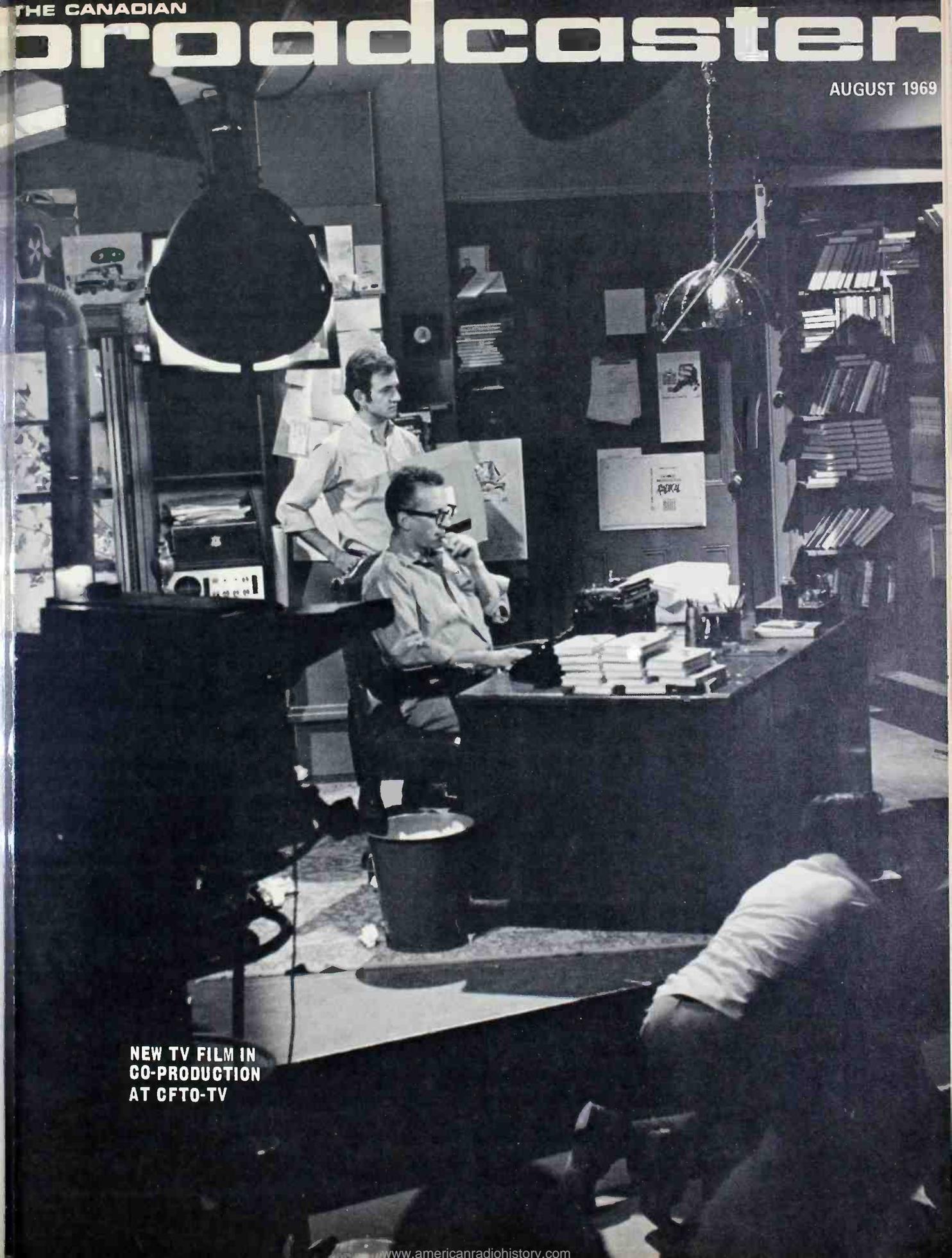


the broadcaster

AUGUST 1969



NEW TV FILM IN
CO-PRODUCTION
AT CFTO-TV

Edmonton is somewhere
RIGHT IN THE HEART
of a market serving
884,619
of your customers
who can be reached over

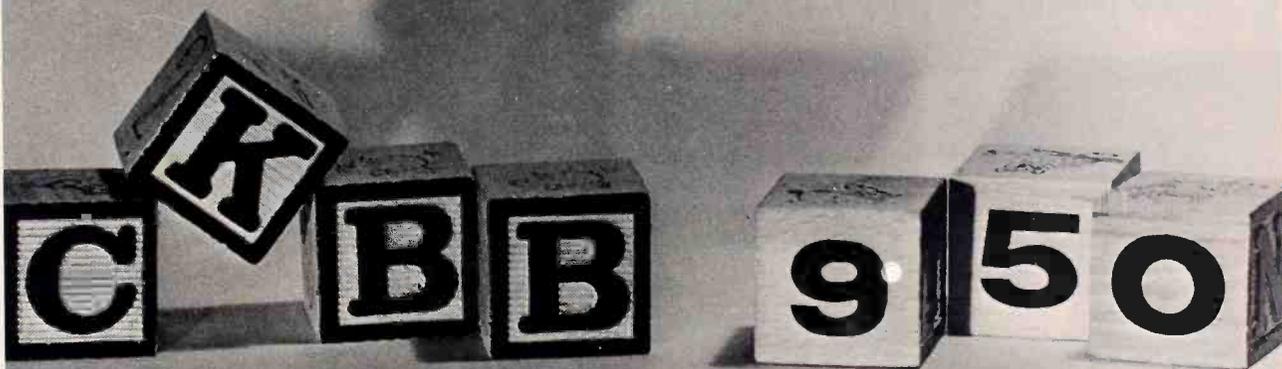
these four private

EDMONTON

radio stations

CJCA • CFRN • CHFA • CHQT

WE'RE 20 YEARS OLD AND STILL PLAYING WITH BLOCKS



Since our inception on August 31, 1949, we've added blocks and blocks and blocks of listeners to our radio audience. We're proud of the fantastic growth that has taken place in the communities in our coverage area.... they're pleased with the growth in our program blocks*

P.S. Bonus block – CKCB Collingwood.

*BBM

**50,000
POWERFUL WATTS**

550 ON THE DIAL

... * REACHING

142,000 LISTENERS

58,700 MEN

50,300 WOMEN

17,000 TEENS

15,900 CHILDREN

* WEEKLY CIRC. BBM NOV/68

**ALL YOURS ON
RADIO ATLANTIC
CFNB
FREDERICTON, N.B.**

SEE



**PAUL MULVIHILL
& CO. LIMITED
TORONTO MONTREAL**

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 \$7.00 per year
 \$14.00 per 3 years

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 registration number 0002.

Incomparable!

**Warner Bros.-Seven Arts
Television Movie Library
includes the largest selection
of Color Programming...**

Highlighted by

**417 ACADEMY AWARD
NOMINATIONS**

and

74 OSCARS



**The pinnacle in feature films for television is
Warner Bros.-Seven Arts' library of quality entertainment.**

For complete details and availability in your market contact:



WARNER BROS.-SEVEN ARTS

11 Adelaide Street West / Toronto 1, Ontario / Empire 4-7193

During the month of July the general decline in common stock prices continued with the Toronto Stock Exchange Industrial Index declining some 7.2%. The TSE Communications Index followed the pattern evident in the preceding month and also declined, but by a lower 4.9%.

Two issues in the communications group actually advanced. Maclean-Hunter gained about 9% to the \$18 range, and during the month actually touched a new all-time high of \$18½. Western Broadcasting advanced 5% from \$21 to \$22.

Southam Press declined slightly less than the Industrial Index by about 3% to \$59 at month-end. Famous Players and Selkirk Holdings both declined about 5% to about \$13¾ and \$14¾ respectively.

Slightly larger declines were experienced by Standard Broadcasting and CHUM Ltd. "A" both down about 7% to \$11¾ and \$16¾. At one point near the end of July, CHUM "A"

traded at \$15 which represents a new low since the initial listing of these shares.

The weakest acting issue in the broadcasting group during July was Bushnell "A" which declined about 9% from \$23 to \$21.

In the annual report covering operations for the March 31st fiscal year, Western Broadcasting reported that sales increased 10% to \$4,022,000. Revenue from operations before deducting depreciation and income taxes increased from \$1.18 million to \$1.35 million. This indicates operating profit margins increased to 33.5% up from 32.3% in the preceding year. Earnings per share increased by a slightly greater percentage to \$0.77 compared with \$0.68 in the prior year. This comparison excludes the non-recurring profit on sale of marketable securities achieved in the earlier period.

Standard Broadcasting reported that for the three months ended June

30, 1969, gross revenue amounted to \$3.16 million, a 20% increase over \$2.64 million for the same quarter in 1968. Operating costs and expenses increased by a slightly larger 21.9%, depreciation and amortization items were some 50% higher than in the previous year and income from investments declined by about 2%. The result was that earnings per share were up a slightly lower 15%.

The agreement to purchase the assets of the St. Lawrence Broadcasting Co. Ltd., which operates AM and FM stations at Kingston, Ont., has been terminated by mutual consent.

The interim report of Selkirk Holdings covering the six months ended June 30, 1969, showed net income to be \$274,292, compared with \$286,047 for the same period in 1968. Second quarter earnings in 1969 improved over the same quarter of the previous year but did not quite offset the reduced earnings incurred during the first quarter of this year. The company reports that its Calgary and Lethbridge TV stations are making gains, but that progress is slow and experience to date confirms that the introduction of alternate television to southern Alberta is a costly matter. In addition to the previously mentioned acquisition of Canastel Broadcasting, Selkirk also reported that it has requested approval of the CRTC for the purchase, in conjunction with Western Broadcasting, of all the non-voting Class "A" shares in British Columbia Television, presently held by individual shareholders.

Maclean-Hunter revenues and net income for the second quarter ended June 30, 1969 showed substantial recoveries over the relatively depressed levels of the comparable 1968 period continuing the trend evident in the first quarter. Earnings per share were \$0.41 in the six months of 1969 compared with \$0.25 in the 1968 period. Licenses have been granted by the CRTC for all the company's older, established CATV systems as well as certain new ones. However, some new areas were altered or cut back in size. Applications to acquire existing systems in Hamilton, London and Peterborough were approved, subject to the condition that no bank will be allowed to own any portion of the equity of the license company. It is understood that Maclean-Hunter proposed such a deal with the Toronto Dominion Bank.

cover story

Cameras have been rolling in the studios of CFTO-TV Toronto during the latter part of August for the co-production of *Mirror, Mirror Off The Wall*, starring George C. Scott and Maureen Stapleton. The one-hour dramatic comedy will be simultaneously released in November, on the full NBC Television Network in the U.S. as part of the *Prudential On Stage* series, and on the full CTV Television Network in Canada.

Co-produced by the CTV Network and Metromedia Producers Corp. of New York, the play was written by David Shaw, whose movie *If It's Tuesday, Then This Must Be Belgium*, is a current first-run hit. Emmy-award winner Fielder Cook is director, with Alan Lansburg, famous for his many TV specials, including the *National Geographic* and *Cousteau* programs, as producer.

Co-executive producers are CTV president Murray Cherkover and MPC president Bud Rifkin. Supporting roles are played by Ziva Rodann, John McGiven and David Burns from the U.S., and Cec Linder and Rick Campbell from Canada, along with about 35 minor acting roles filled by Canadian talent.

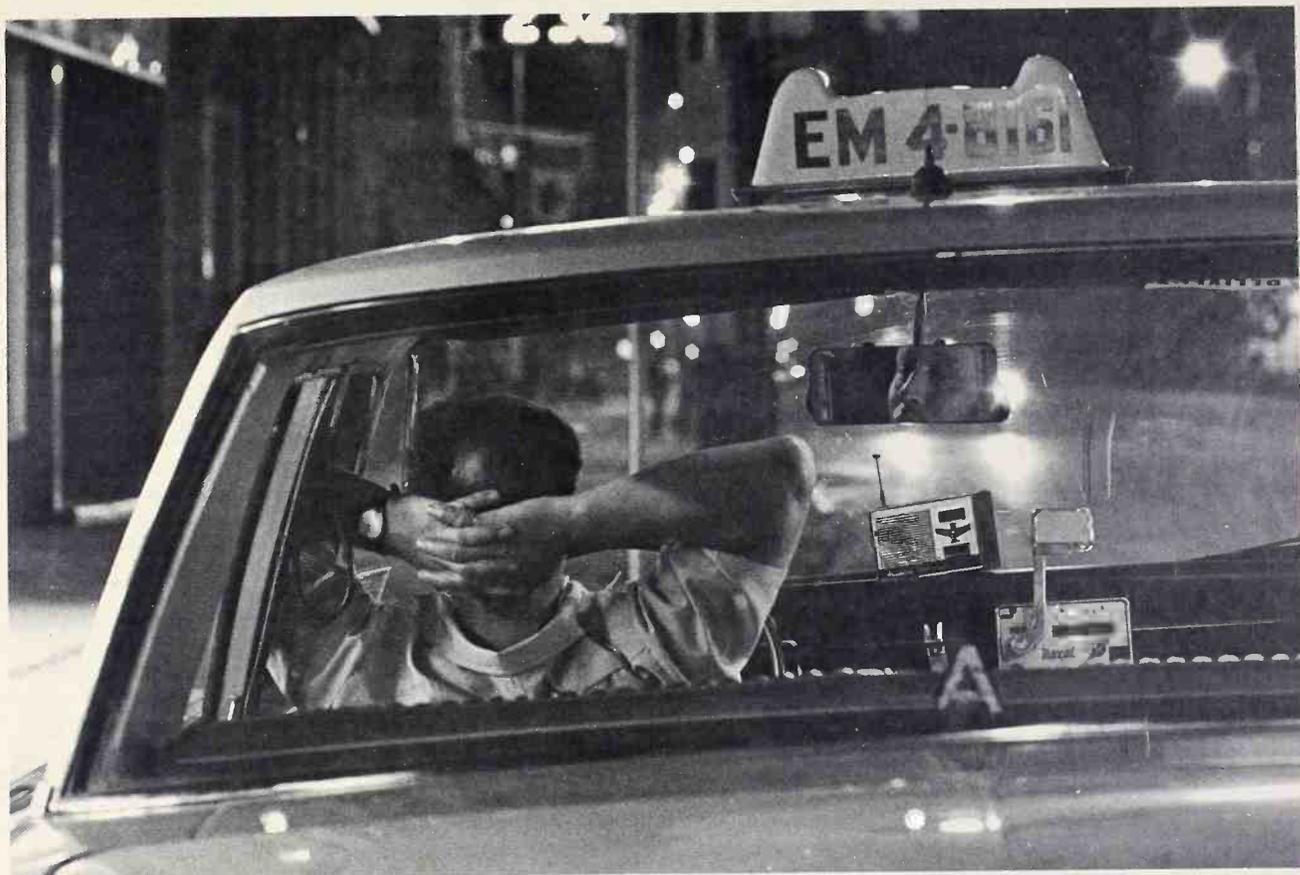
The storyline tells of the involvement with his alter-ego of a writer, (Scott), who has been putting out some very good literature, and getting nowhere, but achieves instant success with an entirely different type of book published under a nom-de-plume, N.Y. Rome. Both completely opposite characters are played by Scott.

