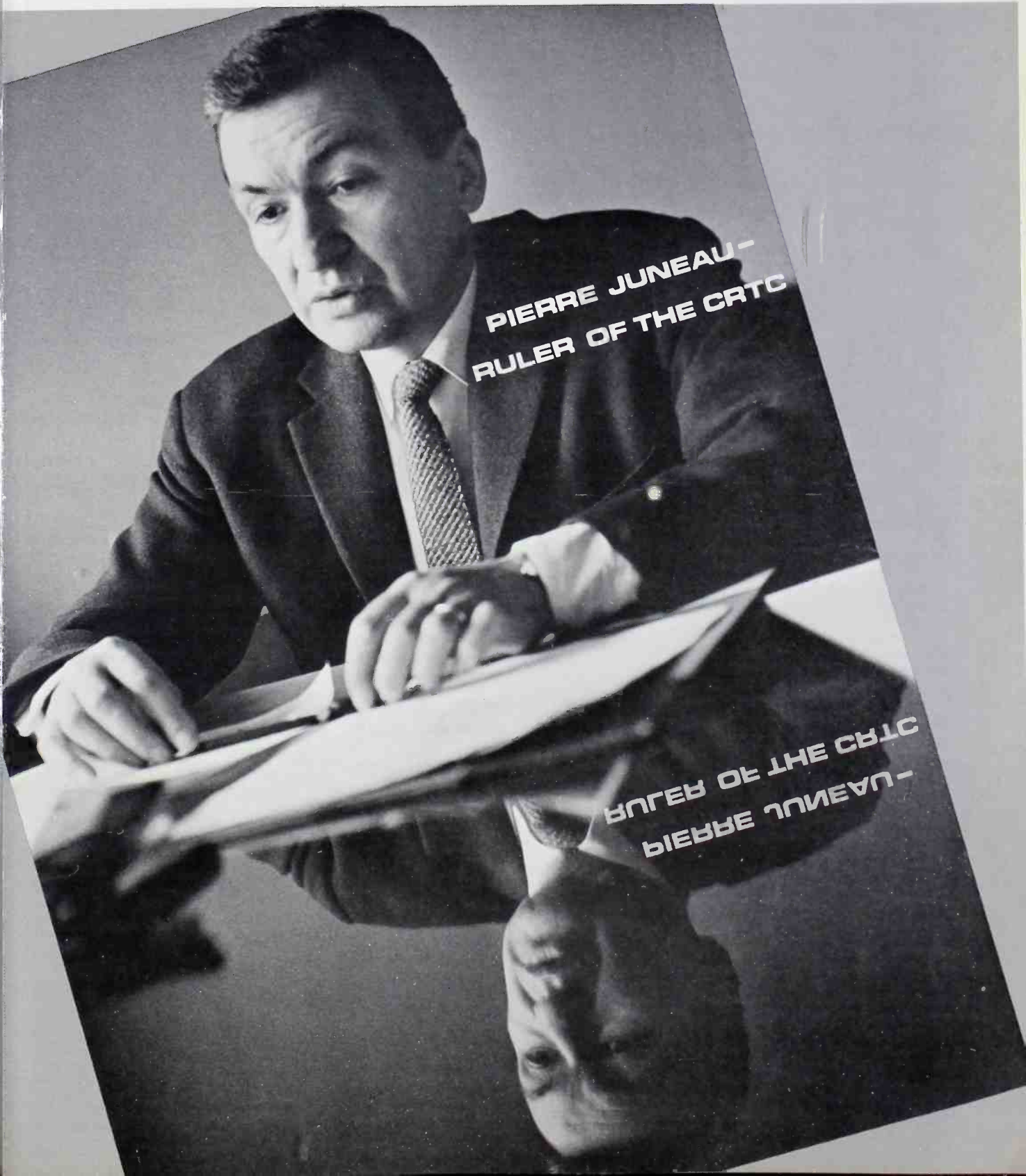


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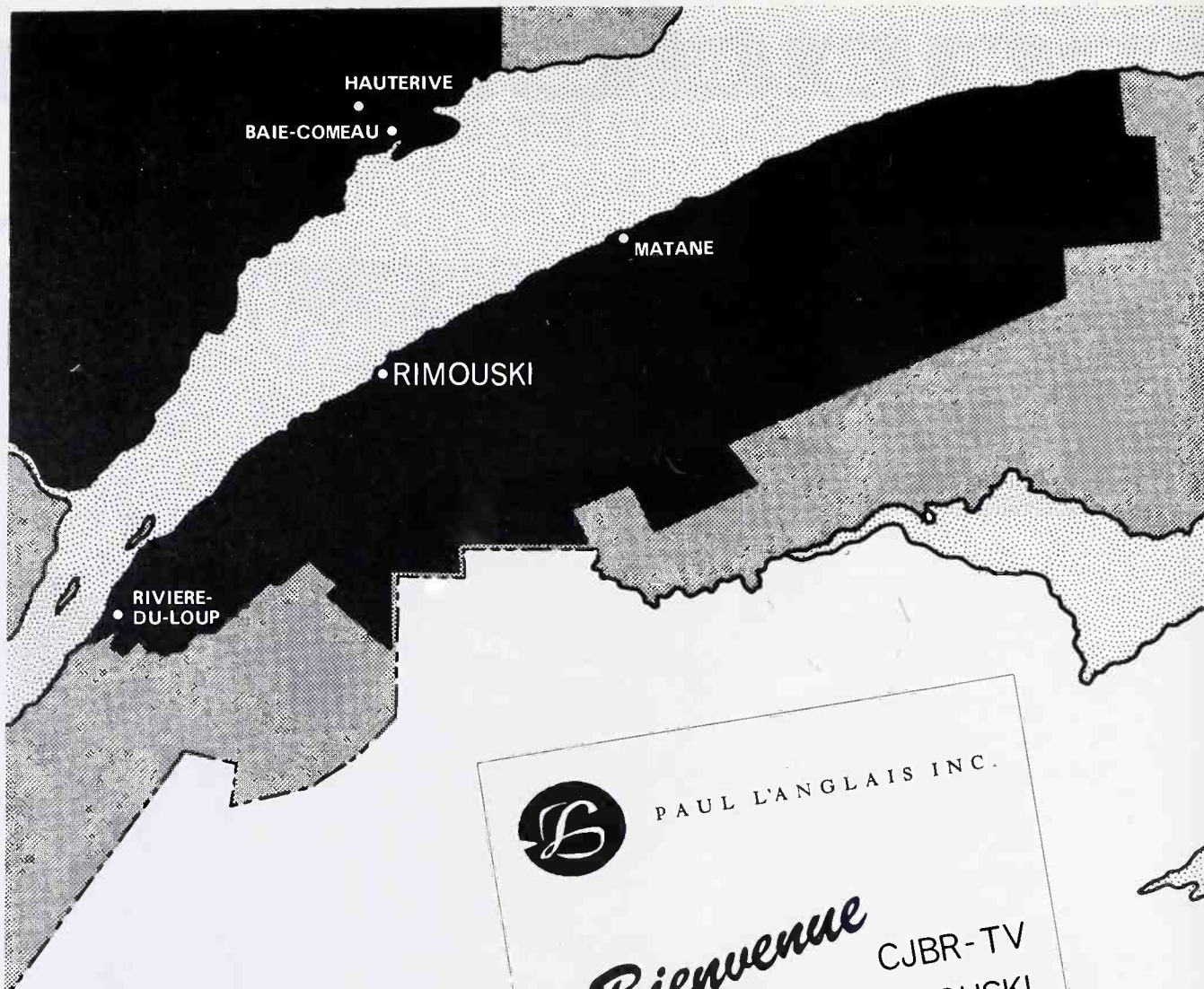
broadcaster

MARCH 28, 1968



PIERRE JUNEAU -
RULER OF THE CRTC

PIERRE JUNEAU -
RULER OF THE CRTC



PAUL L'ANGLAIS INC.

Bienvenue

CJBR-TV
RIMOUSKI

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officially representing you
for program sales effective
April 1, 1968.

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Over 50% Penetration

Fall 1967 BBM (All persons)



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MARCH 28, 1968
Volume 27
Number 6

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Published twice monthly by
R.G. LEWIS & CO. LTD.
17 Queen St. E., Room 128
Toronto 1, Ont.
Telephone (416) 363-6111

Lithographed by Northern Miner
Press Ltd.

Circulation audited by **ccab**

50¢ per copy
Directory Issues \$2.00
\$7.00 per year
\$14.00 for three years

Authorized as second class
mail by the Post Office Department,
Ottawa and for payment of
postage in cash.

COVER STORY



JUNEAU



BOYLE

PIERRE JUNEAU, vice-chairman of the Board of Broadcast Governors for the last two years, was last week appointed chairman of the BBG and will head the CRTC, the new regulatory agency set up in the new Broadcasting Act passed recently by Parliament (See page 28).

Appointed as vice-chairman is **Harry J. Boyle**, currently supervisor of CBC radio network features. Boyle started his broadcasting career with CKNX Wingham in 1936, spent a year with *The Stratford Beacon-Herald* from 1941 to '42, then joined the CBC as farm commentator, and became in turn supervisor of farm broadcasts, program director of the Trans-Canada Network before assuming his present duties.

Other full-time members appointed to serve for seven years, along with Juneau and Boyle are:

Mrs. Pat Pearce, who has spent the last 25 years with *The Montreal Star*. She writes the newspaper's broadcasting column.

Harold Dornan, a former Vancouver reporter and editorial writer and advertising executive. He opened his own public relations firm in Vancouver and was appointed to Prime Minister Pearson's staff as press secretary in 1963.

Réal Thérien, a graduate of Laval University in applied science. After work as a research engineer with RCA Victor and the Quebec Telephone Co., he opened his own broadcast consulting firm. He is a director of the

Canadian Overseas Telecommunication Corporation.

Ten part-time members were also appointed, for terms of various lengths.

Appointed for five years are:

Miss Helen James, former supervisor of daytime programming with the CBC, who now works with the Children's Aid Society of Toronto.

Armand Cormier, president of Acadian Industries Limited, Moncton, N.B.

John Shanski, owner of Sprague Distributors Limited, a Manitoba lumber firm, and former chairman of the Manitoba Industrial Development Board.

Appointed for four years are:

Mrs. Gertrude Laing of Calgary, former vice-president of the Canadian Welfare Council and a member of the Bi and Bi Commission.

Dr. Gordon Thomas, a surgeon and supervisor of the International Grenfell Association Mission in St. Anthony, Nfld. He was also a part-time member of the original BBG.

Gilles Marcotte, former newspaper literary critic and head of the Canadian literature department at the University of Montreal.

Dr. Northrop Frye, principal of Victoria College at the University of Toronto.

Appointed for three years are:

Gordon Hughes, president of Ocean Co. Ltd. and Evangeline Savings and Mortgage Co., Windsor, N.S.

Colombe Cliche, vice-president of the Quebec cartage firm, Cliche and Associates Limited, and a member of the Quebec City Chamber of Commerce.

George McKeen of Vancouver, president of Straits Towing Company.

With the exception of Juneau, who is already at his new job, all appointments are effective April 1.

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SIGHT & SOUND by Ian Grant

■■ AN OFFER TO PURCHASE all outstanding shares of British Columbia Television Broadcasting System Ltd., not already held by Selkirk Holdings Ltd., Edmonton; Famous Players Canadian Corporation Ltd., Toronto; and Saturna Properties Ltd., a holding subsidiary of Western Broadcasting Co. Ltd., Vancouver, has been made by the three companies and accepted by the other shareholders. Purchase price totalled \$5,039,481 in cash and Selkirk Class A shares. The transaction is subject to the approval of the BBG (CRTC), the DOT, the Ontario Securities Commission and the Alberta Securities Commission.

British Columbia Television owns CHAN-TV Vancouver and CHEK-TV Victoria.

The transaction would give, in Class A non-voting shares, 43.71 per cent to Selkirk Holdings, 32.95 per cent to Saturna Properties, and 23.34 per cent to Famous Players. In Class B voting shares, 51 per cent would go to Selkirk, 28.68 per cent to Saturna and 20.32 per cent to Famous Players. In preferred shares, 40.70 per cent would go to Selkirk, 33.67 per cent to Famous Players and 25.63 per cent to Saturna Properties.

■■ MURDO MacLACHLAN, president and general manager, CHWK Chilliwack, B.C. was honored February 29,

ANNOUNCEMENT



GORDON H. JONES

E.J. Delaney, Manager, Glen Warren Productions Ltd., announces the appointment of Gordon H. Jones to the position of Sales Manager. Mr. Jones has a broad background in broadcasting, including 14 years with a major Canadian rep house, in both program and air time sales. This appointment is effective immediately.

at the annual meeting of the Chilliwack Chamber of Commerce, for his "substantial contribution to the community in terms of public service in a variety of fields, and over a substantial period of time", and for "providing essential leadership on numerous occasions."

Three days previous, another well-known broadcaster, Russ Ramsay, general manager, CJIC AM-FM-TV, Sault Ste. Marie, Ont., and current president of CCBA, was similarly honored for his community service, being named "Citizen of the Year" by the local B'nai B'rith organization.

■■ COMPLETE AGENCY SERVICE in five major Canadian cities is now offered by Vickers & Benson Ltd. and B.C.-based Goodwin-Ellis Advertising Ltd., following the purchase of the latter firm by V & B. The combined forces of the two agencies will be made available to clients in Montreal, Toronto, Edmonton, Calgary and Vancouver. "Satisfactory arrangements have been worked out with one of the west coast's liveliest and best-staffed firms, now serving a fine list of clients," said Bryan Vaughan, V & B president.

Brian Carter, who has headed Goodwin-Ellis, and was named a senior vice-president, V & B, will manage the western organization of the newly-formed Vickers & Benson, Goodwin-Ellis Ltd.

■■ MARVIN CHASE has been appointed sales manager for CFMQ Regina, Sask., says B.R. Bob Hill, manager of the FM stereo operation, located in the city's Northgate Mall. He heads up a four-man sales force.

■■ H. PETER DUNLOP has been named public relations director for AKO Productions Ltd., Toronto. Formerly with Public & Industrial Relations Ltd., Toronto and Ottawa, as senior consultant and national publicity co-ordinator of the Federal Centennial Commission projects, which included promotion for the Centennial Confederation Train and the eight Caravans, Dunlop will be responsible for the promotion of the firm's national and international film production services.

■■ CANADA'S VOICE OF HOCKEY for over 45 years, Foster Hewitt, 63, denied reports that he was planning to retire at the end of the NHL season. He said he plans only to stop broadcasting Sunday night road games of

the Toronto Maple Leafs. "I definitely plan to continue broadcasting the Leafs' home games Wednesday and Saturday, but those Sunday night road games are out," he said. Foster hasn't missed a Saturday night hockey broadcast in 36 years. He began broadcasting in 1923 and his *Hockey Night in Canada* broadcasts started in 1932. His son, