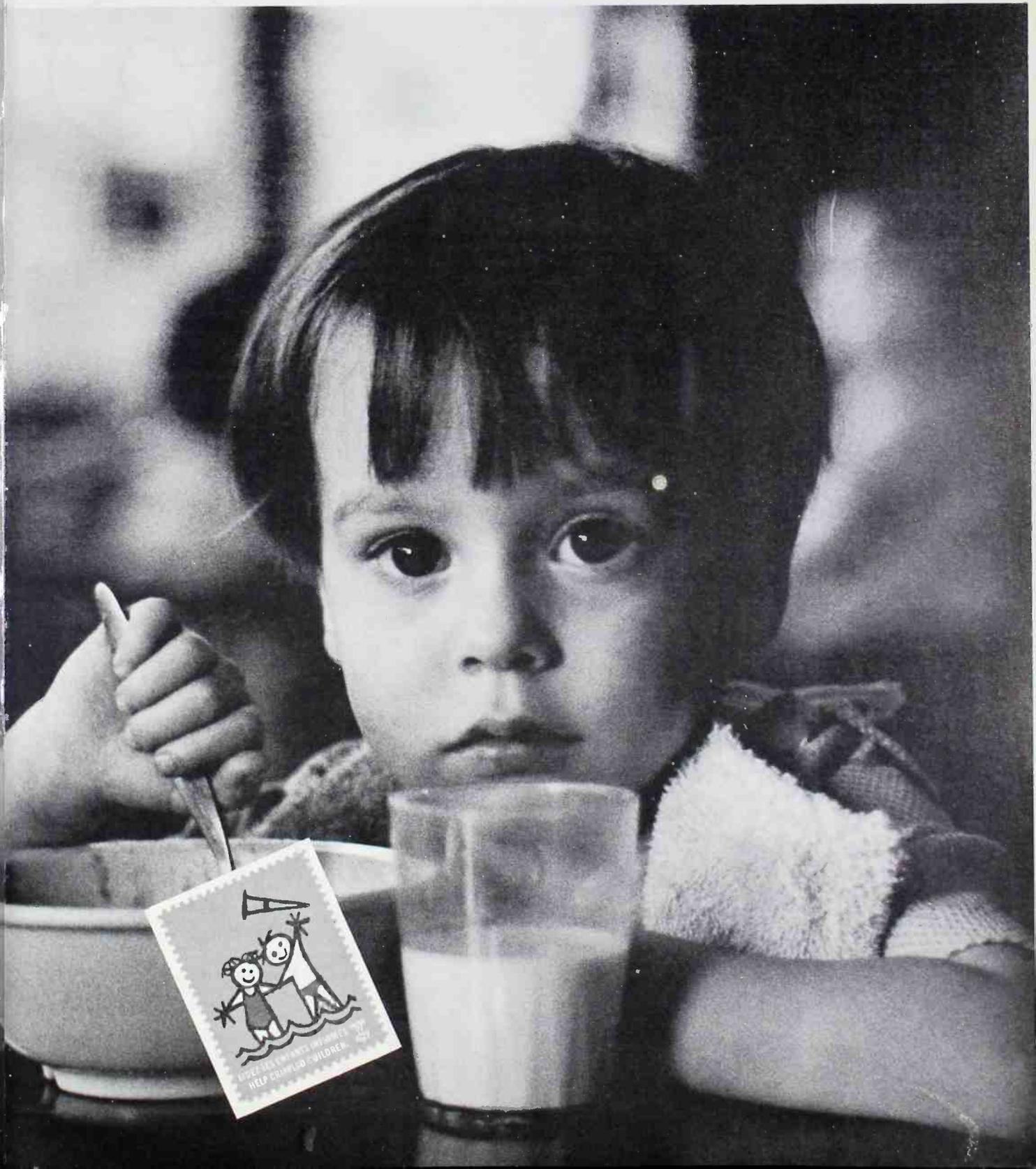


THE CANADIAN

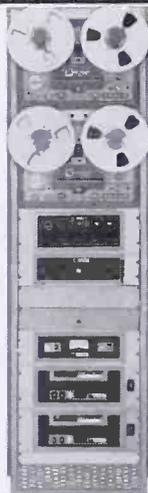
broadcaster

MARCH 14, 1968

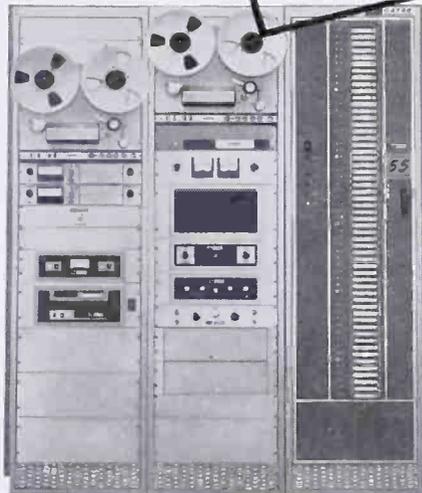


We can get you automated quick as you can say

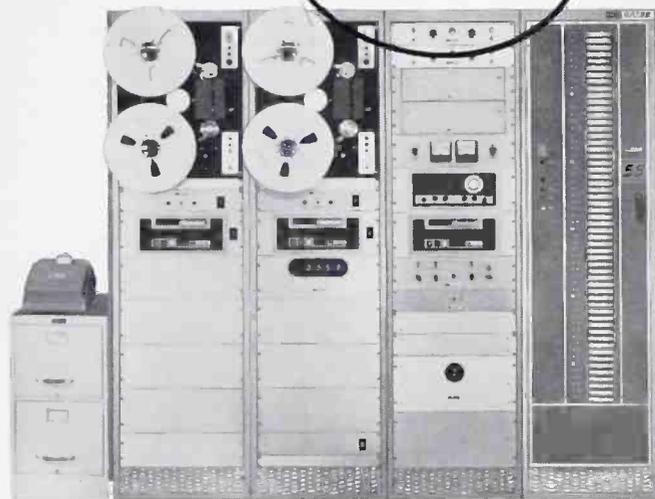
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Modern program automation shouldn't be complicated.
Not for the broadcaster.

So we worked out three basic systems on a small-medium-large basis.
And we designed them so each one is easy to modify for specific programming needs.

This gives you the most automation for the least cost. Which is for you?

1. AUTOMATE 244 – A good start if you want selected periods of program automation.
2. AUTOMATE 484 – This one handles some pretty complicated programming. Available with optional network joining and complete remote control.
3. AUTOMATE 1007 – The ultimate in automation – ideal for today's and tomorrow's comprehensive AM/FM program requirements.

And any system can be expanded as you grow.

You'll be amazed at what automation can do for you *right now*.
It's possible that you can be automated for as little as \$65 a week. Let us tell you how.
Just jot down your name, station and address on this ad and mail it to us.

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*Photo by Lock Haight
Lesser Studios*

MARCH 14, 1968
Volume 27
Number 5

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Assistant Publisher
IAN M. GRANT

Advertising Manager
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Traffic & Circulation Manager
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Secretary
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Editorial
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JACQUELINE HILL

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**Have you seen
any good looking
figures lately?**



DPC-TQ-68-1

She might settle for a perfect 36 - 24 - 36
but we're pretty proud of our 23 - 23 - 25
which means 23 of the top 25 shows,
according to the latest Nielsen and B.B.M.
ratings, in our coverage area of close to a
million people.

Surprised? We're not. We've been doing
it for quite a few years.

Happy? Not completely!
We're aiming for a perfect ... 25 - 25 - 25
and we'll do our darndest to reach our
objective.

For more information about our good
looking figures, call our sales reps.

CFCM-TV  **CKMI-TV**
TÉLÉVISION DE QUÉBEC (CANADA) LTÉE

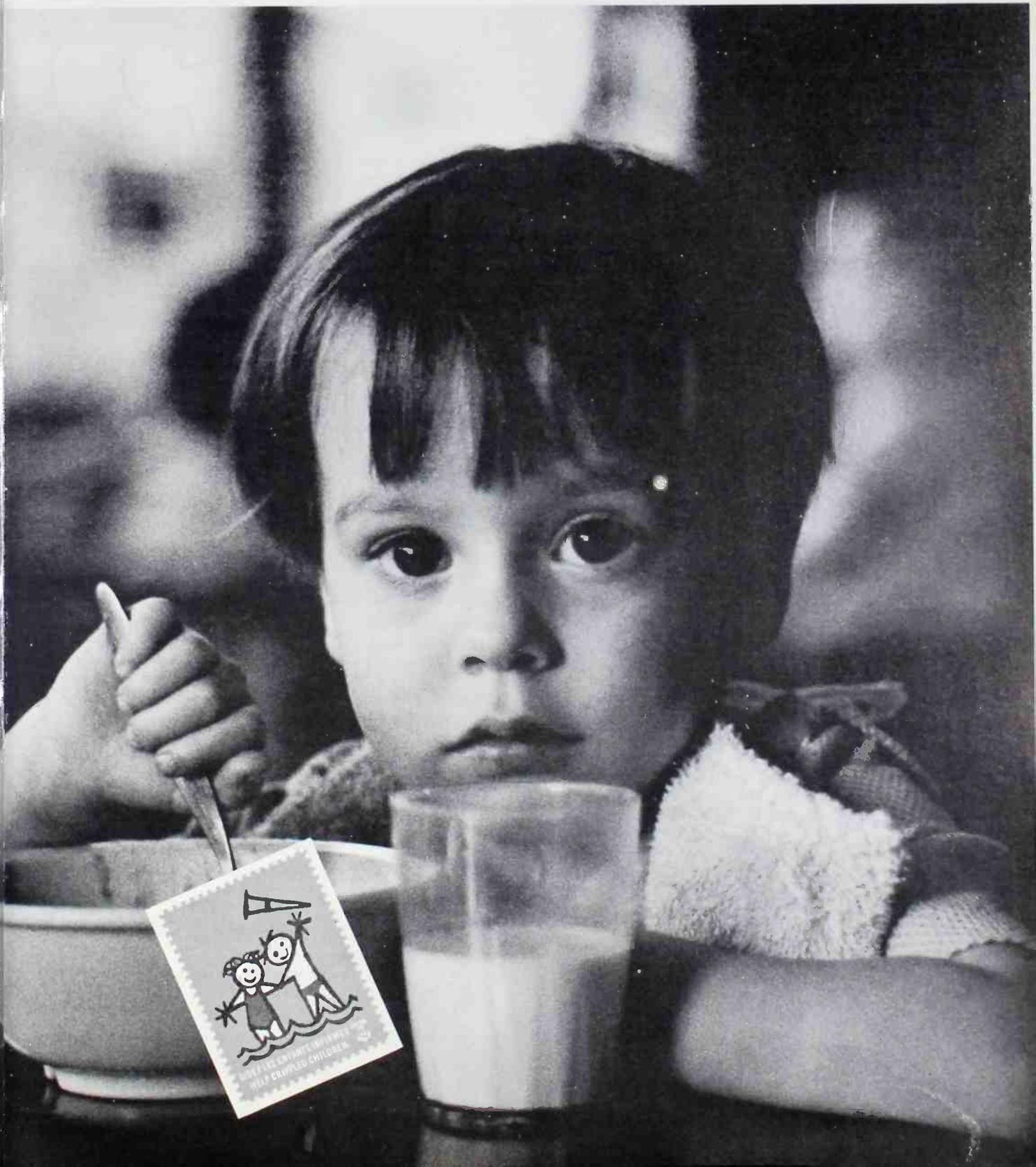
QUEBEC CITY

CFCM-TV (French)	Announcements only:	Hardy Radio & Television Ltd.	TORONTO MONTREAL WINNIPEG
CFCM-TV (French)	Programs only:	Paul L'Anglais Inc.	TORONTO MONTREAL
CFCM-TV (French) CKMI-TV (English)	Programs and announcements:	Stephens & Towndrow	VANCOUVER
		Forjoe-TV Inc.	NEW-YORK CHICAGO SAN FRANCISCO LOS ANGELES
CKMI-TV (English)	Programs and announcements:	Hardy Radio & Television Ltd.	TORONTO MONTREAL WINNIPEG

THE CANADIAN

broadcaster

MARCH 14, 1968

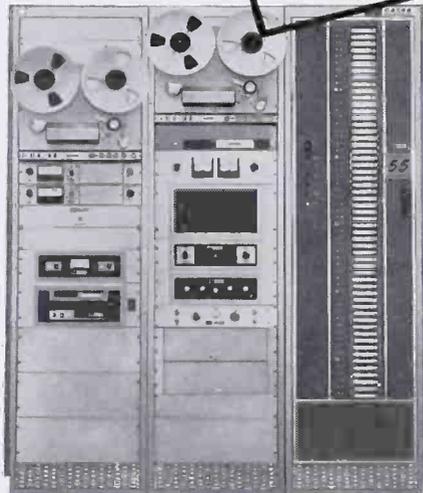


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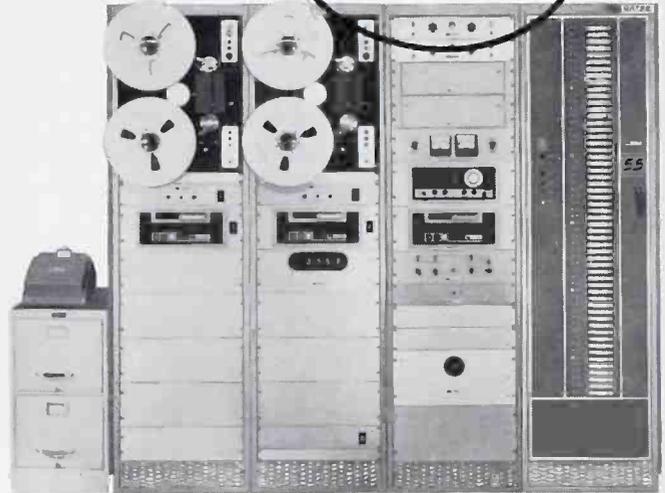
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■ **THE INSTANT FOODS RACE** for the shopper's dollar has been joined by Nabisco Foods *Mix 'n Eat Cream of Wheat*, which was launched nationally last month with an intensive radio and print campaign, directed by F. H. Hayhurst Co. Ltd., Toronto. D. MacLeod is supervising the account, with J.F.P. Hayhurst as account exec.

The instant hot cereal is featured in a new 30-second commercial aired on 70 stations coast-to-coast. The print campaign consists of full-color ads in *Reader's Digest*, *Weekend* and *Family Herald*.

■ **WHERE FABULOUS SUMS** are commonplace in a business in which cost of a single TV spot can run to \$100,000 or more, it is interesting to note that a 60-second public service spot, produced at a cost of "about \$150" was one of the ten finalists in that category of the International Broadcasting Awards, presented March 12 in Los Angeles.

Produced for the Dallas County Community Action Committee, by Spencer Michlin and Jim Murray, of Dallas, Texas, and titled "\$30 a Day Room", the commercial was put together at about the same scale, on behalf of the War on Poverty. "Virtually everyone connected with the

commercial donated his service," said Michlin, "including Henry Mancini, who gave permission to pick up background music from one of his recordings."

■ **A FORMER BUFFALO, N.Y. AD MAN**, R. Walton Clarke, has been named manager of advertising and sales promotion for Jerrold Electronics Corp. and Technical Appliance Corp. (TAC), both subsidiaries of The Jerrold Corp., Philadelphia, Pa.

■ **CALGARY'S PALLISER HOTEL** will be the scene of the 18th annual convention of the Western Association of Broadcasters, Engineering Section, May 21-23.

The group includes broadcast engineers from the Lakehead to the Coast, says J.R. Quinn, CFCN-TV, Calgary, who is secretary-treasurer. Radio and television manufacturers will be showing the latest in equipment for the industry.

■ **TOP PR MAN, YVES JASMIN**, formerly with Air Canada, Molson's Breweries and Ford of Canada, and who was in charge of public relations, information and advertising for Expo '67, has been named president of

Desroches, Jasmin & Associates, Inc., Montreal PR firm. The appointment was announced by Gilles Desroches, chairman and general manager, who also announced the appointment of Joseph E. McDougall, chairman of Public Relations Services Ltd., Toronto, to a directorship in the Desroches, Jasmin organization, with Jasmin elected a member of the board of PRSL.

■ **SEVERAL CANADIAN FILMS** have been accepted as nominees for *Oscars* in the 1968 presentations by the Academy of Motion Picture Arts & Sciences.