Also in co-production with MPC, CTV has been involved in shooting its first full-length feature film, *Blue Water Gold*, starring Ricardo Montalban, and has renewed the *Untamed World* series for which CTV will have total production responsibility. It will begin on CTV Network September 14. With 20th-Century-Fox and CFTO-TV as co-producers, CTV recently produced a one-hour variety special, *The Sound and The Scene*, starring Bobbie Gentry, to be seen on the CTV Network October 27.

Our cover shows a CFTO-TV camera and production crew arranging a set, the writer's den, with Scott at the typewriter, at his desk.

MPC's involvement includes the major talent from the U.S., along with administrative and creative costs, with all manpower and hardware supplied by the CTV Network along with the extensive sets and design by CFTO personnel.

Who listens to what in the wee small hours?



There is no measurement for the potentially large radio audience between 1 a.m. and 6 a.m. But would you like an educated guess?

We're sure most people are listening to us, CFRB between 1 a.m. and 6 a.m.

This is not just wishful thinking. Each week sixty per cent of Metro Toronto, 18 and over, listen to us between 6 a.m. and 1 a.m., the

hours that *are* measured for audience*. In fact, it takes the combined audiences of the next five largest stations to match CFRB's listening audience**. And, if you're talking about women—it takes the next *six* stations to equal CFRB's female audience between 6 a.m. and 1 a.m.**.

So why not between 1 a.m. and 6 a.m.? Are you still with us?

CFRB
1010

Represented by:

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.
654 Madison Avenue
New York 10021, N.Y. (212) 838-5774

* B.B.M. — Bureau of Measurement — November, 1968.
** Average 1/4 hour adult (18+), Total Station Audience —
6 a.m. — 1 a.m. Monday — Friday
B.B.M. — Bureau of Measurement — March, 1969.

Now accolades from the press

"THE AMERICAN TELEVISION SCENE has been the most costly experimental laboratory in the history of advertising and we will probably never see its like again. Wouldn't it be great then if someone could bring you the sum total of knowledge gained in that costly arena over the past two decades?" said William Tyler, U.S. advertising consultant, in a speech to the ANA seminar held at Montauk, L.I., New York.

In his talk, Tyler then attempted part of this by tracing the development of various schools of TV. "Television in the late forties started by galloping off in all directions," he said. "Some of the early practitioners thought the way to use the medium was to adapt to advertising that most universally popular of all motion picture techniques, the animated cartoon." But the idea fell by the wayside after a decade because advertisers thought it was the technique which sold products like Ajax. "It didn't. It was the idea. Animation's weakness seemed to be that, though it attracted audiences and entertained them, it lacked conviction.

"The next was the belief that the best way was to follow in the steps of the most successful theatrical producers, and offer musical extravaganzas. It too failed, because with the success of the Texaco musical commercial, others became bigger and costlier and all but overpowered the selling message," said Tyler.

The third — optical tricks and photographic illusions — accomplished the wrong objective. "It didn't do anything for the selling message, since the interest was focused on the magical package rather than on any product characteristic. What it did do was burn home the brand name and the package by making the product the star of the commercial."

Finally, the appetite appeal commercials, which proved harder. "Food, such as soup," he felt, "just isn't very mouthwatering on a black and white screen. Kraft overcame

this by shooting close-ups of food being prepared and using an announcer's voice-over to describe the recipe."

"This method was successful because it showed recipe advertising come to life. It was a little domestic science lesson, a how-to-do-it in which the product was the centre of interest," he said.

One thing stood out in all these testing techniques... demonstration. Tyler felt it took no genius to recognize the value of showing how a product worked in comparison to other products on TV. But, with the success of commercials using this method, a rash of suspicious and ineffective ones appeared which the public just wouldn't buy.

"In spite of the great value of demonstration commercials, they did not fit every case, and something new was needed, particularly since about that time — the middle fifties — the novelty of the medium was beginning to wear off, and it took more than just being on TV to insure selling success," Tyler said.

"What evolved was a format known to all of us as, a *Slice of Life*. It consisted of nothing more than a little domestic story in which the product played the leading part," he said, "and it was a good formula because it focussed attention on the brand and its particular attributes with almost maniacal single-mindedness."

Slice of Life Techniques

As these slice of life commercials became more sophisticated over the years and eventually developed into the serial approach, they unknowingly launched newer techniques. *Slice of Life*, is a slice of life in name only," he said. "Actually, it is a travesty on life. People do not talk that way; products do not perform that magically. Instant success does not follow their every application."

The strain between the creative people and the *Slice of Life* technique they used began to show. The

phoniness and limited variations prompted the writers and producers to split into two groups; one, puritanical and realistic; the other, unrealistic and whimsical.

The first group, the realists, found success in the market due to their subdued and convincing effects, while the others, the unrealists, floundered when the ideas they used became extreme and uninhibited.

This symbolic fantasy used by the unrealists, with white knights, tornadoes and such, has been the most visible trend of recent years and the most controversial. It has also, from time to time, been highly successful — the ones for Ajax Detergent and Cleanser were probably the most outstanding," he said. "But what happened when they faltered was that the advertisers had failed to realize that the basis for success lay, not in the surprise of the symbol, but in its relevance as a symbolic demonstration of the basic selling message."

With the halt of these fantasy commercials, the realists, who were against them from the start, failed to catch the point. "They don't like fantasy because it is unreal. But that's not its weakness. Anything that brands a difference of quality in a product, with great intensity, is a good thing," he said, "and if it does so believably and realistically it is even better. But sometimes you can't. And when that is so, the symbolic approach is a great find. What is wrong is when the symbol doesn't say what you want it to."

The opposite school of utter realism, which *Slice of Life* definitely is not, inspired the creative people to great heights in their work. Tyler cited six examples of their creativity; stark simplicity using only props and stunts; realism combined with slice of life; realism married to demonstration; a new school of understatement; a new school of stand-up announcers, updated today — humanized, dramatized; and a technique designed to create an image that you will be

seeing around for years to come. It consists of quick cuts for eye-filling excitement.

"All six approaches, which have proven track records, are not, however, interchangeable. By this I mean that for any given product, the creative man does not have his choice of all six," he said.

Tyler pointed out that instead these six approaches have to be matched to the three broad categories of product situations. They are as follows: (1) The product with demonstrable advantage. (2) The product with no comparative advantage. (3) The product which you want to sell on its single most outstanding feature. And this, of course, is most products.

Demonstration is Best

"The product with the demonstrable advantage depends on one of the great approaches: demonstration and demonstration alone. It is the best of the six, and always will be," Tyler said.

"Three types of commercials which exemplify demonstration are: (1) the straight, non-competitive, non-surprising kind of demo, as Kraft uses it; (2) the dramatized demonstration, and (3) the demonstration so real that it's impossible to disbelieve," he said.

Category (2), the product with no competitive advantage, harbors most food products. "A food's principal selling point is flavor, and flavor is hard to demonstrate. So here is where great artistry and imagination are called for — unless, of course, you just follow the Kraft formula right out the window," he said. "But if your's is not an ingredient product, you can't very well do that either. Kellogg succeeds by creating an image for its Corn Flakes... an image of growing tall.

"The third product, the one advertisers want to make known for its outstanding characteristics, has used three highly successful approaches:

"(1) *Slice of Life*, because you build your entire plot around the product's ability to deliver this one quality.

"(2) *Fantasy*. Because this allows you to dramatize that quality, exaggerate it, play tricks with it, and otherwise so dominate the screen with its execution that you burn in your story," he said.

"(3) *Realism*. This is the school that will probably outlive all others except the fundamental one of demonstration. It is the most difficult to do, and is probably more responsible for pushing commercial pro-

duction costs skyward than any other one thing," Tyler said.

"Today, even the voice-over announcers are a new breed," he said. Actors and actresses are lending their talents (for sizeable sums) to give delicate and precise interpretations of commercials. This is also adding to the rising costs.

"High as these costs are getting to be, the cost of mediocre advertising is even higher. With so much riding on each commercial, the success or failure of a national launch or the leadership of an established brand, production costs are secondary. Nevertheless, it is little wonder that as our quality sights go higher, we

are willing to settle for *fewer* commercials," he said.

Tyler ended by saying, "television production today is winning accolades from the press such as advertising never dreamed would be heaped on its shoulders. We are told that TV commercials are bringing new techniques to movie making, that we are teaching new techniques to cameramen, directors, and sound effects men. The finest actors and actresses are appearing in commercials, the finest writing is being done on commercials, the best music makers are working commercially; the best gag writers. In fact, TV commercials are a new art form in America."



"CFPL-TV has the knack of being current—the ability to run "with-it" programs. Your "World Around Us" series on housing, for instance, was topical and it was good. In Sarnia, we rely on CFPL-TV to inform us about things Canadian . . ." says Dave Ledingham, a Sarnia engineer.

CFPL-TV serves Western Ontario—*completely*.



Cable is here to stay but. . .

by Ian M. Grant

A prediction of doom for commercial television as we know it and the golden future of cable was presented to the August 7 meeting of the Broadcast Executives Society when John W. Loader, executive vice-president of the Canadian Cable Television Association delivered a talk which can only be described as the best piece of fantasy since Cinderella.

In this story, commercial television is the pumpkin, and the fairy god-mother, who will determine its fate is CATV.

Except for a few McLuhanisms some of us hadn't heard before and a rather lengthy quotation from a U.S. task force who investigated cable for President Johnson, there was nothing new contained in the almost forty-minute talk.

The possible potential of cable has been well known and accepted for

years and there can be no doubt it is already an important cog in the broadcast machinery.

But when Mr. Loader suggests commercial television is "still only a toy designed to amuse with escapist programming" and asks us to "appreciate the failure of present-day television to satisfy its audience", adding that cable can bring about a programming revolution in the interest of the viewer, we can only assume he is extremely naive or that he is indeed the fairy god-mother who can wave a magic wand and perform a programming miracle.

Mr. Loader says "In Vancouver, in Montreal and now in Toronto, CATV systems are growing faster and bigger than the industry pioneers ever thought possible. So now we must seek the reason. And I submit there can be only one reason, the public wants it that way.

"The demand is loud and clear, insistent and universal — the viewer wants variety — and multichannel cable gives him that choice."

The growth of CATV in the large urban centres is perfectly understandable. The growing skylines play havoc with off-air signals, so viewers want clear reception.

As for the public knowing what they want, that's another question. The last time the public was asked what it wanted, and got it, the Ford Motor Company produced the ill-fated Edsel.

Rather than saying the public knows what it wants, it would be more accurate to say it knows what it does *not* like about what it is *already getting*.

Mr. Loader foresees 20, even 40-channel systems supplying a wide range of program fare — news all day, comment on the news, stockmarket quotations, college plays, ethnic programs, religion, magazine shows — available to the viewer when he wants to see it.

In an attempt to explain how this is going to be accomplished, Mr. Loader quoted from the U.S. report on cable, the findings and suggestions of which he feels will be closely paralleled in Canada. The report said in part: "It is important to bear in

mind that advertising revenues are not the sole source of support for a cable system. Subscriber revenues themselves are normally sufficient to cover costs of distributing the signal. It is not necessary for the cable operator to sell time on every channel to advertisers, or even charge for the use of every channel, in order to defray his expenses and make a profit. On the contrary, he has a positive incentive to offer a varied programming mix, including items which would not attract a commercial sponsor, even if that required him to shoulder a portion of the programming costs.

"Many individuals may only be persuaded to subscribe to the cable service if it provides programs of particular appeal which they otherwise might be denied.

"Having an abundance of channels, the cable operator will be motivated to provide such programming. For the costs to him of a modest studio and simple camera equipment are moderate, while the additional options may attract additional subscribers to the cable. Talent and other programming costs ought to be quite moderate for the type of community programming we have in mind."

There are unquestionably a number of areas of programming which can and will be provided by cable. Indeed it may be the answer for small local advertisers.

But for Mr. Loader to suggest that cable can provide better programming than the combined resources of the television networks, coupled with the talents and capacity of Hollywood and New York, is sheer presumption.

Commercial television has for years been producing programs which cannot attract commercial sponsors. The CBC schedule always includes "minority programming" which fails to attract viewer attention and it takes a lot more than a modest studio and simple camera equipment to do it.

As Mr. Loader says "we in broadcasting have argued for years with the regulatory bodies that the final decision on programming rests

continued on page 12

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

Salutes
the Radio Sales Bureau
and its dedicated staff

Cedric Haynes,
Larry Heywood,
Peter Harricks,
John Spragge

support RSB in '69

1969 CONVENTION AGENDA

Atlantic Association of Broadcasters

Digby Pines Hotel, Digby, N.S.
September 6-7-8-9

SATURDAY, SEPTEMBER 6:

P.M. — Registration
— Wine and Cheese Party (courtesy Imperial Tobacco).

SUNDAY, SEPTEMBER 7:

A.M. — Breakfast
Noon — Lunch
P.M. — Golf tournament (arrangements by CFDR Dartmouth)
— Cruise aboard yacht "Atlantica" (courtesy Moosehead Breweries)

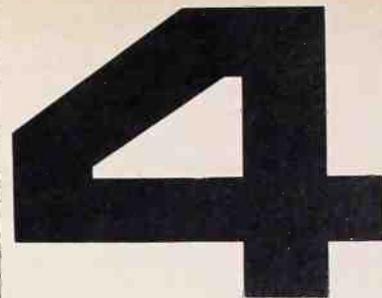
MONDAY, SEPTEMBER 8:

8.30 — Breakfast meeting (opening of convention)
Speakers: A. R. W. Lockhart, president, and Orv Pulsifer, Mktg. Dir., AAB.
9.30 — Keynote speaker: Raymond Crepault, president, CAB.
10.15 — Coffee break (courtesy Major Market Broadcasters Ltd.)
10.30 — Panel: Marketing & Distribution in Atlantic Canada.
Participants: A. Garnet Brown, MLA, president, A. G. Brown & Son Ltd., Halifax; R. E. H. Smith, president, Imperial Advertising Ltd., Halifax; Volker Thomsen, president, I.M.O. Foods Ltd., Yarmouth, and R. J. Tingley, regional manager, marketing, CNR, Moncton.
11.30 — Question and Answer Period.
12.00 — Lunch
2.00 — Panel: Retailing in Atlantic Canada
Participants: David F. Sobey, vice-president, Sobey Stores Ltd., Stellarton, N.S.; J. K. Lawton, president, Lawton's Drug Stores Ltd., Halifax; R. R. Cooper, advertising manager, Atlantic Provinces, T. Eaton Co. Ltd., Moncton, N.B.
2.30 — Question and Answer period.
3.00 — Coffee break (courtesy All-Canada Radio & TV Ltd.)
3.30 — Keynote speaker: R. M. McClelland, marketing manager, McCain Foods Ltd., Florenceville, N.B.
4.30 — Discussion and Question and Answer period.
LADIES' PROGRAM: Afternoon tour of Port Royal, Fort Ann, Canadian Forces Base, Cornwallis, with tea at Cornwallis.
7.00 — Beach Party (courtesy of Province of Nova Scotia).

TUESDAY, SEPTEMBER 9:

8.30 — Breakfast
9.30 — Panel: Ross F. Downey, president, TVB of Canada; Orville Pulsifer, marketing director, AAB; John Spragge, director of sales services, Radio Sales Bureau.
10.15 — Coffee Break (courtesy of Stephens & Towndrow Co. Ltd.)
10.30 — Question and Answer period, with Downey, Pulsifer and Spragge joined by W. Williamson, station manager, VPCM St. John's, Nfld.; W. Winton, station manager, CJC-B-TV Sydney, N.S., and W. A. Stewart, commercial manager, CHSJ-TV Saint John, N.B.
12.00 — Lunch
Ladies' Luncheon (courtesy of New Brunswick Government) followed by a fashion show.
2.00 — AAB annual business meeting
3.00 — Coffee break (courtesy of Group One Radio Ltd.)
6.00 — Reception (courtesy of Rothman's of Pall Mall (Canada) Ltd.)
7.00 — Annual dinner
— Presentation of golf prizes
8.30 — Dancing

Convention chairman: W. E. J. Hall, commercial manager, CJCH Radio Halifax.
Program chairman: W. A. Lindsay, manager, CJLS Yarmouth.



GROUP FOUR

Group 4 sells Ontario's
4th largest TV market.

Group 4 extends sales
coverage of Toronto TV
market and sells all of
Central Ontario.

CKVR-TV

Channel 3 - Barrie

plus

CHANNEL 5 - HALIBURTON
CHANNEL 8 - MUSKOKA
CHANNEL 11 - PARRY SOUND



**PAUL MULVIHILL
& CO. LIMITED**
TORONTO MONTREAL

with the audience. We have argued that if the viewer likes what he sees, the set remains on; if he is not pleased, he turns it off."

The experience of television in North America has been that viewers will not accept, on any regular basis, mediocre or cheaply produced programming.

Perhaps the Canadian Cable Industry might take some measure of viewer reaction to mediocre "local" television from a story which appeared in the August 6 issue of *Variety*, from Ventura, Calif.

KKOG-TV, Ventura's unique 100% "local live" vidstation, is going broke, *Variety* reported. According to prez Julian Myers, "Somebody I don't know has to hand me \$50,000 before August 20" or else this outlet will fold.

Myers is quoted as saying: "I've gone from \$325,000 to zero, personally, building and operating this station to prove local television can simultaneously entertain, involve and succeed." KKOG-TV is an independent UHFer, whose signal is also available via 12 Southern California CATV systems serving 200,000 viewers. Outlet has distinguished itself by disdaining the usual indie fare of old movies, series reruns and the like, offering instead specially created programs such as *Sex and You*, *Mr. Know-it-all*, *Stock and Business Answers*, 10 live c&w band hours, *Fun At Five*, *Fiesta Amigos*, and *Investing in Real Estate*, plus special shows devoted to youth, travel, sports, folk music and sailing.

Although revenues have begun to increase in the last two months, the story continues, Myers appears to have overestimated the potential support for his idea. "In eight months his New Horizons Broadcasting has used up its \$50,000 operating capital, the seven minority shareholders have made all the additional loans they can and creditors are closing in. Myers is offering 400 spots for as little as \$80, hoping to convince local advertisers of the selling power of the only station in Ventura County. But present indications are that KKOG's experiment in six hours of local live programming seven days a week is headed for failure."

The thing that will continue to attract viewers to television, no matter how the signals get into their sets, is not so much a greater variety, as an improvement over what we now have and that, Mr. Loader, will take a lot of talent, a lot of time, and a hell of a lot of money.

ACRTF Convention -- Quebec City

SUNDAY, SEPTEMBER 21:

2.00-5.00 p.m. — Registration

5.00-7.00 p.m. — President's cocktail party

8.00 p.m. — Gala "diner-spectacle" (dinner show) at Quebec's popular night-club restaurant, le Baril d'Huitres (The Oyster Barrel).

MONDAY, SEPTEMBER 22:

9.00 a.m.-noon — Closed meeting (for delegates of member stations). Golf tournament at Royal Quebec Golf Club in Boischatel, for all others.

Noon — Golf tournament begins for delegates of member stations.

3.00 p.m. — Special for the ladies: Guided tour of The Citadel; civic reception at Quebec City Hall by Mayor Gilles Lamontagne and Mrs. Lamontagne.

7.00 p.m. — Cocktail party and buffet at Royal Quebec Golf Club. Distribution of golf trophies and prizes. Dancing, with orchestra.

TUESDAY, SEPTEMBER 23:

8.45 a.m.-12.00 noon — Open meeting. Panel discussion: "The News Concept", with Marcel Provost, program director, CKVL

Montreal-Verdun, as moderator. Panelists: "Importance and Integrity" — Mario Cardinal editor, *Le Magazine Maclean*; "Editorial" — Alban Flamand, Q.C., host of public affairs show, CFTM-TV Montreal, and editorial writer for *Actualite*; "Public relations and community news" — Yves Jasmin, Jasmin, Desroches et Associes Inc., Montreal; "The importance of local news in a regional market" — Francois Raymond, chief announcer, CJBR Rimouski.

12.00 noon — Luncheon. Guest speaker: Claude Ryan, publisher and managing editor, *Le Devoir*, Montreal daily newspaper.

2.15 p.m.-3.45 p.m. — Continuing morning panel discussion on "The News Concept."

3.45 p.m.-5.00 p.m. — All panel members will be On The Hot Seat, for discussion period. Questions and answers.

6.30 p.m. — Cocktail party

7.30 p.m. — Annual dinner. Special guest speaker: Quebec Premier Jean-Jacques Bertrand.

Convention chairman: President, ACRTF: Jacques La Roche Paul L'Anglais

RTNDA Convention -- Detroit, Mich.

TUESDAY, SEPTEMBER 23:

8.00 a.m. — Registration

8.30 a.m. — Bus trips to meetings at Assembly Safety Technical Centers of Ford, GM and Chrysler all day long. Annual meeting of RTNDA of Canada.

WEDNESDAY, SEPTEMBER 24:

9.00 a.m. — Business Session. Ed Barker, KRLD-TV Dallas, Tex., gives president's report. W. Graham Allen, CBC Halifax, gives Canadian president's report. Keynote address by Walter Cronkite, CBS News.

12.30 p.m. — Lunch. Speaker Herb Klein.

2.30 p.m. — Joint Session. National Broadcast Editorial Conference, "Urban Affairs." Moderator, Bill Mattney, NBC News. Guest, Congressman John Conyers.

6.00 p.m. — Ford Museum —cocktails and buffet.

THURSDAY, SEPTEMBER 25:

7.30 a.m. — Sigma Delta Chi breakfast.

9.00 a.m. — Election of officers and directors for 1970.

11.00 a.m. — Panel — "Effects of Supreme Court Fairness Decisions." Participants: W. Theodore Pierson, Washington, of Pierson, Ball, Dowd, and Henry Geller, chief counsel of the Federal Communications Commission.

SATURDAY, SEPTEMBER 27:

8.00 a.m. — Separate breakfasts for network-affiliated stations and independent Canadian members and educators.

10.30 a.m. — TV awards and demonstrations, with films and tapes.

12.30 p.m. — Awards Luncheon.

2.30 p.m. — TV workshop, chairman Joe Bartelme, WCCO-TV Minneapolis, with Walter Sheridan of NBC News, speaking on "Investigative Reporting on TV"; Marv Golis, NBC News, "The Full-Hour News Telecast"; Phil McHugh, of McHugh-Hoffman Research, "What's Wrong with TV News".

6.00 p.m. — Theatre Party.

FRIDAY, SEPTEMBER 26:

9.30 a.m. — Radio workshop. Chairman, Tom O'Brien, ABC News, New York.

12.00 p.m. — Luncheon. Speaker: FCC commissioner Nicholas Johnson.

2.00 p.m. — Joint Session on national broadcast editorials and "Reporting of Campus Disturbances". Panel leader, Maurice Mitchell, chancellor of University of Denver.

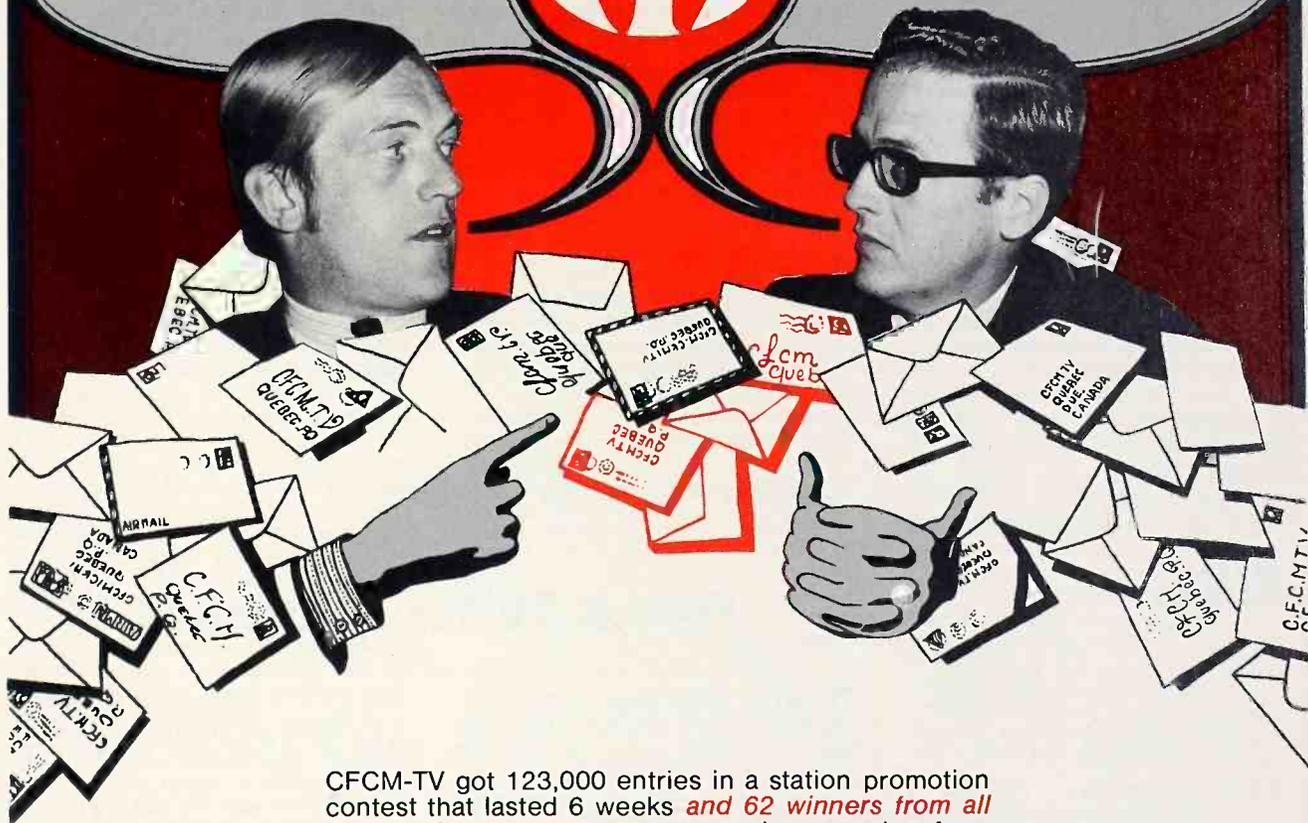
7.30 p.m. — Paul White Memorial banquet.

WHEN CFCM-TV IN QUEBEC WANTS RESPONSE

IT GETS TV

would You believe
...123,000 letters?

...HOW MANY???



CFCM-TV got 123,000 entries in a station promotion contest that lasted 6 weeks *and 62 winners from all parts of its coverage area* won prizes ranging from \$50.00 to portable TV sets to color TV sets.

CFCM-TV got this amazing response from a six week contest. We are sure it can do the same for your products!!!

Join up with CFCM-TV's proven pulling power and get results! Call our reps!

CFCM-TV  **CKMI-TV**
TELEVISION DE QUEBEC (CANADA) LTÉE

CFCM-TV (French) CKMI-TV (English) HARDY RADIO & TV LTD. TORONTO, MONTREAL, WINNIPEG, VANCOUVER

CFCM-TV (French) (Programs only) PAUL L'ANGLAIS INC. TORONTO, MONTREAL

CFCM-TV (French) CKMI-TV (English) FORJOE-TV INC. NEW-YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES

CTV ownership under review

An old BBG policy restricting share ownership of TV stations affiliated with the privately-owned CTV Television Network will be re-examined by the CRTC at its Vancouver public hearing, beginning at 2:00 p.m. instead of the usual 9:30 a.m., October 14.

The BBG policy, dated March 4, 1966, relating to ownership of the CTV Television Network Ltd., stated no share transfers would be approved where the effect would result "in one person holding shares directly or indirectly in more than one company licensed to operate an affiliated station."

A second clause said no approval would be given to "any arrangement . . .

whereby any person may, in any other way, participate in the control or management of more than one company licensed to operate an affiliated station."

The Commission said recent developments in broadcasting such as

the extension of second English-language television service and the Order-in-Council on foreign ownership, have brought about several applications which relate to this policy," referring to proposals for sales of station assets which would run counter to the old BBG ruling.

Deciding to review the policy set by its predecessor, the Commission has invited "representations from the public and interested parties", with briefs to be submitted in the usual manner on or before September 19.

Microwave for CATV?

The Vancouver hearing will also be the first at which the Commission considers the use of microwave by a CATV system.

In its public announcement of May 13, 1969, the CRTC said it was developing its policy for the use of microwave for CATV systems and expected to hear comments from interested parties when applications were heard at future hearings.

However, before dealing with any application, the CRTC is seeking written views which must be filed in the usual manner before September 5. No oral representations are contemplated unless the Commission, after studying the written briefs, feels it is necessary.

One view on the possible significance of these two items was contained in an article written by Leslie Millin in the *Globe Magazine* of August 9. It is reprinted in full on page 15.

Canadian Broadcasting Corporation

French TV for Edmonton

To serve the French minority of residents in the Windsor, Ont. and Edmonton, Alta. areas, the CBC will open a new French-language radio station CBEF, near Amherstburg, Ont. before the end of 1969, and launch a new bilingual TV station in Edmonton early next year.

The Windsor area's estimated 21% French-Canadian population, numbering about 45,000 persons according to *The Financial Post* 1968-69 survey, will be served by the new radio station. Construction of the antenna towers is already under way.

In Edmonton, where the *FP* survey lists 6.7% or about 25,000 French-speaking persons, the CRTC granted its approval August 1, for a new CBC TV station to carry French programming originating from the CBC French Television Network and English-language educational programs for the Metropolitan Edmonton Educational Television Association (MEETA).

The CRTC announcement said a license for the new station would be granted for three years. At the end of that time period, the station will become an integral part of the

CBC-TV French-language network. It will operate on Channel 11—, with an ERP of 90,000 watts (video), 9,000 watts (audio).

