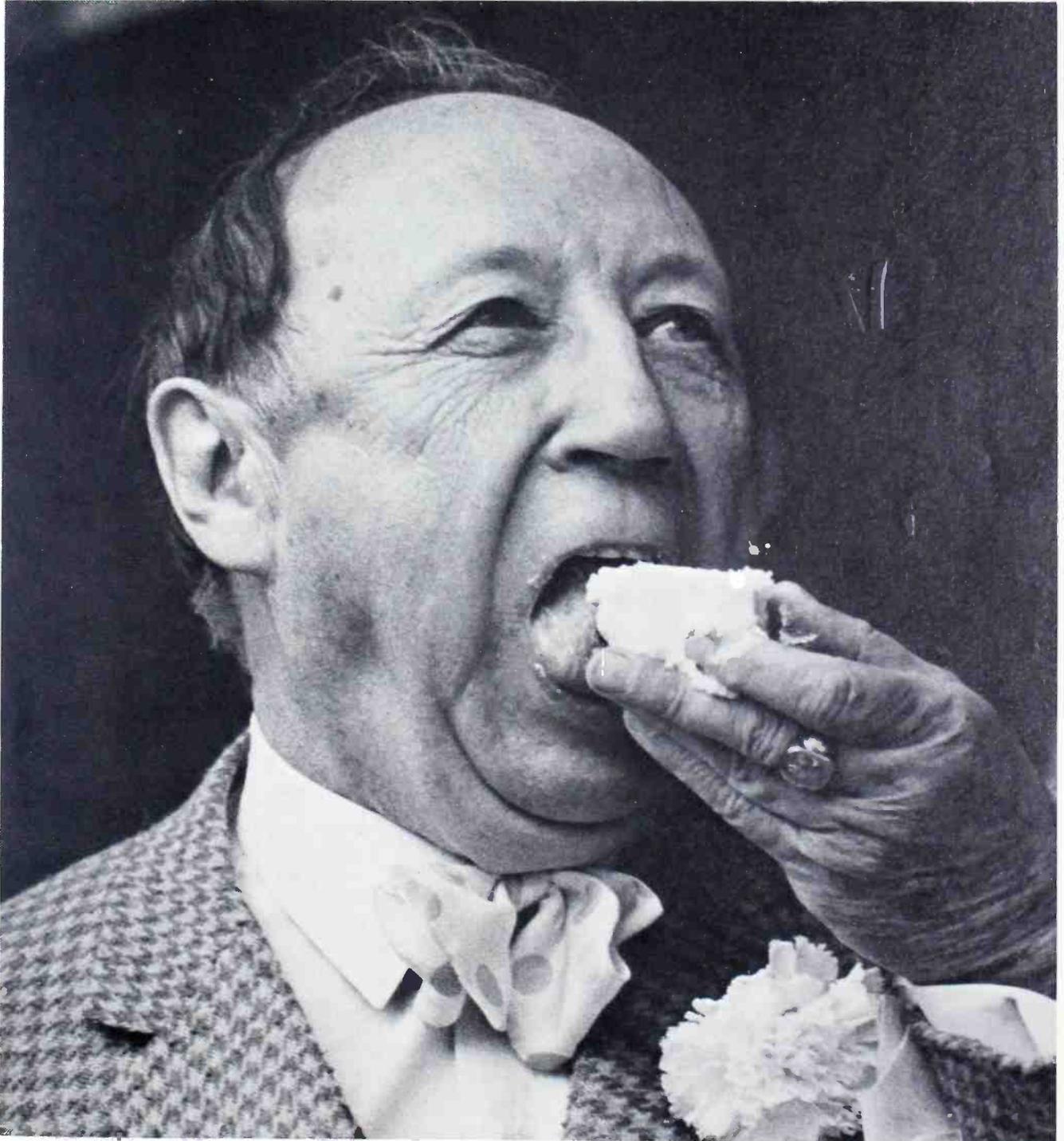


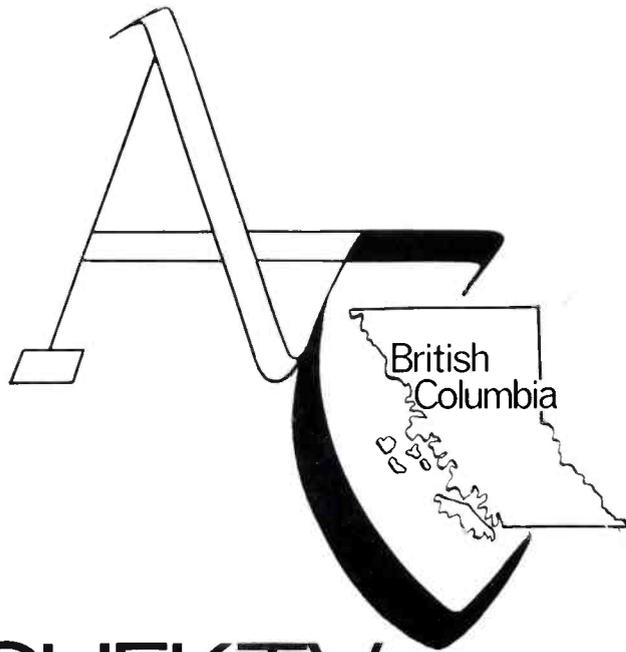
Broadcaster

JUNE 1970



Gordon Sinclair

See "Over the Desk" page 38



CHAN/CHEK-TV

Vancouver/Victoria

Reaching over half of the
British Columbia population
weekly,
Covering an area which
accounts for almost 3/4 of
B.C.'s retail sales.

CHBC/CFCR-TV

Kelowna/Kamloops

The television service to
the British Columbia interior,
Reaching over 200,000
persons per week, exclusively.

Quality Markets

Represented by

All-Canada  Television

We want to sell you more advertising To help you sell more advertising

(an integrated commercial)

This much we all have in common.

"Broadcaster" covers *all* the stations, *all* the reps, *all* the agencies and *most* of the national advertisers, with its 6,200 circulation.

Success lies in bringing all these people together, for their own mutual advantage.

Isn't it awful that . . .

These are the words which start too many conversations today, and not without reason. But look at it this way. What are we beefing about? What are we frightened of?

As far as the broadcasters are concerned, CRTC has, at long last, come up with its final regulations. Certainly they are going to be tough, but not as tough as they were when they were first proposed. One thing on the positive side, we now know where we are going. So isn't continued beefing and belly-aching — out loud — giving people the idea that broadcasting may not be the effective medium it always was?

For business in general, Ottawa has its White Paper on *proposed* tax reforms. But these last are only *proposals*. Why then are we behaving as though they had already *happened*?

What can we do?

One thing for sure . . . beefing and belly-aching are not going to discourage the translation of *proposals* into law. What we must do is something *positive*.

This "something" is an all-out effort to get it across to business that broadcasting is still holding forth at the same old stand, because, without business at the helm, there is small hope for the country's economy. This publication, with its limited scope, can spread the good word in the business community, with stories, true ones, about advertisers who are beating the slump, *not* by *saving* their advertising dollars, but by *spending* them — intelligently.

In your advertising with us, use success stories about advertisers who are *on the air*, not those who have cancelled out *in a flap*.

Not to belittle the unemployment problem, remember *most* Canadians still have jobs. Unfortunately this news does not make as hot copy for the news people as luridly-colored reports of

unemployment and *breadlines*. Yet mark this. Even if a staggering 15 per cent of Canadians were out of work, 85 per cent would be *still working* and *spending*. Also, even the unemployed must eat and go to the stores. Besides, they won't be unemployed forever.

Stations should run advertisements with us about business activity in their own home territories, where all business finally reaches the cash register. Newly-established factories are not just of passing interest, but of *vital importance* to national advertisers, because they indicate cash flow. Cut-backs and failures are, as they should be, well covered by the news reporters.

What is really happening?

Back in the thirties, our fathers parlayed a slump into a disastrous depression, by just moaning about it. Let's not let this generation fall into the same trap.

There have been plenty of slumps through the years, though most of them came before this generation was born. This is why they don't know what is happening today.

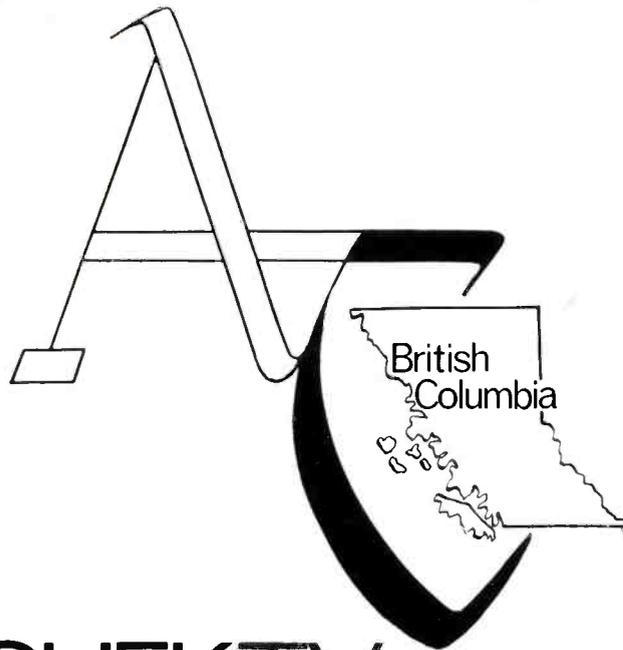
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With your help and ours, business can help the public, as well as the rest of us, weather the squawl and avoid the tornado. By advertising positively, because advertising is the show-window of business, we can contrive to keep our own heads above water at the same time.

The business barometer rises or falls according to the economic climate. Surely helping Canada maintain her buoyancy is the most important responsibility the broadcasting industry could undertake, not just for its own well-being or that of its sponsors, but for the whole country.

Finally, to go out where we came in . . .

**WE WANT TO SELL YOU MORE ADVERTISING
TO HELP YOU SELL MORE ADVERTISING.**



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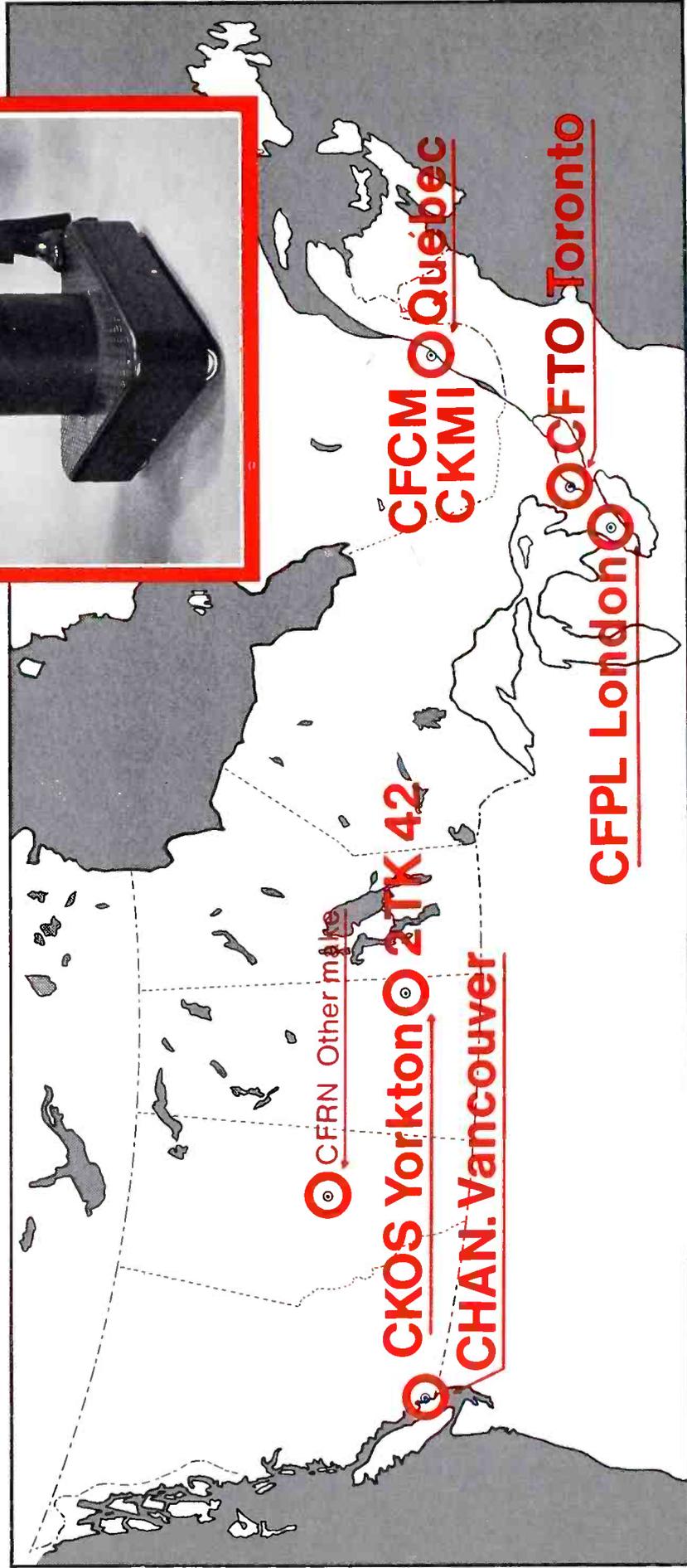
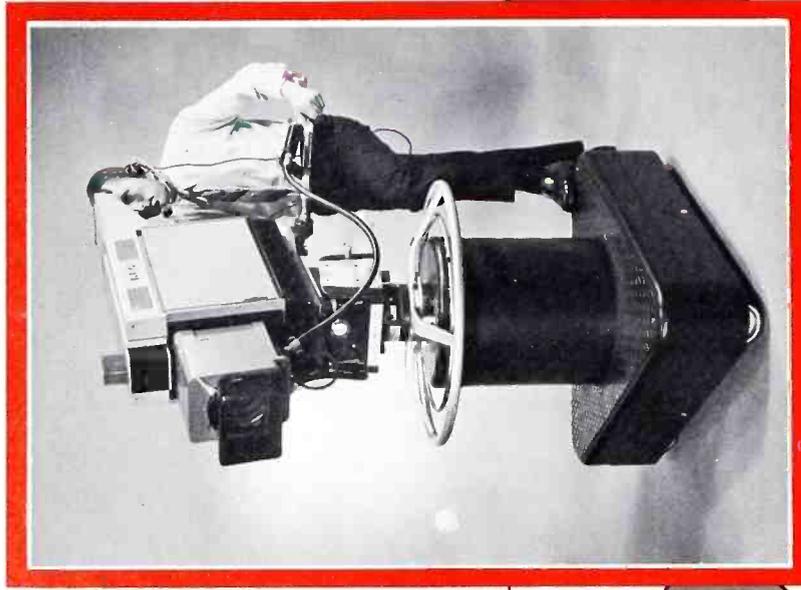
**WE WANT TO SELL YOU MORE ADVERTISING
TO HELP YOU SELL MORE ADVERTISING.**

15 out of 19 color cameras bought by Canadian Broadcasters in 1969 were the **RCA TK 44A** the finest in colorimetry.

FLASH!

May 1970 — RCA announces the sale and delivery of six TK44A cameras to the Canadian Broadcasting Corporation. Add this to the growing list of TK44A users.

RCA Broadcast Systems



CFRN Other make

CKOS Yorkton

CHAN. Vancouver

CFPL London

CFCM
CKMI
Quebec

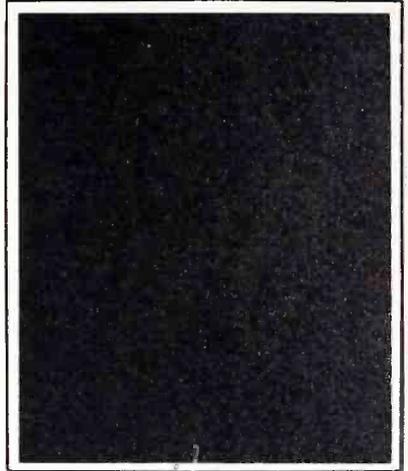
CFPTO Toronto

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Broadcaster



Published Monthly By:
R.G. Lewis & Company Limited
17 Queen Street East, Room 128
Toronto 1, Ontario
Tel. (416) 363-6111. Telex 02-21576

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One Bentall Centre, Vancouver 1, B.C.
Tel. (604) 681-8433

Lithographed by: Northern Miner Press
Limited

Circulation Audited By: **ccab**

\$1.00 per copy, \$10.00 per year, \$20.00
for three years. Directory issue \$5.00

Second Class Mail Registration
number 0002

Volume 29, Number 6

NEWSCAST

Canadian Program Corp Sought

A request for consideration of setting up a Canadian program production corporation has been directed to the federal government "and appropriate broadcasting bodies" from the Western Liberal Policy Conference.

A resolution approved on the last day of the three-day meeting in Edmonton said such a corporation would become the main production facility in Canada for high quality programming for theatrical and television use.

Delegates also proposed that the Canadian Radio-Television Commission, together with the broadcasting industry, should set up "a regular and meaningful review of broadcasting regulations". The review would analyze and adjust the rules where necessary to maintain the goals for Canadian broadcasting as envisaged by the Broadcasting Act.

In other resolutions, the CBC was urged to consider producing a larger amount of quality network programming in western Canada and was asked to improve the quality of programs in its television package for remote areas.

Baribeau Buys CKLM Montreal

Lt. Col. Hervé Baribeau of Levis, Quebec, has acquired radio station CKLM Montreal subject to CRTC approval. Lt. Col. Baribeau also holds minority interests in radio station CHRC Quebec, CFTM-TV and CKMI-TV Quebec; and stations CKRS and CKRS-TV Jonquiére.

Michel Baribeau, his son, will act as director and controller of the station. Guy d'Arcy, former owner, will be station manager.

Ted Jarmain Heads CCTA

W. Edwin (Ted) Jarmain, 32, of London, Ontario, was elected chairman of the Canadian Cable Television Association during the final session of CCTA's 14th annual convention held in the Hotel Vancouver last month. Approximately 500 delegates attended.

