

Now in our twenty-fourth year of reaching people who reach people



April 8, 1965 Toronto

CFCN-TV Calgary took on one of the toughest remote production jobs in Canadian television history when it tackled the videotaping job at the Beehive Giant Slalom. The CTV network televised coverage of the professional ski race over "Wide World of Sports" April 3. CFCN's ten-ton mobile unit had to be lugged to the 6000 foot level of Mount Norquay (near Banff) by one of the ten or so Nodwell four-tracked transporters to be found in the world. A top camera at the starting gate (8200 foot level) was 4000 feet from the trailer, close enough for a power cable connection but too far away to string a camera cable. Alberta Government Telephones had to help out with a microwave unit that fed the start-gate picture to the mobile. Total cost of the equipment used was over half a million dollars.



Volkswagen Canada Limited was a triple winner in the Sixth Annual French Advertising Contest sponsored by the Publicité Club de Montréal. Volkswagen's radio entry won them a Coq d'Or in this category; they received a Coq d'Argent in both the TV and Print categories. Shown receiving awards at the banquet held in Montreal on March 19th are (l to r) Marcel Provost, Director Radio & Television, Ronalds-Reynolds & Company, Montreal; Walter Trudeau, French Account Executive, Ronalds-Reynolds & Company, Montreal; Russell Crocker, Advertising Manager, Volkswagen Canada Limited, Toronto; Murray Pipher, Account Executive, Toronto, and Eugene Côté, Manager, French Services, Montreal Office of the agency. Ronalds-Reynolds & Company also received two additional awards, a Coq d'Or for their TV entry for Canadian Industries Limited and an Honorable Mention for a T.S. Simms Trade campaign. Out of 21 winning agencies, Ronalds-Reynolds was the only agency to receive both two golden and two silver Roosters.



CFAC Radio in Calgary based a Saint Patrick's promotion for a local car dealer on an anti-superstition campaign (complete with black cats, ladders to walk under, and other uncanny paraphernalia). The station also gave customers a chance to kiss the Blarney Stone for a bit of Irish luck. As the photo indicates, CFAC played it smart in an effort to sell Easter seals for kisses, by offering something considerably more kissable than a cold rock.



The roster of the Quarter Century Club of the CAB grew by 29 when the new members were admitted at the Club's annual luncheon during the CAB Convention in Vancouver last week. Those attending to receive their certificates were, from the left: Dick Batey, CJVI, Victoria; Leon Delisle, CHRC, Quebec; Wilfrid C. Gilbey, Swift Current; Hugh Horler, MacLaren Advertising, Toronto; Mary Moran, Cockfield, Brown, Toronto; John Hirtle, CKBW, Bridgewater; Ralph Hart, Lever Bros., Toronto; Porky Charbonneau, CKCK, Regina; Ernie Rose, CHAN/CHEK, Vancouver/Victoria; Merv. Pickford, CHAB/CHRE-TV, Moose Jaw; Phil Baldwin, All-Canada Radio & TV Ltd, Vancouver; John V. Boates, CKCQ Quesnel; Eileen Fox, McKim Advertising, Vancouver; Ken Chisholm, RCA Victor, Montreal; Dorwin Baird, Vancouver. New Members missing from the picture are: Clive Eastwood, CFRB, Toronto; Wm. Nunn, Glenn Robitaille and Lloyd Wright, CFPL, London; Walter Townsend and James Van Kuren, CKLW, Windsor; Roland Morrier, CHAN-TV Vancouver; Dennis Reid, CKCQ, Quesnel; Gordon Rye, CFJC, Kamloops; René Beaupré, CHRC, Quebec; Maurice Desjardins and Roger Turcotte, CKAC, Montreal; Hubert Button, CKCW, Moncton; James MacLeod, CKBW, Bridgewater.

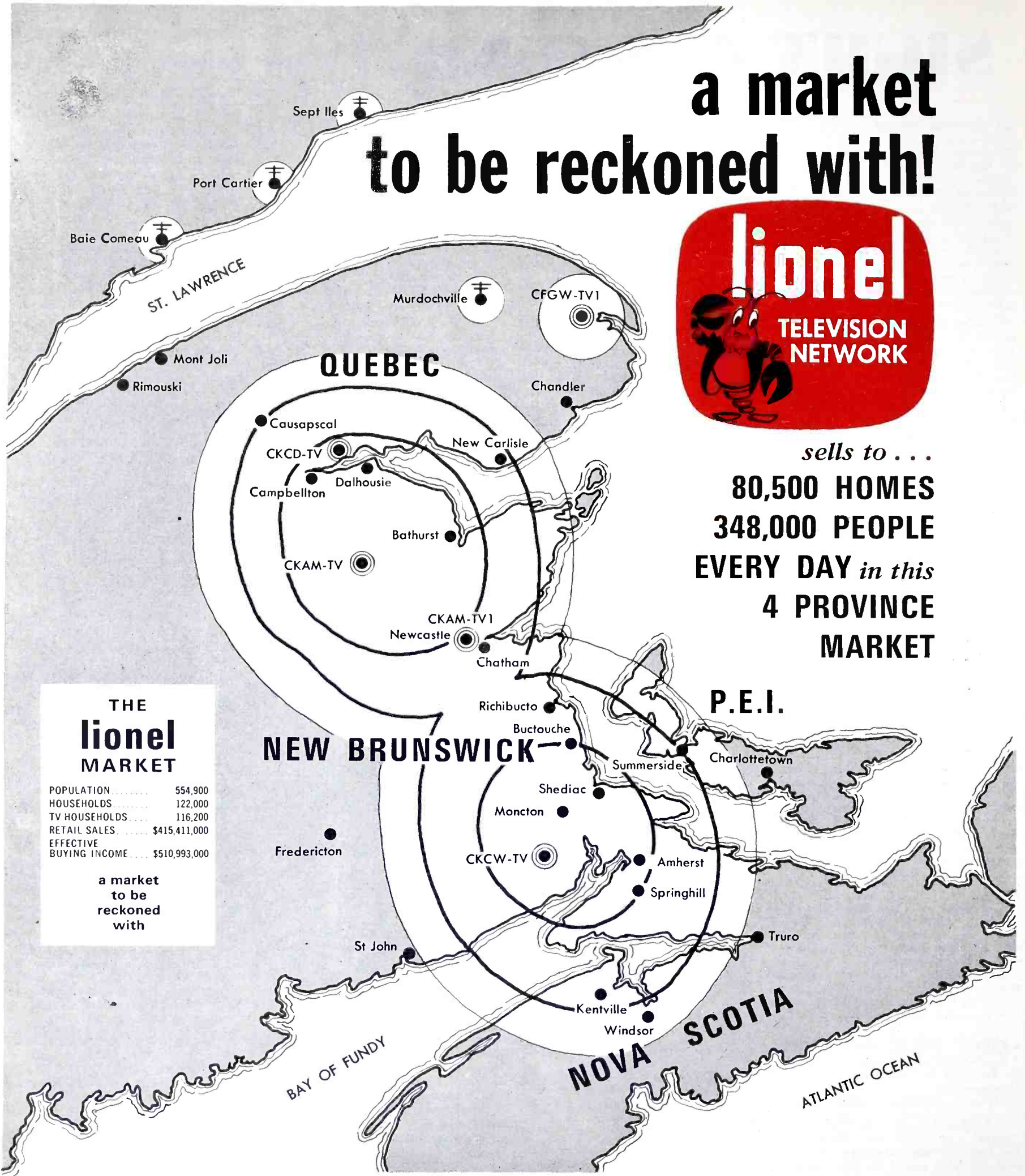


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**348,000 PEOPLE**  
**EVERY DAY** *in this*  
**4 PROVINCE**  
**MARKET**



## THE lionel MARKET

POPULATION	554,900
HOUSEHOLDS	122,000
TV HOUSEHOLDS	116,200
RETAIL SALES	\$415,411,000
EFFECTIVE BUYING INCOME	\$510,993,000

a market  
to be  
reckoned  
with

This area, says the Minister of Finance and Industry for New Brunswick, "is now enjoying an economic expansion undreamed of a decade ago." A \$4 million fertilizer plant for Lummus of Canada Ltd. is scheduled for operation in June of this year. Also in the Lionel TV coverage area, a \$117 million mine-mill-steel-chemical-fertilizer complex at Bathurst

will shortly commence production valued at over \$90 millions annually. Watch, too, for Eaton's new and ultra-modern department store, in connection with the largest supermarket in Eastern Canada, by Sobeys Ltd. - both part of a 12-acre multi-million shopping centre. As we said, Lionel sells in "A MARKET TO BE RECKONED WITH."

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## Editorial

# Bienvenue Jean Pouliot!

The task of stepping into the CAB's presidential chair vacated last week by Don Jamieson, after four noteworthy years of office, is a formidable one, but we question whether a more suitable successor could have been found than Jean Pouliot.

First, representation at the head of the board by a Canadian of French origin is long overdue.

Then the choice of Mr. Pouliot for this important post is ideal in a number of ways.

Forty-two years of age, a family man — he has five sons — he combines with his practically complete bi-lingualism, a background which fits admirably. (Don Jamieson described him as not a French- not an English- but an unhyphenated Canadian.)

His father, Adrien Pouliot, while dean of mathematics at Laval University, served as a member of the Board of Governors of the Canadian Broadcasting Corporation, and doubtless bequeathed to Jean a deep interest in broadcasting.

Himself a graduate of Laval, Jean became superintendent of the Canadian Navy Electrical Laboratories in Ottawa in 1949. In 1952, he entered the motion picture field serving as executive engineer with Famous Players Canadian Corporation in Toronto. In 1957 he became general manager of Télévision de Québec (Canada) Ltée operating two Quebec City television stations, CFCM-TV (French language) and CKMI-TV (English language). In 1961, he assumed his present position, managing director of that organization.

So from the motion picture side of the entertainment business, in which he specialized in administration of the technical end, he moved into television itself, becoming stockholder in his company, and is now successfully standing at the helm of a station which is ably meeting the competition of the national French network to a large extent with its own programs and productions.

As evidence of his industry-mindedness, he has served as president of the Television Bureau of Advertising, and has been vice-

president of the Canadian Association of Broadcasters for the past three years.



From a personal point of view, we have found Jean Pouliot an extremely nimble speaker, in either language. Along with everyone else at the Vancouver convention, we were captivated by his purposeful delivery punctuated with a sparkling sense of humor.

His wife, who gave him his five sons, is the former Rachel LeBel of Quebec City, but we feel her maiden name might well be spelled "La Belle".

Jean is an enthusiastic flyer, a hobby which blends well with his business life, as for example his flight from Quebec to Vancouver and back from the 1965 CAB Convention. He is also a keen golfer, and, on the community side, works hard with the Industrial and Trade Bureau of Greater Quebec Inc.



The characteristic of this man which seems to us to be of at least prime importance, especially at this particular time, is not just his bilingualism, but his deep understanding of both the Canadian cultures.

In Jean Pouliot, we are convinced that the two sets of broadcasters — English-speaking and French-speaking alike — will each have in their new president a man who will be both able and willing to bring about a degree of mutual understanding between the two races which might well prove to be an example to the rest of the country, where differences are not really differences at all, but actually mental gaps caused simply and solely by lack of information about one another.



Along with the whole broadcasting industry, we welcome Jean Pouliot to the presidency of the Canadian Association of Broadcasters. Following in the wake of Don Jamieson is a very tough assignment indeed. In terms of usefulness to the industry we believe — we know — that Jean Pouliot can and will make it.





# LET THE PUBLIC BE THE JUDGE

by RALPH C. DEANS

A STRONG PLEA for more and deeper audience research in broadcasting by Don Jamieson, a philosophical inquiry into the motivations of the industry by BBG Chairman Andrew Stewart and an address by Transport Minister J. W. Pickersgill on how broadcasters can aid "The National Purpose" — these were the highlights of the first day of the Canadian Association of Broadcasters' convention at the Bayshore Inn, Vancouver last week.

Dr. Stewart, who is stepping down after seven years as chairman of the Board of Broadcast Governors, outlined two broad approaches to the industry: either it should give the people what they *want* or it should give them what they *need*.

The BBG Chairman who emphasized that for the first time he was expressing his own views rather than those of the Board, left no doubt that he was in favor of the first alternative. "I am afraid of a broadcasting service I think is designed, by someone

else, in order to serve my needs," he told the delegates.

In a speech which most CAB delegates considered his finest as BBG chairman, Dr. Stewart slammed the idea that responsible broadcasting consisted merely of the airing of dry information programs or discussions of current affairs.

"I would hope," he said, "that imagination and creativity in the electronics media would evolve new formats... in which the material is at once informative and entertaining."

The BBG Chairman devoted quite a bit of his address to CBC programming and financing and was largely in sympathy with the public corporation's problems and aims.

"I do not feel that the CBC service costs more than we can afford," Dr. Stewart said, in reference to criticism levelled at the government network because of its avant garde productions, he said it would be "a sad state of affairs if, in any

sector of broadcasting... the only permissible material was in defence of the establishment or the established ways of doing things."

*The full text of Dr. Stewart's final address to the CAB will be carried in the April 29 issue of the Broadcaster.*

Mr. Pickersgill suggested Broadcasters consider eight basic criteria in their deliberations of how the industry could best serve the "National Purpose".

In order, these were:

- how can the industry maintain and foster national unity?
- emphasize Canada's political separation from the United States?
- continue and strengthen Canada's association in the British Commonwealth of Nations?
- promote the idea of Canada as a hinge between the U.S. and Free Europe?
- uphold the idea of a world-wide association of nations?
- preserve the notion of a maximum of freedom for citizens in an ordered society?
- maintain the need for a rising level of social services?
- provide for an equality of opportunity, regardless of racial or cultural background?

The minister said these conditions must be met by broadcasters to overcome the tendency for Canada to split up into isolated regions.

#### Four Years in Retrospect

Don Jamieson, in his final public address as CAB president, said relations between the industry and the public, the government, the BBG, the advertisers and the advertising agencies had improved during his four year tenure.

However, he added, past accomplishments had to be improved upon. Despite the industry's health, and the respect

it received, there was much to be done.

In particular, Jamieson said a portion of the nation's intelligentsia refused to view the broadcasting industry in any but the most critical light.

"It is not the broadcaster they criticize, or the public... the medium itself is on trial," he said.

Jamieson said opposition from the "thinking man" was the result of "an unconscious awareness that broadcasting was in a struggle for dominion over men's minds.

"Ideally", he said, "this struggle is a struggle against ignorance."

Jamieson said the dominant idea which emerged from his four year presidency was a need for the industry to invest in deeper research, and the government and other non-broadcasting interests should co-operate.

#### Whips Up Enthusiasm

SEVERAL ADVERTISERS, agencies and marketing directors went on record during the CAB convention that they were willing to pay for merchandising services provided by stations.

But it became increasingly clear in a session devoted to the subject that the time buyers expected more for their money than the normal procedures of backing up a campaign with mailers, shelf talkers and general gimmickry.

The stations were advised to extend their services to exciting the manufacturer's sales force, whipping up the enthusiasm of store managers and retail sales people and following up with an elaborate merchandising report.

Mel Cooper, General Sales Manager for CKNW, New Westminster, outlined the benefits in increased and new accounts a knowledgeable merchandising department can bring in.

However, Cooper warned against dabbling. Unless stations were willing to jump into the field with both feet, he advised them to steer clear of what he called a "costly and time consuming aspect of the advertising business".

He stressed that merchandising should be considered as a new means of increasing revenue and not as a selling crutch. Above all, Cooper urged stations which decided to provide a significant level of merchandising co-operation to charge for it.

A  
"Mad Capp" \*  
look  
at  
CFQC

DENNY CARR  
WALLY STAMBUCK



Especially at Wally and Den of the morning WALLY AND DEN SHOW, popular twosome Wally Stambuck and Denny Carr. Their light-hearted approach to morning programming helps CFQC listeners out of the hay and on with the day. The WALLY AND DEN SHOW runs 6:00 a.m. to 12 noon Monday through Saturday.

CFQC's two morning men are liked in Saskatoon, helping to assure a larger share of audience in those all-important early morning hours when everybody listens to radio. In Saskatoon, everybody listens to CFQC, every morning. Shouldn't CFQC be part of your western media plans, always?

\*Sketch of Wally and Den by our own "Mad Capp" QC staff announcer Barry Bowman who doubles as a very talented artist. Typical of the myriad interests of each CFQC staff member, all of them with much to offer the station and the community.



The trend is to balanced programming  
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## Attention Pitchmen

### Flip-cards and tapes sell agencies

RALPH DRAPER OF Poster's and Keith Campbell of MacLaren's advertising agencies provided delegates to the CAB convention last week with some straightforward advice on how to sell their stations to national time buyers.

In a taped conversation played before the convention, Draper stressed that the basic ingredient in any presentation was still that it must give the facts — all the facts — including the names and backgrounds of the people who make up the station.

Campbell reminded the broadcasters that the day of the intimate man-to-man selling pitch was gone. It was necessary now for the station to talk to two, three or more persons at the same time. This tended to make the presentations more formal in tone.

Draper said the broadcasters should work a gimmick into their presentations. Time buyers are being constantly bombarded with sales talks. It was necessary for stations to jolt, surprise and give the buyer something different.

#### NEW LETTERING GIMMICK

FILMED TITLES AND lettering can apparently be given spectacular twists with a new process called OPTAR owned by Teleflex Film Productions of North Vancouver.

Lettering can be made to dissolve into blobs of twisting light and re-form itself into letters with the optical process. For colors, prisms produce varied shade effects that change as the light pattern is altered.

Teleflex says practically any

Campbell closed off the discussion with the advice that the salesman should leave something tangible behind to remind the buyer of the presentation.

The tape set the tone for a session entitled "Marketing our product" put on by the Sales Advisory Committee (radio).

Two actual presentations, by CKCK, Regina and Air Time Sales Ltd., on behalf of CHFI, Toronto, highlighted the session.

'CK built its all-tape presentation around the adventures of one Gopher Grunch, who travelled from his home on the bald prairie to the Regina station. En route, the 'CK story emerged with its people, its sound, its reach and its selling power.

Air Time Sales' pitch accomplished the same object via a verbal-flip-card-tape presentation.

Graphic cards, built around the slogan that CHFI's audience was "good and big" were blended into an integrated sales talk presented by Mike Callahan, president of Air-Time Sales.

line drawing can be used in the process, but because of the action, simplicity of design is best.

KOMO-TV, Seattle, has become the first television station to try OPTAR, currently with color clips to identify local color programs. A series of OPTAR station IDs is also planned.

The station's production manager, Al Stewart, states color saturation from the process is good and contrast remains within required limits. Black-and-white apparently shows good gray-scale and contrast

ANNOUNCEMENT

#### ANNOUNCEMENT

#### KOOTENAY BROADCASTING CO. LTD.



WALTER C. HARVEY

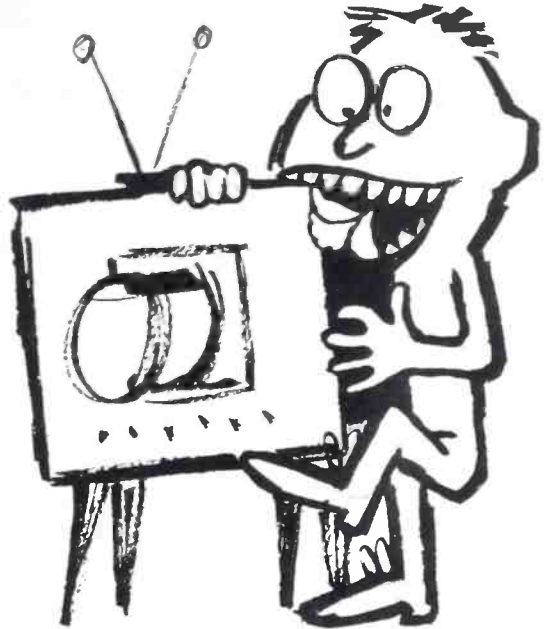
The Directors of Kootenay Broadcasting Company Ltd., operating Radio Station CJAT in Trail, B.C. are pleased to announce the election of Mr. Harvey as President of The Company. Mr. Harvey has been the Secretary on the Board of Directors since 1959.



JOSEPH P. KOBLUK

The President of the Kootenay Broadcasting Company Ltd. is pleased to announce that Mr. Kobluk has been elected Managing Director and Secretary for the Board of Directors. Mr. Kobluk has been with CJAT since 1942, and its General Manager since 1960.

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# GET ACQUAINTED WITH YOUR COMPANY

IF I WERE A MATHEMATICIAN I would try to work out a formula to prove that the number of sales you make will depend on the amount of knowledge you have about your company.

I may not hit it on the nose, but I bet I could come pretty close.

A salesman cannot expect to sell effectively if he does not know his company and his product. Such ignorance can be compared to sailing a boat without a rudder. Company and product information are at the very foundation of good salesmanship.

At this point I want to head-off some of you doubting Thomases who might say:

"What about that fabulous salesman Charlie Smith, who made a million just selling on the strength of his personality; or the great Jack Brown, who could charm an order from a sphinx?"

Not for a moment would I discount personality and charm as selling aids. They are fine attributes for a salesman but

they are not enough.

The day when a salesman can get by on affability alone is over — if it ever existed. If you'll look a little deeper into the legendary salesmen of the past you'll find they did a lot more than slap backs. They knew their companies inside out and used the information to make sales.

## Customer Wants Facts

Today's customer wants facts about your firm. The buyer must be able to trust your advice and judgment based on those facts. Competition is hot and the salesman who comes up with a half-baked presentation is inviting disaster. The prospect is not buying charm and personality; he is purchasing your product on the basis of what he knows about the producer.

The guy ahead of you may have given the prospect a thorough picture of his company and its product and services. You can expect the buyer to compare your offer with that of your competition.

As Les Ryson, sales manager for a chemical company, tells his men:

"Remember, that prospect has got a scorecard in his head. Whenever you make your pitch, he is mentally adding up your points to see how they stack up with your competitor's."

It's significant that Les' firm and many others conduct indoctrination courses to enable salesmen to hold their own in this contest.

You would not think of going unarmed into battle. Why make yourself vulnerable to attack when it comes to your bread and butter?

## Knowledge Inspires Confidence

Company knowledge plays a positive part in selling. A buyer feels more confidence in a salesman who demonstrates that he is familiar with his company's product, policies, price discounts, organization, credit procedures, key personnel and servicing practices. And a good grasp of his firm's growth and development will make the salesman interesting as well as informative. A buyer likes an inspiring success story.

Your outfit may be a multi-million dollar corporation with an A-1 reputation. But to your prospect or customer 500 or 1,000 miles from headquarters, your company is *you*.

Jerry Madison, a top producing power equipment salesman, described to me one of his first experiences with a tough prospect.

"He began firing questions about my firm that I couldn't answer," Jerry recalled. "I didn't get the order but more sadly I realized that I was actually a stranger to my own company. What must that prospect have thought of me?"

Jerry resolved to correct this situation at once. For one week he did not make one call. He stayed home and read everything about his company and the industry he could lay his hands on. He even scoured the library for facts his company was unable to furnish him. He topped this effort off by asking for and getting a complete tour of his plant where he talked to virtually everyone he met, including the workers on the production line.

"That cram session cost me income but I have more than made up for it since," Jerry said. "I was a new salesman and

believe me the buyers recognized it. I was a walking encyclopedia about my firm."

Today Jerry is one of the biggest earners in his field.

## Facts Boost Sales Ego

Now let's forget about the prospect for a moment. I want to concentrate on you. Factual information about your company and product is bound to increase your confidence in yourself and make you a better salesman. This confidence sets up a chain reaction. You feel keener and more enthused about your job; your whole mental attitude sparkles. All this will be reflected in the way you handle prospects — smoothly and expertly.

If you know your outfit is well organized, progressive and reliable, you'll feel better about working for it. A salesman can't do his best for a company he knows little or nothing about. It always gave me a good feeling to know that my firm was financially sound, well regarded and kept its word with both its salesmen and customers.

In researching your company you will uncover a multitude of facts which can be played up in

## PROGRAMMED SEPARATELY to be PURCHASED SEPARATELY

CKX-FM, broadcasting in stereo from Brandon, Manitoba, is a modest station: our staff is not large — 6; our audience is growing — 8000 homes; our rates are low; we have no printed program schedule; but there are two factors we do like to emphasize.

1. We are programmed separately from sign on (11:55am) until sig. off (12:10am) from our sister AM station; the only exceptions being newscasts.

2. We are purchased separately.

We emphasize these points because we believe FM radio, more specifically CKX-FM, is a different medium: as different as television is from the newspaper. Different mediums, print broadcast, serve their audience and their advertisers in different ways. CKX-FM is not going to serve anyone: ourselves, our listeners, our advertisers, by offering ourselves as a bonus with our sister stations.

We believe we do not have to. We are not going to.

We serve ourselves by operating on a large scale with a small buy energetic staff full of ideas; we serve our listeners by offering a completely different approach to radio programming; we serve you, our advertisers, by proving to you that CKX-FM can deliver without a push from anyone.

CKX-FM, 96.1 megacycles, 29,000 watts, Stereo, Brandon Manitoba. Represented Nationally by Radio Representatives, Toronto, Montreal.

## TO ORDER REPRINTS

Reprints of this series come in a four-page format, three-hole punched to fit an 8½ x 11" binder, each reprint including a self-evaluation quiz. Prices are

1-9 copies (each article)	50¢ ea.
10-49 copies (each article)	37½¢ ea.
50-49 copies (each article)	30¢ ea.
100 or more (each article)	25¢ ea.

You may preorder the entire series, or individual articles. Each in the series is numbered. Order from George N. Kahn Co., Inc., Sales Training Div., Dept. CP, Empire State Bldg., 350 Fifth Ave., New York, N.Y., 10001.

- 1.) The Salesman is a V.I.P.
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- 3.) Get Acquainted With Your Company
- 4.) You're On Stage
- 5.) You Can't Fire Without Ammunition
- 6.) You Are a Goodwill Salesman, too.
- 7.) Closing the Sale
- 8.) How to Set Up an Interview
- 9.) Resting Between Rounds
- 10.) The Competition
- 11.) Taking a Risk
- 12.) Playing the Short Game



the interview. It will help if you keep a card index for this information. This will enable you to tailor your presentation to individual prospects.

### Selling The Company First

A \$2,000,000 a year life insurance salesman follows one main maxim: Sell the company first and then the policy.

This man, Ralph Broom, explained to me:

"I figure my firm is like the lead-off man on a baseball team. He's supposed to get on base

8. Handling of orders. The salesman should know how the order is processed, routed, etc. He should also find out who at the plant is responsible for the processing, amount of inventory and the billing system.

### Information Sources

This kind of data is available to the salesman from several sources. They include sales training programs, sales conferences, plant tours, promotional literature, financial reports, employee publications, brochures, sales kits and manuals.



This is the third of a series of 12 articles on "Smooth Selling" written by George N. Kahn, who heads up his own firm of marketing consultants in New York. He is the author of the recently published "The 36 Biggest Mistakes Salesmen Make And How To Correct Them." His articles on selling have appeared in several publications including "The Harvard Business Review", "Sales Management", "Industrial Marketing" and "Printers' Ink."

so he can be driven home. If I get my prospect warmed up to the company, then I can drive the sale home."

What should you know about your company? Experienced and successful salesmen I've discussed this matter with put these items at the top of their list:

1. History and development.
2. Size, including branches, divisions and other holdings or subsidiaries.
3. Financial structure. This comes up often in interviews. The buyer wants to know he's dealing with a sound firm.
4. Reputation. If you can truthfully boast about your company's reputation you've got a fine selling point.
5. Everything about the product, starting with the raw material.
6. Company's distribution system. Your firm's outlets should be ingrained in your mind.
7. Credit policies. Be sure you're right on this or you can be in hot water with both the customer and your boss.

And don't forget the best source of all — the people in your company. Ask questions whenever you need information. Somebody around your outfit will have the answer.

I know one salesman, Wilt Maran, who has a special notebook for jotting down queries about his firm. When he is at headquarters he finds the expert on a particular matter and shoots away until he has picked the man's brain clean.

Plant tours, guided or unguided, are a must for the man who wants to build up his product and company knowledge. If your company conducts such tours, by all means take advantage of them. If not, take one on your own. You'll find that production supervisors, office personnel, top management itself will be glad to explain their operations to you.

GERALD W. LEE and Associates  
Consulting Radio Engineers,  
61 Curlew Dr.,  
Don Mills, Ontario.  
Phone: 444-5991 or BA:5-2497

An eastern sales manager compels his men to visit the factory at least twice a year. The trip is then discussed at a subsequent sales meeting attended by the heads of other departments.

Your company's annual financial report is easily available and will take only an hour of your time to read and digest.

It lists the board of directors, other officers, sales and profits, expansion programs, new facilities, product improvement, new products, employee relations, marketing operations, cost of goods sold and administrative and general expenses. All this is fuel for your sales talk.

If you're just breaking in with a firm, ask old customers what they think of it. Chances are that you'll get a flock of endorsements that you can use profitably with prospects. After all, a company that holds a customer for 10 or 20 years must

have something to recommend it. I always found my regular customers eager to plug the firm. A satisfied customer is the company's best advertisement.

Harvey Willis, an internal communications system salesman, collects these endorsements into a scrapbook which he takes with him on his calls. He simply asks the customer to write him a letter telling why he buys from his outfit. The letter-filled scrapbook has won plenty of orders for Harvey.

If you sell a good product for a good firm, why not make the most of those plus points.

What I tried to do here was to open your eyes to sales aids which you might be neglecting. Here is a self-survey to find out if you do know your company and are using the information to help you make sales. If you can answer "yes" to nine or more questions, you're moving toward success.

### Have You Met Your Company?

Yes No

1. Do you really read company literature, manuals given you?
2. If a prospect stumps you with a question about your firm, do you do anything about it?
3. Are you interested in the operation of other departments?
4. Have you ever visited the production line at your company?
5. Could you this minute describe your firm's distribution system?
6. Do you have a pretty good idea of your outfit's financial structure?
7. Can you honestly tell a prospect how his order will be handled?
8. Do you know your firm's inventory on products you sell?
9. Do you feel customers have confidence in you?
10. Do you keep a file on company data?
11. Do you worry about not having enough knowledge about your firm?
12. Do you know the actual size of your company?

The contents of any women's purse proves she can take it with her.

**"ACTION STATIONS!"** **CFCN**  
**RADIO-TV**  
**CALGARY**

**NOW #1 in METRO KINGSTON**

9 a. m. - 12 noon avgs. — B. B. M. Feb. '65 Area 749

**CKLC - 4366 HSHLDS.**

**Stn. B - 2100 HSHLDS.**

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A  
HARDY  
STATION

KINGSTON'S INTERNATIONAL AWARD STATION

# Counts and categorizes young housewives

by FRANK KELLEY

BASE: 900 HH's per Quarter

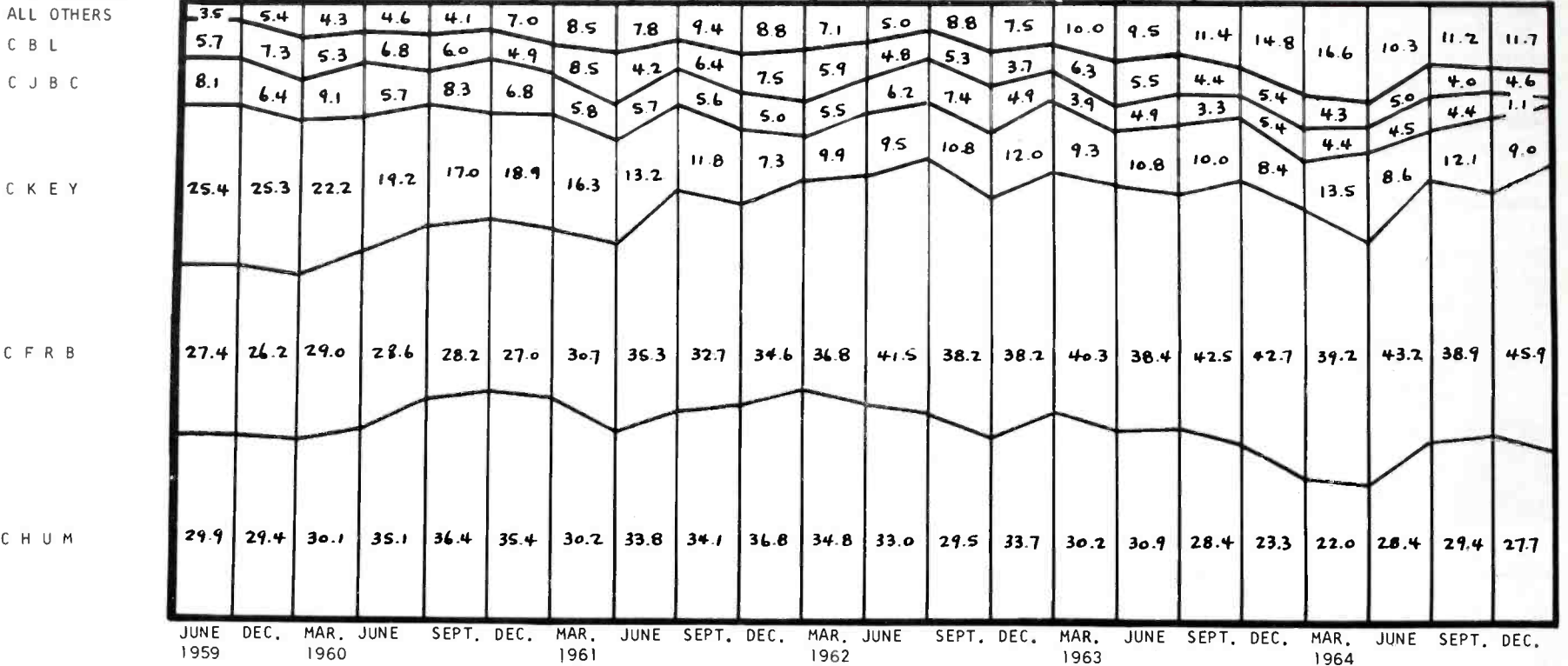
RADIO LISTENING -- (Stations listened to most)

METRO T O R O N T O

% HOUSEWIVES

LISTENING

FEMALE HEAD OF HOUSEHOLD



A CONSUMER RESEARCH company based in Toronto has been making consistent efforts to develop another selling weapon for radio stations, as an offshoot to a basic service provided for major food and drug marketing companies over the past six years.

National Market Development Limited (NMD) started analyzing housewife broadcast listening in 1959, practically at the same time its doors opened

for business. Results were encouraging enough (in spite of being labelled the usual "ten years ahead of their time") to justify continued attempts to make a full, continuous service out of the project.

As part of a regular product consumer research program, Media Guide (a name that hasn't been formalized before) sputtered along. It found continuous application for some clients, but was utilized more often as a periodic one-shot research tool for advertising buyers.

It unearthed intriguing bits of data — like the fact that heavy users of instant chocolate showed distinct preferences for comedy-variety on TV —

And a hint that laughter really is the best medicine, since consumers favoring serious programs of the adventure and western variety also stack up as the biggest group of laxative users.

But growing use of the service on the part of radio stations (CKEY and CHUM

Toronto, CHQM Vancouver, CFX Victoria, and others) confirmed NMD president Morrey Lawrence's belief that a specialized aspect of Media Guide, a radio service, could stand on its own feet.

Because it's axiomatic in the research business — the same information that's used to buy can be used to sell.

So *Radio Guide* was created, effective April 1, as a separate service to give stations in 32 cities the following hard-sell data (and other information on request):

### Radio Guide

Basic Components:

(1) Continuous Trend Female-Head-Of-House Radio Listening: data supplied covers all stations in subscribing station's listening area (see Toronto trend chart above), and gives station share of female-head-of-house audience, on a most-listened-to-station basis or a recall basis, hour by hour, or day by day.

(2) Audience Composition Characteristics: covers female-head-of-house age, family size and family income group.

(3) Special Questions: analyzes the following:-

- family shopping habits (which stores, which door-to-door suppliers)
- breakdown of heavy, medium and light listening
- listener product and brand preferences

Manicouagan

Gagnonville

Sept Iles

Baie Comeau

Hauterive

All in NEW QUEBEC — all SOLD by CKBL-TV Matane

Your Hardy Man has all the Facts



HARDY RADIO & TELEVISION

For FM information call Gene Alton



- program preferences, reasons for station preferences
- reasons for listening or non-listening to station
- recall of station commercials
- attitudes toward station personalities
- reactions to contests and promotions.

One of the main points, as Lawrence sees it, is that Radio Guide's costs can be kept down to a level within reach of most stations competing in the major and even not-so-major markets.

"The basic service (NMD's original consumer product research) is already being carried by manufacturers. Stations share the cost with an existing group of clients."

As Lawrence points out, clients like General Foods, Lever Brothers and Helene Curtis are already paying for NMD's pinpointed city-by-city Continuous Consumer Research (CCR) analysis.

All the other services, including *Radio Guide*, are built on CCR, which works like this:

Basis is a random telephone sample totalling 24,900 households, with no less than 700 households in any one of the 32 cities covered. Most samples are 900 strong. (In Montreal, 700 French, 700 English.)

Telephone contact with the sample is carried out Mondays, Tuesdays and Wednesdays each week by 150 interviewers working under 32 city supervisors.

The entire sample is reached every quarter, and then changed. Lawrence considers switching the quarterly sample a key technical feature of the service. It enables NMD to ask questions about specific brands without biasing the sample for future results relative to the same brands.

So far, Lawrence says, each new sample picked out of the hat has matched well in terms of age, income and family characteristics with previous samples, suggesting a high degree of sample composition reliability.

Lawrence also claims a high sample response rate, currently 85-90 per cent, because of the three telephone call-back system CCR has in force.

Typically, merchandisers use the service to follow the ups and downs of their brand sales across the country,

#### No Holds Barred

Lawrence bluntly claims a number of special-situation advantages for his company over other consumer research organizations — particularly the A.C.

Nielsen Company.

While he concedes it has the best service available for checking inventory flow, he says Nielsen bases its market survey largely on store turnover, but is unable to cover Loblaws and A & P Stores in Canada, and wasn't admitted to Safeway stores until recently, "There was a tremendous change in the tea market picture when Safeway was brought in," he states.

"Nielsen can't isolate chain-store brands without Loblaws and A & P," Lawrence says. "The classic example is Loblaws' Jack and Jill brand of peanut butter. It's equal in share-of-market to the two largest national brands."

"Since we go right to the consumer," he adds, "we can find out what the consumer is doing."

Lawrence draws a bead on a couple of other areas where he believes the CCR survey excels.

"Bread is a good example. It's sold through many kinds of outlets. We can pick it up. No one else does". He also mentions products sold exclusively door-to-door — "cosmetics. Avon Products aren't sold in Nielsen-audited stores, but they show in our survey."

In addition to using CCR for enlightenment on their brand fortunes, merchandisers interested in the female-head-of-the-house as a consumer have regularly used it as an aid in distributing radio and television dollars —

Because up to now statistics on housewife radio listening preferences have been in slightly short supply.

The Bureau of Broadcast Measurement, for one, didn't introduce its household radio audience composition breakdown until March 1964, and still lumps female-heads-of-house in a single figure that includes other females over the age of 18.

And McDonald Research's Product-Media Bank, a research service comparable in many respects to some National Market Development studies, is very new (*Broadcaster*, Nov. 5, 1964), and was set up initially to cover a limit of five major markets.

"So we've moved more towards the advertising measurement area as time went on, working toward using the service as a media guide," Lawrence says.

#### Other Than No. 1

For an illustration of *Radio Guide's* potential as a seller, take the case of three stations represented by Quality Broadcast Sales, Toronto and Montreal.

Greg Paul, vice-president of

QBS, says, "We have found National Market Development data of great value in selling other than the number one 'gross numbered' station in a market.

"...The Quality stations (CHQM Vancouver, CFXA Victoria and CHQR Calgary, in this example) have anywhere from 56 to 80 per cent of their housewife audience in the 39 and under category. This age group is, of course, the one that most advertisers want to reach because they are in their most active buying years."

To see what Paul means, here's a rundown on typical NMD sales ammunition used for the QBS stations:

One other specialized feature of what's now to be known as *Radio Guide* has been in fair demand the last four or five years. Radio CKEY Toronto, for example, used it extensively to analyze audience consumption habits in the past.

#### Brand Gyration

NMD studies indicated, for instance, that, between December 1960 and December 1963, the percentage of CKEY's audience using Matinee cigarettes dropped from 10.0 to 1.3 per cent, recovering slightly by March 1964 to 3.2 per cent.

At the same time, while Du Maurier smokers in the non-

#### FEMALE HEAD OF HOUSE LISTENING (based on most-listened-to station)

September Quarter, 1964, National Market Development Ltd.

	Housewives Listening		Age 25-39		Age 39 and under		Age 40 and over	
	%	No.	%	No.	%	No.	%	No.
VANCOUVER	93.9	244,288	38.7	94,539	44.9	109,685	55.1	135,603
CKNW	32.5	79,393	28.4	22,548	31.1	24,691	68.9	54,702
CHQM	18.8	45,926	48.8	22,412	56.8	26,086	43.2	19,840
CJOR	17.9	43,728	40.4	17,666	43.5	19,022	56.5	24,706
CFUN	12.9	31,513	42.4	13,361	56.6	17,836	43.4	13,677
CKWX	10.4	25,416	42.3	10,747	45.9	11,661	54.1	13,745
VICTORIA	95.3	49,957	41.0	20,482	48.3	24,129	51.7	25,827
CFAX	16.9	8,442	55.9	4,719	59.1	4,989	40.9	3,453
CKDA	26.6	13,288	39.0	5,182	47.9	6,365	52.0	6,910
CJVI	40.7	20,332	33.1	6,729	37.1	7,543	62.9	12,789
CALGARY	93.6	160,072	63.1	101,101	71.4	114,291	28.6	45,785
CHQR	21.8	34,896	75.4	26,312	80.0	27,917	20.0	6,979
CFAC	18.5	29,613	55.5	16,435	64.7	19,159	35.3	10,453
CFCN	25.9	41,459	56.0	23,217	61.4	25,456	38.6	16,003
CKXL	26.9	43,059	65.2	28,074	77.8	33,499	22.2	9,559

Females over 20 years of age — Vancouver, 260,158; Calgary, 171,018; Victoria, 52,421.

All projections are based on Canada Census, 1961.

Ten weeks of Victoria survey were taken prior to the CFXA move to 24 hour programming September 12, 1964. CHQR began broadcasting November 17, 1964. Vancouver projections were corrected December 15, 1964.

Family size audience composition projections can also be useful. Here's NMD's December Quarter 1964 analysis for the Toronto market: CKEY audience fell off from 27.2 per cent of Toronto radio listeners to 20.0 per cent, CKEY's Du Maurier lovers climbed from 14.0 to a high of 27.1

#### RADIO LISTENING BY HOUSEHOLD SIZE, TORONTO

Based on 798 households, with the question "How many members are there in your family?" put to the female-head-of-house.

December Quarter, 1964.

	Total Toronto	Per cent CHUM	Per cent CFRB	Per cent CKEY	Per cent All Other
1 member	7.6	5.4	10.3	3.0	7.8
2 member	23.6	13.2	34.0	19.7	14.1
3 member	20.3	22.4	18.1	24.3	18.8
4 member	19.2	22.4	15.0	22.7	23.4
5 member	15.3	17.1	12.6	10.6	21.1
6 or more	14.0	19.5	10.0	19.7	14.8

The corresponding Toronto age analysis look like this:

#### RADIO LISTENING BY AGE OF FEMALE-HEAD-OF-HOUSE, TORONTO

Based on 798 households, with the question "What radio station do you listen to most?" put to the female-head-of-house.

December Quarter, 1964

	Total Toronto	Per cent CHUM	Per cent CFRB	Per cent CKEY	Per cent All Other
Under 25	4.4	7.2	1.5	9.0	5.4
25-29	6.9	6.3	4.7	11.9	10.9
30-34	11.6	9.2	9.6	11.9	20.2
35-39	15.1	18.8	12.0	13.4	17.8
40-44	12.3	15.9	9.6	10.5	12.4
45 and over	49.7	42.6	62.6	43.3	33.3

Continued on page 12



## Relates tuning habits to product groups

per cent, and then tailed off a bit to 24.1 per cent.

Programming changes at the station during the period apparently bombed out with Flowerdale Tea users (the brand is considered to appeal most to the middle-age-and-up bracket). Flowerdale drinkers decreased from 13.5 per cent of CKEY's audience (March 1961) to a low of 5.2 per cent (March 1963), then to some extent came back — reaching 10.3 per cent in March 1964.

In the interim Flowerdale held steady in the non-CKEY market, fluctuating from 8.4 to 10.2 per cent listener usage.

CKEY also found that for some reason Maxwell House instant coffee preference in its audience was constant and high,

varying from 33.4 per cent in December 1960 to 40.3 per cent in June 1963. In the corresponding period Maxwell House lovers listening to other stations spent three years stretching for CKEY's product-listener ratio, increasing from a 28.4 per cent bloc (Sept. 1960) to 38.3 per cent (Dec. 1963).

Product-audience research of the sort ordered up by CKEY is an extra available to *Radio Guide* subscribers, but it carries an over-and-above the call of duty price tag with it.

### What Does It Cost?

The basic radio service, most of which is outlined above, costs \$50 a month in the form of a one-year contract. Information for a single quarter is tabbed at \$300 and back-information, if

desired, can be had for half-price.

For the money, stations get *Radio Guide's* Continuous Trend listening data and Audience Composition breakdowns.

In multi-station markets, the subscriber's two or three principal competitors will be analyzed in detail. Other-station listening will be lumped as a single figure.

Answers to Special Questions cost \$75 monthly per category selected

National Market Development Limited's Continuous Consumer Research service is going to keep up its Media Guide appendage, but Media Guide will be an extra available to manufacturers — a helper on radio-television-print allocations and commercial effectiveness studies.

Morrey Lawrence believes splitting *Radio Guide* off on its own will make it more attractive to stations — for one thing, it'll become a standardized package.

Lawrence founded NMD in 1958, after a six year career in sales, advertising and marketing management with General

Foods Ltd. and Nestlé (Canada) Ltd., preceded by a six-year hitch as an advertising agency account executive.

He has developed NMD from its original six-client start, and a spate of initial sample reliability testing in 1958 (a personal interview system was compared with random telephoning in the Peterborough market, with results that apparently verified and favored the phone method, costs considered) — to NMD's present client list of thirteen manufacturers and numerous radio stations.

Lawrence has also introduced several progressive features in step with competing researchers. In January 1962 he computerized, going to IBM 1401 processing. He says reports are now turned out on or about the 25th of the month following each quarterly close.

"*Radio Guide* should go," Lawrence says. "There's not much else within sight or within cost, especially for the second-ranking stations to use."

the voice of french canada in québec

**GJMS 1280**  
RADIO MONTREAL

50,000 WATTS DAY & NIGHT

## TV boosts sales 26 per cent

SALES OF ROTHMANS SPORTSMAN cigarettes in Western Canada jumped 26 per cent as the result of an inexpensive, no-gimmick six-week television promotion, according to David S. Broome, Rothmans advertising manager.

The mail contest is estimated to have cost \$7500 for prizes and \$4000 for media production. It pulled 1,183,290 entries, Rothmans calculates.

The promotion was carried on the *Tides and Trails* weekly hunting and fishing show over 21 TV stations from Victoria to the Lakehead.

A 60-second and a 20-second spot devoted to the contest were

inserted in each episode of the show for the six-week period. Several eight-second slide-and-voice spots were also used. Five thousand point-of-sale cards were placed in retail stores.

The bait was a 17 foot fiberglass boat with a V90 Evinrude outboard motor. In addition each of the 21 local stations gave away a sixteen-inch portable TV.

Rothmans have sponsored several contests on *Tides and Trails* during the past year, but Broome says, "None came within shooting distance of this one."

He considers the promotion "one of the best Rothmans has ever sponsored."



**Radio - Nord, Inc.**

A network of 4 Radio stations completely covering the Abitibi-Temiscamingue market. Radio Nord Inc. — the best way to reach 33,500 housewives and to pre-sell your products in an above average market.

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HARDY in Toronto & Montreal  
SCHARF in Vancouver  
WEED & CO. in the U.S.A.

THE FRENCH VOICE  
OF THE OTTAWA VALLEY

**RADIO 7**

**CKCH**

HULL OTTAWA

Representatives:

STANDARD BROADCAST SALES, TORONTO, MONTREAL  
WEED & CO., New York



## Commercials festival goes Canadian

CANADA'S TELEVISION COMMERCIALS Festival is getting repatriated from its American counterpart in a two stage rescue program instituted this year by the Canadian Television Bureau of Advertising and the Radio and Television Executives Club of Toronto, the show's co-sponsors.

The imminent May 13 festival production in Toronto will reduce American participation to an echo of the control exercised in former years by Wallace A. Ross, U.S. Festival director, and his facilities.

Ross will again be invited to hand out Canada's awards, but they'll go to winners determined by panels of purely-Canadian judges looking at entries submitted, for the first time, exclusively to the Canadian contest.

Commercials are still likely to be entered in both festivals, whenever Canadian agencies feel the urge to try their luck against American competition - but there'll no longer be an automatic carryover from the U.S. to the Canadian show.

As one result of the change, Canadian agencies will save a bit of money. Entry fees for the Canadian festival have been pegged at \$10, a third of the American price (or less than a third: fees are payable in Canadian dollars).

But the biggest change coming out of the new Canada-only setup is an innovation in winner-selection methods.

"We're trying to get that uniqueness about the judging," says Ed Lawless, executive vice-president of TvB Toronto. "We think this is going to be one of the most exciting things about the Canadian production."

What festival plans call for is an injection of consumers into the judging side of the contest.

Two panels have been created for the purpose - the usual one made up of advertising and television professionals, and a second consisting of consumers.

Lawless considers the double-panel judging arrangement a partial

answer to criticisms habitually levelled by many festival competitors. (Winners and losers alike often knock the art-for-art's sake character of professional festival judging.) Lawless thinks the new system can help put "sell" back in the festival picture as a measure of commercial merit.

He also looks to "a twist, a difference" in the Canadian judging system as a face-saving thing ("for the Americans") in case glaring differences crop up in American and Canadian results.

He has in mind the otherwise embarrassing thought that a double-entered commercial could win going away in the U.S., yet come up empty-handed in the Canadian show.

March 31 marked the closing date for this year's all-Canadian entries. national and local commercials were in by April 2, and a few more might show as late arrivals. Last year's roster consisted of 119 national commercials entered via the American festival route, and 129 local commercials entered direct.

Entries in "local production" classifications of the 1965 festival won't have to run the gauntlet of two judging panels. Lawless says "local" rating has always been done by professionals and will stay that way for now.

There's a chance the festival will announce professional and consumer panel results separately at the awards presentation. The idea would be to make the expert-versus-amateur comparison a side-feature of the show. Last year's Radio Commercials Festival highlighted a similar rating comparison.

Sponsors of Canada's festival, the TvB and RATEC, hope for a sharp increase in attendance at the May 13 awards presentation. The element of surprise will be heightened for this year's Canadian show by the fact that national winners won't be pre-announced at the American festival two weeks earlier.

Last year 300 or more attended the Canadian presentation.

Seats for the awards dinner go at \$20, with a full table of eight discounted to \$150.

## MEET "OUR GAL SAL"



FIRST LADY OF SASKATOON TELEVISION



FIRST LADY OF SASKATCHEWAN LEGISLATURE

We're proud of our gal, Sally Merchant, popular hostess on "Sallytime" and M.L.A. in the Saskatchewan Legislature.

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# STATION CALLS

Daily happenings on radio  
and television stations  
from coast to coast.

## CKLC RADIO VANCOUVER

SOME TIME AGO CKLG announcer Ron Hennessy (the station says he professes to be a poet laureate) started inflicting his poetry on listeners.

Calls and write-ins burgeoned to the point that Hennessy felt compelled to enter the publishing area. So Hennessy's *Things I Wrote* (Volume One) was born.

CKLG says, "Listeners were told to send a self-addressed stamped envelope and share the joy or horror of Hennessy's poetry and prose.

"To date he's been swamped with over 600 letters and the mail pull increases day to day."

The station calls it, "a real inexpensive promotion."

## CKNW NEW WESTMINSTER-VANCOUVER

IN RECOGNITION OF WHITE CANE Week CKNW arranged for a blind disc-jockey to take over the station's controls and officially introduce the week.

Burton Johnson, a 24-year-old, blind since the age of 15, took command of the turntables for two hours during a CKNW mobile broad-

cast from a Vancouver car dealer's lot.

Johnson's commercials and song titles were all typed in braille. He simply moved a paper clip down the side of his song sheet to mark his next selection.

Besides handling all ordinary broadcast functions he carried out interviews with CKNW's Norm Groman on the work of the CNIB.

The broadcast got excellent listener reaction and was repeated at the conclusion of the week.

## CKCK-TV REGINA and CJIC-TV SAULT STE. MARIE

IN WHAT APPEARS TO HAVE been a tight race for first Canadian television filming of the new English-language version of a Roman Catholic mass, CKCK-TV and CJIC-TV seem to share the honors.

CJIC was first to videotape the New Mass, by arranging for a January 23 enactment in the station's studios.

But CKCK gets credit for first broadcast. 'CK pre-empted CBC's *Festival* on the night of Wednesday February 24 in order to air an on-location taping of the mass prepared the same day. CJIC's broadcast of the religious event took place on February 28.

Both television stations made tapes available to other stations in their areas.

## CKWW, WINDSOR

THE WINTER'S WORST SNOWSTORM in Southern Ontario led to a notable public service by CKWW Radio in Windsor.

As early as 10:00 a.m. on February 24, while an overnight snowfall of eleven inches piled into five-foot drifts, CKWW announcer Stan Switzer had told listeners that the station would suspend regular programming and devote its full facilities to storm problems.

Drifts pushed by fifty mile an hour gusts were collecting as fast as snow plows went through the streets. And phoned messages and requests for help poured into CKWW's Snowstorm Central.

One plea went, "We're out of milk and live at 334 California Street. If anyone nearby has milk, please call us." The answer came, "We live at 342 California and we have three extra quarts of milk. If anyone needs it, and can get here, they're welcome to it."

An ambulance bearing an expectant mother was stalled at an intersection. The driver's message begging for help was broadcast. Nearby motorists converged on the area and heaved the ambulance clear.

Kaiser Jeep aired an offer of four-wheel drive vehicles for emergency service. Kaiser officials then answered 500 calls and were able to supply service for nearly half.

In all, 1358 messages were received and broadcast by CKWW.

## CFOX RADIO MONTREAL

THE 1965 VALENTINE CONTEST at CFOX got at least one of the station's deejays into hot water.

CFOX air personalities asked for valentines from lady listeners. Each announcer picked a winning entry on February 14. Winners were to receive a candle-lit dinner for two at one of Montreal's top restaurants, a box of candy and red roses and a covering letter.

All-night man George Ferguson picked his winner and sent his letter out.

Unfortunately the lady involved had gone to Toronto for the week, and the roses, with a card signed

"from George", arrived before the letter.

They were delivered to the woman's husband, who was blissfully unaware that she had entered the contest.

## KVOS-TV BELLINGHAM-VANCOUVER

A "TOY PRINCESS" FOR CANADA was chosen out of 1500 entries received by KVOS-TV Bellingham-Vancouver, in a promotion arranged for Canadian Playthings Manufacturers Inc. Four year old Christine Pelletier of Ladner B.C. was flown to Montreal for a week, crowned at the Montreal Toy Fair February 22-27, and received a \$500 Canada Savings Bond, \$100 cash and more toys than she's ever likely to use.

## CKLB RADIO, OSHAWA

THIS YEAR'S CKLB VALENTINE promotion was based on a Lady Valentine idea - inviting listeners to nominate choices in one hundred wards or less.

Plans called for the winning lady and her husband or boyfriend to enjoy a night on the town in Toronto, taking in the current O'Keefe Centre production, and receiving gifts from each participating sponsor.

A nine year old boy captured the prize for his mother, largely on the strength of his letter to the station, as follows:

Dear Sir: I would like my mother to be LADY VALENTINE because she cooks real good food. I think she would love to GO Toronto. It would give her a brake to get of the house and no more house work for a while. She makes our beds each morning for my brother and I. She does the house work each morning and takes care of us when we are sick and drives us 4 children to school when it is cold out. She helps us with our homework also. She lets us type a letter or book reports for school. She lends us money when we need it. She paises us when she has to. We pay her back when we have to. Sometimes she will surprise us like a pair of shoes etc., For Christmas last year she was knitting a sweater sort of a coat and said it was for my sister and said it was for me to my sister. And it was for me. She comes to our banquets and helps cook the dinner for us.

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This Magnecord recorder/reproducer, model 1021, has tape speeds of 3.75 and 7.5 inches per second and has a timing accuracy of plus or minus 0.2%. Inputs are Lo-Z microphone, balanced bridge, unbalanced bridge, mixing bridge and auxiliary bridge.

Price, including Federal Sales Tax \$999.00.

There are also other Magnecord models available. For literature and further information together with the name and address of your nearest Magnecord dealer call or write:-



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without a lot of noise.

**"ACTION STATIONS!"** **CFCN**  
**RADIO-TV**  
**CALGARY**



She lets us watch the hockey game, on WED. and on SAT. she cheers for my N,H,L, AND I cheer for her team HOCKS. She will sew for me when I need it done. She lets us watch our favorite T.V. shows when we are sick. When we are sick she gives tea and toast to get well. She will drive me the arena on Saturday mornings. Once in a while she used to drive my brother and I a round our paper route in the morning. She helps us find a present for my family at Christmas. Once in a while she will take us to the Shopping Center and we would buy the things we needed. She will take care of the dog when we have no time to feed him because we will have to go to school. We will wake her up in the morning if it's late. And I think my MOTHER deserves a trip to TORONTO.

TERRYHANNA

### CFOR RADIO ORILLIA

A FLESH-AND-BLOOD MOOSE heart, complete with instructions to refrigerate, was one of the entries received in a successful valentine promotion aired over CFOR in February.

The contest, tied to CFOR's on-air personalities, offered five major prizes donated by local merchants. Each sponsor was also required to buy 60 announcements to be run during the two-week contest period.

### CFCF RADIO AND TV, MONTREAL

CFCF RADIO AND TV'S LATEST annual Tiny Tim Fund campaign raised \$35,000 for the Montreal Children's Hospital. Bud Hayward, manager of the broadcasting division of Canadian Marconi Company and chairman of the fund, tendered the hospital a cheque for the amount on January 29.

The money is to be used for the benefit of the out-patient department, operating 37 clinics with over 100,000 visits each year. The fund also provides a party and gifts for every child in the hospital over the Christmas season.

### CKOT RADIO TILLSONBURG

SOMETHING NEW IN THE WAY of uses for radio station mobile units developed out of a compassionate-fund campaign handled by CKOT Radio in Tillsonburg late last year.

During an on-air *pledgathon* for a local family hit by disaster, CKOT promoted the fact that its Little Red Wagon mobile would make a tour through the Strathroyville Ontario area along a stretch of about 15 miles.

Residents in the area wanting to make donations could do so by stopping the mobile. Contributions were acknowledged "live" on the air via the two-way radio.

By noon of pledge day the fund had reached \$800 and the mobile had only been able to cover eight miles. Listeners were lined up waiting for the Red Wagon to arrive.

Donations ranged from a few pennies rescued from children's piggy banks to ten dollars. In all, CKOT and the mobile raised over \$2000.

### CFRN-TV EDMONTON

CFRN-TV IN EDMONTON ran into a whopper of a mail problem after the March 7 close of a Sportsman cigarette contest carried by the *Tides and Trails* show. 140,932 entries poured in to the station. Trouble was... where to get a container big enough to hold the mail and guarantee a fair mix. Largest mail drum at the station held only 30,000 letters. Solution? A cement mixer-truck, borrowed from a local construction firm. Edmonton Rothman's representative Ernie Grewa drew one letter for the local prize of a portable TV, then ten more to be sent along to Vancouver contest headquarters as grand prize entries. Winner will get an out-board boat and motor.

### WESTERN ASSOCIATION OF UNIVERSITY BROADCASTERS

THE WAUB HAS DEVOTED the bulk of its March 8 newsletter to Calgary affairs.

Pierre Berton has apparently interviewed University of Alberta Calgary Student Radio's most distinguished member, seventy-two year old Madame Valda.

Besides being a full time student, Madame Valda teaches ballet and broadcasts three hours a week over student radio. She's understood to be in line to work on National Film Board and CBC productions in the near future.

Calgary correspondent Sharon Nelson also says, "She can be seen convincing people to donate blood etc. and other things they don't want to do because they are chicken."

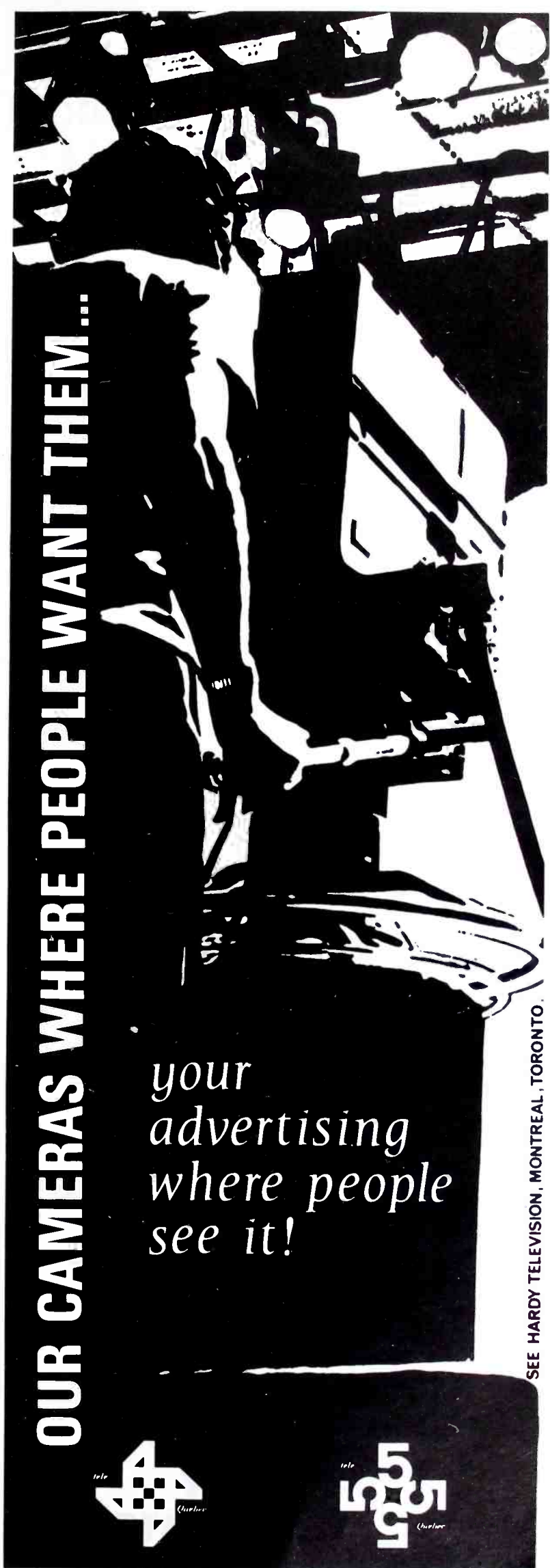
CFAC Radio loaned the Calgary students its station mobile unit on a recent Sunday, and "Donn Quinn's remote broadcasts to here were wonderful. He'll be a good announcer soon, if they let him keep practising."

Mount Royal College reports a change of station management (Jim Shaw has taken over from Mr. Coats) and a general reorganization and re-scheduling.

WAUB Chairman D. Konzelman, at University of Saskatchewan, notes that his branch of the association failed to get out its planned program. "But if work continues on it this summer, a thirteen week series introducing this university to Joe Citizen will be ready for the fall."

University of Manitoba Students' Union has entertained a motion to close its station and sell all of the equipment. But the Winnipeg correspondent thinks the union will regain its senses before it goes too far.

The university radio in Edmonton asks, "Does anybody know where we can obtain a volume compressor for cheap, or plans for same? Is the one in *Audio* of December 1964 a good one?"



OUR CAMERAS WHERE PEOPLE WANT THEM...

your advertising where people see it!

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**CFCM-TV \* CKMI-TV**  
Télévision de Québec (Canada) Ltée.

The trend is to balanced programming  
**G. N. MACKENZIE LIMITED HAS *the* SHOWS**  
MONTREAL TORONTO WINNIPEG  
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# Multi-lingual radio and 'Peg TV head CAB honors list

A MULTI-LINGUAL MONTREAL radio station, CFMB, which won't celebrate its third birthday until December 1965, has been named Canada's Radio Station of the Year.

At the same time a Winnipeg CTV network affiliate, CJAY-TV, has walked off with Television Station of the Year honors.

The awards were made at the

## ANNOUNCERS WANTED

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We are also looking for authoritative news voices! Men who know news, and can air it.

Box A-799  
Canadian Broadcaster,  
217 Bay Street, Toronto 1.

annual meeting of the Canadian Association of Broadcasters in the Bayshore Inn, Vancouver.

CFMB, awarded the John J. Gillin Jr. Memorial Award at the convention, broadcasts in French and English as well as thirteen other languages.

CJAY-TV was named tops in TV for "the all-round scope and excellence of its public service programming." The judges added, "Many of CJAY-TV's individual public service programs by themselves, would qualify the station for the award. In the aggregate the station's extensive public service programming surely serves the widest interests of the total community."

CFMB Radio's president and general manager, Casimir Stanczykowski, was born in Warsaw Poland, and has been championing the cause of multi-lingual radio for sixteen years. He worked for several Canadian stations, including CJMS and CFCF Montreal, before putting CFMB on the air in 1962.

The judges praised CFMB's concern for "all the pieces of the Canadian mosaic, and more important, for the totality and the essence of Canada".

They added, "In a year when there is so much attention being given to bilingualism and bi-

culturalism CFMB's entry merits commendation. But in any year the station's record of community service, through programs like those on employment counselling, and its support of scores of community organizations, would have merited an award."

Stanczykowski has a multi-lingual staff of 22 and employs 25 part-time producers, emcees and assistants capable of broadcasting in the 15 languages heard over his station.

Regional honorable mentions went to the following television stations: CHSJ-TV Saint John, CKCO-TV Kitchener, CFTM-TV Montreal (for French language stations), CFQC-TV Saskatoon, and CHAN/CHEK-TV Vancouver.

Similar honorable mentions in radio went to: CKBW Bridgewater, CKPT Peterborough, CJCA Edmonton, CKVL Verdun (for French language radio), and CJOR, the controversial Vancouver station, for the Pacific Region.

The award for Canada's top French language station went to CHRC Quebec City.

Judges felt the station rated first place on the strength of its French language public service programming, and because of the manner in which "important other agencies were brought into the picture."

They said, "A program which enjoyed the support and collaboration of l'Alliance Canadienne and of the schools of the cities involved was a broadly based project, and indicated a lively public relations sensibility."

Runner-up for top French station was CJMS Montreal. The station's entry "shone with technical brilliance and the topics selected were meaty and meaningful and up-to-date", according to the judges.

As another feature of the CAB awards meeting, the Harry Sedgwick Memorial Award for the outstanding graduating student of Radio and Television Arts at Ryerson Polytechnical Institute Toronto, was given to a 22-year old, David Allison Moore of Amherst, Nova Scotia.

## Obituaries

### ROBERT JAY BURTON

THE CAB CONVENTION opened on a sad note with the announcement on the first morning of the death of a visiting American.

Robert Jay Burton of New York, president of Broadcast Music Inc., was found dead in his hotel room. Death was due to asphyxiation and burns.

Bob Burton, who was fifty had travelled to Vancouver to attend his company's dinner held each year during the convention.

### JACK A. JACKSON

JACK JACKSON, general manager of CJOY, Guelph, Ont. died in Guelph April 2, following a heart attack. He was 49

Jack Jackson joined CJOY as sales manager in June 1955, becoming general manager in 1960 when the station increased its power from 250 watts to 10,000 watts.

He had just returned from Vancouver, where he attended the CAB convention and spoke as a panel member. He served with the RCAF during the second world war, winning a D. F. C.

He leaves his wife, Marion and two children.

### He's not fat . . .

### it's the cut of his suit

MONTREAL'S RADIO CFOX keeps a lighthearted touch in its programming by giving listeners and staff a genial dig in the ribs once in a while.

The latest "all in good fun" episode had morning man Gord Sinclair, a conscientious 5BX exerciser, doing some on-air kidding about announcer Don Passerby's girth.

Other CFOX announcers got on the Sinclair bandwagon and finally, so the story goes, exasperated Passerby to the point where he left the station and did his afternoon show from the CFOX transmitter site, across the St. Lawrence river from Montreal.

Passerby apparently refused to come back to the studios until the staff apologized for their insults publicly, over the air.

The staff backed down on their ribbing, and Passerby returned. But listeners are still sending him Metreals, Limmits biscuits, low-cal soft drinks and diet fad pamphlets.

The station says, "Passerby isn't that fat... not really... maybe it's just the cut of the suit."

# "ACTION STATIONS!"

## CFCN

RADIO/TV  
CALGARY

## RADIO NEWFOUNDLAND

**VO** **CM** · **CK** **CM** · **CH** **CM**  
59 62 56  
10,000 watts 10,000 watts 1,000 watts

"BEST BUY IN Eastern Canada"  
"ask the all Canada man"



**From Ampex:**

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Colour is complicated. If you don't convert wisely you will suffer heavy losses in: labour costs, down time, make-goods, and disillusioned viewers and advertisers. Make that good first impression with a top quality signal from the very start.

## **2. GO SOLID STATE**

Obsolete tube-type equipment is not only a false economy, it is a very real expense. Only with solid state circuitry such as that employed in equipment manufactured by Richmond Hill Laboratories can you achieve the long term stability so essential for a successful colour operation.

## **3. USE QUALITY EQUIPMENT**

Working with time tolerances in the region of  $1/1,000,000,000$  of a second, your engineering staff must have the very finest of equipment. All Richmond Hill Laboratories equipment is designed to meet these stringent colour requirements.

## **4. COMPLETE EACH STAGE**

The logical stages of conversion are: network, telecine, tape and then studio. Each stage should be completed before going on to the next. The Modular construction used by Richmond Hill Laboratories is ideally suited to this stage by stage conversion and saves much of your precious rack space.

## **5. DO IT NOW**

We all know that the move is not far away. Start now with an over all plan so that all the equipment you use will be compatible.

## **6. CONSULT YOUR AMPEX MAN**

Ampex has been colour conscious for some time. This is just one of the reasons we have become exclusive distributor of the high-quality line of Richmond Hill Laboratories solid state equipment. Your Ampex Man will show how R.H.L. fits into your colour plans. Contact him today at:  
Ampex of Canada Ltd., 1458 Kipling Avenue North  
Rexdale, Ontario. CH 7-8285





## International

### U.K. CIGARETTE BAN CUTS TV REVENUE BY 7.1 PER CENT

BRITISH COMMERCIAL TELEVISION'S eventual loss of revenue as a result of a recent parliamentary ban on cigarette advertising has been reliably calculated to reach £3,600,000 yearly (about \$10 million), or 7.1 per cent of British TV's total gross advertising income.

But trade authorities in England don't look for an overall decrease in cigarette advertising, and consider agencies unlikely to suffer. It's believed by industry spokesmen that the majority of normal cigarette advertising appropriations will be diverted to print and other media.

The British ban is to take effect gradually. It allows existing spot and program commercial commitments to run out, but forbids renewal.

#### Want A Young Blood Program Director?

Five years in broadcasting, Radio and T.V. have worked in top stations. I am a family man willing to settle. Tape and resume on request.

Box A-798

Canadian Broadcaster  
217 Bay Street, Toronto 1.

#### CHUM RADIO - TORONTO

requires

- top newscaster for CHUM-AM
- retail salesman for CHUM-FM

Send particulars in writing to:  
Allan F. Waters, President, Radio Station CHUM,  
1331 Yonge Street, Toronto 7

#### WE'RE LOOKING FOR A MARITIMER Who Wants To Come Back East - Permanently A Fully Fledged Radio Program Director Who Really Knows His Business.

During recent years we've grown bigger and better. During the next few we're going to grow better still and that's why we're now in the market for a PD who can take over as only a real pro can.

This is not a job for a floater or a junior. Our prospect should have the potential to move higher in management.

He'll be working with a competent crew at one of the top drawer stations in the east.

When you write, please give us the whole story. You can rely on our confidence.

**Bob McGuigan**  
**CJCH Radio**  
**Robie Street**  
**Halifax, N. S.**

In Canada strong statements on the cigarette advertising question were made during March by Health Minister Judy LaMarsh and British Columbia's Premier Bennett, a non-smoker.

The Health Minister said a ban on television cigarette advertising might have to be considered if other anti-smoking campaigns fail to show results.

Premier Bennett suggested the federal government embark on a campaign to stop cigarette advertising by first banning the CBC's cigarette commercials.

He proposed that the ban gradually stretch out to cover all television and radio stations, then newspapers.

#### Vulnerability of TV

In England it's felt the major reason television was singled out for action was its vulnerable status as the only medium needing no special new legislation to prepare for the government's action.

Similar circumstances probably make Canada's radio and TV industry a prime target for legislators. At the same time, age-old protections surrounding print are considered to make its advertising content virtually unassailable.

The portion of Canada's Broadcasting Act relevant to the problem reads as follows:

Section 11. *Broadcasting Act* (television)

(1) The Board (of Broadcast Governors)... may make regulations for carrying out the purposes and provisions of this part (Part One of the Act) and in particular, but

without restricting the generality of the foregoing:

(c) respecting the character of advertising and the amount of time that may be devoted to advertising.

In day-to-day practise there are fairly stringent rules already in force governing TV cigarette commercials - at least, as they're carried by the CBC network.

Bob Switallo, manager of the CBC's commercial acceptance department, says, "Our general policy is that we require cigarette ads to be directed toward getting smokers to change brands."

Basically, the theme of the commercial must be positive, he says, "referring to taste advantages, filters etc."

Advertisers have to avoid any impression of appealing to young people, he continues, "or inducing young people or others to start smoking."

The CBC's rule is apparently a close parallel to the cigarette manufacturers' own code of advertising ethics, which states roughly that "no cigarette ad shall be designed or used to appeal to persons under the age of eighteen."

Another code provision, to the effect that all models used for commercials "shall be at least 25 years of age", is enlarged by the CBC to read "shall be and look at least 25 years of age."

An offbeat American-made Craven Menthol commercial recently came a cropper on the age regulation. Although the model used was 33 years old, the CBC felt she was dressed, made-up and looked "more like a teenager", as Switallo puts it.

However the Craven commercial, airing on many non-CBC TV stations, has its timely aspects. It shows a girl being pursued hither and yon by peculiar, undefinable cartoon monsters, and could well serve as an avant-grade documentary of the cigarette maker's own current predicament.

#### OPPORTUNITIES

##### CKPT PETERBOROUGH

Two mature aggressive newsmen and an air personality who has experience in a contemporary format. Newsmen must be able to perform on the air and work with an eager team. Excellent opportunity for the right people to join one of Ontario's best radio groups.

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Fred Sherratt, Manager,  
CKPT Radio,  
Empress Hotel,  
Peterborough, Ontario.

#### NEEDED - MORNING MAN

Announcing experience essential, preferably on morning show.

Apply CKGB Timmins or

Northern Broadcasting Ltd.,  
425 University Avenue,  
Toronto 2, Ontario



#### MAN BITES DOG

We've just decided that next CAB Convention we're going to have a meeting closed to the members.

#### PRESIDENTIAL CONFITEOR

I don't mind having a cross to bear but I don't want to die on it.

-:CAB President Jean Pouliot

#### PRETTY PLEASE

Sir: I hope your paper will carry a full report of what I said at the CAB Convention to help me justify my expense account.

-:A. Member

#### PROGRAM REVIEW

This thirty minutes has two hours.

#### SOCIAL STANDING

One thing about Economy air travel, you meet a much better class of people.

#### AUDREY STUFF

Then there's the gal who was so dumb that when they told her to take a taxi home from the party, she said she couldn't because her mother would never let her keep it.

#### ONLY EXCEPTION

Marriage is the only life sentence that is suspended by bad behavior.

:Coronet

#### WELCOME MAT

I was quite a spender at this year's CAB... spent half my time enjoying the hospitality of the Rothman suite.

#### POET'S CORNER

A convention attendant named Ned  
Went into the meetings with dread.

He was scared to propose,  
Or even oppose,  
So he'd second the motions  
instead.



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Ampex has a fleet of big \*Videotape Recorders working around the clock checking every inch of Ampex \*Videotape before it leaves the plant. You can put Ampex \*Videotape right to work and yet a one hour reel only costs \$315.25 (In Canada 6 or more)

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1458 Kipling Avenue North  
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Please rush me a one hour reel of Ampex Series 144 machine-checked \*Videotape. If I am not completely satisfied with its performance I will return the shipment within 10 days for full credit. Single reel price \$340.45 ea.

Name \_\_\_\_\_

Address \_\_\_\_\_



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**128** out of **140**

half-hour periods between  
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Monday to Sunday

JULY 1964 BBM

**ALL YEAR ROUND**

**Greater Montreal Is Sold On**

**CFTM-TV**

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