Ontario's Expo '67 hit, *A Place to Stand*, is one of five short subjects selected, while the NFB has two productions competing for the April 8 awards, *Paddle to the Sea*, in the live action shorts category, and *What on Earth*, in the animation class.

■ **THE DOT HAS OPENED** two new radio regulations field offices in the province of Quebec, one in Sept-Îles, the other in Rouyn. This gives DOT 36 such offices, seven of which are in Quebec.

Radio Inspector J.G.R. Harvey of Montreal has been named to head the Sept-Îles office, with Inspector R.A. Nassar, also of Montreal, assigned to Rouyn. The offices supervise radio and TV interference investigations, licensing and inspection of radio stations, as well as examinations of radio operators.

■ **BRITISH GENERAL ELECTRIC CO.** (Canadian) Ltd., Don Mills, Ont. now has exclusive Canadian distribution rights for E.M.I. of England Orthicon and Vidicon television camera tubes. This is in addition to their closed circuit systems, distributed in Canada and now manufactured by their parent company, General Electric Company of England.

■ **BROADCAST NEWS' ERIC DUNN**, after 45 years service with The Canadian Press, Broadcast News and its predecessor, Press News, has retired at 59 because of ill health, after serving as BN's Toronto news editor since the company began in 1954.

Dunn joined CP in his native city of Ottawa in 1923. He served in CP bureaus in Toronto, Winnipeg and Calgary.

In 1945 he was appointed Toronto radio news editor for Press News, which provided the news service for broadcasters prior to the establish-

ANNOUNCEMENT

MacLaren Appointments



ERIC J. MILLER



ALLAN R. FLEMING

Mr. George G. Sinclair, President, MacLaren Advertising Co. Limited announces the appointment of Eric Miller as General Manager—Creative with responsibility for administration of the Toronto Creative Department and the general level of creative output of all Canadian offices of the company. Mr. Miller has had extensive experience in account management and was Creative Director of the Montreal office before his appointment. Allan R. Fleming who has been Vice-President and Director of Creative Services, has joined University of Toronto Press as Chief Designer. Mr. Fleming will continue as a member of the MacLaren Board of Directors and as a creative consultant to the company.

ment of Broadcast News, where he retained the same post.

He plans to reside "somewhere in rural Ontario".

■ **GROUP ONE RADIO LTD.** have moved across the street, to new and larger quarters in the Stovin-Byles Building, 400 Jarvis St., Toronto 5, but the telephone numbers of Bev Martin's rep house have not changed, (923-0919-0910). Their Telex number did. It is now 02-2402.

■ **F. B. JOHNSON**, formerly Shell Canada's Hamilton District sales manager, has been named manager-retail advertising at the head office in Toronto. He will be responsible for advertising and sales promotion programs in support of the company's retail marketing efforts, including media plans as well as national and regional promotions.

Johnson succeeds R.H. Troon who becomes manager - consumer advertising, taking over from H.R. Daboll as he moves from the advertising department to become manager - marketing research.

The changes were announced by A.G. Gunter, Shell Canada's coordinator of advertising.

■ **MEDIA AND RESEARCH DEPTS.** at Baker Advertising Ltd., Toronto, now report to Neil Unger, who has been named vice-president, marketing services.

■ **THE TOP 100 TV COMMERCIALS** of 1967 will be shown to Montreal and Toronto audiences next week by Harry Wayne McMahan, internationally-known TV consultant and columnist for *Advertising Age*. Both Canadian showings will be sponsored by the Advertising & Sales Club in each city.

In Montreal, the screening will be held in the Royal Bank auditorium, head office, March 20 at 2:30 p.m., and in Toronto at the Eaton Auditorium March 21, also at 2:30 p.m. Tickets and details may be obtained from the respective Ad & Sales Club offices.

Some 2100 persons have seen the same presentation in five U.S. screenings. McMahan showed his "Top 100 of 1966" in Toronto last October, sponsored by Case Associates, Advertising Ltd., for their 1st anniversary.

■ **FOWLER & TRUMPER**, Toronto ad agency, have moved from Isabella St. to new and larger quarters at 510 Church St. where they occupy two floors. Their new telephone number is 920-3511.

■ **DANA S. MURRAY**, vice-president, program division, All-Canada Radio & Television Ltd., has moved the division to the associated company, Robert Lawrence Productions (Canada) Ltd., also headquartered in Toronto, where he will continue in the same capacity. Jean Boisvert becomes manager of RLP's Quebec Division in Montreal, with Garth Olmstead named manager of the Western Division in Vancouver. All appointments, announced by John T. Ross, RLP president, became effective March 1.

■ **APPOINTED MONTREAL DIRECTOR** of the Toronto-based Goodis, Goldberg, Soren Ltd. ad agency is Minor L. Halliday, a company vice-president.

■ **THE PIED PIPER OF CA-NA-DA**, Bobby Gimby, has opened up as Bobby Gimby Productions Ltd., at 404 Jarvis Street, Suite 5, Toronto 5, where he will occupy himself booking orchestras, writing jingles and commercials, and carrying on his duties started during centennial year with music for the youngsters. His telephone is 922-9197.

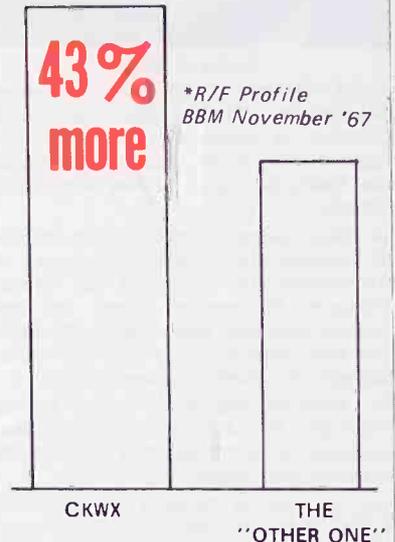
■ **WINNER OF THE \$3000 BURSARY** from Télévision de Québec (Canada) Ltée., for a bilingual student to specialize in Radio & Television Arts, 20-year-old Stephen Boissonneault, of Gentilly, Nicolet Co., Que., will attend Ryerson Polytechnical Institute in Toronto for the three-year course. Born and educated in Thetford Mines, he later studied at the University of Ottawa and Sir George Williams University, Montreal.

■ **NAMED ACCOUNT EXECUTIVES** at Spitzer, Mills & Bates Ltd., are Leonard Civiera, formerly with Massey-Ferguson, MacLaren Advertising Co. Ltd. and Ogilvy & Mather (Canada) Ltd.; and Frank Edelburg, formerly with Chesebrough-Ponds (Canada) Ltd., going to the Toronto office; with Alan V. Bignell, formerly with Hobson, Bates & Partners Ltd., in England, joining the Montreal office.

We want to apologize to Jerry Goodis, president of Goodis, Goldberg, Soren Ltd. because we omitted to identify him as the author of "That's no moron ...she's your customer!" which appeared on page 13 of our issue of February 22. Inadvertently, we omitted his picture as well as his by-line, and we hope he will accept this apology in the spirit in which it is tendered.

CKWX RADIO

HAS THE YOUNG ADULTS* IN VANCOUVER



...more men & women in the 20-35 year age group than the "other" leading Vancouver station.

Your All-Canada man has the Reach and Profile details on why...

the Essential Radio Buy in Vancouver starts with

CKWX dial 1130

represented by



All-Canada Radio & Television Limited

TORONTO
MONTREAL
WINNIPEG
CALGARY
VANCOUVER



NEW YORK
CHICAGO
ATLANTA
DALLAS
HOLLYWOOD
SAN FRANCISCO

ANNOUNCEMENT
ALL-CANADA RADIO & TELEVISION
APPOINTMENT



Lorne G. Main

Arnie Nelson, Vancouver Manager, All-Canada Radio and Television Limited, is pleased to announce the appointment of Mr. Lorne G. Main to the Radio Division of the Vancouver Office.

Mr. Main brings a tremendous amount of national advertising experience to All-Canada. He was with the Toronto Telegram for twelve years, the last four as National Advertising Manager, and was more recently National Sales Manager for Toronto Life.

Mr. Main is also well known for his interest in Tennis, having been Captain of the Canadian Davis Cup team for four years.

He is looking forward to assisting British Columbia National Advertisers and their agencies in developing their radio promotions and campaigns.

ANNOUNCEMENT
CJCA RADIO



CAMERON A. PERRY

The Board of Directors of Edmonton Broadcasting Co. Ltd. (CJCA) are pleased to announce the appointment of Cameron A. Perry as General Manager. Mr. Perry was formerly General Manager of CFGP Radio, Grande Prairie, Alberta. He succeeds Mr. Dalt Elton, who becomes General Manager of CKWX Radio, Vancouver, B.C.

OPINION

CKOM Saskatoon

"The suggestion has been made, and is made from time to time, that advertising should be taxed as an anti-inflationary measure, or abolished completely. The theory seems to be that the Canadian people have so little will-power that they buy things they don't need or want merely because of advertising. This is a lot of hog wash. The Canadian consumer is a tough-minded individual who usually demands and gets full value for his money. Very seldom is he taken in twice—or even the first time. The reason you see a lot of these intellectual-type attacks on advertising is that advertising—and advertising alone—makes a free press possible, and by that we mean radio and television as well as newspapers. If it were not for advertising, newspapers would be priced too high for the average subscriber and radio and television would have to be completely subsidized by the state through licence fees on sets—or taxes."

CFOX Pointe Claire/Montreal

"...our government at Ottawa is running scared. They don't seem to be in control of themselves or the country. They are afraid of their own leadership contest. They are particularly afraid of Quebec. They are afraid of Opposition Leader Stanfield and the Tories. They are running scared. When a man runs scared in his own life, or in business, or in government, he accomplishes less than he should."

CJSS Cornwall

"Maybe it will all work out for the good of Canada, if complete disorganization of the federal Liberals culminates in their downfall...If that happens, the remaining major party will occupy centre and right. The NDP will unite the forces left of centre and will form the second major party. It may not work out that way immediately. It may even be the Conservatives who eventually disappear, unlikely as this seems now. Eventually such a development is unavoidable and it seems the only possible way to restore responsible government to Canada."

KNOWLES NOTES

CKOM Saskatoon

"There has never been an attempt to suppress the French language in Canada. There are French classes in schools, in universities. Anyone who wishes can pursue the learning of the language anywhere with not a speck or thought of hindrance."

Crampton resigns from CFTO-TV to become TV consultant at CFRB

INDICATIONS OF OPTIMISM on the part of CFRB Toronto in their quest for a television license might be read into this news item.

Latest word is that W. O. (Bill) Crampton has resigned his post of vice-president and general manager of CFTO-TV Toronto, effective March 31, to become Television Consultant at CFRB.

A new Constitution needs a new race of UNITED Canadians

The inclination to approach last month's (and this month's and next month's) political crisis with cries of "Get rid of them" is a natural reaction, but it is also an unsatisfactory one.

Like any country, Canada must have its government.

This, we admit, is an over-simplification, but it is also a fact that the voters in what *has* to be an imminent election have no evidence that any other party would be likely to succeed where the Pearson Liberals have failed.

It might be that the real trouble does not revolve around the government, but rather the terms of reference under which it has to operate—the Canadian Constitution.

If this is the case, replacing the present government with another, hamstrung with the same guide lines, could prove a lesson in utter futility, and so a waste of the public funds which are currently in such short supply.

History tells us that Canada has grown, at first on British capital and later on money from the United States.

But there is another, even more serious stumbling block to a satisfactory solution, and this is the fact that the traditional Canadian complains bitterly of economic domination by the United States but, at the same time, refuses to invest his capital or savings in Canadian enterprises, so essential to the economic growth we must maintain.

In the early days, settlers looked automatically to their homeland for the capital they needed to develop their new country.

The Britain of those days was, in every sense of the word, Canada's "Mother Country".

Canada at this time was like a son who had gone out to find himself a place in the world.

As is the wont with sons, the fledgling Canada matured in both age and experience, until "help from home" became no longer necessary or even desirable.

Canadians found they no longer needed to be remittance men, but whatever their backgrounds, they still have an obligation to the country which laid the foundations for the gargantua we have become.

It is an obligation, parallel to that of the automobile industry, to such pioneers in popular priced cars as Henry Ford, without whose inventiveness and initiative none of the General Motors or Chryslers would be functioning today.

This was yesterday and it is a far cry from the world of today. Today Canada has developed along with the whole North American continent, and this modern progress has

logically been along with the rest of the continent rather than the old world.

Evidence of this lies in the fact that American companies can sell their products in Canada as well as they can in the United States. British manufacturers on the other hand, seem unable to analyze the differences and, generally speaking, come up against great problems in persuading us to accept their wares.

Trade depends on a high degree of rapport between those involved, and this sort of communication is sadly lacking between Great Britain and North America.

It is not a hostile or militant break with Britain that we are advocating.

Not only emigrants from the British Isles, but even fifth, sixth and seventh generation Canadians have a tie with her which goes far deeper than the British North America Act or the Statute of Westminster, because it is a tie of the heart.

What we are suggesting is a far cry from "getting rid" of the British Crown, as we might vote out a government or fire a secretary. (There is even a place in this new scheme of things for a Queen of the Commonwealth). But what *has* to be done is the unfurling of a new flag, which we have already accomplished, and then for the new flag to wave proudly over the emergence of a race—a new race—which we can all, regardless of our origin, become a part of.

This happy state will not come into being by just hoisting a flag and singing an anthem. Neither shall we be able to bring it about by persuading emigrants from other countries to move here and become Canadians, if we persist in referring to them as foreigners.

Because we are an amalgam of many nations, our countries of origin can have absolutely no bearing on our Canadianism. We are Canadians or we are not.

None of this will ever happen as long as we are bound by a constitution, built on century old British thinking, now hopelessly outmoded by distance and our natural absorption into North American life.

Our government cannot function for the good of the country if we regard it as a thing apart. We have to realize that, individually and collectively, we are the government. But to make it effective, it has to be a government with a constitution which is Canadian so that the members of parliament, our employees, can steer (not rule) our country, diligently, intelligently and energetically. And, if they don't measure up to these qualifications, we must *first* find competent replacements and *then* get rid of the back-sliders.

Let's look before we leap

Should millions of dollars be spent by the government to provide broadcast facilities for Educational Television? This was the subject of an eight-page brief presented by the Canadian Association of Broadcasters to the Commons Committee on Broadcasting, February 20, by CAB president, S.C. Ritchie, president of CKLW AM-FM-TV Windsor, Ont.

Committee Chairman Robert Stanbury (Lib.: York-Scarborough) described the brief as "down-to-earth, hard-headed" and said it "gives the committee something to think about."

The brief follows, in full:

ALL THE PROCESSES covered by the word "education" are of vital importance to the survival of our society, let alone its advancement or improvement. Indeed, they may well be essential to the survival of humanity.

We agree completely that it is highly desirable, if not essential, to increase knowledge and understanding, and skills—to provide every human being with maximum opportunity for absorption of everything that could be considered as "education".

But, unfortunately, anything that can be embraced by the word "education" is now enshrined in an aura of reverence. The entire subject has become a kind of "sacred cow"—and it seems that any suggestion concerning it by anyone other than a professional instructor verges on "lèse majesté".

Yet, at the risk of inducing cries of "philistinism", we suggest that even in this field there is value in careful and detailed examination of all the alternative means by which effective results can be achieved—and of the costs involved. The process of providing the very best possible education to everyone requires the expenditure of vast sums of money.

Most of that money must come from taxpayers.

No source of revenue, including taxation, is inexhaustible. There is already a growing feeling that taxation levels in Canada are burdensomely high. Those charged with the responsibility of spending moneys derived from taxes must select priorities. We suggest they may also have a responsibility to try to get maximum value from the money spent.

What is "Educational Broadcasting"?

This brings up a more fundamental question: What is "education"?

In an academic sense it may be true that "education" is comprised of the formal action of forming, instructing and shaping the mind or intellect of a person or a group of persons. But surely "education" in the true sense is the sum total of all experiences of a lifetime. The processes embraced in such words as "schooling" or "training" or "instruction" are an important part of these experiences but we think it ought to be clear that they are only a part.

In that context, let us examine the broadcast services now existing.

First, all broadcasting, like all experience in life, has educational value. Second, some programs not specifically designed for "educational" purposes, nonetheless have "educational" value—especially news, commentary, documentaries, discussions, and concerts.

A third element in existing broadcast service is the fact that many broadcasting stations now carry programs specifically designed for the instructional or scholastic field. One outstanding example, especially worthy of note in this regard, is the *University of the Air* series carried by CTV stations. This is also true of the Canadian Broadcasting Corporation.