President of Jarmain Cable Systems Limited, Jarmain will head the association which represents systems serving 90% of the nation's 1,100,000 cable TV subscribers.

Optimistic about the role cable TV is to play in the broadcasting network, one of Jarmain's first tasks will be to direct the association's search for its first permanent, full-time president who will establish a CCTA Ottawa office later this year.

The new chairman feels that the

cable television industry has an almost limitless contribution to make to the communications system of this country and that it will surmount the new challenges placed upon it by the Canadian Radio-Television Commission and the Department of Communications.

Jarmain is confident that the CCTA's reorganization in Ottawa will be an asset both to cable operators and their subscribers as well as to the federal agencies with which the association plans to work closely in the coming year.

Replacing C.R. Boucher of Thunder Bay, immediate past president of the CCTA, Jarmain comes to the chairmanship of the association with a well-known reputation in cable television as well as prior experience in management consulting with McKinsey and Company, an international firm of management consultants. He holds master of science degrees in electrical engineering and industrial management from Massachusetts Institute of Technology and has taught industrial management courses at MIT and the University of Western Ontario. His publications include a book entitled "Problems in Industrial Dynamics." He is a registered professional engineer. His father, E.R. Jarmain, is a well known pioneer in cable television who has been operating cable TV systems from London, Ontario, since 1952.

Assisting Jarmain are 18 new board members including an executive committee made up of Ted Rogers, Rogers Cable TV Limited, Toronto; F.C. Garrett, Vancouver Cablevision; R.C. Chaston, National Cablevision, Montreal; and Louis Langlais, Cablevision Inc., Asbestos, P.Q.

Other board members include A.E. Dworkin, North Vancouver; W. Wolfe, Chilliwack, B.C.; A. Berday, Estevan, Saskatchewan; H. Comack, Winnipeg; I. Switzer, Toronto, Ontario; U. Salewsky, Kitchener, Ontario; V.C. Reed, Ottawa, Ontario; D. Zimmerman, Clarkson, Ontario; C. Levy, Hamilton, Ontario; D. Campbell, Montreal, P.Q.; L. Langlais, Asbestos, P.Q.; A. Auger, Victoriaville, P.Q.; G. Blais, Sherbrooke, P.Q.; J. Brousseau, Trois Rivières, P.Q.; and C. Forster, Toronto, Ontario.

OSC to McConnell

Ontario Science Centre's Director-General D.N. Omand has announced that their account has moved from Kaleidoscope Advertising Ltd. Toronto to McConnell Advertising Ltd. Toronto. Since its opening last September, the Science Centre has proved to be one of

the most outstanding tourist attractions in North America. For the first year they expect to reach 1½ million visitors.

Third Station for Lethbridge

CHEC-FM is about to become the third full-time radio station to serve Lethbridge, effective immediately.

Harold W. Brown, president and general manager of Southern Alberta Broadcasting Ltd. said the station will program "progressive top-forty," a format which has met with favorable response from listeners during a nine-month experiment begun by the station last fall, during which up to seven hours each evening was programmed in this manner.

The CHEC-FM signal can be heard within a 30-mile radius of Lethbridge. The station operates at a frequency of 100.9 MHz at a power of 245 watts ERP, broadcasting from a 120-foot antenna tower. CHEC-FM is also carried by Lethbridge Cablevision Limited on Channel 13.

Computer Image and Dolphin Merge

Bruce Birchard, president of Computer Image Corporation and Allan Stanley, president of Dolphin Productions Inc. have announced their merger. This will provide the two companies with one production source for advertising agency art directors, motion picture producers and others in the graphic arts field.

Computer Image equipment has already been installed at the New York location and production of television commercials and other motion pictures is being scheduled. The films, produced by computer-generated systems, will be screened for potential customers.

Birchard said the merger with Dolphin now provides computer animation operations in vital areas for fast service. In addition to New York, production centres are located in Denver and in Los Angeles. Other centres are planned for Toronto, Tokyo, and for several cities in Europe.

NFB to Shoot Pollution Films

The National Film Board will shoot five films on pollution and environment in the Granby region of Quebec this summer. These productions may form part of Canada's contribution to the United Nations' World Conference on Human Environment in Stockholm in 1972.

Some fifty citizens of the city will

meet with the filmmakers to discuss the project under the following topics: Science and Technology, Industry, Agriculture, Tourism, Aesthetics.

Based on the discussion from a three day meeting the filmmakers will begin shooting. There will be a review of the project's progress in mid-October and it is hoped that the films will be ready for presentation in the spring of 1971.

The Granby area was selected for the program because of the efforts already undertaken by the population in an attempt to overcome the problems of pollution that exist in the area.

U.S. CLIO for JWT, Toronto

Peter Proudman was presented a CLIO Award at the American Radio Commercials Festival in New York for his Chug-a-Mug Russian, American and Cockney instant-soup commercials. Proudman, a creative group head at J. Walter Thompson, Toronto, has won a Broadcast Executives Society Gold Bessy, a Radio Sales Bureau Gold Microphone, and two Awards of Merit for the Chug-a-Mug Russian ad at the Canadian Radio Commercials Festival in Toronto earlier this year.

Broadcasters Need Freedom

Broadcasters should be freed to the "maximum degree" from regulation and allowed to follow their own route to success.

W.D. McGregor, president of the Canadian Association of Broadcasters (CAB) told the Commons Broadcasting Committee Parliament should review the Broadcasting Act passed in 1968 in the light of new technological developments in the industry.

Replying to a question by Mark Rose, NDP-Fraser Valley, West, McGregor said the CAB, which groups most privately-owned stations, believes broadcasting is over-regulated.

The industry should be given the maximum possible freedom to develop. "We don't need the spurs of regulation. We have the spur of our own existence," he said.

McGregor suggested a system of incentives be instituted, including tax concessions, financial assistance or grants for programs that could be distributed nationally, to encourage broadcasters in the production of more programming. Any revision of the Broadcasting Act should reflect these incentives, he said.

The present Act assured Canadians "pretty well" of their right to whatever broadcast information they wish through the use of cable TV. But the sudden growth of cable TV in many areas was a "mixed blessing" for broadcasters. It fragmented audiences by making many outside stations available but it also gave local broadcasters a method of enlarging their coverage area. In a formal statement McGregor said a

parliamentary review of the Act should cover "what the public policy objectives of the '70s should be and what legislative, administrative and regulatory policies can be evolved to assure attainment of those objectives."

McGregor, general manager of CKCO-TV Kitchener, said he had hoped the Canadian Radio-Television Commission would have allowed more time for implementation of its regulations increasing the amount of Canadian programming on radio and TV. He said the CRTC had made some significant concessions by extending the timetable and the averaging periods for programming but regulation is not the right way to promote Canadian programming.

Commons should Own and Operate its TV

Representatives of the CTV network say the Commons should own and operate any facilities used to telecast proceedings of the House or its Committees.

J.M. Backham, CTV vice-president for finance, told the Parliamentary Committee on Broadcasting that if Parliament decides to allow cameras and microphones into the Commons and Committee rooms, there would be a need for legislation to protect broadcasters from libel actions.

Marcel Lambert, PC member for Edmonton West, said a recent study showed broadcasters could be subject to legal action if they carried statements that were privileged in the House.

CTV Ottawa Bureau Chief Bruce Phillips said TV viewers now get only interviews with MPs and cabinet ministers outside the Commons.

Canadians would get a deeper insight into how the system works, he said, if they could see excerpts from routine proceedings in the Commons and Committees.

Phillips said many MPs have been complaining that the focus of attention has shifted from the Commons Chamber to outside interview rooms. Attention might shift back to the Commons if cameras were allowed there.

Questions and answers during the daily question period might become "more pointed," he said, if MPs and Ministers knew they had a TV audience.

NFB Wins Emily Award

The Emily Award for the best film of all entries as well as seven other first prizes and a second were awarded to the National Film Board of Canada at this year's American Film Festival in New York.

Norman McLaren's "Pas De Deux" won the Emily Award, presented to the top film of the festival. This film was also a winner in the Film as Art category.

Other Blue Ribbons to the National Film Board were presented to "Bing, Bang, Boom," directed by Joan Henson,

in the Music and Dance category; "Rise and Fall of The Great Lakes," directed by Bill Mason (Physical Science and Astronomy); "Boomsville," directed by Yvon Mallette (Urban Problems); "Matter of Survival," directed by Bernard Devlin (Economic Business and Labor). Two films from the Board's "Challenge For Change" program were awarded first prizes, "Alinsky Went to War" (Social Documentary, Poverty & Welfare) and "You Are on Indian Land" (Social Documentary, Indians). A second prize Red Ribbon was awarded to "Juggernaut," directed by Eugene Boyko in the Geography and Social Studies category.

Ampex' Anderson Cited

Charles E. Anderson, video engineering section manager, Ampex video products division, has received the first Alexander M. Poniatoff Award for Technical Excellence.

Anderson was selected for his technical contributions to the development of the first practical videotape recorder by Ampex, the VR-1000, and his contributions to subsequent improvements in videotape recording in the VR-1100, the VR-2000 and the AVR-1.

Gallagher Group Buys CKRM

The Canadian Radio-Television Commission has announced approval of an application by Buffalo Broadcasting Co. Ltd. to buy CKRM Regina from Cambrian Broadcasting Ltd., which also operates CKSO and CKSO-TV Sudbury, Ontario.

Buffalo Broadcasting is a company headed by George Gallagher of CGJX Yorkton, president; vice-president and manager is Merv. G. Phillips; Ed Lawrence is secretary.

The Commission said a licence will be issued to Buffalo upon surrender of the current licence by Cambrian.

Hand-held Projector

A unique hand-held, self-contained, cartridge-loaded super 8-millimeter projector, Rheem Model 4600, has been introduced to Canada by J.M. Nelson Electronics, a Vancouver subsidiary of Rheem Manufacturing Co.

Snap-in continuous loop cartridges provide up to 6 1/2 minutes of sound-motion pictures in this battery-powered projector. No screen is needed and sound level is controlled by a dial.

Features include variable film speed, still picture control and single frame advance, allowing the operator to concentrate on special parts of the film as he desires.

The company believes the development would be highly useful in catching the attention of usually busy people, reluctant to sit down with a salesman. Other uses could include industrial

Continued on page 8

NEWSCAST

training, home study, on-the-job training, service training and product demonstrations.

J.M. Nelson Electronics plans to market the Rheem Model 4600 hand-held projector throughout Canada, priced at \$99.95.

Woolco Appoint Kert

Woolco Department Stores has appointed Kert Advertising Limited, Toronto, to handle their national broadcast advertising. Kert has handled the account since the beginning of the year, but on a specific market basis. They will now be responsible for the creation, production and placement of all commercials for Woolco across Canada.

Bryan Duckworth, Woolco advertising manager, feels the agency contribution is particularly valuable in bringing a continuity, corporate identity and standardization of broadcast content to Woolco's advertising.

Skelly Will Link CHNL and CJNL

CHNL Kamloops and CJNL Merritt, Canada's two newest radio stations, went on the air last month in the British Columbia interior.

The stations are owned by N L Broadcasting Ltd. and are managed by president John Skelly.

The new stations will operate together much of the time.

Larry (Hap) Thiessen is production manager and Hal Murray heads the news department.

BC Stations Cited for News

Two British Columbia radio stations, CKOV and CJJC, were presented with B.C. regional awards for outstanding news performances in 1969 at the annual regional seminary of the Radio-Television News Directors Association of Canada in Vernon.

CKOV Kelowna won the Charlie Edwards award for excellence and thoroughness in reporting a news event during a regular newscast; on-the-scene coverage of a fire which destroyed the aquatic buildings in downtown Kelowna.

CJJC Langley won the Dan McArthur award for excellence and thoroughness in their preparation of a special news documentary broadcast outside regular newscasts: "No thanks, I'm on the Wagon."

\$1 Million Studio for Eastern

Eastern Sound Co. Ltd. has begun construction of their just under 1/2 million dollar studio which will house the most advanced recording console in North America. In the new control room of this Toronto company's Studio "A", there will be provision for 32 microphone inputs and 24 outputs.

Quadraphonic and/or stereo sound will be available from the board which is automated for 24 track. Twenty-four and 16 track tape machines will be built in, as well as an integrated mix-down console.

Film scoring facilities which are not available anywhere else in Canada, including projection and interlock equipment, are another integral part of the console. Also, video tape facilities for stripping and playback will be incorporated.

In the new studio and control room "C", there will be a smaller version of the "A" console with 12 inputs and 8 outputs, full 8 track quadraphonic and/or stereo sound, integrated mix-down console and videotape playback.

The completion of these consoles in early fall will signify a major advancement in sound studio facilities and availabilities in Canada and North America.

Blind CBC Broadcaster to Continue as Consultant

W.J. (Bill) Herbert has been praised by radio and television newsmen in recognition of his 33 years work with the Canadian Broadcasting Corporation.

Herbert, a veteran Vancouver broadcaster who has gone blind over the past couple of years, leaves his post as supervisor of special events and sports for CBC's Pacific region but will continue consulting work on radio and TV documentaries.

News Embargo Discussed

British Columbia members of the Canadian Radio-Television News Directors Association discussed a 30-day news embargo imposed on CFXA Victoria, which was lifted after 10 days.

A resolution passed unanimously by delegates stated: "the RTNDA established a national policy to be publicized widely throughout Canada that in any instance where it is firmly established that an official is mis-using his post to withhold news, that the matter be publicized fully and taken up with provincial and national officials in an effort to fully and completely serve the public in providing full information."

BMI Honors Canadian Music

Sixty Canadian song writers and 36 Canadian music publishers were honored in Toronto, May 6 for their contributions to Canadian music.

The second annual Awards Dinner to honor the writers and publishers of 54 songs in the pop music field was held by BMI Canada Limited.

BMI Canada, a performing rights organization, collects and distributes royalties to 1,400 Canadian composers and 300 publishers.

Bill Walker emceed the presentations by introducing the award winning songs,

and as the top Canadian songs of 1969 were played the writers and publishers accepted their Certificates of Honor.

Writers Randy Bachman and Burton Cummings, from Winnipeg, left the dinner with four awards each for their songs recorded by The Guess Who, Canada's top pop group last year; "Laughing", "No Time", "These Eyes", and "Undun".

Bonny Dobson of Toronto for "I Got Stung," and "Morning Dew", and ex-bronco buster and country music writer Billy Charne for "Susie's Better Half" and "When You Were a Lady" each received two Certificates of Honor.

Terry Jacks of the Poppy Family, from Vancouver, was also awarded two Certificates of Honor for "That's Where I Went Wrong" and "Which Way You Goin' Billy."

A Certificate of Honor was presented to Leonard Cohen, who was appearing in Amsterdam, and was unable to accept his award for "Bird on the Wire." Johnny Cowell received his award for "It's Gotta Be Love."

The Collectors who wrote and recorded the music for the Canadian Pavilion at Expo '70, came from Vancouver to accept the award for "What Love," and Nat Raider from Montreal for "Curly."

Winnipeg folk entertainer and songwriter Rick Neufeld received his Certificate of Honor for "Moody Manitoba Morning" and Dick Damron, of Edmonton, for "Cold Grey Winds of Autumn."

Cirrus Music of Toronto received five Certificates of Honor while Friends of Mine Limited received four. Receiving three each were Bernadol Music Limited and Dunbar Music Canada, both of Toronto. Two awards went to Sunspot Music, Densta Music, Arelee Music and Gone Fishin' Music in Vancouver.

The philosophy behind the Canadian awards is that a Canadian song should not have to become popular elsewhere to be recognized; that success in Canada warrants its own reward, although a great many of the award-winning songs are internationally known.

The purpose of BMI Canada Certificates of Honor is to give recognition to the Canadian songs, their composers and publishers who have been judged to have made "outstanding contributions to Canadian music; to encourage and stimulate composers and publishers to greater creativity and activity; and to make the Canadian public more aware of the talents of its song-writers."

Obituary

A funeral service was held in Toronto June 9 for Alyn Edwards, a pioneer in the wholesale grocery business in western Canada. Mr. Edwards died in Toronto at the age of 93.

He is survived by a son, C.B. Edwards, general manager of Broadcast News Ltd.

Communications reflected May stock declines

In common with the patterns established in the first four months of this year, stock market prices declined substantially in both Canada and the U.S. in May. The Dow Jones Industrial Average declined 4.7% while the TSE Industrial Index dropped 9.9%.

Steep declines on almost a daily basis were the feature until May 25, when a sharp recovery commenced easing much of the month's previous decline. At its extreme low point on May 26, the TSE Industrial Index had declined 17% from the end of April, some 24% from its early 1970 high and 29% from its all-time high reached in May 1969.

Badly jolted investor psychology carried most issues down with the tide, regardless of quality. In the opinion of many analysts, the future market recovery will be led by high quality investment issues. Used in this sense, high quality means a relatively strong degree of certainty concerning earnings expectations. Conversely it excludes investment in issues where major uncertainties exist.

In this context market action of broadcasting and CATV stocks declined more than the general market averages during May. The TSE Communications Index dropped 12.7% over the month of May while at one point on May 27 it was down 21.5% from the previous month-end close. The CRTC announcement in late May defining greater Canadian programming content was a factor inhibiting market action of broadcasting stocks. Investors uncertainty over the ability to adapt to the new programming regulation affected individual broadcasting equities in varying degrees.

Standard Broadcasting's 5% decline in market price during May (from \$9 1/2 to \$9) was less than the declines of both the TSE Communications and Industrial Indices.

Selkirk Holdings declined to \$9 at the end of May a significant 35% drop from its price of \$14 only a month earlier. Because of its exposure to television broadcasting, particularly if 100% ownership in Niagara TV is acquired, some analysts feel the new Canadian content rules could have unfavorable implications for Selkirk.

Western Broadcasting and CHUM Ltd. 'B' both declined by a larger degree than the Communication Index but less than Selkirk. Although they are primar-

ily radio broadcasters, Western and CHUM have some exposure to television broadcasting.

