Toronto and Jack Weatherwax, accepting for CKWS Kingston.

In their judging critique, co-chairmen of the judging committee, Bob Tait, All-Canada and Larry Jodoin, Vickers & Benson, Montreal, said: "By and large the

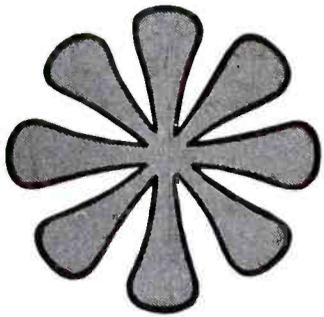
quality of entries was good and probably a step above last year. In listening to almost 600 commercials however, it was obvious to the judges that a high degree of plagiarism and just plain idea stealing exists at both station and agency level. 1966 was patently the year for James Bond and countless commercials used the Secret Agent idea usually accompanied by the theme from *Goldfinger*. This was true in both English and French.

"Against this background the fresh, original approach stood out to advantage with the judges. By projection we suggest that the same fact holds true for the ulti-

mate judge—the radio listener and your customer."

Both Tait and Jodoin made special mention of stations in markets of under 100,000 for their imaginative use of music and integrated lyrics. These stations, with limited talent resources, are being highly creative and doing a first class job for local advertisers, a fact which they felt should not be overlooked by national advertisers.

The co-chairmen added that the winners of trophies and certificates could be justly proud of their efforts, since out of a possible 42 certificates only 26 were awarded.



Progress

*** A MOVING FORWARD OR
ONWARD:
IMPROVEMENT; ADVANCE**



T. GORDON FERRIS
President and General Manager



ROBERT H. QUINN
Executive Vice-President and
General Sales Manager

As a part of the planned progress at Radio-Television Representatives Limited, Mr. T. Gordon Ferris announces the following appointments effective January 1, 1967.

Mr. Eric A. Viccary to Vice-President, Eastern, and Manager, Montreal, from the position of Manager, Montreal. Mr. Viccary's record of sales and service to the broadcasting industry includes selling of both radio and television time nationally to advertisers and advertising agencies in Toronto and Montreal. Mr. Viccary was Sales Manager of the Television Division in Toronto prior to assuming the post of Montreal Manager.

Mr. Herbert G. Marshall to Vice-President and Manager, Television, from Sales Manager, Television, Toronto. Mr. Marshall is recognized by advertisers and advertising agencies for his knowledge of product sales and marketing related to television. His practical application of marketing and sales principles has contributed to the successful growth of the stations represented through the Toronto office.

Mr. John R. Grant to Vice-President and Manager, Radio. Mr. Grant's experience in the advertising agency, broadcast and representation business has proved a vital asset to the radio stations represented. He has served as media buyer, sales mgr. with a major station, Promotion and Research Director with Radio-Television Representatives Limited, and most recently Sales Manager, Radio, Toronto office.

Mr. Frank A. Jobes to Vice-President, Western, and Manager, Vancouver. After a successful sales history in developing business for radio stations in Toronto, he was appointed Vancouver Manager in 1962. Mr. Jobes covers the West coast area for Radio-Television Representatives' stations and is responsible for the development of business through national selective time sources in Calgary and Edmonton.

Messrs. Viccary, Marshall, Grant, & Jobes, will report to Robert H. Quinn, Executive Vice-President and General Sales Manager for the company.



ERIC A. VICCARY
Vice-President, Eastern,
and Manager, Montreal.



HERBERT G. MARSHALL
Vice-President and Manager,
Television.



JOHN R. GRANT
Vice-President and Manager,
Radio.



FRANK A. JOBES
Vice-President, Western,
and Manager, Vancouver.

• 27 years of selling and service to the broadcast industry.

radio-television representatives limited

Head Office: 2 St. Clair Ave. W., Toronto, Ontario

Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER



SIGHT & SOUND

by Ian Grant

■ Don McCaskill has been promoted from president of Warner-Lambert Canada Limited to vice-president - Commonwealth, Asia, Africa for the Corporation's International Division.

A new president for Canada will not be appointed. Instead McCaskill, who will make his headquarters in Toronto, will continue to provide functional guidance, while chairman of the board F.C. Cleary will act as chief executive officer.

■ Michael Hind-Smith has parted company with the CTV Television Network after five years as vice-president of programming. In a brief statement he said: "The management of the company has now decided to terminate my services. I have reached a satisfactory settlement on the terms of the employment contract."

Hind-Smith's immediate plans are to take a good Christmas holiday and then start looking for a job. He says his looking will not be confined to the broadcasting business.

■ Karl Steeves, Ronalds-Reynolds, Toronto, is leaving at the end of the month to join the Canadian Broadcasting Corporation as manager of sales presentations and promotion for television. Karl says he starts at CBC January 2, mainly because he doesn't work on New Year's Day.

■ From Winnipeg... Jim Scott, formerly with KCND-TV sales, was recently appointed manager of the newly established branch of Goodis, Goldberg & Soren Advertising. Primary account with the firm is Labatt's Manitoba Ltd., formerly handled by Ronalds-Reynolds & Co., whose Winnipeg office is no longer operative.

Shifts for the new year in Manitoba advertising accounts include the Manitoba Hospital Commission from McConnell Eastman to Foster Advertising Limited. New account executive is Dennis Oku and account supervisor is Laurie A. Mainster.

A & W Drive Inns have transferred their account from Foster Advertising to Piner, Johnson, Black Limited. Bob Black, formerly creative director of Ronalds-Reynolds Advertising in Winnipeg

is president of the newly formed agency.

Radio station CJOB reports brisk sales of their 20th Anniversary Album produced last year. The disc has been put on sale at a local record shop, Lillian Lewis Records, and all the proceeds will go to the CJOB Shut-in Fund.

■ John Hirtle of CKBW Bridgewater was in Toronto for a couple of days this week making the rounds with Bev Martin of Group One Radio. He tells us that construction is well underway on a new million dollar shopping centre in Bridgewater which is expected to open in June of 1967.

Incidentally birthday greetings are in order to CKBW this month. The station has been on the air 19 years on December 24.

■ Cockfield, Brown & Co. Ltd. and Alberto-Culver of Canada Ltd. have parted company, effective Friday December 9.

A spokesman for the over \$1 million account said they started looking for a new agency some three months ago and had narrowed it down to two. At press time they expected to make the announcement of a new agency within a week. Cockfield, Brown has looked after the Alberto-Culver account since 1962.

■ CJSP Leamington is changing reps. Effective February 1, 1967, the station will be represented in Toronto and Montreal by Group One Radio Limited. Representative for the station from its inception 12 years ago has been Radio and Television Sales Inc.

■ Graeme Fraser, vice-president of Crawley Films, Ottawa, has been named first president of the International Quorum of Motion Picture Producers. This organization, consisting of film production houses around the world, hopes to exchange information on available personnel and equipment and to help each other with location photography and recording in their areas.

■ Clara Quinn, formerly of the Toronto office of BBDO, has just started as media supervisor with Ronalds-Reynolds & Company.

■ Advertiser interest in FM is increasing according to the Radio Sales Bureau. Calls are received daily searching for information. The latest DBS report shows an increase from 22 to 29 per cent in the total number of Canadian homes with FM receivers. RSB will issue a new report on FM in January.

■ Jean-Louis Major, B. A. Sc., P. Eng., has been appointed general manager, technical division, Ampex of Canada. He has been with Ampex for six years and steps up from the position of manager, video products.

This appointment arose following the resignation of Jim Detlor, who has joined Computing Devices of Canada Limited, Ottawa, as vice-president and marketing manager.

■ Jim Lee, who recently left McDonald Research for an undisclosed job, has just started with the CTV Television Network. While there has been no official announcement it is likely that he will be named director of research.