Therefore, any *additional* uses of the technology of broadcasting must be evaluated in terms of specific training or "instructional" projects.

For these purposes broadcasting is a means of communicating information—one amongst many. In the daily life of each of us, we make deliberate choices between means of communication. For some purposes, a postcard or letter is chosen. Elements of urgency may dictate preference for a telegram or a long distance telephone call. Elements of economics may dictate use of a letter even if we should have preferred a telephone call.

Has there been demonstration of a complete breakdown in methods of transmitting information now used in our schooling systems? Are books, lectures, films, public and institutional libraries, discussions, a demonstrated failure? What new dimensions can instructional broadcasting stations add to these techniques that are commensurate with the added cost? Are instructional broadcasting stations urgently necessary to prevent a breakdown of our school systems—or would they merely be "a good thing to have"? If the latter, is diversion of limited funds really justified?

Indeed, it must be asked: What services can the technology of broadcasting render to "educational" or "instructional" objectives?

Surely these must comprise one or more of:

- (a) Some kind of supplement to "in-school" instruction;
- (b) Specific re-training projects;
- (c) Specific training or information projects designed for adults listening or viewing at home before or after their normal work hours.

Applications and alternatives

We're sure we need make no apologies for not having special and detailed knowledge in the field of supplementary instructional aids to "in-school" teaching.

But it is obvious there must be enormous complications in this field. Surely it is possible, as an example, that two grade four classes in two different cities (or even in the same

city) may not have progressed at the same rate?

In this area, is there anything that can be done by way of Hertzian wave transmission that cannot be equally as well or better done by way of properly prepared tapes, videotapes and film made available to the schools; then used—and re-used by the individual instructor at appropriate times?

This method has the added advantages of being infinitely less expensive, and much more flexible. It permits re-use when required and as often as required. It permits starting, stopping, and emphasis at will.

The matter of re-training is of equal importance. But, re-training is surely by definition a matter involving specialized skills or knowledge of some kind.

In many areas re-training will require that students be allowed to work with and at certain kinds of machines or be permitted access to instant demonstration and explanation.

Pupils of whatever age engaged in re-training will surely benefit from after class discussions with each other as well as with instructors. In the field of re-training, is there anything that could be accomplished better, or more efficiently, or less expensively through the use of Hertzian waves than by means of classroom instruction—especially when supplemented by formal and informal group discussion?

There remains the matter of instructional or scholastic material designed specifically for viewing or listening by adults before or after their normal working hours. We feel the Fowler Committee would have been right had it applied its dictum of "only the programming matters, all else is housekeeping" specifically and exclusively to this particular area.

Would it be more useful to divert from already hard-pressed tax funds appropriate sums of money for programming rather than for technical facilities or "hardware"?

In view of the fact that taxation levels in Canada are already causing public concern, that all levels of government are concerned about their revenues, and must choose priorities, would it be well to utilize existing extensive technical facilities if it can be demonstrated that actual broadcast is required to accomplish the main objectives?

Either privately-owned stations or the Canadian Broadcasting Corporation, or both, might be paid a service fee for the broadcast of such programs. Such broadcasts might legitimately be considered as within the Corporation mandate.

This would enable whatever funds must be diverted from present tax revenues to be utilized solely for production of best possible material.

Broadcasters have the facilities

By "existing facilities" we mean not only the privately-owned stations and the stations and networks of the Canadian Broadcasting Corporation,

but existing cable, telephone and related facilities. Further study might be given to the wide ranging uses of "closed circuit" techniques.

If the Hertzian wave technique is to be used, what thought has been given to channel requirements? Is it possible to assume that one channel in a city or area can provide adequate service for grade schools, secondary schools, technological schools, technical schools, commercial schools, community colleges and universities? Is it possible for one or two channels to provide adequate service to both public schools and the separate schools and in both Canada's official languages? It may very well be that one channel would be required for each grade of each type of school. Even short of that, employment of the Hertzian wave technique would, to provide adequate service, probably require in a city of any consequence, more than the total number of channels now existing.

To summarize:

(1) Are the existing techniques of education, of instruction, of training, hopelessly inadequate? To what degree and extent is it demonstrated that expanded technology is necessary? is valuable? would provide added benefits?

(2) Would these additional benefits be commensurate with the vastly increased cost?

(3) If supplementary methods are required, can these be by way of expanded use of tapes, videotapes, film and closed circuit television? These methods are certainly less costly and much more flexible.

(4) If actual broadcast techniques can be demonstrated to be essential, can existing "hardware" be used?

More time for study and appraisal

If, in the event, it is demonstrated as absolutely essential that substantial tax revenues must be diverted for the creation of additional technical facilities, we endorse the stand taken by the White Paper and the House of Commons Committee on Broadcasting, Films and Assistance to the Arts that this should be owned by a special Crown Corporation created by the Parliament of Canada; programmed by the various provinces.

We also wish to support, indeed commend, the view taken by the House of Commons Standing Committee on Broadcasting, Films and Assistance to the Arts. We strongly share its view this entire matter requires much more study than has been given to it; and a careful appraisal of how desired and desirable objectives can be reached with optimum efficiency and expenditure utilizing existing technical facilities to the degree and extent necessary.

(Note: This brief was prepared prior to knowledge of submissions presented to the Committee by the Secretary of State of Canada.)

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TORONTO MONTREAL



EDWARDS



COWAN



CUNNINGHAM

PEOPLE

STANTON (STAN) EDWARDS, 42, with almost 25 years experience in radio, newspapers and public relations in the Toronto area, has been named executive vice-president and general manager of the newly-established Canadian headquarters for Anthony N. Franco Inc., of Detroit, Mich., largest PR firm in that state.

Edwards got his start as a young actor on the CBC School Broadcasts and as a summer replacement announcer for CFRB Toronto, while in his pre-graduation years at Oakwood Collegiate, Toronto.

Following his army service with the artillery in World War Two, he took a commercial art course at Northern Vocational School, and continued to gain experience in radio on various Ontario stations, working for Northern Broadcasting Ltd., until he landed a job with CFRB Toronto.

Six months later, he moved to CHUM Toronto, where he became special events director in 1953, and was assigned to Britain and France to cover the coronation preparations.

He then joined Continental Public Relations, a division of Foster Advertising Ltd., and was active in the PR program involving the extension of Pan American Airways service to Canada.

Next, he became first assistant editor of *Design Engineering*, and wrote the first stories in Canada concerning Canadian participation in the U.S. Vanguard Satellite program. As a result of a feature article in the *Financial Post* he was hired as a staff writer for the *Toronto Daily Star* and *Star Weekly*.

He left the *Star* to join the PR firm of Johnston, Everson & Charlesworth, specializing in economic surveys for major Canadian corporations, and then became associated with Ted Rogers and Joel Aldred, for whom, while serving as promotion manager for

CHFI-FM Toronto, he helped the station in its first bid for an AM license.

In 1963 the Federal Government named Edwards as PR Projects Officer for the Social Insurance numbering program in Canada, and he later joined Rapport Public Relations Ltd., Toronto, becoming vice-president. He resigned to accept his present appointment with the Franco organization.

Edwards is married, has two sons, and resides in Agincourt, a Toronto suburban community.

Offices of Anthony M. Franco of Canada Ltd. are located in the Bank of Nova Scotia building, 44 King St. West, Toronto.

BERNARD (BUNNY) COWAN, 46, has been named administrative producer for Tape/Net, the new corporate division of Krantz Films Inc., New York, which is opening Canadian headquarters in Toronto for production and distribution of Canadian television programming, in U.S. markets.

Cowan, born in Vancouver, B.C., moved to Toronto at the age of three, and has lived in that city ever since. Following public school, he received further education at Jarvis Collegiate and the University of Toronto.

He free-lanced as an actor from 1940-1943, when he joined the staff of CHEX Peterborough. In September of the same year he moved back to Toronto, where he became a staff announcer for the CBC, remaining there for three years.

In 1946, Cowan decided to go free-lance again, and has remained in that status ever since, as an actor and announcer. Over the years he has been associated with such national accounts as Lever Bros., Quaker Oats, Hallmark Cards, Ford Motor Co. of Canada, Imperial Oil and several others.

In the program field, he is probably best remembered as the music commentator for the Toronto Symphony Orchestra, with which he was associated for 14 years. For six years, also, he has served as producer-host of the City of Toronto Summer Symphony series of outdoor concerts, playing to some 10,000 people each Sunday night.

Since 1960, Cowan has been involved in TV production, especially in the cartoon field. He submitted briefs to the BBG, and was deeply concerned with the use of Canadian talent and facilities for the production of a number of animated cartoons, including the first completely all-Canadian series, *Rocket Robin Hood*. He has also worked on *The New Adventures of Pinocchio*, *The Wizard of Oz*, *Rudolph*, *The Red-Nosed Reindeer*, *King Kong*, *Marvel Superheroes* and *Spider-man*, among others.

Unseen by the TV audience, Cowan is the voice-over announcer on a number of top TV programs. His current performing commitments include *The Pierre Berton Show*, for which he travels extensively, *Berton's Under Attack*, *Front Page Challenge*, and the *Wayne & Shuster* shows.

Cowan has also served as Toronto Local president of ACTRA, and is a former national vice-president.

He is married and has three children.

BILL CUNNINGHAM, 35, with 20 years experience as a news reporter, who became executive producer of the CBC-TV National News (1966-67) is the newly-appointed Far East correspondent for the CBC. He will operate from Hong Kong as his home base.

Born in Moncton, N.B., July 10, 1932, Cunningham began his news career by working as a reporter and news editor for CKCW Moncton in 1948. He joined Broadcast News in Toronto in 1951, and was later moved to the Edmonton office, where he remained until he joined the CBC as a radio news reporter in Vancouver, in 1954.

In 1960, Cunningham won a Western Canada Press Award for a TV report on unemployment in the Vancouver area. That same year, he moved to CBM Montreal, where he covered Quebec affairs for CBC news.

In 1961, Cunningham was transferred to Toronto, to be an editor on the staff of CBC-TV's weekly half-hour series, *Newsmagazine*, and by 1964 became producer for the series.

Promoted to the post of executive producer, CBC-TV National News, in 1966, Cunningham covered the Arab-Israeli War last summer, and was also producer of the one-hour film report, *Strike Zion*.

He and his cameraman, award-winning Maurice Embra, who was born in England but calls Vancouver his home, will cover major news events for CBC radio and television news throughout the Far East and Australasia.

I apologize

"- TO THE OIL HEATING ASSOCIATION OF CANADA! It seems that when I went on the air a couple of weeks ago, during that extremely cold period, and warned the ladies that they better make sure to have plenty of oil - I threw all the computerized delivery schedules into a panic. I particularly regret that the Oil companies have reported to you somewhere in the neighbourhood of 2500 telephone calls due to this one announcement. As a responsible citizen, I sincerely apologize for the confusion I created . . . although, as a RADIO announcer, I must admit it leaves me with a nice, WARM feeling!

Rod Dewar

ROD DEWAR, heard daily from 9.00 a.m. to 12.00 noon, has been pouring oil on troubled waters for 14 years!

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The future looms large for media executives

by James Montagnes

THE COMPUTER AGE has come to the advertising agency business—through its media departments.

A centralized computer for all Canadian availabilities is forecast for the not so distant future. A Canadian data bank is already under investigation by the Institute of Canadian Advertising.

"Within five years I see estimating and possibly buying done by computers," said J.B. Tomlinson, vice-president for media and programming at McCann-Erickson of Canada Ltd., Toronto. "Lower levels in the media department will be computer operators instead of estimators. There could be a ticker tape availability machine, and possibly standardized rates. But time and space buyers will always be needed. Media people will be required to answer the new questions which come up from computer operations."

Similarly Paul Moore, media director of Vickers & Benson Ltd., Toronto, pointed out that "the computer will not replace time buyers. There will always be an area where judgments have to be made and the machine cannot do that."

Nickolis Demeda, media director of Needham, Harper & Steers of Canada Ltd., Toronto, said that "computers will propose a schedule, but planners will still have to make the decisions."

Computers are already in use in a number of United States agencies. Some Canadian branches of these agencies are feeding data by mail to their computer centres in New York and Chicago for billing, accounting and payroll operations, with statements going to Canadian clients from the United States offices.

At least one Canadian agency, Cockfield, Brown & Co. Ltd., is using a computer at its Montreal headquarters, receiving data by mail from Toronto and other offices for feeding into the computer for clerical estimating, investigating of analysis and billing. The next computer step to be

developed by this agency is insertion orders, contracts, production and commercial schedules.

A number of agencies are using computers of independent firms. Others, like Vickers & Benson Ltd., are leasing time for special studies on computers at Television Bureau of Advertising of Canada and BBM Bureau of Measurement.

Substantial clerical savings

"The computer can cut up to 60 per cent of clerical staff," Demeda pointed out. "The reduced staff is in accounting and insertion of orders, estimating and billing, and in the data processing area. It will be necessary to add to the staff in the early years of a computer's use. When properly functioning, less staff will be needed."

Staff recruitment is a major problem with all media directors interviewed. To young people wanting to get into the advertising agency field, the media department is not the glamor department. Yet media directors all were emphatic that the changes within advertising agencies in the past few years have been such that media is the best department to join to advance fastest in the agency field.

Proof is the recent advancement of John Tomlinson, on February 16 to be exact, to a vice-presidency in the big international agency, eight years after starting in the advertising agency business.

"Look at the media department first," suggests Paul Moore to aspiring agency executives, "because here you are dealing with all facets of the agency business. You learn the advertising business in the media departments. Management, creative, marketing and account and other executives come to the media department for advice.

"A young man starting out will have a better chance in the media department than in the account executive department. He does not



J. B. TOMLINSON



PAUL MOORE



NICKOLIS DEMEDA

need a university degree, but must be bright, aggressive, smart and have the urge to want to get ahead."

University grads preferred

Not all agency media directors agree on the educational requirements. Ian B. Campbell, manager of media services of Cockfield, Brown & Co. Ltd., Toronto, explained that his agency was looking for university graduates with Bachelor of Arts, Bachelor of Commerce or marketing degrees.

"We are receiving quite a few applications also from young people with European advertising agency experience. We find quite a few university graduates who want to come to the media department," he said.

"Recruitment of talent has been becoming more serious than in the past," Tomlinson pointed out. "There is more raiding than ever for trained media personnel. We train our own junior level people, but obtaining top people is tough. There is a nice influx of United Kingdom people coming with agency training.

"Two years ago we formed the Canadian Media Directors Council to which media directors of the top 20 agencies (by billings) belong.

"We meet monthly to discuss agency problems, including training problems. Now through the Institute of Canadian Advertising we operate a course in media buying."

The ICA course, currently underway with 12 sessions, is designed to aid agency employees. It covers the buying of all media available to advertisers in Canada. Director of the course is John Tomlinson, and instructors are from various agencies.

Among subjects on the agenda are relationships between marketing, advertising and media plans; media objectives and strategy and resulting responsibilities of media buyers; media representatives and their roles; how buyers should evaluate media, tools and research; reach frequency; media buying and evaluation; and the future of the agency media buyers.

The Canadian Media Directors Council aims to further the development of the buying of advertising as a benefit to agency and advertising members of the industry. It acts as a forum for the exchange of ideas, as a means towards educating and training new media people, in standards and standardization of media data, in promoting or sponsoring the development of improved methods of media audience measurements.

Marketing, research and creativity

"The media department has evolved from a service department," Nick Demeda explained. "It is now more involved in marketing. Its people can talk marketing, research and creative work, then write media plans. The account executive is becoming more a co-ordinator, while media people now sit in with clients on planning."

(continued on page 30)

In Winnipeg, KCND No. 1 in 9 Program Periods . . . tied No. 1 in another

The January Nielsen study verifies the continued dominance of KCND-TV in prime time during:

SERGEANT BILKO — 10:30-11:00 pm Mondays
DATING GAME — 6:30-7:00 pm Saturdays

Additionally, KCND-TV is No. 1 in the Total Measurement Area with the following children's programs:

SPIDERMAN — 9:00-9:30 am Saturdays
JOURNEY TO CENTRE OF EARTH — 9:30-10:00 am
Saturdays
KING KONG — 10:00-10:30 am Saturdays
GEORGE OF THE JUNGLE — 10:30-11:00 am
Saturdays
CASPER CARTOONS — 5:00-5:30 pm Sundays

What's more, we're No. 1 in Metro Winnipeg during:

1:30 MOVIE ON SUNDAY — 1:30-2:15 pm
SUNDAY SHOWCASE — 3:00-3:30 and 4:30-5:00 pm

And Saturday, January 13, during regular programming of all Winnipeg stations (see special Nielsen study re Saturday night programming), KCND, Channel 12, tied with CBWT for top audience in the 10:30-11:00 pm time period.