There was a divergence between the market action of Maclean Hunter Cable TV and the common stock of its parent company, Maclean Hunter Ltd. M-H Cable dropped from \$4.20 to \$3.30 a decline of 21.4% while that of M-H Ltd. declined 11.1%.

Standard Broadcasting's report for the fiscal year ended March 31, 1970, came to hand during the month. Revenues rose from \$10.7 million in fiscal 1968 to \$12.1 million in fiscal 1969, an increase of 13.9%. Earnings per share increased from \$0.38 to \$0.44 or 15.5%. Announced previously, Standard proposes to buy radio stations CHML and CKDS-FM, Hamilton, subject to CRTC approval. The consideration to be paid out of cash on hand is \$3.5 million. Standard reported that CHML ranks amongst the first six English radio stations in Canada as regards audience and revenue.

Western Broadcasting's revenues rose from \$4.02 million in the year ended March 1969 to \$4.23 million in the year ended March 1970, a gain of 5.3%. Earnings per share declined from \$.077 in 1969 fiscal year to \$.070 in 1970 fiscal year. Earnings for the latest fiscal year reflected the initial payment on the

company's new convertible preferred shares issued in December 1969.

Famous Players common stock declined 16.5% from \$11 to \$9 1/4 over the month of May. The company reported earnings for the first quarter of 1970 amounted to \$0.19 per share compared with \$0.17 per share in the comparable 1969 period. Famous Players benefited from high profit on sale of securities and fixed assets in the latest quarter which accounted for practically all of the increase in earnings.

Bushnell Communications Class 'A' shares dropped from \$12 bid to \$10 bid on the over the counter market during May. In connection with its proposed acquisition of several radio, television and CATV companies. The company has filed a prospectus covering a \$60 million convertible preferred share financing. According to the prospectus, the remaining funds needed for the proposed acquisition program will come from \$18 million bank loans. The cash consideration involved for the largest companies being acquired are: National Cablevision Ltd. Montreal - \$23.3 million; Broadcasting division of Canadian Marconi - \$22.7 million; Metro Cable TV (Toronto) - \$10.6 million; Thomson-Davies group of companies - \$7.8 million; and Community Video Ltd., Vancouver - \$5.0 million.

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Sales Voice in
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Contact:
RADIO·TELEVISION REPS LTD.

Calgary and Edmonton Cable

Deferment sought for revolutionary idea

The Canadian Radio-Television Commission has been asked to defer judgment on cable TV applications for Calgary and Edmonton.

Rae Sutherland has asked for this deferment to enable him to present his own "revolutionary" proposals.

Sutherland, who owns CHTM radio and CESM-TV in Thompson, Manitoba, has submitted opposition to all applications for TV licenses in both cities.

Sutherland says he hopes to use a "coded television" system, pioneered by the U.S. Zenith Corporation to bring American and Canadian signals to Calgary, Edmonton, Regina and Saskatoon. He said his proposal would distribute four TV channels, without using cable, and cover much larger areas than those proposed by the present applicants. Microwave relays would be used to carry one American commercial channel and some educational programs.

The American signals and two Canadian channels would be broadcast from a central receiving point using the methods employed now by TV stations. However, most of these signals would be "scrambled" and could be picked up only on sets equipped with a special Zenith de-coding device.

Western Codavision, Sutherland's firm, would derive revenues from subscription fees, a flat rate of about six dollars a month, and special charges for special services.

Most cables can carry 12 channels but Sutherland said he preferred to provide only four and concentrate on producing more Canadian programming.

A formal application for a license will be presented to the CRTC at a later hearing as there had not been time to prepare a formal submission for this one.

If the system was approved, the service would be received on now vacant channels. One channel would be available to everyone with a TV set, carrying local French-language and educational programs. A second channel, which would be coded would carry Canadian cultural and other programming, and would be part of the basic service.

Part of the third channel would not be coded and would carry American education programs. The remaining time would be coded and available for an additional fee. Major international events and first-run movies are to be included in this programming.

The fourth channel would provide a coded service from the three American networks.

CRTC guides for cable operators require that priority be given the CBC and CTV networks, community programming and nearby TV stations. In areas where the Canadian networks were not available, Sutherland said he would "shift priorities" and carry them.

Sutherland said he is prepared to invest three million dollars immediately to develop Canadian programming for his system which could be in operation in 15 months.

Codavision would edit all commercial messages from U.S. programs and substitute "consumer information announcements".

Revenue from subscriber rates and charges for special programs would make extension into remote areas of Canada "quite feasible".

WHY DO MORE
LISTENERS DIAL
CFQC RADIO'S
MORNING MEN
THAN ANY OTHER RADIO
STATION IN CENTRAL
SASKATCHEWAN?

INTERVIEWS with interesting and important people... sometimes announced and sometimes it's a surprise guest. But, listeners can be sure of fun with information when Wal 'n' Den are asking the questions.



FOR MORE REASONS THEY'LL TUNE IN TOMORROW!

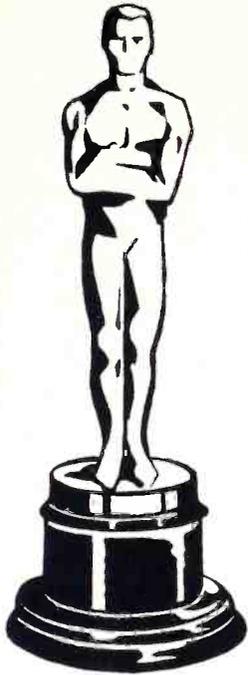
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CFQC-600
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NAGRA

Records a perfect score!



All of these distinguished motion pictures were recorded on NAGRA TAPE RECORDERS:

THE 1969 ACADEMY AWARD WINNERS

"Midnight Cowboy"

— Best Picture — United Artists, Jerome Hellman — John Schlesinger Prod.

"Hello, Dolly!"

— Best Sound — 20th Century-Fox, Jack Solomon, Murray Spivack

"Czechoslovakia 1968"

— Best Documentary Short — Denis Sanders, Robert M. Fresco, Producers

"Butch Cassidy and The Sundance Kid"

— Best Cinematography — 20th Century-Fox, Conrad Hall

AND PICTURE NOMINEES IN ALL CATEGORIES

They Shoot Horses, Don't They?
— Chartoff-Winkler-Pollack Prod.

Bob and Carol and Ted and Alice
— Producer, Larry Tucker

Marooned — Frankovich-Sturges Prod.

Gaily, Gaily — Producer, Norman Jewison

Sweet Charity — Producer, Robert Arthur

Paint Your Wagon — Producer, Alan J. Lerner

The Reivers — Producer, Irving Ravetch

The Secret of Santa Vittoria
— Producer, Stanley Kramer

True Grit — Producer, Hal. B. Wallis

The Sterile Cuckoo — Alan J. Pakula

Anne Of The Thousand Days
— Producer, Hal B. Wallis

Goodbye Columbus
— Producer, Stanley R. Jaffe

The Wild Bunch — Producer, Phil Feldman

Alice's Restaurant — Producer, Hillard Elkins

The Happy Ending
— Director, Richard Brooks

The Prime of Miss Jean Brodie
— Producers, Robert Fryer-James Cresson

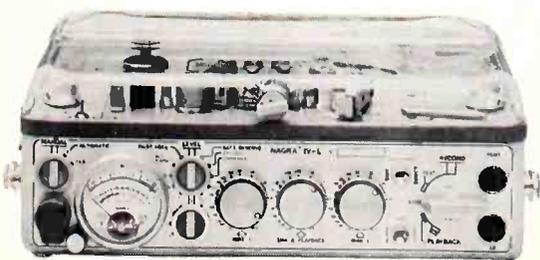
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Corny?...but the viewers respond

Terra-Communications, a cable TV company whose studios and offices are tucked away in an unsuspecting corner of the Park Royal shopping plaza, in the community of Clarkson, in the town of Mississauga, began broadcasting regularly at the end of January, working a five-day week, and now airs 15 to 20 hours of programs from Monday to Friday.

Merle Zoerb, program developer, is a jack-of-all-trades and master too, having begun his career as a control room operator in radio and advanced through the ranks to direct TV shows for CFCN-TV (Calgary) and Screen Gems (Canada) Ltd. He has also worked for the CTV network. As he explained, "Terra-Comm is here to serve a vital service to the community... to involve the local people, where people are the important commodity."

The set-up is reminiscent of the "old days" of radio where the staff had to be able to cope with every facet of the operation of the station. In the case of Terra-Comm, the versatile talents of the staff members is in evidence everywhere. Everyone at Terra-Comm is involved in the operation, but not necessarily serving in the capacity for which they were hired.

Bruce Pollock, systems manager for the cable company and Al Weese, head technician, are just as liable to find themselves hosting a show as handling customer complaints.

Dave Wainscott, technical director, is responsible for getting the programs on the air. But besides editing tapes, setting

up lights, operating camera...

Val Orme, who began as a receptionist, now finds herself bookkeeper, secretary and hostess of an interview show twice a week. One of her greatest assets remains her ability in public relations, such as handling a group of irate mothers whose children are waiting to see their school play and have to go to bed soon. Somehow, this remarkable woman with the sparkling personality soothes even the most belligerent customer and manages to win viewers while doing so.

Aliske Webb, hired originally as a secretary, is also finding her niche as a very capable interviewer. Apart from her ability in research, she has that rare quality of making people feel at home.

Programming is as varied as the interests of the community, and public service announcements of a drug symposium being held at a local high school, blood donor clinic, PTA meetings, bake sales and other information pertinent to the area residents flash on the screen at various times during the day. With a background of fine music, the aim is to keep people informed on local happenings pleasantly.

Thursday evenings, the facilities of Terra-Comm are turned over to the Park Royal Community Association. Under the guidance of Art Morris, this group's programs can include a school choir, a comedy skit from the local drama club or an SOS for soccer players for their house league.

This is not the only time diversified programs are seen... in fact, programs at Terra-Comm are just as likely to

"happen" as to be planned. Take the day two little girls walked into the studio looking for a home for their kittens. In a matter of minutes they found themselves on the air broadcasting a personal plea. Incidentally, the response was so great that they had trouble deciding which home would be the best. Or, the piano tuner who just came into the studio to tune the upright and found himself being interviewed, demonstrating the inner workings of a piano.

Even the kids get into the act at Terra-Comm. They take charge of their own show, from writing the scripts to operating cameras... acting, directing, and producing an entity that they take great pride in. Where but in this kind of surrounding would they have a similar chance?

Aside from the programs geared to the local level, perhaps the most unique part of the entire Terra-Comm operation is the complete lack of tension. This kind of atmosphere, not usually associated with the electronic world of television, produces a "no-sweat", free and easy merging of people. No deadlines worry them, no schedule binds them, no temperaments to be considered. Programs are seen "around" a time not at a particular hour... a pleasant change in a world where virtually everything is regulated.

Corny? ... Maybe. Hokey? ... Perhaps. But the viewers are responding with overwhelming enthusiasm which, after all, is the measure of success. And that, is Terra-Comm, an experience in basic communications... a place where TV really hits home!

Congratulations
to

Canada's top 100 Radio Advertisers of 1969

from



Serving advertisers, agencies and member
broadcasters with expert counsel,
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Canadian Radio than anyone else in the world.

Radio Sales Bureau, 12 Sheppard Street, Toronto 1, 416-363-2011

Top one hundred national advertisers

RADIO

Ranking 1969	1968	Advertiser	1969 Radio Investment (\$000)	Increase or Decrease %
1	(1)	General Motors	1,895	20.9 +
2	(2)	Coca-Cola	1,600	60.0 +
3	(4)	Canadian Breweries	1,166	20.9 +
4	(6)	Rothmans	1,107	32.3 +
5	(8)	Molson Breweries	954	27.2 +
6	(3)	Imperial Tobacco	788	19.6 +
7	(7)	Pepsi-Cola	733	58.4 +
8	(23)	Royal Bank	730	56.8 +
9	(20)	Air Canada	716	19.7 +
10	(12)	Colgate Palmolive	707	17.9 +
11	(5)	Seven-Up	591	59.6 +
12	(10)	Wm. Wrigley	577	40.3 +
13	(15)	Government of Canada	574	15.3 +
14	(22)	Gulf Oil	550	27.9 +
15	(18)	Ford Motor Co.	521	13.5 +
16	(19)	Labatt Breweries	506	24.3 +
17	(16)	Dominion Stores	476	43.7 +
18	(13)	Benson & Hedges	468	22.6 +
19	(17)	Chrysler Canada	455	14.6 +
20	(-)	General Foods	446	8.2 +
21	(11)	Lever Bros.	446	11.6 +
22	(14)	Imperial Oil	444	12.2 +
23	(-)	Canadian International Paper Co.	380	30.6 +
24	(25)	Canadian Industries	345	62.4 +
25	(21)	Texaco Canada	344	30.1 +
26	(9)	Standard Brands	327	14.5 +
27	(-)	MacDonald Tobacco	322	19.9 +
28	(-)	Ontario Government	318	24.7 +
29	(24)	Sterling Drug	313	10.3 +
30	(35)	Canada Dry	301	58.6 +
31	(38)	Quebec Government	290	18.4 +
32	(59)	Seaboard Finance	288	98.6 +
33	(67)	Kraft Foods	279	8.5 +
34	(33)	Great Atlantic & Pacific Tea Company	277	87.4 +
35	(57)	Canadian Pacific	277	8.5 +
36	(30)	Mutual Life Assurance	272	81.9 +
37	(39)	Canadian National Railways	265	11.5 +
38	(71)	Brooke Bond	254	36.8 +
39	(41)	Hershey Chocolate	241	98.8 +
40	(56)	3M Company	235	60.0 +
41	(44)	Canadian Kodak	231	20.0 +
42	(28)	Noxzema Chemical	227	17.0 +
43	(47)	Jordon Wines	226	86.5 +
44	(36)	Ontario Hydro	226	21.2 +
45	(68)	Chargex	221	25.3 +
46	(37)	Sun Oil	218	41.8 +
47	(-)	Chemical Compounds Ltd.	213	99.8 +
48	(74)	Dupont	207	44.7 +
49	(76)	Bank of Montreal	203	21.3 +
50	(-)	Vick Chemical	203	24.2 +
51	(95)	Ontario Milk Marketing Board	202	25.6 +
52	(61)	Natural Gas Distributors of Ontario	202	30.0 +
53	(40)	Salada Foods	201	30.8 +
54	(49)	Firestone Tire & Rubber Company of Canada Ltd.	198	32.9 +
55	(69)	Kellogg	197	8.3 +
56	(-)	Swift Canadian	191	62.6 +
57	(48)	Shell Canada	190	9.5 +
58	(-)	T. Eaton Company	189	26.4 +
59	(51)	International Nickel	182	40.7 +
60	(-)	Pan American Airways	181	67.7 +
61	(-)	Avco Corporation	179	47.5 +
62	(65)	Plough Canada	178	89.9 +
63	(66)	Outboard Marine	176	29.2 +
64	(-)	G.A.C. International	174	86.0 +
65	(77)	Bristol-Myers	166	4.5 +
66	(-)	Ogilvie Flour Mills	163	22.1 +
67	(46)	Loblaws Groceries	163	73.8 +
68	(52)	Toronto-Dominion Bank	163	16.3 +
69	(32)	Wm. Neilson	156	60.4 +
70	(64)	W.K. Buckley	146	77.3 +
71	(-)	Canadian Pittsburgh	146	81.9 +
72	(29)	Canadian Imperial Bank	144	13.2 +
73	(-)	Christie Brown	144	17.6 +
74	(-)	B.P. Canada	144	31.7 +
75	(70)	New Zealand Lamb Producers	142	94.1 +
76	(-)	Eastern Airlines	140	23.3 +
77	(-)	Warner-Lambert	136	4.0 +
78	(45)	Simon Cigar	128	68.3 +
79	(-)	Reynolds Aluminum	125	88.1 +
80	(63)	British Leyland Motors	123	25.7 +
81	(-)	Bombardier	123	13.2 +
82	(-)	Gilfeden Co.	122	85.5 +
83	(-)	Rexall Drug	120	39.5 +
84	(-)	Union Gas	119	35.7 +
85	(34)	Robin Hood Flour	118	29.9 +
86	(-)	Canada Bread	118	89.2 +
87	(82)	Canadian Johns-Manville	118	100.0 +
88	(42)	American Express	115	25.5 +
89	(-)	S.C. Johnson	114	4.8 +
90	(-)	Montreal Baseball Club	114	100.0 +
91	(-)	International Coffee Organization	113	96.6 +
92	(60)	Campbell Soup	113	6.6 +
93	(-)	Massey-Ferguson	112	16.1 +
94	(87)	J.M. Schneider	112	88.9 +
95	(85)	Oshawa Wholesalers	111	51.0 +
96	(94)	Cominco	110	57.8 +
97	(78)	Dairy Queen	110	35.3 +
98	(-)	S.C. Telephone	109	35.9 +
99	(-)	Nissan Automobile	106	12.9 +
100	(-)	State Farm	106	92.9 +
TOTALS			\$31,257	22.6