■ Geoff Stirling, a face seldom seen in Toronto, was on hand at the Westbury this week to host a luncheon along with Ernie Towndrow of Stephens & Towndrow. The lunch was CKGM's way of saying thanks to agency and client people. In a short presentation Stirling very briefly explained the magazine format of the Montreal station and introduced Pat Burns, who is probably the most controversial on air personality in Canadian radio today.

continued on p. 4

ANNOUNCEMENT



ROY G. CHAPMAN

The Directors of Okanagan Valley Television Co. Ltd. are pleased to announce the appointment of Mr. Roy G. Chapman, General Manager of CHBC-TV, as President of the Company. A substantial interest in the Company has been acquired by Mr. Chapman and the Okanagan Valley Television Co. Ltd. is now owned equally by Interior Broadcasters (CJIB Vernon), Okanagan Broadcasters (CKOV Kelowna) and Roy G. Chapman.



OKANAGAN VALLEY

A MESSAGE TO THE F.B.I.

In this case, F.B.I. stands for Fraternity of Budget Influencers, and that means you!

CKLW, the Giant in CK Country has had a great year. Everything is up, up, UP . . . except rates. Audience, business, activity all showed marked increases in the year of 1966.

Our brand new building is functioning like it was supposed to, our new staff members are working together like a First Class Broadcasting Team. It's work, work, work at CKLW, but it's fun, fun, fun, like lively broadcasting can be.

So, to all of you, who influenced budgets that gave us the income that allowed us to do the job that has been done in 1966 . . . A GIANT THANK YOU . . .

- HAL TOWER
General Sales Manager
- ALDEN DIEHL
Program-Promotion Manager
- DICK SMYTH
News Director
- DAN DALY
News Assistant Director
- STU CLARK
Chief Engineer
- MARG MARSHALL
Traffic Chief
- BILL GATFIELD
Controller
- * * * FRED SORRELL
RKO Sales, Toronto
- CAM RITCHIE
President
- BOB BUSS
General Manager, CKLW, AM-FM
- AND THE REST OF THE CKLW GUYS
& GALS, AT LARGE IN CK COUNTRY

* * * FRED SORRELL
wants to be wanted by the FBI in 1967



CKLW-RADIO
80
WINDSOR

The trend is to balanced programming

G.N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

On behalf of the family of the late

GENE ALTON

we wish to thank all of his friends in the industry for their kind expressions of sympathy.

MANAGEMENT AND STAFF



Toronto Montreal
Winnipeg Quebec

SIGHT & SOUND

by Ian Grant

continued from p. 3

■ Peter Sisam, supervisor of television in the Montreal office of All-Canada, has just been appointed manager of the office. This fills a position left vacant by Bill Mitchell, who moved back to Toronto some months ago.

■ While nothing is being said officially it appears certain that Charles Templeton will be joining the CTV Television Network to take charge of the news operation. Also look for a well seasoned type to take over the entire promotion responsibility within CTV sometime in January.

■ Roy Chapman of CHBC-TV Kelowna, has sold his minority interest in CKOK Radio Penticton to Maurice Finnerty of Penticton, who now becomes sole owner of CKOK-AM-FM and CKOO Osooyos. Chapman has acquired a third interest in Okanagan Television, operators of CHBC-TV Kelowna, of which he is general manager. Besides Chapman, shareholders in the TV company are Selkirk Holdings and Okanagan Broadcasters. (CKOV Kelowna). At the end of 1967, Finnerty will be stepping out of civic politics after serving six years as mayor of Penticton.

He is a former Liberal member of the B.C. government. He says that after he retires from his mayoralty, he will be returning actively to the operation of CKOK and CKOO.

■ Higher charges to the publicly-owned CBC and a special rate for use of its works at Expo '67 have been proposed by the Composers, Authors and Publishers Association of Canada.

Proposed new fee schedules by CAPAC and BMI Canada Ltd., a smaller group holding copyrights to certain works, have been submitted to the registrar-general and, along with objections, have been forwarded to the copyright appeal board.

Both CAPAC and BMI wrote in special tariffs to cover any of their works used next year at Expo '67 in Montreal. The CAPAC fee is \$75,000 and BMI's is \$25,000.

The CBC has objected to the proposed new levy for CAPAC works, largely music, it broadcasts. The association wants a payment of five cents per capita of population, up from three and two-thirds cents.

The new rate would bring CAPAC about \$1,000,000 based on latest figures which show Canada's population has topped 20,000,000. The rate set for the CBC by BMI is two cents per capita.

Both copyright holders charge private broadcasting stations a percentage of the revenue they earn each month.

■ If anyone has bought their child a walkie-talkie set for Christmas, watch out! Its misuse can result in a fine of \$500.00 or up to a year in jail.

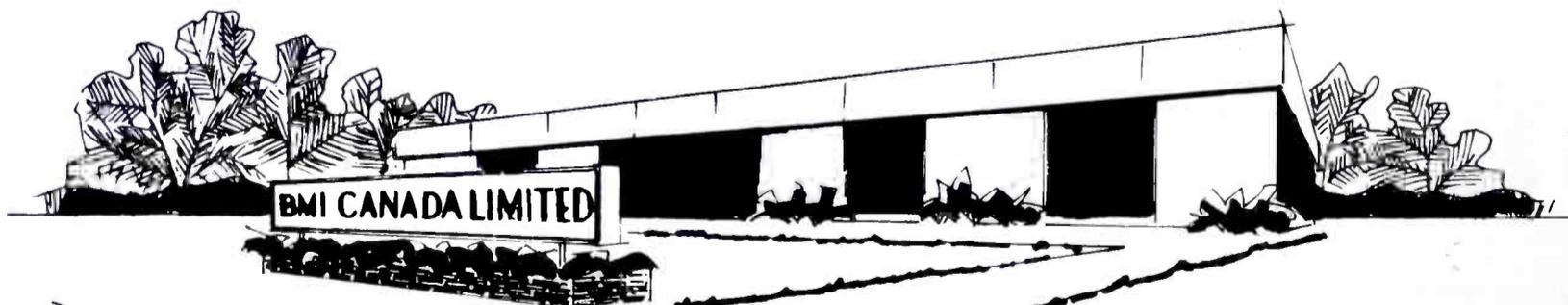
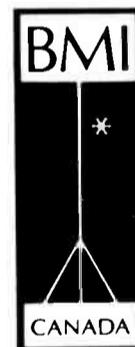
A Department of Transport official says that most toy walkie-talkie sets operate in the frequency range that includes everything from taxis to fishing boats. Federal inspectors can crack down on operators in the range for radio interference, improper language and any other abuse of the airwaves.

There have been incidents where toy sets have misdirected taxis and upset construction work. They also cause interference to radio and television reception. The DOT says it gets deluged with complaints on this score.

■ J.H. Burley Limited has been appointed to handle all the consumer advertising for Economics Laboratory (Canada) Ltd. The company, one of the largest manufacturers of detergents for automatic dishwashing, produces such products as *Finish*, *Electra-Sol*, *Soil-Off*, *Soilax*, solid *Jet-Dry*, liquid *Jet-Dry* and *Dip-It*. National advertising plans will be announced shortly.

Say You Saw It
in
THE BROADCASTER

à tous nos amis
de langue française
nos meilleurs voeux
pour la nouvelle année



41 VALLEYBROOK DRIVE
DON MILLS, ONTARIO



**CANADIAN
BROADCASTER**

**December 15, 1966
Volume 25,
Number 24**

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RICHARD G. LEWIS**

**Assistant Publisher
IAN M. GRANT**

**Art Editor
GREY HARKLEY**

**Editorial Dept.
AL PONMAN**

**Librarian
WENDY SCRAGGS**

**Composition
JOHN WEBER**

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**New York
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WALTER A. WATKINS**

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\$5.00 per year
\$10.00 for three years

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Typography and Make-up by
Canadian Broadcaster

Editorial

1966 and all that

It's going to be a good year, wasn't it?

This is the way time passes—reminiscent of the Irishman, who always said he had to “*work from sunrise to sunset and as soon as one sun begins setting another one begins rising again.*”

The interesting assignment of putting this book together leaves little time for ruminating on the news between issues, because, like our Irishman, as soon as one edition comes out, it's time to start getting another one ready for bed.

This is only one reason why preparing our *1966 in Review* feature, which just about fills this year-end issue, was such an interesting assignment.

It served to remind us at the office, as we hope it will remind you, not only of such momentous events as the birth of color television or such earth-shaking revolutions-to-come as Ken Soble's proposed TV satellite network, but also of the day-to-day happenings that have made the story of 1966 a really exciting one.

Gordon Love decided to sell the CFCNs to Maclean-Hunter; “Curly” Vadeboncoeur of WSYR Syracuse told the Canadian Broadcast Execs. Society that if they want respect they must editorialize; Rothmans steered \$2,000,000 into radio; CJAY-TV Winnipeg staged a day-long blood donors' clinic in their studios; CFPL-TV London produced a full-length opera; the BBG banned foreign network affiliations; the president of the Young Men's Ad Club said too many advertising agency creative people live in their own “little button-down world of self-concern”; CAB member stations helped provide in-station training for 21 Colombo plan students from the emerging nations.

It was an interesting job going through the 700 odd pages we have published this year and picking this item or that for use in our *Review* piece. But it was more than this.

It set the introvert in us to work as we glowed over this item and winced over that... too much of such... too little of so... we missed the boat with one... but we scooped the world with the other.

As a result of turning the calendar back 365 days—24 issues of *The Book*—we saw things we had left undone this year which should certainly be done in the next and, likewise, things we shall certainly leave undone in the future.

This is the season of the year for what we call—laughingly of course—resolutions. The laughter is inspired by the fact that they are seldom, if ever, kept. This is the way it goes from one year to the next, and it doesn't seem to matter too much.

But a thought runs through our mind as we sit and doodle this piece of rambling prose. Supposing we, personally, could apply our *Review* formula to our own lives—at home and at the office. Supposing we could switch on a tape recorder, wound back to January 1966, and watch a replay of the parts we played in this fleeting year. What effect would it have on us in the future year and years?

Would we fall into the same traps? Do the same good? Make the same boobs? Who can tell?

Our *1966 in Review* has had quite an effect on us in relation to the *Broadcaster*—we think. We think it is going to benefit our readers by supplying them with better things for their better reading. We certainly hope so.

Still in this ruminative mood, we wonder if we could successfully apply this flash-back principle in our own individual lives with equal effect. Maybe you too, at home or at work, might care to take a dose of the same medicine. Of course it might not work. But then again it might. Who knows?



Color has come to stay!

Satellites are coming soon!

January

♦ January started with a merger of Collyer Advertising into the Baker agency which was fanfared with the name changed to Baker-Collyer and then seemingly dropped as Baker reverted to its original name - Baker Advertising Ltd.

♦ Following the sad death of their vice-president and general manager, Reo Thompson, in December 1965, All-Canada Radio & Television Ltd. announced three promotions. Ross McCreath succeeded Reo Thompson as v-p and g-m; Bob Tait, already a v-p, added to his other duties those of assistant g-m; a new post of Toronto television manager went to Don Smith.

♦ Byles-Gibb & Associates, radio station representatives,

appeared to be the only rep house to adopt a commission plan reduced from the usual 15 per cent, for stations billing over \$200,000.

♦ CKSO-AM-FM-TV in Sudbury, Ontario launched an editorial attack against *The Sudbury Star*, the city's only daily. The newspaper, pursuing its policy of laissez-faire at election time, had advocated the return of the incumbent city council holus-bolus. CKSO, both radio and TV, went all out in the campaigning period and the result was six of the old councillors were unseated and 15 of the 17 candidates endorsed by the stations were elected.

♦ In 1965, Hertz Rent a Car, through its agency, Norman Craig & Kummel (Canada) Ltd., announced a major departure from the print-plus-television strategy used in the States. Commenting a year later after the \$150,000 switch to radio (with a twelve-market 34-station campaign) NC&K President Jack Savage reported that in the Canadian instance Hertz business picked up in excess of 25 per cent.

♦ A delayed story in the January 6 issue reported how CFMB, the multi-lingual radio station in Montreal, had covered the November 8 federal election in eight languages.

♦ An announcement reported the appointment of Fernand L. Girard as executive vice-president adjoint and Montreal manager of the Canadian Association of Broadcasters.

♦ An event which was not to materialize until last month, the sale by veteran broadcaster Gordon Love of his radio and television stations, CFCN Calgary, was reported on the front page of the January 20 issue.

♦ The British American Oil Company signed a renewed production contract with CTV which B-A Retail Programs Director Jack Neuss hoped would reach an audience of 2,000,000 Canadian homes a week by the end of the year.

♦ In an address to the Broadcast Executives Society, E.R. "Curly" Vadeboncoeur, president of WSYR Syracuse, N.Y. said: "The broadcast editorial has achieved precious little of the stature and authority of the printed editorial. We (broadcasters) will gain respect only as we earn it. And if we really want to earn it, we'd better

be rolling up our sleeves and starting in."

♦ Two national accounts reported to be favoring radio in 1966 were Rothmans of Pall Mall Canada Ltd. who planned using the same television and print but an increased radio budget and Christie Brown & Co. Ltd. with a "big-buy radio campaign (which) will blanket 40 markets in English Canada."

♦ CFCF-TV Montreal announced continuance of its *Television Amateur Drama Festival* for its second year, with applications from 23 entrants as opposed to ten for the previous year's 5-play cycle.

February

♦ A.M. "Scotty" Shoultz, president of the James Lovick agency, confirmed the much bruted rumor of the "incorporation into their organization of Breithaupt, Benson & Company Limited."

♦ The CAB presented its views to the new Secretary of State, Judy LaMarsh, that the best and most orderly development of broadcasting in Canada can be achieved only by a continuation of an impartial agency of regulation," stating that this proposal has been "consistently supported through annual meetings of the association for many years."

♦ As a new way of stirring up enthusiasm for its annual *Operation Blood Brother*, CJAY-TV Winnipeg turned over its entire studio A to the Red Cross and staged the day-long blood donor clinic from 9:30 am to 9:30 pm as if it were a normal television show.

♦ The Station Representatives Association held a closed door seminar on computerization, to explore the potential effect of advertising agency computers on various facets of the broadcast selling process. General impression was that, for the present at least, the cost of computers would keep the rep firms out of the electronic numbers game.

♦ Veteran agency man Alec Phare, in a talk to the Ad & Sales Club of Toronto, told how a couple of publishers stowed a complete edition of Encyclopedia Britannica into a computer to see if it wouldn't come up with one shining sentence that summed up the very core of the philosophy of life. Wheels ground for months, lights flashed

and so forth. Then finally, one night, it came to a halt. A card dropped on the floor. It said: "Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy strength, and with all thy mind, and thy neighbor as thyself."

♦ Another February story reported that at least three - possibly five - former applicants for a TV license in Toronto have expressed interest in locking horns with the BBG once again if a Channel Three outlet is thrown open to competitive bidding. CFRB said: "We are definitely interested..."; *The Toronto Star*: "We were interested before and I imagine we would be interested again"; *The Globe & Mail*: "...not saying we wouldn't be interested if we could get our consortium together again"; Granada TV Ltd. (England) intimated the company couldn't be ruled out of the game; Spence Caldwell - "a likely bet".

♦ Denis (call me Denny) Whitaker started his job as president of the Radio Sales Bureau with 24 presentations to national advertisers, three full-scale and eight regular presentations to Toronto agencies and a three-day blitz of Montreal agencies and advertisers, 16 groups being given major RSB presentations.

March

♦ Students on the University of Saskatchewan campus put up \$48,000 in cold cash for their own FM station, CJUS, which went on the air December 9, 1965, and this significant investment gave them "an effective voice in shaping broadcast policy", even though the station's license is held in the university's name.

♦ The CFCF Montreal helicopter left its routine traffic reports to help Quebec police apprehend four armed men who had made an unsuccessful attempt to hold up a Montreal branch of the Royal Bank of Canada.

Two of the bandits who had escaped immediate arrest made off into a wooded area north of the BP refinery.

The 'copter, reporting the happenings to the audience while they were happening, picked up QPP Corporal Albert Lisaseck, and when he spotted the hold-up men, zeroed in on them, and



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FORWARD-
THINKING
SALES
ORGANIZATION

With the broadest reference file in Canada on how to integrate radio advertising into an overall marketing program

- CASE HISTORIES
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RADIO SALES BUREAU
321 Bloor St. E., Toronto 5
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“...mutual understanding will not come about by government direction.”

earned for the station a police comment that the men had an excellent chance of holing up in the bush until nightfall and then escaping, “were it not for the CFCF helicopter.”

◆ The hot potato Channel Three (Toronto) issue was cooled for an indefinite period by the BBG with a statement that the proposal would not be considered until the existing “freeze” on added television outlets in markets already served by one or more stations could be lifted.

◆ A series of long-playing records covering the music of 32 Canadian composers for the past century was announced as the special centennial project of RCA Victor Co. Ltd. and the International service of the CBC.

◆ A story from CJSP Leamington, Ontario tells of a converted Catholic priest, Father J. D. Mercer, who serves up teen-age advice and counsel, in tandem with the latest hit tunes, on his Sunday afternoon *Blowin’ in the Wind*.

◆ The BBG approved the transfer of all outstanding shares in the CTV network to its affiliated stations and Canet Holdings Ltd., with the result that each station would hold an equal number of voting shares, subject to a number of conditions which were met.

◆ Broadcasters mourned the passing, at 73, of “Nate” Nathanson, founder of CJCB Sydney, N.S. He left his stations CJCB Radio and CJCB Television in the hands of his two sons, Marven and Norris.

◆ Regarded as a reflection of the increased advertiser interest in daytime TV, the A.C. Nielsen Co. added cumulative audience figures for daytime weekday television to its Nielsen Broadcast Index (Television) Reports.

April

◆ Broadcasting’s role in paving the road to “mutual understanding which can lead to a united Canada made stronger by the diversity of its elements”, will not “come about by government directive or regulations. It must be the result of individual efforts in a climate of freedom and trust.” Jean Pouliot, completing his first year as president of the Canadian Association of Broadcasters, quietly delivered an objective report on the state of the industry in which, with a combination of fervor and vocal restraint, he shredded bureaucracy in general and the Fowler Report on Broadcasting in particular, gently emphasizing his points with true Gallic wit. Later he sat with brimming eyes as broadcasters

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

◆ It had been a long time coming, but finally the government filled the two vacancies for full-time members of the Board of Broadcast Governors, replacing the late Bernie Goulet, and Carlyle Allison, who joined CJAY-TV Winnipeg at the end of his term on the BBG. The two new governors are: 43-year old Pierre Juneau, long-time high-ranking executive of the National Film Board, who became vice-chairman under Andrew Stewart and David Sim, 66-year old retired deputy minister, who became third full-time member.

◆ Commenting editorially on the regulatory thongs applied to broadcasting, this paper said: “Self-regulation of an industry by an industry is not a simple matter but it can be and has been done. It would entail the appointment of an industry committee, which already exists. But it would also need one man employed by the association as chairman. He would sit, presumably with the committee, hearing charges of infractions of the industry’s own

code. As a matter of fact, his and committee’s function would be closely comparable to that of the Board of Broadcast Governors, with its full-time chairman—dare we suggest it?—Dr. Andrew Stewart.”

◆ Addressing the opening session of the CAB convention in Montreal, Transport Minister J.W. Pickersgill said: “No one man, not even a czar, can tell the broadcasters in this country how to run their industry. Government could but doesn’t want to, as that leads to totalitarianism and isn’t the Canadian way of doing things.” Suggesting that the term “broadcasting czar” was probably the invention of some journalist, the minister continued: “There hasn’t been a czar since 1917 and just 20 years have passed since we fought a war against such totalitarian controls... However, the government recognizes that some changes are urgent, and it is important that they come soon, as there have been no fundamental changes in broadcasting regulations since the early days.”

◆ The B. C. Association of Broadcasters dug into their treasury to the tune of \$5,000 as their part of the cost of a centennial search for talent to be sponsored by the broadcasters and the B.C. Centennial committee later this year. *(continued on p. 8)*

Season’s
Greetings
from
Montreal

CFCF
Radio and Television
CFQR-FM

BROADCASTING DIVISION CANADIAN MARCONI COMPANY



"It's about time we stopped regarding advertising as a necessary evil..."

continued from page 7

♦ The Faculty of Medicine at the University of Western Ontario (London) produced three of an experimental series of educational television programs which CFPL-TV London started airing March 13.

♦ The broadcast industry awarded three major scholarships to graduating students of the Radio and Television Arts Course of the Ryerson Polytechnical Institute: Kenneth David Rowley of Thornhill, Ont. won the Horace N. Stovin Memorial Award for top ability in advertising and sales research, given by the Station Representatives Association of Canada; Nevin E. Grant of Toronto was presented with the Don Hudson Memorial Award for creative ability; William J.S. Thompson, also Toronto, won the Harry Sedgwick Memorial Award, presented by Ken Soble, Hamilton broadcaster, to the most outstanding student in the graduating class.

♦ Donald G. Campbell, formerly vice-president finance of Maclean-Hunter Publishing Co. Ltd., was appointed vice-president broadcasting and also president of Shoreacres Broadcasting Co. Ltd. Shoreacres operates CKEY Radio, Toronto and is a wholly-owned subsidiary of Maclean-Hunter.

♦ *Broadcaster's* Beaver Awards for Distinguished Service to Canadian Broadcasting in 1965 were awarded to the CAB Program Exchange, CJIC-TV Sault Ste. Marie, CFTO-TV Toronto, CJOH-TV Ottawa and CKPM Radio Ottawa.

♦ Newly-named president of the CTV Network, Gordon Keeble announced his first executive appointments and the "colossal job" of turning out 65 hours of programming a week at a cost over \$1½ million. Appointed executive vice-president

was Murray Cherver, from CFTO-TV; Michael Hind-Smith, to continue in his old capacity of vice-president programming, with emphasis on greatly enlarged plans for new Canadian shows mostly in color.

♦ *Les Nouvelles en français*, a five minute noon-hour French language newscast, was introduced on Eb English language CJCH-TV Halifax, as a service to 25,000 French-speaking viewers in the station's coverage area.

♦ A CBC French language FM radio station, it was announced by State Secretary Judy LaMarsh, will soon be established in Vancouver. The station would serve a bi-lingual population of about 45,000 in the Vancouver area, the minister said.

May

♦ May was Hard Labor Month at the *Broadcaster* office as we moved into the fascinating, if somewhat exhausting, task of putting out our *Daily Broadcaster* each morning of the ACA convention. Each morning, as the delegates and their friends streamed into the sessions, they were presented with their copy of *The Daily* which gave a complete report of the previous day's meetings and speeches—our gesture of goodwill, on broadcasting's behalf, to the men who pay the advertising bills. All the ACA reports published in the *Dailies* were reprinted in the May 12 issue and complimentary copies were mailed to all ACA members.

♦ A good friend of broadcasting and a former broadcaster himself appeared on the cover of the May 12 issue—Harry Ernest Foster, better known as "Red", one-time Balmy Beach football player, who parleyed his helmet into the third

rated Canadian advertising agency, Foster Advertising Ltd., with billings of nearly \$24 million, had won the coveted ACA Gold Medal for his contributions to advertising.

♦ Page 3 carried another picture of a friend of the industry. J.F. (Jack) Glasier, advertising manager of Ford of Canada Ltd., who succeeded A.F.M. Biggs as president of the Association of Canadian Advertisers.

♦ A story on Maclean-Hunter's efforts to buy CFCN Calgary and denial by the BBG intimated that the disposal of their controlling interest in CJCH-TV Halifax would enable them to hold just one share in the CTV Network as owners of CFCN, on BBG's prescribed one-to-a-customer basis.

♦ A call for self-regulation in advertising as well as broadcasting was sounded on our editorial page, with a plea to all branches of advertising "to start seeing to it that advertising used to represent products on the market place is not only legal, but is of actual value to those on the receiving end of it, in terms of information delivered honestly, sincerely and without recourse to meaningless blasts." Calling on such organizations as ACA, ICA, CDNPA, PPA, CWNA and CAB to "expel offenders from their memberships and studiously decline below-standard advertising from agencies and advertisers, this editorial concluded: "If they won't do this, if they won't defend themselves with an offensive of their own, then they might as well accept the protective despotism of the bureaucrats in Ottawa, because the jig will be up."

♦ We asked Jerry Goodis, president of Canada's go-go agency, Goodis, Goldberg, Soren Ltd., to write an article for the *ACA Daily* telling advertisers how they could

help their agencies make better advertising. He did. In his amusing, provocative and negatively constructive way, he likened agency-client relations to those between a husband and wife. "Does a man divorce his wife when she burns the toast?" He summed up or rather elaborated on his views on the subject with what he called his *handy-dandy check list for advertisers who want better advertising*. The list has 18 points, all equally pointed, such as: (16) After finally giving approval of an advertising campaign, have second thoughts the next day; make them sweat; change a block of copy here, a photograph there. Tell them you didn't want to spend that amount of money, so you can only use two out of the ten commercials you had them devise. When you have settled on the two commercials, send your ad manager, your secretary, your sales manager, his secretary, the marketing director and his secretary, and a nephew from Winnipeg who wants to break into advertising, to the studio during the shooting. That'll really rattle up the talent and the TV director. At about four o'clock in the afternoon, you drop in too.

♦ "French-Canadian women, from 13 to 70, expect their undergarments to give them sex-appeal, while their English-Canadian sisters will want them to be comfortable." This was Jacques Bouchard, president of the BCP Agency, Montreal, speaking to the ACA convention on the basic differences between ladies of the two language groups.

♦ The president elect (though he didn't know it yet) of the Institute of Canadian Advertising (née CAAA), J. Bryan Vaughan, said: "Canadian advertising agencies face the future with confidence." Speaking of the communications explosion, Vaughan said: "Advertising appeals that work in one country are going to be applicable to others, as there will be a levelling of the sophistication of the consumers." He predicted that many agencies would work together because of the high cost of the computers needed to gather data for media information retrieval centres.

♦ The first two Canadian color commercials ever aired on a national network were shown during a semi-final NHL playoff game. Cockfield, Brown produced the two 60 second color spots for Imperial Oil at Robert Lawrence Productions, Toronto.

♦ Offering the alternative of advertising or state subsidization of media, A.F.M. Biggs, ACA retiring president, urged advertising people to take some of their own advice, and sell their own function as well as they do other products and services. "It's about time we stopped regarding advertising as a necessary evil and

Christmas

The sounds of happiness are everywhere. Children's happy voices ring through the crisp air. And Radio Southern Manitoba programs Christmas music to brighten the heart. Delightful music by the Obernkirchen Children's Choir, Carl Tapscott Singers, Andre Kostelanetz plus many other internationally famous musicians and well known Manitoba artists.

If you, like 80% of Manitoba's population, lived within our coverage area, we could send you our Christmas greetings in the way we know best...with music.

As it is, we want to take this opportunity to wish you a very Merry Christmas and Happy New Year.



RADIO SOUTHERN MANITOBA

CFAM
DIAL 1290

CHSM
DIAL 1250

Color television is no all-embracing answer for tired, inadequate businessmen."

started assessing its worth as an essential good," he said. Pointing out that Canadian advertisers will spend an estimated \$450 million in national advertising alone this year (about 70 per cent of it from ACA's 191 member companies) Biggs said advertising not only "helps to reduce the cost of goods and services, by creating a greater demand, which, in turn, lowers the cost of production, but it pays for a large part of the cost of our newspapers, magazines and radio and television programs... Without advertising, our media would either be heavily subsidized by the state—and therefore the tax-paying public—or at a much less advanced stage of development." It is a challenge to the advertising industry, he said, "to learn how to use the new tools and techniques for communicating more effectively."

◆ Federal politics, vandalism, seal hunting, senate reform, hospital financing and the Board of Broadcast Governors were all recent subjects of editorial comment on CAB member stations participating in the CAB Program Exchange, said Program Exchange Manager Gerry Acton. Of the 70 editorial tapes collected in March, almost half were provided by CKWW Windsor, Ont. The balance came from CKCW Moncton, CHWO

Oakville, CJMS (French) Montreal, and CFQC and CKOM Saskatoon.

◆ Speaking on behalf of the Radio Sales Bureau, Don Jamieson, past president of the CAB and president of CJON St. John's Nfld., gave five reasons why radio, more than any other media, can be adapted to specific needs of advertisers: (1) Can be bought regionally tailored to local needs; (2) Will accommodate commercials of any length from five to 60 seconds with frequent brand mentions; (3) Reaches specific audiences at specific times, when advertisers wish to reach them; (4) Radio's low cost—100 five-second spots were purchased in weekly units for under \$1,000 in major metropolitan areas; (5) Unmatched opportunity for reaching smaller markets where consumer affluence and buying power were increasing at a dramatic rate. (Jamieson warned advertisers not to be too preoccupied with the highly-competitive markets and miss greater opportunities in smaller areas).

◆ Front cover of the May 26 issue reported a project of CFPL-TV London in the production of a full-length Mozart opera, *Abduction from the Seraglio*, renamed for television *Kidnapped from the Harem*. Only the two lead parts

were sung by imported talent.

◆ Under an agreement among the eleven member stations of the CTV Network, there are to be 12 directors—the president and one nominee from each of the eleven station shareholders. Directors are: Gordon F. Keeble, president; Don Jamieson, CJON-TV St. John's; E.F. MacDonald, CJCH-TV Halifax, S.B. Hayward, CFCF-TV Montreal; S.W. Griffith, CJOH-TV Ottawa; John Bassett, CFTO-TV Toronto; W. McGregor, CKCO-TV Kitchener; R.S. Misener, CJAY-TV Winnipeg; Jack Moffat, CHAB-TV Moose Jaw; James Love, CFCN-TV Calgary; G.R.A. Rice, CFRN-TV Edmonton; J.R. Peters, CHAN-TV Vancouver.

◆ Henri Audet, CKTM-TV Trois Rivières, was re-elected president of the Television Bureau of Advertising. Ralph Snelgrove, CKVR-TV Barrie, remains on the board as past president; Orville J. Shugg, CBC Planning, Ottawa, was elected first vice-president; Al Bruner, CHCH-TV Hamilton, second vice; W.D. Byles, Stovin-Byles Ltd., secretary-treasurer.

◆ Private funeral services were held May 9 in Buffalo N.Y., for George P. Swift, with Stovin-Byles Television Ltd. in Montreal since 1962, who died at 54 after a long illness.

◆ The chairman of the Board of Broadcast Governors, Dr. Andrew Stewart, facing a panel of inquisitors on CFRB's *Let's Discuss It*, told Gordon Sinclair, who asked if he regarded the BBG as policemen, that he wasn't sure if the analogy fitted but "we are given certain responsibilities by parliament and we must administer that authority in terms of what we have to say, or resign." As to what is expected of the board, he said the licensee is entirely responsible for what he puts on the air. "He knows in advance what the rules are, and if they are breached, he can be sure we shall be in touch with him," he said.

◆ At a color television seminar staged by Foster Advertising Ltd., Al Bruner, marketing director, CHCH-TV Hamilton, described color TV as an innovation in an existing medium that could be a great tool for knowledgeable businessmen who practised sound, modern marketing. "But it is no panacea, no one-shot miracle drug, no all-embracing answer for tired, inadequate businessmen."

◆ The manager of advertising and sales promotion for Imperial Oil Ltd. told the Canadian Broadcast Executives Society: "Hockey Night reaches 92 per cent of all

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All the Seasons Best from all the folks at CKCK Television, Regina.



“...untrained pulpit voices intoning theological jargon...”

continued from p. 9

Canadian homes in prime time. Thus, it has reach, frequency, continuity, appeal to confidence, flexibility and national and local penetration — everything a sponsor looks for. In addition it presents both a French and an English platform, is entirely Canadian content and offers good cost efficiency.”

♦ A month-long series of special events, including symphonies and other special programs, celebrating the 40th anniversary of CHRC Radio Quebec City, was climaxed May 9 with a recommendation for approval by the BBG for a power boost from 10 to 50 Kw.

♦ In a May 26 news item, CHED Edmonton laid claim to having become the first Canadian station to adopt the *All Request* program format, and CHED National Sales Manager John Baldock said: “Listener reaction has been phenomenal.”

♦ Sale of the Ottawa radio stations CFRA and CFMO-FM to Allan Waters of Toronto was announced by Mrs. Frank Ryan, president of CFRA Broadcasting Ltd. on her noon broadcast May 16.

♦ It was reported that the CTV network would pay almost two and a half million dollars for the right to televise Canadian football for the next three seasons.

♦ “Religious broadcasting in this country is unimaginative, full of uninspired devotional periods, dull, untrained pulpit voices intoning theological jargon, usually accompanied by mournful hymns,” said John E. Ansell, program manager, CKWX Radio, Vancouver. Speaking to 200 delegates attending the B.C. United Church Conference, he said his talk was designed to “raise a few hackles and wilt a few collars.” He cited his qualifications to speak as 21 years in radio (19 at CKWX) and his two grandfathers and three uncles who were all ministers of religion. “We in today’s radio beg of you — implore you — yes, even demand of you that you take a new look at religious broadcasting,” he said.

June

♦ The June 9 issue, appearing at the same time as the Western Association of Broadcasters Convention, was dedicated to the Prairie Provinces and the front page proclaimed that “Tourism will bring \$150,000,000 to the Prairies.”

♦ An article inside the book, by James Montagnes, freelance travel writer and former long-time Canadian correspondent of the U.S. publication, *Broadcasting*, pointed

out that: “The (prairie) provinces this year increased their promotional budgets for all media in North America—Manitoba to \$174,511, Saskatchewan to \$50,000 and Alberta to \$100,000.”

♦ In this same issue, we announced that “Toronto’s new radio station is CHINstituted. Johnny Lombardi built the CHIN studios on the site of his record bar and supermarket on College Street, Toronto and bought 100 acres of land in Toronto township from CHFI, whose 1540 frequency he inherited. CHIN station manager is W.A. (Doc) Lindsay, veteran agency man and broadcaster. With their 50,000 watt daytime transmitter, they forecast three million potential listeners in Southern Ontario, including Coburg, Midland, Peterborough, Collingwood, Kitchener, and U.S. border towns in New York State.

♦ In a co-production deal between CHCH-TV and Screen Gems, the film producers were slated to produce 7½ hours of programming a week for the Hamilton independent TV station, consisting of three daytime half-hour strips to run Monday through Friday.

♦ Monarch Wear Ltd. of Winnipeg we reported, had a 350 per cent increase in sales, using radio exclusively. They have just won the Men’s Wear Travellers’ Association Award for advertising, promotion and merchandising assistance to retailers.

♦ G.R.A. (Dick) Rice, president of Sunwapta Broadcasting Co. Ltd., Edmonton, received an honorary doctorate of law at the spring convocation of the University of Alberta.

♦ Five personalities of Radio CKY Winnipeg formed a *Daddy’s Club* in co-operation with the Shrine International to see that hundreds of under-privileged kids in the Winnipeg area were taken to the circus.

♦ CFMB, Montreal’s multilingual station, celebrated its 1000th broadcast in German with a two-way transmission, via Atlantic cable, to West Germany’s Westdeutscher Rundfunk in Cologne and its affiliated stations.

♦ 45 graduates (from a total of 181 students) of the Institute of Canadian Advertising’s Certified Agency Practitioner Diploma Course received their parchments from Hal Roach, then president of ICA and McKim Advertising Ltd. Roach told the graduates each person receiving a diploma had reached a milestone in his or her development, but the road ahead would be long and challenging with

continuing education a part of their way of life.

♦ Editorially we took a crack at the tendency for television to concentrate on improving commercials to the point where it reacted against the programs. In an article entitled *You can’t sell your products without a program*, we said: “For years in the broadcasting business, more and more of the showmanship has moved into the sales department. It is open to doubt whether the programmers have kept pace with the salesmen to a sufficient degree. Now color is taking the experts into the labs and the production departments with the single-minded purpose of improving the commercials. Sooner or later a great light will dawn and it will illumine the fact that the wonderfully executed commercials are going unseen and unheard because, with the brilliance of color faded from the same old programs, people have gone back to old-fashioned pursuits like radio or reading, and where will they go from there?”

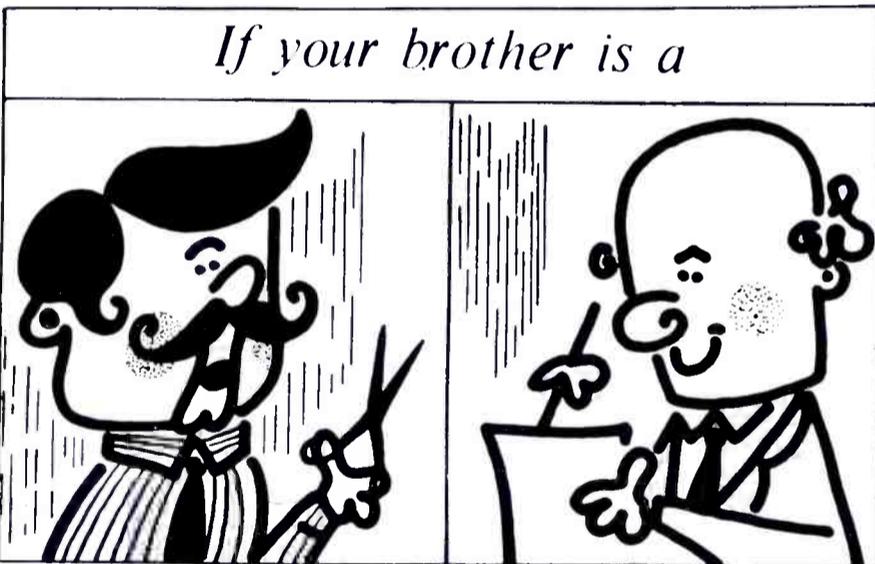
♦ A new twist for the sales representation business saw the light of day in an item announcing the establishment, by Bev Martin, of Group One Radio Ltd. In Martin’s own words: “We are set up specifically to sell intermediate stations in growing markets,” which seemed to us to mean community stations and their markets, which are overshadowed quite often by stations which exist to sell regions rather than communities. Group One, our report said, is interested only in radio.

♦ News broke that Rothmans of Pall Mall Canada had budgeted almost two million dollars for radio advertising in Canada for the fiscal year beginning July 1, 1966.

July

♦ The Western Association of Broadcasters elected Jack Davidson, CJAY-TV Winnipeg its president, succeeding A. J. (Red) Hopps, CFRN Edmonton. Others elected directors of the Prairie station organization were: Ron Skinner, CKOS-TV Yorkton; Blair Nelson, CFQC-TV, Saskatoon; Cam Perry, CFGP Grande Prairie; Ted Soskin, CHQR Calgary; Stuart Craig, CKX Brandon.

♦ The government’s White Paper on Broadcasting recommended a Board of Broadcast Governors made up of full-time members, devoting their full time to broadcasting. The Paper suggested that CATV systems be brought under regulation



If your brother is a

Barber or a Clinical Psychologist,
tell him about SASKATOON.

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

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

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

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



The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS  SHOWS

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

by the BBG as components of the national broadcasting system. Heartening to commercial broadcasters was the recommendation that Parliament make "financial provision for the CBC on the basis that, while improving its programming, it should seek to maintain but not increase its present 25 per cent of the television market and its present four per cent of the radio market."

◆ One hundred radio stations (eleven of them Canadian) met at Alexandria, Va. for the fifth year to discuss their exchange of monthly idea bulletins, in keeping with the *Idea Bank's* basic purpose of keeping abreast of changing trends in broadcasting in widely varying market areas. Dave Lyman of CKXL Calgary, who founded the project in 1962, reported that "members were carefully watching the progress of such innovations as talk-programming and all-request radio long before most broadcasters were giving them much attention at all."

◆ British MPs asked the government to silence the pirate radio stations ringing the coast in the wake of a murder and the hi-jacking of one of the stations. Since there is no commercialism on the BBC our story said, an ever-increasing number of unlicensed stations has been setting up shop in old forts and on anchored vessels outside territorial waters, bombarding the British public with music and commercial messages.

◆ A CB story disclosed that a private survey made by Robert Anderson & Associates of Aylmer, Quebec for the Federal Centennial Commission showed that the CBC has outstripped the National Film Board as the most important film maker in Canada and must adjust to that fact by Centennial year. The survey advocated establishment of a National Film Archives for storing CBC films and preserving the collection of the Canadian Film Institute; rapid passage of the bill to set up the Canadian Film Development Corp. with \$10,000,000 to help finance and develop feature films; redefine the role of NFB whose production importance has diminished, as CBC's has increased and provinces have set up their own film boards; make a policy decision to see that distribution of CBC and NFB films helps "in building public sentiment for the Centennial year."

◆ The Radio Sales Bureau, we reported, has available tapes of more than 1000 commercial messages in 53 categories, available to RSB members for such purposes as thought-starters in the creative department; to play for clients so they can hear what their competition is doing; to be included as samples in station presentations; to open the ears of hold-outs; and to listen for "the sheer joy of hearing what radio can accomplish as it plays on the stage of the human mind."

August

◆ *Broadcaster* reported a million dollar major-media campaign to be launched in September by Philips Appliances Ltd. to promote over 200 products including shavers, stereo-hi-fi, color sets and cassette tape recorders, through Needham, Harper & Steers. Half the budget was slated for a nation-wide radio and TV spot campaign between fall and Christmas, and the rest - 150

pages of magazine and newspaper supplement major space displays.

◆ Under the title *A New Look at an Old Idea*, we noted editorially that both the *Edmonton Journal* and the *Vancouver Province* were advocating that the CBC devote all its energies to program production and give up manning broadcasting stations. Having proposed this identical idea for many years past, we presumed to spell out our own suggestion once again:

(1) The government should sell its network and station properties to private interests.

(2) The CBC, as a tape and film production house, should devote its time to the production of programs of high artistic value which are basically Canadian in content and character.

(3) Private stations should be required, as a condition of license, to carry X hours a week (possibly ten or twelve)

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CHIQ HAMILTON is really on the move!

Last month Hamilton's New, Modern radio moved from strength to strength: Following the increase in power to 10,000 Watts in 1965, came the move to new, modern studios and facilities in Hamilton's centre - Terminal Towers. These are no ordinary studios. They are "Showcase", among the most modern in North America, glass-enclosed in one of Canada's great traffic centres.



Facilities and equipment are the best, most efficient, designed to answer all production requirements, all news and programming needs.



JACK SCHOONE, General Manager of CHIQ, heads up a professional team of broadcasters in this growing station - - in the heart of Industrial Canada!

Lack of basic advertising education is a stupid waste

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to be chosen at their discretion from CBC productions.

(4) The CBC should be free to sell its productions to broadcasting, theatrical and other interests, both in Canada and abroad.

◆ The Department of Transport in Ottawa, we learned, had received an application from Ralph Snelgrove (CKVR-TV Barrie) for permission to construct a 1,793 ft. TV tower at Beeton, 19 miles south of Barrie. This was interpreted as another attempt by Snelgrove and his partners, Allan Waters and Geoff Stirling, to crack the lucrative Toronto market. Liberal MP Steve Otto (York East) said the BBG should regard this as seeking a new Toronto channel and throw the bidding open to other applicants at a public hearing.

◆ Over 20,000 Vancouverites attended the week-long B.C. Centennial Food Festival, sponsored by KVOS-TV Bellingham-Vancouver and featuring exhibits by 37 food manufacturers and distributors.

◆ A BBG announcement said stations may make contracts with U. S. networks but the ban on affiliation with non-Canadian networks remains in force. The BBG said it has no intention of limiting the sources of news and information available to Canadian stations and the use of such material, taped and delayed for later newscasts, but it requires a copy of all contracts entered into by licensees with U.S. networks or their agents.

◆ Total station membership in the TV Bureau of Advertising rose to 45 with the August signing of CJCB-TV Sydney.

◆ Over the past four years the CAB has co-operated with its member stations in providing summer "in-station" training for 21 students from emerging nations, studying in Canada under the Colombo Plan and the External Aid and Assistance programs. This figure is expected to double at least next year.

◆ The new president of the Young Men's Advertising & Sales Club of Toronto, Calvin McLaughlan, a copy group head at Foster Advertising, said far too many advertising agency creative people live in their own little "button-down world of self-concern." He

said: "The complete lack of basic advertising education available to aspiring creative people, particularly copywriters, is a stupid waste of talent"... and... "department stores and mail order houses pay a phenomenal price in staff turnover because senior agency creative people won't accept the responsibility of training their own successors..."

September

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

◆ News broke this issue (*September 1*) that Maclean-Hunter Publishing Co. Ltd. was going through with the purchase of CFCN Radio Calgary and that the same company was relinquishing its interests in CJCH-TV Halifax, preparatory to taking over CFCN-TV after the BBG's upcoming Winnipeg hearings. Our story also said the Maclean-Hunter TV shares would be taken up by Finlay MacDonald of CJCH-TV Halifax, and the former president of the CTV Network, Spencer W. Caldwell.

◆ With the sale of CFCN-TV Calgary (*see above*) Gordon Carter, executive vice-president and a shareholder of the Calgary operation, announced he had resigned and accepted the position of vice-president in charge of sales at CHAN/CHEK, Vancouver/Victoria under Ray Peters.

◆ A paid (?) announcement advised those interested of the return to the *Broadcaster* of Ian Grant as assistant publisher.

◆ Canada's first all-girl radio station, CHIC Brampton Ont., reported ten new national sponsors and a number of new locals have resulted from the first 20 days of operation under the new "female format." The former male announcers still read the news, or have been absorbed into off-mike departments, our story said, and all commercials being produced at CHIC are being handled by the girls. Commercial Manager Harry Allen reported that some of the

national sponsors were trying out the girls' voices in favor of prepared tapes from outside production houses.

◆ A new buying habits survey of U.S. adults, prepared by Burgoyne Index Inc. for Peters, Griffin, Woodward Inc., TV reps, revealed that the age group from 35 to 49 are the biggest spenders for the most goods and not the 18 to 34 age-group, as previously believed.

◆ Page 3 of the September 15 issue announced the resignation of Bill Vanderburgh, director of advertising for Coca Cola for the past 28 years... Keith Campbell, vice-president media for MacLaren Advertising, was reported, though unconfirmed, to be moving over to the CTV network as vice-president in charge of marketing... Bill Rathbun, CKEY newsmen and commentator, was appointed an executive assistant to Ontario Premier John Robarts.

◆ Willis Advertising Ltd., Toronto and Montreal and R.C. Smith & Son Ltd., Toronto announced that their agencies have become associated. For the time being, each of them will operate separately under its present name, with existing staffs.

◆ In this issue, dedicated to the Atlantic Provinces, we said editorially: "Atlantic Canadians are not generically-speaking, go-go boys. They go about living their lives at a peaceful and gentle gait, which may at times be described as two speeds—slow and stop. But as everyone knows from the old fable, a hare and a tortoise started out on a race. The hare bounded ahead with long leaps while the tortoise trailed behind at its traditional slow but steady pace. Finally the tortoise passed the hare, all tuckered out, a short way from the finish line, and won. Present indications are that, for the people of the Atlantic area, the steady tortoise pace is paying off very effectively. Unfortunately though there is no Aesop, or whoever it was wrote the hare and tortoise fable, to tell the world or even the rest of Canada what is happening to the economics of the Atlantic Provinces."

◆ Two Montreal radio stations, CJMS and CJAD, were reported to be combining with Expo '67 to sponsor a round-the-world flight in a light aircraft, to promote the 1967 World Exhibition.

October

◆ *Sight & Sound* for October 6 reported that Larry Heisey had left Procter & Gamble, where he headed the advertising production division... Standard Broadcast Sales had opened up a regional division to take care of six newly-acquired Ontario radio stations —

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DEFINITIONS DEPT.

Socialists are people who believe in the equal distribution of everybody's wealth. Canadian Liberals of the sixties are people who believe in the equal distribution of everybody's wealth but their own.

AUDREY STUFF

Then there's the gal who was so dumb she was quite sure her boy friend would never succeed in the advertising agency business because she had heard him referred to three times as a no-account man.

EAVES DRIPPINGS

That psychiatrist should have his head read.

AVAILABLE

Scientific salesman, versed in psychology, psychiatry and philosophy—a test-tube baby from the Advertising and Sales Club.

OFF THE RECORD

We are not to quote Art Sylvah's crack that, had it not been for Thomas Edison, we'd all have to watch television by candle-light.

ANOTHER WORLD

In Australia they have a different way of life. *Perry Mason* is seen on Tuesdays.
—Flanders & Swan

PAR FOR THE COURSE

This year we're way behind with our Christmas shopping, but we've been so busy we haven't had time to think up a valid excuse.

SAFETY STUFF

Drive carefully. The life you save may be a time buyer's.

PROJECTED PROJECT

What are you doing for Canada for her second century?

N.J. PAPPAS AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION
NOISE CONTROL POWER DISTRIBUTION
ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS
RESEARCH D.O.T. AND B.B.G. SUBMISSIONS

5253 DECARIE BLVD.
514-488-9581

MONTREAL 29, QUE.
CABLE: PAPPACO



CFCM-TV



quebec city has



20/20 FRENCH VIEWING

THE TOP 20 SHOWS*

HOUSEHOLDS

VIEWERS

TIME

DAY STATION

THAT OTHER
TV STATION

	HOUSEHOLDS	VIEWERS	TIME	DAY	STATION	THAT OTHER TV STATION
1	CINEMA KRAFT	80,100	247,100	8.45	thursday	CFCM
2	REAL GIGUERE ILLIMITEE	79,900	226,100	9.30	wednesday	"
3	LE SAINT	78,200	250,600	8.30	wednesday	"
4	MA SORCIERE BIEN-AIMEE	77,600	255,500	8.45	monday	"
5	PERRY MASON	75,300	235,500	9.30	sunday	"
6	GAG A GOGO	74,600	218,500	9.30	monday	"
7	LE VIRGINIEN	73,100	232,500	8.00	tuesday	"
8	EN PREMIERE	71,800	216,700	8.00	friday	"
9	GRAND PRIX MUSICAL B.A.	70,900	213,300	9.00	monday	"
10	INVITATION	70,100	199,000	7.30	wednesday	"
11	TELE QUEBEC	69,100	215,900	6.00	thursday	"
12	HISTOIRE D'UNE ETOILE	68,500	222,100	8.30	tuesday	"
13	A LA BRUNANTE	68,000	209,100	9.15	saturday	"
14	COMMENT POURQUOI?	68,000	218,400	8.00	saturday	"
15	SUR DEMANDE	67,200	205,400	7.00	thursday	"
16	TELE QUEBEC	66,100	202,800	6.00	wednesday	"
17	ESCOUADE CRIMINELLE	65,500	208,200	8.15	monday	"
18	JEUNESSE D'AUJOURD'HUI	65,200	215,400	7.45	saturday	"
19	JOEL DENIS	64,700	217,100	8.30	sunday	"
20	CINE SPECTACLE	63,000	217,200	8.15	sunday	"

WE DID IT AGAIN

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 1331 Yonge Street
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by

Radio Atlantic CFNB Fredericton, N.B. Written applications only. Applicant required to direct and manage station's complete news operations and to write news commentaries and editorials, broadcast experience essential. Write to:

Jack Fenety
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"I wish that old s.o.b. was on our side."

continued from page 12

CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CHEX Peterborough, CKWS Kingston and CKSL London.

♦ Bryan Vaughan, president of Vickers & Benson Ltd. became president of the Institute of Canadian Advertising. Other officers: Hal Roach, McKim Advertising, immediate past president; John M. Milne, Pemberton, Freeman, Mathes & Milne, 1st vice-president; George G. Sinclair, MacLaren Advertising, second vice-president; Warren Wilkes, Tandy Advertising, secretary-treasurer.

♦ Hal Roach, who in the previous paragraph was president of McKim Advertising now emerges as president of a newly formed holding company, Spectrum Group Ltd., owning and controlling McKim Advertising Ltd., Case Associates Advertising Ltd., McKim Productions Ltd. and Adcom Ltd. Reallocation of top executives was: Hal Roach—president of the Spectrum Group Ltd., chairman of McKim's executive committee and chairman of the board, Case Associates Advertising Ltd.; Wilfrid R. Charland, chairman of the Spectrum Group; Bruce F. Johnson, president, McKim Advertising Ltd.; Dave Sweny is executive vice-president. Denis W. Case is president of Case Associates Advertising Ltd.; Ross Holiday heads up McKim Productions Ltd.; Adrian Gamble continues to preside over Adcom Ltd.

♦ "CBC's dedicated dictator will retire" was the front page story in the October 20 issue. Summing up J. Alphonse (Al) Ouimet as the man who ruled the CBC, the broadcasting industry, the talent and even the audience with a rod of iron, we said: "Most private broadcasters have crossed swords with Al Ouimet before the Board of Broadcast Governors, and more often than not, he has emerged triumphant after these melées. But not one of these broadcasters ever felt anything but respect for this powerful advocate for what he believed in so firmly, and often, in bedroom sessions at conventions, they have been heard to say: 'I wish that old s.o.b. was on our side'."

♦ People in the news for October 20 were: J.N. "Jack" Milne, vice-president and research director at MacLaren Advertising, who has just been named chairman of the BBM Bureau of Measurement; Jack Blick, founder and later seller of CJOB Winnipeg, who got back into the business with CFRW—Radio Winnipeg, as soon as the five year period he had agreed to when he sold CJOB expired. Wes McKnight, vice-president, CFRB Toronto, was named the broadcaster of the year by the Central Canada Broadcasters Association.

♦ A *Broadcaster* survey, examining the advertiser's problem of protecting his spots against conflicting products, found he gets very little. Advertisers say this is the weakest link; some would like ten minutes protection before and after; the broadcast media are better than the others; it's up to the stations not the agencies; reps always catch hell; multi-sponsorship confuses; only a major problem in prime time; piggy-backs should be non-conflicting.

November

♦ Stories of the economic explosion in the Province of Quebec revealed that the province's population represents 29 per cent of that of Canada; that retail sales are 25 per cent of the total for the country and that the economic barometer is still rising. A new *Broadcaster* feature, slated to appear in all regional market issues, was "the television markets of Quebec." Compiled with the co-operation of the A.C. Nielsen Company, charts illustrate graphically the numerical and topographical size of each of the province's TV markets.

♦ Also in this issue we told the story of how Jack Tietolman's pipe dream (CKVL Verdun) hit its twentieth anniversary on our publication date with its live talent production line. Almost the entire original staff is still at CKVL and it now numbers 114 permanent people. In three instances, sons of originals are coming into the picture. Many of the biggest stars in French tele-

vision received their first breaks at CKVL, representing the startling total of \$5,000,000 Tietolman has spent on live talent through the years.

♦ Maurice Dansereau, CHLN Trois Rivières stepped into the presidency of the French broadcasters' association, ACRTF, succeeding Conrad Lavigne, CFCL Timmins, who had occupied the chair for the past two years.

December

♦ Top news in the December Christmas Directory was the opening of the door by the BBG for applicants for third television stations in the major metropolitan markets of Toronto and Montreal. Barrie-TV's attempt to move nearer to Toronto was regarded as such a "third" station application and met with denial. Hamilton broadcaster Ken Soble's proposal for a \$70,000,000 space satellite television network was referred to the federal cabinet for study.

♦ Of interest to stations which do not stand tops in the ratings was the condensation of a speech to the Broadcasters Promotion Association by Robert E. Galen who said, "Market quality outweighs quantity as a buyer's guide." As an example, he cited

the case of WDSU New Orleans which delivered the largest number of the more affluent group (earnings of \$5,000 or over) although it ranked fifth in the ratings.

♦ Federal Minister of Trade & Commerce Robert H. Winters helped give CHIQ the royal treatment on the opening of their new studios, by cutting some 355 feet of wide red ribbon and then taking part in a panel discussion on advertising, along with MacLaren President George Sinclair and a host of others, under the chairmanship of Milford L. Smith, business editor of *The Hamilton Spectator*, who acted as moderator. Reported in detail in the December 1 issue, this event gained wide recognition with major newspaper story treatment from coast to coast via *The Canadian Press*; Broadcast News Voice Reports on many radio stations; local news coverage on the other two competing radio stations and full interest reports on TV Channel 11 and in *The Hamilton Spectator* news pages and business sections.

♦ Canadian broadcasters got the green light from a BBG announcement that the public interest can best be served by the early utilization of UHF channels (14 to 83) but they didn't say which locations.

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