KCND-TV 12 
A **McLendon** STATION

Most applications win BBG nod at February hearings

A SECOND AM STATION for Sarnia, Ont., and a new FM station for Guelph, Ont. were recommended last month by the BBG, who also paved the way for CTV service in Lethbridge, Alberta. These decisions were handed down as a result of the February 6-8 Ottawa hearings. Three other AM stations, another FM, and seven TV stations also won favorable recommendations.

Keith Dancy, former vice-president, CFOX Pointe Claire, Que. got the go-ahead to establish and operate the new Sarnia AM station but was denied in his bid to operate a companion FM outlet. The Board said Dancy and his associates should operate the AM station for a reasonable period of time before consideration would be given to his FM application.

Dancy's company, to be incorporated, proposes to operate on the frequency of 1250 kcs., with a power of 10,000 watts day and night, DA-2.

Both bids were opposed by CHOK Sarnia, which has been in operation since 1946, and which previously had an FM outlet but let its license lapse in 1957. Karl E. Monk, general manager, said his station proposes to submit a new application for an FM license within 18 months.

CJOY Guelph, Ont. was given the nod to set up and operate a new FM station in that city, on the frequency of 106.1 mcs., ERP 50,000 watts, horizontal and vertical polarization, EHAAT 249 feet, omnidirectional. The Board turned down the competing bid from a company to be incorporated, represented by Elverne Earl Hallman, on the grounds that "the experience of the Board has been that independent FM broadcasting stations have difficulty in securing sufficient revenue in markets where listeners have a choice of many stations."

Calgary-Lethbridge approval

Correlated applications paving the way for introduction of CTV network service to Lethbridge, Alta. received the Board's recommendation of approval. CJLH-TV Lethbridge got the green light to team up with another CBC network affiliate, CHCT-TV Calgary, from which it would operate part-time as a rebroadcasting station, sharing use of its studio facilities with CFCN-TV Calgary, a CTV affil-

iate, for local programming, in order to cut operating costs.

CFCN-TV received approval to establish and operate a new TV station in Lethbridge, to provide CTV network service part-time by off-the-air pick-up from its Calgary station, and use CJLH-TV studios for its Lethbridge programming. It would operate on Channel 13+, ERP 36,700 watts video, 7,340 watts audio, EHAAT 582 feet, directional.

CFCN-TV also received the Board's approval to establish and operate a TV rebroadcasting station in Drumheller, Alta., receiving programs by off-the-air pick-up from the Calgary station.

Kokanee Broadcasting Ltd., CKKC Nelson, B.C. won approval of its bid for a new AM station at Creston, on condition that the station be operated as a CBC affiliate. It will be programmed principally from the Nelson station, and operate on 1340 kcs., 250 watts day and night, ND.

The Nelson station was denied its similar bid for another station at Castlegar, as the Board noted T.N. Tuck and associates have an application being processed for a new AM station at Castlegar. This would offer full-time local service, in contrast to the part-time local service proposed by the applicant (Kokanee Broadcasting).

Miscellaneous

An FM station programming "an all country & western format" was approved for Radio NW Ltd., CKNW New Westminster, B.C., to operate on 101.1 mcs., ERP 100,000 watts, horizontal and vertical polarization, EHAAT 709 feet, omnidirectional.

Southern Manitoba Broadcasting Co. Ltd., CFAM Altona, CHSM Steinbach, was denied permission to broadcast separate pre-recorded commercials on the two stations and to broadcast individual station IDs separately, on the parent station and its Steinbach repeater.

An AM station at Temiscamingue, Que., to be operated by Radio Temiscamingue Inc., on 1340 kcs., with 250 watts day and night, ND, from studios at CKVM Ville-Marie, Que. was approved by the Board, on condition that the station operate as a CBC network affiliate.

The CBC received approval for an AM station at St. Anthony, Nfld., to operate on 600 kcs., 10,000 watts, DA-2, as part of the CBC English Radio Network, which will serve the Labrador Coast also.

CKWM-FM Kentville, N.S., operated by Evangeline Broadcasting Co. Ltd. won approval of its bid to operate "with subsidiary communications".

British Columbia Television Broadcasting System Ltd., CHAN-TV Burnaby, B.C. got the nod for a new TV rebroadcasting station at Courtenay, to receive programs by off-the-air pick-up from CHAN-TV, for retransmission on Channel 13, ERP 930 watts video, 186 watts audio, EHAAT 1,325 feet, directional.

An extension of the CBC English Radio Network to include CKFH Toronto, for the purpose of carrying NHL regular and playoff games, won the Board's approval.

Also approved for the CBC were "frontier package" TV stations at Uranium City, Sask., Pine Point and Inuvik, N.W.T., and a new TV station at Grand Rapids, Man.

Power increases were approved for CFLV Valleyfield, Que.; CHFI Toronto; CHAM Hamilton, Ont.; CFSL Weyburn, Sask.; CFAX Victoria, B.C. and CHUM-FM Toronto.

A change of antenna site for CKOK-FM Penticton, B.C. was approved, as were studio location changes for CFJR Brockville, Ont., CFBV Smithers, B.C., and CKKC Nelson, B.C.

The CBC received approval for LPRTs at Waterways, Alta., Valemount and Edgewood, B.C. and Carmacks, Y.T.

The Board approved a share transfer for CJLH-TV Lethbridge, and also for CFOM Quebec City, which would assure continuation of broadcasting on that city's only English-language station.

License renewals were recommended for 116 stations, some for one year and others for two years. The Board said it was trying to achieve a balance so that the new regulatory agency (CRTC, as proposed in the long-awaited Broadcasting Act) might "have an opportunity, at an early date, to review the operation of broadcasting stations." It also said expiry dates were being arranged so that a licensee with two or more stations may have all his renewal licenses heard at the same time.

Premier Johnson invokes old act to form new Radio Québec

RADIO-QUÉBEC, the provincially-operated radio-TV network, announced last month by Premier Daniel Johnson, will be legally established under the reactivation of an Act passed by the provincial legislature in 1945 and which has lain dormant ever since. The system is expected to begin broadcasting in September.

As Johnson revealed his plans for the Quebec network, he also announced the appointment of Montreal sessions court judge, Guy Guerin, as president of the governing body to be known as the "Quebec Radio Bureau". This would be a Crown Corporation, as set forth in the 1945 Act which was passed by the Union Nationale government under the late Maurice Duplessis, and which authorized the "creation of a provincial broadcasting service."

Named vice-presidents of the Bureau were Jean-Marie Beauchemin, associate deputy minister of education, and Jacques Gauthier, special advisor on broadcasting to the Provincial cabinet.

Guerin said Radio-Québec "expects to begin broadcasting its first educational programs in the Montreal and Quebec City areas by September."

He said network officials do not yet know just how the planned programs will be transmitted. They did hope, however, to transmit the first broadcasts by using the facilities of private television networks in Quebec, and were also hopeful that negotiations for eventual collaboration with

the French network of the CBC could be undertaken shortly.

Guerin said Radio-Québec "does not intend to compete with commercial stations, "and thus will not need a broadcasting license from the BBG. He said the network's "sole purpose is to operate in the educational and cultural fields."

Laying emphasis on the announced intentions of Radio-Québec to operate primarily in the educational field, Guerin said the first program, designed to reach the majority of Quebecers, would likely involve courses in French grammar and syntax, and introductory courses in political science and economics. He said that while the exact content of the initial programming had not yet been decided upon, it would be formulated by the Quebec Department of Education working closely with officials of the Radio Bureau.

Judge Guerin said eventually Quebec's English-speaking residents would be able to follow both English- and French-language programs specially tailored for their particular needs. Premier Johnson also pointed out the intent to operate a bilingual network.

Radio-Québec is much more than "just an organization on paper", Guerin pointed out. It would eventually incorporate into its operations a pilot TV project in education now being beamed from a Quebec-owned studio in Quebec City to residents of the

Lake St. John and Chicoutimi areas. Known as TEVEQ, the project serves about 35,000 persons who are following courses leading to a high school diploma.

In June, said Guerin, Radio-Québec will take over a TV studio formerly operated by the CBC in Le Collège St. Laurent, Montreal, and also the Quebec Office for Audio-Visual Development.

Described by the judge as "the cornerstone of Radio-Québec", the audio-visual office was established last November in connection with a proposed TV-satellite program involving France, Germany and Quebec.

The provincial network, said Guerin, will probably cost "a significant amount" to operate, but he pointed out it will also result in considerable savings in the long run. The province would have to build fewer new schools and spend less on student loans and bursaries, he said, because many Quebec youths with jobs would be pursuing their education at home by following the radio and television programming of Radio-Québec.

Litt named GSM at CKLW-TV

LeGRAND S. REDFIELD, who resigned as general sales manager, CKLW-TV Windsor, Ont., is succeeded by Paul R. Litt, former account executive, national sales division, RKO General Broadcasting, Chicago.

GROUP ONE ATLANTIC

BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

	GROUP ONE ATLANTIC	% OF PROV.	HALIFAX & COUNTY	% OF PROV.	SYONEY GLACE BAY	% OF PROV.	BALANCE OF PROVINCE	% OF PROV.
POP	367,700	49	246,900	33	55,300	7	88,100	11
HH	89,000	49	57,300	31	12,400	8	22,600	12
RS	301,212,000	40	288,426,000	39	77,535,000	10	81,617,000	11
EBI	503,470,000	45	402,138,000	36	91,484,000	8	124,374,000	11
FS	72,976,000	38	74,151,000	38	21,881,000	17	24,713,000	13

GROUP ONE RADIO LIMITED

MONTREAL

TORONTO

WINNIPEG

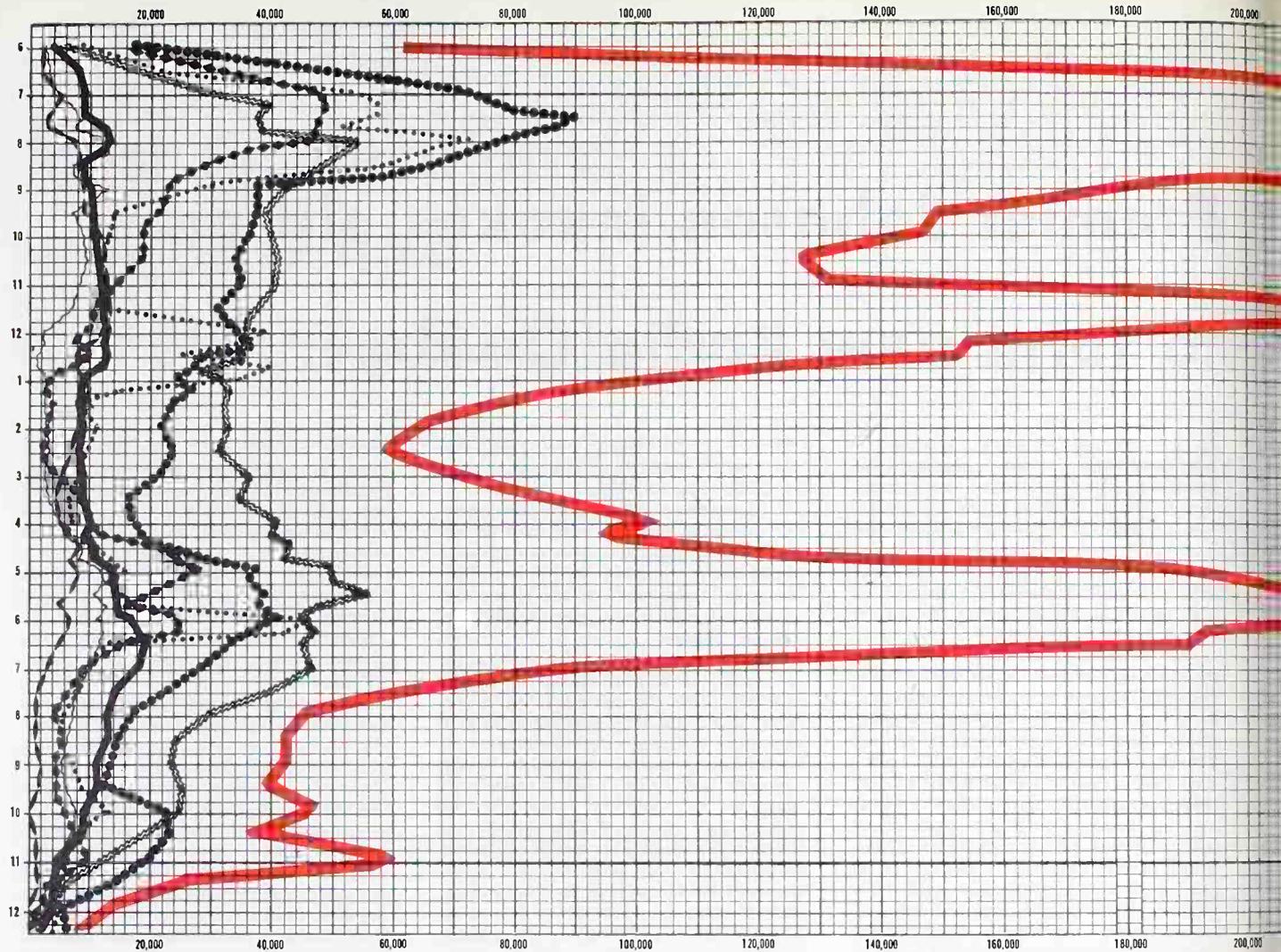
VANCOUVER

932-8357

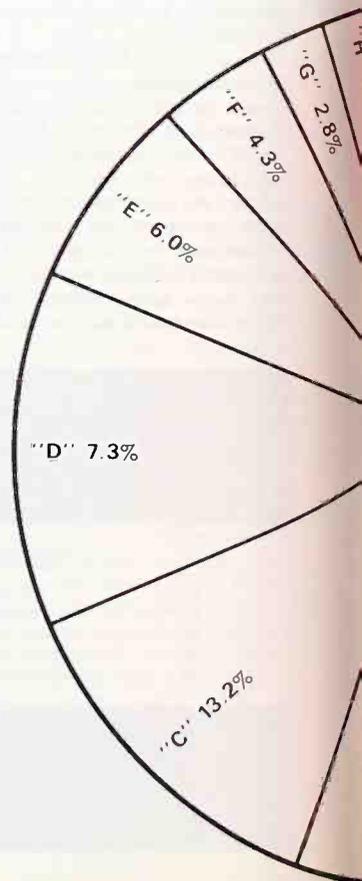
923-0919

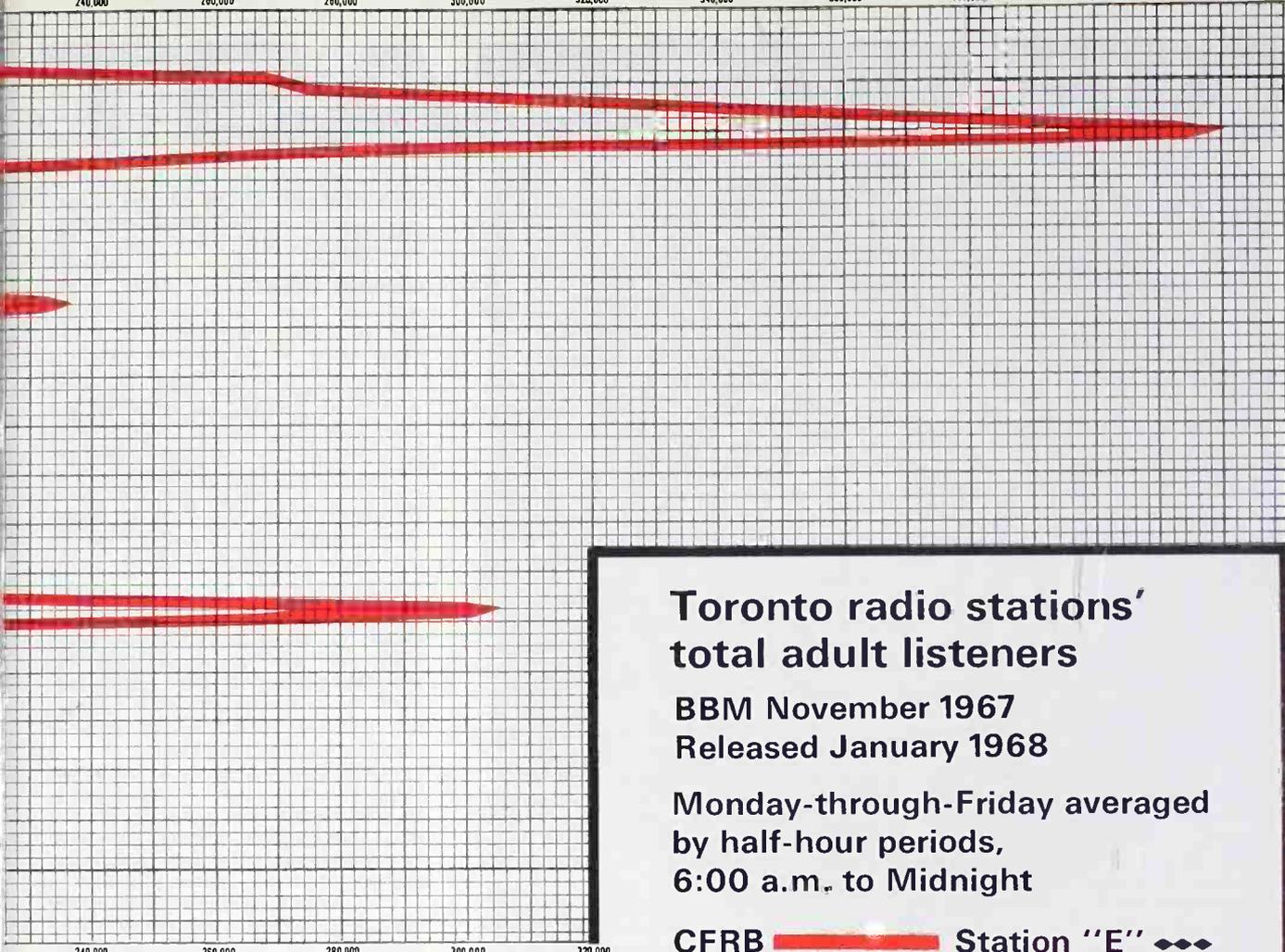
942-1892

682-6391



Two Charts Worth Two Thousand Words





Toronto radio stations' total adult listeners

BBM November 1967
Released January 1968

Monday-through-Friday averaged by half-hour periods, 6:00 a.m. to Midnight

- CFRB Station "E"
- Station "B" Station "F"
- Station "C" Station "G"
- Station "D" Station "H"

CFRB
50.9%
OF ADULT
LISTENERS
IN TOTAL
COVERAGE
AREA

Monday-Friday
averaged by
half-hours 6 a.m.
to Midnight

As the most listened-to radio station in Canada, CFRB Toronto is always trying to do things just a little better for both listeners and advertisers.

Once again, the strength of the relationship enjoyed by CFRB with *adults-who-do-the-buying* throughout Toronto and nearby Southern Ontario communities is emphasized by the BBM Bureau of Measurement (November 1967) Radio Station and Area Report released January 1968.

You will find it worthwhile to compare CFRB's adult listener dominance throughout all time periods, weekdays and weekends. Write, wire, or 'phone for all the facts.

CFRB TORONTO

Represented by STANDARD BROADCAST SALES COMPANY LIMITED
2 St. Clair Avenue West, Toronto (416) 924-5721 • 1407 Mountain Street, Montreal (514) 849-2454
CANADIAN STANDARD BROADCAST SALES INC.
654 Madison Avenue, New York, N.Y. 10021 (212) 838-5774

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ASSOCIATIONS

CANADA WILL EMERGE by the end of this decade as a major creative force in mass communications, and therefore, in advertising, predicted Raimond D. Senior, president, J. Walter Thompson Co. Ltd., Montreal, who credited Expo '67 as the key force in this changing role.

Speaking on *The Creative Opportunity in Canadian Advertising*, Senior told the American Marketing Association, Toronto Chapter, that "Expo also showed that good design, at point of sale and in promotion, can communicate and still be attractive. Maybe we can discard the cult of the ugly that seems to be with this industry in so many so-called 'hard sell' areas.

"Expo's most important role, however, in terms of the future emergence of Canadian creative talent, was that it brought the technocrats of communication together with the artists and writers. And that union is already making Hollywood, New York and London look to Canada for answers," he said.

Senior credited the trend towards bilingualism as one of the vital factors to observe in the changing communications picture in Canada. "The new sparkle, the new confidence of the French-Canadian has not yet found its way fully into the advertising business. The young, new, vigorous, inventive French-Canadians whom we have been trying to bring into our agency and who have been going into a few others...these bright young people are still an exception rather than a rule.

"Advertising has not yet attracted many of the best of French-Canadians, historically. Neither in the business side of agencies nor on the creative side...but this is changing. Some of the very finest television commercials being made by J. Walter Thompson in Canada are the results of a gutsy combination of very talented English-speaking and French-speaking creative people working together. The two solitudes doing a little headknocking can be what will make Canadian advertising a true creative force."

Emphasis on teamwork

The functional changes taking place within agencies, said Senior, are creating a feeling of sharing responsibilities, of working together rather than apart, "especially in terms of

the organization and development of creative people". Art and copy departments, as far as the JWT Montreal office is concerned, "have virtually disappeared. Literally, we are taking down the walls and putting people together, rather than splitting them artificially as we used to do.

"What is an advertisement, anyway, that it can be divided so neatly between words and pictures, with a writer sitting alone in some cage hatching out words which some art director, who may have neither understanding or empathy for the idea, must render?" he asked.

The JWT head said: "With media such as television and radio, an advertisement can merely be a sound... or a silence. We believe, incidentally, that our art directors should write radio commercials—the most often misused opportunity for the creative mind.

"As the art director and writer merge, so does the job of the creative man and the account man," he said.

"The account executive is the business manager of an account—not the boss. The young, well-educated business graduates who are coming into today's agencies are adopting the attitude of partners with the top creative people—and this is the way it should be.

"The idea of the businessman account executive and the kook who writes the ads is an old-fashioned notion. Today, an account man who is effective will be vitally concerned with the imaginative processes that produce great advertisements; and the effective creative person must be fully immersed in the realities of marketing strategies.

"Experimentation, genuine gutsy exploring and challenging of old ways of doing things—and not being scared to try something before it is tried in the United States—I think this is what the new advertising in Canada can be about, in the rest of the sixties and in the seventies."

CABLE

SEEKING A CATV LICENSE to operate a cable television system in Kingston, Ont., the Public Utilities Commission of Kingston has voted to make an application for such a service to the BBG.

Kingston has no cable television system at present. Its residents are served by CKWS-TV, a CBC-TV affiliate, and can pick up broadcasts from three major U.S. networks from across Lake Ontario, but they have no service from Canada's privately-owned network and cannot pick up the nearest CTV outlet in Ottawa.

ENFORCEMENT OF U. S. COPYRIGHT LAWS, requiring CATV system operators to pay copyright fees for programs picked up from commercial stations and relayed to their customers, has been backed by the National Association of Broadcasters.

The NAB has asked the U.S. Supreme Court to uphold a lower court ruling in this regard. The case, which the court has agreed to hear later this year, is an appeal from the U.S. Court of Appeals for the Second Circuit.

The appeal held that Fortnightly Corporation, a CATV operator, violated copyright laws by using programs on its cable systems in Clarksville and Fairmont, West Virginia, picked up from United Artists Television Corporation.

The NAB brief said the association saw "no adverse impact" when a CATV system does no more than afford better reception of the local broadcasting station. But, when a cable system imports "distant programs into the market area of the local broadcast station, the NAB fears that the survival of many local broadcast stations would be cast in jeopardy... if the CATV systems were free to compete outside the copyright laws."

COMMERCIALS

CIGARETTE ADVERTISING should be banned from radio and television, said Barrie Clark, CKWX Vancouver announcer, who is a Liberal member of the B.C. Legislature.

Clark, member for Vancouver-Seymour, who has hosted a CKWX open-line show, told the Legislature "If we really believe what we are saying about smoking, we must be prepared to consider moves to remove advertising that glamorizes and encourages the use of cigarettes.

"I say this as a broadcaster, as someone who is in the advertising business, as a profession," he said.

Clark added that it is hypocrisy to continue to allow such advertisements to appear on television screens and radio stations "while pouring public money into a campaign to encourage our youth not to smoke."

He said he felt the Legislature should ask the BBG to consider "banning completely all cigarette advertising from radio and television in Canada."

"I think we should consider measures that would have the same effect on newspaper, magazine and billboard advertising for these products," he suggested.

Clark said radio and television stations are prevented from carrying advertising for birth control devices and liquor, and "no one has claimed this is an infringement of freedom."

He said he was ashamed of the broadcasting industry, and of television in particular, for the way in which it is treating the marijuana problem. "The two worst offenders," he declared, "are the *Smothers Brothers* program and the *Rowan & Martin Laugh-in* comedy hour which have week after week glamorized the use of marijuana." (Note: Both these are U.S. network programs.)

ULTRA-BRITE, Colgate-Palmolive's new toothpaste, was launched in Ontario with the support of a heavy TV spot campaign, using a swinging television commercial created by F.H. Hayhurst & Co. Ltd., Toronto. The product was previously test-marketed in B.C.

Outdoor and p-o-p displays support the campaign aimed at the 18-45 age group, heaviest users of cosmetic (whiter teeth and fresher breath) toothpastes. *Ultra-Brite* is nationally distributed in the U.S., and has already reached fourth place after less than a year on the market.

Using the theme: "...makes the others taste tame!", the *Ultra-Brite* campaign, developed by Hayhurst, uses crisp colors and sudden surges of wild camera work to shuttle viewers through a series of three dream fantasies, interlinked by flashes of eye-blurring op art. Up tempo music adds to the ultra modern feel of the commercial.

Agency personnel involved in the production, under supervision of Henry R. Ross, senior vice-president and creative director, were group creative director W. K. Ackerley, art director Dave Peacock, and Cliff Harrison, manager, broadcast production. TDF Film Productions Ltd. produced the commercial.

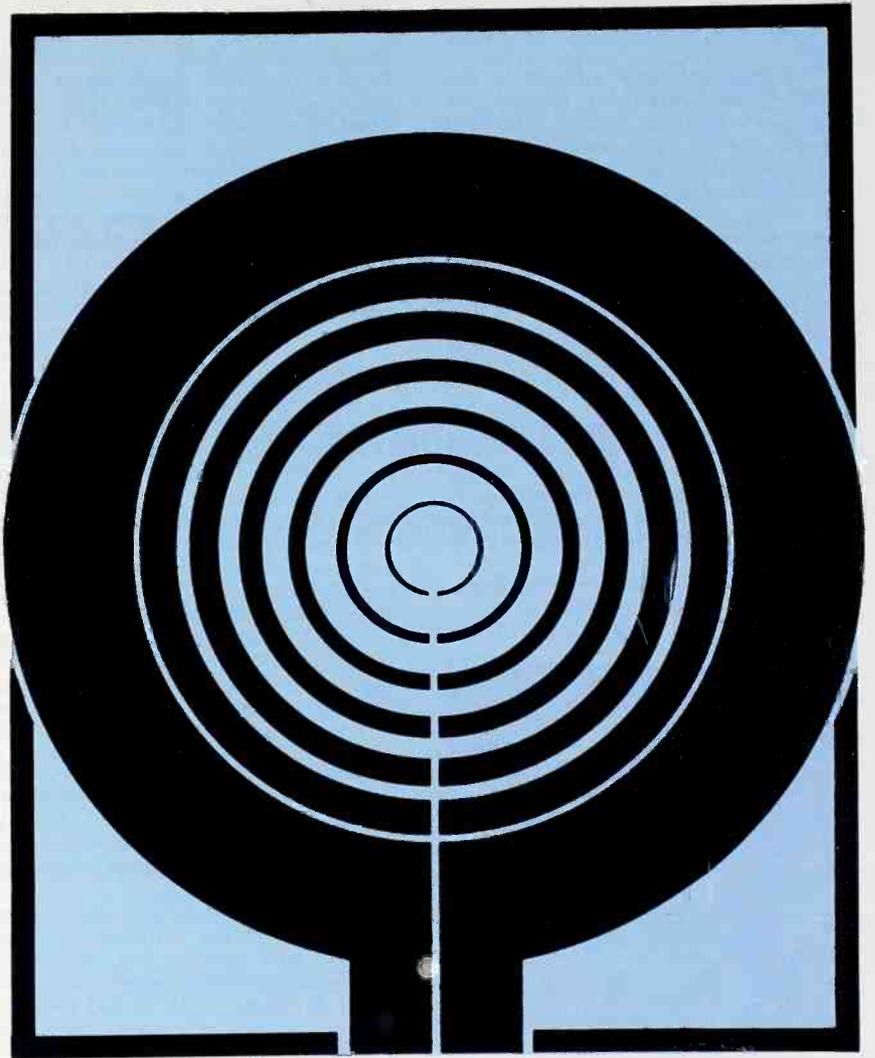
E.M. Baltz is group supervisor at Hayhurst, with John Arnold as account supervisor.

Roger Gawne is product manager for *Ultra-Brite* at Colgate-Palmolive.

EDUCATIONAL TV

ONTARIO AIMS to be the centre of educational television in Canada if approval is given to the plans for

March 14, 1968



THE SYMBOL OF OUR INFLUENCE

This symbol... for CFQC Radio 600 and TV8... a NEW SYMBOL for our NEW BROADCASTING FACILITIES.

For your problem... put our experience to work for you... for the right time... for the right results. We're interested in your future too, by being concerned with your advertising problems today. Our new symbol means new facilities plus ability and results.

Represented by Radio & Television Representatives Ltd.

CFQC · 600 · TV8
SASKATOON · SASKATCHEWAN

province-wide coverage through five TV stations and 28 rebroadcasting units.

The proposal was outlined to the Ontario Legislature by Minister of Education William Davis, prior to presentation to the Commons Committee on Broadcasting.

Davis said the first step proposed use of Channel 19 as production headquarters, to serve as an originating centre for rebroadcasting units across the province. This station would also serve south-central Ontario. Others would be located in the north-western, northern, southeastern and southwestern parts of the province.

Davis said: "The ETV branch has filed a chart with the BBG indicating the locations of 28 rebroadcasting units. It is possible that before construction begins, technology will enable us to get the same or some of the same coverage by satellite or

other system.

"If so, we would expect that the federal agency which provides transmission facilities would assist us in taking advantage of the latest technical developments."

Davis pointed out that "at the heart of the Ontario system will be an authority for educational broadcasting made up of representatives, appointed by the cabinet, from school trustees, universities, teachers, adult education groups, home and school associations, and the general public. This authority would be responsible to the Minister of Education and report through him to the Legislature."

He noted that the Ontario Department of Education ETV Branch "has planned, produced and distributed more than 450 programs ranging the entire curriculum from grades 1 to 13. These programs have been received and evaluated in over 2,600 Ontario schools—despite the severe limits the branch has worked within due to the brief air time available."

Davis said one of the greatest national ETV needs would be a computer-linked storage and retrieval centre for visual material and programs.

LINKING FIVE COMMUNITIES in central Alberta, a new ETV system known as COMET has been licensed for the Alberta School Trustees Association. It is the third ETV system to operate within the province.

COMET, which stands for County of Mountain View Educational Television, will operate via microwave transmission, from the key station at Olds, 35 miles south of Red Deer. It will serve Olds, Cremona, Carstairs, Didsbury and Sundre.

Announcement of the new project in Alberta came on the heels of the decision of the Commons Broadcasting Committee to open up the field of educational broadcasting for study. The committee is currently hearing briefs and studying a draft bill under which the federal government would set up ETV facilities under a special Crown corporation.

Alberta already has two other ETV systems, CARET (Calgary and Region Educational Television) which is using the facilities of CHCT-TV Calgary, until its own closed circuit system is operational, and MEETA, Metropolitan Edmonton Educational Television Association, designed to serve the Greater Metropolitan Edmonton area.

MEETA, according to Earl Rosen's *Educational Television, Canada*, has advanced further than any other ETV group in the country in developing its own program resources. At present, four of its members have equipped television studios, including a mobile unit specifically designed for the University of Alberta, Faculty of Education.

IN MANITOBA'S BRIEF, submitted to the Commons Committee, it was recommended that the CBC should assume responsibility for educational

television in Canada, and that an exclusive ETV network be established.

However, the brief, presented by Dr. W.C. Lorimer, Deputy Minister of Education, emphasized that while the ETV network should be part of the publicly-owned corporation, it must remain physically independent to avoid conflict with commercial television interests.

It was suggested that the CBC provide production and transmission facilities for Manitoba schools while the province would provide direct costs of programs, including performers, scripts, graphics and program content.

It was pointed out that Manitoba has operated such a system, in co-operation with the CBC, since 1956. The brief said this has proved profitable, and ETV now is available, if the schools have viewing facilities, to 90 per cent of the province's school population.

JEAN-MARIE BEAUCHAMP, associate deputy minister of education in Quebec, has been elected president of the Canadian Council of French-language Radio & Television Broadcasting, which, with the English-language section, will form a radio and television education commission for the Canadian Association of Education.

Representatives on the French-language section of the Council will include four French-Canadians from outside Quebec, named by the Canadian Council of Education Ministers, two representatives from the CBC French network, eight persons selected by the Quebec Minister of Education, and the secretary of the Canadian Council of Education Ministers.

Beauchamp is also on the administrative council of the province's projected Radio-Québec, its own provincially-sponsored educational broadcasting system.

FILM

THE IMPACT OF COLOR influenced the Department of National Revenue, Taxation Division, to use television this year, for the first time, to key-note its 1968 advertising and public relations program, said Norman Rid-dough, the bureau's information director.

For the past four years, he said, the Department has used print plus radio to get across their messages during the pre-April 30 filing deadline. Print got two-thirds of the budget and radio received the remaining one-third. This year, with the big switch to color, television seemed the most logical approach and received the major portion of the department's ad budget.

"We thought this year's message was strictly visual," he said, "One that could be best got across by

ANNOUNCEMENT

ELECTED PRESIDENT CAPITOL RECORDS (CANADA) LTD.



G. Edward Leatham

At the February 8th meeting of the Board of Directors of Capitol Records (Canada) Ltd., G. Edward Leatham was elected President, replacing Lloyd W. Dunn who was elected to the post of Chairman of the Board and Chief Executive Officer. Mr. Leatham joined Capitol Records (Canada) Ltd. in July 1962 as Director of Sales and, in October of that year, was elected Vice-President and Director of Sales. In January 1966, he was named Vice-President and General Manager and, subsequently, was appointed Executive Vice-President, Capitol Records (Canada) Ltd., which position he has held until the present.

Prior to his affiliation with Capitol Records, Mr. Leatham, a native of Montreal, Quebec, served as Advertising & Public Relations Manager, John Inglis Co. Limited, Toronto. He joined Inglis, a manufacturer of industrial equipment and home appliances, in 1960 after a 10-year affiliation with Addison's Limited, Toronto.

While with Addison's, which manufacture Norge and Motorola Radio & TV products, Mr. Leatham served in a variety of capacities including National Sales Promotion Manager, National Sales Manager and Director, Vice-President and General Manager.

Buyers will read and keep these issues -

**APRIL
25**

CLOSING DATE
APRIL 11

Pre ACA, CAB Convention issue & 1968 Spring Directory

Unquestionably the April 25th book will be The Canadian Broadcaster's most important issue of 1968.

For ACA delegates, who will receive a copy prior to their opening session, it will contain a thorough rundown on the entire three day meeting, background on speakers, a guide to hospitality suites and other items of interest.

For CAB delegates, a similar pre-convention rundown, a guide to exhibitors and a report of CAB activity over the past year.

For delegates to both conventions and our regular subscribers, the 1968 Spring Directory, listing radio and television station personnel, station representatives, equipment manufacturers, broadcast consultants, film suppliers, production houses, enfranchised agencies and networks.

Whether you are aiming at advertisers, agencies or broadcasters, the April 25 issue is an advertising vehicle you cannot afford to miss.

Advertising deadline - April 11.

**MAY
8**

CLOSING DATE
APRIL 25

Post ACA

**MAY
23**

CLOSING DATE
MAY 9

Post CAB

Convention issues

A permanent record of all ACA Convention activity, the May 9 issue commands maximum attention of advertisers, agencies and allied businesses. Advertising deadline April 25.

The deliberations of private broadcasters from coast to coast as reported in the Post CAB Convention issue are of paramount interest to the entire broadcast advertising world. Advertising deadline May 9.

DON'T MISS THESE IMPORTANT ISSUES. FOR THE ADVERTISING SPACE YOU WILL WANT, WRITE WIRE OR PHONE COLLECT.

THE CANADIAN
broadcaster

Suite 128, 17 Queen Street East
Toronto 1, Ontario: 416-363-6111

pictures. Then we had to choose between pictures in dailies or pictures on television. We chose TV for the exciting possibilities that color offers as much as for the mass audience it will give us. But we still need print because we have messages that have to be read. So we're taking six full-page ads in the weekend rotos, and filling the gap in Nova Scotia with the *Halifax Chronicle-Herald and Mail-Star*."

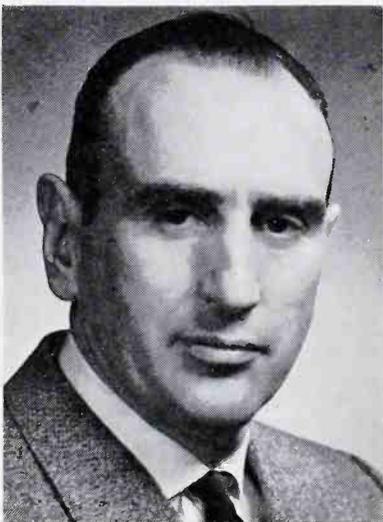
Out of eight different TV productions, from spots to spectaculars, for the 1968 campaign, only one was shot in black and white, and that was a training film produced by NFB at a cost of about \$2000. The final, 64-minute, production cost \$18,250. It was prepared for showing to the Revenue Department staffs, to help improve customer-taxman relations at the counter and over the phone.

Two series of five-minute shows, *Tax With Max*, starring CBC Radio's "man of many voices", Max Ferguson, *L'Impôt Fédéral*, with French-Canadian TV, stage and radio personality, Paul Berval, have off-camera voices interrupting them as they show and tell how to use the Tax Guide enclosed with every income tax form.

The two series were produced by Robert Lawrence Productions, Toronto, and have been made available as a public service, Canadian-content feature for any TV station.

A 28.5 minute documentary, *We're Here to Help*, featuring Revenue Minister Jean Chrétien, was filmed in English with Doug Johnson, who has since left CFTO-TV Toronto as news director, and a similar production in French had Pierre Paquette as host. Both were shot at CFTO's studios, directed by Jerry Rochon.

ANNOUNCEMENT
CKWX RADIO
APPOINTMENT



J. D. Elton

The Board of Directors of CKWX Radio Ltd. is pleased to announce the appointment of Mr. J.D. Elton, formerly of CJCA Edmonton, as General Manager of CKWX effective April 1, 1968.

Cartoon characters, including *Super-guide*, were used for the 60-second spots, along with Harold Towne, the painter, and Pat Flanagan, the wrestler, in live action productions. "These will be aired over every TV station in Canada during either highly-rated programs or on local newscasts and sports shows," said Bryan Vaughan, president, Vickers & Benson Ltd., Toronto, the Department's advertising agency.

The Revenue Department set aside \$25,000 just to promote the Max Ferguson-Paul Berval shows. This will be spent on purchasing 30-second program promotion spots on TV stations using the series, plus the creation and distribution of news releases, photos, and feature stories to radio stations and newspapers, along with other background information.

The overall promotion package began February 26.

FM

PROBLEMS OF FM will be probed in depth at the 1968 National Association of FM Broadcasters convention, at the Palmer House, Chicago, March 29-31, which will feature sessions on management, research, selling FM, merchandising and promotion.

The convention will make a radical departure from the usual programming procedure by scheduling discussion sessions in groups by market size.

NETWORKS

CBC'S ALL-NIGHT RADIO SERVICE, which was discontinued March 1, has been estimated to save the corporation about half a million dollars.

The all-night radio service had been operating since June 1963, and was intended primarily as a national information and warning system, to be used in emergencies.

Only the all-night programming was discontinued. The corporation will maintain a stand-by procedure through the night hours, and broadcasts will begin immediately in event of any emergency.

PROGRAMMING

CKVR-TV BARRIE, ONT. has introduced an hour-long *Evening Report*, covering news, sports, weather and comment,

in a six to seven p.m. package, Monday through Friday.

The expanded format permits the news and sports departments to present a more detailed and in-depth coverage of local, regional, national and international events.

Evening Report opens with the major newscast running to 6:20 p.m. Features that follow include the detailed weather report, *Viewpoint, Sports, Comment*, which is a news or sports editorial or interview, *Magic Moments in Sports* which shows filmed highlights of past sporting events, an evening program preview, and a news and weather re-cap.

"Current reaction from viewers in Channel 3's coverage area has been highly favorable," said H. J. (Bert) Snelgrove, assistant general manager.

W.J. (BILL) HUGHES, manager, CKNW New Westminster, BC, was guest of honor recently on the occasion of his 7000th *Roving Mike* broadcast, believed to be one of the longest, continuous programs in Canadian radio history.

Broadcast daily from the New Westminster bus terminal, *Roving Mike* is hosted by Hughes, who received presentations from Mayor Tom Campbell, on behalf of the city of Vancouver; from Reeve Alan Emmott for the citizens of Burnaby; Mayor Gifford of New Westminster, and representatives of Pacific Stage Lines and Greyhound Bus Lines. BC Minister of Highways, the Hon. Phil Gaglardi, was MC for the ceremonies.



Hon. Phil Gaglardi, B.C. Minister of Highways, left, interviews CKNW's Bill Hughes.

CJAT Trail, BC presented Hughes with the RCA junior mike used by him at that station where he began his radio career.

On hand for the festivities were the members of the girls' drum & bugle

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corpse, St. Mary's Indian School, Mission, BC, honoring Hughes as a thank-you to the CKNW Orphans' Fund for what it has done for the school.

THE AWARD-WINNING RADIO PROGRAM, *Perryscope*, has been made available to radio stations across Canada, through the CAB Program Exchange, with the co-operation of the originating outlet, CKEY Toronto. 35 of the most interesting episodes of the \$50,000 series of topical subjects were submitted to the Program Exchange, without cost.

Written, produced and narrated by Norm Perry, and forerunner to the present *Perry's Probe*, seen and heard nightly on CFTO-TV Toronto, the series covers a wide range of subjects, some controversial, some challenging, but all interesting and with broad, general appeal. Two of the programs won the Ohio State University Award for excellence in broadcasting.

Average length is 15 minutes, but where the topic warrants longer discussion the program runs a half-hour or more.

Gerry Acton, of the CAB Program Exchange, Suite 347, 12 Richmond St. E., Toronto, who will supply further information, suggests that *Perryscope* "makes an ideal thought-starter for open-line shows".

He also reported that 33 stations have already requested the series.

SKI-DOOS TO THE RESCUE! 244 of them, in fact, answered the call, for "searchers with Ski-doo's", broadcast by CKCN Sept-1les, Que. on a recent Sunday morning to try and locate a light plane reported in distress, and suspected of having crashed in the area.

When the Sept-1les airport called on CKCN for help in organizing a search, the station's News & Special Events Department sent its mobile equipment right out to the airport to give first-hand reports and broadcast the appeals for volunteers.

Although the 244 Ski-dooers and others conducted an extensive search for several hundred miles 'round the area, no trace of the plane was found and it was concluded it must have crashed and sunk in the St. Lawrence.

News coverage by Ski-doo

Ski-doo service for a station's news department provided fast transportation between widely-spaced events of the Dartmouth, N.S. 2nd annual Winter Carnival, when CJCH Halifax used its "Mobile Eleven" to bring its listeners on-the-spot coverage.

Bill Ozard, program supervisor, and Bob Stapells, sales rep, did the reporting, covering the Ski-doo and skating races, skiing competition, ice sculpture judging and torchlight parade, with two CJCH cruisers also participating.

On-air cut-ins from the cruisers



kept listeners informed of all carnival activities, throughout the full week, which also included a Teen Ball, crowning of the Winter Carnival Queen, an evening sing-along with fireworks, and a teen dance on the ice of Lake Banook, hosted by CJCH's evening man, Charles P. Rodney Chandler.

PROMOTION

CKGM MONTREAL launched its 1968 Lucky Calendar Sweepstakes promotion with an audio-visual presentation to some 400 dealers, suppliers and advertisers representing the 29 national sponsors who purchased participation at a total cost of \$270,000.

Staged at Bill Wong's restaurant, on Decarie Blvd., the presentation was preceded by a cocktail party, also attended by some 30 clients and agency reps from Toronto, flown in via Air Canada at the invitation of the station's reps, Stephens & Towndrow.

The giant promotion, offering \$68,000 in prizes including '68 cars, color TV sets, AM/FM radios, furniture,

appliances, stereo sets, cameras and airline tickets to far-away places, was described as "the biggest multi-client promotion ever sold in Canada." Some 680,000 households in Montreal, both French and English, have received their CKGM Lucky Calendars in the mail, each bearing a lucky number.

The radio game is played six times a day, seven days a week, and listeners have 15 minutes within which to call the station and claim their prize if their lucky number is called. Every game is also a bonus game if the caller has on hand the feature product of the day from one of the sponsors.

The '68 promotion, second in the series, has nine more sponsors than the initial venture. The promotion runs from March 1 through to February 28, 1969.

Hosting the presentation with members of the CKGM sales and promotion departments was President Don Wall. The station's on-air personalities were also present. Heading the Toronto delegation from Stephens & Towndrow was President Allan Slaight.

CKEY TORONTO raised over \$20,000, in four days, for the Canadian National Ski Team, in the name of The Nancy Greene Fund, following the Rossland, BC's "Tiger of the Slopes" Gold Medal victory in the Olympics.

"It all mushroomed from an initial \$10 offered on the air, by 'EY sports-caster, Jim Hunt,'" said promotion director Harvey Clarke. "Others soon followed, and even George Knudson, the golfer, chipped in \$500. When Nancy's visit to Toronto was announced, the City of Toronto added \$1000, the Ontario Government contributed another \$1000, and it just kept growing."

\$10,000

worth of

REACH/FREQUENCY and PROFILE STUDIES

were processed by BBM within 3 weeks
of the announcement of this new service



HAVE YOU BEEN ANALYZED ON BBM'S NEW, FLEXIBLE REACH/FREQUENCY COUCH?

Learn the inner truths about yourself and your competitors!

OVERNIGHT DELIVERY... SURPRISINGLY LOW COST

BUILT-IN DEMOGRAPHIC BREAKS

'Phone David Adams at
485-9464 for details



BBM BUREAU OF MEASUREMENT
120 Eglinton Ave. East, Toronto 12

**J. A. "PETE"
McNABB**
CKLY LINDSAY
SAYS:



WHERE DO YOU FIND A HALF-MILLION PEOPLE, MOST OF WHOM DON'T RECEIVE TV OR A DAILY NEWS-PAPER? IN CANADA'S LARGEST SUMMER MARKET: THE VICTORIA-HALIBURTON-KAWARTHAS VACATION AREA! WHEN? ANY DAY, JUNE 15TH TO SEPTEMBER 15TH. HOW TO REACH THEM? WITH CKLY SUMMER RADIO: MOBILE ON LAND, ON WATER, AND IN THE AIR!

HARDY
RADIO & TELEVISION

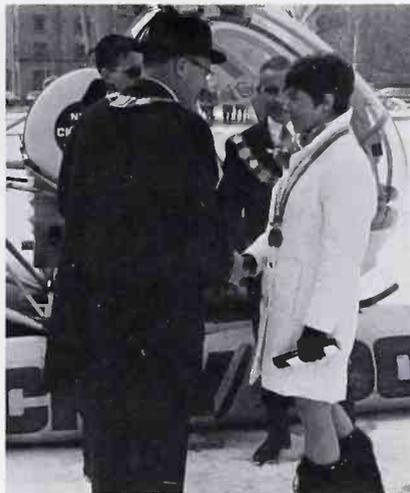
TORONTO QUEBEC — MONTREAL WINNIPEG

ANNOUNCEMENT
CFGP APPOINTMENT



W. E. Everitt

The Board of Directors of CFGP Grande Prairie is pleased to announce the appointment of W.E. Everitt, formerly of C.JCA Edmonton as General Manager of Radio Station CFGP effective April 1, 1968.



When Nancy arrived at Malton Airport for her Toronto reception, CKEY announcer-pilot, Bob Carter, picked her up in the 'EY helicopter and flew her to Nathan Philips Square in front of City Hall. Shown above, left to right: Bob Carter (rear), Mayor William Dennison extending the city's official greeting, Metro Chairman William Allen, and Nancy.

RECORDINGS

VOTED TOP FOLK-ROCK GROUP in Canada for 1966-67, by *RPM*, and now on an extended tour of the U.S. and Canada, 3's *A Crowd* will return to Toronto March 29 for a concert at Massey Hall, says Sidney Dolgay, executive vice-president, Universal Performing Artists (Canada) Ltd., the group's management representative.

The group also has a date to tape a CBC-TV special in May, for the *Show of the Week* series, produced by Bob Jarvis.

Under contract to Dunhill Records (distributed in Canada by RCA Victor Co. Ltd.) 3's *A Crowd* have recorded *Christopher's Movie Matinee*, which has just been released in the U.S. and Canada.

They also made a promo-film for the album, spending five weeks at Paramount's Hollywood recording studios, together with Cass Elliot of *The Mamas and the Papas*, and Steve Barri, who were co-producers. The sessions were done at a cost in excess of \$35,000.00, said Dolgay.

Their current tour began in Vancouver, and has taken them to Los Angeles, San Francisco and Seattle, after which they return to Canada, playing Edmonton and then Toronto.

For their Massey Hall appearance, they will be accompanied by the Royal Hargonic Symphonette, conducted by Myron Moskalyk.

TALENT

NAMED CITIZEN OF THE YEAR by the Ottawa Civitan Club, newscaster Lowell Green, CFRA Ottawa, was presented with the annual award for "outstanding service in stimulating better citizenship."

The veteran newsman, and outspoken Ottawa open-line broadcaster, was cited for "creating a wider interest in public affairs, answering the call of those in distress, finding guidance for those in search of truth, and many other services rendered to the community as host and moderator of the program *Green Line*."



Green, left, receives award from Wilf McAuley, Montreal, Civitan Governor for Canadian District East.

Green comments on the news each week day at 12 noon, and discusses the day's issues with his listeners on the *Green Line* between 1:10 and 2:00 pm.

TECHNICAL

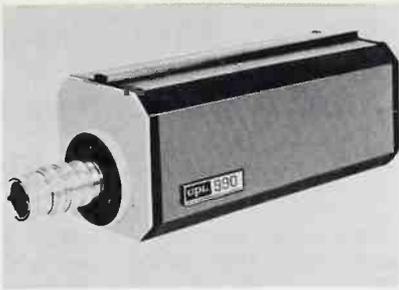
THE GPL 'PRECISION 990' TV camera weighs only 11 pounds, eliminates low frequency noise by FET (Field Effects Transistor) input, and while supplying a minimum 800 lines horizontal resolution, an optional 900 lines horizontal resolution is available.

Distributed by Caldwell AV Equipment Co. Ltd., Scarborough, Ont., the 'Precision 990' features the selectable bandwidth which can be optimized for videotape recording and automatic light compensation for variations in light level of 5,000:1, giving less than

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS  SHOWS

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott



1 db change in video level from 10,000 to 25 foot-candles.

Of modular construction, with silicon transistors and microelectronic circuits throughout, the 'Precision 990' is only 5¼" high, 5¼" wide and 12¾" long.

Designed for security, industrial and educational use, the camera accepts any standard 16mm "C" mount lens, and can be tailored to meet any specific requirements.

It provides exceptional performance in the most demanding environment, and while answering the need for a high quality TV system, it sells at a moderate price.

A NEW ZOOM LENS, with push-rod control, the Zolomatics TV-100, operated from the rear of the camera, has been designed for viewfinder cameras and is ideally suited for studio applications.

Zoom and focus movements are controlled by the same handle. The lens has a focal range of 20-100 mm, F/1.8 and can be supplied with a 2-X extender for doubling the focal range.



Manufactured by Zolomatics Corp., Hollywood, Calif., the new lens has a list price (U.S.) of \$750.00.

COMING EVENTS

March 18: Sales & Marketing Executives Club of Regina, Bob's South Restaurant, 6:00 p.m.

March 18: Le Club Vente & Publicité de Québec, Marino Restaurant, 6:00 p.m.

March 19: Peterborough Sales & Advertising Club, Aragon Motor Hotel, 6:30 p.m.

March 20: Advertising & Sales Executives Club of Montreal, Queen Elizabeth Hotel, 12:30 p.m.

March 21: Advertising & Sales Club of Kingston, LaSalle Hotel, 6:15 p.m.

March 21: Le Publicité-Club de Montréal, Queen Elizabeth Hotel, 12:15 p.m.

March 25: American Marketing Association, Toronto Chapter, Park Plaza Hotel, 12:00 noon. Speaker: J. S. Grandy, deputy minister, Federal Department of Consumer & Corporate Affairs.

March 25: Sales & Marketing Executives Club of Toronto, Park Plaza Hotel, 5:30 p.m. Speaker: Fred Baker, associate research director, Marplan Division, Communications Affiliates Inc.; Topic: "Involuntary Response to Advertising Stimuli."

March 26: Advertising & Sales Club of Toronto, Royal York Hotel, 12:30 p.m. Speaker: R.C. Rollings, president, Specialty Advertising Association, Chicago.

March 29-31: National Association of FM Broadcasters (U.S.) convention, Chicago.

March 31-April 1-3: National Association of Broadcasters (U.S.) convention, Chicago.

March 31-April 1-2: British Columbia Association of Broadcasters, annual convention, Harrison Hot Springs, BC.

April 29-30-May 1: Association of Canadian Advertisers, convention, Royal York Hotel, Toronto.

May 6-7-8: Canadian Association of Broadcasters, convention, Château Champlain Hotel, Montreal.

ANNOUNCEMENT

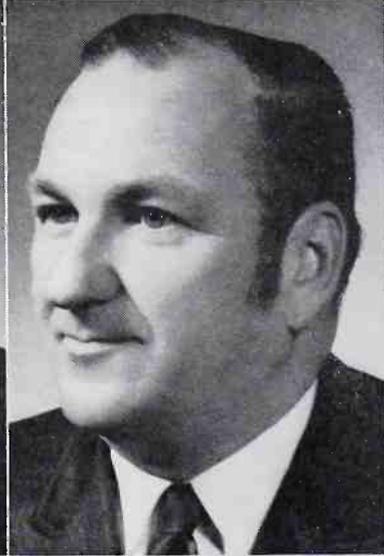
NTV APPOINTMENTS



W. Lloyd Crittenden



Jeremy Brown



Fernand Corbeil

A. A. Bruner, president of NTV Communications Corporation Limited, announces three appointments: W. Lloyd Crittenden as vice-president, NTV Marketing, a division of NTV Communications Corporation Limited; Jeremy Brown as Director of Public Information and Fernand Corbeil as Manager, Montreal office. Mr. Crittenden, who maintains his position as vice-president and secretary-treasurer of United Program Purchase Limited, will supervise the operation of NTV Marketing, the division which markets CHCH-TV, Toronto-Hamilton, and CHLT-TV Sherbrooke. Mr. Crittenden brings 23 years of experience in sales and marketing throughout Canada to his new position. Mr. Brown has had wide experience as a writer, editor and broadcaster and will supervise the promotion activities of the company. Mr. Corbeil served in leading Montreal agencies before joining NTV, and will supervise the marketing functions of NTV in Quebec. Offices of the company are at 1 Place Ville Marie in Montreal and 20 Carlton Street in Toronto.

Canadian invasion of U.S. program schedules

EIGHT TOP CANADIAN TV SERIES will be offered to U.S. broadcasters, and introduced into the United States for the first time, next month, at the NAB convention in Chicago, by Krantz Films Inc. of New York City.

Spearheading the opening of this new market for Canadian television production, Krantz Films have created a new corporate division, Tape/Net, to encompass the production and distribution of 20 hours of diversified Canadian first-run color programming per week. Tape/Net's Canadian headquarters will be located in Toronto.

The nucleus of the new syndication arrangement is the link with Canadian broadcasters which Krantz Films Inc. has negotiated with the CBC and CTV networks, and CFTO-TV Toronto for distribution contracts. These contracts provide rights for U.S. syndication

of selected programming from the Canadian nets' regular schedules.

Already ticketed for the U.S. market, and set for introduction to station managers at the NAB convention, April 1-3, are: *Festival*, twelve ninety-minute specials including drama, comedy and musicals; four *Wayne & Shuster* specials; *Show of the Week*, a series of 39 one-hour specials with top-name comedy and dramatic talent; *Perry's Probe*, 260 half-hours of the provocative interview and discussion series with Norm Perry; 39 half-hours of *The Tommy Hunter Show*, country & western music; 52 half-hours of *Sports Hot Seat*, in-depth interviews with top sports personalities; *The Stu Davis Show*, another C&W series; and *Uncle Bobby*, a children's series.

Administration and sales headquarters for Krantz Films Inc. will be located at 250 West 57th St., New York City, but Tape/Net will establish permanent production headquarters in Toronto, under the direction of Bernard Cowan, with whom Krantz has had a continuing relationship in the cartoon production field.

Cowan has been appointed Administrative Producer for Tape/Net by Krantz, and will be in charge of all production and liaison activities in Canada.

Cowan has had a lengthy career in radio and television, as a performer, producer and director, and is currently the off-camera announcer for *The Pierre Berton Show*, *Under Attack*, *Front Page Challenge* and the *Wayne & Shuster Show*, and was a former vice-president of ACTRA.

Commenting on the formation of Tape/Net, Krantz said: "Our move in this direction is not only desirable, but almost necessary due to the rapidly increasing number of independent and UHF stations in the U.S.

"From long experience, we have learned that these stations, to fulfill their constantly increasing needs, would rather have first-run, quality product than network hand-me-downs."

Three Toronto productions

Krantz Films Inc. will also set up production headquarters in Toronto, and co-finance three new major daily TV programs of 30 minutes each.

These include a nursery school show titled *Peppermint School*, starring Canadian actress Toby Tarnow as teacher, teamed with former middle-weight boxing champion, Rocky Graziano; *The Weaker Sex?* with Pamela Mason as hostess on a panel discussion show with all male guests, and *Bingo At Home*, a new TV game show.

Steve Krantz, president of Krantz Films Inc., has backed Canadian talent for television, with an investment of some \$3,000,000 to date, as he sets up his Tape/Net enterprise.

Krantz himself is no stranger to Canada, having headed up Screen Gems (Canada) Ltd. from 1960 through '62. He formed his own company in 1964, and his credits have been seen internationally on such programs as *The Marvel Superheroes*, *Spiderman*, and *Rocket Robin Hood*, the Toronto-produced first all-Canadian animated cartoon series.

ANNOUNCEMENT

SELKIRK HOLDINGS APPOINTMENT



W. A. Speers

J. Stuart MacKay, President of Selkirk Holdings Limited, is pleased to announce the appointment of W.A. Speers as Vice-President of Selkirk Holdings effective April 1, 1968.

Mr. Speers brings to his new role an extensive background in the broadcasting industry. He will remain a director of CKWX radio and will also concern himself with other Selkirk Holdings broadcasting interests in British Columbia. Mr. Speers will be located in Vancouver.

Burnside to NBC spot sales

TORONTONIAN GLEN BURNSIDE, U of T graduate (1954), who was senior account exec (Dow Breweries) with Vickers & Benson Ltd., 1956-62, and spent two years on the sales staff of CFTO-TV Toronto, has joined NBC Television Spot Sales as an account executive, in New York.

Burnside, who left Toronto in 1964 to accept a post as sales account executive with WCBS-TV New York, joined WABC-TV in 1966, also as an account executive. His latest appointment was announced by Dick Bergh, Eastern Office manager, NBC-TV Spot Sales.

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

Ken Grant opens his own PR office

A NEW PR FIRM, Ken Grant Public Relations, which has just been launched in Toronto by Ken Grant, former PR director for McConnell-Eastman Ltd., will continue to serve the clients of the agency's Toronto office.

Grant, who has had eight years experience in the communications field, in broadcasting, free-lance writing, advertising and public relations, was with the PR department of F.H. Hayhurst Co. Ltd., Toronto, before joining McConnell-Eastman Ltd. over two years ago. His office will be at 484 Church St., Suite 314.

MacLaren's expands PR Dept. into new subsidiary

CARLETON, COWAN PUBLIC RELATIONS, Toronto, a wholly-owned subsidiary of MacLaren Advertising Co. Ltd., is now headed by E. A. Cowan, a MacLaren vp and former head of the PR department. The firm operates from the same building as the parent company at 111 Richmond St. West. Its Montreal offices (Carleton, Cowan Relations Publiques) are located at

550 Sherbrooke St. West, with John Uren, who supervised promotion for Expo '67, as manager.

Carleton, Cowan PR, formed from MacLaren's public relations, publicity and special projects department, was awarded the advertising, PR and promotion contract for the 1968 Canadian National Sportsmen's Show, March 8-17, in Toronto. The firm also handled promotion for the Canadian Boat Show in Toronto, and the National Boat Show in Montreal.

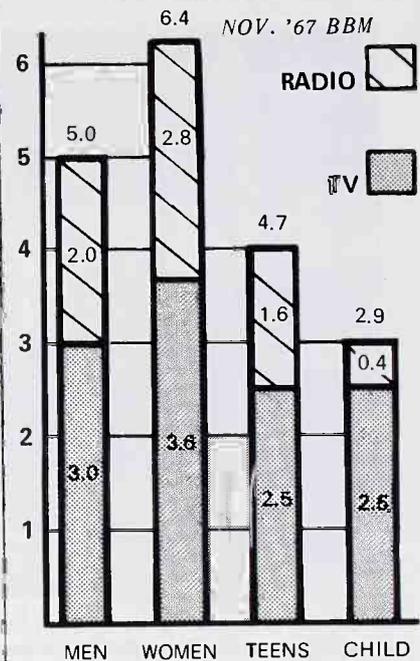
Jean LeSiège and André M. Allard merge into one firm under Allard

MERGER OF TWO COMPANIES, the PR firm of Jean LeSiège & Associates Inc., and André M. Allard Advertising Ltd., both of Montreal, has been announced by Allard, whose firm acquired control of the LeSiège group, and who will be president and managing director of the combined offices.

The new concern will retain the name of Jean LeSiège & Associates, with Mrs. Jeanne LeSiège holding the title of chairman of the board.

Allard is regarded as a pioneer in local and regional advertising in Montreal and has some twenty years experience to his credit. He heads one of the city's top creative teams.

HOURS TUNED DAILY BROADCAST MEDIA



Canadian women spend almost 6½ hours every day in wintertime listening to radio or watching television. For men the corresponding figure is 5 hours a day.

These striking statistics emerge from a special analysis of the 47,000 individual diaries tabulated in BBM's November 1967 survey.

Teenagers from 13 to 19 years of age spend just over 4 hours each day with the broadcast media, and children just under 3 hours.

ANNOUNCEMENT RADIO-TELEVISION REPRESENTATIVES LTD.



Eric A. Viccary



Arthur E. Patterson



Hans Vorster

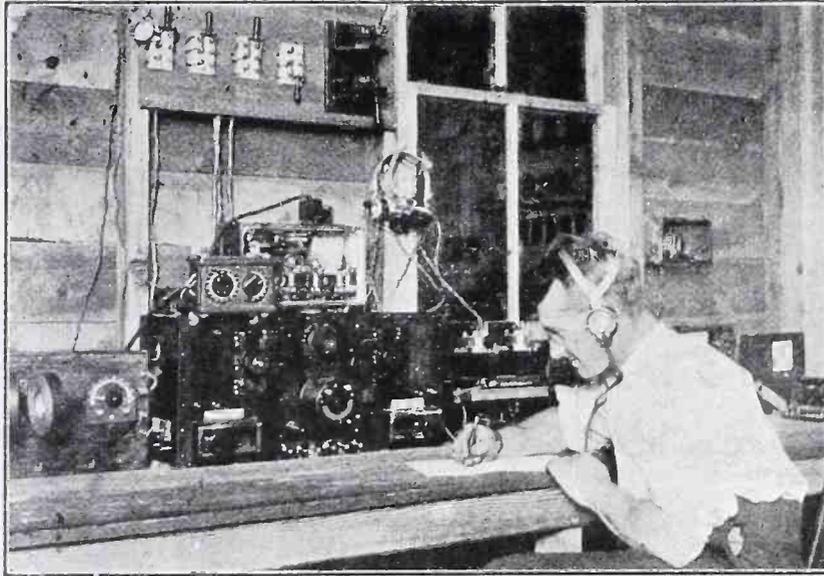
Mr. Gordon Ferris, President & General Manager of Radio-Television Representatives Limited, announces the appointment of Mr. Eric A. Viccary as Vice-President and Manager of Television, Toronto. Mr. Viccary was previously Vice-President and Manager, Eastern, based in Montreal.

Mr. Arthur E. Patterson has been appointed Manager, Montreal, of Radio-Television Representatives Limited, Mr. Patterson's background includes the selling of radio time on a retail and national basis in Toronto and for the past four and a half years he has sold television through the company's Toronto office.

Mr. Hans Vorster joins the company as an Account Executive in the Television Division, Toronto office. Mr. Vorster was educated in Toronto and at Queen's University prior to entering the industrial sales field.

All the foregoing appointments are effective immediately.

OVER THE DESK by Dick Lewis



The late W.W. (Bill) Grant, first of the pioneer radio engineers, who built and ran CFCN Calgary in the early twenties.

ONE OF THE EARLIEST PIONEERS of Canadian radio, W. W. (Bill) Grant, signed off for the last time in Kingston, Ont., March 1. He was the victim of a stroke.

Early in 1919, Bill Grant, recently returned from the first war, where he was decorated for his radio accomplishments, built a small station in Halifax, N.S. over which voice and music were broadcast in what were probably the first scheduled programs in Canada.

In 1920, Bill Grant erected at Morley, Alberta, a few miles west of Calgary, station CYAA for the Dominion Government, in connection with the Canadian Air Force Forestry Patrol. In 1921, he constructed the station at High River, Alberta, over which the people of Western Canada heard their first broadcast concerts. Early in 1922, he moved the High River station to Calgary, from which point it has been broadcasting ever since under its present call letters, CFCN, which enjoys the distinction of being the first station in Canada to receive compensation for commercial broadcasting.

In 1928, CFCN was purchased by H.G. Love, using the corporate name of Western Broadcasting Company Limited, and in 1931, upon obtaining an increase in power to 10,000 watts, it was taken over by the Voice of the Prairies Limited, now owned and operated by the Maclean-Hunter Publishing Company Limited.

Mr. Grant re-entered the company in 1931 as vice-president and chief engineer. In 1936, his interest was taken over by Gordon Love, and shortly after that he joined the Canadian Broadcasting Corporation at CBK, Watrous, Sask.

Bill Grant remained at Watrous, with time out for Second World War service with the RCAF, until his retirement as CBK's chief engineer in 1957, when he went to Kingston to live.

This same year, he joined CKLC Kingston, of which one of his three sons, R. S. (Bob) was and still is president. After eight years, in 1965, he retired once again.

Besides his three sons, Mr. Grant leaves his wife and two daughters. He was cremated in Ottawa.

NOW IS THE TIME for all good businessmen to come to the aid of their budgets, and this year, in Canada, when lack of government is besetting us with economic uncertainties, aid is more drastically needed than ever before.

Obviously the problem lies, not in sales, not in costs, but in the difference between them, which represents profit.

More sales do not necessarily mean more profits, because of the increased costs. If costs can be diminished without impairing sales, profits may result. If this is the case, the business will be prospering on the strength of the people it does not employ and of the improvements it does not introduce.

Obviously the positive approach is to see that people and equipment are more gainfully occupied in both making and marketing the product, so that savings may be effected in terms of greater and better production and higher sales volume, instead of less of each.

One of the most important facets of all this is advertising.

Nothing but advertising will work towards the growth of sales, the lessening of costs and the growth of profits. Increased sales have a lower unit cost level on the cheaper-by-the-dozen principle. The greater the volume, the more thinly unit costs will be spread over the whole overhead. Only advertising dollars, spent on *effective* advertising, can increase the sales, to lower the unit cost, to increase the profits.

There can be no arguing with these elementary principles, yet, when management sees a danger signal in its year-end figures, its mind automatically turns to slashing, and advertising is inevitably its first victim.

It sounds ridiculous, but it is actually a fact that many businesses cancel or reduce their advertising at a time when they are in the greatest need of the increased sales volume only advertising can create, and then resume it when the sales curves turn upwards again, and the increased volume is coming anyhow.

For too long, the advertising business has let advertisers labor under the delusion that advertising is something you buy when you are looking for a tax-writeoff, rather than a way to turn a loss or a break-even into a profit.

Using retail business as an example, Christmas is the season when everyone is in a buying frame of mind, and all the merchant has to do in his advertising is list the products he has to offer. It's as simple as that.

But come the post-Christmas slump, he has to think up such devices as January sales, to persuade people who have over-spent through the holiday season to take their depleted pocket books out on bargain-hunting excursions. And it works too. There is even a ready market for last year's Christmas cards, when people are invited to buy them at half price and put them away until next Christmas.

Where would the retailer be if, after the Christmas rush, he forgot January sales and just sat back and waited for the spring season to open?

There is never a time or a season when advertising cannot be profitably put to work. The only thing is, advertising in a slow market needs more skill, more ingenuity, more inventiveness, more intelligence, more expertise, more thought and more just plain guts than it does in the Christmas or other shopping spree periods.

Buzz me if you hear anything.

CLASSIFIED ADVERTISING

Do you need an announcer-operator?

Write or call: Michael Scott, 40 Cottonwood Dr., Don Mills, Ont.
(416) 447-3287

Recent graduate of Michael Hopkins School of Radio Announcing. Trained in newscasting, commercial announcing, ad libbing, and in operation of a console and turntable.

PROGRAM DIRECTOR

Seeking position in medium-small Ont. market. More than 16 years exp. in industry including metro market, family man. For details and résumé contact:

Box 151
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

WANTED

Versatile Broadcaster
For

A Leading Maritime
Radio Station
Good Salary

Generous Company
Benefits

Send Résumé and tape

Box 146

The Canadian Broadcaster
17 Queen St. E., #128
Toronto 1, Ont.

CAN YOU SELL RADIO?

Are you . . .

- Enthusiastic?
- Eager & aggressive?
- A positive thinker?
- Dependable?
- Of good character?
- One who believes in service after the sale?
- Anxious to substantially increase your earnings?

If you can give an honest 'yes' to each of these questions we want to hear from you. We are a progressive 10,000 watt Southern Ontario station, expanding in a growing and prosperous community.

Provide us with full particulars and we'll arrange a confidential interview.

Box 150
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario

ANNOUNCER AVAILABLE

Recent Career Academy Graduate. Know all phases of radio, tv shows, sports, etc.

Stephen A. Reid
63 Woodland Dr., R.R. #5
Galt, Ont.
Phone: (519) 621-5022

ATTENTION ONTARIO STATIONS

Young, medium market, MOR. announcer with 3 years exp. - now employed in U.S.A. - would like to return to Canada. For tape and resume or to arrange personal interview write.

Box 149
The Canadian Broadcaster
17 Queen Street E., Suite 128
Toronto 1, Ontario

EXPERIENCED NEWSMAN REQUIRED

by

Top Rated Eastern
Ontario Radio Station
Send Tape, Copy and Resume

Box 148
The Canadian Broadcaster
17 Queen St., E., Suite 128
Toronto 1, Ontario

EXPERIENCED ANNOUNCER

AM, FM and Television experience, seeks employment in Southern Ont. Contact:

Mr. Phil Finlay
5 Whaley Dr.
Toronto 14, Ont.
(416) 259-3508

TRY A SMALL AD in

Canadian Broadcaster

WANTED

Required by progressive private radio station in Newfoundland... EXPERIENCED PROGRAMME DIRECTOR and EXPERIENCED ANNOUNCER for day-time duties. Interested persons are asked to forward audition tape together with personal résumé and expected salary...

Box 147
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

CHUM

needs a real pro of a newscaster

Send audition and biog immediately to:

Mac Lipson
News Director
Radio Station CHUM
1331 Yonge Street
Toronto 7, Ont.

The future looms large ...

"Because of the increasing complexity of media buying, the media department has become more marketing orientated," Ian Campbell said. "The big change in media work has come with television. Media people now are more and more integrated with marketing functions. They must today understand the total strategy of marketing."

"Media people will become peers with the other marketing groups in agencies," Tomlinson forecast. "Their ability to place advertising in the right media to meet the client's demands, will bring them up to the account level and others in the top of the agency field."

"Media men of the future will become more involved in advertising in general, in creative work, in intuitive ideas relating to media. The media department offers young men a great future. Opportunities of going to senior management posts are faster than in other agency sections. There

is need for senior men in agencies from the media departments."

"Media people are involved right from the beginning of a campaign," Paul Moore said. "They are no longer just time buyers. They can change direction of planning. A good media man is intuitively a good advertising man. Media people are moving towards creative marketing. If you are good, the gap is rapidly closing with account executives in salary."

Salary guesimates

While no exact figures could be obtained on remuneration within the media departments, the guess among most media people interviewed showed salaries to range for clerical help from \$75 to \$85 a week, for time and space buyers from \$4,500 to \$8,500 a year, for supervisors from \$8,500 to \$12,000 annually. The average guesimate for media directors was from \$13,500 to \$16,000 a year, with top salaries in the \$20,000 range. Some

agencies are willing to pay up to 25 per cent more for beginners with a university degree.

More research is foreseen for the future. The eventual use of a centralized Canadian computer system will bring with it more mathematical studies, more data into the reach frequency of radio and television audiences, media habits of prime prospects. The computer will become involved with media information and media selection.

Canadian branches of United States agencies are already working on Canadian media banks for tying into the computers in the United States offices for research purposes.

In this connection it is felt that the role of the station representative will change from that of an order-taker or supplier of availabilities information, to more emphasis on selling his station and the medium he represents. Haggling between media buyers and station representatives will be a thing of the past.

ANNOUNCEMENT

NTV APPOINTMENT



A. A. Bruner

The Board of Directors of NTV Communications Corporation Limited announces the appointment of A.A. Bruner as President and a Director of the Company. Mr. Bruner brings over 20 years of experience in broadcasting and communications to his new post. He was formerly vice-president, corporate development for Niagara Television Limited. Head office of NTV Communications Corporation Limited is at 1 Place Ville Marie, Montreal and operations headquarters is at 20 Carlton Street, Toronto.

CONTINUITY EDITOR WANTED

We are looking for a Continuity Editor willing to double as sales manager. We're a small station but we're enthusiastic so we require someone with lots of interest and enthusiasm. Reply giving qualifications and salary requirements.

Box 152
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

AUDIO/VISUAL TECHNICIAN

To be responsible for wiring and assembly of engineered systems from drawings supplied. The applicant must be conversant with broadcast practices and be able to assume responsibility with minimal direction. Interested parties should apply in writing to:

Mr. L. G. Newton, Systems Engineering,
Graham Gordon Equipment Ltd.,
277 Victoria St., 6th Floor,
Toronto 2, Ontario, Canada

— USED EQUIPMENT FOR SALE —

AM, short wave and TV transmitters also wide range radio and TV broadcast equipment.

Write:

G. G. Yull, Ass't Coordinator
Engineering Projects & Services,
Canadian Broadcasting Corporation,
7925 Cote St. Luc Road,
MONTREAL 29, Quebec.



**this palm sized module
gives you 16mm
sound conversion
on the job!**

ARRIFLEX 16BL is the quality 16 mm sound camera that matches its sound recording systems to your filming assignments — single system — double system — either or both

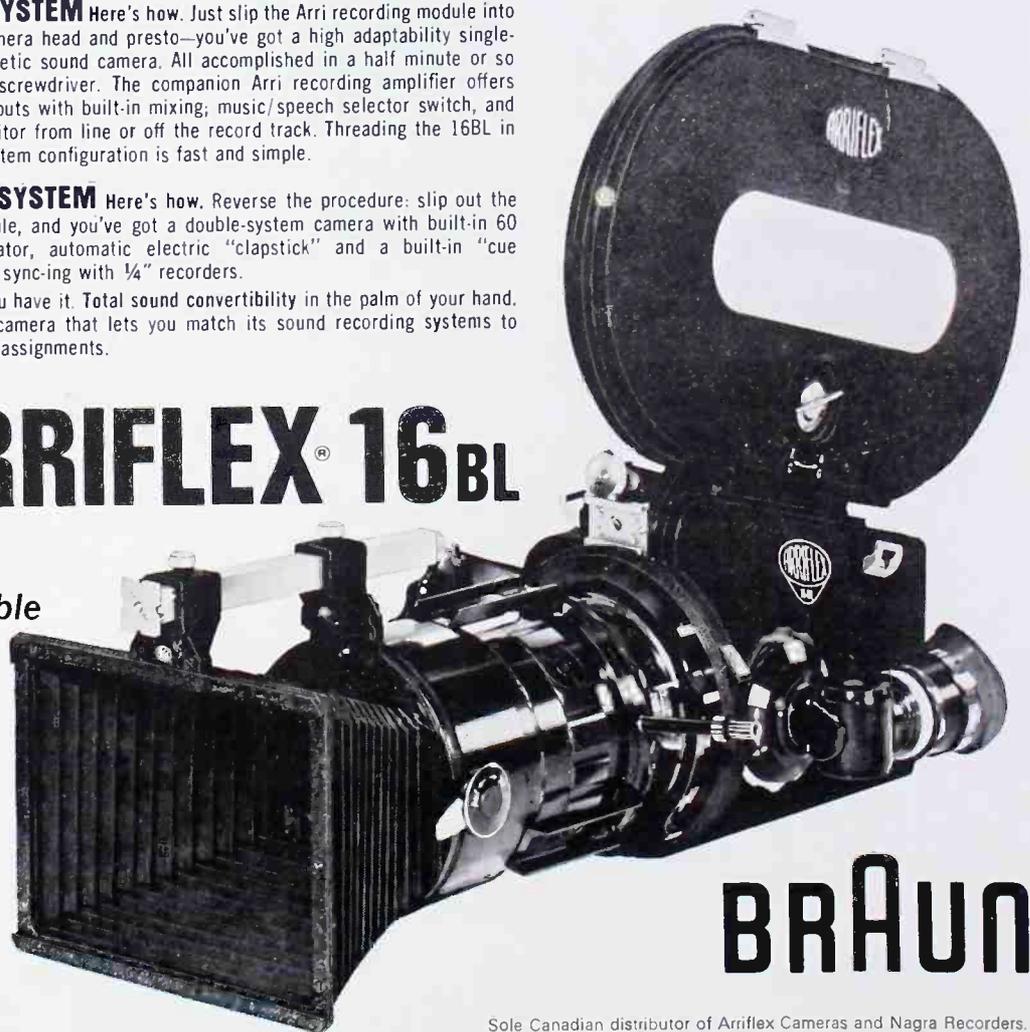
SINGLE SYSTEM Here's how. Just slip the Arri recording module into the 16BL camera head and presto—you've got a high adaptability single-system magnetic sound camera. All accomplished in a half minute or so with only a screwdriver. The companion Arri recording amplifier offers dual mike inputs with built-in mixing, music/speech selector switch, and you can monitor from line or off the record track. Threading the 16BL in its single-system configuration is fast and simple.

DOUBLE SYSTEM Here's how. Reverse the procedure: slip out the Record Module, and you've got a double-system camera with built-in 60 cycle generator, automatic electric "clapstick" and a built-in "cue marker," for sync-ing with 1/4" recorders.

And there you have it. Total sound convertibility in the palm of your hand. The quality camera that lets you match its sound recording systems to your filming assignments.

ARRIFLEX® 16BL

*the most capable
portable sound
camera in
the world!*



**GONE
ARE DELAYS.**

Orders filled
immediately from
our Toronto Warehouse.

BRAUN

Sole Canadian distributor of Arriflex Cameras and Nagra Recorders.

BRAUN ELECTRIC CANADA LIMITED, 3310 Elmbank Road, Malton, Ontario. Telephone 416-677-3243

Ted McGovern is going into town. He's never heard of your product.

Surprised?

You spent a fortune on spots covering all the 'major' markets. You extended the plan to additional primary markets across Canada to concentrate your advertising against the bulk of your potential market.

Then how did you miss Ted McGovern?

You compared average rates for a prime-time sixty. Eleven major stations for 29-hundred. Compared to CBC network's forty-three stations for 39-hundred. That's a thousand dollar difference. And that thousand will go to pick up addition markets.

But you missed Ted McGovern.

Because how many additional markets can you add for one grand? Four? Five?

Not many!

So why not go CBC network? Less than four thousand dollars covers Canada. Forty-three CBC stations that will unearth the many Ted McGovern from coast to coast.

Ted doesn't know about the intricate strategies of your media plans. The comparisons between eleven stations for 29-hundred, and forty-three CBC network stations for under 4-thousand mean nothing to him.

Ted doesn't even know that he doesn't know about your product.

When your CBC rep comes visiting, ask him to introduce your product to the McGovern—on CBC network.