TELEVISION

Ranking 1969	1968	Advertiser	1969 TV Investment (\$000)	Increase or Decrease %
1	(1)	Procter & Gamble	6,495	99.8 +
2	(2)	General Foods	4,432	81.3 +
3	(4)	Warner-Lambert	3,234	94.4 +
4	(5)	Lever Bros.	3,183	82.5 +
5	(3)	Colgate-Palmolive	3,160	80.0 +
6	(4)	Bristol-Myers	2,804	76.0 +
7	(11)	Canadian Breweries	2,788	49.9 +
8	(6)	General Motors	2,676	28.2 +
9	(7)	American Home Products	2,498	86.5 +
10	(9)	Gillette	2,264	97.4 +
11	(15)	S.C. Johnson & Son	2,259	95.2 +
12	(12)	Sterling Drug	2,192	72.0 +
13	(17)	Imperial Oil	2,113	57.8 +
14	(13)	Nestle	1,886	89.2 +
15	(14)	Kraft Foods	1,880	57.6 +
16	(20)	Imperial Tobacco	1,612	40.0 +
17	(10)	Kellogg	1,611	67.6 +
18	(18)	Molsons Industries	1,465	41.7 +
19	(24)	Quaker Oats	1,273	79.9 +
20	(23)	Beecham Products	1,238	98.4 +
21	(44)	Cadbury-Schweppes	1,196	98.4 +
22	(31)	Alberto-Culver	1,193	96.5 +
23	(39)	Mattel Canada	1,181	91.1 +
24	(22)	Irwin Specialties	1,138	99.8 +
25	(32)	Noxzema Chemical	1,110	83.0 +
26	(27)	Ford Motor	1,090	28.2 +
27	(25)	Gulf Oil	1,071	54.3 +
28	(16)	Canada Packers	1,058	73.9 +
29	(21)	Campbell Soup	1,007	58.4 +
30	(46)	Volkswagen	988	56.7 +
31	(19)	Benson & Hedges	929	47.8 +
32	(35)	Playtex	929	80.1 +
33	(37)	Labatt Breweries	920	44.2 +
34	(42)	Standard Brands	916	40.6 +
35	(30)	Shell Canada	864	43.1 +
36	(34)	Rowntree	857	85.2 +
37	(51)	Rothmans	856	25.0 +
38	(36)	Wm. Wrigley Jr.	806	56.3 +
39	(49)	Canadian International Paper	785	63.3 +
40	(28)	Coca-Cola	733	27.5 +
41	(74)	Can. Imperial Bank of Comm.	728	66.2 +
42	(26)	Canadian Pacific Railway	703	21.5 +
43	(82)	Texaco	701	61.8 +
44	(-)	Pfizer Co.	685	91.6 +
45	(33)	General Mills	663	99.4 +
46	(41)	Government of Canada	661	17.6 +
47	(47)	N.S. Carter-Wallace	650	99.0 +
48	(45)	Chrysler	641	20.5 +
49	(63)	Vick Chemical	635	75.4 +
50	(58)	Toronto Dominion Bank	621	62.1 +
51	(48)	Thomas J. Lipton	617	73.9 +
52	(52)	Avon Products	613	74.5 +
53	(68)	Christie Brown	608	74.5 +
54	(43)	Carnation	608	75.5 +
55	(67)	Eversharp	587	88.8 +
56	(60)	Canadian Kodak	584	50.4 +
57	(73)	J.B. Williams Co. Canada	568	89.8 +
58	(86)	Singer	558	49.4 +
59	(-)	Bell	551	43.9 +
60	(57)	Libby, McNeill & Libby	538	97.8 +
61	(65)	Kimberly Clark	535	41.0 +
62	(61)	Block Drug	532	82.7 +
63	(56)	Timex	528	92.9 +
64	(40)	Philips Electronics	511	76.6 +
65	(53)	Polaroid	494	72.8 +
66	(-)	Bombardier	488	52.4 +
67	(92)	Scott Paper	481	50.9 +
68	(88)	Sunkist Growers	471	85.3 +
69	(-)	Chargex Credit Card Plan	471	54.0 +
70	(-)	Nat. Gas Distributors of Ont.	471	69.9 +
71	(54)	Johnson & Johnson	466	59.0 +
72	(38)	H.J. Heinz	465	80.0 +
73	(85)	Ontario Milk Marketing Board	464	58.6 +
74	(83)	Quebec Government	448	28.3 +
75	(93)	American Motors	447	31.3 +
76	(50)	Air Canada Airlines	446	12.3 +
77	(-)	Household Finance	430	92.6 +
78	(-)	Miles Laboratories	428	77.1 +
79	(64)	Bank of Montreal	422	44.1 +
80	(87)	Sperry Rand Canada	417	59.0 +
81	(-)	Associates Finance	417	97.0 +
82	(59)	Metropolitan Life	416	92.1 +
83	(-)	Canadian Motor Industries	408	43.8 +
84	(-)	Ogilvie Flour Mills	399	53.9 +
85	(-)	Dominion Dairies	394	97.9 +
86	(-)	Trans Canada Telephone Sys.	384	52.2 +
87	(-)	J.H. Andrews Ltd.	394	96.9 +
88	(-)	Seven-Up	391	95.5 +
89	(89)	Dare Foods	391	99.8 +
90	(-)	Philco-Ford	389	98.5 +
91	(80)	Menley & James	388	89.8 +
92	(-)	International Min. & Chem.	387	95.3 +
93	(69)	Wilkinson Sword	384	79.4 +
94	(90)	Allstate Insurance	379	89.0 +
95	(99)	Canadian Westinghouse	375	83.1 +
96	(76)	Construction Safety Assoc.	365	100 +
97	(-)	Ontario Government	361	48.5 +
98	(-)	Firestone Tire & Rubber	349	57.7 +
99	(-)	Cordon Bleu	348	91.4 +
100	(72)	Canadian National Railway	346	15.1 +
TOTALS			\$100,330	

Sources:
Radio Advertisers' List - RSB/Elliott Research Corp.
TV Advertisers' List - TvB/Elliott Research Corp.

What good is half a woman?

Not much! That's why you need CKLC to reach the whole women's audience in Eastern Ontario in the key mid-morning time block:

CKLC is Number One in Metro Kingston!*

CKLC is Number One in the Full Coverage Area!*

*Women 18 and over as per Mid Morning time block periods in B.B.M., March, 1970

CONTACT RADIO HOUSE
about

CKLC

We're Wise in the Ways of Women!

Men exceed women in concern over ad-ethics

by Pat Beatty

Canadian men are more interested in the Code of Advertising Standards than women — and they complain more often, too. At least, that's the evidence that shows up in initial response to the "advertising complaint" campaign sponsored by the Canadian Advertising Advisory Board.

Last October, CAAB launched a national, all-media advertising campaign offering free copies of the advertising industry's code of ethics, and inviting consumers to send complaints about advertising that seemed to violate the Code, to the Advertising Standards Council, established by CAAB to supervise the ethics program. Space and time were donated and it is estimated that during the period, mid-October, 1969 to January 31, 1970, the messages reached an estimated 10 to 12 million Canadians.

During the period, CAAB distributed 36,810 copies of the Code booklet to individuals, schools, business and trade organizations and to media outlets. About 20,000 of these were mailed in response to individual requests, and went out with a complaint form enclosed. Somewhat surprisingly, 60 per cent of the requests came from men.

During the same period, 415 English-language complaints were received — 402 from consumers, 11 from trade sources and two from government.

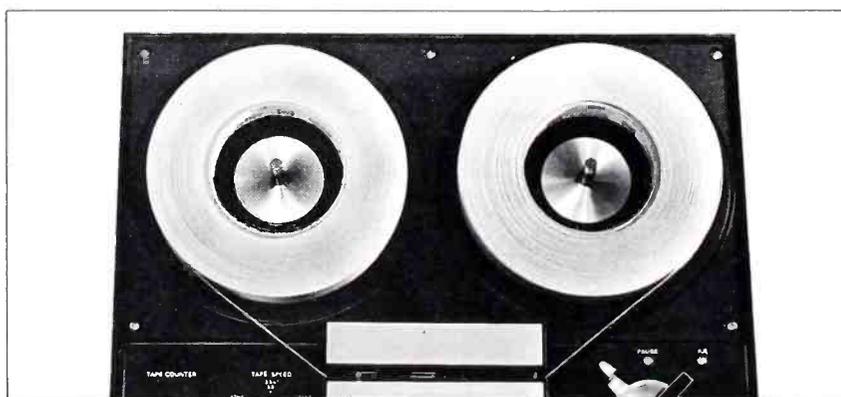
Again the male responses outnumbered those from women, by 54 per cent to 46 per cent. Complaints covered the entire range of goods and services offered to the public by national and retail advertisers.

Of the 415 complaints directed to the Council, 210 involved alleged offences against code rules. Each complaint was reviewed individually and as of the end of January, 19 had been sustained as violations, and another 30 were still under investigation at that time.

In all sustained cases, corrective or remedial action by the advertiser or media promptly followed. In 170 cases, investigation by the Advertising Standards Council revealed that no violation of the Code had, in fact, occurred.

The remaining 196 complaints involved areas outside the Code, including questions of personal taste or personal opinion, dissatisfaction with products or services, problems with sales people, or other areas of business practice beyond the scope of advertising.

CAAB is now undertaking a detailed analysis of the complaints, and is also preparing a report on French-language complaints. The French-language campaign is based on a different creative approach and had a different starting date. This phase of the campaign is now being handled through a Montreal office.



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.



SELLOTAPE CANADA LIMITED
10 Esandar Drive, Toronto 17, Ontario

WAB Convention

Private TV needs freedom to contribute

Federal regulatory authorities are waging a largely losing battle, trying to protect Canadian broadcasting stations from the expansion of cable television according to John Reid, Liberal MP for Kenora-Rainy River.

Reid, who is chairman of the Commons Broadcasting Committee, was speaking to the annual meeting of the Western Association of Broadcasters in Jasper earlier this month.

Limiting the microwave-cable transmission of U.S. programs to Canadians remote from the border and requiring cable systems to black out U.S. shows scheduled about the same time on Canadian stations, reflects he said, "a regulation philosophy based on scarcity".

He said such a philosophy is inappropriate because expansion of cable facilities soon will make provision of enough programs the main problem.

Reid said five of the ten main population centres in his own constituency in northwestern Ontario get cable TV while the rest do not.

He linked the CRTC restrictions on cable and microwave with its new requirements for increased Canadian content in the programs of Canadian TV broadcasters.

He said: "The CRTC's position seems to be that it will offer protection to the established broadcasters if they will produce Canadian programs — for example, only about seven per cent of programs available in the Toronto area are Canadian.

"For protection, the CRTC insists on performance."

But, he said he believes the expansion of multiple-choice cable TV will continue, forcing many marginal Canadian TV stations out of business "as their markets will be too small to survive against the many channels cable TV can provide".

The broadcasting committee chairman told the western broadcasters: "I think these trends will persist in spite of the CRTC's attempt to protect your industry, although the CRTC's action may give more time for your industry to work out new methods of operation and financing."

Reid predicted "difficult changes" for broadcasting in Canada as cable TV expands and the Federal Communications Department pushes "the wired-city concept" — a system whereby dozens of information services would be

transmitted into homes.

For Canadian broadcasters, he said, program production will become more and more important in place of the present pattern of simply transmitting U.S. shows plus relatively-cheap public affairs programs.

"If your programs are no different from the original ones carried by cable TV systems, as cable TV increases its penetration because of the choice it offers, then your future as an on-air distributor of American programs does not look bright."

Reid further forecast that advertising will cease to be the major method of financing private broadcasting. It would probably be replaced by subscription fees from viewers a multiple-choice cable services fragments the present mass audience into segments less attractive to mass advertisers.

Although some broadcasters attending the meeting regarded Reid's views as gloomy, the president of the Canadian

Association of Broadcasters (CAB) voiced confidence in the ability and ingenuity of Canadian Television to survive. He saw it as a challenge.

But the CAB president, William McGregor of CKCO-TV Kitchener, Ontario, said if private broadcasting is to make a continuing and effective contribution in this new competitive climate, it must be given freedom.

He said that in its 50-year history, the industry had shown initiative and ability to produce a variety of programming.

Also he said government incentives to broadcasters, program producers and record manufacturers in the form of tax assistance, grants and other supports would be in order.

McGregor said it is impractical now to attempt to stifle what he called the "wild stallion" that is cable TV. He said the Canadian public had clearly demonstrated a preference for an international pattern of programming.

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is pleased to announce
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For complete news on the big new CKSM
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HARDY RADIO & TELEVISION LIMITED
QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER

New rules approved but methods questioned

A random sampling of three radio stations, four agencies, a television station and a cablecaster indicates, in the main, that the CRTC's softening of the regulations it proposed in February has resulted in acceptance by the industry in general of the delaying tactic now employed by the CRTC.

There seems to be general acceptance of the Commission's regulations as they have been finalized. Doubt, if any, seems to lie in the methods the CRTC proposes to employ.

MICHAEL HIND SMITH
Vice-President

Foster Advertising Ltd.

This is my personal view. The CRTC has taken mighty leaps forward in its interpretation of what the Broadcast Act means. I think it does reflect that they heard some of the representations presented to them in Ottawa. The fact of the matter remains, we have the content a little later but we will still have 60% Canadian content.

The ICA-ACA brief to the Commission in Ottawa forecast a deterioration in the efficiency and effectiveness of television advertising. We have two years now to see if that forecast materializes. I think it will.

I would be very surprised if the CBC doesn't show sales losses in the 1970-71 season. CTV may show an increase until they also have to meet the 60% requirement. I'm bothered by the measure, regarding quantity of hours with no recognition of what quality is. One area I'm disappointed in is the matter of fully-sponsored TV specials. With regard to commercial breaks, the advertiser is entitled to 7 or 8 minutes per hour but with the rule of only five breaks in an hour, this means commercials will have to be clustered, and I think it will discourage full sponsorship of specials. In this one area I think the Commission should be prepared to provide greater flexibility.

Michael Hind Smith pointed out that on Tuesday May 26th, from 8 p.m. to 11 p.m. on the CBC network there were no commercials and it was all Canadian content.

The CBC, when questioned, said that the first show, Hart Pomerantz was unsuccessfully offered for sale, and featured six promos on the network. However local stations were free to offer it for sale on a selective basis. The Dominion Drama Festival which fol-

lowed was sustaining, One More Time from Montreal wasn't sold, and Comedy Crackers from Montreal was sustaining.

This raises the question, "Can Canadian content be sold?"

GARY MILES
Manager

CKCK-Radio, Regina, Sask.

We are generally pleased that the Commission has eased the rigidity of the proposed regulation regarding thirty per cent Canadian content in music programming on radio. The new regulations will allow the percentage to be spread throughout the broadcast day. This will enable CKCK to retain its distinctive programming concepts by continuing the wide spectrum of musical fare to our entire audience composition. The extension of the time limit will enable all stations to further build a good library of internationally acceptable Canadian music.

While the development of a truly Canadian music recording industry will continue to be a challenge for all concerned, broadcasters included, CKCK will endeavor as usual to provide its listeners with the highest quality possible of Canadian programming.

CKCK is proud to be a charter member of the Canadian Talent Library, organized and operated by a group of the leading broadcasters in Canada. CTL has been the outstanding contributor to the Canadian music scene.

In carrying the intent of the regulations a step further CKCK, will also endeavor to provide its Saskatchewan listeners with local talent of the best available quality. In anticipation of the proposed regulations CKCK and its associated stations already provide an album consisting in its entirety of Western Canadian talent.

This year we will release an album highlighting Saskatchewan talent. Both albums are available to the Canadian radio industry through CTL and the general public.

In the immediate future, CKCK radio will announce a further Canadian talent program that will enable its listeners to hear on a continuous basis the best of our own Saskatchewan artists.

The CRTC has also announced that by 1972 a minimum of five per cent of musical compositions must be composed or written by Canadians. We can only interpret this as the Commission's willingness to work with the broad-

casters in accomplishing these goals by assisting them in areas of copyright laws and record distribution.

BRUCE RAFUSE
Program Manager
CJFX, Antigonish, N.S.

While we still do not believe that good Canadian music can be legislated into existence, we were pleased at the extension to January '71 which will help us immensely with our Christmas programming this year. We are relieved that a written record of all titles, composers, artists, etc. will not be required and we prefer having the content rule applied for the one period six a.m. to midnight rather than the four hour division 7 a.m. to 11:00 p.m.

JERRY FORBES
Vice-President and General Manager
CHED Edmonton, Alta.

I am looking forward to meeting and exceeding CRTC requirements as they apply to Canadian music on radio and view the regulation as an exciting challenge. Surely it is time we abandoned the great Canadian inferiority complex as it relates to our talent. CHED has had for four years a four track (soon an eight) commercial recording studio. We have turned out close to 200 commercial concepts, station I.D. packages, singles and LP's. I invite the doubters to watch for an album we just completed called "Make Someone Happy" with Tommy Banks and Judy Singh. If this album can't compete with the best on the international market, then I don't know music. Having created a viable recording industry in Edmonton, I'm convinced that we are entering a whole new era of excellence in Canadian composition and recording. I feel it's lamentable that so many broadcasters had to wait until they were regulated into recognizing and utilizing our artistic natural resources.

H.F. DOUGALL
President
CKPR-TV, Thunder Bay, Ont.

The aims and objectives of the CRTC relative to the direction of radio and television in Canada in the future are in keeping with the aims and objectives of most broadcasters in Canada. However, the ways and means of how the Commission is going to achieve this goal have been severely criticized by many broad-

covers and by a large segment of the Canadian public.

In the face of severe criticism and political pressure, the Commission has had the courage to maintain its position which it so firmly believes is in the best interest of the country. For this reason we must admire and respect the tenacity and courage of the Commission in what has probably been the stormiest months ever faced by a regulatory body. They will tell whether the new regulations will fulfill all the desired objectives. Meanwhile our stations will strive to do their best under these conditions.

JERRY GOODIS

President

Goodis, Goldberg, Soren, Ltd.
Toronto, Ont.

I'm very much in favor of the CRTC rulings. I think that Pierre Juneau and the Commission are forcing the private broadcasters to do what they should have done on their own years ago — create a Canadian radio and television industry, rather than acting as telecine clones broadcasting Hollywood packages. They are demanding that the broadcasters live up to the promises they made in their applications for licences.

If we are to survive as a nation, if we are ever to develop the Canadian identity we are always talking about, then we are going to have to ensure that radio and television, the main information sources in our society, have more Canadian content. We must do this even if it means that the quality of programming is lower in the next few years. With experience, the quality will rise. It seems a small price to pay for our continued existence as a nation.

The broadcasters' cries of outrage and impending bankruptcy should be ignored, as the CRTC has gone out of its way to meet the legitimate objections of the broadcasters. I've yet to hear of a TV station that has gone bankrupt. And if they don't make the profits they made in previous years, well maybe they'll just have to learn to live with it, like advertising agencies do.

A broadcasting licence is one of the greatest privileges this country can grant — a chance to do something exciting, and experimental, and innovative, and worthwhile. And Canadian. A person who treats it just as a business doesn't deserve a licence. It may be a cliché, but their waves belong to the people, not to the members of the CAB.

DOUG HARTFORD

President

C.B.B., Toronto, Ont.

We think we are in a good position to meet the regulations. We stand a better chance than most stations with our Canadian Talent Library. We feel we can get along and meet the necessary requirements.

IAN CAMPBELL

Media Director

Cockfield, Brown & Co. Ltd.
Toronto, Ont.

I think the next year will be interesting. I think the Broadcasters are capable of coming up with something worthwhile.

E.S. (TED) ROGERS

President

Rogers Cable TV Ltd.
Toronto, Ont.

One of the most important issues in 1970 will involve the DOC which represents Canadian mentality, and is restricting the development of Canadian cable.

Cable is constructed now to handle 20 channels but we are only allowed to transmit on 14.

Juneau is advocating greater diversity of programs, but he's frustrated and we're frustrated because we're unable to operate in full capacity. Future headlines could well read: "Juneau frustrated by DOC."

RICHARD J. KOSTYRA

Vice-president and

National Media Director
J. Walter Thompson Co. Ltd.

Comments on reactions to the recent CRTC Rulings are now academic. We all had our chance to air our views and independently or collectively, we did. A decision has been reached and a ruling

passed. Now, we must direct our efforts toward maximizing the opportunities which exist within the confines of the regulations.

The CRTC has granted private industry an extension. Stations now realize that they have an obligation to the CRTC in demonstrating the spirit of the law. However, they must not lose sight of the fact that they also have an obligation to their advertisers and audience.

To protect the advertiser and provide acceptable programming to the Canadian public, stations should utilize the extension granted to aggressively create high quality Canadian vehicles.

Failure to provide acceptable Canadian programming will result in audience loss which inevitably must result in decreased TV budgets.

I believe the new program year should commence with limited new Canadian content, and that good shows should be added as the year progresses. Spare us from meeting the CRTC aims at the expense of poorly produced, low appeal programming. The delay in Canadian content rulings places stations in an excellent position to develop quality programming. Too, there may be some surprises in the fall ratings. Let's determine the appeal of the new Canadian shows scheduled before we sell advertisers three or four other shows similar in content.

In Nova Scotia between the 7:00 A.M. to 9:00 A.M. period there are on the average, 185,200 people listening during each quarter hour.

They listen to:

	Station Share	% of Province
Group One Atlantic	77,400	41.79
Nova Scotia Group	69,900	37.74
Halifax (1)	21,100	11.39
Halifax (3)	4,300	2.32
New Glasgow	6,500	3.51
Sydney (2)	4,700	2.54
Sydney (3)	1,300	0.71
	185,200	100%

GROUP ONE ATLANTIC

CKDH — Amherst CJFX — Antigonish CKBW — Bridgewater
CKDY — Digby CKEN — Kenville CKAD — Middleton
CKCL — Truro CFAB — Windsor CJLS — Yarmouth

Selkirk Holdings becomes sole owner of CHCH-TV

The Canadian Radio-Television Commission has approved an application by Niagara Television Limited to transfer shares which would make Selkirk Holdings Limited sole owner of CHCH-TV, Hamilton.

The transfer is as follows:

3749 common shares from Frances Soble and the Canada Trust Company, executors of the estate of K.D. Soble; 1 common share from Frances Soble; 5266 common shares from Southam Press Limited and 3750 commons shares from Theatre Properties (Hamilton) Ltd. to Selkirk Holdings Limited. Mrs. Frances R. Soble and Messrs. Sidney Bibby, David Goldberg, Frank Nash, Stuart MacKay will each hold 1 common share beneficially owned by Selkirk Holdings Ltd.

Other applications approved by the CRTC this month are:

- CBC to change studio location of stations CBA, CBAF and CBAFT, Moncton, N.B. to 250 Archibald St., Moncton.
- CBC to operate new low power relay transmitters at Faro, Y.T. on 1230 KHZ; Parson, B.C. on 740 KHZ and Lac Edouard, P.Q., on 710 KHZ. Power for all three is 40 watts.
- CBC to amend following LPRT operations:
Red Rock, Ont., increase power from 20 to 40 watts on 1010 KHL Prince George, B.C., change frequency from 630 to 1150 KHZ with power of 40 watts at new antenna site.
Long Lac, Ont., increase power from 20 to 40 watts on 1400 KHZ Wawa,

- Ont. change frequency from 540 to 1440 KHZ.
- Skeener Broadcasters Ltd. to change off-air pick up of CFTK-TV-3, Burus Lake from CFTK-TV-10 Houston, B.C. to CFTK-TV-11, Hudson Bay Mountain, B.C.
- Oyen and District Television Association, to amend licence for CFOH-TV-1, Oyen Alta. to broadcast on Channel 2 with video power of 540 watts, audio power of 270 watts, EHAAT of 365 and an omnidirectional antenna.
- Radio Saguenay Ltd. to operate a rebroadcasting station at Alma, P.Q., to pick up CKRS-TV, Jonquiere off-air and retransmit on channel 4 plus with a transmitter power of 5 watts.

Continued on page 30

Profile: Bob Lamb, CFCN-TV

by Pat Beatty

Vice-president-engineering at CFCN-TV Calgary, Bob Lamb is the kind of guy who radiates energy. Whether he's working on a project for the Calgary Stampede, his service club, or for CFCN, which he joined in 1944 - CFCN-Radio that is - you just can't help getting on the bandwagon. Ask anyone at CFCN and you'll find he's well respected and well liked.

Now 47, Bob was one of the hard workers responsible for CFCN-TV getting on the air in the record time of 36 days back in 1960. He worked impossible hours but he never gave up. He is always enthusiastic about the efforts of his staff and he never stops going himself.

Ever heard of Alberta Broadcasting Corporation Limited? Well, you guessed it, that's Bob Lamb and just another project in which he's become involved.

In this case, his energetic spirit got him the job of servicing Northern Alberta, in places like High Level and Rainbow Lake, which is just below the Northwest Territories. How diligently Bob worked on satellites for CFCN is well known in industry history. He was sure this same effort would succeed for Rainbow Lake, a town put up by Banff Oil Ltd., and it did!

At the present time CBC programs

are being transmitted over a series of low power translators which in turn feed a cable system. It is expected that CTV programs will be available late this fall when CFRN-TV Edmonton gets their Peace River satellite on the air.

Local programming has been produced at Rainbow with everyone doing "their thing". There has been everything from editorials to pretty corny kids' programming, presented by the kids themselves. One high school student working for the operation is Henry Bretz who listens at night to Calgary, Edmonton and Seattle radio. He makes notes of their news and sports and reports it on camera the following evening. A local school teacher, Tim Shire, acts as MC (he did some TV work in Regina) and runs a TV swap shop program where everything from spoons to skidoos are swapped. The local Pacific Western Airlines manager who had a crash course on weather forecasting, does his version of a weather show. They interview everyone who arrives from the "outside". They run requests for volunteers to build a curling rink, organize skidoo races, bridge and church meetings.

One night, Father Montmighy, a Catholic priest, presented his slides and

Continued on page 32

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The BC-230 Color Studio Camera

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High Stability Camera



A high quality, lightweight, color Plumbicon* tube camera that sets new standards for long-term stability.

FEATURES INCLUDE:

- Superb color—as low as 25 foot-candles.
- Crisp resolution.
- 1000-hour stability.
- Unique, precise construction. Rugged, clean lines.
- Small size and light weight.
- Demountable optics and yokes.
- Plug-in circuit boards.
- Simple RGB system.
- Optimized aperture correction.
- 10-step staircase plus sine² pulse and bar.
- Variable masking for flesh tone.
- No linearity controls required.

PICTURE QUALITY

The BC-230 produces superb color. It conforms consistently to NTSC or PAL standards, whether in remote or studio use. Its new three-tube Plumbicon camera design produces brilliantly sharp color pictures. The simplified, compact optical and color separation system is designed for maximum light efficiency. Excellent sensitivity and low lag result in a brilliant color picture with as little as 25 foot-candles scene illumination.

The BC-230 uses a ten to one, F/1.7 zoom lens. The new high-brightness viewfinder provides the cameraman with a clear, sharp view. The six inch kinescope screen provides 150 foot lamberts and is precisely matched to camera blanking. The camera gives 100 per cent amplitude response at 400 TV lines resolution (NTSC) and a signal-to-noise ratio of 45 db. This

is accomplished through the use of simplified optics and color matrixing of an RGB system. New techniques of aperture correction in all three color channels give optimum horizontal and vertical detail. The camera also gives excellent rendering of specular highlights.

STABILITY

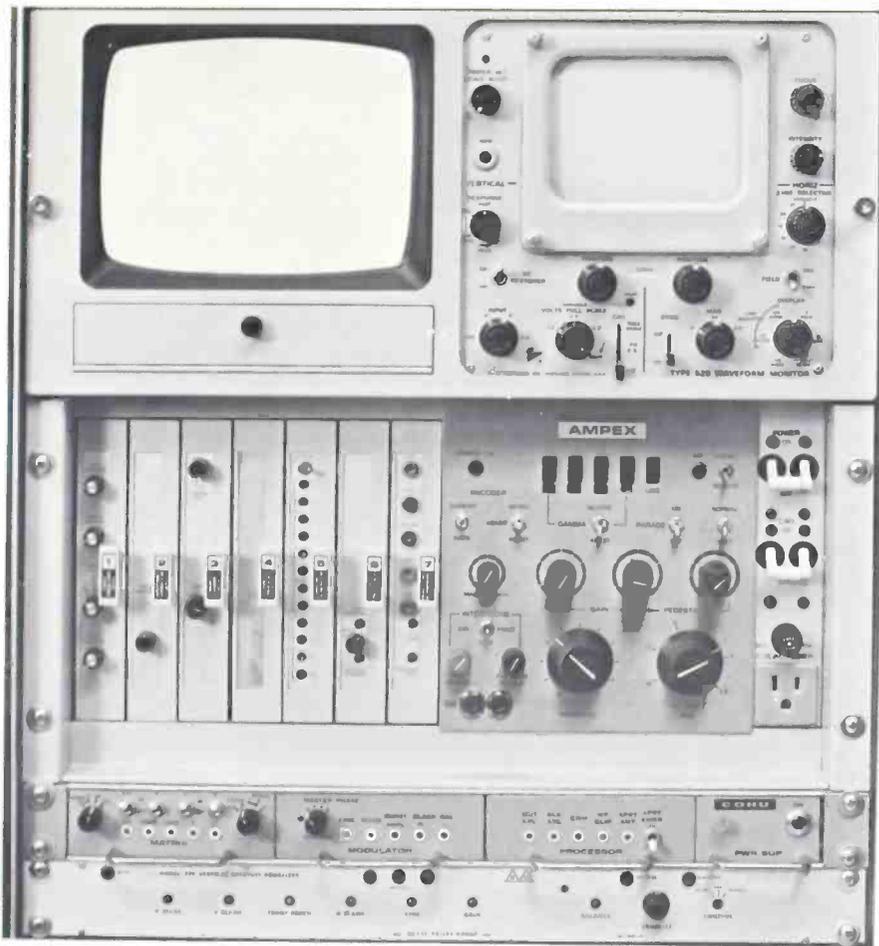
Precision construction and advanced electronic design result in the excellent stability of the BC-230. Warmup is faster than with other Plumbicon cameras. Stabilized operating temperature is reached in less than 5 minutes. Horizontal and vertical centering stability is maintained through ambient temperature changes of $\pm 10^{\circ}\text{C}$. Adjustment of individual focus, x and y alignment, height, width, and skew are relegated to a 1000 hour maintenance panel and are stable over the entire range of -15°C to $+45^{\circ}\text{C}$. This unique stability results from the sophisticated regulation of all currents and voltages associated with the sensing tubes and an entirely new technique of deflection yoke mounting. Precision die buttons and eccentrics provide unusual flexibility in adjusting the yokes to a webbed machined central casting.

RELIABILITY

The BC-230 is extremely reliable under all conditions, whether in remote or studio use, for station, network or production company. All head components are ruggedly mounted to eliminate malfunction in hard day-to-day use. Yoke assemblies and dichroic optics are easily demountable for cleaning and adjustment. Plug-in boards, with many test points, are easily replaceable.

BC-230





EASE OF OPERATION

Many features of the BC-230 free the cameraman to concentrate on making quality pictures. He can monitor the entire camera head and camera control unit with push-button ease. A color masking system provides a full range of flesh tint adjustment without affecting the grey scale. To set up the BC-230, the operator switches in a stairstep test signal. This 10-step signal provides an electronic grey scale for camera setup, plus sine² pulse and bar signal, to allow instant check of system bandwidth and cable equalization. Use of pulse and bar technique plus push-button monitoring give more complete frequency response information, pinpointing a change in bandwidth at any point in the system.

The K factor can be read out directly on a waveform monitor graticule. Gamma is switchable in six discrete steps without affecting precise tracking in all three color channels. Four shading controls per channel eliminate problems in matching Plumbicons by providing a full range of adjustment for initial setup.



FLEXIBILITY

The small size and light weight of the BC-230 make this camera one of the most versatile and maneuverable broadcast Plumbicon color cameras available today. The camera head is only 22½ inches long, 17 inches high, and 9½ inches wide. The camera cable measures 0.47 inch in diameter and weighs only 405 pounds per 3000 feet, including connectors. The same length of conventional camera cable weighs 3000 pounds and is four times as bulky. This reduced size is possible because the cable contains three coaxial cables, two twisted pairs, and only 10 other small gauge wires. The Camera Control Unit takes only 21 inches of rack space. In addition, the camera is equipped with a convenient carrying handle for greater portability and is well protected for use under adverse weather conditions. There are no cable connectors or other projections on the bottom of the camera that might be damaged in transportation or field setup.



BC-230

PRELIMINARY SPECIFICATIONS*

Scans

EIA 525/60 fields/s
CCIR 625/50 fields/s

Color Standards NTSC or PAL

Power Requirements

Voltage 95-120 60 cycle or
190-250 50 cycle

Inputs

Negative sync pulse subcarrier.

Outputs

Composite video 1V pk-pk 75 Ω
NTSC or PAL.

Registration Accuracy

Zone 1 (circle equal to 0.8 picture
height) 0.1%

Zone 2 (circle equal to picture
width) 0.2%

Zone 3 (elsewhere) 0.4%

Geometry

Less than 2.0% from true position
anywhere in picture area.

Resolution

Green channel at 400 lines P/H;
amplitude response 100% with
aperture correction.

Sensitivity/Signal-to-Noise

A 45-dB signal-to-noise ratio in
encoded luminance channel
(measured with 0.5 gamma at 50%
peak white, no aperture correction
and a 5-MHz bandwidth) will be
achieved under the following
conditions:

Iris f4 (equivalent depth of field of an
I.O. at f10) 140 foot-candles, 3200° K,
illumination incident on a 60%
reflective white
or
full aperture f1.7 at 25 foot-
candles incident

Environmental

Temperature range Camera
-15°C to +45°. CCU 0°C to +45°C
Stability H & V centering
requires no adjustment with ambient

change $\pm 10^\circ$ C. All other controls
stable over the entire temperature
range.

Mechanical

1. Camera

- a. Camera head: L-22.5 inches,
W-9.5 inches, H-17 inches,
Wt-50 lbs.
- b. Viewfinder: L-9 inches,
W-8 inches, H-8 inches,
Wt-10 lbs.
- c. Lens: (Angénieux or Canon
10:1 f1.7 zoom lens), Wt-17 lbs.

2. CCU

- a. CCU Electronics and PSU
19-inch rack mount,
8¾-inch high, Wt-45 lbs.
- b. Encoder
19-inch rack mount,
1¾-inch high, Wt-14 lbs.
- c. Enhancer
19-inch rack mount,
3½-inch high, Wt-21 lbs.
- d. Picture and Waveform Monitor
19-inch rack mount,
8¾-inch high, Wt-55 lbs.

*Subject to change without notice.

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Small operators discouraged ...majors stand fast

Cable Television operators appeared angry and uncertain at the close of the four day Canadian cable convention held in Vancouver May 11 to 14.

Many of the 500 delegates expressed opposition to new obligations they fear may be required of them by the Canadian Radio-Television Commission.

The opposition is strong enough that many small operators said they should put their systems up for sale and accept any reasonable offer in order to get out of the business.

The larger operators, from cities like Vancouver, Toronto, Ottawa and Montreal, however, seem to have no intention of leaving the industry. They plan instead to re-structure the association in such a way that it can become a strong bargaining force in dealings with the CRTC.

The root of the present concern is the cable operators' confusion, anger and frustration regarding proposals announced last month by the CRTC-federal regulatory agency — as guides for the future development of cable TV.

The proposed guides are complex and detailed, but would have these major effects if they were to become regulations in their present form:

- Microwave relays could be used to import a limited number of United States Channels, as well as Canadian stations, to areas some distance from the international border.
- Cable systems would be required to black out any American program being shown by a local station for a week before and after it was aired in the community.
- Cable systems would have to give priority to provision of the CBC network, the CTV network, nearby TV stations not easily picked up without cable and community programming, before providing one U.S. commercial and one non-commercial station.
- American channels actively soliciting Canadian advertising could be banned to Canadian cable systems.
- In areas near the border where many U.S. stations can be picked up without using cable, the Commission could authorize cable systems to carry more than two American channels.
- One channel would have to be set aside for educational TV programs.
- Any advertising or programming prohibited by Canadian law should be blacked out by the cable operator.
- Cable TV networks could be authorized by the CRTC if this was necessary

for financial or other reasons and was "in the public interest."

Basically, the cable operators argue that such requirements constitute an injustice and, in many cases, they say a financial impossibility. Most are extremely reluctant to speak publicly against the proposals. But in conversation they say most operators are strictly businessmen who entered the lucrative industry during the 1960s because it promised an attractive return on an investment and was an engineering challenge.

Why should such people now be asked suddenly to become programmers of artists and be classified as broadcasters, they ask.

Sruki Switzer, chief engineer for the cable TV arm of the giant Maclean-Hunter publishing firm in Toronto said the CRTC is after the cable operators' money "not the cable operators' medium."

Ted Rogers, president of Rogers Cable TV Ltd. in Toronto, expressed somewhat the same view during a discussion of cable TV's role in stimulating and producing local programming. Rogers said the commission is asking cable operators to assume responsibilities that have been shirked by broadcasters over the years.

"Cable was being required to produce the kind of programming for which conventional broadcasting could not find advertising support. This was grossly unfair," said Rogers.

Sydney Newman, a widely-known TV producer now with the CRTC, told delegates local programming could be produced at a fairly low cost. The commission was not asking for great expenditures.

"But," he said, "cable operators had an excellent opportunity to make channels available for local groups and events

that would otherwise have no outlet for expression."

There are some cable operators who are less opposed to the Commission's insistence on local programming.

Stuart Griffiths, president of Bushnell Communications Ltd. owner of CJOH-TV in Ottawa and several cable systems, says cable operators and broadcasters should co-operate in program production because within ten years both will be joined with viewers receiving all signals on cable at rates they can afford.

There are also strong objections to the proposal for requiring cable systems to black out U.S. shows being shown locally.

Cable operators argue that TV stations have not suffered long-range damage from cable in the past and that added protection against competition is unnecessary.

The proposed restriction on the number of American channels that could be carried is almost universally opposed in the cable industry. Operators say this would make cable almost impossible to sell and would destroy its attractiveness as an investment, because viewers would no longer subscribe to cable.

Operators say the commission seems to overlook the need to keep the broadcasting industry financially healthy in order to attract dollars for future development.

The uncertainty surrounding what final form the proposals will take has already frightened away some investors from cable systems, the operators say.

What happens between now and the fall CRTC hearing is anyone's guess.

The cable association plans to elect a permanent president who will operate out of Ottawa with a permanent staff.

Previously, presidents were elected for a year and had little authority apart from that given specifically by the membership.

Under the new system, association members say, the president would have virtually a free hand to negotiate with the CRTC and the federal government regarding any decisions effecting the cable industry.

Hardware considerations for Cable programming

Four aspects of hardware for cable programming were discussed at the Canadian Cable Television Association Convention in Vancouver last month by Kenneth D. Lawson, manager, CATV Sales, Telemation Inc. Lawson touched on (1) educating the cablecaster; (2) the building block concept of expanding equipment systems; (3) color versus black and white; and (4) creating proper studio facilities.

For education of a cablecaster, Law-

son suggested two magazines with pertinent information; "TV Communications" and "Cablecasting." Manufacturers' seminars have provided another means of acquainting the people concerned with new technology and uses. Also, Telemation collects all types of closed circuit television equipment users' reports, and has published them in a magazine called "Pacesetter."

The building block concept is of prime importance. As Lawson pointed

out: "Our limited cablecasting budgets, skills and experience lead to decisions to create facilities which are somewhat simpler at the beginning than they will be when cablecasting activities have matured in years to come. For economical systems expansion, you should be able to progress from the simple single camera system to a complete studio production system with an absolute minimum of equipment modification or disposal," he said. System expansion, camera upgrading and conversion to color are integral parts of cable programming hardware.

In considering color versus monochrome cameras, the determining factor is the type of programming to which a company is committed. If the majority of the work is studio programming, or an even division between studio and

remote work, possibly one could rely solely on color television equipment at the outset." However, "monochrome cablecasting is easier to master in the early stages of cablecasting than color. The many lessons of video and programming which are learned with monochrome can then be transferred to a more successful endeavor with color equipment. If you can afford both types of equipment of a reasonable quality, and with sufficiently trained personnel, so much the better."

Lawson's final topic stressed the necessity of a proper physical layout. Too often the studio is too small for correct use of lens ranges and light angles. He suggested a studio of more than twenty feet in length with ceilings from twelve to fourteen feet high for proper use of equipment.

A better understanding (CATV and CRTC)

"In a day and age of so-called communications I am more and more troubled by non-communication. As the technical means increase, the will to relate seems to decrease." So said Harry J. Boyle, vice-chairman, Canadian Radio-Television Commission, in his address to the Canadian Cable Television Association in Vancouver last month. The

efforts of the CRTC and CATV "are linked in a common cause — the search for ways and means to implement the Broadcasting Act of April 1, 1968," he said.

The point in question was: "How to make CATV a contributing factor to a total Canadian broadcasting system — without serious damage to the existing

elements of broadcasting."

He recalled how in its Announcement of December 3, 1969, the Commission expressed its deep concern about the effect of a rapid extension of CATV services on the future development of nationwide Canadian broadcasting services in French and English. "These were outlined in the White Paper of 1966 and in the Broadcasting Act of 1968, if their main purpose was the *wholesale and indiscriminate distribution of programs derived from United States stations and networks.*

"It (the Commission) undertook to accelerate its studies and its consultations with other parties concerned, to discover the most effective way of ensuring the orderly growth and extension of CATV systems in concert with all other parts of the national broadcasting system," he said.

As a development of earlier policy statements, on April 10, 1970, guidelines were issued which are intended "as a basis for instituting a common policy for Canada." The guidelines are to be the basis for discussion of public hearings in the fall. Again, as in the national broadcasting systems, "the CRTC is urging the use of more Canadian creative resources — the exposure of common interests and problems which are relative to our condition — in place of large-scale importation of problems along with entertainment from other sources."

"Think for a moment about those things which you don't see on conventional TV — or even have any more on radio.

"There are reasons — competition — lack of space — perhaps a lack of awareness — but where do you find out what is happening in your area — your district — your community?"

"We hope community channels on CATV will allow access for people to become re-acquainted with each other — and with their locality before it vanishes in a smothering mass of pollution and waste!

"We appeal for the people to have an opportunity to use modern technology for dialogue and understanding!"

The request being made by the CRTC is "for a portion of time to recognize that this tremendous opportunity for Canadians to see, sense and feel the tremendous potential of their country — must not be overlooked."

A constructively informative communications system plays an integral part in the development of the quality of human life.

Boyle closed by saying: "We have a responsibility as Canadians to dedicate our communications system to the advancement of those unique qualities we possess as individuals and citizens to the cause of making this earth-ship we live on a place of peaceful co-existence for all men."

CJOR LIMITED APPOINTMENT



Tiff Trimble



Don Wall

Jack R. Stewart, Vice President of CJOR Limited, announces the appointment of T.N. (Tiff) Trimble to the position of General Manager of Radio Stations CFRW and CFRW-FM in Winnipeg and the appointment of Mr. Don Wall to the position of General Sales Manager for Radio Station CJOR in Vancouver.

Mr. Trimble, who has a Bachelor of Science Degree in Business Administration, with a major in Marketing, is a native of Winnipeg and was formerly General Sales Manager of CJOR. Mr. Trimble's appointment was effective March 5th, 1970, on which date the Canadian Radio and Television Commission approved the transfer of the licenses of the two Winnipeg radio stations to CJOR Limited.

With some 27 years experience in the broadcast industry, Mr. Don Wall has been acting in the capacity of Sales Co-Ordinator at CJOR since January of this year. Mr. Wall's experience includes all phases of the broadcast industry itself, radio representation as well as experience in the radio-television department of a major national advertising agency.

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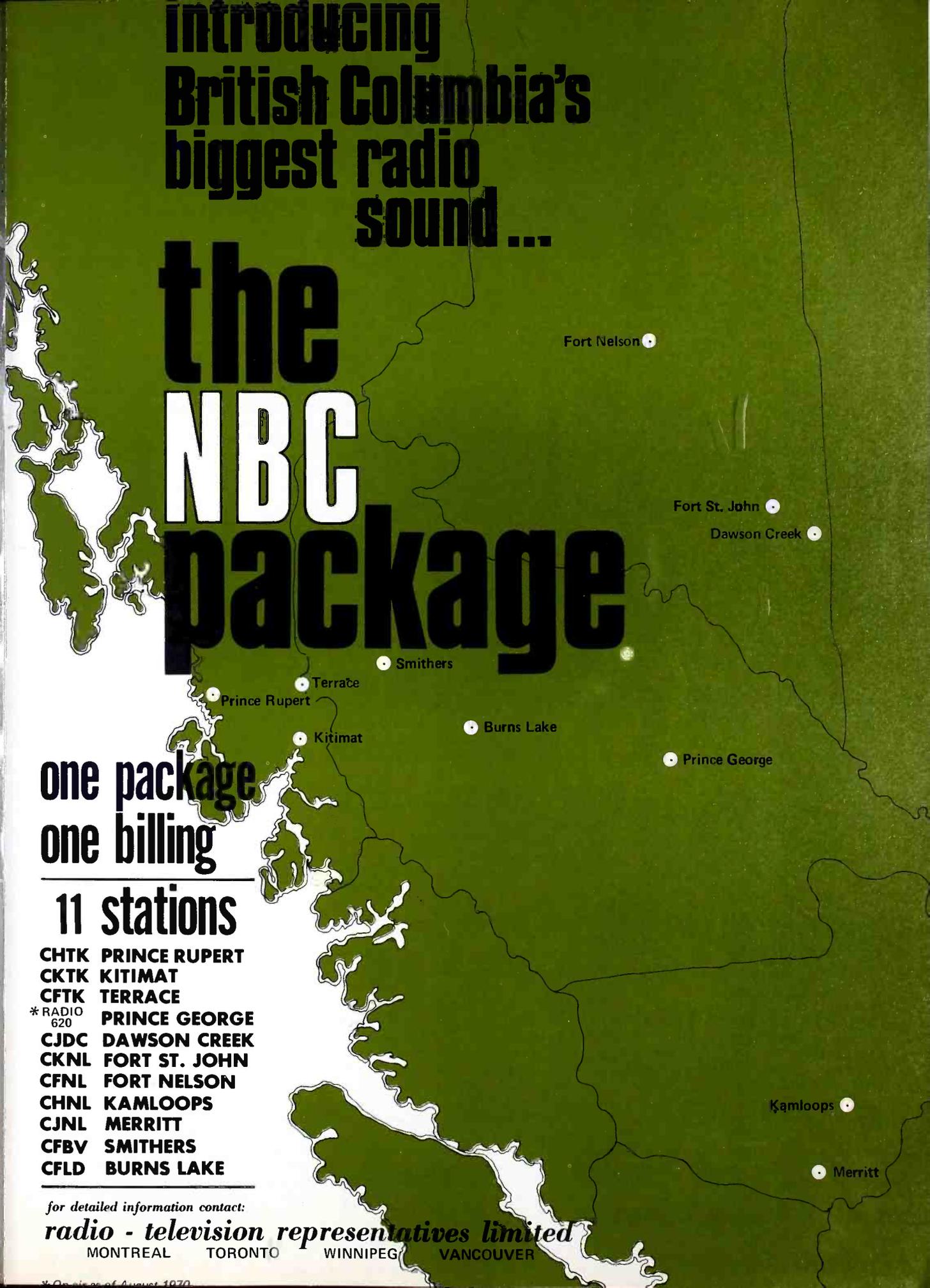
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- CHNL KAMLOOPS
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- CFBV SMITHERS
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* On air as of August 1970



Cable will complement existing Television

by Bob Reinhart

"Don't miss the opportunity to participate in Community Cablecasting"

So goes the title on the cover of a folder handed to me, which contained a copy of W. Edwin Jarmain's oral presentation to the Special Senate Committee on Mass Media, the submission to that committee, and copies of the daily program schedules of Cablecasting for the week ending April 26, for London TV Cable.

After chatting with Ed Jarmain, chairman of the board, son Ted, the president, other sons Kelly and Eric, and the general manager of London TV Cable, a Jarmain System, J.D. "Scotty" McLachlan, inspecting both studio and mobile facilities, I came away positive they all believe in that title.

Everybody spoke freely and obviously. They were enthusiastic about cable casting and proud of the type of programming they are doing. The atmosphere was akin to that in television

CJOR APPOINTMENT



Jack R. Stewart

James A. Pattison, President of CJOR Limited, is pleased to announce the appointment of Mr. Jack R. Stewart to the position of Vice President, CJOR Limited, which owns and operates Radio Station CJOR Vancouver and Radio Station CFRW, Winnipeg.

A veteran broadcaster with over 20 years senior executive experience in Western Canadian radio, Mr. Stewart will be directly responsible for the administration of both stations, and will continue in his capacity as General Manager of Radio Station CJOR.

stations so long ago now, 1953 and '54, when broadcasters were embarking on a new adventure with challenges of tremendous proportions, that of building a new broadcasting system.

Cablecasting, according to W. Edwin Jarmain, in the *Globe and Mail* of September 27, 1969, will complement rather than compete with the existing television programming. It will be intensely local in flavor, it will cater to small audiences and it will be amateurish. Its popularity will be gauged by audience enjoyment, rather than by the size of audience and it will allow ordinary people to be senders as well as receivers of television information.

He and his people mean it, as their weekly schedule proves.

Community Programming

London TV Cablecasting Director Eric Jarmain, when I first met him, was about five and a very precocious but likeable little guy. Scotty McLachlan whom I've known for twenty years as a musician, band leader and Capitol Records executive, now the GM of London TV Cable, is like Eric, dedicated to the proposition that programming must be kept intensely local, but if the content is applicable to their other systems in Brantford, Newmarket, Oshawa or Chatham, then a tape of the show will be bicycled for cablecasting in the other communities.

And why not? With today's communication and the realization that different communities, provinces and countries have many of the same problems, sharing knowledge and information is the desirable and practical thing to do.

For instance, the program "Counseling Education", one hour in length and, on April 20, dealing with "Life and Problems", was looked at and discussed by the London Psychiatric Institute. Or "Words to be Heard," 60 minutes of audio, devoted to reading to the blind by CNIB, is a real service not only to the sightless, but to many too busy or lazy, as the case may be, to pick up a book. "Early Childhood Education," or "Involvement in the Community through Home and School," are all of them local, yet universally beneficial.

Of course there is cablecasting strictly for London interest, such as "Rummage For Symphony," 30 minutes devoted to the women's committee

rummage sale to raise funds for the struggling London Civic Symphony Orchestra, and "The People's Medium," interesting guests and ideas from London at large, on daily for 30 minutes. "Operation Bookmark" looks at a used book sale to support the Children's Psychiatric Research Institute. Some television stations still do this type of programming, but generally it is sluffed off into fringe periods.

Cablecasting by London TV Cable refuses to be bound by the traditional and rigid scheduling of conventional television. They don't have to. They had a source of revenue before they ever started programming and are not dependent on ratings to acquire it. All the programs mentioned are not only cablecast live in the afternoon, but taped at the same time for repeat showings during the prime evening hours.

In addition to the local community programming, there are 17 hours weekly, as much as most TV stations originate, plus repeating 10-1/2 hours, London TV Cable also schedules 7 hours weekly of what they define as "imported content," that is imported to London, all of it from the National Film Board. It is gratifying to learn that the output of a crown corporation, noted for its excellence throughout the world, is being put to good use and expanding its distribution and exposure. And by the way, London TV Cable pays for the use of NFB material, just as TV stations do, and it too is telecast twice, both afternoon and prime time.

Facilities and Equipment.

Equipment and production facilities are neither extravagant nor fancy, but they are adequate when you consider the basic cablecasting philosophy, that of taking the medium to the people, with a minimum of the people coming to the facility.

Consequently the studio is a small one, equipped with two vidicon GPL black and white cameras, suitably lit and with plain backdrops, so the viewer can concentrate on the participants, rather than be distracted with all kinds of gimmicks. There is no livingroom furniture, just two stools. I suspect if something more elaborate is called for, the studio crew just lifts what is needed from one of the executive offices.

The control room has two one inch

Continued on page 28

ARMADALE COMMUNICATIONS LIMITED

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Canada

MEMO TO: Dick Lewis

FROM: Hal Crittenden

After doing business under the Transcanada Communications sign for many years, we are making a change and would like you to let your readers know. The Company that owns and operates CKCK-TV Regina, CKCK Radio Regina, CKRC Winnipeg and CKOC Hamilton will be known from now on as Armadale Communications Ltd. A different name, Dick --but same people, same game.

All the best,

:dmt

Crit.

Marcel Provost

GREAT LOSS TO FRENCH RADIO



Marcel Provost, a Quebec pioneer passed away suddenly after a heart attack on Monday, June 8, at the age of 62.

At the time of his death he was program director of Station CKVL, Verdun, Montreal. He was also president of ACRTF and a member of the board of directors of the CAB.

Mr. Provost became an associate of Jack Tietolman in 1932 when the latter merged Mr. Provost's LaSalle Broadcasting Company into his own General Broadcasting Company, a radio time sales agency. This was the start of a life-time association between the two men.

In 1937, Marcel Provost took a leave of absence to establish, at the request of the late Hon. Jacob Nichol, Station CHLT in Sherbrooke and Station CHLN

in Trois Rivières. Two years later he resumed his association with General Broadcasting and in 1946 his experience was invaluable in helping Jack Tietolman establish Station CKVL. Marcel Provost, together with Tietolman, also created and published the French radio fan paper, Radiomonde (now Télémonde), its English counterpart, Radio World and the French week-end newspaper Samedi Dimanche.

Mr. Provost was a great believer in French Canadian talent. He founded Le Gala des Artistes, the national French Canadian "Oscars" with the coveted Miss Radio and Mr. Radio awards.

Upon hearing the news of his sudden death, Jack Tietolman said: "Needless to say I am deeply shocked. Marcel Provost was my friend, associate and confidante for almost 40 years. French Canadian radio and television has suffered a great loss.

"Marcel Provost was a truly dedicated broadcaster with a long and distinguished career. Under his long ten years as program director, I believe I can say that Station CKVL produced more live programs than all other private radio stations in Quebec combined.

"Many of Mr. Provost's CKVL productions won international awards for excellence and many of today's big stars in French radio and television owe their start to the untiring efforts of Marcel Provost to foster and develop French Canadian artists and give them an opportunity to express their artistry on CKVL."

