Over the next two weeks, national advertisers and radio and television broadcasters from across Canada and their guests from both sides of the border will gather in the two largest CPR hotels for their annual meetings to discuss the changes and developments which are occurring in their fast-moving worlds.

It will be the 53rd annual Conference of the Association of Canadian Advertisers at the Royal York Hotel in Toronto where an attendance of around 1,200 is expected.

The Canadian Association of Broadcasters anticipates in the neighborhood of 400 delegates and guests at the Château Champlain, in Montreal, for their 42nd annual Assembly.
If you’re smart enough to do a good 30 second commercial, be smart enough not to pay a 60 second rate.

You’ve found a way to get your message across effectively in 30 seconds. That’s smart.
Then you pay almost a minute rate for a half-minute commercial. That’s dumb.
How do you avoid selling your first rate commercial short with a 2nd rate media schedule? By using the same ingredients you used to cook up that first good commercial. Unique ideas.
This is where we’d like to help. One of our unique ideas is to offer realistic rates for half-minute commercials. (On our stations – CHCH-TV and CHLT-TV – 30 seconds cost 55% of a 60 second rate.)
You take care of fitting your 30 second message into 30 seconds. And we’ll take care of the other 30 seconds.
This means you can boost your reach and frequency. Increase your audience. Get greater flexibility. Add this to what you’ve already saved in production costs over making a 60, and you’ve really got a commercial that’s working its head off.
What other ideas do we have? Well, we were the people who came up with Prime Time Equivalents. Superspots. And Orbit Plans. But we’re not resting on our laurels. Once you start to set trends, you have to keep at it. And our marketing men do.
They’re pretty smart guys.

NTV Marketing

We never stop starting things.
Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In Canada the economic loss is beyond belief. Hundreds of radio stations, deprived of the majority of their programming, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. Thousands of children who have been studying music no longer have any use for pianos or violins or woodwinds. Every symphony orchestra and opera producing group has disbanded. Most night clubs, theatres, dance halls, concert halls, ballrooms have shuttered their windows. Thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI Canada Limited, together with our affiliated composers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn't be hearing about it from us. BMI Canada Limited wouldn't be in business. Nor, possibly, would you.

All the worlds of music for all of today's audience.
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Continental's most delivered 50 kw delivers you most for your money!

**MONEY IN THE BANK**

<table>
<thead>
<tr>
<th>modulation</th>
<th>power</th>
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<tr>
<td>0%</td>
<td>82 kw</td>
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<td>30%</td>
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These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.

**JUST THREE CABINETS**

Continental's 317C is completely self-contained, including a 5 hp, 2,000 cfm blower housed inside the transmitter cabinets. Plate transformer is in a separate, self-contained enclosure next to transmitter.

**COMPACT**

Entire transmitter is 144" wide, 78" high, 54" deep and uses 54 sq. ft. of floor space. External plate transformer is 24" wide, 61" high, 38" deep. Wide doors give easy access to all cabinets, with walk-in access to driver and power distribution cabinet.

**LOW INSTALLATION COSTS**

How's this for helping your profit picture? Minimum installation costs with Continental's 317C. Simple air intake and exhaust duct, main power panel and you're in business. One Continental customer was on the air 36 hours after receiving shipment. Right. On the air 36 hours after the transmitter cabinets were delivered to his station site. And he did it himself, reading our instruction book.

**LOW SHIPPING COSTS**

More money in the bank: Continental's Type 317C has a net weight of approximately 6,600 lbs.; three-cabinet configuration ships easily and inexpensively via truck, rail, ship or plane; standard fork lift equipment will do the job on-site.

**27 317C INSTALLATIONS**

WRKO WM00 WKVM KWJJ WCCO CHQM YVLL YVMR WLAC KOMA DWS(2) WOR WNEW(2) XETRA AFRTS(4) RAI KYW BURMA BROADCASTING SERVICE RADIO CAROLINE RADIO SAHARA RADIO DOLPHIN BRITAIN RADIO
There's no rating service for untried programs

Conventions for those who buy and those who sell advertising—the Association of Canadian Advertisers and The Canadian Association of Broadcasters—are occupying the headlines again. We hope the issue of The Broadcaster, the ACA Daily Broadcasters and our other activities will have made a useful contribution.

Naturally both these industries have "family problems" to discuss, which they deal with in their closed meetings. But we question whether this is the most important thing. What really happens, as we see it, is that these conferences allow the buying and the selling sections of the industries, so that each may have a better understanding of the other, and this can only react with more effectiveness for the advertisers and more business for the broadcasters.

Just as differences between labor and management, and even husbands and wives, could never occur if there were complete understanding between them, in the same way, the brick wall of suspicion which inevitably exists between buyer and seller of any product or service, especially advertising, would crumble and disappear if the advertiser would only confide in the medium and the medium in the advertiser.

Not in their closed sessions, not necessarily in the open ones, but probably at the cocktail parties and the bedroom conferences, it is the function of these conventions to stage meetings of these minds, a function incidentally which this magazine aspires to perform the year around.

In blunt terms, the broadcaster's inclination is to schedule a program which appeals to him personally, and, conversely, to avoid like the plague anything savoring of let's say ballet.

He may say that this is because there is no audience for ballet, but we respectfully submit that at one time there was no audience for rock 'n' roll, or zany disc jockeys. It was only by dint of exposing the audience to what were once innovations that an audience was built for them, and, paradoxically, the thought is not unreasonable to assume that the same thing could be done for ballet, grand opera and what have you.

We submit that the fact of being a broadcaster is not really enough to make him an arbiter of what is good programming and what is not as far as the audience is concerned. In the same way, the decision of what guise of commercial will sell a certain product cannot rest with the broadcaster, unless he is some sort of superman who has made a study of the people's reactions to humorous, factual, institutional, hard-sell and soft-sell commercials in relation to every product there is.

Although the manufacturer in question may make the best automobile, broadcast food or pill in the world, he is not necessarily qualified to assess the merits of any commercial, because the closest he can come is to decide how it reacts on him personally.

Clairol's now famous "does she or doesn't she" apparently set client and agency management on its respective ears. The implications of that most dreaded of all things, sex, affronted them, or, to be more exact, made them feel it would offend the viewers. This nearly committed what has been a highly successful piece of advertising to the garbage can. Then, it seems, someone decided to test it on the consumer. The agency had enough beauty-conscious girls in the office to provide a fair sample, so they tried it on them for size. The result—none of them can have found any untoward double-entendre in the line, and the rest is advertising history.

The solution, it would seem on the face of it, lies with the BBM Bureau of Measurement, Nielsen and the other suppliers of audience measurement statistics.

Certainly these organizations offer a most efficient service in supplying estimates of the audience for existing programs and time periods. But these estimates are only for available shows. What of all the programs that have never been aired—written even?

The practice of program selection control by advertisers is, in no sense, to be condoned. But the choice, by advertisers, of programs likely to develop into winners, is to be encouraged, and the production and presentation by stations and networks of programs open a new style or with a new twist might well produce top ratings for some such summer replacement as the top-flight, though later disastrous, $64,000 Question.

One thing is sure, and this is that no program, however unique, can possibly succeed while it remains a glint in its father's eye. What we are suggesting is that a program has to be conceived before it can be born, and perhaps conception might take place between buyer and seller, in a hotel bedroom, during one of these conventions.

Voice of an industry

One of the basic principles of North American business is the practice of every industry to organize its own trade association which meets each year for its conference, assembly or convention, as at this time of year happens with the Association of Canadian Advertisers and the Canadian Association of Broadcasters.

Steered by their boards of directors, elected from their membership at large or the various regions of the country, these associations function very much like the government of a truly democratic country, steering the destinies of the industry, by the industry and for the industry.

Critics of business in general, especially broadcasting and advertising, speak with the united voices of their leagues and organizations, and command attention for this reason. These critics can only be answered with a voice which is as unified as theirs, and it is this unified voice which these trade associations provide.

However well they are prepared, answers to critics and representations to governments and government tribunals can only be effective if their spokesmen are able to say they represent the opinion of an entire industry, not just those members of it who are far-sighted and industry-minded.

The Canadian Broadcaster
Thief!

It stole the show. Remember the NAB Convention in Chicago? And the live-color camera that drew the biggest crowds? It was GE's new PE-350, a dazzling performer with greater sensitivity and color fidelity, a scene stealer with everything going for it: new optics, new pre-amps, chroma enhancement on all color channels and reduced low light level lag. The PE-350 is the first color camera where sensitivity and lag are balanced, a breakthrough made possible by GE's four-tube design.

Remember the metronome? Wasn't that some demonstration of reduced lag at 35 foot-candles? And how about the daring color fidelity test with Kodak yellow, advertiser red and natural flesh tones? No wonder the competition turned green. But you probably tried the PE-350 yourself, while you were at the NAB. We don't have to sell you. If you weren't there or didn't try it, better let us tell you about it. Write for Brochure GEA-8253. Broadcast Equipment Sales, Canadian General Electric, 830 Lansdowne Avenue, Toronto 4. The PE-350 is a camera you should know about. Because it's made here, you get Canadian factory back-up, too. It's competitive cost-wise with three-tube cameras. And that makes it a steal.
Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada’s largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.
IN THE U.S., THE FCC proposes a new regulation, strongly opposed by the NAB (see NAB convention report in this issue) that would limit multiple ownership of radio and television stations in any individual community. The proposed rule would forbid the owner of a standard broadcast station to acquire an FM or TV license in the same community. Holders of FM and TV licenses would similarly be precluded from acquiring another kind of station.

One of the purposes of the regulation, the commission said, would be "to promote maximum diversification in programming sources, and viewpoints."

The proposed regulation would apply to new stations and transfers, but it would not require those now holding multiple licenses to divest themselves of one or more of their stations.

The FCC recently came under Congressional criticism for permitting newspapers to obtain licenses for radio and television stations because of the possible dangers of concentration of ownership of communications media.

TELEVISION’S FIRST two-and-a-half-hour daily news program was launched April 15 by KNBC, the NBC-owned station in Los Angeles, Calif. Presented daily from 5:00 to 7:30 p.m. the package includes an hour of local, national and international news at 5 p.m., followed by the NBC TV Network’s Huntley-Brinkley Report from 6-6:30 p.m., and another full hour of news from 6:30-7:30 p.m. Insertion of Freeway traffic bulletins, plus at least three weather and five sports reports adds to the local interest.

CREATING SUCH A DEMAND for Cadbury’s Bar Six chocolate bar, Fry-Cadbury asked to have the promotion taken off the air on CFNC-TV Calgary, after only five weeks of a planned 10-week flight. The company said sales were running far ahead of the supply. The proof-of-purchase contest, to introduce the new Bar in the Calgary area, drew over 10,000 entries in the five-week period. Sales were traced directly to the CFNC-TV Buck Shot Show and Benny the Bear contest.

The program host, Buck Shot, asked for a Bar Six wrapper to win one of the stereo playback cartridge machines and cartridges stories offered in the contest, with the offer made three times weekly during the five weeks.

COLOUR TV SET SALES were up 68.8 per cent for the first quarter of 1968, compared with the same period last year, said Ian Higgins, PR director, Electronic Industries Association of Canada. As of January 1, some 220,000 color sets were in operation in Canada.

THE PEOPLE STATION”, new theme of CFCF Montreal, has been incorporated into a contest. 14 of CF’s personalities were portrayed in cartoon form in a series of “Pick the People” ads run in a Montreal daily newspaper. At the end of the series all the cartoons were grouped together in a full page ad, and listeners were invited to the names of the station personalities in an adjoining column. The winner received $250.00.

25 YEARS OF BROADCASTING were marked March 25 by CJFX Antigonish, N.S., with a full page ad in the Antigonish Casket featuring staff photos and program personalities of the early days and those of today. Owned and operated by Atlantic Broadcasters Ltd., the station managed by J. Clyde Nunn since its inception, gave their start in the industry to such well-known broadcasters as Danny Gallivan, the Voice of Montreal Canadians of the NHL, and E. Finlay MacDonald, now president and general manager, CJCH-TV Halifax.

UPCOMING CONVENTIONS, in addition to the ACA and CAB highlighted in this issue, include the 18th annual convention of the Western Association of Broadcasters, Engineering Section, May 21-23, at the Palliser Hotel, in Calgary, the WAB management convention, June 2-6, at Jasper Park Lodge, Banff, Alta.; the Electronic Industries Association of Canada, Skyline Hotel, Ottawa, June 11-13, and the Federation of Advertisers’ Sales Clubs of Canada, at St. John’s, Nfld., June 27-29.

The CBC Network Radio Affiliates meeting will be held at the Westbury Hotel, Toronto, May 2, with the TV Affiliates meeting at the same place the following day. Broadcast News has its annual meeting set for Le Château Champlain, Montreal, May 9, following the CAB Regional meetings of BN and RTNDA are scheduled for Kitchener, Ont. (Central Canada) May 16-17, Lethbridge, Alta. May 23-24, and Port Alberni, B.C. May 30-31, with the Atlantic Region meeting in Halifax, June 14-15.

TO BOOST SUMMER BUSINESS and offset any loss of audience that might exist, CFCF-TV Montreal is again offering a 30 per cent bonus to clients advertising with them during the main holiday months of July and August.

A graphic, well-prepared booklet giving summer vacation trends and viewing habits in CFCF-TV’s coverage area, has been issued under the theme CFCF-TV moves with the Summer Crowd.

The 28-page booklet is full of facts and figures gleaned from a study made by telephone among a systematic random sample of Montreal’s population selected from the Montreal telephone directory. 600 completed interviews were made, in response to 24 pertinent queries in the prepared questionnaire. The survey, approved by CFCF-TV and its reps, All-Canada Radio & Television Ltd., was conducted by Edsall Research Limited.

EXCLUSIVE BROADCAST RIGHTS for all British Columbia Lions football games for the next three years have been purchased by CHOM Vancouver, said Bill Bellman, president and managing director, Vancouver Broadcasting Associates, owners of the station.

He said CHOM will give live coverage to all Lions’ games, at home and away, including pre-season games. The Western Football Conference play-offs will also be covered by the station, whether or not they include the Lions.

CHOM sports director Brad Keene, a play-by-play football commentator for five seasons with CTV, will handle the play-by-play for CHOM.

Program director Maurice Foisy said the football broadcasts will be heard only on CHOM and not on CHOM-FM.

THE MERGER of Richmond Hill Laboratories Ltd., Toronto, with Riker Video Industries Inc., manufacturing division, Hauppauge, Long Island, N.Y., has been announced. The new company will be known as Richmond Hill, and will be headquartered in Hauppauge, with both plants producing a full line of products, one
serving the U.S. market, the other the Canadian and Commonwealth market.

Mario Alves, Riker's president, has been appointed acting-president of the new subsidiary, with J. Norman Cox, who was president of Richmond Hill Laboratories before the merger, continuing to head the Canadian operation. Albert W. Malang is v.p. in charge of marketing, with Thomas Pressley named manager for all sales including foreign.

Leitch Research & Development Corp., Ltd., Riker's other Canadian subsidiary, also in Toronto, is not affected by the merger and will continue to develop video broadcasting equipment which will be manufactured and marketed by the new subsidiary.

MARKING HIS 25TH ANNIVERSARY as a sports announcer on radio and television, Danny Gallivan, who is known as The Voice of Montreal Canadiens of the NHL, for all at home and away games, was honored at a testimonial dinner in Montreal, March 28.

Gallivan, a native of Sydney, N.S., began his broadcasting career with CJFX Antigonish, while he was a post-graduate student and part-time lecturer at St. Francis Xavier University.

Joining in the tribute to Gallivan were some 100 guests, including NHL president Clarence Campbell, officials of Les Canadiens, broadcasters and agency reps.

FAILING TO SEE EYE-TO-EYE on a very fundamental matter involving the creative approach, for an important campaign, caused a decision to end the relationship between Labatt Breweries of Canada Limited and Goodis, Goldberg, Soren Limited. A Toronto-based ad agency, GGS has been handling Labatt's Pilsner advertising on a national basis.

Arthur T. Lennox, national advertising director, Labatt Breweries of Canada Ltd., announced that the J. Walter Thompson Company would handle the Labatt's lager accounts in addition to all the advertising for Labatt's ale brands which they have been handling.

A CHANGE OF NAME, indicative of an expansion of its services, has been announced by the Canadian Advertising Personnel Bureau. Established five years ago by the Institute of Canadian Advertising, formerly the CAAA, to provide a staffing and personnel counselling service for ad agencies, the CAMPB now will provide a service to agencies' clients in terms of marketing, advertising and brand management personnel.

RALPH SNELGROVE, president of Ralph Snelgrove Limited, licensee of station CKVR-TV, Barrie, Ontario, today announced that the proposed sale of the station to Western Broadcasting Limited has been withdrawn.

The station is owned jointly by Ralph Snelgrove, president; Geoffrey Stirling, president of CKGM, Montreal, and Allan Waters of CHUM Limited, Toronto.

Snelgrove said that because of certain other broadcasting acquisitions by Satuma Properties Limited, a wholly-owned subsidiary of Western Broadcasting Company Limited, it will not be possible to complete the purchase of Channel Three under the conditions spelled out in the original agreement.

He said that rather than permit any changes in the agreement which might affect the welfare of the staff and the station's viewers, the owners of CKVR-TV decided to release the Western group from its commitments.

The transfer of the station was to have been considered by the Canadian Radio-Television Commission in Ottawa this week. The Commission has been advised of the withdrawal and has agreed. Snelgrove said that, under the circumstances, he and his partners are pleased with the decision and have no further plans at this time other than to carry on the operation of CKVR-TV as in the past.

A BOX TOP CONTEST in a new guise, was launched by CJIC Sault Ste. Marie, Ont. with listeners invited to send in 'any box top or label', with a winner announced every week from entries received in that week only. Grand prize is a trip for two to Jamaica via Air Canada, plus $500 in spending money. Consolation prizes are Electrohome Envy TV sets.

Paul Fockler, manager, CJIC AM-FM, says over 2000 letters and box tops are received each week, and the station offers all the old mail to any agency, manufacturer or researcher interested in surveying the Soot community, as a result of this promotion.

THE U.S. FEDERAL Communications Commission has announced a 14.2-per-cent decline in profits during 1967 for the three major American television networks and the 15 owned and operated stations.

The FCC said the networks—ABC, CBS and NBC—and their stations reported revenues of one billion, 200 million dollars in 1967, 4.3 per cent higher than in 1966. But actually profits dropped to 160 million, 200 thousand dollars.

The FCC said net income for network operations was 29 per cent below 1968 and net income of the owned and operated stations declined 3/10 of one per cent.

The FCC said financial data for the entire U.S. television industry will be released later this year.

ADDED TO THE LIST of stations repaid by Stephens & Towndrow Ltd. is CFDA Calgary, which the Toronto-based house now represents in the Toronto, Montreal and Vancouver market areas.

The station was previously handled by Radio-TV Reps., who are now representing CHOR Calgary which parted company with Byles-Gibb when it merged with Major Market Broadcasters Ltd.

TWO TOP RADIO REP HOUSES have joined forces to enable them to provide even better service for stations which they now represent in 14 of Canada's top 20 markets. The merger was jointly announced, effective April 15, by W. Denis Whitaker, president, Major Market Broadcasters Limited, and J. Bart Gibb, executive vice-president, Byles, Gibb & Associates. Headquarters for Byles, Gibb moved to the MMB offices in both Toronto and Montreal on the same date.

JAMES A. CVETKO has been appointed manager of Arthur Meyerhoff Company Ltd., Toronto and Montreal.

Prior to assuming his new position, Cvetko was an account executive with Arthur Meyerhoff Associated, Chicago. He assumed his new position on April 1.

D.A. BROWN, president of Helene Curtis Ltd. and D.E. Gillespie, president of Baker Advertising Limited, announced earlier this month that both companies are severing their relationship due to expanded product lines which have caused the conflict with another Baker client.

The new agency will be Grant Advertising (of Canada) Limited, and will commence work for Helene Curtis on May 1, 1968.

Advertising budgets for Helene Curtis Ltd. were not revealed by either Helene Curtis or Baker.

A HIGH-SCORING promotional effort by the Barrie Broadcasters hockey team (CKBB,CKVR-TV Barrie, Ont.) netted the team a plaque from the Georgian Bay Minor Hockey Association in appreciation of their efforts in raising over $50,000 over the past ten years for minor hockey development in the area. During these ten years, the BB No Stars have played over 125 games in some 20 different communities throughout the area.

The Canadian Broadcaster
Up a ladder, down a snake.

It's tough.
We've got to get around a lot of hidden snakes to climb a ladder.
Take 'Too little information.' It kills everything—marketing, creative, media—even the impression you want to make.
Is rolling a loser just bad luck? Only rarely. This one was from lack of effort in the digging department.
Too bad.
Because 'Too little information' grows into 'Poor relations' which develops into politics.
Before you know it, you're in trouble with 'Lack of communication.' A true snake-in-the-grass which turns advertising into second-guessing.
We should also avoid being trapped by 'Bad product.'
Because if we don't, if we blandly go along with the client's decision to advertise such a product, then we share the responsibility for irresponsible advertising.
Perhaps the ugliest snake is 'No confidence.' It causes the agency (within agency walls) to say, 'what a dumb client.'
And the client (within client walls) says 'what a lousy job that agency is doing.'
But for all the snakes in the game, there are ladders.
There are good relationships.

There are good products and good marketing decisions. There is effective, agency-originated creative.
There is honest, unslanted research.
Once we recognize that an agency needs a client only as much as a client needs an agency. That advertising is not strictly for laughs.
Once we recognize that there are pros on both teams, maybe we'll miss more snakes and hit more ladders.
Then we'll play better.
We should try.
Because advertising is a serious game.

That very unfunny ad game.
Young & Rubicam, Ltd.
THE MINISTER OF FINANCE stood up in his place in the House of Commons, took a long drink from an opaque glass, nodded cheerfully to his wife who was the only occupant of the galleries above the floor of the chamber, and proceeded to read a budget speech.

At home you watched him reading the speech on your television set. You groaned when the price of Scotch was to take another jump up, but that would be at midnight, and meanwhile you could drink your Scotch at the old tax rate. From time to time massive charts jumped on the screen, replacing the Minister. The program showed a gentleman opposite the Minister, scratching notes and poring through a book which seemed to bear the title, "Traditional Insults with which to Greet the Budget."

By 9:30 p.m. the Minister had sat down, the gentleman opposite had delivered himself of a witty five minute speech proving that the Minister had failed both to keep down spending and to put into effect programs which would appeal to the public, and then came the instant replays.

The Minister was shown again cutting out the tariff on haggis, and there was a close-up in slow motion when he fielded his opaque glass into an upright position while daintily picking up more notes.

Norman this and Tom that then followed with interviews of gentlemen from the small parties in the House of Commons, plus the usual platoon of University types. None had a kind word to say about the budget. By ten p.m., it was all over.

My crystal ball does not permit me to say when this will take place. But televised proceedings of our Parliament are as inevitable as death and taxes.

The great debate over the constitutional crisis was the final compelling force. You'll recall this one—the defeat of a tax bill on third reading on a Monday night, the claim of the Progressive Conservative opposition that the House had no business to be sitting, the endless exchange of opinions by gentlemen of both sides before national television and radio, and finally, after the public had heard the debate on television, a debate in the House itself where the issue was resolved by a vote.

The first debate took place in a corridor and rotunda just outside the large door of the House of Commons. Cables, cameras and the paraphernalia of electronic communications filled most of the space, and the politicians and journalists filled the rest.

Even Nancy Greene would have found the area a good training place for learning the art of the slalom.

The scene is repeated from time to time, although not on as massive a scale. Almost every day the TV and radio people are at work in that area, although there are also recording facilities in the basement.

What are the arguments against live television and live radio broadcasts of the House? Just about the same as took place in the days before the press were allowed in the British Parliament, just about the same as the debates in some provincial legislatures where there are arguments about starting a Hansard.

Boiled down, the politicians are afraid the people will misunderstand their rituals and processes.

"Television is a medium which distorts," says one member. "It could cause a commotion," says another. "The back benchers will never be seen on it," says a back bencher who is never seen or heard under any circumstances. "It's an entertainment medium," says a man who writes better poetry than Cassius Clay. "It would show the House in a bad light—all those empty seats," says the Honorary President of the Tuesday-to-Thursday Club.

The reasons for are many, but one is compelling. Television and radio are methods of reporting the world to us. Why should we be denied their presence except in a second-hand way? You would catch the mood of the speaker, whether or not his message was getting across, and you would quickly be able to spot the phonies. The second rate newsmen who now make Olympian figures out of strange figures in the House would be exposed themselves as mere cutters-out of paper tigers.

Television and radio reporting of Parliament would be the best weapon to reform that institution.

R.J. (Bob) McCleave, Progressive Conservative MP for Halifax, worked as news director of CJCH Radio Halifax, while at law school. He first represented his home constituency in the federal house in 1957.
CFCN Radio, Calgary, announces with ill-concealed pride the appointment of Stephens & Towndrow as national sales representatives in Toronto, Montreal and Vancouver.

The men at Stephens & Towndrow are being put to the test by CFCN because the word is they're better.

CFCN and Stephens & Towndrow combine in-depth programming and sophisticated representation to offer service, leadership and growth in national radio.

Stephens & Towndrow
TORONTO • MONTREAL • VANCOUVER
# The 53rd Annual Conference of the Association of Canadian Advertisers

**Royal York Hotel, Toronto, April 29 – May 1**

## The Agenda

### Monday, April 29

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<td>8:15 am</td>
<td>Hall “A” Registration, ACA Conference Office</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Ontario Room Members’ Continental Breakfast</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Ontario Room ACA Annual Business Meeting</td>
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<tr>
<td>10:15 am</td>
<td>CFRB-CKFM Tea and Coffee Time</td>
</tr>
<tr>
<td>10:30 am</td>
<td>Ontario Room Open Meeting</td>
</tr>
<tr>
<td>12:00 noon</td>
<td>Toronto Room Luncheon Head Table Meet</td>
</tr>
<tr>
<td>12:20 pm</td>
<td>Canadian Room Gold Medal Award Luncheon D. B. McCaskill Business Needs</td>
</tr>
<tr>
<td>12:20 pm</td>
<td>Canadian Room Gold Medal Award Luncheon D. B. McCaskill Business Needs</td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Ballroom Advertising in Action Session John W. Hethrington The Ski-Doo Story Howard Markoff The Formula 409 Story C. A. Andrew The 7-up Story</td>
</tr>
<tr>
<td>3:15 pm</td>
<td>CFRB-CKFM Tea and Coffee Time</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Ballroom Marketing Presentation Ted Earl Award Winning Campaigns of 1967 Commentators: A. F. M. Biggs Allen Cuppies</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>Ontario Room ACA Members’ Cocktail Party</td>
</tr>
<tr>
<td>7:00 pm</td>
<td>Ballroom ACA Members’ Buffet Dinner and Dance</td>
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### Tuesday, April 30

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 am</td>
<td>Hall “A” Registration, ACA Conference Office</td>
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<tr>
<td>9:00 am</td>
<td>Ballroom Dr. George H. Brown Innovation: The Critical Path</td>
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<tr>
<td>9:40 am</td>
<td>Ballroom F. F. Wiley Steps to Successful Innovation</td>
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<tr>
<td>10:05 am</td>
<td>CJAD-CJFM Tea and Coffee Time</td>
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<tr>
<td>10:20 am</td>
<td>Ballroom Roy W. Keeley</td>
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<tr>
<td>10:45 am</td>
<td>Ballroom Fred D. Johnson Innovate and Prosper</td>
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<tr>
<td>11:10 am</td>
<td>Ballroom Allan B. Yeates An All-Industry Innovation - CAAB</td>
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<tr>
<td>10:00 noon</td>
<td>Toronto Room Luncheon Head Table Meet</td>
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<tr>
<td>12:30 pm</td>
<td>Canadian Room Key Executives’ Luncheon C. Knowlton Nash Current Events in Washington: What They Mean to Canadians</td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Ballroom Douglas Mueller Can Gee Whiz Sell Durable Goods</td>
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<tr>
<td>2:50 pm</td>
<td>Ballroom Solomon Dutka Techniques for Measuring Effectiveness of TV Commercials</td>
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<tr>
<td>3:15 pm</td>
<td>CJAD-CJFM Tea and Coffee Time</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Ballroom Herbert D. Maneloveg Advertising Messages in the 1980’s - A lot different from Today</td>
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<tr>
<td>6:00 pm</td>
<td>Ballroom ACA Annual Dinner Cocktail Party</td>
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<tr>
<td>7:00 pm</td>
<td>Canadian Room ACA Annual Dinner</td>
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### Wednesday, May 1

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 am</td>
<td>Hall “A” Registration, ACA Conference Office</td>
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<tr>
<td>9:00 am</td>
<td>Concert Hall Herbert D. Strauss Changing Communications of Tomorrow or the Future is Happening Today</td>
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<tr>
<td>9:40 am</td>
<td>Concert Hall James M. Gillies Changing Structure of the Canadian Economy and Long Range Planning</td>
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<tr>
<td>10:20 am</td>
<td>Standard Broadcast Sales Tea and Coffee Time</td>
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<tr>
<td>10:35 am</td>
<td>Concert Hall Mrs. Doris Anderson Attracting the Super-shopper - The Woman of Tomorrow</td>
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<tr>
<td>10:00 noon</td>
<td>Toronto Room Luncheon Head Table Meet</td>
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<tr>
<td>12:30 pm</td>
<td>Canadian Room Luncheon Dr. Mary S. Calderone Advertising as Sex Education</td>
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<tr>
<td>2:15 pm</td>
<td>Concert Hall Ervin J. Brabec Harold E. Grotjahn Bernie West Creative Session - Selling the Sellers</td>
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<tr>
<td>3:00 pm</td>
<td>Standard Broadcast Sales Tea and Coffee Time</td>
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<tr>
<td>3:15 pm</td>
<td>Concert Hall Don Tennant Creativity and the Canadian Mystique</td>
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<tr>
<td>3:50 pm</td>
<td>Concert Hall Creative Circle Film</td>
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<tr>
<td>4:35 pm</td>
<td>Confederation Room CFTO-TV Cocktail Party</td>
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</table>
Light up with us at our first convention.

Although you may see a lot of familiar faces wearing our name tag, this is actually the first time we’ve attended an ACA Convention as members of NTV Marketing.

But the ACA Convention isn’t the only thing we’ve been first at.

We were first to introduce you to The Orbit Plan. Prime Time Equivalents. Superspots. A realistic rate for 30-second spots. And we were also the first to give you Seconds. Television messages that can be bought at a per second rate.

And May 9 will be another first, when we attend the CAB Convention.

During the ACA or CAB Convention come by. Say hello. And light up one of our cigars.

After all, we’ll be celebrating our first.

SOME FREELY SMOKING NTV MARKETING CIGAR SMOKERS.

We never stop starting things.

NTV Marketing

The people who market CHCH-TV, Toronto/Hamilton and CHLT-TV, Sherbrooke.
the aca conference speakers

MONDAY - APRIL 29

PROGRESS REPORTS
Highlighting the opening session of the ACA convention will be the annual Progress Reports of associate organizations:

- Audit Bureau of Circulations by Warren Reynolds, President.
- BBM Bureau of Measurement by Dr. B.K. Byram, President.
- Canadian Advertising Research Foundation by J.M. Philip, Chairman
- Canadian Circulations Audit Board, Inc. by Patrick Sweeney, General Manager

DONALD B. McCASKILL
President, Warner-Lambert (Canada) Ltd., Toronto and vice-president, Warner-Lambert International, Commonwealth/Africa/Asia Region

A past president, Toronto Chapter, AMA, he served as product manager for Procter & Gamble and General Foods, joined McKim Advertising Ltd. in 1956 and became executive vice-president in 1961. Joined Warner-Lambert as executive vice-president in 1964, was named president in 1965 and vice-president, International Division, in 1966.

HOWARD MARKOFF
Executive Vice-President, The Wilson Harrell Agency Inc., Westport, Conn.

Howard Markoff, artist, writer and musician, is widely experienced in all phases of advertising, both creative and administrative, and directs all agency operations. Markoff saw service with the U.S. Rangers in World War II, scaled the cliffs of Normandy during the pre-dawn hours of D-Day, and won the Purple Heart with oak leaf cluster. In 1956 he opened his own commercial art studio, which he developed into an ad agency. In 1963 he merged with a larger agency and set up a division to advertise to the worldwide U.S. military market. Early in 1965 he joined Wilson Harrell Agency Inc. to create and head up the then new advertising agency.

C.A. ANDREW
Advertising Manager, Dominion Seven-Up Co. Ltd., Toronto, Ont.

Andrew spent five years in the newspaper field prior to five years service in World War Two. In 1946, he joined Dominion Seven-Up Company Limited, and after serving in various departments, was appointed to the advertising department, becoming completely responsible for its direction. His duties bring him into contact with all phases of the company's operation and in necessity close contact with its franchised bottlers.

TED EARL
Editor, "Marketing", Toronto

Earl has been editor of "Marketing" for the past 15 years, following 8 years with the same publication as associate editor. A record 770 exhibits have been entered this year. From these, the 55 judges have selected 7 "Outstanding", 12 "Notable" and 47 "Honorable Mention".

on the entertainment side:

Monday evening: 6:00 p.m.

ACA Members' Cocktail Party & Dinner (open to all personnel of ACA member companies, only, and their ladies).

President's Reception courtesy of the House of Seagram.

7:00 p.m. Buffet Dinner Dance, Trump Davidson & His Orchestra. Hilarious sing-along with lyrics by Bob Sabloff. Lucky number prizes!

Tuesday evening: 6:00 p.m.

Cocktail Party (for annual dinner guests).

7:00 p.m. Annual Dinner.

Entertainment will be provided by the CBC, in a 50-minute sketch of fun and laughter: "Run It Up The Flag", with a fast-moving production starring a fabulous cast of 30 artists including Paul Kligman, Jack Duffy, Billy Van, Marilyn Stewart and Kristi Kimble. Songs, music and dialogue especially written for the ACA and the advertising industry.

After-dinner refreshments courtesy of the Magazine Advertising Bureau of Canada.
TUESDAY - APRIL 30

DR. GEORGE H. BROWN
Director of Marketing Research,
Ford Motor Company, Dearborn, Michigan

A past president of the AMA, Dr. Brown was sales manager for a St. Louis chemical company, then became Professor of Marketing, School of Business, and Director of Development, Social Science Division, University of Chicago, where he also served as marketing consultant to several top U.S. firms. He joined Ford in 1954 as consumer research manager, and served as marketing research manager from 1956 until assuming his present position, in 1960.

ROY W. KEELEY
Executive vice-president and general manager,
Minnesota Mining & Manufacturing of Canada Ltd.
London, Ontario

Keeley, who has been with the 3-M Company since 1932, started his career with Scott Foster & Co. in Vancouver in 1926, after graduation from UBC. He served as sales rep and sales supervisor for all products, Canadian Durex Corporation (3-M Company), ’32-’40, became manager for Western Canada, 1946-’50, then general sales manager, tape & related products, for 3-M, at London, Ont. After two years he became director of sales for all products throughout Canada, and in 1956 was promoted to vice-president and general sales manager, and VP international marketing, 3M’s International Division, St. Paul, Minnesota. In 1968 he returned to Canada, as executive vice-president and general manager, 3-M of Canada Ltd., London, Ont.

FRED D. JOHNSON
Public Relations & Publicity Consultant,
Tetra Pak Co. Ltd. of Canada,
Toronto, Ont.

Known as one of Canada’s most prolific writers, Fred D. Johnson, ACIC, was a consulting chemist specializing in plastics and paints before starting his present work five years ago. He began his journalistic career by writing in the technical press to publicize himself professionally, from 1952-62, when he felt he had established himself with a large enough market to support himself, and at 47 made a complete switch in his career. His articles appear in many well-known publications.

F.F. WILEY
Marketing Director, S.C. Johnson & Son Ltd.
Brantford, Ont.

Wiley gained his early experience in the business world in sales, merchandising and product planning with Vib Chemical Co. and General Mills, prior to joining S.C. Johnson & Son Ltd. as advertising manager. Transferred to the U.S. Johnson operation as International Marketing Director in 1962, he was sent to the Johnson company in Japan in ’64 as general manager. He worked in Argentina, Brazil, Venezuela, the Philippines, and other countries, as well as Canada and Japan, on new product development and marketing. He returned last year to his present assignment.

ALLAN B. YEATES
President, Canadian Advertising Advisory Board,
Executive vice-president, Spitzer, Mills & Bates Ltd.
Toronto, Ont.

Yeates, the youngest man ever to receive the ACA Gold Medal Award, in 1963, for his “outstanding contributions to Canadian advertising,” began his business career as a financial writer and analyst for the Financial Post and Toronto Daily Star. In 1951 he joined the Prudential Insurance Co. of America as assistant advertising manager. A year later he was promoted to manager of the PR and Advertising Department. In 1957, he was made assistant general manager and director, with responsibility for the company’s advertising, PR, sales promotion and research activities in Canada. He joined BBDO in 1951 as a media group supervisor, became associate media director in ’59, vice-president and media director in 1960, and was elected a member of the board in ’66.

J. KNOWLTON NASH
Washington Correspondent to the
Canadian Broadcasting Corporation

Toronto-born, Nash was a writer and editor for various Toronto newspapers, including The Globe & Mail 1945-46, managed various offices for BUP from ’46-’51, was appointed Director of Information, International Federation of Agricultural Producers in late 1951, served as broadcaster, writer for Canadian publications and CBC on free-lance basis 1951-59, became Washington correspondent, The Financial Post, 1959, and has been Washington correspondent for the CBC since 1961.

DOUGLAS MUELLER
Director of Advertising & Public Relations,
Borg-Warner Corporation, Chicago, Illinois

Mueller joined Borg-Warner in 1961 after 20 years with Seiberling Rubber Co., Akron, Ohio, starting in the advertising department and advancing to the post of assistant to the president and director of merchandising. He is a former Cleveland, Ohio newspaper man. He was named “Advertising Man of the Year” in 1965 by the trade magazine, Industrial Marketing.

SOLOMON DUTKA
President, Audits & Surveys Inc.,
New York, N.Y.

Dutka heads his own firm, the nation’s second largest marketing research organization, founded in 1953, which now has three major divisions plus operations in Latin America, Canada and Europe, employs more than 350 headquarters personnel and maintains a nationwide force of 3,000 interviewers and auditors. He began his career as a college statistics instructor, in which he is still active at New York University’s Graduate School of Business Administration.

HERBERT D. MANELOVEG
Vice-president, Board Member and Media Director
Batten, Barton, Durstine & Osborn Inc.,
New York, N.Y.

Maneloveg began his advertising career as a researcher, in 1949, when he joined WOR New York following graduate work in radio/TV script writing and production at Columbia University. In 1950 he switched to print research, with Parade magazine. In 1952 he joined Benton & Bowles’ research department but instead was made a media buyer. In 1954 he joined BBDO as a media group supervisor, became associate media director in ’59, vice-president and media director in 1960, and was elected a member of the board in ’66.

April 25, 1968

17
ERVIN J. BRABEC
President and Chief Executive Officer, Marketing Concepts Inc., New York, N.Y.

Brabec, rated one of the Top 10 best-dressed men in the U.S. (’63-’64-’65) is a well-known director-composer-arranger for 17 motion pictures and 11 TV shows; was musical arranger for such top name bands as Glenn Miller, Artie Show, Count Basie, Earl Hines, Benny Goodman, Woody Herman and Tommy Dorsey in their heyday; discovered and developed such stars as Harry Belafonte, Tony Bennett, Al Hirt, Frank Fontaine and Carol Burnett; was senior vice-president, MCA Inc., world’s largest talent agency, 1946-63, chief executive officer and founder, MCA Industrial Show Division, 1953-63. He now heads MCI, rated as one of the top three producers of the world in the industrial medium.

HAROLD E. GROTAHN
Executive vice-president, MCI.

New York, N.Y.

Grotjohn, rated as one of the foremost sales and marketing consultants in the U.S., is one of the leading specialists in motivational selling at the retail level. Formerly a General Motors executive, his direct exposure to total industry’s best management and sales talent throughout the past 22 years, has equipped him with the ability and working knowledge to approach any business situation in a dual-strength manner, that of a top executive strategist backed up with the selling know-how of a successful in-the-field salesman. He is billed and sponsored on the speaking circuit as America’s Number One Salesman.

BERNIE WEST
Nationally-known TV personality, Writer & director for MCI.

New York, N.Y.

West, internationally-known on stage, screen and TV, has starred in the film and Broadway production, Bells Are Ringing, been featured in Broadway hits, All American with Ray Bolger, Do Re Mi with Phil Silvers, The Beauty Part with Bert Lahr, The Wayward Stark with Bob Cummings, and played nightclubs in Las Vegas, New York, London and Miami Beach. On TV he has played in The Entertainers, Car 54, The DuPont Show, Hallmark Hall of Fame, been featured on The Gary Moore Show, The Ed Sullivan Show and Gomer Pyle Show, and has just been taping Arsenic & Old Lace. He also writes for TV commercials, for Industrial Theatre, and for Broadway.

DON TENNANT
Executive vice-president & Creative Director

Leo Burnett Company Inc.

Chicago, Illinois

Tennent, who has been with Leo Burnett Company since 1950, started out as a radio/TV producer. Six months later he became the agency’s first full-time TV writer, and two years after that was appointed TV copy supervisor. In 1957, he was appointed a vice-president, in 1958 became vice-president in charge of the Television Commercial Department and a member of the Creative Review Committee. In 1962 he was named vice-president in charge of the Creative Services Division. He became a member of the Board in 1960, of the Executive Committee in ’62, was elected executive VP in ’64, and chairman of the Creative Review Committee in ’67.

Wednesday evening: Closing Cocktail Party

CFTO-TV Toronto cordially invites everyone to "unwind" at their gay "wind-up" cocktail party in the Confederation Room...immediately following the closing session of the convention.

The Canadian Broadcaster
GREETINGS TO THE A.C.A. IN THEIR CONVENTION

"Isn't that a very small Lionel?"

Don't be misled — size isn't everything -- it's how well you do the job. Everybody knows Lionel down here, and not only in Moncton, either. Listeners in 4 provinces have learned, over 26 years, that Lionel never lets them down. So they buy as Lionel advises when they go a-marketing. Could any advertiser ask for more?

THAT'S BIG, MAN, THAT'S BIG!

CKCW-Radio
Moncton, N.B.
(opened in 1934)
CKAM-TV
Newcastle, N.B.

CKCW-TV
Moncton, N.B.
CKCD-TV
Campbellton, N.B.

CKGW-TV2
Percé, P.Q.

CKAM-TV1
North Shore
CFGW-TV1
Gaspé South, N.B.

CKM1
Murdockville, P.Q.

RADIO-lionel-TELEVISION
Moncton, N.B.

REPRESENTED BY PAUL MULVIHILL AND A.J. MESSNER IN CANADA
CANADIAN STANDARD BROADCAST SALES IN U.S.A.
Agency-Client Relations

What an agency expects from its client to fulfil the client's expectations from the agency

"WHAT AGENCIES SHOULD EXPECT from their clients, and what clients should expect their agencies to expect, is a mutual realization of the fundamental importance of advertising, over and above its role as a corporate communications tool. With this realization comes the professionalism on both sides, which the role of advertising in the economy requires and justifies."

This, said Ray Collington, vice-president and manager, Cockfield Brown & Co. Ltd., Toronto, speaking at a special conference on "The Advertising Function in Today's World" at York University, summed up "What an Agency Expects of its Clients": He reached the conclusion that "If an agency is to measure up to its clients' expectations, it must also know, and state, what it has to have from the client over and above a budget and a target.

"It is important that agency and client understand that they have a mutual interest in defining and accepting their respective roles in creating and implementing effective advertising. Unfortunately, most of the communication on this subject is done within each group rather than between the groups," he said. "The required communication between agency and client on this matter usually seems to take place only after the relationship has deteriorated and a separation is inevitable," he said. "Then, the intention of such discussion is to assign blame rather than correct the cause of the difficulty."

Although he had never heard of it being done, he thought an agency could be encouraged to include in its first brief to an advertiser a section headed "Here's what we expect of you." This, he said, would require only a slight extension of a procedure many advertisers use now when selecting an agency, referring to the questionnaire which agencies are often asked to complete.

"It would be quite instructive for the advertiser if he were to ask the contending agencies what they would require of his organization, and it would reveal a bit about the agency itself—perhaps more than any other item in the questionnaire.

"Neither agency nor client company can define the responsibilities in a productive relationship unless it has a clear understanding of the basic functions of an advertising agency." Collington added.

He said he believed, despite all the miscellaneous activity and shades of that, its function is to make the client company's communications effective. Thus, when we want to define what an agency expects from its clients, we have a term of reference: what does the client have to do to help an agency make his communications effective?" he said.

Collington said some of the requirements are in the client's marketing planning. He listed three types of agency participation:

(a) Full agency participation where the agency has full exposure to (and is involved in) all the important factual elements of the client's operations—volume, cost of goods, distribution costs, promotion spending, profit.

(b) Partial Participation, in which the agency has primary responsibility for advertising, but is kept fully in the picture regarding volume, costs, profit, and profit trends. The agency is expected to contribute heavily to planning in such areas as development of product concepts, promotion, packaging and so on. But these areas of agency contribution are ones in which responsibility for decisions and their consequences are clearly in the client's hands.

(c) In the case of Advertising only, he said, the agency is responsible for copy and media only. While its participation in other areas of planning may not be discouraged, it is not actively sought, either. Information on volume and profit is likely to be limited, or non-existent.

"The three relationships," he said, "are each quite common, and they are not tightly related to corporate size, the development of the client's own marketing staff, or the amount spent on advertising.

Pros and cons

Stressing the advantages and disadvantages of the three relationships, Collington said on the full participation relationship, "one advantage is that advertising planning can be integrated fully with promotion and distribution plans, so that the 'mix' can be made fully effective. There is also likely to be a very strong agency involvement with success or failure." On the disadvantage side, he said "in the process of trying to deal with the whole mix, the agency's effort may be too widely spread to give advertising the attention it needs to operate at full capacity. Because responsibility is so diffused, there may be large areas of information undeveloped about the product, the consumer or even the distribution channels, because responsibility (and that means financial responsibility) is not clean-cut."

Furthermore, he said, "it's hard to get people with the proper blend of experience to operate so that all the marketing areas (including advertising) get balanced handling."

The advantage of the partial participation relationship, with broad agency access to needed information and opportunities to contribute to the total marketing mix, can be very effective. Advertising is likely to get a high level of attention, integration with other activities is feasible, and total agency creativity can be made use of in promotion and other areas."
But, "the main disadvantage of this relationship")(he said, "is that it requires again people with a blend of knowledge and experience to make it work effectively." However, "we believe the increasing emphasis on training of agency people is doing a great deal to provide a pool of people to operate in this kind of relationship.

"From the agency's point of view," the third kind of relationship, advertising only, "is the simplest type of operation to work within. It permits the agency to devote all its resources to the development of an effective advertising program."

This particular relationship, he felt, can, in some circumstances, develop a pair of serious weaknesses. It assumes that on the client side, sound judgments are being made regarding the types of situation in which advertising can operate effectively. Almost every agency encounters situations in which advertising is asked to perform effectively with a product having serious deficiencies in areas such as performance, or distribution or pricing—areas in which the agency has no say in this relationship.

Advertising needs to be evaluated in the control of all activities," he said. "When the agency has no access to information regarding such key areas as product acceptance, distribution, sales promotion and so on, the effectiveness of the advertising program is virtually impossible to evaluate."

Information is needed

Collington stressed the eight areas of his clients' marketing problem in which the agency should expect to have information or participation, for the most effective long-term relationship between the two.

"The agency would have access to all major current information regarding product volume, share, distribution, pricing, margins and competitive activity," he said.

"The agency would have current information regarding attitudes of distributors and consumers towards the product, as well as penetration of major advertising campaigns. "Volume objectives for the product would be shown."

"The agency would have an opportunity to review the advertising appropriation before the financial plan was locked up, so that information on time, space and production costs could be brought to bear."

"The agency would have an opportunity to review marketing strategies with particular emphasis on its long-term implications for advertising."

"Long-term creative and media strategies would be jointly agreed on. "The agency would be offered an opportunity to comment on sales promotion strategy, and plans, with a view to possible advertising tie-ins.

"Advertising would be given specific, jointly agreed-on goals, and provision would be made for measuring its performance against those goals."

"If the agency hesitates to ask for this type of information or participation," he said, "or if the client hesitates to offer it. I think we can blame the marketing planning mystique.

Responsibility plus authority

"The agency should expect the client to spell out its terms of reference precisely...it is particularly important that individual responsibility with respect to advertising—and hence authority over it—be well defined within the client organization," the speaker continued.

"If an advertising campaign has to be cleared through several different levels in the client company, with each level having authority to veto or amend, despite communications knowledge at the creative level, the effectiveness of the advertising can be

(continued on page 24)
There must be a reason for funny commercials

by Jerry Goodis
President, Goodis, Goldberg, Soren Limited

BILL BERNBACH ONCE SAID and I'll never forget it: "Humor in the hands of an amateur is a lethal weapon."

Certainly poorly produced humor has no place in television advertising—but there is a place for real humor from the hands of professionals.

Obviously there are 24, or maybe 2400, different kinds of real humor but some don't suit the medium. It is not, for example, worth creating screamingly funny one-liners unless you're going to carefully schedule such commercials so people see them only once. Since one good reason for using humor is to win a little affection from the viewer it's pretty dumb to immediately lose it again by telling the same joke ten times over. Only the party bore (no, no, Ralph Cowan, not you) does that.

There is a different humor which suits TV far better and which stands up to heavy exposure. I call it whimsy, a soft-sell humor that's easy to take.

Relief from pomposity

Whimsy, I believe, can sell—soft-sell products if humor grows naturally out of the product, try and make a funny spot for Trull Funeral Homes® and it also generates an aura of goodwill for the advertiser because it offers the viewer fast, fast relief from the nightly parade of commercial pomposity.

When she is about to throw up at the sight of a Mary Poppins floating into a kitchen bearing detergent, her sanity and cool can be temporarily saved by a bit of glorious tomfoolery from Resdan.

Pal Carl Ally has made a commercial for Hertz showing a businessman—played by Lou Jacob—coming into a new town and suddenly discovering that the zipper on his trousers is broken. He goes to a Hertz counter and they send him to a tailor who fixes it.

Now you might think that's a silly idea but it isn't really. It is something that happens to you and me in our lifetimes. In the hands of professionals it becomes one of the most refreshing, warm and human commercials and it says loud and clear: "You don't just rent cars from Hertz; we'll help make you comfortable in a new situation. Come to us for help." It's a beautiful commercial.

Whimsical but wilder

I call the Carling Red Cap commercials whimsical too—although, of course, they are wilder. That is an excellent and exciting campaign which got great reaction, both negative and positive.

Some people took exception to using symbolic heraldry like flags and pseudo-religious music. Maybe that was slightly in poor taste, but who am I to say?

That campaign stands out from the crowd and, with the weight of advertising around, that is what you somehow must do.

It stands out particularly well because of its product category. Most of the other beer advertising around is cornball and pseudo-patriotic. Molson's Canadian commercials, for example, are just the old ol' Canadian cornball that used to work, maybe, up until 1946.

Mind you it's inoffensive, no question about that. It doesn't hurt anybody. And there is the risk always in using humor in commercials that someone will be offended.

When we set out to create awareness for Smiles 'n' Chuckles chocolates, indeed to reawaken consumer awareness, we got a couple of actors to smile and then chuckle and then laugh and button it up with the slogan: "Who says money can't buy happiness?"

That commercial brought violent response, positive and negative. The 

(continued on page 24)
Primer for prospectors—a guide to the Golden 11

There's gold in them thar hills—in Canada’s Golden 11 country—the eleven booming markets where the response is up North.

How can you get in on the gold strike? With CTV, the undisputed television leader in the Golden 11 areas.

CTV's lighter, brighter programming is welcomed in more young adult homes, where the spenders live.

Ready to go North? Contact ABC International, CTV's sales representative in the U.S. and overseas. Let us help you stake your claim in Golden 11 country.

ABC International Television, Inc.
1330 Avenue of the Americas New York, New York 10019
212 LT 1-7777, Cable: AMBROCASTS
What an agency expects...

impaired or even eliminated. In this situation, politics plays as important a role as creativeness, and the advertisements or commercials will reflect this. 

He said he was not suggesting that opinions on advertisements from various levels in the client company should not be sought before the campaign is launched. "But I do feel that the responsibility for the campaign should be in one part of the client organization, and that the responsibility should be coupled with the authority to approve the campaign—even if the other levels object. "There's another corollary to this on the agency side," he went on. "Responsibility for creating the campaign does not include the authority to approve it. The authority the agency should expect is the opportunity to fight and fight hard for a creative approach in which it believes.

"If agency participation is, as I've defined it, either full or partial, it is most important that the participation be active and not token. In these circumstances, the agency should expect the client to regard the agency people as full-fledged members of the marketing planning team—not as outsiders who are present under sufferance."

Need for adequate time

Another point stressed by Collington was that "the agency should expect its client to give it time to do its job. Those of you who read his book, Confessions of an Advertising Man, will remember that, at the time he was writing the book, he was preparing a campaign for a new product which was still in the laboratory stage. He says: "It has taken more than a hundred scientists two years to find out how to make the product in question; I have been given thirty days to create its personality and plan its launching. If I do my job well, I shall contribute as much as the hundred scientists to the success of this product."

He added that there was "another legitimate agency expectation—that the client assigns qualified people to assess the agency's work. "'Media selection is another area where this kind of unqualified subjective judgment-inhibits the agency in discharging its basic function effectively. Any medium worth its salt adopts editorial views or broadcasts commentaries which will inevitably enrage some segments of the population. Advertisers are prone to at least consider punishing the offending medium by cutting it off the list. This kind of retaliation is like punishing Hydro by using only candles to light your house."

"The agency should, then, expect the client to base his judgment of the effectiveness of a medium on the criteria provided by a professional agency media man, rather than on the medium's editorial position with respect to the prevailing crisis in Ottawa, American policy in Viet Nam, the importation of American TV programs, or the coverage given his daughter's wedding."

Collington said "when we talk about what agencies should expect of their clients, the fact we keep this fact in mind: an agency has no divine right to expect things from the client."

Rather, he said: "It must earn the right to expect things from the client."

(continued from page 22)

There must be a reason...

I think the reaction now is running about 60 per cent for and 40 per cent against the commercial. And I don't want to take it off the air, because every time you do something different and striking you're bound to get some negative response. We don't want to antagonize anybody out there but it's a chance you take, and Smiles 'n' Chuckles and Red Cap are getting awareness by the carload. Of course we would love to get that 40 per cent negative response down to zero. We don't set out to make enemies for our clients, and in the next commercials we will try very hard to retain the tremendous awareness and the tremendous "reason why" for buying the brand yet somehow eliminate the negative response.

I'm not advocating production of new and refreshing commercials just for the sake of being new and refreshing. The idea must be based on very sound "reason why" appeal to persuade somebody to buy the product.

It must never be a matter of being a clown just for the sake of being a clown, like walking down the street with your shirt hanging out just to get attention. That's not the proper motive for doing new and fresh advertising.

Reactions and reactions

There's an oil company commercial showing a man in white flying down from a spaceship. I guess it's supposed to offer humor. But the agency which created that commercial must assume that the average viewer has the intelligence of a Neanderthal. These are terrible, gross, insulting commercials, and if they don't drive sales down I'll be very surprised.

I wrote them a letter saying that and I suppose now I'm going to get a subpoena. But I resent having those commercials walk into my living room every night, and I don't know why they do it.

There are reactions and reactions. Stan Freberg is the master of commercial humor and most of his spots get at least some people mad. I bet there is some negative response to those Jeno Pizza commercials. They are a direct spoof on current trends in advertising, such as the Lark commercials. He strips phony commercials bare in front of the public and says: "Look at how the cigarette manufacturer has been talking to you out there, "Isn't it foolish?" And then he builds on the basis of sympathy he has just created a tremendous awareness for the product he's selling.

I have watched the Johnny Carson Show and there is spontaneous applause from the audience after this commercial. It has to be worth lots of dollars and sales to get a response like that.

I think a commercial seeking the gentle laugh rather than the belly laugh is the safer bet for television. Getting the gentle laugh demands a sure touch from director and writer but it creates the quality that makes a commercial appeal to me—a warm, non-pompous communication recognizing and welcoming a special human attribute, the capacity to laugh—to smile and chuckle—if you'll forgive the plug.

More next month, if you like.
FOR THE 22ND SEASON

More listeners can be reached between 7:00 p.m. and 1 a.m. on CJAD than all day long on any other English language station in Montreal. CJAD reaches more adults on WEEKENDS than the next three English language stations combined.

CJAD 800
Advertising must keep new in a fast-changing new world

"WE MUST NOT BE CONTENT with traditional ways of doing things. If a new way suggests itself, if it is meaningful and tasteful, we should give it all of our open minds," said John D. Bradley, president, Bradley-Vale Advertising Ltd., Toronto.

Speaking to the Kinsmen Club of South Peel, Ont. on The New Wave, Bradley suggested it is better to ride with it rather than against it.

He told the annual Advertising Night gathering he was "sure none of us know where the world is heading or whether advertising or any other art form will have much effect on it, but I think we all must agree that times are changing--for the most part for the better--and obviously we must keep flexible to be a part of...and operate successfully in them."

While he was not an apologist for advertising, he said: "I still think 90 per cent of it is bad. And by that I don't mean that the stuff we do for our clients--that all of it fits into the remaining 10 per cent. I wish it did. Most of it does!"

"I think the public's concept or stereotype of the ad agency man, as a tasteless follower of the product maker's love of his product, is partly right. But, fortunately for the art of advertising, a new breed is coming along."

Time out to explain

Bradley said: "Let me take a moment to explain the problem creative people in an advertising agency have. Firstly, if they have an old-thinking president of the agency, they are all doomed as a go-ahead group. If their president is cautious and wants to pat the behinds of all his clients to make sure that they stay with him and like him, the chaps in his shop are likewise doomed."

"But if the head of an agency is eternally searching for all that is good and tasteful in the new wave of talented people emerging, he will have a happy shop and ultimately will succeed. But no matter how much he creates an environment for good creative work, if he doesn't have the guts and persuasiveness to get his customers to go along with new ideas, he's going to be a lost guy." Illustrating his point, he said: "Think of the persuasiveness of Mary Wells in New York who talked American Motors into smashing up one of their competitors' cars on television to prove a point. (Their loss picture has now been turned around, not because of this one commercial, but because of the whole unusual campaign that Mary and her partners were able to charm American Motors into trying, he said.) "Or, how she persuaded Braniff to paint their aircraft pink and grey."

"Perhaps you remember the jiggling stomach commercial which finally signalled a new start after years of tasteless and atrocious advertising for indigestion remedies. The old ads gave people indigestion, which wasn't so stupid at that, come to think of it. I am sure," he said, "you are as fed up with beer advertising in Canada as I am, and until the people at Molson's let their agency handling Molson's Golden get a little amusing, there had not been a ray of light in advertising in this vast industry for years and years."

Drab days are dying

While there are some other excellent campaigns in progress now and maybe the drab days in advertising are beginning to disappear, Bradley offered a clue as to the difference in techniques between the old way of selling the product and the bright new way. In the old days, and I am afraid with 80 per cent of advertising still, the product is held up to be all things to all people. The pitch is strictly on the product and its mechanical advantages.

"The new way is to strike a responsive chord with the user of the product, a chord which fills his or her need. The product naturally fits into that need very nicely, but it is not sold for itself."

"Most advertisers feel that because they have a huge capital investment in a widget, that widgets must
be treated with a great deal of respect. After all, doesn’t it pay the overhead and the return on investment? Don’t for heaven’s sake ridicule it. That is what I call Board of Directors’ thinking, which, in my opinion, is quite wrong.

"The widget, which may cost ten cents to a gum-chewing 13-year-old girl is laughable when it is presented with great dignity and unbelievable self-serving statements. She will spend her dime on somebody else’s product which appeals to the fulfillment of one of her needs. If it’s chewing gum maybe it’s presented as a form of putting a little fun in her life. Think of Adams & Son lemon candy campaign," he said.

Missing persons approach

Bradley told how his agency succeeded in creating a new approach for a travel agency, P. Lawson Travel Ltd., instead of the former way of telling how the agency was staffed with multi-lingual personnel, widely-travelled, which "really didn’t fill a psychological need.

"Because the traveller expects that kind of expertise from a travel agency anyway", he said they did away with what they considered "superficial and self-evident factors" and came up with the "missing person" approach... ads showing groups of dejected poker players, bowlers, curlers, etc. with one of their members missing. Copy read: "Our apologies to... for interrupting their play, for the next two weeks. Lawson Travel flew to Nassau (the Riviera, Jamaica). Sorry, fellas. P. Lawson Travel." Just that, no more. The inference was clear.

"We didn’t spend much money on this campaign," he said. "But response to it has been greater than for any other campaign we have ever been associated with. Lawson Travel agents are going out of their minds trying to keep up with the flow of people to their places of business."

Mental middle-age stoop

"A lot of the people who advertise today suffer from middle-age stoop," Bradley said. "It is a mental attitude, not a physical characteristic. For example, I think all of us have teenage children are aware of the fantastic revolution that is going on in the habits and mores of our culture because of their influence.

"We have paid a little attention to the teenagers. We help with the pee wee hockey and baseball teams. Those of us who are merchants, who have something to advertise, will see it to it that the pee wee hockey team is named after us. Various national organizations such as banks, oil companies have long ago established bursaries and scholarships for kids. All these are good things. But, do they go far enough?

"This whole new crop of Canadian youngsters is not like any other crop that has ever been harvested in history. This crop is the most questioning of all the crops. They are the most sensitive to the adult world and believe it or not, they are far more sophisticated than their mothers and fathers.

"Perhaps you have watched the Under Attack show that Pierre Berton hosts each week. These kids are taking the world by its horns, and giving it a good shake," he said. "There is a lot about them that I don’t like. Sometimes they are impudent. Sometimes they jump to conclusions. They don’t treat us with the dignity we expect. But I like them a lot more than I dislike them."

"We adults ridiculed the Beatles a few years ago. But they emerged with

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**AT LARGE in the WEST!!**

(Recognize This Man?)

**HT: 6' - WT: 185 - EYES: COOL BLUE - TALKS WITH AN EASTERN DRAWL**

It's CFCN-TV's "Marshall" - Herb Marshall that is! He hit the Calgary Corral with a bang... rustling up top service at the drop of a white stetson.

His past broadcast sales reputation makes him the best man to win the West -for you! Marshall "Herb" is backed by a knowledgeable and experienced posse too!

When you see the 4TV Marshall (known to dudes as General Sales Manager), say HOWDY!

---

**CFCN4TV**

**deep in the heart of**

**CALGARY**

---

New head in the market....

**CKCO TV**

Kitchener, Ont.

Creative Services

**International Television Inc.**

Ad Agency of Record

---

April 25, 1968
some of the best song-writing Tin Pan Alley has ever known. I am thinking of the songs Yesterday and Michelle.

"I don't want you to misunderstand what I am trying to say about the youth market. I am harping on them at this time because they represent such a vast and largely untapped potential to enlightened advertisers," he said.

Discretionary dollars

"Now," he said, "I am going to contradict myself. I don't think there is a teen market any more for products. As one authority suggested recently, 'Teenagers' influence is felt so quickly by adults, the two markets are rapidly blending into one.' If you find this hard to believe, just reflect on skirt lengths. A few years ago, only teenie boppers wore little short skirts. The only other females who wore them were chorus girls and jet set types. Now, almost every adult woman wears her skirt above the knee."

He pointed out that the young person's dollar is "not the same as the dollar owned by those over 25. The young person's dollar is a discretionary dollar. Those of us who were in the Armed Forces remember that most of the money we were paid was considered discretionary.

"Of course," he said, "we didn't use a word like that in those days. It only recently became part of a new language. So, it was a dollar we could spend any way we wanted to. We could buy extra socks, beer, cigarettes or booze, or take a girl out with it."

"Most adults don't have very many discretionary dollars today. The young people have them. Most of us need to spend most of our dollar on mortgages, clothes for the kids, food, the so-called staples."

"The young person, without these responsibilities, can spend it any way he or she wants. Sure, you are going to say that some of the young person's money is tabbed for clothes, or books, or streetcar tickets, but you also realize surely that after the young person blows his or her money on movies, pop, or a new dress, someone always seems to be around to pick up the purchase of the staples."

Teeners buy brands

He quoted from "an excellent study" put out by the School of Business Administration of the University of Western Ontario (London), a study of high school students in London, compared with others from Chicoutimi, Quebec:

"Teenagers are, in large, buying well-known brand names and are therefore willing to pay prices higher than those commanded by unknown brands or by unbranded products. In doing so, they also show that they are value-conscious. In this respect, they do not differ significantly from their elders who are trading up as their standard of living rises...and, "when a youth is sold on a product, he resorts to such a subtle and controlled selling campaign that the family finds itself thinking of that particular product, as their next purchase. A seemingly casual remark, a preference, a statement of worth, all engineered by the youthful protagonist, will open the parent to eventual purchase."

Bradley said he was afraid "Canadians have a national characteristic of being too cautious about new things. If we are to keep our bright young people in Canada, we must change our attitudes very quickly."

"Recently, we had the problem of producing a number of radio commercials for some European wine accounts. We called in a very bright guy who has become a citizen of Canada. His name is Chris Beard, and he wrote with us a number of radio spots for Italian, French and German wines."

"Two weeks after he helped us with these commercials, he became one of the writers on the Rowan & Martin Laugh-In show coming out of Hollywood.

"A few weeks after that, he was the top writer for the show, which I am sure, if you have seen it, you will agree is one of the most refreshing bits of fast-paced comedy to come along in television in quite a while."

"He is now doing two big specials for two major Hollywood personalities in TV. His talent was recognized in a fraction of the time it achieved recognition in Canada...The Americans don't need that kind of slow appreciation of something good and talented."

"The very reason why Canadian talent is in so much demand in the U.S. is because it has great taste. That is why a Canadian is directing the Smothers Brothers show and a Canadian is producing some of the best movies to come out of the U.S. in years. A Canadian produces the Frank Sinatra specials which we see. Canadians have won all sorts of awards far beyond the normal ratio in the U.S. The whole cast of Wojecik, including those in front and behind the cameras, was picked up by the American networks."

"I don't know if there is a moral to this story," he said, "except that we seem to be raising our kids better than the Americans in an environment that creates talent in the perspective of tastefulness."

"But then those of us in the so-called 'establishment' don't move fast enough, or surely enough, to make certain this kind of talent stays in Canada to work for the good of all Canadians."

"So, if you feel any suggestions in yourself that your mind is closing just a little on the new wave," he said, "I beg of you to open it and share in the rewards."

ANNOUNCEMENT

JAMES D. BARNES

WILF H. MCLIVEEN

Gordon Ferris, President & General Manager of Radio-Television Representatives Limited, announces the appointment of James D. Barnes as Radio Sales Supervisor, Toronto office. The appointment is effective immediately.

Mr. Wilf H. McLiveen joined the company as Account Executive to the Toronto Radio Sales Division effective April 22nd. Mr. McLiveen's broad background in media sales, including the selling of retail radio time for a Toronto station and his many years experience at the national advertiser level, make him a valuable addition to the team selling the radio stations represented by the company.

The Canadian Broadcaster
Too much "ho-hum" and not enough "Hey!" in your advertising? This is something to look into:

the Yawn Factor

You have a product. A good one. You spend a packet of money to tell your prospect about it. And what do you get? The big yawn.

Now the danger is that Mr. Prospect is going to be doing quite a bit of yawning. He's only human. And the sheer volume of advertising coming at him is simply overwhelming.

The medium is massaging him, all right; right into a doze. The question is, can the message snap him out of it?

We think so. Somewhere in every proposition there's an anti-yawn element. Something that will make the viewer, the listener or the reader sit up and take notice. We dig for it.

Wouldn't you like to hear "Hey!" more often? Then maybe you should talk to an advertising agency that's wide awake.

Cockfield, Brown
## The 42nd Annual Meeting of the Canadian Association of Broadcasters

**Chateau Champlain, Montreal, May 6-8**

### The Agenda

#### Sunday Afternoon, May 5

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:00 pm</td>
<td>L'Habitation A CCBA Directors' Meeting</td>
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</table>
| 4:00 pm | Le Salon Viger RSB Open Meeting  
'What Broadcasters can do about Radio's Missing Percentage'  
Members and their wives who are attending the CAB Convention are also cordially invited. |

#### Monday Morning, May 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 9:00 am | Ballroom - Public Meeting  
Welcome by His Worship Mayor Jean Drapeau  
Keynote Speaker |
| 10:15 am | Coffee Break |
| 10:30 am | Ballroom  
Presentation by Sales Advisory Committee (Radio)  
Chairman, C. N. "Bud" Knight  
"DON'T BUY THE 8:00 O'CLOCK NEWS"  
A creative presentation on how to buy radio more effectively. Produced by Creative Sight and Sound Limited, featuring Mel Cooper of CKNW, New Westminster, B.C. |

#### Monday Afternoon, May 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 2:30 pm | Ballroom - Public Meeting  
Presentation by FM Advisory Committee  
Chairman, D. M. E. Hamilton  
"FM RADIO: ALIVE AND WELL 68"  
Address by Lynn A. Christian  
President, Dawson Communications  
Dallas, Texas. |
| 3:15 pm | Coffee Break |
| 3:30 pm | Ballroom  
Presentation by Sales Advisory Committee (TV)  
Chairman, W. Morrison  
Open to members and associates of C.A.B.  
"HOW TO SUCCEED IN TV - BY REALLY TRYING" |

#### Tuesday Morning, May 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 9:30 am | Ballroom - Public Meeting  
Tribute to Dr. Andrew Stewart |
| 9:45 am | "Special Presentation on Traffic"  
By Communications Associates Limited |
| 11:00 am | Coffee Break |
| 11:15 am | Questions and Answers on Traffic Problems |
| 12:15 pm | Le Salon Viger Section A  
Quarter Century Club Reception |
| 1:00 pm | Le Salon Viger Sections B & C  
Quarter Century Club Luncheon |

#### Tuesday Afternoon, May 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 2:30 pm | Ballroom - Public Meeting  
"Management Seminar"  
Conducted by Dean James L. Hayes  
School of Business Administration, Duquesne University, Pittsburgh, Pa.  
- Definition of Management  
- Scope of the Management Job  
- Planning for Results  
- Management by Objectives  
- Organizing to accomplish a Plan  
- Co-ordinating through Communications  
- Motivating the Individual to reach Objective and Control Entire Operation |
| 4:45 pm | Ballroom  
RSB Annual Meeting  
Open only to Members of RSB |
| 5:30 pm | La Huronie A & B  
TvB Annual Meeting  
Open only to Members of TvB |

#### Wednesday Morning, May 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 9:30 am | Le Salon Viger  
CAB Annual Business Meeting  
Open to members and associates of CAB |
| 12:00 noon | La Huronie A & B  
CAB Directors' Meeting |
| 12:45 pm | Ballroom  
Broadcast Executives Society Luncheon  
Address by Pierre Juneau  
Chairman, Canadian Radio-Television Commission |

#### Wednesday Afternoon, May 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 2:30 pm | Le Salon Viger  
CAB Annual Business Meeting  
Open to members and associates of CAB |

#### Wednesday Evening, May 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>6:00 to</td>
<td>Bonaventure Hotel</td>
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</table>
| 7:00 pm | Salons 1, 2 & 3  
CAB Annual Reception |
TELEVISION

HOURS OF VIEWING

IN JANUARY 1968, National and Quebec household hours of viewing hit the highest ever recorded level. An analysis of the January A.C. Nielsen NTI survey shows that the National daily hours of household viewing was 6 hrs. 23 min. This measurement covers the daily viewing of households between 8:00 a.m. and 12 midnight. Thus the television set was, on average, operative 40 per cent of the day.

NTI National Area TV Homes totalled 5,094,000. From this we find that 32,516,700 hours were devoted to TV viewing on an average day by Canadian TV homes. The average number of viewers per home was 1.9. Thus the total number of daily man hours spent viewing TV totalled 61,781,730.

An invalid comparison, but nonetheless interesting, is that according to DBS the employed labor force in Canada during January 1968 was approximately 7,100,000. Assuming the average man works eight hours a day, the man hours devoted to working was 56,800,000, or nearly 5 million less than the man hours spent watching television.

In the Province of Quebec, as is usual, more hours were spent viewing television than the national figure. Again the recorded hours of seven hours and one minute was the highest ever. This figure represents 44 per cent of the day. Translated into household and man hours the figures are 9,767,200 and 19,534,400 respectively, there being on average 2.0 viewers per home.

The daily household hours of viewing for Canada and the Province of Quebec, for January, over the past five years, are:

<table>
<thead>
<tr>
<th></th>
<th>CANADA Hrs.</th>
<th>CANADA Mins.</th>
<th>QUEBEC Hrs.</th>
<th>QUEBEC Mins.</th>
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<tbody>
<tr>
<td>January 1964</td>
<td>6</td>
<td>16</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td>January 1965</td>
<td>6</td>
<td>13</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td>January 1966</td>
<td>6</td>
<td>03</td>
<td>6</td>
<td>29</td>
</tr>
<tr>
<td>January 1967</td>
<td>6</td>
<td>13</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td>January 1968</td>
<td>6</td>
<td>23</td>
<td>7</td>
<td>01</td>
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Source: ToB Canada

April 25, 1968
### CBC English Television Network

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>PER CENT OF TOTAL</th>
<th>NUMBER OF VIEWERS</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>NHL Hockey</td>
<td>29</td>
<td>1,737,600</td>
</tr>
<tr>
<td>2</td>
<td>Coral Jungle</td>
<td>25</td>
<td>1,458,000</td>
</tr>
<tr>
<td>3</td>
<td>Ed Sullivan</td>
<td>24</td>
<td>1,417,200</td>
</tr>
<tr>
<td>4</td>
<td>Bonanza</td>
<td>22</td>
<td>1,273,600</td>
</tr>
<tr>
<td>5</td>
<td>Red Skelton</td>
<td>21</td>
<td>1,261,400</td>
</tr>
<tr>
<td>6</td>
<td>Front Page Challenge</td>
<td>20</td>
<td>1,160,200</td>
</tr>
<tr>
<td>7</td>
<td>Don Messer</td>
<td>19</td>
<td>1,138,400</td>
</tr>
<tr>
<td>8</td>
<td>Nick Jr Barnett</td>
<td>19</td>
<td>1,130,400</td>
</tr>
<tr>
<td>9</td>
<td>Green Acres</td>
<td>19</td>
<td>1,106,900</td>
</tr>
<tr>
<td>10</td>
<td>Flashback</td>
<td>18</td>
<td>1,068,700</td>
</tr>
<tr>
<td>11</td>
<td>Olympic Closing</td>
<td>18</td>
<td>1,042,800</td>
</tr>
<tr>
<td>12</td>
<td>Beverly Hillbillies</td>
<td>17</td>
<td>1,016,300</td>
</tr>
<tr>
<td>13</td>
<td>CBC News (Mon)</td>
<td>17</td>
<td>996,700</td>
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<tr>
<td>14</td>
<td>CBC News (Fri)</td>
<td>17</td>
<td>979,400</td>
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<tr>
<td>15</td>
<td>Show of Week (Danny Thomas)</td>
<td>16</td>
<td>972,600</td>
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### CTV Television Network

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>PER CENT OF TOTAL</th>
<th>NUMBER OF VIEWERS</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Hockey Night</td>
<td>17</td>
<td>996,400</td>
</tr>
<tr>
<td>2</td>
<td>Third Reich</td>
<td>16</td>
<td>945,000</td>
</tr>
<tr>
<td>3</td>
<td>Dean Martin</td>
<td>12</td>
<td>712,300</td>
</tr>
<tr>
<td>4</td>
<td>Rowan &amp; Martin</td>
<td>10</td>
<td>599,700</td>
</tr>
<tr>
<td>5</td>
<td>FBI</td>
<td>10</td>
<td>589,000</td>
</tr>
<tr>
<td>6</td>
<td>Pig ‘n Whistle</td>
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### CHILDREN (%)

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### CHILDREN (%)

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Awarded to
Spitzer Mills & Bates
Canada's
Fastest Growing Agency
Educated youngsters are sought eagerly by business and the professions, which experience difficulty in locating the right people. Here is a study by J. K. Thomas, whose years of experience as a practising business psychologist in his own office and as executive director of the ICA's Canadian Advertising and Marketing Personnel Bureau, qualify him to answer the question:

"What does a young university graduate want from a prospective employer?"

A RECENT SURVEY of graduating classes from Harvard showed that the majority of U.S. students in Cambridge were interested in many things except business. They preferred the Peace Corps, public service, the professions and the graduate school to business. Of course the war in Vietnam has had some influence on these decisions; but a recent survey in Canadian Universities showed the same trend.

The attitude of graduating classes seems to place more emphasis on a meaningful existence as well as the need for security. Students seem to look upon business as a catch-as-catch-can existence, and to feel that in a big corporation they will be just a number on a time-clock.

For an older generation which has known a depression and a war, both of which dislocated their lives and forced on them a need to adjust—to run a corvette or fly a plane—and later to make up for lost years—these attitudes of students to ex-soldiers at times seem ridiculous. A member of the older generation has complained that students are always seeking to go where the action is, and they will certainly find that in business.

Every University graduate has some difficulty in coming down from the ivory tower into the market-place because they are idealistic and, thank heaven, not satisfied with the present state of affairs, but are seeking to change them. Today they can always find some sort of job; they live in a world of abundance unknown to their parents, and are not forced to take a job, any job.

It is not until they start to put their theories into practice that they run into difficulties. They may imagine themselves in a politician's job making a magnificent speech to the House where an expectant, enthusiastic, excited audience applauds. Then they accept gracefully the plaudits, and of course an overwhelming vote of confidence. It is only when the are exposed to the frustration, the endless committees, the stubborn resistance of the opposition, the trickery and the ridicule, that they begin to understand how difficult it is to run anything.

Everywhere there is competition and there are no answers in the back of the book. They begin to understand that an important job requires a man to use all the energy, brains, and the imagination of which he is capable—and even then he can fail—but he has to learn from making mistakes. Mistakes are expensive, therefore a training period is necessary before a person can operate successfully.

Money, security and satisfaction

A man in a job usually seeks three things, money, security and job satisfaction. It is important that he decides in which order these goals should be placed. If he seeks security, a good steady job in the Civil Service may be the answer. If he seeks a substantial income, the professional or the sales world may suggest the answer.

If he puts job satisfaction first, he may become a missionary in Africa, a guitar player in Yorkville—in other words to do his thing.

An employee should seek a post to which his interests, aptitudes and temperament fit him for the job. One young man may have an interest in engineering but lack an aptitude for mathematics; or he may be a whiz at mathematics, interested in nuclear physics, while his father thinks he should follow dad's footsteps in accounting. He may have interest in mechanical engineering, get a first-class degree, but in temperament be a shy, quiet, reflective person who
would do well in a research lab, but lacks the temperament for sales.

As a psychologist I have seen many variations and it is possible to give guidance in this area, but it is also important for the student in his daydream to try on hats for size—surgeon, engineer, pilot, captain, homburg; to ask himself in his fantasy life whether he can identify most easily with Trudeau, Jewison, Riopelle, Callaghan, Foikis, Burton, Leger, Rasminsky, McLuhan, Penfield, Town, Parkin, Lightfoot or Richard.

An employer wants to attract persons who have studied, read about, dreamed about success in a chosen field. They particularly interested in a man who just wants a job, who has shown no interest in any field nor has prepared himself to succeed in any.

If for instance he is interested in communications, he should have studied plays, plays, plays, he familiar with films, foreign as well as Hollywood. He may have worked on the University newspaper, taken courses in Radio and TV, acted with a drama group, edited the literary magazine, published his work, played in the Band, taken part in debate and gained an ability to articulate his ideas. How different this man is from the usual graduates who think they would like to write "because it sounds interesting", never having written anything except a compulsory school essay. How interested an employer would be in a man who has prepared himself for success in his field.

He would have learned to be critical and perceptive and have an eye for excellence. He may have studied philosophy which would have given him some insight in the works of Dostoevsky, Sarte, Ginsberg and Dylan and some criterion to judge them.

For instance newspapers today are beginning to prefer a person with a degree in English Language and Literature to a person with a degree in Journalism because they find the techniques of a craft are easily learned by an educated person with a lot of curiosity and enthusiasm. Students do not lack information. Schools and Universities are flooded with information regarding job opportunities. Notice boards are full and interviewers arrive by the score. Newspapers daily advertise opportunities in many fields.

Pre-graduation planning

It seems to me that the Universities, instead of withdrawing the hem of their spotless garments from business, should at an early date, through an advisory committee, help the student plan his career some time before graduation. They might think about following the lead of the University of Waterloo Engineering Department which arranges jobs for students during their under-graduate career, so that they can familiarize themselves and test themselves against various work settings. This could easily be done in the field of Social Sciences. Experience of this nature would make the culture shock of graduating less severe and help the graduates overcome an unnecessary feeling of inadequacy.

It should be obvious that money, responsibility and challenge are available in any field providing the man turns in an outstanding performance—otherwise he may be traded off to Rochester.

Many University students do not stay at their first job any length of time because they are usually disappointed. They want to the University where they met challenge every day and continual tests and essays. They had to show self-discipline, learn to master unfamiliar problems, measure up to standards and were constantly evaluated by the professors and peers. When they graduate from the University many complain that as a beginner they learn little, had routine tasks to perform and while they occupy an air-conditioned office, have money, and paid holidays, do not feel involved. While at the University they suffered from anxiety and the lack of money, now the conditions are reversed and they are bored. They really enjoy the tension of learning and the happiness they felt in the attainment of their goals.

If employers could extend them in the same way as the University by giving them early responsibility for assignments which were difficult, bringing them into the picture so that they could understand the importance of their particular operation, teach them how to improve performance, give them credit for work done, then they might feel some sense of achievement and the stimulation to find job satisfaction in a meaningful task.

In summary, here are three suggestions: (1) That students prepare themselves for their careers by extracurricular activities. (2) That the Universities endeavor to acquaint them realistically with the outside world before they graduate. (3) That at an early date employers involve them in the overall operation, extending them by assignments and give them job satisfaction by helping them succeed. Then would be fun and not a dirty four letter word.

BBM's 24th
ANNUAL MEETING

The BBM Bureau of Measurement, will hold its 24th Annual General Meeting and a special general meeting on Thursday May 9, at the Chateau Champlain in Montreal.

PAUL MULVIHILL & CO. LIMITED
TORONTO MONTREAL

April 25, 1968
Seven awards meld into Canadian Film Awards

THE CANADIAN FILM AWARDS, which will honor the achievements in all facets of the industry on a national basis, similar to Hollywood's famed Academy Awards, will reach a new plateau for the 1968 presentations with an international jury selecting the 21 award winners, thanks to a Canada Council grant. The awards will be presented September 28, at the Royal York Hotel in Toronto.

"For the first time," said Bill Marshall, Marshall/Taylor Productions Ltd., one of the organizers, the '68 Canadian Film Awards will amalgamate the clusters of awards usually handed out by the various arms of the film industry throughout the country."

This year, the awards will be presented by a consortium of organizations, including the Association of Motion Picture Producers and Laboratories of Canada, the Directors' Guild of Canada, the Canadian Society of Cinematographers, ACTRA, the Federation of Canadian Amateur Cinematographers, the Society of Film Makers, and the Fédération des Artistes et des Auteurs du Canada.

Marshall said the emphasis this year will change to honor the craft people who do thecreated film work, rather than simply acknowledging the business acumen of a production house. We hope, too, that our plans for this year will bring a completely national scope to the CFA, rather than concentrating on the two or three key production centers.

Awards will be presented for the best in the following categories: direction, screen writing or commentary, editing, black and white and color cinematography, performance by an actor and an actress, documentary (up to 30 minutes in length, and 31 minutes or longer), film (3:30 minutes and 31-60 minutes), feature film (60 minutes or longer), animated film, sales and promotion film, sports and recreation film, amateur film of the year, original music score, sound (recording, editing and location recording), with a special award for technical developments and innovations, to be awarded on recommendations but not necessarily every year, and the ACTRA award which is the John Drainie Memorial.

Proper equipment eliminates distorted colors

THOSE GREEN, RED AND BLUE FACES sometimes seen on color television can be eliminated quite simply, said V. vanBenthem, manager of Video Engineering, AMP Inc., Harrisburg, Pa.

"Many stations do not use measuring equipment regularly to put a reliable color signal on the air, but instead they rely on someone with 'calibrated eyeballs' to set levels and color phase."

In a slide presentation at the 22nd Broadcast Engineering Conference, held in conjunction with the NAB convention in Chicago this month, vanBenthem showed how color coordination can be maintained by proper use of available equipment.

He said an oscilloscope capable of adding two vertical input signals algebraically is recommended because of the simplicity of operation.

When economy does not permit the use of a waveform monitor and vector scope at every source in the station, he said, one test set-up can be placed at the master control operation. This can work out very well in small stations where the VTR and CCU equipment is within the master control area.

"Under these circumstances," he said, "it is especially important that proper consideration be given to the timing of the routing of these different signals to the monitoring station."

He pointed out that although the use of the procedures he outlined will eliminate the 'calibrated eyeball' repeatability is "highly dependent on the stability and accuracy of the test or reference signal."

VanBenthem said an operational check of the encoded color bar generator supplying the reference signals should be on the daily maintenance checklist.

Optical multiplexer revolutionizes TV studio production

AN OPTICAL MULTIPLEXER, a new piece of broadcasting equipment just off the drawing boards, may well revolutionize television studio production procedures of the future. Key features of the device were shown in a slide presentation at the Broadcast Engineering Conference, during the NAB convention in Chicago, by D.W. Rohrs, audio/video design engineer for the General Electric Company, Syracuse, N.Y.

The device is a unit used to switch several images from films, slides or opaque projections into one or two television cameras.

Before designing its new multiplexer, GE studied current color television production facilities and found that many independent stations operate two film islands. Each island is a complex of equipment normally consisting of two motion picture projectors and a slide projector centred around a multiplexer.

The company concluded that a multiplexer capable of feeding from four sources and having two television cameras would allow a single island to satisfy most television film operation requirements. Rohrs said, providing that both cameras must have color capability to achieve both preview and color back-up capabilities, and the control system must allow assignment of input-output (movie and slide projector to camera) combinations to the same or separate remote control locations, thus allowing the island to be operated as a single unit or as two separate islands (dual-islands).

By using the new multiplexer in a dual island, a television station can eliminate an additional multiplexer, one film projector, one slide projector and a black-and-white camera.

"The dual-island concept can perform all the functions of a two-island production facility, with less equipment and in less space," Rohrs said. He added that the film and slide projectors are not immobilized by failure of a single camera.

ANNOUNCEMENT

Robert J. (Bob) Buss

At the recent Annual Meeting of the Western Ontario Broadcasting Company Limited, licensor of the CKLW Stations in Windsor, Ontario, the Board of Directors appointed R.J. BUSS as Vice President.

Mr. Buss, who has been General Manager of CKLW AM and FM since June of 1965, will continue in that capacity.
focus on parameter

CONFERENCE, NOT CONFRONTATION
Today's sophisticated research activity brings new complexities to broadcast marketing. The buy/sell interplay has moved from the arena to the conference table — demanding a mutual exploration of new data and techniques. Advertising decision-makers have accepted the "Parameter" series of booklets on Broadcast Research with such enthusiasm that All-Canada continues their publication with . . .

"PARAMETER #5 — The Station/Audience Interface"
. . . A discussion of some relationships between station content and audience characteristics. "Parameter #5" should reach you soon.

If you haven't already received the other booklets dealing with Broadcast Research Terms, Sampling, Reach/Frequency, and Brand Optimization, just contact All-Canada.
Radio in Retrospect

Bill Speers, BCAB's retiring president, remembers when...

THIS WILL, I HOPE, be an adventurous year for all of us. I hope that in the process we will all stand back and take a good look at ourselves and our operations. I think that if we do, we will discover that there has never been a year since broadcasting began that was not just such a year and by that I mean a year filled with adventure and progress.

When I look back over the years, I find that from the very beginning, from the very first day I found myself in broadcasting, I have been engaged in a struggle to be permitted to do those things which appeared to me to be sensible and reasonable. Let me tell you a story about that.

When I first began in this business, I was employed as an announcer on a split-time station. For those of you who are too young to know what that means, let me explain that licenses were, at that time, granted to two or more stations in one area using the same frequency but at different times of the day.

In the case where I was involved, there were two stations. We broadcast from 7:00 to 9:00 in the morning, signed off from 9:00 a.m. until 10:00 a.m. while the other station used the frequency, came back on from 10:00 to 11:00 a.m. signed off from 11:00 a.m. to 12:00 noon and so on for varying periods of time throughout the day and evening.

One of the stations sharing this frequency had its transmitter in the centre of the city. Ours, because the rules had changed before the license was granted, was at a distance of some five to seven miles from the city and we operated at the same power.

You can imagine what would happen when our station signed off and the other station came on for an hour. It came in at such volume within the city that if you didn't happen to be near your radio set at the time, it would rattle your windows.

We were faced with literally hundreds of complaints every day from people who had gone out forgotten to turn off their radio and were driving their neighbors crazy. I don't need to draw you pictures, even in those days there were people who lived in apartment blocks.

I had been in the business only a short time and when I suggested to the manager of the station that this was an idiotic thing to be doing and asked why we didn't use one transmitter one day and the other one the next day for both stations or better still why we did not use one transmitter all the time.

The reply that I got I will never forget. I was told that it was contrary to the licensing regulations and that in any event, it didn't matter because in a few weeks the government was going to take over all of the broadcasting stations in the country.

Take a look at the past

As you all know, that didn't happen, and, by contrast, we now find ourselves as private broadcasters, recognized by everyone including governments, as an essential and important part of the national and local scene in Canada.

I think it might be a good exercise for any new person coming into the broadcasting field to find, if it's possible, books or articles about starting a station to broadcasting so that he might understand that progress is constantly being made and while at times it is not too apparent, sometimes you can get a glimpse of the future by taking a good hard look at the past.

These years are one of the best known of these regulations.

I would like to remind you that in the not too distant past, no radio station was allowed to broadcast a spot announcement or a gramophone record after 7:30 in the evening. Among the amusing incidents that this regulation recalls to me is that I spent many a face-saving moment packing a heavy amplifier and a microphone around the city of Regina listening to dance bands which might provide a half hour of broadcasting. We couldn't afford automobiles in those days and nobody had ever heard of a car radio.

I am also reminded of the time when I drove my car to a broadcast station across town which was broadcasting a dance band. I had no idea that I was going to be the announcer at such a broadcast when the company fired me for being there.

You will also recall that it is only comparatively recent times that we were allowed to mention prices on the radio and there are many, many other such things which I can remember and I am sure many of you can remember more than I can.

If they are not already there, I think every regulation that was ever written should be in the proposed museum of the Canadian Association of Broadcasters. And let me remind you that I'm not talking about the days of the crystal set. I am speaking of the time when there were more radio sets than bathtubs in the homes of Canada.

Where does the public interest lie?

I am not attempting either to minimize, even a little bit, the problems which we face and which I think we will always face, because I think the public interest is at stake. I think it really has to be at stake.

I think it is true that there is a good deal of debate and discussion about whether the public interest is being served by what we do and whether it is being accomplished.

I think it is true that there is a good deal of debate and discussion about whether the public interest is being served by what we do and whether it is being accomplished.

We are all Canadians and no one wants more than we do to see Canadian broadcasting continue to develop as a Canadian enterprise and a
Canadian institution.
We are practical people who want
to develop at the most rapid pace
possible and that is why we have a
Canadian Association of Broadcasters.

May I suggest to you that you give
them your support in every way possi-
bale. Many of the best people in this
country have spent years of their lives
working towards that end and they
have made progress.

Now we are faced with a whole new
set of circumstances—except that they
are not really new at all. We have a
new Act and a new body to govern and
direct broadcasting in this country.

The people who make up the CRITC
will be searching for ways to encour-
ge the development of broadcasting
in all its aspects, and I hope the
Canadian Association of Broadcasters
will continue to do what it has always
done—protect the interests of its
members, use what influence it has
to prevent the promulgation of nuis-
ance regulations, but above all, to
find where the public interest really
lies and to point us all in that direc-
tion, because that way lies success
for all of us.

---

W. A. (BILL) SPEERS delivered
this valedictory message as
retiring president of the British
Columbia Association of Broad-
casters at the opening of the
BCAB Convention at Harrison
Hot Springs this month.

Bill started his career as an
announcer at CHWC Regina in
1931. He served successively in
various management capacities
at CKCK Regina, CKOC Hamilton,
CJR M Regina and CKRC Winnipeg.

He has just concluded his
association with CKWX Vancou-
ver, where he succeeded the late
F. H. (Tiny) Elphicke as vice-
prexy and general manager in 1959, to assume the respon-
sibilities of vice-president of
Selkirk Holdings Ltd., heading
that organization's BC Division,
based in Vancouver.

---

SIR GEORGE WILLIAMS UNIVERSITY
DEPARTMENT OF EDUCATION
OPPORTUNITIES FOR GRADUATE STUDY, 1968-69

THE DEPARTMENT OF EDUCATION of Sir George Williams University
offers a Master of Arts degree in EDUCATIONAL TECHNOLOGY.

The Programme in EDUCATIONAL TECHNOLOGY will prepare
specialists in either of two areas: a) Media Coordination; b) Educa-
tional Television. The Media Coordination option is intended for
those students interested in the organization, integration and
application of educational media. e.g. educational television,
computer assisted instruction, teaching machines. The Educational
Television option is designed for potential specialists in educational
Television production, direction, research, writing and teaching.

Applications. Application forms and further information may be
obtained by writing to the Chairman, Department of Education, Sir
George Williams University, Montreal 25, Quebec. Interested appli-
cants should apply immediately.

---

me? a tv critic!

Sure you are Brownie! Just like everyone else. Merril Brown, head
teller of a London bank, is a critic of public affairs programs. We
have critics, like Brownie, all over Western Ontario ... friendly
people, who care enough to tell us what they like . . . and for the
most part, they like us!

CFPL-TV serves Western Ontario—completely.
Let it be a sacred cow but not a white elephant

by Jeff Holmes

The preliminary development of ETV has brought forth many arguments, proposals and counter-proposals from many quarters. Commenting on one specific presentation, the CAB brief to the Commons Committee on Broadcasting, Jeff Holmes expresses, from his own personal viewpoint, how he thinks most ETV-minded educators look at the proposal.

THE EDUCATORS' BRIEF in general is concerned with program content, the constitution and the need for widespread availability of educational TV. The private broadcasters are concerned with the cost.

This does not mean the educators don’t care about money; and many are worried that a rapid development of ETV would cut into other programs. But the provincial governments will make the basic financial decisions.

If a provincial government plans to build a separate ETV Hertzian wave network, the ETV enthusiasts are not going to protest—and they can make a good case that a dollar spent now will mean two or three dollars saved ten years from now.

Let's take the CAB brief (and it was a good one) point by point.

I obviously agree that education is essential, but I think that the spread of education has reduced the immunity of the academic to outside criticism. Nowadays, educators are lectured on education by governments, taxpayers, TV commentators, editorial writers... and students. I'm all for it—sacred cows can quickly become white elephants.

Suggestions from professional broadcasters in the field of ETV will not be greeted with cries of ‘philistinism', particularly when the suggestions are loaded with common-sense questions. And as taxpayers themselves, educators are aware that the public purse and the public patience are not limitless.

Educators would agree, too, that education is not limited to formal credit courses. The tripartite brief, below, rejected Judy LaMarsh's proposed definition of educational broadcasting as being too narrow. Educational TV, the brief said, should not be restricted to formal credit courses. The brief also stressed that the CBC and private broadcasters should continue to air programs not specifically designed for educational purposes.

The strongest argument against Hertzian-wave ETV comes with the CAB question: “Has there been a demonstration of a complete breakdown in methods of transmitting information now used in our schooling systems?”

The answer is ‘No’.

No educator would advocate the use of ETV as the sole medium of instruction; few would advocate it as the major medium of classroom instruction. There is, of course, a human tendency to use any new tool excessively (the language lab is a good example). But the new tool quickly settles into a sensible place in the old pattern—ETV in Nova Scotia, for example, is a well-developed aid to education, but it is not the central component of education.

Why, asks the CAB brief, don’t you consider less costly methods, such as tapes, videotapes and film?

The point is a good one. In the immediate future, certainly, it would be far less costly to use tapes than to set up transmitters all over a province. Tapes are also, agreed, more flexible—although even within a single closed-circuit school there are certain costs and inconveniences of storage and timetable.

The CAB makes the point that it would be ludicrous to expect every Grade 8 class in Toronto to sit down at 10:30 a.m. on a Tuesday to watch Program 19 in a botany course and again educators would agree.

There are two counter-arguments to the CAB points:

Flexibility. Many TV courses do not need to be watched in strict chronological order. A film on the life of Johnson, excerpts from a Shakespeare play or a study of an ant colony, can fit into almost any time in the course. Nova Scotia has run a successful TV French course for three or four years, with the great advantage of having a fluent, skilled French teacher rather than a few hundred teachers with varying knowledge of the language and its pronunciation.

At the university and adult education level, it becomes even less important to slot a program into a timetable. Students can watch the programs at home, in prime time if necessary.

Cost. The initial cost of setting up separate ETV networks is staggering. But the expenditure will be spread over several years, even in those provinces which are ready to start, i.e. Nova Scotia, Ontario and Alberta. And in the long run the savings in classroom space should be equally staggering.

For the universities and adult educators, an ETV network offers an answer to a major part of the problem of permanent education. The enrolment of part-time students at university is rapidly catching up the daytime enrolment (at some universities evening enrolment is bigger) and the demand (continued on page 42)
If you see me in black and white, you’re color blind!

Don’t be a racist. Color is here to stay. Although I used to be all black and white, I am becoming more and more colored everyday.

You can now watch me in beautiful color for more than 75 hours every week. Isn’t this a “girl watcher’s dream!”

But you haven’t seen nothing yet! Wait till you see me this summer and next September. You’ll be dazzled at the sight of me. I am no longer monochrome, man... From now on, color me exciting.

If you’re not color blind, call my sales representatives.

CFCM-TV & CKMI-TV
TELEVISION DE QUEBEC (CANADA) LTÉE
QUEBEC CITY

<table>
<thead>
<tr>
<th>Channel</th>
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<th>Program/Announcement Provider</th>
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<td>Announcements only</td>
<td>Hardy Radio &amp; Television Ltd.</td>
<td>Toronto</td>
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<td>CFCM-TV (French)</td>
<td>Programs only</td>
<td>Paul L’Anglais Inc.</td>
<td>Montreal</td>
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<td>Programs and announcements</td>
<td>Stephens &amp; Towndrow</td>
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<td>CKMI-TV (English)</td>
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<td>Hardy Radio &amp; Television Ltd.</td>
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The official position of the Association of Universities and Colleges of Canada (representing some 60 degree-granting universities and colleges) was stated in the nine (condensed) recommendations below. The AUCC was one of three associations which combined to make a submission to the Standing Committee on Broadcasting, with the Commission Inter-universitaire des Cours Télévisés et Radiodiffusés and the Ontario Universities' Television Council.

"We agree with the Secretary of State who said recently that 'Canadian universities...have a legitimate interest in using the facilities of the new agency (the proposed educational broadcasting agency).' As universities we have a strong national and international interest, but we also have strong provincial interests which would include us, for educational broadcasting purposes, within 'the absolute priority of the provincial educational authorities'.

We recommend:

1) That there be a national educational radio and television broadcasting agency responsible, in co-operation with the provincial authorities, for the development and implementation of the distribution of educational programs serving both the English- and French-speaking population across Canada.

We expect that such an agency would co-operate closely with the Canadian Broadcasting Corporation and private broadcasters and would operate in accordance with the conditions of any licence or licences issued to it on the recommendation of the Canadian Radio-Television Commission.

2) That 'educational programs' should mean 'programs that are designed to provide a continuity of program content aimed at the systematic acquisition or improvement of knowledge by members of the audience to whom such programs are directed, and, whenever possible, under circumstances such that the acquisition or improvement of such knowledge is capable of being supervised'.

3) That the Board of the national educational broadcasting agency have a substantial representation of both English- and French-speaking educators and other members of the public who have or have had educational responsibility...and that some educators be appointed to the proposed Canadian Radio-Television Commission, and to the Board of the Canadian Broadcasting Corporation.

4) That the terms of reference of the new educational broadcasting agency include responsibility for federal-provincial interaction through which the agency could urge the formation of appropriate educational programming authorities in each province...This responsibility should include co-ordination and co-operation across provincial boundaries, and at the national or international level. We support the proposal for the establishment in Ontario of a provincial programming authority, recognizing that other means may be adopted for other provinces.

5) That the Federal Government recognize that some regions of Canada will need support for program production facilities and operations and that the national educational broadcasting agency, in cooperation with provincial authorities in each province, would on request, make arrangements to finance or otherwise assist in the production of programs as well as providing and operating facilities for broadcasting these programs.

6) That educational needs should receive full consideration when any transmission facilities are assigned, such as radio frequencies, 2500 MHz, VHF, UHF, cable, or satellite. It follows that we oppose the suggestion that educational television broadcasting should be restricted to UHF channels.

7) That the Federal Government recognize that there will be an extremely limited audience for UHF channels unless some assistance is given to the general public for conversion of existing sets and aerials to enable UHF reception. The assistance might take the form of tax rebate or other subsidy for a limited period.

8) That federal action be taken to require that all television receivers sold in Canada be equipped to receive all channels.

9) That the obligations of the Canadian Broadcasting Corporation and private stations to provide scientific, cultural, and public affairs programming should not be diminished by new legislation governing educational broadcasting. A corollary is that universities should not be restricted to broadcasting over educational channels and frequencies only, that they should be able to retain traditional relations with the Canadian Broadcasting Corporation and private stations.'"
NAB Engineering Conference

Twin half-power transmitters give constant operation of emergency equipment

USING TWIN BROADCAST TRANSMITTERS, operating on half-power, for an AM operation, rather than a main transmitter and a standby, is both economical and practical, said Juan C. Chiabrando, vice-president and director of engineering, CCA Electronics Corp., Gloucester City, N.J.

Describing his firm's dual transmitting service, he said each transmitter is an independent and complete unit, except for the absence of the crystal oscillator, which is in a centre cabinet.

He told the 22nd annual Broadcast Engineering Conference, at the NAB convention in Chicago, that paralleling two transmitters of half-power and adding an automatic monitoring and switching system has many advantages.

Emergency power is reduced to only one-half of the normal power required for a station's operation.

The standby transmitter is always operating, and, therefore, is producing revenue.

Since the standby operates continuously, there is no question that it will function during an emergency.

In case one of the transmitters fails, it will automatically disconnect and can be serviced while the other unit is on the air. It is easier to repair a transmitter when one is operating because the electrical characteristics can be compared step by step.

Using two identical transmitters reduces the complexity of training technical personnel and stocking spare parts.

Chiabrando said that, although unlikely, the possibility of failure of the second transmitter before the replacement components for the first one are available should be considered.

If one transmitter failed, 99 per cent of its components will be in good operating condition and can be installed in the second one until replacements arrive.

The individual transmitter unit follows a conservative and conventional design, he said. High level plate modulation is utilized in all cases which offers simplicity of tuning and stability with change in output load impedance. All components are operated well below the maximum ratings, in a varying degree according to their inherent reliability.

Chiabrando said the modulation transformers have been designed with extra insulation. "This slightly increases the distortion at high frequencies, above 5 kcs., but the paralleling of the output of two transmitters improves the distortion to the point that the overall performance, even at these restricted high frequencies, is better than that of the single amplitude modulated transmitter," he said.
NAGRA III studio sound in a tote bag...

The world famous Nagra 111 ¼" tape recorder weighs only 14 lbs. Easily goes with you anywhere to record sound effects, music and dialogue to full studio standards. Accurate lip sync is routine with Nagra. Hi-Fidelity over a range of 30 - 16,000 DB is the type of performance you expect from a large console unit. Nagra does it hanging from your shoulder... or on AC.

Immediate delivery from our Toronto warehouse.

Complete Your System with Nagra Quality Accessories

SLO Synchronizer for self-resolving when transferring from tape to sprocket film. Also for synchronous playback of prescored music. Dimensions: 14" x 9 ½" x 3 ¼".

DH Amplifier with built-in speaker provides remote quality monitoring during recording or reproduction. Dimensions: 12 ½" x 9" x 4 ½".

BM Miniature Mixer for 3 dynamic microphones and line input. Up to five microphones by means of a BS amplifier or AMQ condenser microphone feed unit. Dimensions: 10" x 5¼" x 2 ½".

FMS Frequency Meter checks the signal from the tape or the camera. Measures frequency and amplitude. Dimensions: 7¾" x 3¾" x 3".

SV Speed Adjuster allows speed of the Nagra to be altered up to 8% for 7.5" per sec. Other speeds available special order. Dimensions: 5¼" x 2 ½" x 1¾".

Choose the great Arriflex 16BL for best results with your Nagra sound equipment.

The self-blimped synchronous-sound mirror reflex camera designed to handle all the problems of location filming.
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.

ARRIFLEX 16BL

the most capable portable sound camera in the world!
Educational television and the teacher

by Edward J. Monahan
Associate Executive Secretary
Canadian Association of University Teachers

TELEVISION HAS BEEN WITH US long enough now to permit some judgments on its special merits and liabilities as a means of assisting formal education. ETV is not the educational panacea some of its more breathless enthusiasts continue to maintain that it is. But neither is it the mindless tool of mindless men its worst critics make it out to be.

Educational television can never take the place of Mark Hopkins on the other end of that mythical log. Nonetheless, it can play a very useful role in formal education. Television will not take the place of the qualified classroom teacher and it is no answer to the problems created by the present shortage of qualified teachers at every level of our educational system. Nevertheless, television can perform some educational tasks exceedingly well and should be taken advantage of whenever and wherever it can be employed to good effect.

The following brief remarks focus on several important considerations affecting a teacher who undertakes the use of television in the presentation of his courses. Although I expect that the points have broad application, I write against my own teaching experience in universities.

My analysis and conclusions are based firmly upon the pre-supposition that teaching is a professional activity of a very personal kind, demanding professional integrity and the exercise of a high degree of responsibility. While others might be added, there are four essential points of consideration:

(1) The suitability of the subject material for presentation via television.
(2) The maintenance by the teacher of effective control over the course material and its manner of presentation.
(3) Fair remuneration for professional services rendered.
(4) The maintenance by the teacher of adequate control over continuing use of the television material.

(1) Some subjects are better suited for presentation via the medium of television than are others. A conscientious teacher must be concerned with determining the best ways to use the medium for the presentation of course material peculiar to his academic discipline and (in at least some cases) with the question of whether to use television at all.

Moreover, since televised material can offer an effective substitute for only a portion of the many teaching activities involved in the presentation of any course, a conscientious teacher undertaking to employ this medium must see that adequate provision is made for the other ingredients essential to a good course.

Television does not provide opportunities for asking and answering questions, engaging in discussion, or sharing in the mutual investigation of a problem or idea.

A good teacher will insist upon proper means being available for attaining these important educational objectives.

(2) In the actual preparation of course material for presentation via television, a teacher should always bear in mind that television exists for the teacher, not the teacher for television. The oft-repeated McLuhanism, "The medium is the message," should not be allowed to obscure the fact that television is a tool to be used by the teacher for his purposes.

To be sure, the teacher is not (at least not usually) sufficiently skilled in the ways of the medium that he cannot profit greatly from the advice of the producer and others who are experts in the medium.

But, while taking advantage of their skills, he should not allow himself to forget that his educational or teaching objectives are to remain dominant. Although an element of acting is present in good teaching, the teacher should remember that he is primarily a teacher on television, not a television performer.
(3) Matters affecting compensation for professional services rendered are to be determined by the parties involved and resolved by mutual agreement. Without going into further detail, one very important consideration might be mentioned.

The proper preparation of a course for presentation on television involves a great deal more time than goes into the preparation of an ordinary course of lectures. Teachers preparing for a television course should be encouraged to give sufficient time to their preparation and should be compensated on this basis, either by time off from other duties or by additional payment.

Unwillingness to face this fact squarely has led to some disastrously inept TV performances and a consequent unwillingness on the part of some teachers to make use of the medium.

(4) When a course of lectures presented via television is put on video tape or film, some significant problems arise immediately concerning the use of this material.

Tapes or films can be used many times over and thereby be made to serve additional valuable educational purposes. Within the institution they can be used to repeat the lectures in day, evening and week-end courses, in summer school, and in succeeding terms or years. They can be placed in a film library and put at the disposal of individual students for repeated consultation. They can be loaned, exchanged, or sold to other institutions and agencies for continuing wider use.

Such continued use raises problems affecting compensation and copyright which are important to resolve. They involve both the "right" of the teacher to receive additional compensation for the continued use of his materials and his "right" to control the continued use of these materials.

Since (ordinarily) the teacher himself would not bear the considerable costs of making the tape, it does not seem appropriate that he should possess sole proprietary rights to it. Some form of joint ownership, involving the teacher and the institution or agency responsible for its preparation, seems proper.

Under such an arrangement an agreement could be worked out which would require mutual consent for any showing of the tape.

Part of the terms of such an agreement would involve the precise arrangements for additional remuneration to the teacher.

More importantly, however, would be terms detailing precise arrangements regarding the "right" of both parties to insist upon revision or updating of the course and also to withdraw it from further use.

It is vitally important to the integrity of the teacher, as well as being in the general interest of the academic community and of education as a whole, that the teacher retain this form of control over his work.

Copyright on the content of video tapes should rest with the teacher originally responsible for the preparation of the tape, thereby providing him with the right to revise it as he judges desirable or to withdraw it from the market when in his judgment it has become obsolete.

Continuing attention to these four matters, with resulting refinements in practices, can assist in improving the role television plays in the development of formal education.

---

Money-saver
Money-saver
Money-saver
Money-saver

You save on:
- time — here to-day — there tomorrow
- warehousing — ship direct from source to market
- packaging — Air Express packaging requires less bulk, less weight
- insurance — pilferage and damage are reduced to barest minimum

Call your Air Canada Jet-Air Express office for last service. Here to-day — there tomorrow.

AIR CANADA
Jet-Air Express

April 25, 1968
Discriminating self-censure protects viewers
and endorses broadcast arts and advertising

"SELF-REGULATION presupposes a system of standards adhered to by its supporters. Such a system in turn presupposes a reasonable share of idealism and enough optimism to believe that the more troublesome matters confronting us can be changed for the better."

Stockton Helfrich, NAB Code Authority director, speaking on the three phases of broadcast self-regulation as it serves the audience, the advertiser and the broadcaster, at the combined radio and television assemblies during the NAB convention in Chicago, said "As broadcast self-regulation has deepened in regard to broadcast advertising, we have found an increasing rapport with advertisers and their agencies."

"This sharing of a common language may also boil down to a simple recognition that integrity has a marketable value. Most of us want to be as good as, or even better than, we think circumstances permit. It is not reaching to suggest that striving in that direction out of decency can also pay off for the stockholders," he said.

Discussing how self-regulation serves the public, Helfrich said "It is my strong conviction after more than three decades of involvement in broadcast self-regulation that the audience is best served by program standards which are expensive rather than inhibiting and which give latitude to the changing needs of our times. Standards themselves should continuously change rather than remain static."

"This does not mean that a form of broadcast editing--broadcast censorship if you will--is unnecessary. There must be a responsible amount of well-thought-out broadcast self-regulation to meet problems which could set from inferior programming or questionable advertising. The alternative would invite public censure and contempt."

"The point is that if the Codes protect viewers and listeners through discriminating self-censure they can at the same time encourage and endorse the healthy development of the broadcast arts and broadcast advertising for the greater fulfillment of the audience. Admittedly, there is a fine line to be drawn and the question inevitably arises: how does this seeming paradox work?"

Study audience expectations

"In terms of programming, we broadcasters must take a continuing inventory of the expectations and needs of radio and television audiences. Not only is there an audience need for pure diversionary entertainment, and a need for down-to-earth information, but, increasingly as audience sophistication has grown, a need for emotional and intellectual engagement and involvement."

"This audience need requires that we look with an unabashedly calm and objective eye at the changing needs and wider tolerances of our audiences today."

Helfrich said "The evolution of revamped ground rules more in step with the times comes about slowly. They are preceded generally by broadcast programming innovations which meet the needs of an ever-maturing audience."

Speaking on the Code's standard on broadcast programming "with due regard to the composition of the audience", he said it "also recognizes the responsibilities that go with artistic freedom for broadcasting."

"At one and the same time we are called upon not to frustrate the intelligent nor to corrupt the innocent. The stretch of such disparate goals--one of broadcasting's built-in contradictions--presupposes not only selective dialing, but, where parents and guardians are concerned, some supervisory responsibility of their own among the dialing choices available to young people."

"Because of the peculiar nature of broadcasting, its very pervasiveness and because of the prerogatives which only the adults related to specific children can assume, the responsibility is a shared one."

"The broadcaster at the receiving end can do his share, does do it, and should. The adult supervisor, at the receiving end, must likewise participate."

Turning to advertising...

Mr. Ron Bertrand will represent the SBS stations in London, St. Catharines/Niagara Falls, Kingston, Peterborough, North Bay, Timmins, Kirkland Lake, Trois Rivieres, Chicoutimi and Alma.
about in the presentation of advertising.

Discussing how self-regulation serves the broadcast advertiser, Helfrich said: “The logical first question is whether the broadcaster’s self-regulatory response to the needs of the public will be detrimental to the advertiser.”

“Many broadcasters have long held to the belief that to the degree Code implementation directs itself to the public interest, it inevitably works to the reasonable self-interest of advertisers. More and more advertisers and their agencies appear to share this point of view.

“For one thing, the times have created a better educated, more sophisticated and consequently a more skeptical audience. Weasel wordings, and similar grey area practices in commercial copy platforms, are nowadays more readily recognized for what they are. They risk both ridicule and rejection.

“People want the truth and people will respond to truthful advertising.

“Viewers and listeners should be able to identify with the advertising they see and hear, they should be able to believe in it and, having purchased the advertised product, to obtain results consistent with the advertising promise. The broadcast self-regulatory contribution towards accomplishing this if slow is increasingly steady; we do believe it to be effective.”

Advantage of ground rules
Speaking of the Code’s advertising standards and specific guidelines, Helfrich said: “Leading advertisers today confirm that the creation of such ground rules results in evident advantages rather than in limitations detrimental to them as advertisers.

“Further, because the burden of proof for advertising claims is placed squarely on the shoulders of the advertiser, advertisers are encouraged toward high standards indicative of a true professionalism and integrity in advertising which the public respects.

“The backbiting and bickering of the market place is tempered; erosion destructive to consumer belief is lessened; claims are made on the positive merits of individual products rather than denigrating Brand X.

“Additionally, the broadcast industry advertising standards serve in a preventive capacity, helping to cut back those excesses which erup in competitive practice and which, if not kept off the air, risk embarrassing both the advertising community and the broadcast industry.

“Finally,” he said, “the advertising industry in its own right, through its trade associations, individual agencies and state laws has turned increasingly to reasonable self-criticism, a true indication to the public of the sincerity of its endeavors and of its own response to the self-regulatory endeavors of broadcasters.”

ETV for millions
by satellite transmission
for pennies per head

A U.S. SPACE SCIENTIST has outlined plans for a satellite communications system which could bring educational television to millions all over the world.

Philip Rubin, of the Space Systems Division of the Hughes Aircraft Company in San Francisco, said the cost could be just pennies a year for each student. The total cost, he said would range from four million for Mexico to 12 million a year for India, where the population is larger and spread out farther. That’s just a fraction of the cost of cable or micro-wave transmissions.

In India, for example, it would work out to just 13 cents per year for each student. It would be less than a dime a year for the entire country — including commercial and educational TV.

There could be special programs on health and family planning. It also could carry basic school instruction.

Rubin says the growth of spacecraft technology has been so fast that except for economic and political factors, plans could have been started two years ago.
The impact of radio and television in the journalistic field was stressed throughout the 46th annual convention of the National Association of Broadcasters, at the Conrad Hilton Hotel in Chicago, March 31-April 3. President Lyndon B. Johnson, who flew in for a surprise appearance April 1, following his stunning announcement the night before that he would not seek re-election, urged the broadcasters to use the "enormous power" in their hands to "clarify rather than confuse" the major issues of the day.

Johnson said that men in public life cannot rival the broadcasters' opportunity to reach the people day after day, hour after hour, and thus "shape the nation's dialogue."

The president said: "The commentary that you provide can give the real meaning to the issues of the day, or it can distort them beyond all meaning. By your standards of what is news, you can cultivate wisdom, or you could nurture misguided passions."

He said that for all of its power as a medium, broadcasting hasn't solved all problems of communication. "It tends to put the leader in a time capsule," he said. "It often requires him to abbreviate what he has to say. Too often, it may catch a random phrase from his rather lengthy discourse and project it as the whole story."

FCC Chairman Rosel H. Hyde echoed the president's words regarding the power wielded by broadcasters in the dissemination of news, and said they can play a most important role in ending dissension. He referred specifically to the country's civil disorders and racial tensions. (This was only two days before rioting, fires and looting in Chicago and several other U.S. cities shocked the nation following the assassination of Dr. Martin Luther King.)

Hyde told the broadcasters that the security and success of the country depends on the media that disseminate the truths on which the decisions of democracy are made.

In other issues stressed by the FCC chairman, he made a surprise suggestion to broadcasters that they afford reduced rates to political candidates. The (U.S.) Communications Act now prohibits higher fees for political candidates than for commercial advertisers. But Hyde said broadcasters might go even further and "favor the candidate." He noted that candidates usually cannot take advantage of quantity discounts. But "more important, in these times of rising campaign costs, it is imperative for the broadcasters to do all they can to enable candidates to use their medium to discuss the issues."

Freedom from control

Vincent T. Wasilewski, NAB president, told the broadcasters their best defense against government controls is an expansion of their journalistic function.

He listed major threats confronting broadcasters as: direct broadcast to the home by satellite, transfer of the television service from broadcast frequencies to cable, and continuing attempts to control or influence program content. He said counteraction to all of these is an increased emphasis on information programming. "The conveying of news, information and public affairs is really our greatest strength and our greatest protection. It is our claim to significance, it is our best defense against the imposition of controls, our best assurance that we will never become Silly Putty in the hands of government or anybody else."

Wasilewski offered four principles to guide broadcasters "as we move through changing times":

(1) Broadcasting, he said, "must be free of program controls by government or any organized group." He said broadcasting is a part of the free press.

(2) Broadcasting "must continue to be decentralized and multi-voiced." If television was to be converted into a national wired system, it would become a "common-carrier monolith" to the damage, and perhaps destruction, of local stations. A system of direct-to-home satellite distribution

Use the power of broadcasting to "clarify rather than confuse"

1430-CKFH
No.2
(We must be... Everyone else is Number One)
imply another threat to local programming and local stations.

3. Broadcasting "must continue to be available without charge to the American public", affirming the NAB's traditional stand against pay TV.

4. Broadcasting "must combine local and national elements to provide full and balanced service."

Wasilewski emphasized the need for broadcasters to conduct "our never-ending battle against attempts to control or influence or dictate the content of what we broadcast." The attempts may come from many sources, he said.

"Sometimes it takes the form of an incident in a local community where pressure is brought to put 'this' on the air or keep 'that' off. Sometimes it is an FCC ruling, under the fairness provisions. Sometimes it is pressure from people who think broadcast programming is too bland—or those who think it is too controversial—or from those who think there isn't enough religion—or those who think documentaries may have too much bite."

Today, said Wasilewski, there is mention of a need for controls over news. "Some people think reports of the Vietnam war should be laundered. Many think that operating rules should be written which stations and networks should be required to follow. I cannot think of anything more perilous."

Despite the great progress that broadcast journalism has made, he said, there is still much unused capacity. He described the mission of broadcasting as similar to that of a university, in the words of a prominent theologian, Reinhold Niebuhr, who said: "The function of a great university is to maintain a tradition while transforming it." The NAB president said "that is also the function of a great industry."

Wasilewski said "broadcasting is usually referred to as an industry, but it actually is a unique and peculiar enterprise. In the broad sense, there is no doubt that it can be classified as a business—certainly it is the most powerful advertising medium yet devised. But while it is a business, it is at the same time partly a newspaper, partly a magazine, partly a stage, partly a concert hall and partly a vaudeville show. It is a mixture of fun and frivolity with a momentous power to influence."

He said "television lives in a fishbowl, in the form of a glass picture-tube. It succeeds or fails in direct relation to the acceptance and support it receives from the public."

Precise shadings of truth
Comments and criticisms on broadcast news coverage from the viewpoint of the newsman was summed up by Jack Harris, president of KRPC-TV Houston, Texas, a former newsman himself, who said: "Stations should spare no effort to convey the precise shadings of truth in a story. Never before has such an effort been made to impart news, yet never before has the public been so confused."

One of a panel of seven, Harris participated in the NAB session revolving around the theme "Conference '68 Broadcast News" to dissect news coverage and discover the errors and pitfalls, as well as its power and possibilities.

Harris noted that some people think television can help to solve the problems that cause riots. "So do we," he said. "We believe our job—the greatest challenge we've ever faced and the greatest opportunity—is to make sure they're not disappointed."

Jay Crouse, WHAS-AM/FM/TV Louisville, Ky., president, Radio & Television News Directors Association, dealt with a problem troubling many (U.S.) stations as summer approaches, the possibility of more civil disorders—whether coverage of those events should be restricted in order to avoid inflaming them.

Guidelines on coverage may have some role, he said, "but they must be voluntary. We must protect the right to be our own editors."

"People have a right to know a disturbance is breaking out," he said.

Matthew Culligan, president, Mutual Broadcasting System, offered a criticism that blamed both print and broadcast media for what he said was a failure to put the Vietnam war in proper perspective.

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April 25, 1968
NAB Convention cont.

Elmer Lower, president of ABC News, defended television, saying it must be "doing something right" in performing that role, since so many of its critics—some hawks, some doves—disagree among themselves on what is wrong with the coverage. The controversy proves," he said, "that the coverage is getting to the people where they live as coverage of no other war has before.

"We don't seek to shock, horrify, or sensationalize. We seek to impart news," he said. He admitted some of the material "is terrifying," but "it is valid and important." The reporting, he added, simply proves that "war is hell."

Radio—a guidance instrument

Radio is a service medium, said Miles David, president of the Radio Advertising Bureau, in his annual presentation to the NAB convention. "Today's radio programming is a flow of information and entertainment segments. There are few long, hard-to-interrupt features, such as the 60-minute or 90-minute escape dramas on television. Any second, radio is ready to give an alarm, a weather advisory, a newsbreak, advice about how to avoid a traffic snarl."

"Its function in our society is radar-like," he said. "It is continuously probing out ahead of us, very much like the guidance instruments of a modern aircraft."

"This is what the advertiser supports today, in effect, through the spots he buys on radio stations and networks. In addition, however, there are numerous advertisers who specifically sponsor service segments in radio. They sponsor weather advisories, or traffic reports given from aircraft or ground observer points. Or news."

He said the new story radio has to sell is "not one of radio numbers but of radio's numinous value" to the public. He showed a new RAB presentation designed to show that radio is a "fact of life", stressing radio programming as a "basic communications link."

Radio today, he said, "is more essential to the domestic tranquility of this nation" than at any other time. "We're a source of instant reassurance in troubled times."

Why no liquor advertising?

"Radio faces constant change and challenge and must be alert to oppose unwarranted government regulation, sell its unmatched effectiveness as an advertising medium, serve all the people and cultivate new sources of revenue," said Milton Herson, president, Mark Century Corp., at a radio seminar during the NAB convention.

"One new source," he suggested, "might be liquor advertising. Other media accept it without qualms so why not the broadcasters?"

He stressed programming, promotion, sales, service and social responsibility as the keys to successful radio station operation.

Listener involvement is a vital requirement for stations, said Ed Winton, co-owner of WOCN Miami, "rather than taking just a background music approach." Winton also made another good point. He called for the appointment of a "graduate broadcaster"—someone with day-to-day experience in broadcasting—to the FCC. The commission needs such a man," he said, "as badly as we need him there."

Stanley N. Kaplan, president, WAYS Charlotte, N.C., advised broadcasters to program for their audiences, never for sales. Top-40 broadcasters originally succeeded under this formula he said, but in many cases subsequently abandoned it— and started downhill.

"Whatever the format, great production, good people and imaginative promotion are vital. The better a station is programmed, whatever the format, the more determined it will be not to program for sales. Not only does this mean that the audience will not be sacrificed on any dollar-scale," he said, "but it means the station will not be over-commercial—not just because of the NAB code but out of economic necessity to be competitive. As all stations diminish the amount of commercials they will carry, they will raise their rates accordingly and they will deliver a better product to any advertiser."

Enforced divestiture

Strong opposition was registered by the NAB to the FCC proposal to bar licensees of full-time stations to acquire another station of any type in that market. The NAB went formally on record during the convention, with a resolution asking the FCC either to rescind the proposal or at least allow transfer applications filed after March 28, which would fall within the scope of such a rule, to be processed under existing rules.

The resolution said the proposed rules would have a "stagnating effect on the growth of broadcasting, particularly in the small markets where..."
additional service can often only come about through the normal expansion of the "local broadcaster" and that there has been no showing of a "public interest need."

The NAB action summed up the feelings of the broadcasters which had generated considerable steam following the appearance at a radio general assembly session of NAB General Counsel Douglas A. Anello, who criticized the proposed rule.

Anello contended that the rule which could bar owners of any full-time broadcast facility in a market to acquire another station (whether AM, FM or TV) in that market, may be leading to "enforced divestiture."

Additionally, he said, "the commission states that licenses cannot be granted to people already owning facilities in the market. It would appear that if no facility was owned, a complete package of AM, FM or TV could be transferred."

FCC commissioner Kenneth A. Cox, who happened to be in the audience, was given "equal time" by the assembly to respond to Anello's views. He said the commission's concern in the matter is "control of media" in a single community, and if there is more than one station in the market and they are all "independently viable" the public is better off.

"Obviously every time you have two or three stations under single ownership you have fewer voices," he said.

At the NAFMB awards luncheon, during the FM convention which melded into that of the NAB, FCC commissioner Lee Loewinger discussed the commission's new notice of proposed rulemaking on multiple ownerships, and suggested that the "best thing a daytimer can do is to buy an FM and then sell off the AM, because the daytime AM is not a complete station." (The rule would allow a daytimer to purchase an FM station in the same market.)

Selling for full value

Billing $325,000 in a market of 13,000 was described by Jerrell A. Shepherd, owner and general manager of KWIX Moberly, Missouri, as a successful achievement based on a formula of developing an area operating concept. With this plan, he said, most small market stations could raise their income very substantially if they would charge anywhere near what their time is worth.

Shepherd, who told his success story at the radio assembly of the NAB convention, said this is the formula he used, and "it isn't really as hard as you might think". But first, he said, "we had to establish a foundation, create listeners, create a belief in advertising, and create some strength and stature in the community and area."

He said his "area" covers not only the 13,000 in the town of Moberly, but includes 80,000 people in six counties and portions of several others.

His station involves the people in this area by encouraging them to call in news. The telephone bill for news averages over $1500 a month, he said, but "these telephone lines are one of the keys of our success."

Shepherd said his station was bringing in $12,000 a month in January 1961 when he set out to make it "the best small-market station in the country."

First, he said, he convinced his whole staff that radio time was worth something--"hard cash." Then his sales staff "went out and made pitches for the 'whole' advertising budget of every client. We believed that our radio station could do the whole advertising job, too," he said.

At this point, he said, he realized he had been giving advertising away in the guise of public service. The newspapers weren't giving away display space, he noted, so "we stopped the big giveaway."

In handling requests for public service time, Shepherd said, "we decided that we would operate like a newspaper. We'd give them stories, but spots--No! Those things are valuable on our radio station; and they'd have to pay for those. It worked beautifully."

After the station started selling $20,000 a month in advertising, "our logs became a real problem," he said. "Advertisers wanted additional spot packages, and we were sold out."

The station considered a spot

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April 25, 1968
NAB Convention cont.

announcement any message up to one minute, but the majority of spots didn’t last that long. “So we decided to go to half-minutes only,” he said.

In switching to thirty-second spots, the station had twice as many availabilities, twice as many business opportunities, Shepherd said.

And the station’s revenues increased accordingly. They went up steadily since 1961 when it was grossing $173,000 to 1967 when the station had a total gross of $325,367.

Combining far-out with the familiar

Promoting new creative radio sounds involves time and energy, but Hugh Heller, president of the Heller Corp., Hollywood, Calif., a leading creator of radio commercials, said broadcast engineers are more interested in creative radio production.

He told the NAB radio assembly that this is the age of the professional creative craftsman for radio, and “like most good professional attitudes, the new approach employs research of the problems and needs and then a careful use of all entertainment devices available to serve these needs.”

In order to attract public attention

This is the station that less jack built

BUILDING A COMMERCIAL TV STATION

from scratch has been completed, in one of the most ambitious do-it-yourself projects ever undertaken in the broadcast industry.

The step-by-step process in which the engineering staff of WAGA-TV, Atlanta, Ga., did all of the design, construction, installation and wiring of equipment for its studio was described at a television technical session of the 22nd Annual Broadcast Engineering Conference held in conjunction with the NAB convention, by Hugo A. Bondy, WAGA’s chief engineer.

The station engaged a builder to erect its 53,000 square foot studio and office building. But for the maze of electronic equipment that was needed, Bondy said WAGA decided to undertake the broadcasting industry’s “first major Heathkit project.”

In describing the reasons behind the station’s do-it-yourself efforts, Bondy said that throughout the years “we’ve been somewhat disenchanted with much of the available commercial equipment.”

“We were interested in dependability, serviceability, ease of access, and size—in that order,” Bondy said. And where possible, he said, “we wanted all gear to be plug-in.”

Furthermore, he added, “as operators we had a better knowledge of our requirements and how to meet them than any of the manufacturers. In the past we’ve developed various bits and pieces which, at their time, outperformed their commercially built counterparts.”

All of the video distribution amplifiers, video switchers, relay decks, video cross bar switchers, audio switchers, audio distribution decks, and most power supplies were designed and built by the WAGA-TV engineering staff.

In one way or another, the chief engineer explained, all of the 29 men on the engineering staff participated in the equipment construction projects. Although it was a long project, Bondy said it’s one “which will probably keep right on going because the basic layout is such that the plant itself shouldn’t become obsolete. Continual ‘in operation’ equipment upgrading goes on. It has been a fine educational venture and a great morale booster.”

And how does the “home-made” equipment work? “After 21 months of operation, we have yet to lose any air time due to equipment failure of our WAGA design and construction,” he said.

“We have provided equipment in quantity and quality which would have been prohibitive in cost...assuming that it all was available, which it wasn’t and isn’t,” he said.

“Every engineering department can do, and should be doing, something of this sort and not ‘store bought’—especially when the ‘store bought’ stuff doesn’t fill the bill,” he said.
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London – CFPL, CFPL-FM
Hamilton – CHAM
Toronto – CHUM, CHUM-FM
Belleville – CJBO, CJBO-FM
Ottawa – CFRA, CFMO-FM
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Quebec City – CJLR
Halifax-Dartmouth – CJCH, CFDR
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Man's horizons are broadened by the transistor radio

THE TRANSISTOR RADIO may, in its own way, “have as profound an effect on the widening of men's horizons as the invention of the printing press and the airplane,” said Edgar T. Martin, engineering manager, Voice of America, at an engineering luncheon during the NAB convention in Chicago.

Explaining what the “transistor revolution” has meant to shortwave broadcasting, Martin said: “Mainly as a result of the transistor, the number of radios throughout the world is increasing at an average of 10 per cent a year. Wherever shortwave broadcasting is popular, transistor radios capable of tuning at least some of the shortwave bands are available within a price range that an increasing number of people can afford,” he said.

“If the present trend continues, there should be approximately 700 million radios in the world, outside of the United States, by the end of the next decade. Of this total, at least 250 million should be capable of tuning shortwave broadcasts.”

He noted that shortwave broadcasting is growing in popularity around the globe. “Shortwave broadcasting is a status symbol for newly-independent countries. Among the first official acts of most countries that have achieved independence during the past decade or two...has been the establishment of a shortwave broadcasting service.”

International broadcasting is “fiercely competitive” and in becoming more so every day, Martin added. More than 90 countries maintain an international shortwave service.

RCA's new video processor ends hum and alignment problems

RCA'S NEW VIDEO PROCESSOR has been designed to enable home television viewers to enjoy their favorite programs without humming noises and alignment difficulties that sometimes plague the TV audience.

The new device that corrects these and other television signal problems before they reach the broadcast transmitter was described to the 22nd annual Broadcast Engineering Conference, held in conjunction with the NAB convention in Chicago, by L.J. Baun, of RCA's parent plant in Camden, N.J.

"Between the origination point and the transmitter antenna," he said, "video signals usually must pass through a complex distribution system which includes color encoders, distribution amplifiers, sync adders, switches, special effects generators, coax cables, microwave links, video recording and playback machines, and, finally the transmitter.

"The video processor, known as TA-19, presently corrects or minimizes 10 common distortions such as hum, glitch, vertical rate tilt, noise, frequency response and pulse timing and widths.

Besides correcting these distortions, the TA-19 also can be used as a remote signal controlling device and can regenerate sync and blanking pulses for use in timing at remote camera locations.

The device provides three 75 ohm video line drive outputs and a selection of two inputs. It also is designed, through a bypass system, to maintain an output video under severe conditions such as the removal of critical modules, the loss of power, or failure of the power supply, Baun said.

In the future, he said, video AGC and burst regeneration will be added to the functions of the TA-19.
Wired-city concept could phase out free television

WARNING BROADCASTERS that the threat of converting television broadcasting from an on-air service to a wire must be taken seriously, "We must arm to defeat it," said John F. Dille, Jr., chairman, National Association of Broadcasters' Future of Television Committee. He said the Committee, with a strong endorsement of its Board of Directors, "is about to embark on an intensive effort to defeat this concept of a 'wired-city' by whatever name it may be called."

He said all broadcasters will be engaged in "what could turn out to be a fight for the very survival of free television [in the United States]." All of them, he said, will be called upon to provide their skills, information about local programming and, perhaps, monetary contributions to a "war chest".

Dille said: "It benefits us all to identify the problem and to understand the arguments that may be made in support of a new type of telecommunications. We must face the fact that many of the points that have been made in favor of 'wired-city' have immediate superficial appeal to those in high places.

"Broadcasters historically have had to battle for their great system," he concluded.
Man's horizons are broadened by the transistor radio

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"Wherever shortwave broadcasting is popular, transistor radios capable of tuning at least some of the shortwave bands are available within a price range that an increasing number of people can afford," he said.

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Wired-city concept could phase out free television

WARNING BROADCASTERS that the threat of converting television broadcasting from an on-air service to a wire must be taken seriously, “We must arm to defeat it,” said John F. Dille, Jr., chairman, National Association of Broadcasters’ Future of Television Committee. He said the so-called “wired-city” concept “would envision a deliberate national project to phase out broadcasting and phase in wirecasting to the ultimate end that every American home would receive all of its television by cable.”

Dille, president of the Communications Group of Indiana, at Elkhart, told TV executives attending the Television Assembly at NAB’s Chicago convention that they should be prepared to repudiate the six points advocated by proponents of a wired system.

Wired-TV, they say, would enable homeowners to save money by eliminating their antennas and by acquiring cheaper sets. Broadcasters would save money by eliminating transmitters and towers. The 25-8500 megahertz band occupied by broadcasters could be reallocated to meet alleged spectrum needs of other users. A wired system would make room for prompt development by coaxial cable of shopping services, credit purchases, data processing, facsimile mail and other services. The wired system, since it is physical, would be readily expandable for additional wire channels.

Dille said that the NAB, on recommendation of the Future of Television Committee, with a strong endorsement of its Board of Directors, “is about to embark on an intensive effort to defeat this concept of a ‘wired-city’ by whatever name it may be called.”

He said all broadcasters will be engaged in “what could turn out to be a fight for the very survival of free television (in the United States).” All of them, he said, will be called upon to provide their skills, information about local programming and, perhaps, monetary contributions to a “war chest.”

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“Broadcasters historically have had to battle for their great system,” he concluded.

April 25, 1968
Birth of the TV miracle --- 1925

by Leonard Spencer

21 YEARS BEFORE THE CBC, a live television program was broadcast in Canada.

In England, John Logie Baird had transmitted animated pictures by wire line in 1925, after many years of hard work, which was based on the dissection of an image by a spirally perforated rotating disc, first suggested in 1881 by a man named Shefford Bidwell.

It is of course the Russian inventor Nipkow, who is generally credited with the spinning wheel idea for transmitting pictures by wire, which is the base on which the present art of television was built.

In 1928 the Bell Telephone Laboratories sent a picture by wire from New York to Washington and it was at about the same time that prominent experimenters such as RCA Victor in Camden and the General Electric Company in Schenectady were cautiously entering the new field of communication.

The Radio Corporation of America transmitted a "photoradiogram" from London to New York on November 30, 1924 using synchronous cylinders to get a black and white reproduction of photographs.

LEONARD SPENCER started in radio in 1917. He was apprenticed to the Marconi Company in 1919 as a "wireless engineer". He still remembers how he once had the distinction of handing Guglielmo Marconi himself a screwdriver.

Len served as chief operator of Canada's first broadcasting station, CFCH Montreal. Later he helped install CKAC Montreal and became their technical director in 1922. He retired 46 years later—March 15, 1968.

Now in retirement, he is busier than ever, acting as consultant and advisor for a number of smaller Quebec stations, besides working on a book about the beginnings of Canadian Radio—1917.

He has had twenty odd articles published in "Broadcast Engineering" and one, of which he is especially proud, in the Journal of International Communications Union, Geneva, Switzerland.

TV—1931

There were 29 experimental television stations operating in the United States in 1931-32, the major electric and communication companies had their transmitting stations and even a newspaper, The Milwaukee Journal was represented.

All this television activity was of great interest to Canadians, but only the French Canadian pioneer radio station, CKAC, in Montreal, did anything about experimenting in the new medium.

Starting in 1926 the technicians of this station were trying out the Nipkow disc and Jenkins drum scanners over a wire link and in 1931 the station bought a television system manufactured by a Chicago company which used a three spiral, 45 line Sanabria disc. Photo #1 shows what the receiving disc looked like.

This plate, with its magnifying lenses in three rows, was attached to a motor that revolved at 800 revolutions per minute and performed the same functions as the television picture tube does today.

There was a similar wheel at the transmitting end of the system and to synchronize the two the motor frame had to be rotated; because both the transmitter and the receiver got their power from the same 60 cycle line they were able to keep in step for long periods of time. This operation which my grandchildren perform as easily as they tune for the best possible picture and sound adjustment, was, 37 years ago, considered in the realm of a trained technician.

It was the radio amateurs who, following their remarkable success in what was then called the "wireless telephone" on the supposed to be useless "short waves", that experimented with a tiny electric motor, a thin metal disc with pin-holes on its periphery and a neon gas tube for the illumination of a one inch by two inch picture, that were the most interested in the very beginning.

The deluxe model shown in the photographs was the heart of a very expensive receiver that sold in 1931 for $250.00, which in terms of today's shrinking dollar, corresponds to about what a good color set costs today. This receiver which showed a black and red 4" x 8" picture is shown in Photo #2. The ladies may be interested in the 1931 style dress the young lady is wearing.

Complicated dialing

In those days the picture was transmitted on a separate station to that on which the voice was carried. That is why there is, as shown, a dual set of controls. The upper controls are for the television section and the young lady is adjusting the "synchronizing control" which consisted of a small motor that turned a chain which moved the disc motor around its axis. The small knob at the right tuned in the short wave receiver.

The lower controls could tune in either a station on the same channels as they are on today or to another short wave station. The reason for this seemingly strange arrangement was that at that time it was permitted to broadcast the voice portion of the television program on the regular broadcast station, for it was generally
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OVER THE DESK
by Dick Lewis

IF YOUR LIFE SEEMS DIFFERENT LATELY, is it because of Educational Television, the new problem (What? Another?) which is rearing its head in Canadian broadcasting?

People are going to be educated it seems, whether they like it or not, with the same old lessons they learned in the Little Red School House fed to them over TV.

Won't it seem a little like taking an old black and white movie and broadcasting it in color?

Children's days will be lightened by having the 3Rs crammed down their throats by television. Grown people who feel they would like to be educated beyond the scope of their local Board of Education will have it spoon-fed to them on their telescreens.

Others, who couldn't care less, will continue to watch Bonanza and Ed Sullivan provided of course that the time hasn't been pre-empted by Thucydides or Beethoven.

ETV is divided into two parts— in-school television and non-school or adult television.

The in-school variety is just that, because the kids will have to watch it or else. But the other kind, the adult end, is divided again, because those who are aching for more larnin' would doubtless get it, TV or no TV. The others, the vast majority methinks, just couldn't care less.

The ETV problem confronts three groups: the broadcasters who come face to face with yet another invader of their air; the Canadian governments—all eleven of them—which are jointly coming close to throwing a monkey wrench into our time-worn constitution (but they can always call an election or stage another leadership convention if the going gets too hard); and then there's the public (Remember the public?) which will be called upon to cough up the cost (multi-million dollars worth of it) for protection against yet another peril it never knew existed—that of ignorance.

One other group will likely feel a little miffed by it all too, and this is the Canadian Radio- Television Commission (né the Board of Broadcast Governors) which doesn't seem to have been able to insinuate itself into the act—so far.

What else is new?

Using the broadcast media to encourage, develop and promote education is worthy of the interest of all Canadians, even broadcasters, many of whom need it sorely. It is an area in which broadcasters have been interested for years.

For more years than I can remember, private radio stations have been actively participating in the CBC School Broadcasts by supplying the air time. (Some of them have even been known to follow them personally, thereby gaining an unfair advantage over their competitors.)

The CBC, a federal body, if you can call a crown corporation a body, has worked in conjunction with the provincial departments of education, thereby adroitly skirting around the tricky constitutional problem of having a federal department infringing on the educational monopoly which is the right of the provinces.

The fact that only a limited number of schools ever make use of these broadcasts might be a warning to ETV's planners and builders, unless they want to invoke the poet Longfellow, who said: "I shot an arrow into the air; it fell to earth I know not where." (That's how I lose all my damn arrows.) (The italics are mine.)

In the field of "adult" educational broadcasting, that is to say programming aimed at people who want to improve themselves by adding to their knowledge, stations have always delivered concerts of classical music; (You know, Beethoven's Moonlight Sonata and all that stuff; thoughtful discussions (like "Plant Life in the African Bushveld"); commentaries on public affairs (such as CBC's interview with a homosexual; drama ("Night Must Fall" and it did, too), and other programs of a serious nature (without a hope 'n hell of latching onto a sponsor), all of which are now for some reason or other designated as "educational").

I knew an announcer once who sat through one of these educational hours, and you know what he did—went right out after the show and bought himself a book. Wow! That's what ETV does for you!

Here's with the commercial

Fun's fun, but let's be serious a moment.
On television, the medium now under the educators' guns, one station, CFPL-TV in London, Ontario, not too long ago produced and presented a full-length grand opera, Mozart's Abduction from the Seraglio, which they chose to retitle Kidnapped from the Harem.

CFTO-TV Toronto, a commercial TV station if I ever saw one, gave a dramatic presentation of Shakespeare's Henry VIII. They also presented a series of three what I call "inside" programs—Inside Canadian Opera, Inside the Toronto Symphony and Inside National Ballet. A Christmas offering which is becoming a tradition—well it started around 1966 anyhow—is The Gift of Music.

Years ago, on the radio side, CKCW Moncton, home of Lionel, Fred Lynds' educated lobsters, had its Moncton Music Festival, an annual week to promote music in Moncton, which entailed the full time employment of a top-flight Executive, Hubert Button, who worked for the Festival the year round as organizer.

The same station was responsible for a university project called Mount Allison Forum, which brought notables, many of them from various corners of the world, to discuss innumerable subjects of national and international interest. Besides broadcasting itself, it made tape recordings available to any interested Maritime station.

Who will see them?

Today's educational broadcasters earn a big E for their Energy, their Enterprise and their Enthusiasm. Right here in Ontario, they are producing, filming and taping all manner of "educational" programs.

These ETV departments are staffed with people who are, no doubt, well-versed in their subjects—academically that is.

Technically, many of them have taken courses at universities and technological institutes. Here their instruction has, no doubt, been thorough, but entirely theoretical, I dare to suggest. Others have had periods of sitting in on the operation of commercial stations. Few if any can lay claim to being practical broadcasters, versed in the arts and crafts of sending programs to the viewers. And as Mr. Robert Fowler said (Remember Fowler?) "everything else is just housekeeping".

These people will, quite probably, fill the bill for in-school educational TV broadcasting. But this, it seems to me, could be achieved by means of tape and film and appropriate projectors. But not in Ontario at least, and no doubt in some of the other provinces too, they are planning provincial networks of stations—and on precious VHF channels at that, if they can work it—at costs running into millions of taxpayers' dollars. In Quebec, Premier Johnson seems to be playing a lone hand on a do-it-yourself basis.

On the "adult education" side there is an area the authorities don't seem to have explored, and this is the question of securing an audience for their programs. (What was it that Fowler said?)

Without any doubt, programs of a more serious nature than the regular fare would be welcomed by a sizeable number of people, especially if they were made aware that such programs were available. On the other hand, notwithstanding their quality—so high in the estimation of those who create them—their value can only be assessed in terms of the number of people who see them.

Continuing in this heretical vein, this question is shrugged off by ETV officials, who like to point out that they have a ready-made audience among education-minded people and that it is their province to appeal to this minority.

But surely this minority is going to find all the erudition it wants, as it is already finding it, in books, at lectures and by other means. Surely there can be no justification for ETV running into the multi-millions in public funds, unless it is going to persuade non-believers to worship at the shrine of culture too.

Importance of promotion

In commercial broadcasting, program promotion eats up a major portion of a station's or advertiser's budgets. A magnificent full of top-flight stars will broadcast into a vacuum if no one knows they are on the air. By the same token, the most informative lecture, teeming with interest, is a waste of time, talent and, if you will pardon the expression, money, unless it reaches people.

Commercial broadcasters are aware of this hazard. They literally eat or starve on the number of people they can attract to their stations. Recorded periodically by various audience measurement organizations, stations' "ratings" are the yardstick the advertiser uses to gauge his buying.

Whether we like it or not, most advertisers buy ratings rather than programs.

The desirability or otherwise of this state of affairs is not for discussion here. But the fact is that, as far as adult-educational programs are concerned, ETV stands in need of real help. They need it from practical broadcasters as well as promotion people. They need help not only to promote audience for their programs. They need it also to steer deeply-dedicated starry-eyed academics, intent on broadcasting what people ought to (but don't) want to hear, into infiltrating their little messages (like an advertiser's commercial) with an inviting sugar-coating of what they do want.

I don't think it is precisely the way he put it, but—the audience is the message, because without an audience there just ain't no message.

Buzz me if you hear anything.

April 25, 1968
In 1957 the company, Stovin-Bytes Ltd., was formed with W.D. Byles President. He had become Executive Vice President of H.N. Stovin Co., in 1956, after having spent 25 years in the advertising agency field. He was Supervisor, Radio and Television, Young and Rubicam; Radio Director, Spitzer and Mills; Radio Director, Spitzer and McLaren Advertising.

FRANK STRANGE
Vice President (joined Stovin-Bytes Ltd., in 1959)
Joined the company after ten years with Cockfield, Brown and Co., and three years with All Canada Radio and Television. He also has seven years experience in retail selling and was the Executive Director of the Canadian Diabetic Association for 1 1/2 years.

DICK CUTLER
(joined Stovin-Bytes Ltd., in 1962)
2 1/2 years as Sales Representative for CKBB Radio, Barrie; Sales Representative then Sales Supervisor for CKVR-TV, Barrie for 4 1/2 years; Sales Representative for Screen Gems (Canada) Ltd., for one year, and two years with Romper Room Inc., as Canadian Representative.

FORBES CALDER
(joined Stovin-Bytes Ltd., in 1956)
Before joining our Montreal office as Manager, Radio Division, Mr. Calder was Sales Representative with Consolidated Press for three years and Sales Representative and Montreal Manager for Monetary Times Magazine for three years. He moved to Stovin-Bytes Toronto office in 1961.

JAMES R. WELCHER
(joined Stovin-Bytes Ltd., in 1966)
In 1956, joined the Montreal Herald; 1957, Inter Canada (Quebec) Advertising Agency; 1958-66, National Sales Representative for Montreal La Presse.

AL PANZA
Vice President (joined Stovin-Bytes Ltd., in 1963)
Mr. Panza spent seventeen years at Spitzer and Mills, becoming Chief Accountant. He came to Stovin-Bytes Ltd., as Comptroller, and in April 1967 moved to the sales staff.
Experience...that’s our story

Stovin-Byles Television Limited

Experience...that’s our story

Stovin-Byles Television Limited

400 Jarvis Street
Toronto 5, Canada
416-924-5764
This is the first in a series of columns that will attempt to give readers of BROADCASTER some interesting information about 
and at the same time tell you a bit about the London/St. Thomas market. (Bet you're really excited about it).

Zeir experienced a 49% increase in business in February, 26% in March and April's improvement factor should be about 30%...sign of the times baby...if you're not buying Zeir in Southwestern Ontario it's time you took another look!

Congratulations are in order for Radio & Television Sales Inc. in Toronto and Montreal who are doing such a great job for us. Next time you see Andy, Paul, Keith, Ted or Jim remember they're sincere warm hearted people who always tell the truth and are nice to small children and time buyers. (Andy McDermott; hope I got this right. You dictated it so quickly I might have missed a word or two).

Odds n Ends: Zeir just found a bulldozer operator for the St. Thomas garbage dump. Oh yes they tried the paper but you can't read want ads on a bulldozer. One commercial on Zeir got the man. (They tell me that after awhile garbage gets into your blood.) Did you know Tinker Belle is a fairy? By the way, one of our local accounts asked us what CPM was. We asked around the station and we think it's either an airline or a railroad.

Thanks for taking the time to read us this month. Hope you will continue to do so. If you have enjoyed the column jot your comments on an order for time and send them along. If you haven't enjoyed it, please keep it to yourself. Nobody likes a bigmouth. Best regards.

Sales Manager

Broadcasting Stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
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<td>69</td>
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<tr>
<td>Alberta</td>
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<td>Atlantic Provinces</td>
<td>94</td>
<td>97</td>
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<tr>
<td>Yukon &amp; North-West Territories</td>
<td>97</td>
<td>97</td>
</tr>
</tbody>
</table>

Television Networks

Researchers

Canadian Sales Representatives

U.S. Sales Representatives, Canadian stations

CAB Enfranchised Advertising Agencies

Film & Program Producers & Directors

Equipment Manufacturers & Suppliers

Broadcast Consultants

Industry Association Offices
BRITISH COLUMBIA

Total Population 1,982,900
Men (20 and over) 607,860
Women (20 and over) 598,580
Teens (13-19) 239,690
Children (0-12) 536,850
Households 577,000
TV Households 544,000
Per Cent TV households 94%

Source: BMM January 1968

RADIO

KEY
(1) Company name
(2) Mailing address
(3) Phone
(4) President
(5) Manager
(6) Assistant Manager
(7) Commercial Manager
(8) Production Manager
(9) Program Manager
(10) Chief Announcer
(11) Music Director
(12) News Director
(13) Sports Director
(14) Farm Director
(15) Women's Director
(16) Promotion Manager
(17) Traffic Manager
(18) Chief Operator
(19) Chief Engineer
(20) Technician
(21) Montreal reps
(22) Winnipeg reps
(23) Vancouver reps
(24) U.S. reps
(25) Station birth date

AM

CFVR, Abbotsford 1,000 watts on 1240 kc.
(1) Fraser Valley Broadcasters Ltd. (2) 2509 Pauline St. (3) 858-2277 (4) Murdo Mac eachlan (5) Trevor Beggs (6-11) Bob Singleton
(12,13) Norm Frei sen (14) Gene Ross (16) Dennis Barkman (17) Miss Phillips Olson (19) Tony Shepherd
(20-24) All-Canada 1956

CFWB, Campbell River 250 watts on 1490 kc.
(23) Scharf Broadcast
(25) 1963

CHWK, Chilliwack 10,000 watts on 1270 kc.
(1) Fraser Valley Broadcasters Ltd. (2) 50 Yale Rd. E. (3) 795-5711 (4,5) Murdo Mac eachlan (7) Dennis Barkman (8) Bill Wolfe

Biographical Data

1. Gary McCartie (17) Mrs. Vivian Shepherd (19) Leo Haydamack (20,21) SBS (22) Western Broadcast (24) Canadian Standard (25) 1944

2. KCOO, Osoyoos 1,000 watts day. 250 night on 1240 kc. (1) Okanagan Radio Ltd. (2) Box 290 (3) 495-6200 (4) Maurice P. Finnerty (5) Bill Roberts (6) Dave Gamble (7) Harry Dane (19) Don Rae (20) Bill Coombes (14) Cal George (15,17) Mrs. Barbara Porous (16) Cal George (19) Mike Lett (20-24) All-Canada (25) 1966


4. CJAV, Port Alberni 1,000 watts day. 300 watts on 1240 kc. (1) CJAV Ltd. (2) 205 3rd Ave. S. (3) 723-2241 (5) Kenneth Hearst-Hunton (6) Maurice Inwards (8,11) John Merritt (12) Ronald Coull (13) Bill Gibson (19) Zel Richards (16) Bill Gibson (17) Miss Christine Allows (19) Martin Samkiv (20) 1350 Hours (21) Hardy Radio & TV
(22) A. J. Kettle (23) Stephens & Townsend (24) Don Cooke
(25) 1946


7. CFR, Prince Rupert 10,000 watts on 1060 kc. (1) Canadian Broadcasting Corp. (2) 343 West 2nd Ave. (5) W.C. Hankinson (25) 1936

(24) ABC International
(25) 1965
(1) Okanagan Valley Television Co. Ltd. (2) 342 Leon Ave, (3) 1604-762-4535
(4,5) R.G. Chapman (6,7) Dick Sharp (8) Henry Irazawa (9) Russ Richardson
(10) Dave Sparrow (12) Russ Richardson (13) Dave Sparrow (14) Bob Wilson (15) Mrs.
Betty Yendall (16) Norman Williams (17) Mrs. Lucille Travis (18) Vic Pauls
(19) Tom Wyatt (20) Ian Ross (21) Dunc Tough (22-26) All-Canada (27) 1957
(28) Network

Rebroadcasting Stations

<table>
<thead>
<tr>
<th>Channel</th>
<th>Location</th>
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<tbody>
<tr>
<td>1</td>
<td>Kelowna</td>
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<tr>
<td>2</td>
<td>Vernon</td>
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<td>3</td>
<td>Penticton</td>
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<td>4</td>
<td>Salmon Arm</td>
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<td>5</td>
<td>Oliver-Osoyoos</td>
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<td>6</td>
<td>Lumby</td>
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<tr>
<td>7</td>
<td>Princeton</td>
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<td>8</td>
<td>Keremeos</td>
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<td>9</td>
<td>Peachland</td>
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<td>15</td>
<td>Celista</td>
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<td>16</td>
<td>Chilliwack</td>
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<td>17</td>
<td>Castlegar</td>
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<td>18</td>
<td>Cranbrook</td>
</tr>
</tbody>
</table>

CKPG-TV, PRINCE GEORGE
375 watts audio, 750 watts video on Channel 2.

(1) British Columbia Television Broadcasting System Ltd.
(2) P.O. Box 160 (3) 61-7921
(4) J.R. Peters (5) G.L. Carter
(6) Frank Bond (7) G.L. Carter
(8) W.C. Elliott (9) L.D. Colthorp (10) D.C. Norman
(11) Andy Marquis (12) Bob Gillingham (13) Mrs. Jean Cannem
(14) Barry Cramer (15) Mrs. Ida Clarkson (16) Barry Cramer
(17) Mrs. Phyllis Paul (18) Robert Crichton (19) E.G. Rose
(20) A. Doig (21) Jim Salikin (22-24) All-Canada
(25) own local sales force
(26) All-Canada (27) 1960
(28) Network, Film, VTR

Rebroadcasting Stations

<table>
<thead>
<tr>
<th>Channel</th>
<th>Location</th>
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<tbody>
<tr>
<td>1</td>
<td>Prince Rupert</td>
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<td>6</td>
<td>Justicekwa, Queen Charlotte Island</td>
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<td>Napp Valley</td>
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<td>Ocean Falls</td>
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<td>Arstazabal Island</td>
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<td>12</td>
<td>Sitka, Alaska</td>
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<td>13</td>
<td>Houston, B.C.</td>
</tr>
</tbody>
</table>

CBUT, VANCOUVER
7,600 watts audio, 47,600 watts video on Channel 2.

(1) Canadian Broadcasting Corp. (2) 701 Hornby St.
(3) Hugh Palmer (27) 1953

Rebroadcasting Stations

<table>
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<th>Channel</th>
<th>Location</th>
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<tr>
<td>9</td>
<td>Courtenay</td>
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<tr>
<td>10</td>
<td>Chilliwack</td>
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<tr>
<td>11</td>
<td>Port Renfrew</td>
</tr>
</tbody>
</table>

KVSOS, VANCOUVER-VICTORIA-BELLINGHAM
107,000 watts audio, 2,144 watts video on Channel 2.

(1) KVSOS-TV (B.C.) Ltd.
(2) 1345 Burrard St.
(3) 6906 Burnaby St.
(4) David Mintz (5) Doug Davis

CHEK-TV, VICTORIA
50,000 watts audio, 100,000 watts video on Channel 6.

(1) British Columbia Television Broadcasting System Ltd.
(2) P.O. Box 160 (3) 61-7921
(4) J.R. Peters (5) G.L. Carter
(6) Frank Bond (7) G.L. Carter
(8) W.C. Elliott (9) L.D. Colthorp (10) D.C. Norman
(11) Andy Marquis (12) Bob Gillingham (13) Mrs. Ida Clarkson (14) Barry Cramer
(15) Mrs. Phyllis Paul (16) Robert Crichton (17) E.G. Rose
(18) A. Doig (19) Jim Salikin (20-24) All-Canada
(25) own local sales force
(26) All-Canada (27) 1956
(28) Network, Film, VTR

Rebroadcasting Stations

<table>
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<th>Location</th>
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<tr>
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<td>9</td>
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<td>West Hardy</td>
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<td>13</td>
<td>Nimpkish</td>
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<td>14</td>
<td>Port Alice</td>
</tr>
</tbody>
</table>

SERVING CANADA...

Complete Wire Service
Voice Reports
TV Photos

THE CANADIAN PRESS • REUTERS • THE ASSOCIATED PRESS

BROADCAST NEWS

The Canadian Broadcaster
FM RADIO

CHCF-FM, CALGARY
11,000 watts on 95.9 mcs.
(1) Quality FM Ltd.
(2) Westbrook Mall (3) 249-7772
(15) Mrs. Collins
(17) Miss Lois Shaw
(18) Ralph Altman (20-22) Hardy Radio & TV (25) 1962

CFRN-FM, EDMONTON
16,200 watts on 100.3 mcs.
(1) Sunwapta Broadcasting Ltd.
(2) Postal Station "E".
(3) 403) 484-3311
(20-23) Radio-TV Reps.

Television

CHCA-FM, EDMONTON
400 watts on 98.1 mcs.
(1) Edmonton Broadcasting Co. Ltd. (2) 10123-104 Street
(3) 424-4131
(5) C.A. Parr
(7) John L. Savers (8,9) Harry O. Boon (11) Garry McDonald (12) Walter Rubinstein
(13) Bryan Hall (15) Miss Peg Miller (16) Chuck Camroux (17) Miss Janet Wickenberg
(18) Andre Picard (19) Gordon Skulte (20-24) All-Canada (25) 1922

CKUA-FM, EDMONTON
250 watts on 98.1 mcs.
(1) Westmount Entertainment
Telephones (2) 10526 Jasper Ave. (3) 422-5164
(5) J.W. Hagerman
(9) A.W. Cashman (10) E.G. Evans (12,13) C.W. Noack (15) Mrs. M. Morris-Jones (17) A.D. Morton
(19) W. Pinko (25) 1948

CHEC-FM, LETHBRIDGE
250 watts on 100.9 mcs.
(1) Southern Alta. Broadcasting
(2) Box 1090 (3) 403-328-3311
(4) H.W. Brown (7) R.J. Bruchet (8) Alison Bouzon
(10) Bruce Seely (11) R.E. Wilson
(12) Ron Dyck (13) Vyril Todd
(14) Leo Duce (15) Marjorie Starr
(16) Bruce Seely (17) Marg Davis

CRKD-FM, RED DEER
1,240 watts on 98.9 mcs.
(1) Central Alta. Broadcasting
(1961) Ltd. (2) Box 5555
(3) 427-6641 (4) Henry L. Flock (6) Rod Stephen
(7) Pat Henry (8,11) Stu Morton (19) Kenneth L. Martin
(20-23) Radio-TV Reps.

CHCT-TV, CALGARY
50,000 watts audio, 100.000 watts video on Channel 2
(1) Calgary Television Ltd. (2) 955 Rideau Rd. S.W.
(3) 243-3491 (4) Frederick Shaw (5) J. Normen Inkster (6) Wendell G. Wilks
(7) Nat. sales - T. Wm.
(12) Broadcasting Stations

Television

KEY
(1) Company name
(2) Mailing address
(3) Telephone
(4) President
(5) General Manager
(6) Operations Manager
(7) Commercial Manager
(8) Production Supervisor
(9) Program Manager
(10) Chief Announcer
(11) Music Director
(12) News Director
(13) Sports Director
(14) Farm Director
(15) Women's Director
(16) Promotion Manager
(17) Traffic Manager
(18) Art Director
(19) Chief Engineer
(20) Chief Operator
(21) Film Editor
(22) Toronto reps
(23) Montreal reps
(24) Winnipeg reps
(25) Vancouver reps
(26) U.S. reps
(27) Station birth date
(28) Color facilities

CFRN-TV, CALGARY
180,300 watts audio, 90,400 watts video on Channel 3
(1) Sunwapta Broadcasting Ltd. (2) Postal Station "E"
(3) 484-3311 (4) G.R.A. Rice (6) B.D. Alloway
(7) D. H. Field (8,9) G.T. Kidd
(10) Ed Kay (11) Harvey Flower (12) Bruce Hogle
(13) Al McCann (14) Scott Flewitt (15) Mrs. Laura Lindsay (16) Alex Semeniuk
(17) Mrs. Elizabeth Pallas
(18) Peter Leonard (19) Bob Gibbons (20) Bill Radomski
(21) Keith Neal
(22-25) Radio-TV Reps.

Television

Chefs, Edmonton, Alta.

13,000 watts audio, 26,000 watts video on Channel 6
(1) CHCA Television Ltd.
(2) Box 5555 (3) 403-347-6681
(22-23) Radio-TV Reps.

Television

Rebroadcasting Stations
(1) All-Canada (27) 1957

Rebroadcasting Stations

CHEC-FM, LETHBRIDGE
12 Drumheller-Hand Hills
8 Banff
9 Brooks
6 Columbia River
8 Vernon, B.C.
8 Parson, B.C.
8 Lake Louise, B.C.

CJLH-TV, LETHBRIDGE
19,300 watts audio, 96,100 watts video on Channel 7
(1) Lethbridge Television Ltd. (2) P.O. Box 1120
(3) 403-327-1521
(4) 5) N. Bottlefield (7) Wray Kenney (9) Dan Taylor
(12) Gordon Colledge
(13) Brent Seely (14) Morley Douglas (15) Miss Beverley Waud (17) Miss Margarette Ondrus (18) Ross Palsson

(19) W. McBain (21) Mrs. Betty Giegerich

CHFA, Edmonton, Alta.

1,000 watts

4 Stations in 1 Buy

CJSA, Saskatoon, Sask.

1,000 watts

1,000 watts

Western Canada French Radio Group

Go for a GREAT BUY

CFNS, Saskatoon, Sask.

CFSR, Gravelbourg, Sask.

1,000 watts

5,000 watts

TO REACH THE FRENCH CANADIAN MARKET

Western Canada French Radio Group

Montreal & Toronto

Hardy Radio & Television

Winnipeg

A.J. Messner Co. Ltd.

Vancouver

Radio Television Representatives

The Canadian Broadcaster
We didn’t sell Perry Ury on automation.

A thing on the late, late movie did.

“We call our system ‘R-KO, the shy but friendly robot’,” says Perry. “You simply tell the system what to do and when. It does it. It even logs what it has done and when.”

Perry Ury has a Gates Automatic Tape Control System designed for the program requirements of WRKO-FM, a 100%-automated contemporary music station.

Yours are undoubtedly different. So Gates has a wide choice of basic automation systems, one of which can be adapted to your programming for more profitable broadcasting.

As a matter of fact, we may be able to get you fully automated for around $65 a week. We’re all experienced broadcasters so we understand budgets as well as program requirements. The idea is worth a phone call, isn’t it? Why not dial (309) 829-7006 right now? Or jot down your name, station and address on this ad and mail it to us.

Perry S. Ury, V. P. & Gen. Mgr.,
WRKO-FM, Boston, Massachusetts

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario
FM RADIO

CHFM-FM, CALGARY
11,000 watts on 95.9 mcs.
(1) Qualiv FM Ltd.
(2) Westbrooke Mall (3) 249-7772
(4) John Whitehead (5) Reg.
Parker (6,10) Bill Kehler
(15) Mrs. Glenn Collins
(17) Miss Lois Shaw
(19) Ralph Allain (20,22) Hardy
Radio & TV (25) 1962

CFRN-FM, EDMONTON
16,200 watts on 100.3 mcs.
(1) Sunwapta Broadcasting Ltd.
(2) Postal Station "E" (3) 403-848-3311
(4) Dr. G.R.A. Rice (5) James
S. Edwards (7) John J.
Baldec (8) James S. Edwards
(9) George R. Kelsos
(10) James R. Irvine
(11) George R. Kelsos (12) S.S.
Lancaster (13) Al McCan
(14) Scott Flewitt (16) James
S. Edwards (17) Miss Lois W.
Brown (18) Guy M. Vaughan
(19) T.E. Wedson
(20-23) Radio-TV Reps.
(24) Canadian Standard
(25) 1947

CJCA-FM, EDMONTON
400 watts on 99.5 mcs.
(1) Edmonton Broadcasting Co. Ltd.
(2) 10123-104 Street
(3) 424-4131 (4,5) C.A.
Perry (7) John L. Sayers (8,9) Harry
C. Boon (11) Garry McDonald
(12) Walter Rutherford
(13) Bryan Hall (15) Miss Peg
Miller (16) Chuck Carmouche
(17) Miss Janet Wickenberg
(18) Andre Picard (19) Gordon
Skuttle (20-24) All-Canada
(25) 1922

CKUA-FM, EDMONTON
250 watts on 98.1 mcs.
(1) Alberta Government
Telephones (2) 10526 Jasper
Ave. (3) 422-5161-64
(5) J.W. Hebert
(9) A.W. Cashman (10) E.G.
Row (11,12,13) C.W.
Noack (15) Mrs. M. Morris-
Jones (17) A.D. Morton
(18) W. Pinco (25) 1948

CHEC-FM, LETHBRIDGE
250 watts on 100.9 mcs.
(1) Southern Alta. Broadcasting
(2) Box 1090 (3) 403-328-3311
(4,5) H.W. Brown (7) R.J.
B凶tchet (8) J.J. Worthington
(10) Bruce Seely (11) R.E. Wilson
(12) Ron Dyck (13) Veryl Todd
(14) Leo Dore (15) Marjorie Starr
(16) Bruce Seely (17) Marg Davis
(18) Russ Todd (19) R. Verhoest
(20-23) Group One Radio
(24) Weed (25) 1959

TELEVISION

KEY
(1) Company name
(2) Mailing address
(3) Telephone
(4) President
(5) General Manager
(6) Operations Manager
(7) Commercial Manager
(8) Production Supervisor
(9) Program Manager
(10) Chief Announcer
(11) Music Director
(12) News Director
(13) Sports Director
(14) Farm Director
(15) Women's Director
(16) Promotion Manager
(17) Traffic Manager
(18) Art Director
(19) Chief Engineer
(20) Chief Operator
(21) Film Editor
(22) Toronto reps
(23) Montreal reps
(24) Winnipeg reps
(25) Vancouver reps
(26) U.S. reps
(27) Station birth date
(28) Color facilities

CFRN-TV, CALGARY
50,000 watts audio, 100,000 watts
video on Channel 4
(1) Canadian Broadcasting
(2) Broadcast House
(3) 824-9010 (4,14) D.G.
Campbell (5) W. (Ted)
Chapman (6) Hugh Dunne
(7) G.G. Marshall (8) Ken
Masonchuk (9) Al Purcell
(10) Gord Kelly (11) Don
Thomas (12) Joe Hushman
(13) Henry Viney (15) Mrs.
Marie Hohranz (16) Paul
Nuttall (17) Mrs. Marion
Rowat (18) Charles Heine
(19) R.W. (Bob) Lamp
(21) Doug Skow
(22-25) Radio-TV Reps.
(26) Canadian Standard
(27) Sept. 1960 (28) Network
Film, VTR

Rebroadcasting Stations
Channel Location
12 Drumheller-Hand Hills
8 Banff
9 Brooks
6 Columbia River
7 Fort MacLeod
5 Parson, B.C.
6 Lake Louise, B.C.

CHCT-TV, CALGARY
50,000 watts audio, 100,000
watts video on Channel 2
(1) Calgary Television Ltd.
(2) S. Rider Rd. S.W.
(3) 243-5491 (4) Henry L.
Flock (5) Rod Stephen
(7) Pat Henry (8,11) Stu
Morton (19) Kenneth L. Martin
(20-23) Radio-TV Reps.
(24) ABC International
(25) 1965

CBXT, EDMONTON
159,000 watts audio, 318,000
watts video on Channel 7
(1) Canadian Broadcasting
(2) P.O. Box 555
(6) R.L. Horley (7) 1961

Rebroadcasting Stations
Channel Location
8 Athabasca
9 White Court
10 Grande Prairie
11 Peace River
12 High Prairie

CFCN-TV, EDMONTON
180,300 watts audio, 90,400
watts video on Channel 12
(1) Sunwapta Broadcasting
(2) Postal Station "E"
(3) 484-3311 (4,5) G.R.A.
Rice (6) B.D. Alloway
(7) D.H. Field (8,9) G.T. Kidd
(10) Ed Kay (11) Harry
Farmer (12) Bruce Holy
t (13) Al McCann (14) Scott
Flewitt (15) Mrs. Laura
Lindsay (16) Alex Senezek
(17) Mrs. Elizabeth Pallas
(18) Peter Leonard (19) Bob
Gibbons (20) Bill Radomski
(21) Keith Neele
(22-25) Radio-TV Reps.
(26) Canadian Standard
Film, VTR

Rebroadcasting Stations
Channel Location
12 Ashmont-St. Paul
12 Whitecourt-Edson
6 Lac la Biche

CJLH-TV, LETHBRIDGE
19,200 watts audio, 96,100
watts video on Channel 7
(1) Lethbridge Television
(2) P.O. Box 1120
(3) 403-327-1521 (4,5) N.
Botterill (7) Wray
Kenney (9) Dan Taylor
(10) Gordon Colledge
(13) Brent Seely (14) Morley
Douglas (15) Miss Beverley
Ward (17) Miss Marguerite
Ondrus (18) Ross Palsson
(19) W. McCamby (21) Mrs.
Betty Gill (22-26) All-Canada
(27) 1955 (28) Network

Rebroadcasting Stations
Channel Location
3 Crownest Pass
12 Waterton Park
12 Coleman
3 Brooks (on air
summer 1968)

CKSA-TV, LLOYDMINSTER
58,000 watts audio, 116,000
watts video on Channel 2
(1) CKSA-TV Ltd. (2) 5056 -
50th St. (3) 403-875-3321
(4) A.P. Shortle (5) James G.
Cane (6) Wes Saunders
(7) James G. Cane (8) Wes
Saunders (9) James G. Cane
(10) Wes Saunders (11) Ernie
Ford (12) Ed Hollicher
(13) Barry Smith (14) Roland
Brassad (15) Miss Dorothy
Noble (16) James G. Cane
(17) Mrs. Mari McLachlan
(18) Howard Sturgo (19) Tony
Stam (20,21) Terry Chahley
(22,23) Hardty Radio & TV
(24) A.J. Measenns (25) Radio-
TV Res. (26) ABQ
(27) 1961 (28) Ne

Rebroadcasting Stations
Channel Location
22 Meadow
3 Bonnyville

CHAT-TV, MEDI
3,900 watts audio
video on Channel 1
(1) Cross Bros.
(2) Postal Station "G"
(4) J.H. Yulli (5) (6)
Vic Schafer (7,8,9)
Vic Schafer
(10) Vic Schafer
(11) Vic Schafer
(12) Nolan
(13) Vic Schafer
(14,15) Miss S.
(16,17) Cliff
donovan
(21) Mrs. Annette
(22-26) All-Canada
(28) Network

Rebroadcasting Stations
Channel Location
3 Pivot

CKRD-FM, RED DEER
13,000 watts audio
video on Channel 1
(1) CHCA Televis-
(2) Box 555 (3) 4)
Henry Brown
(7) J.C. (Jack) R
Hammer (16,17,18)
(18) Rick Sosien
(22-25) Radio-TV Reps.
(26) ABC International (27) 1967
(28) Network

Rebroadcasting Stations
Channel Location
22 Station
2 Banff

WESTERN CANADA FRENCH RADIO GROUP
GO FOR A GREAT BUY

CFNS, Saskatoon, Sask.
1,000 watts

CKSB, St. Boniface, Man.
10,000 watts

4 Stations in 1 Buy

CFRG, Gravelbourg, Sask.
5,000 watts

TO REACH THE FRENCH CANADIAN MARKET
"THE WESTERN CANADA FRENCH RADIO GROUP"

Montreal & Toronto
Hardy Radio & Television

Winnipeg
A.J. Messner Co. Ltd.

Vancouver
Radio Television Representatives
We didn’t sell Perry Ury on automation.

A thing on the late, late movie did.

“We call our system ‘R-KO, the shy but friendly robot,’” says Perry. “You simply tell the system what to do and when. It does it. It even logs what it has done and when.”

Perry Ury has a Gates Automatic Tape Control System designed for the program requirements of WRKO-FM, a 100%-automated contemporary music station.

Yours are undoubtedly different. So Gates has a wide choice of basic automation systems, one of which can be adapted to your programming for more profitable broadcasting.

As a matter of fact, we may be able to get you fully automated for around $65 a week. We’re all experienced broadcasters so we understand budgets as well as program requirements.

The idea is worth a phone call, isn’t it? Why not dial (309) 829-7006 right now? Or jot down your name, station and address on this ad and mail it to us.

Perry S. Ury, V. P. & Gen. Mgr.,
WRKO-FM, Boston, Massachusetts

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario
SASKATCHEWAN

Total Population
Men (20 and over)
Women (20 and over)
Teens (13-19)
Children (0-12)
Households
TV Households
Per Cent TV Households 92%

Source: BBM January 1968

RADIO

KEY
(1) Company name
(2) Mailing address
(3) Telephone
(4) President
(5) Manager
(6) Assistant Manager
(7) Commercial Manager
(8) Production Manager
(9) Program Manager
(10) Chief Engineer
(11) Music Director
(12) News Director
(13) Scots Director
(14) Farm Director
(15) Women's Director
(16) Promotion Manager
(17) Traffic Manager
(18) Chief Operator
(19) Chief Engineer
(20) Toronto reps
(21) Montreal reps
(22) Winnipeg reps
(23) Vancouver reps
(24) U.S. reps
(25) Station birth date

AM

CJSL, ESTEVAN
1,000 watts on 1280 kcs.
(1) Soo Line Broadcasting
(2) Box 365 (3) 643-3422
(4) Tom Laing (5) Norm
Williams (8) John Deadlock
(9) Norm Williams (10) John
Deadlock (11) Norm Williams
(12) Graham Barkley (13)
(14) Norm Williams (17) Miss
Mary. (19) John Mitschke
(20-24) Group One Radio
(25) 1959

CFRG & CFGR,
GRAVELBOURG
5,000 watts day on 710 kcs.
250 watts night on 1230 kcs.
(1) Radio-Gravelbourg
(2) Edifice Villeneuve
(3) 306) 648-2515 (4) J.E
Chabot (5,7) Dumont Leaghe
(8) Bénio Pariseau
(12) Marcel Moor (13) Bénio
Pariseau (14) Marcel Moor
(15) Miss Jeanne Beaulieu
(16) Bénio Pariseau
(19) John A. Brown
(21) Hardy Radio & TV
(23) Broadcast Reps (24) Deveny
(25) 1952

CJVR, MELFORT
10,000 watts on 1420 kcs.
(1) Radio CJVR Ltd. (2) P.O.
Box 1420 (3) 306) 752-2867

FM

CJSL, SHAUNAVON
100 watts day, 250 night
on 1490 kcs. (1) Frontier City
Broadcasting Co. Ltd. (2) 90
3rd Ave. E. (3) 306) 297-2871
(4) Douglas W. Scott
(5,7) Bob Anderson
(12) Ed Wallace (13) Frank
Matovich (14) Ed Wallace
(15) Val Clark (16) Mrs.
Margaret Christenson (19) Ed
Bunyaik (20, 21) Group One
(22) Broadcast Reps
(23) Radio- TV Reps (24) Weed
(25) 1966

CJSW, SWIFT CURRENT
1,000 watts day, 250 night
on 1400 kcs. (1) Soo Line
Broadcasting Co. Ltd. (2) 340
642-4646 (3) Tom G. Laing
(5) James T. Laing (8) Mrs.
Kirkon (8,9) Murray Smith
(10) Tom Clark (11) Murray
Smith (12) David Laing
(13) James T. Lang (14) David
Laing (15) Mrs. S. Vansteelandt
(19) John Mitschke
(20-23) Group One Radio
(25) 1957

CJGK, YORKTON
10,000 watts on 940 kcs.
(1) Yorkshire Broadcasting Co.
(2) Tower Bldg. (3) 783-2256
(4) George G. Gallagher
(8) George Full (9) E.A.
Laurence (10) Richard Scott
(12) Mr. Learger (13) Jim
Keillor (14) Doug Sherwin
(16) Ken Dodds (17) Mrs.
Jean Coleridge (19) Harry Kerr
(20, 21) Radio- TV Reps
(22) A.J. Messner (23)
Radio- TV Reps (24) Canadian
Standard (25) 1927

CFMO-FM, REGINA
5,000 watts on 92.1 mcs.
(1) Metropolitan Broadcasting
Ltd. (2) Northgate Mall
(3) 643-1400 (4) Arthur
Parrish (5) Bob Hill
(7) Marvin J. Chase
(8) Howard Enns (9) Bob
Hill (12,13) Ronald Temreck
(16) Marvin J. Chase
(17) Linda Elliot (18) Ronald
Grant (20-22) Hardy Radio
& TV (26) 1966

CFMC-FM, SASKATOON
6,020 watts on 103.9 mcs.
(1) Saskatchewan Broadcasting
Co. Ltd. (2) 401 Canada Blvd.
(3) 935-3144 (4) Donald
J.G. MacKenzie (5) D.
MacKenzie (6) Al Kowel
(7) Douglas W. Scott
(8) Al Kowel (10) Bob
Hill (12,13) Ronald Temreck
(16) Marvin J. Chase
(17) Linda Elliot (18) Ronald
Grant (20-22) Hardy Radio
& TV (26) 1966

The Canadian broadcaster
TELEVISION

KEY
1. Company name
2. Mailing address
3. Telephone
4. President
5. General Manager
6. Operations Manager
7. Commercial Manager
8. Production Supervisor
9. Program Manager
10. Chief Announcer
11. Music Director
12. News Director
13. Sports Director
14. Farm Director
15. Women’s Director
16. Promotion Manager
17. Traffic Manager
18. Art Director
19. Chief Engineer
20. Chief Operator
21. Film Editor
22. Toronto reps
23. Montreal reps
24. Winnipeg reps
25. Vancouver reps
26. U.S. reps
27. Station birth date
28. Color facilities

CBFI-TV, PRINCE ALBERT
20,000 watts audio, 100,000 watts video on Channel 5.

(1) General Broadcasting Co. Ltd.
(2) 10th St. West (3) 763-7421
(4,5) E.A. Rawlinson (6) F.F.
Robertson (7) I. Robertson
(8) J.J. Cussen (9) G. Prosser
(10) Miss Sheila Skinner
(11) Mrs. H. Robertson
(12,13,14) N. Roche (15) H. Malivitz
(16) Mrs. R. Schmidt (17) G.
Forst
(18) W. Ahenakew (19) T. VanNes
(20) Mrs. L. Hawksworth
(21-26) All-Canada (27) 1958
(27) Network
Rebroadcasting Stations
Channel Location
1 North Battleford
2 Nipawin
3 Big River
4 Atticane

CKCK-CHANNEL
3,800 watts on 89.7 mcs.
(1) University of Saskatchewan
(2) Memorial Union Bldg.,
University of Saskatchewan
(3) 306-244-0908
(4) Gordon Wallburn
(5) Tony Allan (6) Jerry Kripps
(7) Dudley Newell (8) Janet
MacLean (9) Bob More
(10) Ken Bagnall (11) Miss
Brenda Rea (12) Harry Sadowy
(13) 25. 1968

CFOC-TV, SASKATOON
180,000 watts audio, 325,000
watts video on Channel 8.

(1) A.A. Murphy & Sons Ltd.
(2) 1st Ave. N.
(3) 242-0611 (4) G.A. Murphy
(5) G. Blair Nelson (6) Ken
Huts (7) Ted Earnshaw
(8) Stan Thomas (9) Lies
Edwards (10) Chuck McManus
(11) Bill Stoy (12) Greg
Barnes (13) Mrs. Verna
Forst
(14) Jim Love (15) Ron Lee
(16-18) Radio-TV Reps.
(19) Canadian Standard
(20) Network, Film

Rebroadcasting Stations
Channel Location
1 Yorkton
2 Estevan
3 Swift Current

CJFB-TV, WINNIPEG
6,650 watts audio, 13,600
watts video on Channel 4.

Channel Location
1 Winnipeg
2 New Westminster
3 Prince Albert
4 Prince Rupert
5 Calgary

CJAY-TV, WINNIPEG
WINNIPEG first in the 4th Market

RETAIL SALES - are the only true test of market
potential...this is the philosophy of the aggressive
marketers (not the follow-the-crowd group who
refuse to look beyond their own perimeters).

This is why more and more Account Executives are
taking a long, fresh look at burgeoning Winnipeg.

In total retail sales, Winnipeg tops Ottawa,
Hamilton, London-Kitchener-Waterloo and Sudbury-
Kingston-Kitchener-Waterloo with a whopping
$698,780,000 annual expenditure.*

Getting down to specifics, Winnipeg tops these
"Must Buy" Ontario markets in Food Sales, General
Merchandise Sales, Gas stations, Lumber-Building-
Hardware and other diverse products. Hard to believe?
Take a long hard look at your marketing data. There's
the proof...

C-JAY-TV will carry your product
right to the rich heart of this market

Put your dollars where you receive impact
and full coverage. C-JAY-TV
C-JAY-TV reaches the fourth largest
concentration of consumers in Canada.
C-JAY-TV carries all CTV
network shows as well as provid-
ing local flavour tuned to the
local sales picture.

*Statistical data derived from Sales
Management, June 11th, 1967.
MANITOBA

Total Population 968,430
Men (20 and over) 284,390
Women (20 and over) 286,840
Teens (13-19) 125,920
Children (0-12) 271,280
Households 262,000
TV Households 247,000
Per Cent TV Households 94%

Source: BBM January 1968

RADIO

CHFM, ALTONA
CHSM, STEINBACH
CFAM, 10,000 watts on 1290 k
CKX, BRANDON
CKSR, ST. BONIFACE
CFTM, THOMPSON
CBW, WINNIPEG
CJOW, WINNIPEG
CFRW, WINNIPEG

AM

CFAM, ALTONA
CHSM, STEINBACH
CFAM, 10,000 watts on 1290 k
CCKX, RADIO
CFRL, FINN FLON

TV

CFY, PORTAGE LA PRAIRIE

FM

CFXK, BRANDON

KEY

1. Company name
2. Mailing address
3. Telephone
4. President
5. Manager
6. Assistant Manager
7. Engineer
8. Program Director
9. Program Manager
10. Chief Engineer
11. Music Director
12. News Director
13. Sports Director
14. Farm Manager
15. Women's Director
16. Promotion Manager
17. Traffic Manager
18. Chief Operator
19. Chief Engineer
20. Toronto reps
21. Montreal reps
22. Winnipeg reps
23. Vancouver reps
24. U.S. reps
25. Station birth date

CHYC, CHURCHILL
250 watts on 1290 k
(1) Canadian Broadcasting Corp.
(2) P.O. Box 40
(5) Gaston Charpentier
(26) 1959

CKDM, DAUPHIN
10,000 watts on 730 k
(1) Dauphin Broadcasting
(2) 2nd Ave. N.
(3) 638-3230 (4) Jos. Maillard
(5) J. Hugh Dunlop
(6) J. J. Raymond (8) Mrs.
Audrey Mansoff (9) Ron Waddell (10) Doug Simmons
(11) Chief Engineer
(12) Paul Walker (13) Bernie Basaraba
(14) Keith Reid (15) Mrs.
Helen Henderson (16) Ron Waddell (17) Mrs. Helena
Sharma (19) Alan Watson
(20, 21) Radio-TV Reps
(22) A. J. Messner (23) Radio-
TV Reps (24) Canadian Standard
(25) 1951

CFRG, WINNIPEG
10,000 watts on 680 k
(1) Radio OB Ltd.
(2) 930 Portage Ave.
(3) 786-9767
(4) F. A. Griffiths (5) R. M.
MacLennan (7) Kirk Northcott
(9) Cliff Gardner (10) George
McCoy (11) Cliff Gardner
(12) Steve Halinda (13) Bob Picken
(14) Peter Grant
(15) George McCoy (16) John
Carbone (17) Eleanor Dances
(19) Reg Durie (20, 21) SBS
(22, 23) Western Broadcast
(24) Canadian Standard
(25) 1946

CRRN, WINNIPEG
10,000 watts on 630 k
(1) Transcanada Communications
Ltd. (2) 300 Carlton St.
(3) 942-2221 (4) M. C. Sifton
(5) R. K. Macdonald (7) T.
Asfomre (8) R. L. Washington
(10) Don Slade (11) Don Sten
(12) Roger Klein (13) Don
Stoehr (15) Boyd Kozak
(17) Mrs. Vera Gillespie
(18) Harry Taylor (19) Ray
Patton (20, 24) All-Canada
(25) 1946

CFYK, WINNIPEG
50,000 watts on 880 k
(1) Moffat Broadcasting Ltd.
(2) 432 Main St. (3) 943-1531
(4) Randall L. Moffat (9) Bill
Grogan (10) George Oves
(11) Howard Lawless (12) Bill
Trebletce (13) Jack Wells
(16) Miss. Tamiris Vancic
(16) Ken Woods (17) George
Kuhn (19) Andy Malownchuk
(20, 21) Major Market (23) Jim
Crawford (24) Devney
(25) 1949

CCKX-TV, BRANDON
49,100 watts audio, 100,000 watts video on Channel 7
(1) Western Manitoba Broadcast-
ers Ltd. (2) 2940 Victoria Ave.
(3) 728-1150
(4) John B. Craig (5) Eric
Davies (7) Ernie Holland
(9) Ron Thompson (10) Bill
Stirling (12) Lone Chapple
(13) Marv Saxberg (14) Frank
Bird (16) Mrs. Maureen
Simpson (17) Miss Wendy
Fairbairn (18) Harold
Donogh (19) Humphrey Davies
(20, 21) Radio-TV Reps
(22) A. J. Messner (23) Radio-
TV Reps (24) Canadian Standard
(25) 1963

CBFN, WINNIPEG
365,000 watts on 99.3 m.
(1) Canadian Broadcasting Corp.
(2) P.O. Box 160
(6) J.R. Finlay (25) 1965

CJOB-FM, WINNIPEG
360,000 watts on 97.1 mcs.
(1) Moffat Broadcasting Ltd.
(2) 432 Main St. (3) 943-1531
(4) Randall L. Moffat (9) Donald
Watts (10) Herb Brittain
(11) Cliff Gardner (12) Bob
Picken (14) Peter Grant
(15) George McCoy (16) John
Carbone (17) Eleanor Dances
(19) Reg Durie (20, 21) SBS
(22, 23) Western Broadcast
(24) Canadian Standard
(25) 1948

TELEVISION

KEY

1. Company name
2. Mailing address
3. Telephone
4. President
5. General Manager
6. Operations Manager
7. Commercial Manager
8. Production Supervisor
9. Program Manager
10. Chief Announcer
11. Music Director
12. News Director
13. Sports Director
14. Facilities Manager
15. Women's Director
16. Promotion Manager
17. Traffic Manager
18. Art Director
19. Chief Engineer
20. Chief Operator
21. Film Editor
22. Toronto reps
23. Winnipeg reps
24. Cover-up reps
25. U.S. reps
27. Station birth date
28. Color faciliations
THE STEENBECK EDITOR
IS SIMPLICITY PLUS

16mm 6 Plate Film Editing Machine
Rear projection picture
Picture size 8 3/4 ins. x 11 1/2 ins.

Operating Arrangements
Track 1 — Picture only. Picture and optical sound married. Picture and magnetic sound married.
Track 2 — Magnetic sound centre track.
Track 3 — Magnetic sound centre track.
On request: Tracks 2 and 3 magnetic sound edge track.

Technical Data
Particularly short threading paths and great simplification in threading of elements in easy to follow pattern. Correct distance between sound and picture is always maintained by the swinging base for picture magnetic-sound or picture magnetic-sound married. Each track can be uncoupled and drawn further by hand.
Framing: Overall and equal brightness with Quartz-Iodine lamp. Cold light mirror for lower heat level. Frames can be slow set permitting each frame to be switched separately. Adjustable from slow speed of about 2 frames per second to synchronous speed of 24 frames per second and high speed of 90 to 100 frames per second. May be switched from forward to reverse without damage to film.
Equipment operates on 110 volts A.C., 60 cycles. Other voltages on request.
For further information please write Kingsway Film Equipment.
The McCurdy Packaged FM Stereo Control Room.

Just add walls.
When Buying Radio...  
The cell is important, but the sell is imperative!
ONTARIO RADIO CONT

KEY
(1) Company name
(2) Mailing address
(3) Telephone number
(4) President
(5) Manager
(6) Assistant Manager
(7) Commercial Manager
(8) Production Manager
(9) Program Manager
(10) Chief Engineer
(11) Music Director
(12) News Director
(13) Sports Director
(14) Farm Director
(15) Women's Director
(16) Promotion Manager
(17) Traffic Manager
(18) Chief Operator
(19) Chief Engineer
(20) Toronto reps
(21) Montreal reps
(22) Winnipeg reps
(23) Vancouver reps
(24) U.S. reps
(25) Station Birth Date

CHNO. SUDbury
10,000 watts, day, 1,000 night on 1460 kc (2) 244.8-1022

CFGB. richmond hill
10,000 watts, day, 1,000 night on 1310 kc (1) CFBG Ltd. (2) S.C.A. Ltd.

CFGR. toronto
50,000 watts on 1010 kc (1) Canadian Broadcasting Corp. (2) S.C.A. Ltd.

CHI. toronto
10,000 watts day, 1,000 night on 1310 kc (1) Rogers Broadcasting Ltd. (2) 76 Division St. (3) (14) 732-4435 (4) G.W. Burnett (5) D.T. Manning (7) S.R. Burnett (8) Jay Jackson (9) Mrs. Maria Kopinak (12) James Cassidy (13) Dave Scott (15) Mrs. Josephine G. Van Horne (16) Mrs. M.A. Bosley (17) Roland Brundle (20) 21 Radio House (22) Broadcast Reps (23) Radio-TV Reps (24) 923-9021

CHOW. WELLAND

CIV. toronto

CKGW. windsor

CKJ. toronto
500 watts on 860 kc. (1) Canadian Broadcasting Corp. (2) C.P. 500, Terrace Rd. A (3) Jack Drake (25) 1924

CKey. toronto

CHKF. windsor
Sure he does, and so do hundreds of other happy people who have bought a Uher 4000 or 4200 or 4400 Report Tape recorder in mono or stereo. Or for that matter — any of the other technically superior Uher Tape recorders ... the 5000's, the 6000's, the versatile 7000's or the sophisticated 8000 model. There are a lot of Uher Tape Recorders to choose from ... all better because of their superior technical know-how. Just look at them at your Uher dealer and you'll like Uher too.

UHER
Tape Recorders

For information contact
ROBERT BOSCH (CANADA) LTD.  BOSCH
33 Atomic Avenue, Toronto 18, Ontario
7325 Decarie Blvd., Montreal 9, Quebec
® and BOSCH are registered trademarks of Robert Bosch GmbH Stuttgart Germany
We give you the business... twice as much!

Latest BBM shows combined time buys of 900 CHML and CKDS-FM 95.3 deliver twice as much buying audience as the other two Hamilton stations together. Twice as many adults - twice as much business for you in the Western end of MEGALOPOLIS.

In Monday to Friday figures, CHML is the dominant leader in every time period, 6 am to 11:30 pm.

But look at CKDS-FM... already a strong #3 and growing rapidly.

There are many other reasons besides audience, which make CHML/CKDS your best Hamilton buy. Professional programming with broad family appeal is just one reason. Heavy, year-round station promotion is another. Strong merchandising is a third.

Our reps have many more reasons why CHML/CKDS are doubly effective in Hamilton. Contact them soon for the full MEGALOPOLIS story.

900 CHML AND CKDS/FM 95.3
HAMILTON, CANADA

STANDARD BROADCAST SALES
7 ST. CLAIR AVENUE WEST
TORONTO 1, ONTARIO
(416) 394-5731

1407 MOUNTAIN STREET
MONTREAL 25, QUEBEC
(514) 849-2484

April 25, 1968
### ONTARIO TELEVISION Contd

<table>
<thead>
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<td>Film Editor</td>
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| CBOF, OTTAWA | 10,000 watts audio, 60,000 watts video on Channel 4 (1) Canadian Broadcasting Corp. (2) P.O. Box 3220 Station C (5) J.J. Dunn (27) 1953 |
| CBOF, OTTAWA | 17,000 watts audio, 31,000 watts video on Channel 9 (1) Canadian Broadcasting Corp. (2) P.O. Box 3220 Station C (5) J.J. Dunn (27) 1955 |


| CKXO, SUDBURY | 13,700 watts audio, 100,000 watts video on Channel 5 (1) Cambrian Broadcasting Ltd. (2) Box 400 (3) 074-0711 (4) W.B. Plante (5) Ralph Reardon (6) John Lennon (7) George Grundy (8) Herb Ashby (9) Mike Conn (10) H. Beaudry (12) William Smith (16) Alec Bridge (17) Betty Sellers (18) Nick Nyklitchuk (19) Ken Houser (20) W. Renaud (22,26) All-Canada (27) 1953 (28) Network, Film, VTR |


### The Canadian Broadcaster's business

**is Broadcasting**

### CKXO-TV, TIMMINS

- 100,000 watts audio, 50,000 watts video on Channel 6 (1) J. Conrad Lavigne Enterprises
- (2) P.O. Box 620 (3) 264-2411 (4) J. Conrad Lavigne

### CHEX-TV, PETERBOROUGH

- 83,400 watts audio, 130,000 watts video on Channel 12 (1) Kawartha Broadcasting

### CHEX-TV, PETERBOROUGH


### CKXO, SUDBURY

- 13,700 watts audio, 100,000 watts video on Channel 5 (1) Cambrian Broadcasting Ltd. (2) Box 400 (3) 074-0711 (4) W.B. Plante (5) Ralph Reardon (6) John Lennon (7) George Grundy (8) Herb Ashby (9) Mike Conn (10) H. Beaudry (12) William Smith (16) Alec Bridge (17) Betty Sellers (18) Nick Nyklitchuk (19) Ken Houser (20) W. Renaud (22,26) All-Canada (27) 1953 (28) Network, Film, VTR

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### CKNL-TV, WINDHAM

We’re the first to sell seconds.

NTV Marketing has come up with another first. Seconds. Television spots that can be bought by the second. 19 seconds. 33 seconds. 67 seconds. In fact, you can buy almost any number of seconds you want, on CHCH-TV and CHLT-TV.

Just think of the creative and consumer advantages your message will have. You can create to the exact time needed to sell the product, without ‘padding’ your message with needless ‘information’. (Or cutting your favourite phrase.)

But seconds aren’t the only thing NTV Marketing has done. They’ve introduced you to The Orbit Plan. Prime Time Equivalents. Super-spots. A realistic rate for 30-second spots. And they’ve offered you a group of talented marketing men who really work to help you sell your products.

Now, if you’re thinking about seconds, call an NTV Marketing man—first. He’ll give you all the time you need.

We never stop starting things.
Radio Communicates... Radio Reaches... Radio Sells... And the reach of radio carries its sell-power to the consumers of every market.

Ask first

The SRS Regional Division can supply the proper stations in the proper markets so you will get the most value from your advertising campaign.

London CKSL
Ontario Fived CKWS/CKWS-FM
Kingston CHEX
North Bay CFCH
Timmins CKGB/CKGB-FM
Kirkland Lake CJKL
Niapinuk CJRN
Niagara Falls CTB
St. Catharines CKTB
Chicoutimi CJMT
Trois Rivières CHLN
Alma CFGT

STANDARD BROADCAST SABLES
2 ST. CLAIR AVENUE W. TORONTO 3, ONTARIO (416) 878-1000

98 ONTARIO

90 ONTARIO

50 ONTARIO

1016 ONTARIO

716 ONTARIO

316 ONTARIO

216 ONTARIO

102 ONTARIO

416 ONTARIO

313 ONTARIO

213 ONTARIO

016 ONTARIO

516 ONTARIO

416 ONTARIO

516 ONTARIO

116 ONTARIO

116 ONTARIO

116 ONTARIO

016 ONTARIO

016 ONTARIO

716 ONTARIO

313 ONTARIO

89 ONTARIO

April 25, 1968
WE’LL SEE YOU AT THE C.A.B.
MONTREAL MAY 6, 7, 8

*BBM March 1968. Monday to Friday average. All Persons. Full coverage area.

ATLANTIC PROVINCES

Total Population: 1,995,450
Men (20 and over): 534,850
Women (20 and over): 532,290
Teens (13–19): 295,430
Children (0–12): 632,880
Households: 454,200
TV Households: 415,900
Per Cent TV Households: 91%

Source: BBM January 1968

RADIO

Key
1) Company name
2) Mailing address
3) Telephone
4) President
5) Manager
6) Assistant Manager
7) Commercial Manager
8) Production Manager
9) Program Manager
10) Chief Engineer
11) Music Director
12) News Director
13) Sports Director
14) Farm Director
15) Women's Director
16) Promotion Manager
17) Traffic Manager
18) Chief Operator
19) Chief Engineer
20) Toronto reps
21) Montreal reps
22) Winnipeg reps
23) Vancouver reps
24) U.S. reps
25) Station birth date

AM

NEW BRUNSWICK

CBKB, BATHURST
10,000 watts on 1360 kcs.
(1) Bathurst Broad. Co. Ltd.
(2) 455 Golf St. (3) 546-4416

CJEM, EDMUNDSTON
5,000 watts on 570 kcs.
(1) Edmundston Radio Ltd.
(2) 91 Canada Rd.

CBZ, FREDERICTON
10,000 watts on 970 kcs.
(1) New Brunswick Broadcasting Corp. (2) P.O. Box 1538 (5) Harold Hatheway (25) 1964

CFNB, FREDERICTON
50,000 watts on 550 kcs.
(1) Radio Atlantic Ltd.
(2) P.O. Box 217

CBFW, MONCTON
10,000 watts on 1220 kcs.
(1) Moncton Broadcasting Ltd.

CJMR, NEWCASTLE
10,000 watts on 790 kcs.

CBO, SAINT JOHN
10,000 watts on 1110 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 1538 (5) Harold Hatheway (25) 1964

CFCB, SAINT JOHN
10,000 watts on 930 kcs.
(1) Fundy Broadcast Co. Ltd.

CHSJ, SAINT JOHN
10,000 watts on 1150 kcs.
(1) N.B. Broadcasting Co. Ltd.
(2) P.O. Box 1230

CHSJ, WOOSTOCK
1000 watts on 920 kcs.

NOVA SCOTIA

CKDH, AMHERST
1000 watts on 900 kcs.

CJFX, ANTAGONISH
10,000 watts on 580 kcs.

CBKW, BRIDGEWATER
10,000 watts on 1000 kcs.

CFDR, DARTMOUTH
5,000 watts on 790 kcs.

CBH, HALIFAX
10,000 watts on 860 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) S.R. Kennedy (25) 1944

CHNS, HALIFAX
10,000 watts on 980 kcs.

The Canadian broadcaster
Marconi Mark VII
the ‘hands-off’ colour television camera
with the highest sensitivity

Outstanding Relay Optics
Relay optics enable unique field lens to be fitted for high colour fidelity; the use of parallel yokes unaffected by extraneous magnetic fields; two independent filter wheels for control of light temperature and intensity; complete flexibility in choice of lenses.

Long term ‘hands off’ stability
Operates day-after-day with minimum adjustment. Rigid stability results from use of unique thin film circuits, and the highest quality components and most sophisticated circuitry. Unaffected by fluctuating magnetic fields of up to 10 gauss.

Optimum operational flexibility
Ergonomically designed for optimum operational flexibility in studio and O.B. use. Compact, rugged and light in machined magnesium. Easily detachable lens package. Highly manoeuvrable and adaptable to all cranes and dollys.

HIGHEST SENSITIVITY
Proved to have the highest sensitivity of any colour camera available today.
Brilliant relay optical design gives optimum spectral distribution of light between the four tubes, eliminating the need for electronic colour correction, and consequent picture degradation.
Head amplifiers of advanced design, integral with the yoke, ensure high fidelity signal at source.
Horizontal and vertical aperture correction applied to luminance signal ensuring the reproduction of fine detail regardless of colour content.
Operated at 1/8 in 150 foot candles illumination with 60% scene reflectance, gives 42 dB signal to noise ratio.

For more technical data and brochure, write:

CANADIAN MARCONI COMPANY
T.V. EQUIPMENT DEPARTMENT, MARINE & LAND COMMUNICATIONS DIVISION
ST. JOHN'S, Nfld. HALIFAX, N.S. QUEBEC, P.Q. MONTREAL, P.Q. OTTAWA, ONT. TORONTO, ONT.
THOROLD, ONT. WINNIPEG, MAN. CALGARY, ALTA. EDMONTON, ALTA. VANCOUVER, B.C.
NETWORS

CTV TELEVISION NETWORK LTD.
Toronto 5: 42 Charles St. E., 924-5454.
Chairman of the Board, Gordon F. Keefle;
President, Murray Chercove; Vice- president marketing, Keith Campbell;
General Sales Manager, Ray Junkin;
National program director, Arthur Weinthal;
Director of news and public affairs,
Charles Templeton; Promotion manager,
Sam Elber; Director of research, H. Jim Lee.
Montreal 15: 405 Ogilvie Ave., 273-7781.
Manager, John T. Coleman.

CANADIAN BROADCASTING CORP.
Ottawa: 1500 Bronson Ave., P.O. Box 478,
Terminal A, President, George F. Davidson;
Vice-president and general manager,
Laurent Picard; Vice-president planning
and assistant chief operating officer, J.P.
Gilmore; Vice-president, corporate affairs,
R.C. Fraser; Vice-president programming,
E.S. Hallman; Acting general manager,
Network Broadcasting English, R.W. McGall;
Vice-president & general manager,
Network Broadcasting French, Marcel Quimet; Director of station relations,
I.M. Ritchie; Director of information
services, Dave Dr; Director of sales policy and planning, O.J.W. Shugg.
Toronto: 354 Jarvis St., P.O. Box 500,
Terminal A, Acting general manager,
R.W. McGall; Director of television, J.O.
Nixon; Television program director, Bruce
Raymond; Director, television sales,
J.R. Malloy; Manager TV network sales,
T. Nash; Director of Information Services,
C. Smith; Director of commercial
acceptance & production, J. Angeloff.
Radio Director of Television, J.T. Crane;
Assistant Director, radio networks,
Allan Brown; Director radio sales, R.S.
Joynt; Manager, radio sales, Fred Bardeau;
Director of information services, C. Smith.
Montreal: 1425 Dorchester St. W., P.O. Box
6000, Television: Vice-president &
general manager, Marcel Quimet; Assistant
general manager, R. David; Director of
television, J. Blais; Program director,
J. Landry; Director, television sales,
M. Villiquette; Manager, TV network
sales, J.A. Lapointe; General supervisor
information services, G. Cadieux.
Supervisor of Commercial acceptance &
production, Mlle J. Brunette; Radio Director
of radio, F. Guerard; Radio program
director, A. Bosivert; Director radio sales,
J.L. Desmarais; General supervisor,
information services, G. Cadieux.

CBC REGIONAL BROADCASTING
St. John's, Nfld.: 95 University Ave., P.O.
Box 5490. Director for Province of
Newfoundland, A.M. Morrow; Regional
program director, R.G. O'Brien; Regional
sales manager, A. House.
Halifax: 5600 Sackville St., P.O. Box 300.
Director for the Maritime Provinces, S.R.
Kennedy, Regional program director, K.R.
Barry. Regional sales manager, D.G.
Leblanc.
Toronto: 1501 Yonge St., P.O. Box 3220.
Station C, Director, Ottawa Area, J.J. Dunn;
Area program director, D. Townsend; Area
sales manager, L.M. O'Neill.
Winnipeg: 514 Portage Ave., P.O. Box 160.
Director for the Prairie Provinces, J.R.
Finlay; Regional program director, J. Gutho;
Regional sales manager, F. Stanley.
Vancouver: 747 Bute St., Director for the
Province of British Columbia, K.P. Caple;
Regional program director, E.R. Whitehouse;
Regional sales manager, A. Sommerfeld.

RESEARCH HOUSES

ADCOM RESEARCH LTD. (1966)
Toronto 7: 214 Merton St., Tel. 487-2469.
President, Adrian Gamble

CHARLES AMBLER & ASSOCIATES LTD. (1956)
Clarkson, Ont.: 1764 Lakeshore Rd. W., Tel.
822-3011/2, President, C.N. Ambler

ANALYTICAL RESEARCH (CANADA) LTD. (1963)
Toronto: Suite 800, 36 Toronto St.

CANADIAN FACTS CO. LTD. (1932)
Toronto 6: 100 Bloor St. E., Tel. 924-5751.
President, L.G. Gray

CANADIAN FAMILY OPINION (1961)
Toronto 5: 160 Bloor St. E., Tel. 929-3158.
Manager, Mrs. W.J. Karch

CANADIAN INSTITUTE OF PUBLIC OPINION (1941)
Toronto 6: 160 Bloor St. E., Tel. 488-8310.
Director, Miss B.H. Saunders

CANADIAN NATIONAL TOTAL-MARKET INDEX LTD. (1961)
Toronto 12: 3335 Yonge St., Tel. 485-6531.
General manager, J.C. Lackner

JOHN W. COMBS LTD. (1957)
Willowdale, Ont.: 2901 Bayview Ave., Tel.
222-6551. President, J.W. Combs

COMPLAN RESEARCH ASSOCIATES LTD. (1947)
Toronto 17: 1675 Bayview Ave., Tel. 483-
1126. President, R.H. Whalen

CONSUMER OPINION CENTRE (1965)
Toronto 19: Store #103, Yorkdale Shopping
Centre, Tel. 789-7171. Manager, Miss S.P.
Grav.
Montreal 5: Place Versailles, 7275
Sherbrooke St. E.

BEN W. CROW & ASSOCIATES LTD. (1954)
Toronto 7: 1407 Yonge St., Tel. 924-1404.
President, B.W. Crow.

Vancouver 5: 1033 Davie St.

ELLIOTT RESEARCH CORP. LTD. (1936)
Toronto 6: 840 Pape Ave., Tel. 463-1143.
President, J.M. Leckie.

Montreal 38: 3280 Bernardin St.

K. GLADYS FELLOWS-RESEARCH SERVICES, LTD. (1967)
Toronto 8: 2837 Maple Leaf Rd., Tel. 782-7093.
President, Mrs. K. Gladys Fellows

MARTIN GOLDFARB CONSULTANTS LTD. (1965)
Willowdale, Ont.: 5 Gatehead Rd.,
Tel. 223-2443. President, M. Goldfarb

INTERNATIONAL SURVEYS LTD. (1946)
Toronto 6: 1173 Bay St., Tel. 925-2422.
President, W. P. Haynes.
Montreal: 550 Sherbrooke St. W.

GORDON LUSTY SURVEY RESEARCH LTD. (1960)
Don Mills, Ont.: #1129 Leslie St.,
Tel. 445-6455. President, G.H. Lusty

MARKET FACTS OF CANADA LTD (1960)
Toronto 12: 97 Eglington Ave. E.,
Tel. 481-1171. President, J.C. Robertson.
Montreal: 550 Sherbrooke St. W.

MARKETING RESEARCH CENTRE LTD. (1954)
Montreal 9: 790 Laurentian Boulevard,
Tel. (514) 748-9301. President, B.
Hymovitch

MILLER TECHNICAL & ECONOMIC SERVICES (1960)
Don Mills, Ont.: #305, 170 Donway West,
Tel. 447-5141. Owner, J.G. Miller.

NATIONAL MARKET DEVELOPMENT LTD. (1958)
Toronto 18: 369 Olivewood Rd., Tel.
239-7745. President, A.M. Lawrence.

A.C. NIELSEN COMPANY OF CANADA LTD.
Don Mills, Ont.: 39 Wynford Dr., Tel.
429-2222. President, D.M. Prather.

Montreal: Room 305, 1100 Sherbrooke St. W.
Saint John, N.B.: 237 City Road.

ORC INTERNATIONAL LTD. (1964)
Toronto 5: 861 Broadview Ave., Tel.
469-1131. President, F.J. Lacy.
Montreal: 1500 Stanley St., #521.

RECON RESEARCH CONSULTANTS LTD. (1953)
Toronto 5: 86 Callier St., Tel. 927-4616.
President, B.C. Forrest

REGIONAL MARKETING SURVEYS LTD. (1959)
Vancouver 9: 2065 West 4th Ave.,
Tel. 735-9884. Managing director, P.C.
Forward

SCHWERIN SYSTEMS LTD. (1952)
Toronto 5: 160 Bloor St. E., Tel. 925-4529.
Executive Vice-President, J.G. Cudlip

DANIEL STARCH (CANADA) LTD. (1949)
Toronto 6: 861 Broadview Ave., Tel.
469-1131. President, C.J. Hinch.
Montreal: #521, 1500 Stanley St.

TRAVACON RESEARCH LTD. (1962)
Calgary: 600 Sixth Ave., S.W., Tel.
269-1343. President, R.J. Culkin

WATTS MARKETING RESEARCH LTD. (1962)
Vancouver 1: #202 — 1104 Hornby St.,
Tel. (604) 682-6571. President, W.B. Watts
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 McGovers 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 McGovers—on CBC network.
CANADIAN SALES REPRESENTATIVES

AIR-TIME QUALITY SALES LTD.
Toronto: 2149 Yonge St., 485-0746. Mike Callahan.

ALL-CANADA RADIO & TELEVISION LTD.
Calgary: 1230 17th Ave. S.W., 244-2455. Mgr., Jack Cavansigh.
Atlanta: 1371 Peachtree St., #422. TR 5-6444. Bob Baird.
Dallas: 1407 Main Street, #149. Dallas, Texas 75201, 173-7232. Jim Hughes.

BROADCAST REPRESENTATIVES LTD.
Winnipeg: P.O. Box 801m, 204-555-5251. Pres., J.O. Bick, Executive Director. Mrs. Helen M. Kolomaya.

GROUP ONE RADIO LTD.
Toronto: #201, 923-0199.

HARDY RADIO & TV LTD.
Quebec City: 1143 St. John Street, 522-8177. M. Aurele Pelletier.
Winnipeg: P.O. Box 801, 582-2918. Mrs. Helen Kolomaya.

INDEPENDENT CANADIAN TV SALES LTD. (I.C.T.V.)

PAUL L'ANGEAIS INC.
Toronto: 7-2160 Yonge St., 487-1551. Manager, G.W. Belanger.
Montreal: 24, 1405 de Maisonneuve St., 526-9201. Manager, Guy Daviault.

MAJOR MARKET BROADCASTERS LTD.

A.J. MESSNER & CO. LTD.

PAUL MULVIIHILL & CO. LTD.

LORRIE POTTs & CO. LTD.
Toronto: 7-134 St. Clair Ave., W., 921-8951. Mgr., Lorrie Potts.

RADIO HOUSE LIMITED
Toronto: 7-64 Morten St., 481-5101. J. Richard Guest, Wm. R. Hazelz, Mike Mazon.
Montreal: Suite 14, Laurentien Hotel, John Gibson, Manager.

RADIO-TELEVISION REPRESENTATIVES LTD.

STANDARD BROADCAST SALES CO. LTD.

STEPHENS & TOWNROW CO. LTD.
CBS Radio of Canada Ltd.
Montreal: #675, 2055 Peel St., 844-3975. Vice-pres. & Mgr., Guy Raval.
Vancouver: 1007 Richards St., 684-6277. Manager, Jim S. Crawford.

STOVIN-BYLES TELEVISION LTD.
Winnipeg: 365 Broadway, 204-942-1892. Manager, Harold Olson.

WESTERN BROADCAST SALES
Winnipeg: 390 Portage Ave., 204-783-7751. Sales mgr., George E. Youngman.

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SQUEEZE?
WANT TO STRETCH YOUR ADVERTISING BUDGET?
RSB CAN SHOW YOU THE SOUND WAY
RSB's services are available to advertisers and advertising agencies without charge or obligation.

RADIO SALES BUREAU
321 Bloor Street East
Toronto
Telephone (416) 924-5701

The Canadian Broadcaster
### U.S. Sales Representatives CANADIAN STATIONS

**ABC INTERNATIONAL TELEVISION INC.**  
New York: 10 Rockefeller Plaza, 246-1425.  
Mgr., eastern division, U.S.A. & radio  
director, Neil Henderson. TV director,  
Alex Findlay.  
Chicago: 333 North Michigan Ave., 312-  
372-2528. Radio, Dave Agate. TV, Ken  
Schanfer.  
Atlanta: 1371 Peachtree St., 404-875-6644.  
Mgr., Robert M. Baird.  
Dallas: #119, 1407 Main Street, 214-747-3723. Manager, James Hughes.  
Hollywood: 6922 Hollywood Blvd., 213-  

**ALL-CANADA RADIO & TELEVISION LTD.**  
New York: 10 Rockefeller Plaza, 246-1425.  
Mgr., eastern division, U.S.A. & radio  
director, Neil Henderson. TV director,  
Alex Findlay.  
Chicago: 333 North Michigan Ave., 312-  
372-2528. Radio, Dave Agate. TV, Ken  
Schanfer.  
Atlanta: 1371 Peachtree St., 404-875-6644.  
Mgr., Robert M. Baird.  
Dallas: #119, 1407 Main Street, 214-747-3723. Manager, James Hughes.  
Hollywood: 6922 Hollywood Blvd., 213-  

**CANADIAN STANDARD BROADCAST SALES LTD.**  
New York: 10021: 654 Madison Ave., 212-  
838-5774. Vice-pres., TV & Radio, Tom  
F. Malone. Telex, 12-6771.  
Mgr., Te., H.M. Parks, Radio, Dave  
Carpenter.  
Chicago: Prudential Plaza Bldg., 312-  
Dallas: 501 Tower Petroleum Bldg.,  
214-748-5239. Mgr., Clyde B. Melville.  
Los Angeles: 6280 Sunset Blvd., 213-  

St. Louis: 1015 Locust St., 314-621-1424.  
Mgr. Bruce W. Schneider.  
San Francisco: 500 Sansome St., 415-  
986-5366. Mgr., William B. Peavoy  
Portland: 613 Oregon Bank Bldg., 503-  
227-5754. Albert R. McLaughlin  
Manager, Hugh M. Feltis.

**THE DEVNEY ORGANIZATION INC.**  
New York: 347 Madison Ave., 212-683-  
5930. NY 10017. Pres., Edward J. Devney  
Chicago: 360 N. Michigan Ave., 312-  
263-5771. Manager, John Toothill.  
Hollywood: 1680 N. Vine St., 213-464-  
7395. Manager, Harlan G. Oakes.  
San Francisco: 94111: #306, 700  
Montgomery St., 415-397-0535.  
Manager, Ward Glenn.  
Kansas City: 1012 Baltimore Bldg.,  
816-471-5502. Manager, Gene Gray  
St. Louis: 1006 Syndicate Trust Bldg.,  
915 Olive St., 314-261-9151. Manager,  
Gene Gray.  
Boston: 100 Boylston St., 617-482-4370.  
Manager, George Bingham.

**DONALD COOKE INC.**  
New York: 166 East 35th Street, New  
York 10016: 889-5443.  
Chicago: 3322 W. Peterson Ave., 478-5544.  
Kansas City: 1012 Baltimore Ave., 471-  
7822.  
Los Angeles: 111 North La Cienega Blvd.,  
Beverly Hills, 552-1313.  
San Francisco: 690 Market St., 397-0536.

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### WEED & COMPANY

United States Representatives for the finest Canadian Radio and Television Stations

- Head Office
- 347 Madison Avenue, New York 10017

- **CHICAGO**  
- **BOSTON**  
- **DETROIT**  
- **BEVERLY HILLS**  
- **SAN FRANCISCO**  
- **SEATTLE**

April 25, 1968
ADVERTISING AGENCIES

An interim list of advertising agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast media directors and time buyers for the period ending June 30, 1968.

ARDIEL ADVERTISING AGENCY LTD.
(1) Toronto 7: (2) 934-5444; (3) 4 Lawton Blvd.; (4) Philip A. Johnson; (5) F. Irene Wray.
(1) Hamilton: (2) 549-2419; (3) 180 Parkdale Ave., N.; (4) M.J. Hallas.
(1) Westmount, P.Q.: (2) 466-1188
(3) 310 Victoria Ave., Ste.205; (4) Frank B. Thompson.
(1) Ottawa: (2) 236-7331; (3) 385 Albert St.; (4) Miss Joan Nossick.

BACKMAN ADVERTISING LTD.
(1) Halifex: (2) 422-1527; (3) Lord Nelson Bldg.; 5675 Spring Garden Road; (4) Miss Anne Archibald; (5) Miss Anne Archibald; (6) Mrs. Jo-Marie MacKay.

BAKER ADVERTISING LTD.
(1) Toronto 1: (2) 364-6311; (3) 20 Toronto St.; (4) J.B. German; (5) L. Akenman, N.R. Unser, J.V. Wilks, N.C. Witwick; (6) O. Thomas.
(1) Montreal: (2) 842-5845; (3) 1350 Sherbrooke St. W.; (5) N. Pahlen; (6) S.M. Mikkelsen.

BATTEN, BARTON, DURSTINE & OSBORN INC.
(1) Toronto 2: (2) 363-9461; (3) 2 Carlton Street; (4) Greg Paul; (6) Mrs. Phyllis Scott, Miss Marion Ferry, Miss Roberta McCutcheon.
(1) Montreal: (2) 868-2655; (3) 1155 Dorchester Blvd. W.; H. Champagne, French Services.

B.C.P. PUBLICITE LTEE
(1) Montreal 2: (2) 878-1771; (3) 1010 St. Catherine St. W., Ste. 444; (4) Aime Lacombe; (5) Lise LaCasse; (6) Lise LaCasse, Rita Desrosiers.

BOWEN, MANN, KORENBERG LIMITED
(1) Montreal: (2) 931-4201; (3) 4141 Sherbrooke W.; (4) B. Winegardner; (5) T. M. Earl.

BOZEL & JACOBS OF CANADA LTD.
(1) Don Mills (Toronto): (2) 429-1956; (3) Olympia Square, 797 Don Mills Rd.

BREITHAUP ADVERTISING LIMITED
(1) Toronto 1: (2) 363-3738; (3) 88 University Ave.; (4) G.P. Vale; (6) Miss M.J. Speers.

BRAND ADVERTISING LTD.
(1) Montreal: (2) 849-6692; (3) 2100 Drummond St.; (4) Marion Goldberg; (6) Marion Goldberg.

BREITHAUPT ADVERTISING LIMITED
(1) Toronto 5: (2) 921-1121; (3) 800 Bay St.; (4) Richard Berndt; (5) Roger Lewis.

BROOKS ADVERTISING CO.
(1) Toronto 1: (2) 363-3448; (3) 32 Front Street, W.; (4) Sarra Eriick.

BURLEY, J. H. LTD.
(1) Toronto 1: (2) 362-6847; (3) 159 Bay Street; (4) A.L. Drewry.

BURNETT, LEO CO. OF CANADA LTD.
(1) Toronto 1: (2) 366-5801; (3) 165 University Ave.; (4) Mel Norman; (5) Ray Mitchell, Neil Mackellar, George Beard; (6) Robert Humphries, Mrs. Marjorie Frew, Mrs. Bernice Gould, Walter Parks.

BURNS ADVERTISING AGENCY LTD.
(1) Montreal 2: (2) 915-5257; (3) 1980 Sherbrooke St. W.; (4) H. Cote.

CAMP, DALTON K. & ASSOCIATES LTD.
(1) Toronto 12: (2) 487-2101; (3) 43 Eglinton Ave. E.; (4) Norman K. Atkins; (5) Norman K. Atkins, J.D. Penn.
(6) Mrs. Lyne Remyen.

CANADIAN ADVERTISING AGENCY LTD.
(1) Montreal 2: (2) 842-8061; (3) 630 Sherbrooke St. W.; (4) R. Rivard; (6) Lyse Bergevin.
(1) Toronto 7: (2) 925-2437; (3) 85 St. Clair Ave. E.; (5) W.B. Prentice.

CANALINE ADVERTISING AGENCY LTD.
(1) Toronto 2: (2) 368-7646; (3) 790 Bay St.; (4) Irvin Teitel.

CARDON, ROSE LTD.
(1) Montreal: (2) 842-8571; (3) 1411 Crescent St.; (4) Mrs. M. Garneau.
(5) Norman Cardon; (6) Mrs. M. Garneau.

CASE ASSOCIATES
(1) Toronto 5: (2) 924-9726; (3) 99 Avenue Road; (4) J.G. Sinclair, R.L. Parker; (6) Robert Armstrong, Mrs. S. Kohler.

CHISHOLM & BASFORD LIMITED
(1) Toronto 7: (2) 924-8431; (3) 76 St. Clair Ave. W.; (4) Mrs. J. de Munck.

CLAVIR, LEO PRODUCTIONS LTD.
(1) Toronto 12: (2) 488-1165; (3) 120 Eglinton Ave. E.; (4) Leo Clavir.

COCKFIELD BROWN & COMPANY LTD.
(1) Montreal: (2) 861-1771; (3) Canada Cement Bldg., Phillips Square; (4) L.G. Herr; (5) Mrs. S. Mercer; (6) F. E. Box.
(1) Toronto 7: (2) 924-5492; (3) 2 St. Clair Ave. W.; (4) Manager of Media Services - Ian B. Campbell; (5) Mgr., Miss M. Moroz; (6) Mrs. F. M. Brockington; U. Givin; P. Armstrong, Mrs. S. Kohler.
(1) Vancouver: (2) 681-1111; (3) 1200 Burrard Bldg., 1030-W. Georgia St.; (6) Miss Marjorie Maddigan.
(1) Winnipeg: (2) 942-0811; (3) 804 Electric Railway Chambers; (4) Mrs. E. Strachan; (5) H.J. Gibson; (6) Mrs. E. Strachan.
(1) London: (2) 438-2117; (3) 200 Queens Ave. (Vice President, Gen. Mgr. - Robert Burns; (5) Ian Wallace.

COPELAND, DON H. ADVERTISING LTD.
(1) Scarborough (Toronto): (2) 691-3331; (3) 2 Crescentwood Rd.; (4) to (6) Mrs. Vera M. Copeland.

The Winning Combination!

CFAM CHSM
ALTONA STEINBACH

Since 1957, Radio Southern Manitoba has maintained a mature and dignified approach to radio broadcasting. This includes good music, local news and information, agricultural news, as well as publicizing community events.

Our total involvement in the entire Southern Manitoba community has paid off in an ever increasing loyal audience.

This is an audience with BUYING POWER that you s. u. did not ignore. Zero in on this important audience by including CFAM/CHSM in your advertising budget.

CONTACT: Elmer Hildebrand - Station Manager
Altona, Manitoba, or

RADIO-TELEVISION REPRESENTATIVES LTD.
VANCOUVER - WINNIPEG - TORONTO - MONTREAL.

KEY
1. City
2. Telephone Number
3. Address
4. Broadcast media director(s)
5. Broadcast account supervisor(s)
6. Broadcast media buyer(s)

The Canadian Broadcaster
Media/Scope 750 Third Avenue, New York, New York 10017

February 16, 1968

Baker Advertising Limited
20 Toronto Street
Toronto 1, Canada

Attention: Dr. C. G. Ruscone, Research Director

Dear Dr. Ruscone:

We are happy to inform you that the Judges for the Media Research Classification of the Annual Media Awards have awarded Baker Advertising a Certificate of Merit for your study of the effect of clustering television commercials.

It is especially gratifying to me that one of the Annual Media Awards is given to a Canadian advertising agency.

Congratulations upon this achievement.

Sincerely,

Carroll Swan
(Chairman, Media/Scope)

Baker Survey Shows 'Clustered' Commercials Not as Effective

Television commercials DO decrease in effectiveness when "clustered" to cut down interruptions, according to a survey carried out by Baker Advertising Limited, Canada’s largest ad agency.

A number of stations have adopted the clustering technique to eliminate viewer resentment of frequent commercials. But how is clustering affecting the ads?

Dr. C. G. Ruscone, research director of Baker Advertising, said, "As a rule, people are better able to recall the commercials when they're grouped together." This was the case in the case of Baker’s study, which he based on a 2,652 people.

In the study, people were asked which commercials they remembered watching. Those who watched commercials clustered together were able to recall more commercials than those watching commercials spaced out.

This was true regardless of whether the commercials were watched during the day or at night, or whether they were seen in color or in black and white.

The study also showed that viewers were more likely to recall commercials when they were watched in clusters because they were able to concentrate on the commercials more effectively.

However, the study did not show that viewers were less likely to be annoyed by commercials when they were watched in clusters, despite the fact that they were able to concentrate on the commercials more effectively.

The study was conducted by Baker Advertising, one of Canada’s largest advertising agencies.

Canada Agencies Study Grouped TV Spot Plans as Survey Shows Declining Recall

Toronto, Nov. 7—Canadian television stations will likely be pressed to consider changes in their rate structure for grouped commercials following publication of a study by Baker Advertising Ltd.

A number of Canadian agencies are already reviewing group plans. Plans the study, which shows a marked decline in viewer recall for the third commercial in a group.

Baker carried out a three-month survey this summer with CFPL-IV, London, Ont. Four surveys were made of "Lost in Space" viewers in the 7-8 p.m. time slot.

The study showed that for every 100 viewers who recalled, unaided, an isolated commercial, 69 recalled the first commercial of commercials dropped significantly over the three-month period. For every 100 viewers who could recall a commercial in the first survey, only 41.8 could recall the commercial in the final survey.

Mr. Ruscone said he was unable to give any explanation for the drop, but he did reject the idea of a cumulative effect. "It seems to have been proven a long time ago that advertising has a cumulative effect," he said.

The study was conducted in four phases. The first involved a survey of the recall of the commercials in isolated positions, the others compared recall when the commercials were grouped.

The study was financed by Baker, with cooperation from CFPL-IV and nine advertising agencies.
We love sound but we hate noise.

So we've recently installed Dolby noise reduction systems to reduce tape noise so we can make better masters.

And an 8-track stereo system.

And a 24-input console.

All of which help us do the most varied and demanding jobs more smoothly and more perfectly and in less time than ever.

So if you and your customers dislike noise but love sound, keep our better-than-ever studios in mind.

RCA Recording Services
225 Mutual Street
Toronto
(416)-363-3443

And, in Montreal, watch for the opening of our million dollar ultra-modern recording complex this summer.
GILLBERRY & HAWKE ADVERTISING AGENCY LTD.
(1) London, Ont.; (2) 433-5186; (3) 232 Queen Ave.; (4) W.C. Hawke; (5) John Gillberry.

GOODIS, GOLDBERG, SOREN LTD.
(1) Don Mills (Toronto); (2) 445-1152; (3) 23 Prince Andrew Place; (4) Mrs. C. Peck, Dan Dalilebous, Miss Fran Sandford; (5) Mrs. S. Dees, Mrs. S. Fallis; (6) Miss Esther Anshnan, Mrs. J. Williams, Mrs. Diane Klahn, Miss Anita Urauhart.

GREY ADVERTISING LTD.
(1) Montreal; (2) 695-5661; (3) 2055 Peel Street; (4) Eileen Abrahamson; (5) P.S. Goffeck, R.M. Sabloff; (6) Enas Martin.

GROSBERG, POLLOCK, GWARTZMAN LTD.
(1) Toronto 12; (2) 487-4717; (3) 234 Eglington Ave., E.; (4) H.J. Pollock.

HAYHURST, F.H. CO. LIMITED
(1) Toronto 12; (2) 487-4371; (3) 55 Eglington Ave. E.; (4) John L. McCuaig; (5) Jack Tait, Bern Keeler, Pat Hegburn, Terry Killeaay, Paul Seitz, Susan Young; (6) Donna Ellul, Eileen Hyland, Pat Greenhill, Susan Mandell.

HEGGIE ADVERTISING CO. LTD.
(1) Don Mills (Toronto); (2) 445-1100; (3) 1129 Leslie St.; (4,5,6) Miss Phyllis Sivell.

HOBIS ADVERTISING LIMITED
(1) Montreal; (2) 845-9411; (3) 1350 Sherbrooke Street, W.

HOBIS ADVERTISING LTD.
(1) Toronto 5; (2) 924-2505; (3) 59 Avenue Road; (4 & 6) Bob Howe.

HUTCHINS ADVERTISING CO. OF CANADA LTD.
(1) Toronto 1; (2) 364-6236; (3) 88 University Ave.; (4) Miss Kay Mortimore, William Bousnell - Actt. Executive; E.A. Davey - Man. Director; (5) J.D. Hulme, (6) Miss Kay Mortimore.

HUXLEY-IRWIN-PRICE LTD.
(1) Hamilton; (2) 364-0058, 364-4910 (Toronto direct line); (3) 70 Sanford Ave., N.; (4 & 5) Jack A. Price; (6) Mrs. Mary Swan, Miss T. Goto.
(1) Toronto; (2) 363-0951; (3) Lord Simcoe Hotel, Suite 303; (4) Jack A. Price.

IMPERIAL ADVERTISING LTD.
(1) Halifax; (2) 429-3344; (3) 5670 Spring Garden Rd.; (4,5) Miss G.E. Macdonald; (6) Mrs. L.F. O'Brien.

INDUSTRIAL ADVERTISING AGENCY LTD.
(1) Toronto 7; (2) 924-6671; (3) 1220 Yonge Street; (6) Miss J.B. Foster.

ITALIAN CANADA ADVERTISING AGENCY LTD.
(1) Montreal; (2) 288-9231; (3) 1374 Sherbrooke St. W.; (4) Yvon Fortier; (5) Jean-Marc Prieur; (6) Robert Schwartz.

JARVIS, ALBERT LTD.
(1) Toronto 5; (2) 925-3815; (3) 1000 Yonge St.; (4,5,6) Godfrey Jarvis.

KELLEY, RUSSELL T. CO. LTD.
(1) Hamilton; (2) 325-3610; (3) 627 Main Street, E.; (4) M.N. Jaycock.

KENYON & ECKHARDT LTD.
(1) Toronto 1; (2) 364-5381; (3) 8 King St. E.; (4) Mrs. Dorothy Iler, Ron Bouchuk; (5) R.L. Davidson, J.K. Mahon, R.R. Helwig, R.Hodgson; (6) Mrs. Jane Wolfe, Miss C. Gougouw.

LE SIEGE, JEAN & ASSOCIE INC.
(1) Montreal; (2) 381-8605; (3) 50 Place Cremazie, Ste. 524; (4,5,6) Denise LeRay.

LEUPOLD, JOHN B. ADVERTISING LTD.
(1) Montreal 2; (2) 845-0121, (3) Peel Centre Bldg., 2055 Peel St., Ste. 275; (4) Miss A. Anich.

LIPPMAN ADVERTISING ASSOCIATES INC.
(1) Buffalo; (2) 856-1900; (3) 1 Genesee St.; (4) Wayne Lipman, Alice Addison, Dolores Argo, Jack Greenfield; (5) Marc Lipman; (6) Marion Doughtery.

IN SASKATCHEWAN'S 3rd MARKET
Prince Albert-the pulpmill city
is still expanding

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Retail Sales</th>
<th>Building Permit</th>
<th>Personal Income</th>
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<td>1963</td>
<td>25,000</td>
<td>$36,235,700</td>
<td>3,479,948</td>
<td>44,251,000</td>
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<td>1967</td>
<td>28,400</td>
<td>$52,759,000</td>
<td>16,136,422</td>
<td>54,823,000</td>
</tr>
</tbody>
</table>

and still covered completely by:

Radio & Television
PRINCE ALBERT, SASKATCHEWAN
See your All-Canada man for details

April 25, 1968
ADVERTISING AGENCIES

KEY
1. City
2. Telephone Number
3. Address
4. Broadcast media director(s)
5. Broadcast account supervisor(s)
6. Broadcast media buyers

JAMES LOVICK LIMITED
(1) Toronto. (2) 921-1121; (3) 800 Bay Street; (4) R.C. Berndt; (5) R. Lewis; (6) T. Brook.
(1) Montreal: (2) 849-6181: (3) 1245 Sherbrooke St. W.; (4) Doug Headley.
(1) Vancouver: (2) 684-6231; (3) 1178 West Pender St.; (4) Mrs. A. Bothamley.
(1) Calgary: (2) 262-6161; (3) 1870 Elveden House; (5) R. Ranson; W. Avery.
(1) Edmonton: (2) 424-2181; (3) 760 Professional Bldg. 10830 Jasper Ave.; (4 & 6) Lisa Goldbeck.
(1) Winnipeg: (2) 923-0623; (3) 604, 428 Portage Ave.; (4) Garth E. Gunderson (Manager); (6) J.W. Sigvaldason.

MAC SHOB GROUP INC. THE
(1) Montreal: (2) 931-2556; (3) 4141 Sherbrooke St. W.; (6) Patricia Rochon.

MacLAREN ADVERTISING CO. LIMITED
(1) Toronto: (2) 363-2244.; (3) 111 Richmond St. W.; (4) S.E. McIntee.
(5) R.S. Baker; E. Brown; J.J. Cooper.
(6) C.C. Linton; J.G. Henshaw; K. Hicks.
(7) R. Langfield; G. Thompson; B. Tod.
(8) C. Cidmore; C. White; (6) Miss C. Graf; R. Haman; Miss S. Johnson.
(9) Mrs. M. Williams; A. Laidlaw; Miss C. Pullishy; S. Russell; Miss N. Drakey.
(10) K. Meade; Miss A. Repas; B. Balleminette.
(1) Montreal: (2) 845-1222.; (3) 550 Sherbrooke St. W.; (4) D. Winkfield.
(5) Miss L. Henuset; D. Holden.

Vancouver: (2) 682-5551; (3) 1112 West Pender St.; (4) Ellen Stewart.
(1) Winnipeg: (2) 772-0472; (3) Mail Centre Bldg., Portage Ave.; (4) Barbara Bell.

MacMANUS, JOHN & ADAMS OF CANADA LTD.
(1) Toronto 5: (2) 921-5111; (3) 250 Bloor Street E.; (4) J. Arter; (5) D.A. Maclaury.

MCCALL ADVERTISING AGENCY LTD.
(1) London, Ont.; (2) 433-8477; (3) 537 Dufferin Ave., Box 667; (6) Mrs. Jane Cassino.

McCANN-ERICKSON OF CANADA LTD.
(1) Toronto 5: (2) 925-3231; (3) 151 Bloor St. W.; (4) J.B. Tomlinson; (5) Art Sylvestre; David LaFerriere Shirley Hulme, Paul Nayar, Clara Quinn; (6) Mrs. Ann Burton; Mrs. Barbara Dunne; Miss Helma Choporska; Miss Myrna Liskear.
(1) Montreal: (2) 969-8341; (3) 2015 Peel Street; (4) Mary Cardon; (5) Mrs. Carole Ramsay.
(1) Vancouver: (2) 683-5608; (3) 10130 W. Georgia St.; (4) Roy E. Burns; (6) Miss Mamie Donnelly.

McConnell EASTMAN LTD.
(1) Toronto 12: (2) 487-4601; (3) 234 Eglington Ave. E.; (4) D.M. Dewik; (5) Joan Bain; Gilly Levine; (6) Monica Leonard, Teresa Kaye; John Larsen.
(1) Montreal: (2) 842-6431; (3) 2015 Peel Street; (4) R. Morgan, Terry Margo, E. Lafontaine.
(1) Winnipeg: (2) 943-7406; (3) 382 Portage Ave.; (4 & 6) Warren Wright.
(1) Edmonton: (2) 422-5107; (3) 204 Imperial Bank Bldg., Corner Jasper Ave. & 100 St.; (4 & 6) James Ford.
(1) Vancouver: (2) 682-2161; (3) 1198 West Pender Street; (6) D. Haddleton.

McKIM/BENTON & BOWLES LTD.
(1) Toronto 5: (2) 927-6200; (3) 151 Bloor St. W.; (4) B.L. Thomas; H.R. Chenoff; (5) H.F. Dow; P.H. Bolton; Mrs. J. Kennedy, G.P. Paul; (6) Mrs. June Knight, Mrs. Shirley Pierpoint, Mrs. Pat Dangerous, G.W. Moffatt.
(1) Montreal: (2) 861-8422; (3) 1155 Dorchester Blvd.; (4) H.T. Harbison.

Vancouver 5: (2) 683-8121; (3) 1030 West Georgia St.; (6) Miss Eileen Fox.
(1) Winnipeg 1: (2) 942-3491; (3) 379 Broadway Ave.; (6) Mrs. D.L. Labossiere.

McNALLY, JOHN & ASSOCIATES LTD.
(1) Don Mills (Toronto); (2) 445-5240; (3) 801 York Mills Rd.; (4) Miss B.P. Steeves; (6) Miss B.P. Steeves.

MEYERHOFF, ARTHUR CO. LTD.
(1) Toronto 12: (2) 485-6553; (3) 2200 Yonge St.; (4) D. Keith Irwin; (5) Miss Betty Wilkus.
(1) Montreal: (2) 861-9212; (3) Place Ville Marie; (4) D. Keith Irwin (Toronto office); (5) Miss Betty Wilkus (Toronto office); (6) Mrs. Helene Dahan.

MUTER, CULINER, FRANKURTER & GOULD
(1) Toronto 5: (2) 924-5736; (3) 89 Avenue Rd.; (4 & 5) G.A. Nafelman; (6) Miss Elizabeth Ecker.

NEEDHAM, HARPER & STEERS OF CANADA LTD.
(1) Toronto 1: (2) 364-1492; (3) 101 Richmond Street W.; (4) Nicholas Demede; (6) Miss Sheila Bonfield, Mrs. Kathy Keeney.

NORMAN, CRAIG & KUMMELL (CANADA) LTD.
(1) Don Mills (Toronto); (2) 449-1010; (3) 1129 Leslie St.; (4) R. Keith Rival.
(1) Montreal: (2) 849-1137; (3) 1350 Sherbrooke St. W.; (4) 1010; (5) F. Smet.
(1) Vancouver: (2) 682-2744; (3) 890 Pender Street; (6) Miss Donnelly.

O'BRIEN ADVERTISING LTD.
(1) Vancouver: (2) 681-9174; (3) 1030 West Georgia St.; (4 & 5) D.M. Tyeman, N. Wright; (6) Mrs. A. Benson.

OGILVY & MATHER (CANADA) LTD.
(1) Toronto 1: (2) 362-7711; (3) 88 University Ave.; (4) P. F. Willard; G.B. Murray; (5) J. Baird, A. McFadzean.

PAUL, PHELAN & PERRY LTD.
(1) Toronto 5: (2) 925-3436; (3) 33 Bloor St. E.; (5) Gordon Forsyth.
(1) Montreal: (2) 849-8061; (3) 1500 Stanley St.; (4) Mrs. M. Thomson.
(1) Winnipeg 2: (2) 942-7408; (3) 411-259 Portage Ave.; (4) Don Keith; (5) K.E. McCaskill; (6) Mrs. B. Ennisville.

PAYEUR PUBLICITE INC.
(1) Quebec City: (2) 529-3222; (3) 639-8 Avenue; (4) G.H. Payeur; (5) Guy Duperrey, Pierre Bleau, G.H. Payeur; (6) P.E. Giguerre, Guy Duperrey, Pierre Bleau.

PENNELL ADVERTISING
(1) Toronto 1: (2) 364-2079; (3) 19 Richmond St. W.; (4,5,6) Miss M. Barrer.

PETERSEN-HULME LTD.
(1) Toronto 5: (2) 923-4683; (3) 130 Bloor St. W.; (4) Miss Marion McLeod; (5) K.W. Burke; (6) Miss Marion McLeod.
(1) Montreal 2: (2) 842-1881; (3) 2065 Peel St.; (4) R. Lisabelle; (6) W. Munro.

PUBLICITE BOURBONNAINS & ASSOCIES INC.
(1) Montreal 12: (2) 381-5811; (3) 2226 Est Henri Bourassa suite 207; (4) Jean-Guy Bourbonnais.

PUBLICITE LIMITEE/LIMITED
(1) Montreal 6: (2) 931-3891
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"National business is 15% over budget for the first quarter and up 35% over the same period last year."

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SIX DAY WAR: 1/2 hour special

THE TIME OF THEIR LIVES: 1 hour special in color.

BOSTON SYMPHONY AT TANGLEWOOD: 1 hr. color special

<table>
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<th>TITLE</th>
<th>NO. OF EPISODES</th>
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<td>THE ALASKANS</td>
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<td>SURFSIDE SIX</td>
<td>74</td>
<td>1 hour</td>
<td>B&amp;W</td>
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Manufacturers of: Full audio line including turntables, consoles & remote equipment: AM transmitters up to and including 10,000 watts, plus phasing equipment; FM transmitters up to and including 20,000 watts, plus FM stereo generators, exciters & full line of FM antennas, modulators, frequency & phase monitors; Mono & stereo tape cartridge machines.

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Scarborough, Ont.: 1570 Midland Ave., (416) 757-1179, Sales Manager, R. T. White. Sales, M. Kay.
PROFESSIONAL PRODUCTS FOR PROFITABLE BROADCASTING

SOLID-STATE

AURAL
STUDIO-TRANSMITTER LINKS
FOR FM - AM - TV - INTERCITY RELAY

Fully silicon solid-state and utilizing true direct FM, this powerful STL offers uncompromised, dependable performance in the Moseley tradition.

Model PCL-303
890 - 960 MHz
8 Watts

Model PCL-202
300 - 470 MHz
10 Watts

Model PCL-303 COMPOSITE — for FM stereo. Another Moseley first! This single STL transmits a composite stereo waveform.

SOLID-STATE REMOTE CONTROL SYSTEMS
WIRE AND WIRELESS

Model PBR-21A This 21 channel deluxe control system can be operated over a single wire line or STL. DC line continuity not required. A complete line of control subcarrier generators and detectors is available to adapt the PBR-21A to Dual or Composite STL systems for all-wireless control. All FM radio remote control systems compatible with stereophonic and SCA program operation.

Model WRC-10T Designed to operate over a single DC wire pair, this 10 channel all solid-state control system is dependable, accurate, and economical.

Model SCG-3T Stereo Generator offers extreme stability, excellent sound quality and simplicity of operation. It incorporates a peak reading deviation meter calibrated directly in kHz, and all electronic muting circuitry (no relays). A companion demodulator is available when SCG-4T is used on an STL for an auxiliary program circuit.

Model SCG-4T SCA Subcarrier Generator is all silicon solid-state using integrated circuits. Attention to design details has produced minimal quadrature error and phase difference between channels. Excellent channel separation (>40 db). Designed to operate with the PCL-303 Composite STL.

SOLID-STATE DIGITAL
AUTOMATIC TRANSMITTER LOGGER
THE EASIEST WAY TO LOG

FCC Rules now permit a digital presentation for automatic transmitter logging. The Model ADP-101 uses an IBM Output Writer to print the transmitter log as you are used to seeing it—in columnar format—on standard size 8½” x 11” sheets. The easy-to-read typed log departs from the inherent shortcomings of the strip-chart recorder. Easy to file for quick retrieval, even a non-technical person can read it. System calibration requires only one man. It will log up to 10 parameters. Uses only one communications channel (500 Hz bandwidth).

SOLID-STATE MULTIPLEX EQUIPMENT

Model SCG-3T Stereo Generator is all silicon solid-state using integrated circuits. Attention to design details has produced minimal quadrature error and phase difference between channels. Excellent channel separation (>40 db). Designed to operate with the PCL-303 Composite STL.

BROADCAST REMOTE PICKUP SYSTEMS
STUDIO SOUND AWAY FROM HOME

Model RPL-1 has low distortion, wide frequency response, and is an excellent choice for FM stations. Operates in the 148-174 MHz band. The transmitter, rated at 30 watts output, is designed for continuous duty.

APPLIED ELECTRONICS LTD
Professional Equipment Sales
40 TOLLAKE CR. - TORONTO 18, ONT
2 5 2 - 3 1 9 4

GORD. BALLANTYNE, BOB NORTON, MIKE STECHLY
GELECO ELECTRONICS LTD.
Manufacturers of: Coils, Switches, tower lighting chokes, complete antenna tuning & phasing systems, RF contacts, Capacitors.

J-MAR ELECTRONICS LTD.

KINGSWAY FILM EQUIPMENT LTD.

McCURDY RADIO INDUSTRIES LTD.
Manufacturers of: Audio Products for the broadcasting & recording industry.

MINNESOTA MINING & MANUFACTURING OF CANADA LTD.

R.H. NICHOLS CO. LTD.

NORTHERN ELECTRIC CO. LTD.

PERCEPTION INDUSTRIES INC.

PHILIPS ELECTRONICS INDUSTRIES LTD.

PRODELIN INC.
Richmond Hill, Ont.: 51 Markham Rd., (416) 884-8216. H.D. Schiller.
Manufacturers of: Microwave antenna & waveguide systems, flexible & rigid coaxial cable, ETV transmitter & receiver antenna systems, point to point antenna systems.

RCA VICTOR COMPANY LTD.
Manufacturers of: Power Tubes, Camera Tubes, Video Tape, Audio Tape.

RCA VICTOR COMPANY LTD.
Broadcast Sales, Western Canada: Vancouver: 2876 Rupert St., (604) 433-6881. Manager, R.B. Lansky.

RAYTHEON CANADA LTD.
Waterloo, Ont.: 400 Phillips St. N. B. Stone, Manager contracts resale division. T. Ulmer, Contracts Resale Division. J.A. Azar, Telecommunications Products Marketing.
Manufacturers of: the Machlett Laboratory line of broadcast & high power tubes.

SIMMONDS, A.C. & SONS LTD.
Shure Bros. manufacture: Microphones, Microphone mixers, desk stands, line transformers, tone arms, stereo phone cartridges.
Goodmans Loudspeakers manufacture: Loudspeakers, speaker systems, stereo amplifier, stereo AM/FM tuner.

SMYTH SOUND EQUIPMENT LTD.

TRANSONIC LTD.
Going places...

The May 1968 CAB Assembly*

is not a convention but a meeting... of
the minds of the 342 private radio and
television stations and Canada’s private
television network, together comprising the
membership of ...

*Château Champlain,
Montreal, May 6-8

THE CANADIAN ASSOCIATION OF BROADCASTERS
L’ASSOCIATION CANADIENNE DES RADIODIFFUSEURS
Equipment Manufacturers & Suppliers continued

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Ottawa, Ont.: 281 Palace St. (613) 746-8914. B. Jones, Manager.


Manufacturers of: Tele-Radio Systems Ltd. specialized communications equipment & systems.

UNI-TEL LTD.


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Alberta Telecommunication Consultants Limited, Box 100, Red Deer, Alberta.

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Consulco Ltee., 1015 St.-Alexandre, Suite 804, Montreal 1, P.Q.

P. BOUSQUET, P.ENG.
Hydro-Quebec, 75 Dorchester Blvd. W., Montreal, P.Q.

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G.W. PORTER, P.ENG.
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P. R. G. CAHN, ENG.
Peter Cahn & Associates, 9124 St. Lawrence Blvd., Montreal 11, P.Q.

D. R. DASHNEY, ENG.
D. H. MACAULAY, ENG.
RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30, P.Q.

D. R. DASHNEY, ENG.
D. H. MACAULAY, ENG.
SEYMOUR EPSTEIN, P.ENG.
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Demers, Homa, Baby, Consulting Engineers, 4815 Carlton Ave., Montreal 26, P.Q.

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British Columbia Telephone Co., 768 Seymour Street, Vancouver 9, B.C.

J. GORDON ELDER, P.ENG.
Elder Engineering Ltd., P.O. Box 10, King City, Ontario.

ERIC W. FARMER, P.ENG.
184 Turgeon Street, Ste. Therese, P.Q.

YVES R. HAMEL, P.ENG.
3772 Kent Avenue, Montreal 26, P.Q.

PETER A. NIBLOCK, P.ENG.
HERBERT A. HOYLES, P.ENG.
Hovels, Niblock & Associates, 3110 Boundary Road, Vancouver 12, B.C.

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STATION TRANSMISSION DISTRIBUTION ACOUSTICS SYSTEM DESIGN
NOISE CONTROL POWER DISTRIBUTION D.B & B.B. SUBMISSIONS
5253 DECARIE BLVD.
MONTREAL 29 QUE.
514-488-9881

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BROADCAST CONSULTING ENGINEERS

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5253 DECARIE BLVD.
MONTREAL 29 QUE.
514-488-9881

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Calgary: P.O. Box 1058, 4331 Manhattan Rd. (403) 262-1172. President & General Manager, Alan D. Wallic. Manager of Systems Engineering & Equipment Div., G.S. Merchant, Manager of Electronic Research & Development Div., F.D. Bannier.
Edmonton: (403) 439-2191.

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RUTH RANKIN

JOHN L. SAYERS

Two staff members of CJCA Edmonton, are being honored by the broadcast industry. Ruth Rankin, Office Manager/Accountant, and Jack Sayers, General Sales Manager are being accepted to the C.A.B. QUARTER CENTURY CLUB.

As long time broadcasters, their talent has proven invaluable to the industry, and in particular to CJCA.

TOTAL 26,029,876 24,581,506

120

The Canadian Broadcaster
## 1967 MEDIA EXPENDITURES BY THE TOP 100 CANADIAN NATIONAL ADVERTISERS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Total Print, Radio &amp; Television $</th>
<th>Television Program $</th>
<th>Television Network Announcement $</th>
<th>Television Selective Announcement $</th>
<th>Total Television $</th>
<th>per cent TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General Motors Prod. of Canada Ltd.</td>
<td>9,056,544</td>
<td>1,247,120</td>
<td>125,879</td>
<td>423,733</td>
<td>1,806,732</td>
<td>19.9</td>
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<td>2</td>
<td>Proctor &amp; Gamble Co. of Canada Ltd.</td>
<td>6,432,929</td>
<td>4,467,126</td>
<td>561,676</td>
<td>1,335,522</td>
<td>6,364,324</td>
<td>98.9</td>
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<tr>
<td>3</td>
<td>General Foods Limited</td>
<td>5,755,557</td>
<td>1,792,634</td>
<td>508,576</td>
<td>2,742,338</td>
<td>5,043,448</td>
<td>87.0</td>
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<tr>
<td>4</td>
<td>Imperial Tobacco Co. of Canada Ltd.</td>
<td>5,659,631</td>
<td>841,666</td>
<td>259,952</td>
<td>591,067</td>
<td>1,292,285</td>
<td>22.8</td>
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<td>5</td>
<td>Government of Canada</td>
<td>4,671,130</td>
<td>8,000</td>
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<td>1,055,887</td>
<td>1,063,887</td>
<td>22.8</td>
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<tr>
<td>6</td>
<td>Canadian Breweries Limited</td>
<td>3,682,882</td>
<td>1,566,571</td>
<td></td>
<td></td>
<td>1,596,571</td>
<td>42.3</td>
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<td>7</td>
<td>Ford Motor Co. of Canada Ltd.</td>
<td>3,477,846</td>
<td>828,259</td>
<td></td>
<td></td>
<td>1,662</td>
<td>4.3</td>
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<td>8</td>
<td>Colgate-Palmolive Limited</td>
<td>3,079,478</td>
<td>775,545</td>
<td>38,232</td>
<td>1,935,002</td>
<td>2,748,779</td>
<td>89.3</td>
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<td>Kellogg Co. of Canada Limited</td>
<td>3,074,107</td>
<td>903,509</td>
<td>330,172</td>
<td>923,055</td>
<td>2,156,736</td>
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<tr>
<td>10</td>
<td>Kraft Foods Limited</td>
<td>3,028,982</td>
<td>1,569,229</td>
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<td>188,917</td>
<td>1,768,146</td>
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<td>11</td>
<td>Air Canada</td>
<td>2,679,462</td>
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<td>553,364</td>
<td>1,817,982</td>
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<td>12</td>
<td>Sterling Drug Limited</td>
<td>2,670,221</td>
<td>1,268,618</td>
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<td>210,318</td>
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<td>13</td>
<td>Canadian Pacific Railway Co.</td>
<td>2,633,816</td>
<td>396,704</td>
<td></td>
<td></td>
<td>609,022</td>
<td>23.1</td>
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<td>14</td>
<td>Molson Breweries Limited</td>
<td>2,597,459</td>
<td>1,107,849</td>
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<td>1,107,849</td>
<td>42.7</td>
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<td>15</td>
<td>Lever Brothers Limited</td>
<td>2,525,139</td>
<td>478,665</td>
<td>584,449</td>
<td>1,125,909</td>
<td>2,189,023</td>
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<td>16</td>
<td>Coca-Cola Limited</td>
<td>2,516,840</td>
<td>264,444</td>
<td>138,668</td>
<td>265,072</td>
<td>668,184</td>
<td>26.5</td>
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<td>17</td>
<td>American Home Products</td>
<td>2,447,949</td>
<td>574,474</td>
<td>229,019</td>
<td>1,360,368</td>
<td>2,164,361</td>
<td>88.4</td>
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<td>18</td>
<td>Rohmans of Palt Mall of Canada Ltd.</td>
<td>2,389,640</td>
<td>625</td>
<td>35,103</td>
<td>220,990</td>
<td>256,718</td>
<td>10.7</td>
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<td>19</td>
<td>Benson &amp; Hedges Canada Limited</td>
<td>2,380,315</td>
<td>956,054</td>
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<td>790,061</td>
<td>1,014,767</td>
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<td>20</td>
<td>Chrysler Canada Limited</td>
<td>2,284,034</td>
<td>124,601</td>
<td>653,528</td>
<td>1,206,547</td>
<td>1,883,676</td>
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<td>21</td>
<td>Warner-Lambert Canada Limited</td>
<td>1,212,256</td>
<td>490,774</td>
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<td>490,774</td>
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<td>22</td>
<td>Labatt Breweries of Canada Limited</td>
<td>2,016,675</td>
<td>932,498</td>
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<td>64,883</td>
<td>997,381</td>
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<td>23</td>
<td>Imperial Oil Limited</td>
<td>1,990,671</td>
<td>285,279</td>
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<td>750,859</td>
<td>1,036,138</td>
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<td>24</td>
<td>Shell Canada Company Limited</td>
<td>1,919,059</td>
<td>257,171</td>
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<td>1,171,669</td>
<td>1,233,842</td>
<td>70.8</td>
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<td>25</td>
<td>Campbell Soup</td>
<td>1,839,478</td>
<td>62,173</td>
<td></td>
<td>1,211,669</td>
<td>1,233,842</td>
<td>70.8</td>
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<tr>
<td>26</td>
<td>S. C. Johnson &amp; Son Ltd.</td>
<td>1,826,035</td>
<td>376,392</td>
<td>597,314</td>
<td>746,857</td>
<td>1,720,563</td>
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<td>27</td>
<td>Clairol Inc. of Canada</td>
<td>1,780,945</td>
<td>16,748</td>
<td>623,260</td>
<td>544,730</td>
<td>1,185,238</td>
<td>66.6</td>
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<tr>
<td>28</td>
<td>Standard Brands Limited</td>
<td>1,699,477</td>
<td>6,500</td>
<td></td>
<td>870,235</td>
<td>876,736</td>
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<tr>
<td>29</td>
<td>Distillers Corporation Limited *</td>
<td>1,679,493</td>
<td>124,911</td>
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<td>324,991</td>
<td>324,991</td>
<td>19.7</td>
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<tr>
<td>30</td>
<td>Canadian National Railways</td>
<td>1,652,660</td>
<td>309,384</td>
<td>230,117</td>
<td>293,962</td>
<td>833,463</td>
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<tr>
<td>31</td>
<td>British American Oil Co. Ltd.</td>
<td>1,636,911</td>
<td>388,427</td>
<td>112,744</td>
<td>11,077</td>
<td>512,248</td>
<td>31.5</td>
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<tr>
<td>32</td>
<td>American Motors (Canada) Ltd.</td>
<td>1,625,969</td>
<td>133,691</td>
<td>287,540</td>
<td>1,187,392</td>
<td>1,617,863</td>
<td>98.7</td>
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<tr>
<td>33</td>
<td>Gillette Safety Razor Company</td>
<td>1,621,862</td>
<td>139,213</td>
<td>647,756</td>
<td>786,969</td>
<td>46.5</td>
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<tr>
<td>34</td>
<td>Domtar Limited</td>
<td>1,564,235</td>
<td>28,998</td>
<td>232,052</td>
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<td>35</td>
<td>Canada Packers Limited</td>
<td>1,532,876</td>
<td>214,574</td>
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<td>443,714</td>
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<td>36</td>
<td>Nestle (Canada) Limited</td>
<td>1,408,884</td>
<td>62,649</td>
<td></td>
<td>919,132</td>
<td>917,781</td>
<td>72.2</td>
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</tbody>
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**Radio - television representatives limited**

**Proudly sell...**

**CHQR**

**THE selling sound to Calgary & South Central Alberta**

*Toronto and Montreal effective immediately Winnipeg and Vancouver effective May 16, 1968*
## Top 100 National Advertisers cont.

<table>
<thead>
<tr>
<th>Rank</th>
<th>1967</th>
<th>1966</th>
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<tbody>
<tr>
<td>40</td>
<td>Wm. Wrigley Jr. Co. Ltd.</td>
<td>1,271,385</td>
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<td>41</td>
<td>Pege's Ltd</td>
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<td>42</td>
<td>Canadian Imperial Bank of Commerce</td>
<td>1,150,732</td>
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<td>43</td>
<td>Carnation Company Limited</td>
<td>1,146,046</td>
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<td>44</td>
<td>Bristol-Myers Company</td>
<td>1,134,831</td>
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<td>45</td>
<td>Kimberly-Clark Canada Limited</td>
<td>1,136,853</td>
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<tr>
<td>46</td>
<td>Queen's Gals Co. of Canada Ltd.</td>
<td>1,136,531</td>
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<td>47</td>
<td>Quebec Quebec</td>
<td>1,122,473</td>
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<td>48</td>
<td>Beacon Products Limited</td>
<td>1,091,843</td>
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<td>49</td>
<td>Dominion Textile Limited</td>
<td>1,087,115</td>
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<td>50</td>
<td>Dominion Seven-Up Limited</td>
<td>1,086,525</td>
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<td>51</td>
<td>Alberto-Culver of Canada Limited</td>
<td>1,070,811</td>
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<td>52</td>
<td>Canadian Kodak Co. Limited</td>
<td>1,067,729</td>
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<td>53</td>
<td>W. &amp; A. Gilbey of Canada Limited</td>
<td>999,969</td>
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<td>54</td>
<td>Hydro Electric Power Com. of Ontario</td>
<td>981,818</td>
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<td>55</td>
<td>Volkswagen Canada Limited</td>
<td>949,496</td>
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<td>56</td>
<td>Royal Bank of Canada</td>
<td>893,200</td>
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<td>57</td>
<td>Sales Foods Limited</td>
<td>891,671</td>
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<td>58</td>
<td>Rowntree Company Limited</td>
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<td>59</td>
<td>Scott Paper Limited</td>
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<td>60</td>
<td>Canadian Universal &amp; International Exhibition Expo '67</td>
<td>840,484</td>
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<tr>
<td>61</td>
<td>Bell Telephone Co. of Canada</td>
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<td>62</td>
<td>Johnson &amp; Johnson Limited</td>
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<td>63</td>
<td>Nokomis Chemical Co. of Canada Ltd.</td>
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<td>64</td>
<td>Texaco Canada Limited</td>
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<td>65</td>
<td>Robin Hood Flour Mills Limited</td>
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<td>66</td>
<td>Bank of Montreal</td>
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<td>67</td>
<td>Fry-Cadbury Limited</td>
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<td>68</td>
<td>Singer Company of Canada Ltd.</td>
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<td>69</td>
<td>Wm. Naficy Limited</td>
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<td>70</td>
<td>General Mills Inc.</td>
<td>773,767</td>
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<td>71</td>
<td>Canadian National Limited</td>
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<td>Vick Chemical Limited</td>
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<td>73</td>
<td>Canadian General Electric Co. Ltd.</td>
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<td>74</td>
<td>Swift Canco Ltd.</td>
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<td>75</td>
<td>Sperry Rand Canada Limited</td>
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<td>76</td>
<td>Playtex Limited</td>
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<td>77</td>
<td>Cel-Cil Fibres Limited</td>
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<td>78</td>
<td>Toronto Dominion Bank</td>
<td>714,012</td>
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<td>79</td>
<td>B. P. Canada Limited</td>
<td>713,719</td>
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<td>80</td>
<td>The Canada Starch Company Ltd.</td>
<td>713,610</td>
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<td>81</td>
<td>Irwin Specialties Limited</td>
<td>713,498</td>
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<td>82</td>
<td>H. Cory Distillery Limited</td>
<td>706,928</td>
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<tr>
<td>83</td>
<td>Christie Brown &amp; Co. Limited</td>
<td>703,857</td>
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<tr>
<td>84</td>
<td>Nabisco Foods Limited</td>
<td>675,855</td>
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<td>85</td>
<td>Avon Products of Canada Limited</td>
<td>673,452</td>
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<tr>
<td>86</td>
<td>Vic Tanny's Gym &amp; Health Club</td>
<td>658,951</td>
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<tr>
<td>87</td>
<td>Mattel Canada Limited</td>
<td>655,851</td>
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<td>88</td>
<td>Du Pont of Canada Limited</td>
<td>650,748</td>
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<td>89</td>
<td>Canadian Industries Limited</td>
<td>642,787</td>
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<tr>
<td>90</td>
<td>Trans Canada Telephone Systems Natural Gas Distributors of Ontario</td>
<td>639,328</td>
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<tr>
<td>91</td>
<td>Facella Company Limited</td>
<td>626,841</td>
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<td>92</td>
<td>British Overseas Airways Corp.</td>
<td>610,274</td>
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<td>93</td>
<td>Natural Gas Distributors of Ont. &amp; Manitoba</td>
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<td>94</td>
<td>Shulton of Canada Limited</td>
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<td>95</td>
<td>Ogilvie Flour Mills Co. Ltd.</td>
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<td>96</td>
<td>Quebec Distillers Inc.</td>
<td>604,180</td>
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<td>97</td>
<td>Philips Electronic Industries Ltd.</td>
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<td>98</td>
<td>Estons of Canada</td>
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<td>99</td>
<td>Thomas J. Lipton Limited</td>
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<tr>
<td>100</td>
<td>Canadian Clothings Corp.</td>
<td>585,766</td>
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### Top 100 Advertisers (Totals & Average) $155,521,026 $24,986,218 $8,718,146 $44,475,404 $78,179,768

* Totals & Averages Excluding Liquor Advertising $150,196,688 $24,986,218 $8,718,146 $44,475,404 $78,179,768

**Source:** TVB Canada/Elliott Research Limited

### THERE WERE NINE NEW NAMES in the list of the Top 100 advertisers for 1967
- Hydro Electric Power Commission of Ontario
- Royal Bank of Canada
- Toronto Dominion Bank
- Vic Tanny's Gym and Health Club
- Mattel Canada Limited
- Canadian Industries Limited
- Trans Canada Telephone Systems
- Natural Gas Distributors of Ontario and Manitoba
- Eaton's of Canada

In addition there were six new television advertisers in the top 100
- B.P. Canada: Bank of Montreal
- Canadian Imperial Bank of Commerce

Those national advertisers who dropped out of the top 100 list were:
- B. Houdre Grothe Limited (now included with Imperial Tobacco); Libby, McNeill & Libby of Canada Limited; Drackett Co. of Canada Limited; Firestone Tire & Rubber Company; Outboard Marine Corp. of Canada Limited; Goodyear Tire and Rubber Company; Simoniz Company Limited; Brooke-Bond (Canada) Limited and Canada Dry Limited.

Total dollar expenditure by the Top 100 was 2.1 per cent higher than the Top 100 in 1966. Television expenditures were 5.4 per cent higher.

Of the total dollar expenditure by all 100 advertisers 50.3 per cent went into television, the first time it has passed the 50 per cent mark.
CLASSIFIED ADVERTISING

NOT A 9-DAY WONDER, just a 21-year-old kid, just graduated from Michael Hopkins School of Broadcasting, willing to go anywhere to get into the business. Errand boy, sweeper, announcer—can type too.

ROBERT AUSTEN
82 Woodlawn Avenue East
Toronto 7, Phone (416) 925-4760

PROGRAM DIRECTOR
Seeks a change of location and challenge in Western Canada. 7 years experience in copy, announcing, sales and production. Excellent references. Currently Production Manager of successful medium market in the West.

Box 160
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WORLD’S SMALLEST RADIO
Smaller than a match folder, it’s a real transistor portable, needs no antenna or ground, excellent quality. A postcard brings details.

Venture Sales
Box 155A
Markham, Ont.

CAPABLE COPY CAT
(Female type)
Can you cleverly conceive colorful copy, competently create copious commercials and clearly communicate clients’ commodities? Are you capable, convincing, cheerful and choosey? Company can consider candidates carefully and confidentially. Compensation commensurate with capability.

Contact:
Personnel Services
CFPL-TV
339 York Street
London, Ont.
433-4545

POSITION WANTED
Station Manager-Technical Director of a Northern Television Network Desires to relocate Available after June 30th. For details and résumé please contact Alex Hicks, P.O. Box 936 Labrador City, Labrador

CLIENTS WITH AMPLE FUNDS REQUIRE AM STATION

MICHAEL JAY
Licensed Broker
1262 Don Mills Road
Don Mills, Ont.
(416) 445-8822

Experienced news broadcaster looking for opportunity to learn production, D.J., and sales. Object: to broaden background and equip for eventual management position. Six years compiling, reading, writing and field work experience at four Ontario radio and television stations. Extensive municipal government reporting.

Box 164
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

NEWSCASTER
For Metropolitan Radio Station. This is a good opportunity in a stable, news-oriented station. Applicant must be able to write well and "dig", in addition to having a professional, mature, but natural air presentation. Good pension, medical, and holiday plans. Please state age, background, experience and salary expected.

Box 163
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ontario
Gordon Jones can get you

Step right up.
And cast a critical eye over Gordon Jones' latest package of top-rated Canadian shows.

As our new sales manager, Mr. Jones is determined to give you entertainment which appeals to every segment of your audience.

Like the shows you see here. Each one has proved itself a winner. And in many of the most competitive markets in the country.
The Greatest Shows on Earth.

You'll find Mr. Jones has much to offer, such as many more Canadian shows. And American Network shows. In color, all immediately available to you. It's hard to keep up with Jones.

For full details, call or write, Gordon Jones, Sales Manager, Glen-Warren Productions Limited, 151 Bloor Street West, Suite 502—922-1151.
Baker Advertising invites you to test fly this revolutionary new design.

1. Remove page from magazine.
2. Fold top corners toward solid line #1.
3. Fold inwards along solid line #3 towards centre.
4. Fold inwards along solid line #2.
5. Now, fold away from you along line #4.
6. Throw.
7. Utilize flaps to correct any diving or stalling tendency your aircraft may develop.
Advertising's highest honor to Professor Hal Poole

DR. W. HAROLD (HAL) POOLE was significantly honored yesterday when the former advertising agency executive, who today heads the executive development program in the Faculty of Business at Queen's University, Kingston, was named winner of the 1968 ACA Gold Medal Award.

Dr. Poole, who has been closely associated with the advertising industry for the past 25 years, was presented with the Canadian advertising world's highest honor during the opening luncheon of the 53rd annual ACA convention in the Canadian Room of the Royal York Hotel.

The citation, accompanying the Gold Medal Award, read by ACA's outgoing president Allan E. Ross, describes Poole as "a most influential person in the development of new techniques in media research", and praises him as a "leading contributor in building the foundation for the important role played by advertising and marketing research in today's business decisions."

A native of Montague, P.E.I., Poole obtained his B.A. and M.A. at the University of Alberta, where he later taught economics, marketing and marketing research, continuing in the same field at Sir George Williams College, Montreal, University of Manitoba, and Queen's University.

In 1943, he left the academic world to become manager of the research department of Cockfield, Brown & Co. Ltd. Two years later he moved over to Young & Rubicam, to organize and become supervisor of their research department, remaining with them until 1947, when he became professor of commerce at Queen's, for three years.

He returned to Y & R in 1950, and in 1953 was appointed vice-president and general manager of the Toronto and Montreal offices. From 1955 to 1957 he was vice-president and managing director of Gruneau Research Limited, and from 1958 to 1966, vice-president of personnel and planning for Y & R.

On September 1, 1966 he took over his present post at Queen's.

Over the years, Hal Poole has been a member, director and chairman of the Canadian Advertising Research Foundation, a founder and past president of the Professional Marketing Research Society, and extremely active with the AMA in both Toronto and Montreal, where he helped organize the local Chapter. He has served on every AMA committee, and currently is a national director. He has been a director of BBM Bureau of Measurement and played an important part in the development of the rating services used today.

He set up and is course director for the extension course in market research at the University of Waterloo, and is a lecturer in marketing at the Banff School of Business.
Light up with us at our first convention.

SOME FREELY SMOKING NTV MARKETING CIGAR SMOKERS.

Although you may see a lot of familiar faces wearing our name tag, this is actually the first time we've attended an ACA Convention as members of NTV Marketing.

But the ACA Convention isn't the only thing we've been first at.

We were first to introduce you to The Orbit Plan. Prime Time Equivalents. Superspots. A realistic rate for 30-second spots. And we were also the first to give you Seconds. Television messages that can be bought at a per second rate.

And May 9 will be another first, when we attend the CAB Convention.

During the ACA or CAB Convention come by. Say hello. And light up one of our cigars.

After all, we'll be celebrating our first.

SOME NTV MARKETING CIGARS.

We never stop starting things.

NTV Marketing

The people who market CHCH-TV. Toronto/Hamilton and CHLT-TV, Sherbrooke.
Canada’s bilingual experience

opens the door to international trade

"ONE OF THE BEST REASONS for our taking international trade seriously is that it can help us overcome one of the greatest obstacles that we face in this country today—the relatively small size of our domestic market."

Speaking at the ACA Gold Medal Luncheon, Monday, Donald B. McCaskill, president, Warner-Lambert Canada Limited, Toronto, a past president of ACA, who also serves as vice-president, Warner-Lambert International, Commonwalth/Africa/Asia region, said: "Companies that direct all of their efforts towards the domestic market are compelled to sacrifice specialization to a proliferation of products. Whereas the U.S. produces a product by the ton, we produce by the bushel. But we could specialize and produce by the ton if we could expand our world markets."

Under the title of Business needs Bilingualism—Plus, McCaskill outlined some of the changes that are taking place on the international marketing scene today. He said he thought "Canadian companies were in a better position than most to take advantage of the opportunities that exist for global expansion."

The McCaskill thesis, he said, was that Canadians are better equipped than most nationals, including those of the United States, to play an important role in foreign markets.

First, nobody hates us...It is quite clear that Canadians are better accepted than the Americans in many foreign countries. We are smaller, less powerful than our neighbors, we constitute less of a threat than does the American businessman, who often has to take the blame for the resistance to investment by American industry that is growing abroad.

"Whatever the reasons, it is a little easier for the foreign businessman to see himself as an equal of the Canadian businessman and thus feel less of a threat,..." the reverse is also true—that it is easier for Canadians to identify themselves with other nationals. While we are completely enmeshed in the American way of life—and happily so—we are with them rather than of them. Our geographic propinquity gives us independence and, at the same time, allows us to give American enterprise a valuable third-party endorsement.

"Thirdly, our marketing resources in Canada are pretty similar in scale to those in other countries. Volumes usually run between five and fifteen per cent of similar brands in the States. We have to do a big-budget job with fewer dollars. We have to be more resourceful. We have to rely less on expensive research, more on judgment, and we're probably better for it. We have to work a little harder.

"Consequently, I feel, Canadians are better able to cope with the unknowns and uncertainty of overseas trade because they have been conditioned to similar problems at home."

"My last reason," he said, "is part theoretical; yet it is the strongest:

"Canadian managers and marketers should be familiar with the problems of overcoming language and cultural barriers because they have been conditioned to similar problems here every day, I say 'should' because I wonder how many of us really are.

"How many Toronto marketers really understand the French-Canadian milieu? How many of us merely pay lip service to the French market? Too many."

Canadian marketing reflects the global picture

McCaskill stressed that "those who have applied themselves to the complexities of the total Canadian market have a tremendous lot going for them. Those who can operate efficiently in both parts of Canada are in a unique position to understand the problems of global marketing. If you can chart a clear course through the complexities of the Canadian domestic market, you are in a good position to apply your expertise to the bigger global picture."

He said: "Whether we like it or not—and most forward-looking companies do like it—international trade is a marketing imperative. It cannot be denied. The world will not accept a static economy. And, if we don’t grasp the opportunities fast, someone else will.

"I believe the key to the door opening onto international trade is there for us to ponder. It is that—just as bilingualism isn’t enough in itself to succeed in the Canadian market—learning a lot of languages isn’t enough to assure success in the international field...If we are to succeed in selling abroad, we must learn another kind of language—the marketing language of the particular countries we are dealing with. And that takes in the cultural, nationalistic and motivational differences that are far more formidable than the geographic or linguistic boundaries."

"We must, in brief, apply the lessons that we have learned in our complex domestic marketing situation to the rest of the world. And that is that bilingualism is not enough—we need bilingualism plus."

U.S.-Canadian communication symbolizes internationalism

"Today," he said, "sparked by a revolution in transportation and communications, we are seeing an extension of this mobility in ideas, products and people, to many countries of the world. Seventy-five million Europeans now travel outside their (continued on page 10)
Retiring President

Election will clear the way for upturn in advertising

CANADIAN ADVERTISERS will spend, in national advertising alone, just "slightly more" than the estimated 1967 total of $4.90 million, predicted Allan E. Ross, outgoing president of the ACA, in a statement made prior to relinquishing his office, yesterday morning.

Ross, who is advertising manager of Goodyear Tire & Rubber Co. of Canada Ltd., said, "an upturn in advertising expenditures can be expected later this year, after a national election clears away one of the few remaining areas of economic uncertainty for the business community."

He said the prospects of a de-escalation in the Vietnam war, a return to stability in international money markets, and a clear-cut victory for one of the major political parties will set the stage for a re-establishment of business confidence in the economy.

National advertisers have begun the search for a new relationship with their major publics, particularly government and the consumer, Ross said.

"We have always been willing to stand the test of public scrutiny. As national advertisers, that's exactly what we do. And we do it every day in the marketplace. But curiously, what we have failed to do is explain our function in planned, organized fashion and with continuity."

Ross said permanent steps have been taken "to pick up the slack." He cited the revitalized program of the Canadian Advertising Advisory Board, which "will vigorously support, as a major step forward as advertisers engage in public dialogue, Ross predicted a "totally new environment will emerge, based on reason and reality. That means we must not only accept but seek out constructive criticism both within and without our industry from every segment of society because everyone, without exception, is exposed to and affected by the advertising function."

"National advertisers," he said, are now operating under a revamped and updated Code of Ethics, and there is a growing realization that the present system of general self-regulation along with specific realistic and enforceable rules, will be the pattern of the future. We may not always agree, but we should be prepared to discuss any legislative proposal with reason and good sense.

Ross said surveys have established that the vast majority of consumers like advertising, find it interesting and informative, depend on it in their buying decisions, and miss it desperately when a major medium is hit by a strike.

He felt it is "interesting and significant" that prices—not advertising—are the major complaint received to date by the Federal government's new consumer complaint bureau. Advertising, he said, is a major factor in keeping prices down. "It would be interesting to speculate just how much higher prices would be today, without the free, competitive element of advertising...because it is advertising which helps create the volume which is essential to lower unit costs."

Ross said ACA is continuing its efforts to improve standards in advertising research and auditing programs, better advertiser-agency-media relations, and more exacting and challenging standards for newcomers entering the industry.
Wants more moral support and financial co-operation from the advertisers

BBM'S SPECTACULAR PROGRESS in the past year has been directly connected with its new method of conducting surveys and the kind of data it now makes available to its members, said Dr. B.K. Byram, president of the BBM Bureau of Measurement, in his annual progress report to the ACA convention.

He said he referred to the transition from the Household Diary to the Personal Diary system of collecting data, to the useful demographic breaks now available, and to the information about out-of-home tuning to TV and radio.

Reviewing the 25 years of BBM existence, marked this year, Dr. Byram told, in a slide presentation, how BBM had been set up as a non-profit co-operative organization formed by advertisers, advertising agencies and broadcasters (including station representatives) to conduct impartial measurements of radio circulation, at first, then later, of TV, and eventually of radio and TV ratings by time periods. "This tripartite nature has been a fundamental characteristic of BBM ever since," he said.

"In 1961-62, the Bureau came under strong criticism for lack of validation of its research procedures and techniques. A Tripartite Planning Committee of the parent organizations, ACA, CAAA (now ICA) and CAB, asked for an independent evaluation of the research techniques, and for an improvement in the response rate, and any other deficiencies which might be brought to light in the evaluation.

"Secondly, there was also a strong undercurrent among broadcasters that they would get a better deal if they (the broadcasters) had increased representation on the Board of Directors of BBM. Thirdly, broadcasters also felt that the time was ripe to obtain a complete picture of tuning, including a measurement of out-of-home tuning."

Byram said he was "very happy to say these three objectives which were laid before me by the Tripartite Committee have been fully attained in the last five years."

He noted that "the new BBM and the new Constitution, which came into effect on September 16, 1966, provided two additional directors for the broadcast sector. There are now nine broadcasters, seven advertisers and seven representatives from agencies on the board."

Out-of-home a reality

"Out-of-home tuning became a reality with the introduction of the Personal Diary in 1967. "With the attainment of these objectives, BBM became the only available measurement service in radio. Other private organizations in radio ratings folded because the true purpose of an industry sponsored organization became fulfilled. One television rating service also folded, but one other service is in healthy competition today," he said.

BBM's membership has steadily increased in the last five years. From

(continued on page 12)
Natural sincerity beats super-professionalism

HOW AN OBSCURE PRODUCT, known only to families of U.S. servicemen, increased its sales in two years, with TV advertising, from $1.6 million in 1966 to $11.3 million in 1967 was the Formula 409 story told to the ACA Conference by Howard Markoff, executive vice-president of the Wilson Harrell Agency.

Because the company is in the military marketing business, they decided to introduce the product, a revolutionary household cleanser, in this area, where Harrell's enjoy a very intimate knowledge.

"Military marketing is our specialty," he said, "and this was relatively easy for us to do. What really surprised us though was the secondary market, the military induced."

Back in civilian life, people could not find the product in their stores. They wrote letters:

"Ok, I've looked in 14 supermarkets, and I can't find my 409, so won't you please send a case?"

Or "Enclosed is a blank cheque, and you fill in for whatever a case or two of the product would cost."

Rank amateurs but highly successful

Passing through Hawaii, the company's president, Wilson Harrell, met a man with a medium size agency.

His pitch captivated Harrell. It went like this:

"I am very familiar with Formula 409. I want to tell you I can give you 100 per cent distribution in Hawaii. Don't ask how I am going to do it. I am not sure I know yet, but I know I can do it. Give me enough money so that I can work, but don't give me so much that you'll get hurt if I fall on my face or abscond."

Wilson admired the way he talked." Markoff said," took a liking to him and gave him $5,000 with instructions never to call us. We would call him—maybe."

The speaker told how he hired a little Japanese girl and an Hawaiian boy, neither of whom had ever been on television.

"He gave them a chance to stand up with the product in their hands and talk about it," he said.

"I think he filmed it in his own playroom."

"He went ahead and put those kids on the air, buying time at four o'clock in the morning, three o'clock in the morning, $2.00 a spot, whatever he could get his hands on."

Markoff told how some weeks later a package arrived in his office—films of the first commercial.

"Gathering a number of friends, all vice-presidents of major agencies, they screened it one morning. And here is what they saw.

"Well here comes this little Japanese girl saying: 'You've got to buy my product,' and crying, visibly shaking like a leaf, like she was being threatened. (She may have been)"

"I have never in my life seen a commercial produced in a more amateurish way..."

"The consensus was: get on the phone, call Hawaii, cancel everything and let's talk seriously about saving your neck."

"Scratch Hawaii, they said: there are 49 other states. Maybe about 35 years from now you can sneak back to the islands—if you change the name of the product."

Markoff told how they decided to delay the phone call until Monday and when Monday came around, they called.

"I found the sales figures were moving up," he said.

"You become a little reluctant to make a change of any kind when sales are moving up."

"We called again two days later and the sales figures were still climbing. Orders coming in every day."

"So we didn't make any change at all, and you can guess what happened, 100 per cent distribution in Hawaii and 409 virtually the number one selling cleaner of any kind in Honolulu."

They forgot the gimmicky but remembered the product

An analysis of this phenomenon disclosed a strange thing, Markoff said.

"When people shopped," he said, "they regarded 409 as 'something I heard so much about,' not 'that's what I saw in a commercial or' that's the cyclone and the hurricane and the thunderstorm, or that's the four white knights on the four black horses or the miracle glass floor that you look through."

"Somewhere, the shopper recalls, somebody she trusted or believed highly recommended this, but she was not sure who.

"It might have been her mother or her sister or friend who suggested it, it came recommended to her and she picked it up."

"With the look of the package," he said, "the color and the price which was high, and this believable honest-to-goodness delivery of our commercial message, everything added up to 'I think I'll try it.'"
Flexibility is the keynote in Seven-Up’s radio-cum-poster campaign

RADIO’S ROLE as the ‘most appropriate vehicle’ to provide the keynote of a new advertising strategy for Dominion Seven-Up Co. Ltd., was outlined to the ACA convention Monday afternoon by C.A. Andrew, the company’s advertising manager.

Speaking during the Advertising in Action session of dramatized case histories, Andrew said that, after much consideration of the various marketing factors involved, they had realized that “the key word in our media strategy must be flexibility.

“In order to capitalize on every possible opportunity to gain sales, we decided to develop three separate advertising campaigns to reach distinct audiences,” he said.

“The most important of these was thought to be the youth segment of the population... the heaviest users of the product category, and also the group with the lowest Seven-Up market share.

Next in importance was the housewife — the family purchasing agent. The third key target audience was the adult male segment, ‘who have a strong influence on the drinking habits in the home.’

He said the question asked was ‘what mass medium could provide the degree of flexibility required to do this varied job? In our opinion, the most appropriate vehicle was radio.

‘By using radio as our number one medium, we were able to vary our weight regionally to meet individual market conditions, and we could match our efforts by season to potential demand.

‘By judicious station selection within a given market, we could delineate audiences, and, by selection of specific time periods and days of the week, further define our audience.

‘And, with radio, we could achieve the extra heavy frequency of messages we believed necessary to reach our objectives.’

Andrew emphasized they felt this primary campaign... should be supplemented by a second medium of visual nature. “To do this,” he said, we employed a full 24-sheet poster showing in every major Canadian market for six months of the year. Posters, he felt, could give us a presence in the community, and exposure to the full spectrum of the soft drink consuming public.

“In addition to these two media providing full national coverage, we had certain special territories where television was employed to complete the program, and take advantage of special market situations.” He used an audio-visual presentation to illustrate his points, how the type of message was selected, and use of an all-embracing theme “but with a varying execution (continued on page 11)

IN SASKATCHEWAN’S 3rd MARKET
Prince Albert—the pulpmill city is still expanding

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1967</th>
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</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td>25,000</td>
<td>28,400</td>
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<tr>
<td>RETAIL SALES</td>
<td>$36,235,700</td>
<td>$52,759,000</td>
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<tr>
<td>BUILDING PERMIT</td>
<td>3,479,948</td>
<td>16,136,422</td>
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<tr>
<td>PERSONAL INCOME</td>
<td>44,251,000</td>
<td>54,823,000</td>
</tr>
</tbody>
</table>

and still covered completely by:

Radio & Television

PRINCE ALBERT, SASKATCHEWAN

See your All-Canada man for details

April 30, 1968
International trade...

own countries every year.

"The introduction of jet travel—and we shall soon have supersonic travel—and international television via communications satellites are eroding the old national boundaries. And as national boundaries become obsolete, so is the concept of purely 'national' products. 'National' products and 'national' markets are fast becoming anachronisms in the real world of today. I would like to suggest that we really only have one market in today's world—and that is the international market."

Local culture and tradition influences marketing abroad

"Never before in our history has there existed such pressures towards international trade."

He pointed out the differences at work in the international sphere in the marketing of a product, where one must take into account variations in local culture and tradition, "just as we do every day of the week with the Quebec market."

Noting the nationalist differences—in food preferences for example—that exist in Europe, he said "national variations will probably always exist."

Taking Warner-Lambert as an example, for one of their own wide range of products, he said: "We sell almost as many Chiclets in Canada as we do in the U.S., despite the ten to one population ratio. This is mainly because of the French Canadians' preference for the product."

"And we all know about the regional differences that exist between French and English Canada to plague our own marketing men. The French Canadian, for example, drinks far more soft drinks than his English-speaking counterpart, but can't be persuaded to eat the wheat cereals that go so well in English Canada."

And it's not just a question of language barrier," McCaskill added. "The Montreal brewery that introduced a beer bearing a French brand name discovered that the product bombed because the French Canadian drinker has come to associate good beer with English or Germanic-sounding brand names."

On the international scene—"although Corn Flakes becomes 'Flikk Flakk' in Norway, and 'Snap, Crackle, Pop' becomes 'Knisper, Knasper, Knusper' in Germany, it is essentially the same product that helps Kellogg achieve 30 per cent of its total sales volume in more than 100 foreign countries. In Quebec, instant coffee becomes 'café poudré' or 'café prêt à servir', but the marketing rationale remains the same."

Urgent need for revised outlook

His point was: "The company that has a thorough understanding of the marketing complexities that exist on its home ground is in a strong position to enter the international market. Because 'going international' means an extension of activity rather than a change of function."

"If I have learned one thing from my present job it is that there is an urgent need for a complete revision of our outlook here in Canada to the whole question of international trade."

"Most important of all, we must stop talking about 'domestic' markets and 'overseas markets' as if they were distinct and separate entities. Clearly, what is needed is a complete reappraisal of a company's corporate functions in the light of today's global market."

Tracing the development of overseas markets, McCaskill said that "traditionally, these overseas operations were organized on what one might call the wheel principle. The parent company served as the hub of the wheel and the subsidiaries were organized on the perimeter, with the spokes being supplied by occasional visits by head office people to the overseas branches." This left the local company "very much to its own devices and, while it devised policy direction from head office, it invariably assumed all local marketing responsibilities," since many of these overseas subsidiaries were founded before the coming of air travel, and even in some cases, before the development of overseas voice communications.

Jet travel and satellites are here to stay

"The trouble today," he said, "is that many companies are still operating their overseas subsidiaries as if the jet airplane and the communications satellite had never been invented. They are still operating on the wheel theory."

McCaskill pointed out that "now a number of companies—and Warner-Lambert is one of them—happen to believe that we must re-examine and re-examine, that is, re-examine thinking, reflecting a pre-jet type of approach to global marketing is outdated. We believe that the wheel theory is obsolete."

"To be successful in today's international marketing calls for more than exporting to a subsidiary company that assumes all local marketing responsibility. This kind of policy denies the parent company the opportunity of exercising what is often its strongest card—its own specialized marketing know-how. Limited overseas operations of this kind are not only inefficient but they stand in constant jeopardy from enlightened and emerging foreign competition."

He said a "reappraisal of a company's corporate functions" must be made, and "a company must consolidate its foreign operations into its own corporate structure, so that overseas markets receive the same intensive marketing and sales efforts as its domestic markets, and equally important, so that its domestic operations can benefit from the specialized knowledge possessed by its subsidiaries. It must become international in every sense of the word. International marketing management is not only desirable—it is absolutely essential."

He summed up by saying that "Canadians are better able to cope with the uncertainties of overseas trade because they have been conditioned to similar problems here at home."
Marketing's Exhibition

V & B agency wins two of seven awards from 770 entries

SEVEN ADVERTISING CAMPAIGNS out of 770 entries, were selected as the best of Canadian advertising in 1967, in Marketing's annual exhibit awards presented yesterday at the ACA convention. The presentation was co-ordinated by Ted Earl, editor of the magazine.

Of the seven, two were picked for a Special Award of Excellence instituted this year by Marketing's panel of 55 judges: Construction Safety Association (Vickers & Benson, agency) and Canadian International Paper (Ogilvy & Mather, agency).

Vickers & Benson Ltd. carried off the most honors for advertising agencies with six awards—two "outstanding", one "notable" and three "honorable mentions".

Following closely was Goodis, Goldberg, Soren Ltd. with five—two "outstanding", one "notable", two "honorable mentions".

Others in the "outstanding" category: Carling Breweries, Red Cap Ale (Vickers & Benson); Domtar Construction-Pyro-Kure (Goodis, Goldberg, Soren); Speedy Muffler King (Goodis, Goldberg, Soren); Toronto Daily Star (MacLaren); B. C. Tree Fruits-B. C. Cherries (Ronalds-Reynolds).

Selected as "notable" 1967 campaigns were: Lepage's Glue (Vickers & Benson); G. Tamblyn (Goodis, Goldberg, Soren); Canadian Mental Health Association, Imperial Oil-Atlas Tires, and H. J. Heinz (MacLaren); Campbell Soup (Ogilvy & Mather); Colorvision Rentals, Philips Appliances-Pocket Memo, 50 Prince Arthur (McCann-Erickson); Expo '67-U.S. advertising (Cockfield, Brown); Canadian Government Travel Bureau—Atlantic Provinces (Stanfield, Johnson & Hill); Lever Bros-Sunlight Liquid (Needham, Harper & Steers).

In addition to the seven outstanding and 12 notable campaigns, there were 47 honorable mentions.

(continued from page 9)

Seven-Up's campaign - - -

and separate copy platform to reach each of the three target audiences.

He said Seven-Up's success was due to a low key soft-sell approach that a low key soft-sell approach might be more acceptable, and allow us to stand out from the mass of heavy pressure type of commercials that the public is being bombarded with. Thus our central connecting theme evolved as the simple direct question: Are you missing out on Something Great?

"Considering that our major medium was to be radio," he continued, "a musical background was developed with what we believed a high degree of empathy with the youth market...and following this strategy to its logical conclusion, we varied our spokesmen in the three campaigns as well as our copy and musical arrangements."

Andrews said: "It has been our policy to produce a somewhat greater pool of material than many national advertisers feel is necessary. We believe that in constantly changing our copy and execution we can obtain maximum listener attention and interest in our commercials. We have therefore, produced for the English market, over 120 radio commercials during the past two years."

Evaluating the campaign, Andrew noted that in the first year Seven-Up sales in Canada showed an increase three times as great as the average increase over the previous five years.

He added that "if you use awards as a yardstick, our radio campaigns received three major awards in last year's Radio Commercials Festival, as well as a notable mention in the Marketing Awards."

Andrews paid tribute to Vickers & Benson Ltd., Seven-Up's advertising agency, on whom "we have relied for the past 30 years, for the marketing counsel and what we consider to have been the highest quality of advertising material."
BBM - - 

357 members in the beginning of 1963, membership in the beginning of 1968 stood at 534.

In some aspects of audience measurement, Canada is ahead of the U.S.;" he said. "For example, syndicated services in the United States have introduced the Personal Diary system for radio ratings but are still hesitating to make the change for television. BBM Bureau of Measurement switched completely from households to the measurement of people with the first spring survey of 1967 for both radio and TV.

"In 1963, while the Harris (Senatorial) Committee was still tearing the U.S. rating systems apart and the industry was shaken to its foundation, in Canada BBM Bureau of Measurement introduced a completely new concept—an computer sample selection from O.E. McIntyre's lists. This was ideally suitable for the selection of large samples covering the whole country such as was required for the BBM operation. This was a first in the world, and our system has since been adopted by two major U.S. syndicated rating services."

In Byam's opinion, perhaps the most significantly different way in which Canada has been ahead of the U.S. is the establishment of an industry-sponsored, non-profit rating organization.

"BBM's principal achievement in 1967 was certainly the Personal Diary. It has enabled the advertiser to pinpoint the target audience—whether it be women, or adults, or teenagers—and find out how many he actually reached with his advertising.

"Among other features which BBM introduced during 1967 was county by county measurement and a completely revised sampling technique. Major cities like Toronto and Montreal are no longer measured by one large sample. The samples are stratified into the component counties. For example, Montreal has nine sampling cells.

"In the fall of 1968 we hope to make a separate sampling unit out of every county or census division in the country which has a population large enough to be measured separately."

He added that "the total contribution of the advertisers in the upkeep of this industry organization is a mere 2.4 per cent of the whole. The agencies pay 12 per cent and the broadcasters over 85 per cent."

Urging more moral and financial support from the advertisers, Byam said: "As long as I am head of BBM, I will do my utmost to make the advertiser realize the responsibility he has for the protection of his own 140 or 150 million dollar annual outlay in broadcast advertising."

At the ACA...

Advertiser and agency people will be welcome in the hospitality suite of Paul L'Anglais Inc.—Number 10-127. Besides an extremely well prepared display on the television stations they represent, ACA delegates can also win prizes such as a trip to Guadalupe, a color television set, a hi-fi set, a weekend in Quebec City, a week at "Man and His World" in Montreal and a tape recorder.

"'ave one on us" is the song Tom Trowell is singing in Suite 3-164 which CPPL-TV London-in-the-bush that is—has converted into a traditional pub à la London-in-the-smoke. As usual all ACA delegates are cordially invited. Doors open daily at 10:00 am—chucking-out time—?

During the coffee break yesterday morning Waldo Holden, Standard Broadcast Sales, is the rep between two clients—Ralph Hart of Lever Brothers (left) and Boulton Hall of Canada Starch (right).
Whenever you need more than one Toronto radio buy... consider

**CKFM 99.9**

Practically perfect setting for your sales story... practically perfect C.P.M., too!

For availabilities call:
STANDARD BROADCAST SALES COMPANY LIMITED
2 St. Clair Avenue West, Toronto 7, Ontario (416) 924-5721
1407 Mountain Street, Montreal 25, Quebec (514) 849-2454
CANADIAN STANDARD BROADCAST SALES INC.
60 Madison Avenue, New York, N.Y. 10021 (212) 586-5711
Advertising has to tell its story over and over and over again

There is probably no more complex business in the world than the advertising business.

Routine business problems exist aplenty, but these are common to all businesses, especially in these changing times.

But there are other matters to confound the issue, abstract things like government interference, extremely vocal critics. Fortunately, the industry is at last taking cognizance of these through the Canadian Advertising Advisory Board, whose activities are top matters for discussion at the present ACA Convention.

CAAB President Allan Yeates, his executive vice-president, Bob Oliver, with their fellow-officers and committee men, are struggling manfully with the myriads of problems and the industry is extremely fortunate to have their services, which it should be backing up with all its might.

It is vitally necessary to establish a far better liaison and rapport between the advertisers and the media.

It is necessary to enforce a stiff code of business practice in order to remove once and for all those few who contaminate the whole industry by their own malpractices.

It is necessary to resist and correct the misimpressions of advertising with which the public mind has been stealthily infected.

Restrictive acts of government have to be coped with. Super-taxation, in the name of public welfare, adds to the price of consumer products and a continuing campaign is afoot to blame advertising for this situation.

Trite words these! They have been written and spoken so often. But let us examine them a little further.

Is the general public aware that, if it is to continue to enjoy its high standards of living, the wheels of industry must be kept rolling, if only to keep Canadians employed and able to buy the products they are making?

Do Canadians understand that manufacturing products only partially solves the problem, because products have to be sold if they are to be turned into money to be used for wages and materials and so kept in circulation for the common good?

Do people realize that goods cannot be sold unless they are made available to buyers, which means they have to be distributed across our half continent, and placed on display, in order to invite people to buy them—again, for the further circulation of money?

It is a circuitous route, but the ultimate goal for a consumer product must be the consumer's own hands, and getting it there is the very essential role played by advertising.

Advertising and only advertising is responsible for the wide acquisition and use of automobiles, frozen foods, radio and TV sets, white goods, garden fertilizers, breakfast foods, electric appliances and laxatives. Even such everyday products as soap are used more by more people because of advertising. While they are intended to encourage use of a certain specific brand, in actual fact the constant stream of soap commercials actually fosters washing, whatever the brand.

We are living under two sets of circumstances, and they are highly contradictory.

Step by step, governments, whatever their persuasion, have kept themselves in power by bestowing on their electors all the forms of free welfare we are supposed to be enjoying today. People have forgotten that payment for these things comes right out of their own pockets.

At the same time, prices on everything have soared on the consumer market due almost entirely to ever-increasing taxes and other devices government uses to absorb the cost of the welfare.

Readers of this paper are fully aware of these facts. But this is not the case with a large part of the public. Why don't we tell them?

As human beings there is not one of us who does not believe in and would not sacrifice himself for the welfare of his fellow man. History may well record this day's sudden awareness of the humanities alongside the chronicles of all the technological developments. But there is reason in all things.

The welfare philosophy is here and it is here to stay. But it needs to be tempered with ample information. It also needs the application of a sense of economics, lest it defeat its own purpose, by destroying the goose which lays the golden egg for it—Business.
Nine of our best men are on the spot.

Not that they have ever had a spot-less reputation. But recently, our time-honoured reps have been responsible for hitting the hottest spots in town, from Vancouver to Newfoundland. Day after day. Week in and week out.

Our National Selective TV salesmen have built their reputation by being on the spot. Giving you all the answers right there and then. Keeping all the information you need at their fingertips. Building this high geared instant service reputation means getting in on the ground floor of your spot campaign. And helping plan a spectacular spectacular that makes every precious second reach its mark. They'll arrange and re-arrange. Promise good times for all. And stick out their corporate neck to make their promises stick.

Our men just never get off the spot. Being there is a full-time responsibility. So when you're looking around for the hottest spots in town, keep your eyes open for our CBC representatives.

They'll always be there. And be prepared. These dazzling characters will put spots before your very eyes!
focus on parameter

All-Canada Radio & Television Limited

CONFERENCE, NOT CONFRONTATION

Today's sophisticated research activity brings new complexities to broadcast marketing. The buy/sell interplay has moved from the arena to the conference table — demanding a mutual exploration of new data and techniques. Advertising decision-makers have accepted the "Parameter" series of booklets on Broadcast Research with such enthusiasm that All-Canada continues their publication with...

"PARAMETER #5 — The Station/Audience Interface"

...A discussion of some relationships between station content and audience characteristics. "Parameter #5" should reach you soon.

If you haven't already received the other booklets dealing with Broadcast Research Terms, Sampling, Reach/Frequency, and Brand Optimization, just contact All-Canada.