MEETA says "it will be the first on-air ETV operation in Canada. Broadcasting is expected to begin early in 1970. MEETA will broadcast 40 hours per week during the day and also during prime-time evening hours, with the remainder taken up by French programming. The ETV programming "is expected to reach a potential viewing audience of 500,000."

And, in Newfoundland, the CBC's new 10,000 watt radio transmitter at St. Anthony began transmitting the complete programming schedule of CBY Cornerbrook on August 2.

This transmitter, along with LPRTs at Flowers Cove, Port Saunders and Cow Head, which went on the air in February, and another at Bonne Bay, completes the CBC's radio coverage plans for the northern peninsula. The service is expected to reach approximately 26,000 people of the Great Northern Peninsula, said Keith Morrow, CBC director for Newfoundland.

BULLETIN

Can Canadians produce hit records for the world market? Those associated with the MAPLE LEAF GROUP of contemporary formatted stations say "yes"! **CHLO** is proud to be an M.L.G. charter participant!!

CHLO's QUALITY CONTROL avoids traffic pileups. Monitor and hear the difference!

CHLO is now also serving Simpson's, Vaisler Bond, London Arena, CFPL-TV, Royal Bank, Patton's Place, London TV Cable, and St. Thomas Chrysler! We'll do a job for your favourite client too!!

CHLO's great 10 kw. day/night voice is currently undergoing initial testing! Sign up now to take advantage of **CHLO**'s big 'boost'!!

Success radio,

Frank Hurley
Sales Manager

CHLO Radio

LONDON - ST. THOMAS
CANADA - RADIO & TELEVISION
SALES INC.
U.S.A. - WEED & COMPANY

The importance of what wasn't said

By Leslie Millin

Reprinted from The Globe Magazine

The Globe & Mail, Toronto

By now the way Canadian Radio-Television Commission blunt announcements drop from Ottawa like stones should not be surprising. But two more have just dropped, and they are as fascinating for what they do not say as for what they do say.

One refers to CRTC's decision to re-open the matter of whether one person or company may own more than one affiliate station in the CTV network. Such ownership has been prohibited since 1966.

The other involves the use of microwave systems by cable operators — to date also forbidden.

Both are of importance in a series of applications that the CRTC will consider at public hearings in the fall.

But of even greater significance is the fact that the CRTC wants to hear general opinions on both subjects before hearing specific licence applications in which they may be involved.

In general, noticeably in regard to cable television, the CRTC has decided on policy and licence applications at the same time. Accordingly, applicants at times were asked almost philosophical questions about cable television as a whole, as well as being asked for information on their applications.

This technique has been criticized, notably by Toronto lawyer J. R. Grafstein. He has said at public hearings that the commission should decide policy on cable television before hearing any application.

Many applicants for cable licences have grumbled privately that without indications of what the CRTC expected of cable operators, it was very hard to know what to say when seeking a licence.

Microwave transmission is useful to cable operators mainly as a way of bringing distinct signals into an area relatively starved of television.

Kamloops, B.C., and Sudbury are two test areas where the CRTC has said it will entertain cable applications involving microwave. These are sizeable communities with meagre television service, and they are so far from other stations that not even a cable system's huge antenna can pull in extra channels.

But if Kamloops and Sudbury can get extra channels by microwave, some larger communities — such as Edmonton and Windsor — will also clamor for the privilege. A policy statement in advance could save them a lot of costly time and effort in preparing applications.

There are some much higher sums at stake in the ownership of more than one CTV affiliate.

This matter is to be taken up at the CRTC public hearing in Vancouver October 14, and several powerful forces are sure to make themselves heard.

For one thing, the CTV network will have something to say as a body. What that something is will depend upon the decisions

taken at the CTV board of directors' meeting in September.

It is possible that the directors could decide that CTV should oppose any change in the existing rule, but to do this would mean overriding the two most powerful elements in the private network: Toronto's CFTO and Ottawa's CJOH.

If CTV opposes any rule change, it will be because a majority of the affiliates oppose the expansionist plans of CFTO and CJOH.

The danger in attempting to thwart such plans is that both Baton Broadcasting, which owns CFTO, and Bushnell Broadcasting, which owns CJOH, could be driven to leave the CTV network — taking just about all the network's production facilities and much of its drive and talent.

CTV may be instructed to approve the idea of changing the rule, or stand neutral, while individual affiliates oppose any change for individual reasons.

The Maclean-Hunter interests, for example, could point out that they had to divest themselves of control of CTV's Halifax affiliate in order to buy the Calgary affiliate. To allow others to do what Maclean-Hunter could not, it may be argued, would be rather unfair.

Bushnell Broadcasting has the biggest stake in getting a change in the rule. It is engaged in a \$50-million expansion program, and one of the biggest factors is the purchase of CFCF, the CTV affiliate in Montreal, for about \$22-million. One of the

conditions of the purchase is that CFCF's vote on the CTV board of directors would be retired.

One of the things Bushnell would get with CFCF is the station's sizeable — if under-used — production facilities. Combined with VTR Productions, already bought by Bushnell, these would mean that ambitious programming goals could be pursued.

As it is, CFTO has most of the CTV network's production facilities and accordingly tends to dominate the network. Its position technically is that it has one vote on the board, but being the biggest, richest and strongest station tends to have an impact.

Baton Broadcasting and its leader John Bassett, publisher of The Telegram, are also feeling expansionist these days.

Bassett is already involved in buying CKLW, the television station in Windsor that is an affiliate of the CBC. If things go according to plan, it will also show some CTV network programming, which presumably would make it a species of CTV affiliate.

If so, it will have the peculiar honor of being the first television station in Canada to be affiliated simultaneously with the public and private networks.

Bassett is also said to be interested in buying CKCO in Kitchener — already a CTV affiliate — and such a transaction would fall squarely into the area of concern before the CRTC at the October 14 hearing.



**our tape sounds terrible...
but it sticks like crazy!**

There's a Sellotape tape for everything around the station. Seal cartons and cans safely and cheaply. Label and code records or cassettes. Protect panels and prop surfaces. Mark floors. Make temporary electrical impulse chains or static bleeders. Keep the art department happy for once. Use Sellotape. For sticking, not recording. We'll be happy to supply you with samples and further information. Please call or write any of our sales offices from coast to coast.



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CBC Vancouver staffers resign in protest

Resigning in protest over transfer of the station's program director, five staff members of CBUF-FM Vancouver, the CBC French-language FM outlet, submitted their resignations effective September 9.

Quitting in objection to the orders that p.d. Gerard Binet would be moved back to Montreal, after a series of incidents occurring over the past four months, are Nicole Fontaine-Dube, p.r. director and part-time broadcaster; Walter Aube, a producer who was fired and rehired within four days; Michel Mongeau, an announcer who was suspended for taping a conversation between an English-language CBC executive and his secretary during a French program investigation; Guy Gelinas, an assistant

producer, and Andre Vigeant, announcer.

Binet had been asked to take a month's holiday, then told he was being promoted, and finally Raymond David, CBC v.p. and director of the French-language network said Binet would return to Vancouver until September 9, when he would be transferred to Montreal.

Binet refused to accept the transfer.

All five staffers handed their resignations to Robert W. McGall, B.C. regional director for the CBC, on August 4.

CBUF-FM, established in December 1967, claims an audience of 50,000 French-speaking listeners in its service area. It operates from Maillardville, French-language community of about 8,000 near Coquitlam in the Greater Vancouver area. Douglas Sagi, *Globe & Mail* reporter for Vancouver said "although it is an FM station with only a 60-mile radius, CBUF-FM claims an audience of 50,000, including listeners in Washington State and Seattle, who receive it as part of a package from a cable television company."

Half million promo for Flintstone feature

The prehistoric characters, Fred Flintstone and his neighbor, Barney Rubble, travelled Ontario cities this summer on a \$500,000 promotion campaign using radio-TV and print for the Screen Gems cartoon series and the proposed full-length cartoon feature, *The Man Called Flintstone*.

The tour was promoted and sponsored by Towers and their Ontario Discount Department Stores, who also obtained theatre rights to the 90-minute movie in Ontario.

In their campaign, Fred Flintstone and Barney Rubble appeared on six TV and 17 radio stations. The TV stations covered were CKVR Barrie; CKNX Wingham; CFCH North Bay; CKCO Kitchener; CHEX Peterborough and CFTO Toronto, while for radio they went to CHML and CKOC Hamilton; CKEY and CHUM Toronto; CHIC Brampton; CFOS Owen Sound;

ICA ANNUAL CONFERENCE AGENDA

Seigneurie Club, Montebello, Quebec, September 18-20

THURSDAY, SEPTEMBER 18:

12.00 noon - Registration
7.30 p.m. - Annual meeting

FRIDAY, SEPTEMBER 19:

8.15 a.m. - Registration (continues)
8.45 a.m. - Conference opens, with T. Denis Jotcham, manager, Foster Advertising Ltd., Montreal, as general chairman. President's remarks, George G. Sinclair, president, MacLaren Advertising Co. Ltd., Toronto.
9.00 a.m. - Keynote speaker: Kenneth R. Lavery, managing partner, P. S. Ross & Partners, management consultants, Toronto. Topic (and conference theme): "The next 10 years."
10.15 a.m. - Question and answer period.
10.30 a.m. - Coffee break
10.45 a.m. - Panel discussion: "The media outlook". TV: Michael Hind-Smith, v.p. media & broadcast, Foster Advertising Ltd., Toronto; Aime Lacombe, v.p. media, BCP Advertising Ltd., Montreal; D. Harrison, manager, broadcast, MacLaren Advertising Co. Ltd., Toronto.
11.30 a.m. - Newspapers: George B. Murray, v.p. media & research, Ogilvy & Mather (Canada) Ltd., Toronto.
12.30 p.m. - Luncheon. Special guest

speaker: Irving B. Kahn, Teleprompter Corp., New York. "The overall media basis" (in the next 10 years) - with emphasis of "The Future of Cable TV".

2.30 p.m. - Panel discussions continue on "The media outlook". Weekly newspapers, presentation by CWNA.
2.45 p.m. - Radio: Ralph Draper, vice-president, Vickers & Benson Ltd., Toronto; W. J. Graham, v.p., media, Spitzer, Mills & Bates Ltd., Toronto; Henry T. Harbinson, v.p., media, McKim/Benton & Bowles Ltd., Montreal.

3.30 p.m. - Coffee break

3.45 p.m. - Magazines & Weekend: Frank A. Collins, senior v.p., media, Vickers & Benson Ltd., Montreal; Wayne Ibsen, media manager, Ronalds-Reynolds & Co. Ltd., Toronto; John McDonald, media director, J. Walter Thompson Co. Ltd., Toronto.

4.30 p.m. - Outdoor & Transit: Barry L. Thomas, v.p., media, McKim/Benton & Bowles Ltd., Toronto.

6.30 p.m. - Reception

7.30 p.m. - Dinner. Guest speaker: Wilmat Tennyson, president, Rothmans' of Pall Mall (Canada) Ltd., Toronto. Topic: "Client requirements in the next 10 years."

SATURDAY, SEPTEMBER 20:

7.30 a.m. - Breakfast
8.45 a.m. - Sessions open. Speaker: Maurice Brisebois, executive v.p., Vickers & Benson Ltd., Montreal. Topic: "B & B as it relates to the agency business in Canada."
9.30 a.m. - Panel of U.S. agency executives, expressing their viewpoints. John Crichton, president, AAAA, "The place of the agency in the business community." R. W. Tully, chairman, Foote, Cone & Belding, New York, "Agency structure-diversification."
10.30 a.m. - Coffee break
10.45 a.m. - Bob Cummings, president, Compton Advertising Inc., New York, "Agency structure-organization." J. F. Devine, v.p. administration, J. Walter Thompson Co. Ltd., New York, "Agency structure-financing."
11.45 a.m. - E. M. Thiele, president, Leo Burnett Co. Inc., New York, "International developments."
12.15 p.m. - Final announcements and adjournment.
1.00 p.m. - Golf tournament.
7.30 p.m. - Reception.
8.30 p.m. - Dinner and dancing.

CFRA Ottawa; CJBQ Belleville; CHEX and CKPT Peterborough; CKPC Brantford; CFPL and CKSL London; CKOX Woodstock; CHSC and CKTB St. Catharines and CJRN Niagara Falls.

To mastermind the tour, Towers hired Howe Advertising Agency, Toronto, who engaged the services of six Ryerson Radio and TV Arts students to stage costumed Flintstone shows at each of the Tower outlets in Ontario. In two groups of three, the students also visited children's hospitals and the city hall in each of the cities as well as Towers stores.

The costumed cartoon characters were at one point smuggled into the U.S. at Niagara Falls and, with the help of a few phone calls to radio station CJRN on the Canadian side, were discovered on Goat Island by the station's newsmen. In North Bay, Flintstone and Rubble appeared on CFCH-TV and radio to promote their arrival, and at a reception in the city hall, presented the Mayor with a caveman's club to keep his council in hand.

Bob Howe, Howe Advertising, said the response to the promotion was overwhelming and a possible second tour may be repeated in the fall.

VTR program service and ad-sales program for CATV systems

A new color videotape program service for CATV systems nationally and a complete training program to develop local and national advertising sales for CATV have been offered by Local Origination TV Services (LOTS) and International Video Corp., (IVC).

The new sales programming and equipment package for local origination, offers the following services:

(1) **Live and Tape Programming:** Eighteen hours of unduplicated programming per week, which, when combined with locally produced news and public events segments, will provide CATV systems with local origination in color from 4 p.m. through midnight, seven nights a week. Types of Videotape programs included are sports and movie features, travelogues, women's shows, and cartoons.

Each subscriber is furnished production training videotapes and manuals to instruct him in the techniques of staging low cost, high quality public service interviews, public events and news shows.

(2) **Advertising:** An IVC videotape demonstrates techniques for low-cost production of local commercials and printed material documents case

histories of commercial production. A 16 mm film dubbing service is provided by LOTS to permit systems operators to convert advertisers' 16 mm film to tape at low cost. *(Advertising is not yet permitted either in Canada or the U.S. but it is obviously imminent)*

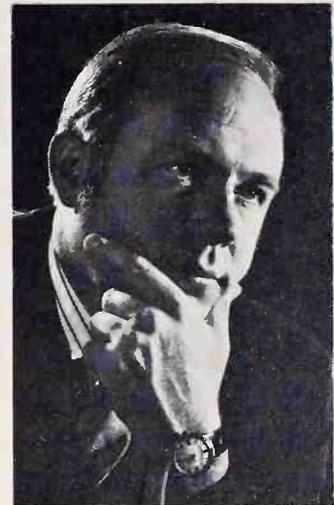
IVC recorders were selected because they offered a combination of features that included built-in NTSC color, assured tape compatibility from recorder to recorder, and extreme reliability.

Richard Shively, active in CATV and broadcast interests for years, is president of LOTS and James W. Packer, LOTS sales organization director. The recently formed LOTS organization offices are located in Evansville, Ind., and Hollywood, California.

"With 20 CATV systems already contracted for the programming, service to the first subscribers is well under way and we expect to have over 200 participating systems by the end of the year", Shively said.

The cost of the LOTS service will be scaled according to the number of subscribers in each system plus a monthly fee for videotape processing. Shipping of each week's programming will be via package delivery service in a specially designed container.