Ampex VTRs, very portable and easily placed in the small remote van, a 16 mm film projector, film camera, slide projector and a small vidicon for graphics that are mounted on a small merry-go-round device. Of course, it has the usual switching and rack equipment.

The small mobile van has an air-conditioned control room, room for a VTR machine and its own power generator. They prefer however to use hydro wherever possible, relying on the generator in case of emergency and short notice remotes.

In short London TV Cable is serious about Community Cablecasting and has been for a number of years. As long as five years ago they proposed to CFPL-TV the idea of originating specialized cablecasting. The station, although interested and very well equipped, was unable to do so without jeopardizing the quality of its own production load. More recently London TV Cable and CFPL-TV have reached agreement on cablecasting after initial telecast. The stations own significant program series, "The World Around Us" and in particular the excellent three-part Lake Erie pollution documentary, for which, incidentally, they should have received a broadcasting award.

Future Cablecasting

London TV Cable is now programming a community channel 24 hours a day. The actual schedule runs from 3:00 pm to 11:00 pm daily. At all other times, the weather and time are being shown.

Will London TV Cable program more than one channel in the future? Possibly, but there are no plans for immediate expansion, although new equipment is being installed in new areas, with a capacity to handle 27 channels. Other channels might be rented out on a part

"For Technical Progress in Radio and Television"

CFAM/CHSM Altona/Steinbach were proud winners at the CAB Convention in Ottawa this year of the Colonel Keith S. Rogers Memorial Award for "an innovative and unique remote control and telemetry system." CFAM/CHSM Manager Elmer Hildebrand is seen here accepting the award, first presented in 1950, from Derek Pugsley, Manager Broadcast Sales, Canadian General Electric Co. Ltd.



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or full time basis for service cablecasting, such as the medical school. Right now all efforts are being concentrated on present cablecasting. Although amateurish when compared to television station production, it must be of reasonable quality because while minorities are basically interested in content rather than technique, they do expect some degree of quality and professionalism.

Will London TV Cable join a CATV network? It was difficult for them to answer or make a commitment, since there is no such organization, plus CRTC guidelines which emphasize local community programming.

What about exchanging programs with other systems? This is a possibility and something we will undoubtedly be doing more of. However the very real necessity of equipment standardization so far has been ignored.

In the area of proposed satellite facilities, Jarman Cable Systems do not see this development as a substitute for cable services. Rather they expect that CATV systems will carry programs received via satellites, to the homes in urban areas, enabling the householder to avoid the cost of special equipment to receive satellite transmissions. As well as carrying existing Canadian networks or new ones, it is possible satellite transmission might be used in conjunction with a national programming network of cable systems.

As to cable advertising, if more and better cablecasting is to result, then additional revenues are required, either through advertising or increased subscriber rates.

More revenue also ties in with one of the more recently announced CRTC guidelines proposed, that of blacking out programs on American stations carried by Canadian stations on the systems. Simultaneous release blackouts wouldn't be too difficult, providing all networks and stations in Canada and the U.S. stick to their schedules, but one week before or after would be a horrendous if not impossible task.

Considering how network and station schedules change almost daily for national or local specials and crises, cable systems would need to have some form of direct communication with each station they carry at all times, so they could be informed of last minute schedule changes. TV Guide and newspaper listings cannot be guaranteed as accurate. It is just not possible for stations to guarantee schedules two to three weeks in advance. These are my thoughts, but they are shared by Jarman Cable Systems.

As Scotty McLachlan said: "It is contravening a regulation that stipulates that cable systems are not allowed to alter in any way the programming of a station." The blacking out of a commercial showing somebody pouring a glass of beer, allowable in the U.S. but

not in Canada, is completely impossible unless the cable system has a copy of the actual station log and the run sheets used by the technical directors, is an instance.

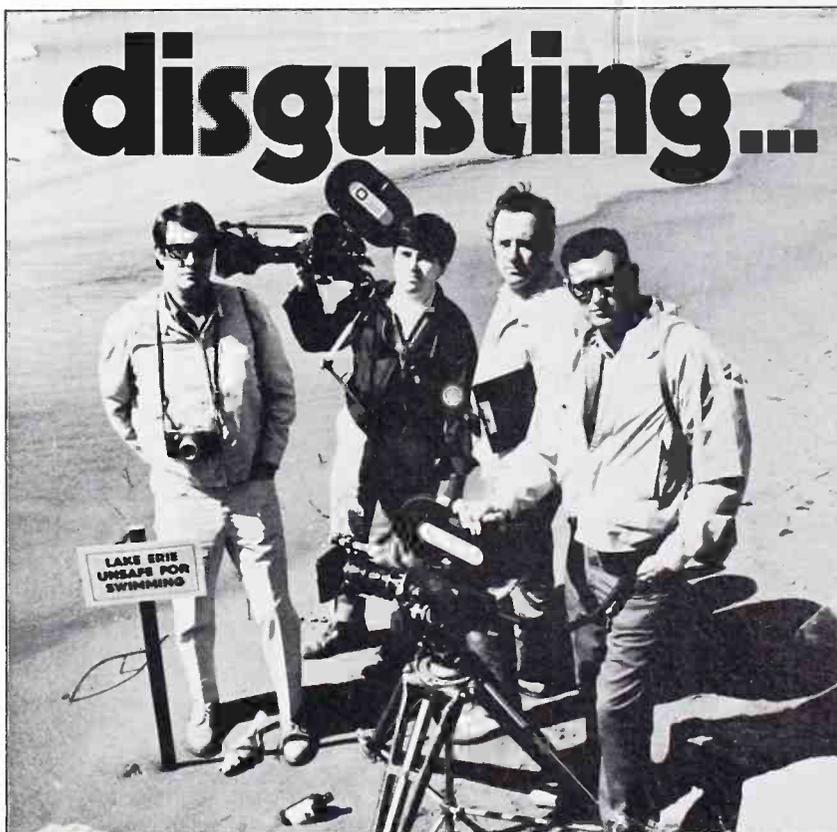
To carry out any of these administrative procedures, according to the proposed guidelines, will mean additional staff, lots of it, which in turn means more necessary revenue and increased subscriber rates. Another comment heard on this aspect was "You can't expect people to pay more in order to get less."

Scotty's comment on the proposed reduction of American stations to one commercial and one educational was "The people won't stand for it!"

Not only does London TV Cable involve many community organizations in its programming, but they also draw on other sources for programming such as the University, the medical school, Fanshawe Community College and the London Board of Education.

Student-produced programs with their own facilities or at London TV Cable, are cablecast regularly, not only encouraging these young people in their creative endeavors, but giving them practical experience as well.

Personally I hope, cablecasters like London TV Cable, never lose the spirit of adventure and enthusiasm they have, as the broadcasters did for various reasons. But that's another story.



"When Lake Erie became the butt of jokes on 'Laugh-In' and a world-wide symbol of environmental abuse, we realized something was terribly wrong", says Michael Woodward, producer of 'The Erie Report', a three part series*, prepared for his award-winning public affairs program 'The World Around Us'. "We came back sick, angry and not in the mood for jokes about Lake Erie".

The 'Erie Report' was filmed in August of 1969. We'd like to think we alarmed people, in fact, we'd like to think we scared the hell out of them. And we'd like to see our lake cleaned up.

The crew? Michael Woodward, producer-director; Andy Mendham, cameraman; Gordon Soutter, writer-researcher; and Pat Miles, cameraman.

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Continued from page 18

- Chatham Cable TV Limited to add CKLW-FM, Windsor, Ont. to the system to add distribution of CKWW-FM Windsor on a part-time basis on channel 11 and to carry local originations on channel 11 and discontinue reception and distribution of WVIZ-TV Cleveland, Ohio.
- Video Cable Services Ltd., Laval, P.Q. to change name of licensee company to Tree-Fard Limited.
- Thetford Video Inc. to amend its licence to include service to Thetford-Sud P.Q.
- Buffalo Broadcasting Company, Regina, to purchase the assets of Cambrian Broadcasting owners of CKRM, Regina and to continue operating CKRM.
- Calgary Broadcasting Company to increase the power of CFAC, Calgary from 10 to 50 kilowatts and a change in transmitter site.
- Radio CKAY Ltd., Duncan, B.C. to disaffiliate from the CBC Radio Network.
- Fraser Valley Broadcasters to move the studios of CFVR Abbotsford, B.C. from 2509 Pauline St. to 2722 Allwood St.
- Muskoka-Parry Sound Broadcasting Ltd., to change the studio location of CKAR Huntsville, Ont. to 15 Main St., Huntsville.
- CBC to operate LPRT's at Dubreuilville, Ont. on 540 KHZ and Wawa, Ont. on 1570 KHZ, Cartwright Nfld. on 570 KHZ, all with a power of 40 watts.
- Woodstock Community TV Ltd., Woodstock, N.B. to add CKLT-TV Saint John, N.B. to its cable system.
- Easter Cablevision Ltd., Truro-Bible Hill, N.S. to carry CKCL-FM Truro, N.S. on its cable system.
- CKPG Television Ltd. to establish a rebroadcasting station at Fort St. James, B.C. to receive programs from CKPG-TV, Prince George B.C. and retransmit on Channel 3.
- Tuktoyaktuk Broadcasting Society to operate an AM station at Tuktoyaktuk N.W.T. on the frequency of 600 KHZ with a power of 1000 watts day-time and night-time.
- Radio 1540 Limited and Radio CHIN-FM Limited for permission to transfer 250 common shares of capital stock (25%) in each company from James D. Service to John B. Lombardi.

The following new cable operations have been licenced for two year periods:

- Laurentian Cablevision Ltd. to serve Aylmer, Luceine, Des Cheves, Hull and Touraine, P.Q.
- Videotion Ltee. to serve Gatineau, Templeton, Pointe Gatineau, P.Q.
- Télé-Cable de Québec Ltée to serve part of Quebec City.

Hon. Don Jamieson officiated at MCA building opening

Canada's Transport Minister, Don Jamieson, cut the film and officially opened the new MCA building at 2450 Victoria Park Ave., Willowdale earlier this month.

On hand to greet the more than six hundred guests were Lou R. Wasserman, president of MCA Inc., Hollywood; Mrs. Jules Stein, wife of the chairman of the Board of Directors of MCA Inc., Beverly Hills; Berle Adams, executive vice-president of MCA Inc., Hollywood; Lou Freidland, vice-president of MCA-TV, New York; and Herbert S. Stewart, vice-president and general manager of MCA Canada.

Guests included, Deputy Officer Hilding Peterson of the U.S. Consulate; Premier Bourassa of Quebec; Ontario Minister of Trade and Development, Stanley J. Randall; Colin McDonald representing the Federal Minister of Tourism and Information; L.G. Queen, representing the Federal Minister of

Education; W.H. Palmer, representing the Federal Minister of Foreign Affairs, and the Honorable Thomas C. Wells, Ontario's Minister of Health.

Celebrities attending the opening included David Hartman from "The Bold Ones," Barbara Anderson co-star of "Ironside." Among Canadians there were Susan Clark, from the movie "Tell Them Willy Boy is Here," Johnny Wayne and Frank Shuster, Lucio Agostini, Bobby Gimby, Juliette, Mrs. Ruth Lowe who composed "I'll Never Smile Again," Herman Gregor-Torel, director of the Canadian Opera Company and a host of others.

The building designed by Alfeo Bocchicchio, chief architect for MCA, will house the Canadian operations of MCA Television, Universal Pictures, Leeds (Music) Publishing Company and Compo Company Ltd. Compo is associated with Apex records, Compo records, tapes and pre-recorded tapes, and such

Will film TV series on RMC, Kingston

Wellington Productions Ltd., Toronto has secured exclusive rights from the Department of National Defence to produce a television series on the Royal Military College in Kingston.

This history is one of Canada's oldest and most colorful schools will feature Canadians who, after graduation, have attained many honours and made a great contribution to the Canadian scene.

Jamie Breckenridge, president of Wellington Productions Ltd. has had over 20 years film and public relations experience, including ten years in California at major studios.

At present, Wellington is planning a series entitled "Decision" based on British War Office files in which they are encountering unbelievable barriers, such as the Canadian Film Development Corporation stating "there wasn't enough Canadian content in the Second World War to justify a grant."

While writing the "Decision" series, Breckenridge got the idea to do a series on the Royal Military College. It took less than three months to obtain exclusive rights from the Department of National Defence in Ottawa.

Breckenridge plans to do each program as an episode using the background of several well known officers and present leaders of industry to embellish the story. Everything will be based on fact.

Breckenridge said his company is looking at a 13 week series aimed at filling the gap caused by the Canadian content ruling of the CRTC.

Wellington Productions Ltd. will shoot on location and is intending to give the series as much authenticity as possible. At present they're negotiating with the Canadian networks. Wellington Productions is an all-Canadian company which is considering American financing, if necessary.

Another property that has come to Wellington in the last week is a request by the Canadian Government Exhibition Department to make a pre-flight documentary on the International Air Race. The race will take place in July 1971 originating in London, England and will finish in Victoria, B.C. There will be over a hundred entrants and many types of aircraft. The documentary is to be made in August and September of this year.

MCA-distributed labels as Decca, Coro, Brunswick, Kapp, Uni, Congress and Shamley.

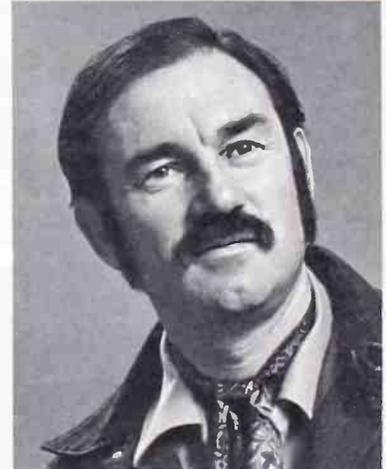
Universal/16 which is the leader in the field of 16mm non-theatrical film distribution with two divisions, Cinema 16 and Kinetic Art plus UEVA, Canadian producer and distributor of educational 16mm motion pictures and multimedia material complete the companies controlled by MCA, now housed in the new MCA Building.

The new offices are an effective reminder of MCA Canada's areatronics systems or open-office landscaping.

The head office of MCA Inc. is located in Universal City, California.

Editel

Productions Ltd.



JOHN DOUGLAS

The appointment of John Douglas as President of Editel Productions Ltd. and Sintel Incorporated has been announced by the Board of Directors. Mr. Douglas was formerly Vice-President, Marketing. Editel's facilities for videotape television production are the most extensive and comprehensive available in Canada. The company has produced award-winning commercials as well as television network programs.

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CRTC embarrasses broadcasters with ridiculous questions

The stresses and strains of an effective communication link between Canada's private broadcasting stations and their national regulatory commission in an age of changing technology were aired at the annual meeting of the Western Association of Broadcasters.

During a panel discussion, some

broadcasters complained of the approach taken by the Canadian Radio-Television Commission (CRTC).

John Ansell of CFAC Calgary said the methods of the CRTC are sometimes embarrassing to many broadcasters. Questions asked by the Commission at public hearings were often

ridiculous. The result was that broadcasters tended to fear the CRTC. There was a feeling among them that they were being used as political footballs. This prompted a burst of applause from more than 100 broadcasters at the meeting.

Clare Copeland of CFX Victoria said the CRTC seems to go out of its way to embarrass broadcasters at public hearings with ludicrous questions. One got the impression that the Commission had no interest in the job broadcasters want to do.

In reply, a part-time member of the CRTC, John Shanski of Winnipeg, said there is no intention by any member of the Commission to embarrass broadcasters. However, the Commission was given a Broadcasting Act to implement the best way it saw fit. The Commission was burdened by a great pressure of work.

Mr. Shanski urged broadcasters to use their own association to get their problems before the CRTC. The Commission's door was always open to them.

The president of the Canadian Association of Broadcasters, William McGregor of CKCO-TV Kitchener, said the CRTC is operating under a tremendous load that would have been unheard of only a few years ago. The broadcasting industry's problems were growing like mushrooms.

McGregor agreed with the chairman of the Commons broadcasting committee, MP John Reid of Kenora-Rainy River, that broadcasters do an inadequate job of recording their own problems. He said the association will ask broadcasters to get out and tell their own story better.

Reid, commenting on complaints about the CRTC's methods, said so-called trial in public is going to be an increasing trend in the move towards a more open society and government.

Because broadcasters were in the forefront, they would always be subject to regulations.

Tom Laing succeeds Rory MacLennan as WAB president

Tom Laing of Weyburn Sask., president of CFSL and CJSL, was elected president of the Western Association of Broadcasters (WAB) at their annual meeting in Jasper. He succeeds Rory MacLennan of CJOB, Winnipeg.

New directors elected were Tony Mayer of CJDV Drumheller, Alta., president of the Alberta Broadcasters Association, and Elmer Hildebrand of CFAM Altona, Man.

Continuing as directors are Rory

MacLennan, John McColl of CJLH-TV Lethbridge, Jim Struthers of CKCK-TV Regina, and Randy Moffat of CKY Winnipeg.

The president is elected for one year, directors for two years. Named to represent the WAB on the board of directors of the Canadian Association of Broadcasters were Ted Soskin of CHQR Calgary, Ron Skinner of CKOS-TV Yorkton, Randy Moffat and Jim Struthers.

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Sales Manager . . . or
Radio-TV Reps, Ltd.

PRODUCTIVE AREAS

Sanford Evans Services Ltd. reports that the coverage area includes 12.8% of the population of Saskatchewan, 12.5% of the province's retail sales, 13.9% of the cars, 22% of the trucks, 19.1% of the farms, 27.4% of farm cash receipts, 18.2% of the province's tractors, 19.7% of the electrified farms and 26.4% of the cattle.

Continued from page 18

Bob Lamb, CFCN-TV

reminded about his thirteen years in the remote Hay Lakes Indian reserve. Local residents brought their 8mm movies of the kids, trips to the "outside" shots around the school grounds and they were all shown with father or mother narrating. It was truly a lesson in communicating.

Dave Lamb, a carbon copy of his father, helps manage the system which is constantly on the lookout for program ideas.

Alberta Telecommunications Ltd. is a company that is truly Canadian in every sense of the word.

DO women believe in **ASTROLOGY**
and like to make **MONEY** ...
or **DON'T** they?

In Quebec city
they **DO!**

This is why

HOROSCOPE-FORTUNE

a new game of chance, is one of the brightest ★★★
on CFCM-TV's program horizon.



A whopping
180,000 coupons are distributed every week
by two local advertisers, so that women can play this
fascinating game and win thousands of dollars.

HOROSCOPE-FORTUNE

A NEW WEEK-DAY SHOW,
IS GREAT FUN AND REWARDING.

IT CAN BE GREAT FOR YOU TOO ... JUST CALL OUR ★ REPS.

CFCM-TV

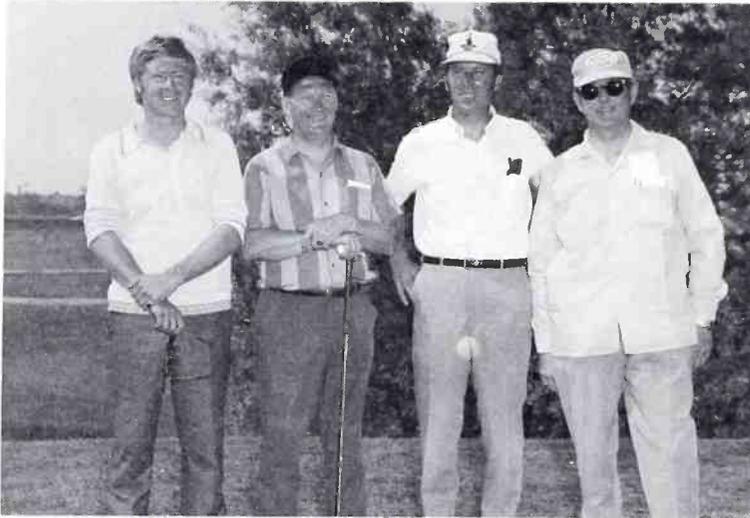
TELEVISION DE QUEBEC (CANADA) LTÉE

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) FORJUE-TV INC. NEW-YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES

Over 200 golfers turned out for the Annual Ontario Radio & Television Golf Tournament on June 9 at the Tam O'Shanter Golf and Curling Club in Toronto. Some of the agency, station and representative people who made around the course are shown in the accompanying photos. For those interested in the original color prints, the studio is Gillcraft Photography, 524 Davis Drive, Newmarket.



Nick Passingham, Vickers & Benson; George Jones, CHUM; George Churchill, Canadian Breweries; and Wes Armstrong, CHUM.



Jim Barnes, Radio-TV Reps; Larry Lamb, ICSL; and Ray Sutherland, Radio-TV Reps.



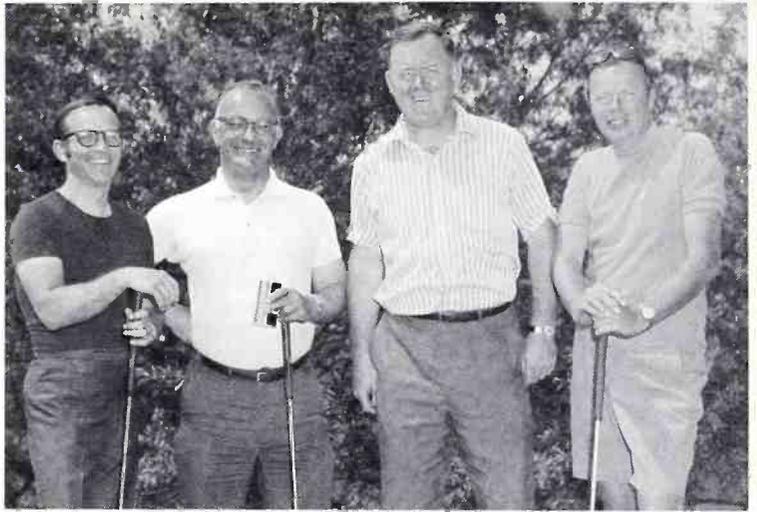
Bert Snelgrove, CKVR-TV Barrie; Paul Mulvihill, Paul Mulvihill & Co; Frank Cusack, Cusack Advertising; and Bus Sadler, Paul Mulvihill & Co.



Tom Vradenberg, CHFI; Ian MacPherson and Don McRobb, Radio-TV Reps; and Len Colles, CTV News.



Bill Hazell, Radio House; John Cooper, Leo Burnett; and Rick Guest, Radio House.



Joe Frechette, BMI Canada; Neil MacKellar, Leo Burnett; Don DeNike, McConnell Advertising; and Gord Farrison, CKLB Oshawa.



Joe McIntyre, CKCO-TV Kitchener; Grant Hoffman, CKKW Kitchener; Bruce Lawson and Bob McKeown, CKCO-TV.



Mac Lindsay, John Larke, Ken Davis, and Barry Pauley, CHYM Kitchener.



Bob Dale, Paul Mulvihill & Co; Chuck Tierney, CKVR-TV Barrie; Norm Bonnell, Paul Mulvihill & Co.; and Ron Hodgson, Dancer-Fitzgerald-Sample.

People and Events



Hank Skinner is president of marketing-communications consulting firm, Skinner, Thomas and Associates Ltd., Toronto.

If you have been reading the business papers lately, you will have noticed the great rash of appointments at Air Canada. A great number of very capable people have been appointed to senior spots. But the most interesting is the appointment of Yves Menard as their new Vice-President of Marketing.

Yves Menard is one of a rare breed of marketing people who is completely bilingual, and who understands the problems of both sides. Yves has had an illustrious career. He now has the onerous job of cleaning up a tough situation. Every regular traveller could give him a big list, but I'll bet Yves Menard's list of changes is a lot bigger. The public is lucky to have Yves Menard behind the counter!

An interesting new development is a newspaper rep house newly established in Toronto by Bee Hondricks and Associates. It will be most interesting to see it succeed, and what reaction it will create within the Bassett empire. The Bassetts are not ones to let competition gain one inch if they can help it.

It has been a long time since we have heard from the Ted Rogers camp, or any other, on cable television and the enlargement of his broadcast empire. Certainly the recent CRTC hearings have put a crimp into entrepreneurial activities, but does this mean everything has to stop?

Those little games in Ottawa seemed to be operated by a quarterback without a play book, and some of the star players have seemed most disinterested. Why would the broadcast industry ever go before the government as splinter groups, and not even know the script? One wonders where they will expect to receive sympathy?

To Peter Monk must go the award "Super Salesman of the Year". His presentation on 7,000 acres of Fiji went beautifully. After the presentation, someone asked him if he had had any problems while in the islands. His reply left them open-mouthed — "I've never been there!"

For retailers, there is a very interesting report coming from Eaton's and Simpson's these days. This report says that people are flooding the big department stores with money. Money to pay off their accounts. But on the other hand, they are not buying or using their credit. Top management is concerned about the situation. This, perhaps, explains the tremendous number of catalogues coming out, and the real bargains in them. Great to have money, but out-of-date inventory is the kiss of death.

Remember the story entitled "The Perils of Pauline"? Well, Mort Shulman

is writing the sequel to it. Seems that he was inspired by the book "The Godfather."

This year's coverage of the Queen's Plate was the briefest ever. While we got away from the social comment on the prettiness of Mrs. Jones' bloomers, we didn't get much of the racing scene either. The CBC has little real ability to televise sports attractions. Isn't it time the corporation hired some competent people in this area? Or even, as a second choice, sent the best of what they have away to a school which teaches how to televise a sports event effectively?

See you.

New closed circuit TV system takes tourists around the town

A brand new closed circuit television system, Visitel, was lauded at Toronto's Four Seasons recently. It's a method of reaching the vast numbers of tourists and travellers who stay in Canadian hotels every month of every year.

On Visitel, you receive a closed circuit broadcast, called Teletour, of the city you are visiting. It's complete with still pictures and commercial messages, tailored for each hotel.

Bob Hesketh, CFRB newsman, is the Voice on this system, telling travellers where they can dine, shop, dance, look, and do whatever pleases their fancy.

The concept is much like a vertical carousel machine, but there the similarity ends. Forty pictorial cards are placed in the rotary system complete with cartridge (it is reminiscent of the old ballroom days, but much more sophisticated). Should a power break occur, or some other problem arise, the machine will adjust itself accordingly so that the audio and the video agree. The whole system is completely automatic

and very versatile.

Doug Purvis is president, Cliff McEwan and Norm Cussey are in charge of the franchise. The producers are Don Inman and Bob Hesketh.

The present system allows for 40 cards. However, Ted Bruger, the designer and manufacturer, said that in three months he'll be ready to launch a new system which will handle 80 cards. Instead of cutting from picture to picture, the 80-card system will dissolve from picture to picture. Ted Bruger has had 14 years' experience in cable television and is well associated with the electronics field.

On the 40-card system the picture is regulated by the script. It is in fact a two-track system, with one track for the announcer. The other track is for the message, time and temperature. If warranted, the system could be adapted to color. The messages, audio or video can be changed within 24 hours allowing for complete flexibility of time and location.

CLASSIFIED ADVERTISING

WANTED—ENGINEER
Rural AM station - 10 KW
Age no barrier.
Box 348, Broadcaster

Looking for TV or Radio Traffic work. Have experience. Resume on request. Will re-locate.
Box 343, Broadcaster

EXPERIENCED

21-year-old wishes job as all-night man anywhere. Tape available on request. Please contact: Wes Atkinson, 2050 Keele St., Toronto 15. Phone: 244-9593.

TELEVISION PROGRAM DIRECTOR

We are looking for a top flight TV program director and we'll pay top flight dollars to the right man.

Our station has converted completely to color (VTR, film and live). A background from a color station would be a help. Our present program director is top flight, however, is leaving for Europe. If you have good experience in programming, send us a resume.

Box 349, Broadcaster.

ARE YOU READY?

I'm looking for an up and comer. He will have at least two years under his belt in a small to medium market. He is part of today's scene for a strong boss station in a major market. He must do a strong more-music show and be able to read news well. The shift is swing six days a week. Send tape and resume to: Box 345, Broadcaster. No light weights!

METRO MARKET RADIO STATION

American radio personality, eleven years American commercial radio DJ plus six years international radio. Currently contracted in Europe. Tape, resume, photos and details via Box 344, Broadcaster. No top 40, please.

Looking for a solid, reliable, experienced copywriter. Should be able to turn out consistently top quality material . . . and a lot of it. If you're looking for more than a 9 to 5 job, sometimes 9 to 9, let us know. What are your qualifications? Expectations? This is an excellent opportunity for the right person.

Write: Mr. Mike Kornfeld CHUM 1331 Yonge Street Toronto 290, Ontario

ENGINEER

Required by an Ontario radio station operating a 10 KW AM transmitter with modern studio facilities in a small market city. Applicant should have had experience in both transmitter and studio maintenance with the ability to develop the station's technical facilities to meet changing program requirements. Excellent working conditions and wages. Applicant answering this advertisement should provide complete particulars as to education and experience. All applications will be strictly confidential.

Box 341, Broadcaster

OPERATIONS SUPERVISOR

Applications are being invited for this position in western Canada. Successful applicant will be strong on supervision radio/TV production and programming. All applications will be kept in strict confidence.

Box 347, Broadcaster

Competitive semi-metro market in Ontario requires a Newsmen. Must have good on-air delivery and be a thorough broadcaster and digger. Also, should be good MOR DJ, with good production and promotion ability. Send complete resume, audition and recent photo to:

Box 346, Broadcaster



MOHAWK COLLEGE

OF APPLIED ARTS AND TECHNOLOGY

requires

MASTERS – COMMUNICATION ARTS

Applications are invited for teaching positions in the Communication Arts department, beginning August 1, 1970. Teaching experience is not essential but candidates should have at least five years' experience in one or more of the following areas:

RADIO

TELEVISION

ADVERTISING

Salary dependent upon qualifications and experience. Please apply in writing, including resume, to:

The President,
Mohawk College of Applied Arts and Technology,
135 Fennell Avenue West,
Hamilton, Ontario.

MUSIC DIRECTOR

required for Major Ontario station — must have knowledge of all types of "pop" contemporary music — only thoroughly experienced professionals considered. Top salary for right person.

Also music Librarian with similar credentials.

All replies confidential.

Please send resume immediately to:

Box 340, Broadcaster

What...me 70?

Gordon Sinclair, 70 this month, an event which was celebrated in Toronto June 3 with "Gordon Sinclair Day," describes himself in the opening gambit of his "Me by Me" book, "Will the real Gordon Sinclair please stand up?"* as "a workman's son from a Canadian city, who saw the world ... and was interested in its people."

In the closing paragraph of the same book, which appeared in 1966, he wrote, "I'm a Canadian in Canada. Here I was born, here will I die. Here I have made some mark, however small."

This pan-Canadian must surely epitomize the ideals of Pierre Juneau, champion of Canadianism on the Canadian air. He ran the gamut, to quote his own autobiography, from "birth in a house without electricity, gas, telephone or plumbing, to color TV." (*Front Page Challenge* which he has appeared in and disrupted in his entertaining way, ever

since its inception in 1957).

"One day recently," he wrote, "flying with a friend in a small plane, we had to make a hasty landing in pastureland near a Nova Scotia village. I was immediately recognized, made welcome, fed and watered. It would have been the same if I'd landed among Canadian troops on the Gaza Strip or in Germany, because our program is spooled there. It has never been out of the big five in audience from the first day in 1957 to now."

How has he done it? Did he set out in Carnegie style to win friends and influence people. In no way.

When Maclean's Magazine ran a profile of him (I forget who wrote it) Gordon supplied the blurb for the title page - "People are beginning to like me and this is no good."

From his days on the Toronto Star, when he was sent to the East and wrote "Footloose in India" and was accused of doing the job in a Marseille speak-easy, to the provocative CFRB "News to Noon" and "News to Six" ("I just skim the cream off the top of the news," he says) he has set out deliberately to provoke people and goad them. The result is he has built up a phenomenal audience - with his barbs about fluoridation, the Union Jack, royalty, religion and the new taxes - among people who vociferously protest that they hate his guts, but still wouldn't miss a single one of his broadcasts for anything.

Mind you though, what Gordon has done could not be done by any Tom, Dick or Harry of a D.J.

Behind Sinc's nonsense - and a lot of it is just that - is the professionalism of a newsman who thoroughly researches the facts behind the most trivial news item, with the result that it may be snide, it may be vindictive, but its facts will be right. Also, and here is something which may be of value to budding commentators aiming their caps at the Sinclair pedestal, in the Sinclair system, news is to express and not to suppress.

Beneath the outward and visible signs of an iconoclastic son of a bitch, his book shows the image of a gentle and tender individual who loved Bessie, his mother. The story is that when the Star wanted him to go to India, he asked Gladys, his (to this day) wife, how she

felt about it. Gladys rounded on him and said: "You've already talked it over with Bessie and decided to go. What are you asking me for?"

The paradoxical tenderness of Gordon's nature became evident when he saw Indian children being cruelly treated. Unable to rationalize this with an all-loving God, he renounced religion and has been an ardent non-believer ever since.

Not long ago at a wedding, Sinc asked if I had met his current wife. (They were married in 1926).

Seeing I am only a mere 68, I'm not sure how a man of seventy should look, so I can't say Gordon does or doesn't look it. What I am sure is that he doesn't act it and hope he will go on not acting it until he's ninety - plus.

This profile, or whatever you want to call it, may not conform to his "get the facts" credo. It may be a trifle biased. But then I love the old goat.

Buzz me if you hear anything.

Dick Lewis

*McClelland & Stewart Ltd. - 1966

Book Mark

- Five weekly capsule comments on new books.
- One and a half to maximum three minutes each.
- Thirteen years on 18 B.C. stations.
- Now available to other provinces.

Five weekly items on returnable tape, \$30 monthly.

Dorwin Baird Limited

2727 Crescentview,
North Vancouver, B.C.

At the Gordon Sinclair birthday lunch at the Park Plaza June 3, around 200 broadcasting and newspaper people gathered, at the invitation of The Star, the CBC, CFRB, and ACTRA, to pay Sinc happy homage.

His friends, Pierre Berton was in the chair, and eloquent tributes came from veteran writer Greg Clark, who was on The Star with Sinclair; CBC Producer of "Front Page Challenge," Jim Guthro; Betty Kennedy of CFRB who shares the spotlight on "Front Page" and ACTRA President Victor Knight, who presented the guest of honor with ACTRA's first annual award for "outspoken opinions and integrity in broadcasting."

It is natural for CRTC Chairman Pierre Juneau to sit on a dais, only this time he obviously enjoyed it. Alternately, he laughed and wept from the head table, quite apparently impressed and moved by the friendly warmth which filled the place.

Finally a color TV camera that fights 5 o'clock shadow...

... the late-afternoon shadow across a football field or the unshaven look the mayor has when he shows up in a white shirt. Both are contrast range problems and are solved by a GE exclusive ... the Auto-Trast gain control circuit in the new PE-400 color TV camera.

How do you add it to a camera? You don't. It has to be designed in. All video circuits have to be designed with extra headroom to avoid clipping, and then compression applied only to the trouble-

some portions.

Many other differences between the PE-400 and its predecessors ranging from new yokes to new encoder.

And we've shaved the price from the previous model!

*Canadian General Electric Co. Ltd.
Broadcast Equipment Sales,
100 Wingold Avenue,
Toronto 395, Ontario.*



CANADIAN GENERAL ELECTRIC

HOUSTON FEARLESS

“Time is
the measure
of business
as money
is of
wares.”

Sir Francis Bacon (1561-1626)

Your time is your business. Our business is our time. And we're all business. All the time. We're CFRB. And that means a lot of everyday people hear of us at a lot of different times. Anytime. What we're really saying is simply this; CFRB gently persuades more listeners,

between 25 and 64, during its quieter moments, than most other stations do during their loudest hours. Fact. So even if you catch a "so-called" un-prime time, you're doing your best. And if time is the measure of business as money is of wares, . . . it's CFRB.

CFRB 1010

On CFRB, all the time is prime

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