MOFFAT BROADCASTING LTD.



JAMES M. PRYOR

Moffat Broadcasting Ltd. is pleased to announce that at a recent meeting of the Board of Directors, James M. Pryor was elected Chairman of the Board. In addition to continuing as a member of the Executive Committee Mr. Pryor will be directing his attention to the Company's corporate affairs from its Calgary offices, with special emphasis on the development of MBL's CATV interests.

Moffat Broadcasting Ltd. has communication interests in principal cities throughout Western Canada. ***

ANNOUNCEMENT

Canadian Broadcasting Corporation

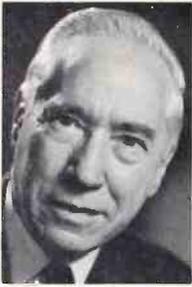


J.E. Hayes



R.D. Cahoon

The appointment of R.D. Cahoon as Vice-President, Engineering, with headquarters in Montreal, is announced by the Canadian Broadcasting Corporation. Mr. Cahoon, who joined the CBC when it was formed in 1936, served as Prairie Regional Engineer in Winnipeg from 1947 to 1964 when he was named Chief Engineer. He succeeds Mr. J.E. Hayes who retired after 33 years' service with the Corporation.



HOGG



RYALL



METCALFE



PICTON



SHUGG

William H. (Bill) Hogg, 59, is retiring from the CBC, after 41 years in Canadian journalism, 25 of them with CBC News. Most recently, Bill has been executive assistant to Eugene Hallman, v.p. and g.m. English networks division.

Born in London, Ont. in 1910, he started as a cub reporter on the old *London Advertiser* in 1928, and was a political reporter for the paper until it ceased publication in 1936.

Bill then joined *The Canadian Press* in Toronto, where he handled general news. Early in the Second World War, he wrote CBC Radio's night national news bulletin. At that time the bulletin was prepared by CP and read on-air by Lorne Greene, now the star of the TV series, *Bonanza*. Hogg recalls that "Lorne was getting \$25 a week then. I was getting \$52."

When the CBC launched its own news service in 1941, Bill Hogg became one of the first employees, continuing his news writing. He took charge of the national newsroom in Toronto the following year. In 1953, he was appointed chief news editor, succeeding the late Dan McArthur, and in that post directed the news service through the first eleven years of television in Canada.

In 1964, he was appointed director of news and public affairs, a post he held for two years during which first moves were made towards co-ordinating activities of the two departments.

A member of the news section, European Broadcasting Union, Bill Hogg was the first Canadian director of the British Commonwealth International Newfilm Agency (now Visnews) in London. He became Canadian vice-president of the Radio and Television News Directors Association while serving as secretary of RTNDA of Canada.

In 1967 he organized the Centennial Conference of the international RTNDA, in Toronto.

Bill has served as judge of the National Newspaper Awards since 1959, and for many years lectured in radio journalism at the University of Western Ontario. He also conducted night classes at the University of Toronto.

His hobbies are gardening and freelance writing, which he proposes to pursue when he retires at the end of August.

Succeeding him will be Robert T. Switallo, 36, who returns to Toronto from CBC Head Office in Ottawa, where he has been supervisor of commercial policy since 1966. He joined the Corporation in 1955 as assistant supervisor of commercial acceptance.

Keith Ryall has been made media group head J. Walter Thompson Co., Ltd., Toronto, where Richard J. (Dick) Kostyra is media director.

Born in Melbourne, Australia, where he began his advertising career, Ryall later moved to the U.K. where he held several media positions. In 1960, he came to Canada and joined Cockfield Brown & Co. Ltd., where he was media director on major oil and packaged goods accounts.

Prior to his present appointment, Ryall was media director at Norman, Craig & Kummel, Toronto.

He is a graduate of the C.A.A.P. advertising course.

W. D. (Bill) Metcalfe is the new man at TvB Canada. He will be spending the

next few months getting to know member stations and adding some real punch to the Bureau's activity with retail business.

Originally from Toronto, the 42-year-old Metcalfe joins TvB after 15 years as advertising manager of Western Tire & Auto Supply Limited. He was also heavily involved in that company's establishment and operation of retail outlets.

He has both a personal and professional reason for joining the Bureau.

As the father of four teenage children, he is deeply concerned about the need for a much improved educational system and believes that television is the only possible solution. He wants to find out about television from the ground up.

On the business front, with his considerable experience, Metcalfe believes he can make a meaningful contribution to retail eventually surpassing national as television's main source of income.

The major obstacles, as he sees them, are:

1. The television industry does not know how to talk to the big, multi-outlet retailer. They speak a different language.

2. The retailer, generally speaking, is out of step. He does not know how to reach today's people. Faced with the day-to-day problems of operating his store, he is a traditionalist, opposed to change. When it comes to advertising, he first questions the need to do anything different. If he does change, he usually does nothing more than a variation of what went before, instead of asking, what should be done to move more product.

The retailer has to be made aware that television is a business tool.

Commenting on Metcalfe's appointment, TvB president, Ross

Downey said, a person concentrating on retail is a luxury we can't afford and as months go by Bill will be involved in all areas of Bureau activity.

John Picton, a senior writer and columnist for the *Globe & Mail*, Toronto, in which he wrote a regular by-lined column on The Advertising World in the *Report on Business* section, has joined the public relations department of J. Walter Thompson Co. Ltd., Toronto.

His appointment as an account representative was announced by William W. Holland, JWT's Canadian director of public relations.

A native of Wales, Picton began his journalistic career with the London, England bureau of *The Scotsman*.

In 1958, he migrated to Canada, where he worked with *The Vancouver Sun*, and later *The Canadian Press* in Toronto.

Returning to England, he was employed by *The Daily Express*, in London, until he decided to come back to Canada several years ago. He joined the staff of *The Financial Post*, where he remained until he accepted his post with the *Globe & Mail*.

In addition to writing his advertising column for the *Globe & Mail*, Picton has been Canadian correspondent for *Advertising Age*, the national marketing magazine published in New York.

Orville J. W. Shugg, 61, the CBC's director of sales policy and planning for the past nine years, has been named special assistant to executive vice-president Laurent Picard.

Shugg, who first joined the Corporation in 1939, was born in Alvinston, Ont. and over the years gained senior management experience in the fields of communications, agriculture, adult education, advertising and marketing. In his new post, functioning as a direct extension of the executive v.p.'s office, he will provide assistance and advise on all matters relating to the general management of the Corporation.

Shugg was the first national supervisor of CBC farm broadcasts, which, between 1939-1944, he organized in all English regions. During the same period he was co-founder of *National Farm Radio Forum* (CB Jan. 11, '68).

At the end of his five-year agreement with the CBC, in '44, Shugg

decided to return to his home farm, but six years later answered the call of the Dairy Farmers of Canada to become director of advertising and public relations for the national farm group, serving from 1950-1960.

Then, after an absence of 16 years, Shugg returned to the CBC, to organize and direct the sales policy and planning department, responsible for development of procedures governing all of the CBC's commercial operations. He represented the CBC on the board of TvB of Canada, and was a vice-president at the inception of the Bureau.

Shugg has been engaged in various activities covering a wide field, prior to and during his 16-year absence from his work with the CBC. He has been news editor of the *Nelson Daily News*, managing partner of the family farm business at Alvinston, director of Lambton Co-operative Medical Services, president of Lambton Film Council, executive chairman of National Farm Radio Forum, director of the Ontario Soya Bean Marketing Board, secretary of the Eastern Division of the Canadian Farm Writers' Association, executive member of the Canadian Association for Adult Education, and an officer of the Boy Scouts Association.

Fergus Mutrie, CBC representative in London, England for almost five years, is retiring after 29 years' service with the Corporation.

Succeeding him is James R. Finlay, CBC director for the prairie provinces, whose appointment becomes effective September 1.

Mutrie, born in Regina, joined the CBC in 1940 as a farm commentator at Vancouver. In 1944 he moved to Toronto as assistant supervisor of CBC farm broadcasts. A year later he became supervisor and administrator of farm broadcasts throughout Canada, as well as the regional farms and fisheries broadcasts.

Prior to Mutrie's appointment as CBC representative in New York, in 1964, and his subsequent move to England in '65, he served as director of TV for ten years in Toronto, and, in 1959, became director of operations at head office in Ottawa.

Finlay, a native of England, came to Canada in 1927 and joined the CBC in 1937. He served as program producer and director in Vancouver and Toronto. He later became director for the prairie region, and held responsibility for all CBC radio and TV activities in the three prairie provinces and part of northwestern Ontario.

ANNOUNCEMENT
Stovin-Byles Appointment



Mr. Al Panza

In a continuing effort to maintain a reputation of leadership, stability and continuity of service to clients, Mr. W.D. Byles, president, is pleased to announce the appointment of Mr. Al Panza as Vice-President and General Sales Manager. Mr. Panza, who joined the company in 1963 has many years of experience in the sales and financial areas of advertising. This appointment will further complement and strengthen the competence and efficiency of the Stovin-Byles sales force.

ANNOUNCEMENT
CKDA Victoria



C. Edward Farey

Mr. David M. Armstrong, President of Radio Station CKDA, Victoria, is pleased to announce that Veteran Advertising and Broadcasting Executive C. Edward Farey has been appointed Vice President, Programming. Mr. Farey was one of the founding members of CKDA and has also been associated with CJOB Winnipeg, CKNW New Westminster, and CFUN Vancouver, in important executive positions. He is also president of MacDonald & Farey Advertising Ltd., president of Ramada Resources Ltd. (N.P.L.) and President of Big Brothers of B.C.

newscast

Network Deals Top WB/7A Sales.

26 new Canadian TV sales of Warner Bros.-Seven Arts' series and cartoons including *FBI*, *Avengers*, *F Troop*, *Maverick*, *Gallant Men*, *Hawaiian Eye*, *Cheyenne*, *Edgar Wallace*, *Marine Boy*, *Warner Bros. Cartoons*, *Popeye*, *Out of the Inkwell*, and *Bugs Bunny* have been announced by William K. (Bill) Moyer, WB/7A's general manager, Canadian Television Distribution.

Bugs Bunny was sold to the CBC Network, and the CTV Network purchased *FBI*.

Station sales were signed with CKX-TV Brandon, Man.; CFRN-TV Edmonton, Alta.; CFTM-TV Montreal; CHEX-TV Peterboro, Ont.; CKPG-TV Prince George, B.C.; CFQC-TV Saskatoon, Sask.; CJIC-TV Sault Ste. Marie, Ont., and CJAY-TV Winnipeg; CBCT Charlottetown, P.E.I.; CJFM-TV Chicoutimi, Que.; CKRD-TV Red Deer, Alta.; CJBR-TV Rimouski, Que.; CHSJ-TV Saint John, N.B.; WHTV-TV Whitehorse, Yukon.

All-News A Sell-Out In Vancouver.

Proof of response to an all-news radio operation comes from CKVN (Voice of News) Vancouver, where it has repeatedly been completely sold out, locally, said Andy McDermott, of Radio & Television Sales Inc., the station's reps.

National accounts have been hesitant about participating, McDermott said, but "local advertisers have been clamoring to get aboard".

Adoption of the new news policy, and numerous other changes designed to reach more adult listeners were the reasons for changing from the previous CFUN call letters to CKVN, said Ron Carabine, general manager. The change-over took effect July 1, after CFUN, established in 1922, as CKMO had gone to 50,000 watts following its purchase by Jack Tietolman, owner of CKVL, AM-FM Montreal-Verdon.

CKVN now boasts a 26-man news staff, largest of any station in

Canada they claim, to provide radio's first all-news operation this side of the border. The daily schedule airs all-news 6:00-9:00 a.m., plus 90 minutes at noon and again during the drive-home period. Further additions are being planned, with midnight to dawn under consideration.

Exclusive direct voice reports from all parts of the world are received from Broadcast News and Metro-Media. CKVN news also uses CP and UPI wire services, local eye-witness reports, morning and night traffic reports from the air, B.C. Hydro transit service information, and stock market reports from a local broker's office.

The experiment at CKVN is being closely watched by many in the industry, especially the CRT. All-news programs are spot carriers. Spots are interspersed in the news flow, or even piggy-backed when possible.

New rate cards have been issued, with the old CFUN rate of \$15 for a 60-second spot upped to \$45, said McDermott.

Galloping Gourmet girdles globe.

The unprecedented first-season success of a cooking show, with a male host, has racked up still more sales for Fremantle of Canada Ltd.'s *Galloping Gourmet*, starring Graham Kerr. CBC Television Network has renewed for a second year, it has been sold as an exclusive attraction on NBC Radio Network in the U.S. this fall, and 68 U.S. television stations covering 72% of U.S. homes are now carrying the show or have scheduled it for a September start, said Paul Talbot, president, Fremantle International, Inc.

All episodes of the show are produced in Ottawa, for worldwide distribution, said C. Vern Furber, vice-president and general manager, Fremantle of Canada Ltd. The facilities of Carleton Productions are used, he said, and each show has a live audience.

The Galloping Gourmet will make his first North American appearance in an audience-participation show, at the Canadian National Exhibition in Toronto, August 27, when he will appear at the Bandshell, on Women's Day,

before an estimated 6,000 women for a question and answer period. He will do no cooking.

The Galloping Gourmet will also be seen in prime time on the CBC Television Network for the first time, this season, in addition to his five-day-a-week afternoon shows. Kerr has been signed for the 6:30-7:00 p.m. Saturday night period, starting September 13, Furber said.

The Galloping Gourmet has just been signed by the BBC, Furber said, and in addition to being seen on TV screens in Canada, the U.S. and U.K., is a favorite in New Zealand (Kerr's homeland), Australia, Singapore, Hong Kong, and The Philippines. On the BBC, he will be seen in prime time, starting in October.

Kerr's wife, Treena, produces all his shows. Furber said it has been estimated that Kerr will realize \$4½ million over a three-year period, for the display of his culinary efforts.

CHUM Names News Chief. The appointment of Dick Smyth as News Director of CHUM Toronto, was announced by Fred Sherratt, v.p., programming and operations, of the CHUM Ltd., group.

Smyth, a native Montrealer, began his broadcasting career in Cornwall, Ont. and worked at stations in Oshawa, Hamilton and London before joining CKLW Windsor in 1956. He was news director of CKLW in 1965, a position he held until his latest appointment.

Peter Dickens will continue as Eastern regional manager of the Canadian Contemporary News System and assistant news director of CHUM, with whom he has been associated for 12 years.

Named Raytheon rep for Canada.

Allan Crawford Associates, Ltd. have been named Canadian sales and service reps for Raytheon Company's (Lexington, Mass.) Sorensen Operation.

Sorensen produces regulated DC power supplies, AC line voltage regulators, and high voltage DC power supplies.

Crawford's Canadian offices will be at 65 Martin Ross Ave., Downsview, Ont.; 376 Churchill Ave., Ottawa; Annacis Industrial Estate, 721 Aldfrod Ave., New Westminster, B.C.; and 1285 Hodge St., Montreal.

Australia bans foreign commercials.

Broadcasting Control Board, Australia's counterpart to the Canadian Radio-Television Commission, has banned the broadcast of

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foreign-produced radio commercials on Australian stations, effective January 1, 1970.

The Australian TV industry charged that radio was receiving undue favoritism by being allowed to run U.S.-produced radio commercials by international companies such as Pan-American. For several years, Australian TV commercials have been permitted to carry only 15% overseas content.

Along with the ban, an Australian-produced ad may not contain music recorded abroad, except for the following: Mood music, sound effects, background music to the sales message, extracts from a movie, and extracts from an overseas artist's recordings in a commercial promoting his Australian appearance.

Toronto CATV equipment firms sold. General Instrument Corp., New York, has acquired two privately-owned Canadian cable television equipment companies, Jerrold Electronics (Canada) Ltd., importer and distributor of cable equipment, and Watkins Electronics, Ltd., manufacturer of such equipment, both Toronto-based. The two firms will now operate under the GIC umbrella in Canada, with no change in company names or management.

The acquisitions, for cash, in an undisclosed sum, were sold by various interests of David Louis Harris and make General Instrument the largest producer of CATV equipment and the leader in CATV technology in Canada.

In 1949-50, Harris, owner of Atlas Radio, contracted with the Jerrold Corp. of Philadelphia to carry the Jerrold name in Canada while still assuming complete control of his company.

Moses Shapiro, chairman of the board, GIC New York, commented, "On a per capita basis, the CATV market in Canada is much larger than that in the U.S. Furthermore, the Canadian CATV industry is not faced by the harsh restrictions of regulatory agencies which obtain in the States".

General Instrument's subsidiary, The Jerrold Corp., Philadelphia, is the world's largest producer of CATV equipment, the world's largest supplier of CATV turnkey services and one of the five principal operators of CATV systems in the U.S. The company's Canadian operations also include turnkey services. In addition, the Canadian organization manufactures master antenna equipment.

GGG Management Changes.

Courier Public Relations, a division of Goodis, Goldberg, Soren Ltd., Toronto-Montreal, has revised its management structure, separating the responsibility of its two offices, which has been under the direction of Brian Greggains, who has been managing director.

The Montreal and Toronto operations will now come under the responsibility of separate managers, reporting to executive v.p. Reuben Blazer. Greggains, who is still contracted with GGS for a large part of his time on a consultant basis, has already undertaken other outside business opportunities in p.r. counselling.

Ken Grant joins Courier as manager-Toronto, following almost two years of free-lance public relations work. Prior to this, he managed the p.r. department of McConnell-Eastman, now McConnell Advertising Ltd., after a year in p.r. with F. H. Hayhurst Co. Ltd.

Tom Royal takes over responsibility for the Montreal operation, after a year as account executive with Courier. He has been in the communications field in Toronto and Montreal for over eight years.

Courier serves a diversified list of accounts, including such recent additions as Erin Mills Development Ltd., Fiat Motors of Canada Ltd., Domtar Ltd., Gestetner (Canada) Ltd. and Concordia Group.

To honor world's best commercials. Hollywood Radio & Television Society, sponsor of the International Broadcasting Awards, will make the presentations for the best radio and television commercials of 1969 on March 10, 1970, at the Century Plaza Hotel. Deadline for entries in the 10th annual competition is December 12.

Russell C. Stoneham, director of program development for MGM Television, is general chairman, and hopes to spur greater international competition.

"More than 70 nations now have some form of national broadcasting," he said, "and we would like to see them all represented."

Last year, a record-breaking 3,315 entries were received from 39 countries. "This exchange serves to promote and improve broadcast advertising all over the world," Stoneham said.

Loses appeal to tax cable firms.

The Manitoba Court of Appeal has turned down the Greater Winnipeg

ANNOUNCEMENT

CJCH Halifax Appointment



Bill Ozard

Fred Sherratt, Vice President, Radio CJCH-920 Limited, Halifax, is pleased to announce the appointment of Bill Ozard as Station Manager.

Mr. Ozard was born in Victoria, B.C. and began his broadcasting career there in 1957. For the next four years, he worked as a newsman and freelance broadcaster in Europe and Bermuda.

Since 1960, Mr. Ozard has held various positions with CJCH Radio and Television. Undoubtedly one of the Maritimes' best known personalities, he hosted CJCH Radio's "Phone Forum" for the last three-and-a-half years. He was appointed Program Director of CJCH in 1967, the position he held until the present time.

Mr. Ozard's appointment was effective May 26th.

ANNOUNCEMENT

CHUM Toronto Appointment



Dick Smyth

Fred Sherratt, Vice President, Programming and Operations, CHUM Limited, announces the appointment of Dick Smyth as News Director of CHUM Radio.

Mr. Smyth is a native of Montreal. He began his broadcasting career in Cornwall, and was associated with stations in Oshawa, Hamilton and London before joining CKLW Windsor in 1956. He was appointed News Director of CKLW in 1965, a position he held until joining CHUM.

In addition to his responsibilities as News Director, Mr. Smyth will be featured on major CHUM news broadcasts.



James R. Finlay

The appointment of James R. Finlay as CBC Representative in London, England is announced by the Canadian Broadcasting Corporation. Mr. Finlay, who has been Director for the Prairie Provinces since 1944, succeeds Mr. Fergus Mutrie who is retiring after 29 years' service with the Corporation.



Orville J.W. Shugg

The appointment of Orville J.W. Shugg as Special Assistant to the Executive Vice-President is announced by the Canadian Broadcasting Corporation. Mr. Shugg will function as a direct extension of the Executive Vice-President's office and he will provide assistance and advice in all matters relating to the general management of the Corporation. Prior to this appointment Mr. Shugg had been Director of Sales Policy and Planning since 1960.

Municipality of Fort Garry's appeal to allow it to tax two cable television companies whose transmission lines pass through the city.

The municipality assessed the companies, Metro-Video Ltd., and Greater Winnipeg Cablevision Ltd., contending that the coaxial cable was land within the meaning of the municipal act and taxable under that act.

Both companies have lines attached to transmission poles, or in trenches, owned by the Manitoba Telephone System but Chief Justice George Tritschler ruled that transmission was not land and not assessable, when the case was heard originally in the Court of Queen's Bench.

CBC Appoints Engineering V.P.
Roy D. Cahoon, 57, CBC's chief engineer since 1964 has been appointed vice-president, engineering.

A native of Cardston, Alta., Cahoon succeeds J. E. Hayes of Ottawa, who retired this month following a 33-year CBC career.

The office of v.p. for engineering is to be transferred from CBC corporate headquarters in Ottawa to engineering headquarters in Montreal, where Cahoon will direct construction of Place de Radio-Canada.

Plans for a second TV station for Sudbury, Ont., are underway. Incorporation of the operating company, North Star Broadcasting Ltd., has been completed, with granting of a charter from the Ontario government, and an application for the station has been filed with the CRTC for a license. Representations will be made at the November hearings in Ottawa.

W. O. Morrison, former vice-president of sales, Bushnell Television, Ottawa, has been named general manager of North Star Broadcasting, said J. L. Chercover of Kromby, Chercover & Posen, Toronto, solicitors for the new company.

A substantial majority of the shareholders are Sudbury residents, and reflecting the general wish for improved television coverage in this rapidly expanding market, this group hopes to provide the district with a full alternative service for the first time. To facilitate this, CTV Television Network Ltd. was invited to join the group as minority shareholders.

Sudbury now has CBC network service provided by CKSO-TV, an affiliate, owned and operated by Cambrian Broadcasting Ltd.

RSB Hits All-Time High. Twelve radio stations and one station representative firm recently joined the Radio Sales Bureau, Toronto, bringing the membership to an all-time high of 123 — 112 stations and eleven rep firms.

Newest members are CFAC and CKXL Calgary; CKAY Duncan, B.C.; CFRW Winnipeg; CKWW Windsor, Ont.; CJOE London, Ont.; CFOB Fort Frances, Ont.; CFOX Montreal; CKDR Dryden, Ont.; CJRL Kenora, Ont.; CJFX Antigonish, N.S.; CJCB Sydney, N.S., and, Western Broadcast Sales Ltd., New Westminster, B.C.

At a recent meeting of the Canadian Association of Broadcasters board of directors, Jack T. H. Fenety, manager of CFNB Fredericton, N.B. and CAB v.p., radio, was elected to serve on RSB's board for a two-year term. All the other RSB directors were installed at the 1969 annual meeting in Edmonton.

35,000 requests from 4 spots.
When the Quebec Department of Transport announced their offer of a *Guide to Motorists* on CKVL Verdun-Montreal's early morning break fast program, listeners responded with over 35,000 mailed requests.

The four 30-second spot announcements, and Yvon Dupuis' personal endorsement of the offer during his daily morning show, resulted in the flood of mail from all over Quebec province and even parts of Ontario. Some 75% of them were, of course, from the Montreal metro area.

Sony moves VTR to Toronto. Sony Corp. of America's VTR division has transferred their Canadian headquarters from Vancouver to Toronto and appointed Ken Tsunoda general manager.

The move of the headquarters staff to the Toronto area (3069 Universal Drive, Cooksville, Ont.) is indicative of the company's efforts to increase its share of the educational market as well as to develop the business-industrial market.

Tsunoda, until his new appointment, was branch manager of Sony's U.S. Eastern Division, New York.

"Quality control and related servicing will continue to be handled from Vancouver", he said. "With our national headquarters located in the Toronto area, we are now able to increase our penetration of the larger Eastern market as well as give improved customer service through expanded stock and service facilities."

New AM, FM and TV stations and 36 CATV licenses

Among further decisions announced by the CRTC from the June public hearings in Montreal, approval was given for one new AM, one new FM and ten new television stations. 36 CATV licenses were granted, and various facility changes were approved.

Radio Drummond Ltee. won a license for a two-year period to operate a new FM station, with stereophonic and subsidiary communication services at Drummondville, Que. The station will operate on 104.3 MHz, ERP 50,000 watts horizontal and vertical polarization, EHAAT 132 feet, omnidirectional.

Radio Maria-Chapdelaine Inc. got the nod for a new AM Station, with a two-year license, to serve Chicoutimi, Que., with another studio located at Dolbeau. The new outlet will operate on 1240 KHZ, 1000 watts days, 250 nights, omnidirectional.

To extend French-language TV coverage in the Maritimes, the CBC was granted a license for a new outlet at Yarmouth, N.S., on Channel 3—. ERP 2060 watts (video), 410 watts (audio), EHAAT 558 feet, directional antenna, to receive the entire CBC-TV French network service via microwave from Moncton, N.B.

The Corporation also received licenses for three new English-language TV outlets, one at Elsa, Y.T., on Channel 9, with transmitter power of 5 watts, directional, another at Fort McMurray, Alta., on Channel 9, ERP 33 watts (video), 3.3 watts (audio), also directional, and the other at La Ronge, Sask., on Channel 12, with a transmitter power of five watts, omnidirectional, each broadcasting CBC programs on a delay basis.

Two TV licenses were issued to Sunwapta Broadcasting Ltd., in Alberta. One O.K.s a station at Grande Prairie, to receive programs off-air from CFRN-TV-3 Whitecourt, for retransmission on Channel 13, ERP 32,000 watts (video), 6400 watts (audio), directional antenna, and the other at Peace River, to receive its programs off-air from the Grande Prairie station, for retransmission on Channel 3—, ERP 2400 watts (video) 240 watts (audio), directional.

Skeena TV Association won approval for a new TV station at Nine Mile Mountain, near New Hazelton, B.C., to receive programs off-air from CFTK-TV-2 Smithers, for

retransmission on Channel 9, with a transmitter power of 5 watts, directional.

Skeena Broadcasters Ltd. was granted a license for a new TV outlet at Hudson Bay Mountain, B.C., receiving programs off-air from CFTK-TV Terrace, for retransmission on Channel 7, with transmitter power of 1 watt, directional. The company was also granted a license amendment for its station at Smithers CFTK-TV-2, to permit program pick-up from the new station at Hudson Bay Mountain instead of from CFTK-TV Terrace.

Kitsault Community Club got the go-ahead for a new TV station at Kwinatahl, B.C. to receive programs off-air from CFTK-TV Terrace, for retransmission on Channel 7, with transmitter power of 1 watt, directional.

The West Quatsino Radio & Television Society won approval for a new TV station at Holberg, B.C., to receive programs off-air from CFKB-TV-4 Sointula, for retransmission on Channel 4, with transmitter power of 5 watts, directional.

Maritime channel changes O.K.'d
To implement CRTC policy for development of TV service in the

Maritimes, the Commission approved a channel switch for Moncton Broadcasting Ltd.'s CKAM-TV-1 Newcastle, N.B. from Channel 7 to Channel 9 with no change in transmitter power of five watts.

And, for the same reason, the CBC was authorized to amend its license for CBCT-1 New Glasgow, N.S., permitting a switch from Channel 7 to Channel 12, with video power upped from 209 to 237 watts, audio changed from 104 to 23.7 watts, but a proposed change in program source from CBCT Charlottetown, PEI, to CBHT Halifax will still be discussed by all parties concerned.

License amendments granted

Among various facility changes approved by the Commission, Cariboo Broadcasters Ltd. was authorized to amend its license for CKWL Williams Lake, B.C., to permit a change from 1240 to 920 Kcs., with a power increase from 250 ND to 1000 watts, at a new antenna site.

Kapuskasing Broadcasting Co. Ltd. was authorized to change location of the main studios of CKAP Kapuskasing, Ont. from 24 Byng Ave. to Riverside Drive.

Wellport Broadcasting Ltd., licensee of CHOW Welland, Ont. was given permission to establish a studio at Dunnville.

CFRB Ltd. was authorized to change the antenna radiation pattern of CFRB Toronto, presently operating on 1010 KHZ, with a power of 50,000 watts, DA-2.

Radio Richelieu Ltee. was also granted authority to change the

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Call Major Market Broadcasters Limited, Toronto, or Montreal; Jim Crawford, Vancouver; or Don McDermaid, Vice-President, National Sales in Winnipeg.



C K Y  **58**

THE WINNING ONE

Winnipeg 50,000 Watts Manitoba

*March 17 - March 30, 1969

5025-1

daytime radiation pattern for CJSO Sorel, Que., operating on the present frequency of 1320 KHZ, with present power of 10,000 watts days, 5000 watts nighttime, DA-2.

Power increases were approved for two stations licensed by Northern Radio-Radio Nord Inc. with CKRN Rouyn, Que. operating on 1400 KHZ upping its daytime power from 250 to 1000 watts, and a similar boost given to CHAD Amos, Que. operating on 1340 KHZ. Night-time power on both stations remains at 250 watts, and both are omnidirectional.

Radio LaSarre Inc. also received authority to boost the daytime power of CKLS La Sarre, Que., operating on 1240 KHZ, from 250 to 1000 watts. Night-time power remains at 250 watts, and the antenna is omnidirectional.

Radio CJLS Ltd. was authorized to make several changes for CJLS Yarmouth, N.S., moving from 1340 to 580 Kcs., increasing power from 250 to 1000 watts day and night, and changing from an omnidirectional to directional antenna, at a new antenna site.

Baseball networks approved

Two-year licenses to establish and operate an English and a French-language radio network to carry baseball games of the Montreal Expos were granted to the Montreal Baseball Club Ltd.

The English hookup includes CKGM Montreal and CKPM Ottawa, with the French net including CKJL St. Jerome, CJSO Sorel, CJLM Joliette, CHRD Drummondville, CFLV Valleyfield, CHEF Granby and CKLM Montreal, all in Quebec. The two networks have been operating, pending CRTC approval.

To coincide with the September 30, 1970 expiry date of licensing authority for the CTV Network and other affiliates, extension of licenses was granted to the following stations:

CJON-TV-1 John's, CJON-TV-1 Corner Brook and CJON-TV-2 Bonavista, all in Newfoundland; CFCN-TV-3 Brooks, Alta., CFRN-TV-3 Whitecourt, Alta. and CHAN-TV-1 Chilliwack, B.C.

Rule out banks as cable partners

Approval was given to three applications by Maclean-Hunter Cable TV Ltd. to move into three Ontario CATV systems, but the CRTC noted a condition "that no bank (Canadian or otherwise) will own any portion of the equity of the licensee companies, either through voting or non-voting participating shares."

The company had sounded out the Commission at a recent hearing on the possibility of bringing in a Canadian chartered bank as a partner in some of its cable acquisitions. The Commission said it was "concerned about the long-range implications of allowing banks to take equity positions in licensee corporations," and although it "recognizes the importance of the contribution of banks in financing broadcasting undertakings", it is "of the opinion that it is preferable that they should offer means of financing other than through equity participation."

The approved applications enable M-H Cable TV to buy out Community Television Ltd., serving London and Lambeth, Ont., to purchase all issued shares (24,000 common and 3,000 Class B) of South Aberdeen Cable T.V. Ltd. licensed for operation in the Hamilton area, and purchase 2,408 common shares of Peterborough Cable Television Ltd. serving Peterborough, Ont.

Other cable TV licenses approved included:

B.C.: Victoria Cablevision Ltd., to serve Saanich, Esquimalt, Oak Bay and Victoria; Davin Enterprises Ltd. for Saanich; Saanich Cablevision Ltd. (2) for North Saanich and Sydney areas; Powell River Television Ltd. for Powell River; Creston Cabled-Video Ltd., for Creston; South Slokan Television Co-operative Association for South Slokan;

Alta.: Cablevision Lethbridge Ltd. for Lethbridge; Cablevision Medicine Hat Ltd. for Medicine Hat and Redcliff;

Sask.: Co-ax Television (1962) Ltd. (2) for Estevan, and adjacent trailer courts and suburbs, and for Weyburn;

Man.: Metro Videon Ltd. (2) for Winnipeg and Pinawa; Greater Winnipeg Cablevision Ltd. for Winnipeg;

Ont.: Rediffusion (Lake Superior) Ltd. for Wawa; Peninsula Utilities

Ltd., for Marathon; Charles Beverley Redden, for Campbellford; Lakehead Videon Ltd., for Port Arthur-Fort William; Orillia Cable T.V. Ltd. for Orillia; John A. Gedney, for a company to be incorporated, to serve Cardiff; Dubreuil Brothers Ltd., to serve Dubreuilville;

Que.: Theo. Rouleau for St.-Gregoire; Roger Ouellette for Ferme Neuve; Beauce Video Ltee. to serve St. Martin; Gilles Goddard to serve L'Annonciation; La Guadeloupe Television Ltee. to serve La Guadeloupe and St.-Evariste; Radio St.-Hyacinthe Ltee. to serve St.-Hyacinthe; Justin Tanguay to serve Ste.-Justine; T.V. Drummond Inc. for Drummondville South, part of St.-Nicephore, Grantham West and St.-Charles de Drummond; Louis Georges Paradis for St.-Pascal; Fernand Rouleau for Saint Zenon; J. Bergeron & Frere Ltee. to serve St.-Tite; Coleraine Video Inc. for Coleraine; Coratel Services Ltd. to serve Hotel-Dieu Notre Dame de Beauce Hospital, St.-Georges West, Beauce Co.; Beauce Video Ltee. to serve St.-Georges East, St.-Georges West, Jersey Mills, Albert-Gallion and Lacroix.

Changes and transfers approved

The CBC received approval for frequency changes and new antenna sites for seven LPRTs: CBMD Chapais, Que. (920 to 1340 KHZ) and CBME La Tuque, Que. (1140 to 990 KHZ), with tower relocations for CBXJ Jasper, Alta., CBDB Watson Lake, Y.T., CBKA Stewart, B.C., CBXW Edgewood, B.C. and CBL Y Haliburton, Ont.

Rediffusion (Lake Superior) Ltd., operator of a CATV system at Wawa, Ont. received permission to transfer all issued shares of capital stock from Rediffusion Inc. to Jean Giguere (59%), Guy Giguere (39%) and Ulric Giguere (2%).

Approval was given British Columbia Television Broadcasting System Ltd., licensee of CHAN-TV Vancouver, and CJCH Ltd., licensee of CJCH-TV Halifax, to transfer 20,905 common shares of Canastel Broadcasting Corp. Ltd., a British-controlled firm, from Associated Television Corp. Ltd. to Selkirk Holdings Ltd., and 25,655 common shares of Canastel from ATCL to Western Broadcasting Co. Ltd. The Commission will review the old BBG policy concerning the CTV Network and transfer of shares relating to it at the Vancouver hearing in October, and will defer its decision on disposal of Canastel shares in CJCH Ltd. until after that hearing.

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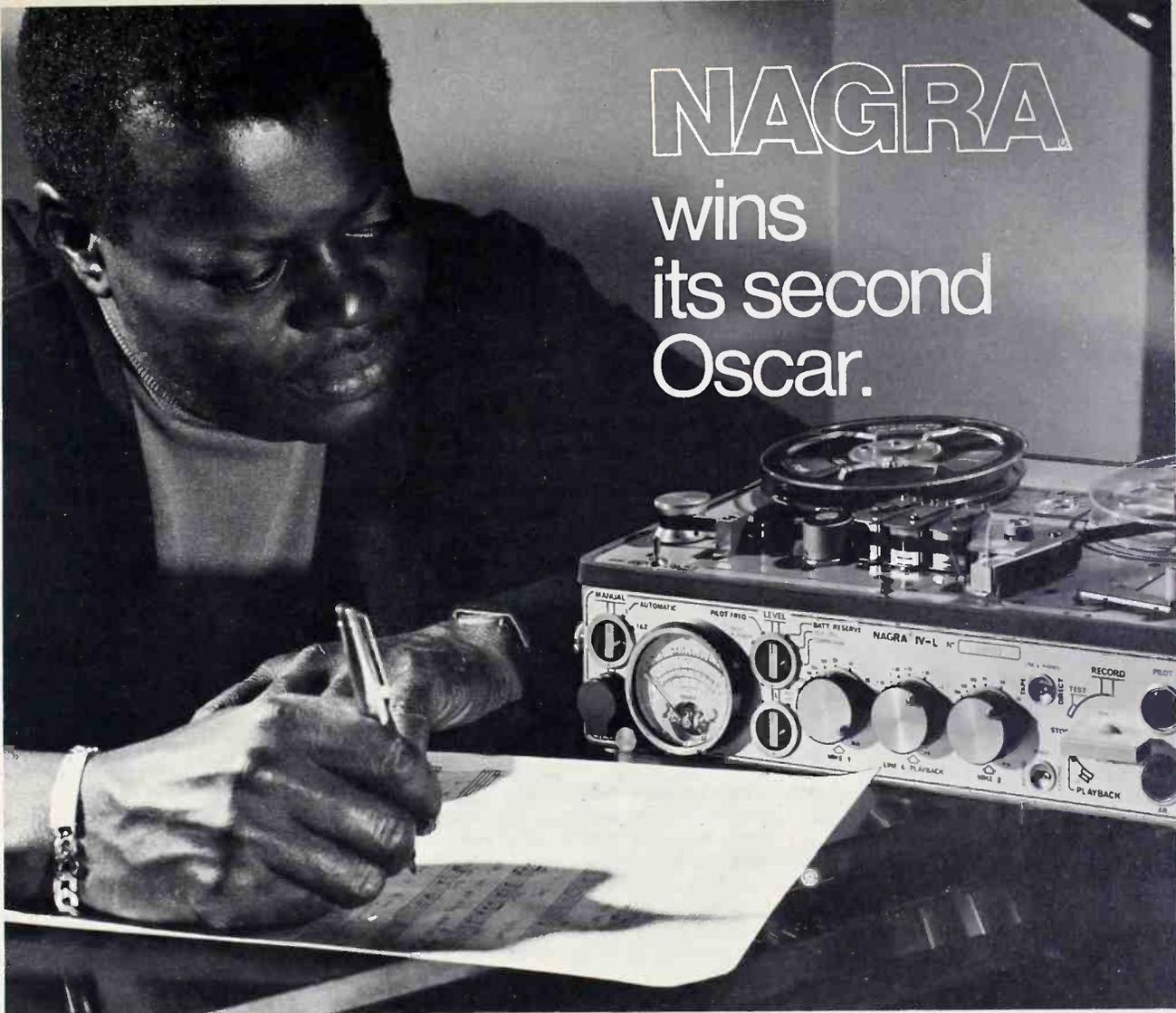
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NAGRA

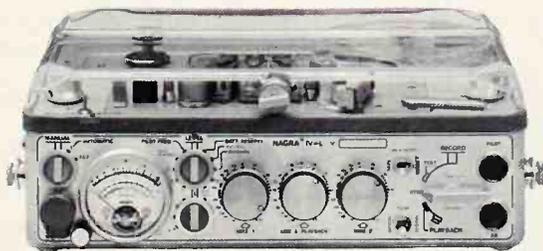
wins
its second
Oscar.



In 1966, the Nagra tape recorder won its first Oscar at the Academy Award presentation in Hollywood.

Now it's won a second—Oscar Peterson. He's a Nagra fan for the same reasons most pros are. It weighs only 14 pounds. Goes anywhere with you to record sound effects, music and dialogue to full studio standards. Oscar takes his when on tour to record anything and everything including some of his LP releases. It doesn't bug under any conditions and it's rugged enough to take rough treatment.

"High fidelity over a range of 30-20,000 c/s is the type of performance you expect from a large console," says Oscar. "Nagra does it hanging from your shoulder." Of course, you don't have to take Oscar's word for it. Try it yourself. But as you know, Oscar makes only sound recommendations.



NG-21(R)

BRAUN

BRAUN ELECTRIC CANADA LIMITED

3310 Elmbank Road

Malton, Ontario

The opening gambit of Robert E. Oliver's new book on advertising, called descriptively *Advertising*, is a complete misrepresentation. This book is referred to in the introductory remarks of its consulting editor, Professor Peter M. Banting, as "one in the first series of Canadian marketing textbooks for senior high school students". But wait a moment.

It isn't so much that the Professor is wrong, because up until this time, insufficient documented information has been provided for students on the vital economic force called "advertising", vis a vis the harsh treatment meted out to it by its carping critics who, without real knowledge, treat it as an act of larceny.

Oliver, who has a solid background in teaching and advertising, takes the advertising business, facet by facet, and without expounding fanciful theories, takes each one of them and relates the facts — all of them.

There isn't an advertising man, be he an agency executive, a company advertising man, or broadcaster, newspaper or magazine man concerned with advertising, who can afford not to read it. It is written in a simple and straight forward manner, so it should

be within the limits of the comprehension of people in the categories I have listed, even if they lack the erudition of the senior high school students to whom it is dedicated.

Points which impress me are that Bob Oliver has come through with a long needed book dealing in advertising in all media. It makes no effort to extol one medium at the expense of another. Rather, it gives anyone concerned about advertising a comprehensive look at it in all its varieties, which he needs even though his interests may only be in one medium. This should be beneficial to two main types in the world of advertising: (a) the seniors, suckled on ink, who have never been able to convince themselves that the broadcast media are here to stay; (b) the juniors, moonstruck with television and convinced the print media went out with the crinoline.

Then, of course, there are those buyers of advertising and their agencies who fall neatly into categories (a) and (b) and whose selection of media and copy may too often be based on what appeals to them personally or to their wives or secretaries.

Some people may say that the information dispensed in *Advertising* is basic, elementary even. But then isn't it the basic and elementary things we are the most prone to forget?

Each chapter ends with a list of questions pertaining to the subject it deals with. The sampling of twelve of these questions which follows should enable anyone to determine whether or not they should buy the book, based on the ease with which they answer them.

(1) What are the differences between (a) advertising and sales promotion; (b) advertising and publicity?

(2) What are the three principal services provided by an advertising agency?

(3) How would the creative and media departments of an agency help you in advertising your product (a new toy or a breakfast food)?

(4) What are the characteristics of a company that is "marketing-oriented"?

(5) Discuss several ways of deciding how much should be spent on advertising a new product.

(6) Why do advertisers continue to use print media when TV provides more realism and movement?

(7) What factors must be considered in selecting a particular type face for a printed advertisement?

(8) Compare the advantages of a television commercial being produced (a) live; (b) taped; (c) on film.

(9) Compare (a) the strengths and (b) the limitations of radio and television as advertising media.

(10) How does the advertiser benefit from program rating services?

(11) Why can advertising not always be evaluated by actual sales results?

(12) Advertising is an economic waste. Discuss.

Advertising, by Robert E. Oliver, executive vice-president of the Canadian Advertising Advisory Board, published by McGraw Hill Company of Canada Ltd. at \$2.95 a copy, is in the bookstores. It may also be obtained from the Book Department of The Broadcaster.

Buzz me if you hear anything.

Dick Lewis

NEWS & PUBLIC AFFAIRS OPPORTUNITIES

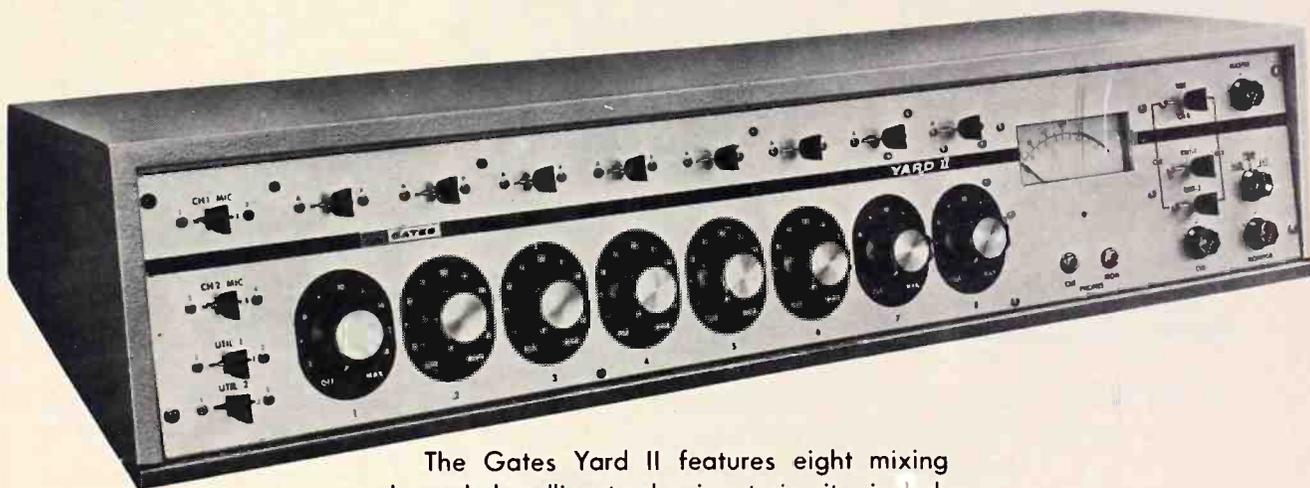
CFCN Radio and TV are expanding their News and Public Affairs Departments.

We are looking for dedicated, enthusiastic people who are prepared to become totally involved. Opportunity for News feature, depth coverage, and documentary production.

If you consider yourself to be better than average, please send résumé, tape and recent photograph to:

B, Milton
CFCN — Broadcast House
Calgary, Alta.

New from Gates...
the Yard II eight channel
all silicon transistorized
audio console.



The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

The Yard II's wide range of facilities in a compact size (38" wide, 8½" high) makes it excellent as a submaster control or production console in large operations.

And its 100% silicon solid-state design makes it the most economical, reliable, dependable monophonic audio control board you can own!

Let us tell you more about the Yard II.



GATES

A DIVISION OF HARRIS-INTERTYPE

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

WANTED

Qualified newsman (reporter-announcer), at CHWK Chilliwack, B.C. Apply:

Jim Leith
News Director
CHWK
Chilliwack, B.C.

Opportunity for fully qualified traffic manager. Apply in person, by letter, or telephone to:

Gene Ross,
CHWK
Box 50
Chilliwack, B.C.
(604) 795-5711

Announcer-Operator
2½ yrs. Exp. 2 yrs. University. Married. Conscientious & Full of Ambition. For tape & resumé:
Box 274
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

Newsman wanted for large Metro market. If you've got the right qualifications, we've got the right money. Send tape and resumé to:

Box 277
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

Television Writer Wanted
Western television station requires creative copy-writer, with experience. Send resumé, in confidence, to:

Box 278
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

Announcer Available
Smooth, sincere delivery. Prefers M.O.R. station. Willing to relocate. Tape and resumé available.

Box 279
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

WANTED TO BUY

Experienced broadcaster, not affiliated with any group or chain of stations, with adequate capital, wishes to purchase small or medium size AM station in Ontario, the Prairies or B.C. Send confidential reply to:

Box 269
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.

WANTED

Accomplished news reader for Vancouver's most go-ahead station. Outstanding opportunity for man looking for permanent post. Send resumé and tape to:

Jim Nielsen
Operations Manager
CJOE
Vancouver, B.C.

FM Station in Montreal is looking for a creative production man. Applicants should be able to produce commercials and special features, and have a working knowledge of music and copy approaches. Send resúmes, in strict confidence, to:

Box 276
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ont.



**our group just won five awards at
the television commercial festival.
are you qualified to join us?**

**WE ARE LOOKING FOR A COMMERCIAL
PRODUCER/DIRECTOR EXPERIENCED IN
TAPE AND FILM PRODUCTION TECHNIQUES.
WE WOULD LIKE TO SEE A SAMPLE REEL IF
YOU HAVE ONE.**

**SEND US YOUR RESUME AND STATE SALARY
REQUIREMENTS, IN CONFIDENCE, TO:**

**mr. g. cormack,
production supervisor,
marconi production,
405 ogilvy avenue,
montreal 303, quebec**

We need a qualified engineer able to accept the challenge of taking complete charge of our automated equipment, control room and transmitter maintenance. We are a progressive station located in a picturesque town in Southwestern Ontario. For interview write:

P.O. Box 98
Simcoe, Ontario
or phone (519) 426-7700.

FOR SALE

Set of tuning and phasing equipment, C.G.E. type FYC-77-A for 1 KW-A.M. transmitter, including: one phasing and input matching panel, two ATU (for two towers) panels (our cost \$3,905.00). Coaxial transmission line for 1 KW-A.M. transmitter: one line of 150 feet; and one line of 275 feet. (our cost \$450.00).

One Dummy load for 1 KW-A.M. transmitter
Four Slater: 60520 octagonal anchors (for ends of transmission line)

Any reasonable offer accepted. Write:

Radio Valleyfield Limited
249 Victoria Street
Valleyfield, P.Q.
(514) 373-1370

Radio Commercials Festival is set for February 5, '70

Entries close November 24

November 24 is the closing date for entries in the Seventh Canadian Radio Commercials Festival, co-sponsored by the Broadcast Executives Society and Radio Sales Bureau. The event is set for February 5, 1970, at the Inn-on-the-Park, Toronto.

After being held annually since 1963, the Festival was by-passed in '69

when it was decided to set a spring rather than fall date, since summer activities hindered proper organization of the usual October event. All discussion of a combined radio-TV festival has now been quashed.

Several committee chairmen have been named, pending appointment of a Festival chairman. Fred Sherratt, vice-president, programming and operations, CHUM Ltd., heads the program committee. Dick O'Brien, director of advertising and promotion, Dominion Stores Ltd., is in charge of judging.

Gordon Ferris, president and general manager, Radio-Television Representatives Ltd., will handle hotel facilities, while another rep, Bob Munro, of Major Market Broadcasters Ltd., looks after ticket sales.

Frank Buckley, vice-president of W. K. Buckley Ltd., and a past president of BES as well as a former

chairman of the Festival, will represent BES on the '69-'70 Festival committee. Ced Haynes, RSB president, continues his traditional post as co-chairman of the event, with Festival co-ordination in the hands of Peter Harricks, RSB vice-president, marketing and research.

Anticipating a record number of agency and station entries, Haynes emphasized that the deadline for submissions will not be extended. He noted several studies were in process, aimed at maximizing the efficiency of Festival administration by streamlining procedures.

"For one thing," he said, "we are exploring ways of broadening stations' entry categories. In past years, some stations have declined to enter because of a fear that they couldn't compete with broadcasters in larger markets. Clearly, market delineations must be reviewed so that all stations have the same chance."

If you are an experienced radio news announcer and \$10,000 appeals to you, rush tape to:

Don West
CKLW
825 Riverside Drive West
Windsor 12, Ont.

Your chance to move up to chief engineer radio and TV. Top salary and benefits. Send resumé to:

General Manager
CJDC Radio
Dawson Creek, B.C.

WANTED

Mature M.O.R. announcer for sign-on & news. Send audition tape, photo & resumé to:

K. Paulson
CJRL
336 2nd St. S.
Kenora, Ont.

Radio and Television Traffic manager, male or female, required for rapidly growing Radio and Television operation in the booming northern Manitoba town of Thompson. Send resumé to:
Manager,
Mystery Lake Broadcasting Ltd.
Shopping Plaza
Thompson, Manitoba

Radio and Television Program Director required for rapidly growing Radio and Television operation in the booming northern Manitoba town of Thompson. Send resumé to:
Manager,
Mystery Lake Broadcasting Ltd.
Shopping Plaza
Thompson, Manitoba

A Southern Ontario Radio Station Requires an Experienced Radio Time Salesman. *Must be Capable of Earning a Minimum of \$10,000 per year.*
—Our experienced Radio Salesmen now earning \$15,000 to \$18,000 per year.
—Exclusive, assigned radio accounts, which will allow top earnings.
—All fringe benefits. Usual 2 weeks holiday plus 3 weeks holiday after 5 years, and one month after 10 years.
—Ideal, friendly working conditions.
—Our station is centrally located in a Southern Ontario, progressive area.
—Possible advancement to managerial capacities to right man.
Apply with resumé and references, in confidence to:
Box 27J
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 205, Ontario

CONESTOGA COLLEGE OF APPLIED ARTS & TECHNOLOGY TELEVISION ENGINEER

for community college active in the production of educational television programs.

Responsible for technical design, installation and operation of all equipment components of radio, television educational systems.

Duties: Supervision of maintenance, development of improved facilities, and development of professional technical assistants and students. Will serve as college's technical consultant in television and electronic technology.

Required: Experience in commercial and/or educational television and radio.

Apply in writing to: Co-ordinator,
Communications Film, Radio & T.V.
c/o Conestoga College of Applied Arts
& Technology,
299 Doon Valley Drive,
KITCHENER, Ontario

Hear ye! Hear ye!

A word which has grown significantly in these modern times is "communication". From the voice of a town crier or a hurried note scribbled on a scratch pad, it has come to embrace everything up to the transmission of pictures and sound by means of satellites, from one corner of the globe to anywhere or everywhere, and even between the moon and this planet.

But communicating still means conveying a message, by any means — mail, telegram, telephone, personal conversation or from the head table at a business lunch.

Monthly in Toronto, the communicators called broadcasters meet at the Park Plaza Hotel for a meal, friendly or even business conversation and a guest speaker.

This group is called the Broadcast Executives Society, with a membership embracing, besides radio and television people, prominent advertiser and advertising agency personages.

It is a healthy conception, if only because it brings all the components of the broadcast advertising fraternity together for a meeting of the minds, in an intimate fashion, which cannot be productive of anything but good.

Momentous decisions may seldom emanate from the dining table conversations, but even if the only accomplishment is a face to face confrontation with people they know, as a voice on the phone or a signature at the foot of a letter, they are well worth while.

For many years, these broadcasters' functions have been beset by one paradoxical bug. Almost invariably, the public address system fails to function properly in projecting the sound, so that, from the time the chairman rises to introduce the speaker, until the thanker has said his piece, only about half the communication pronounced by the speaker has reached the audience.

This may be because the p. a. system, often supplied by the hotel instead of a professional sound merchant, won't work properly. It may also be because the speaker, even when he is a professional broadcaster himself, is not up to the trick of keeping in front of the mike. Possibly he should have one round his neck or clipped onto his lapel, so that his wriggings and writhings won't mar the message.

This was the way it was at the July meeting of the Broadcast Executives Society.

Most people — not just the deaf ones — complained they had difficulty hearing both Chairman George Ralph and Speaker John Loader. In addition to this, conversation over the tables was impeded, because the playing of an accomplished pianist, Dorothy Merrill, was stepped up so high, it drowned out practically all attempts at conversation.

The Broadcast Executives Society and kindred organizations, to say nothing of the industry's six annual conventions, are designed to provide the communicators with face to face communication with one another.

Speakers are unable to tell when they are not reaching the audience; head table guests can hear them

anyhow; association officials are generally too busy to pay close attention; delegates and guests are hesitant to lodge complaints. Yet speeches containing messages which may be of vital importance are just so much wasted effort unless they can be clearly heard and understood.

We are hopeful that steps will be taken to improve this situation, and it is in a positive spirit of co-operation that we are expressing our point of view on what appears to be a thorny subject.

Outlawing legitimate business

The action of the ABC and NBC American networks in refusing to release cigarette manufacturers from their advertising contracts, notwithstanding the request of the Federal Trade Commission, raises a number of significant questions regarding American laws and their administration.

The FTC "requested" that manufacturers of cigarettes cease using radio and television (but not print) media for their advertising. Since the situation is likely to arise in Canada, we feel it should be considered by the industry here.

What we should like to know is:

- (1) Is the manufacture and sale of cigarettes legal?
- (2) If so, why cannot manufacturers use these specific media to promote their lawful businesses?
- (3) What is the precedent for the proposed outlawing of advertising on the air, while allowing the print media to continue to carry it?
- (4) Can it be that the American law makers feel there are no significant effects derived from print advertising?
- (5) Is the precedent for this discriminatory legislation to be found in the controls imposed in Canada on the advertising of alcoholic beverages?
- (6) Have advertising controls in this area effectively reduced the sale and consumption of beer and liquor?
- (7) Do governments hesitate to outlaw smoking because of the millions in tax revenues they would lose thereby?
- (8) Is it also correct to assume that governments do not feel the prohibition of cigarette advertising would diminish the sale, and therefore the tax revenues, because advertising does *not* influence smokers to smoke, but rather urges regular smokers to *switch brands*?
- (9) Does the government feel that prohibition of smoking would cost it votes from growers and workers in the cigarette industry, as well as smokers, whereas outlawing advertising would be less harmful to them?
- (10) When will they start legislating against such revenue-producing evils (?) as horse racing and car driving?
- (11) In agreeing to take their advertising off the air, provided they do not have to include cancer and death warnings in their print ads, are the U.S. cigarette manufacturers telling the government, in effect, that they will agree not to kill people via TV, as long as they are allowed to slaughter them in print?

Where The Girls Are

CONGRATULATIONS!

Dominion Stores on your promotion (Aug. 4, '69) on opening your NEW store in Shopper's World, Brampton, Ont.



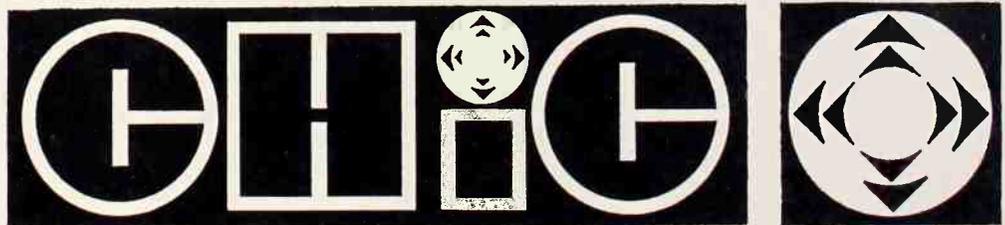
One of the CHIC girls with 60,000 contest entries

THANKS: for using
CHIC-AM & CHIC-FM
"Where The Girls Are"

Dominion Stores' District Manager Ron Hyne accepts winning ballot from Charles Watson, right, president Peel-Elder Limited, owners of Shopper's World.



Very



790 AM RADIO 102.1 FM

A DIVISION OF ALL-CAN HOLDINGS LTD.

ANNOUNCING the best radio news network in Canada...

AND WE MEAN THE BEST!

Rogers Radio news network offers the most imaginative, most comprehensive, most economical packaged news program ever... and here's why.

INTERNATIONAL:

1. ABC! The world's largest radio news service, with the largest staff, more money to spend, more affiliates, giving you access to all 4 news networks!
2. Toronto Telegram news service! Voice reports from 11 foreign based correspondents to bring your listeners the Canadian viewpoint!
3. News commentators Gilmour and Fleming travelling to world hot spots!

NATIONAL:

1. Full time news bureau in Ottawa, using the most sophisticated equipment in Canada!
2. Correspondents in all regions in Canada!

FEATURES:

1. Sport news! With Ward Cornell as sports advisor!
2. Stock market reports and business analyses!
3. Paul Harvey! The internationally recognized ABC commentator!

Any or all of this material brought to you by economical broad band feed every half-hour. At a cost that's lower than ever before. Total feed is 1000 minutes a month! A whole lot more than any other news service in Canada—double in most cases! Get full information *now!* Write, wire, call or come see Vaughn Bjerre, Rogers Radio News Network, 13 Adelaide Street East, Toronto 1, Ontario. Tel: 416-362-1441.



ROGERS RADIO NEWS NETWORK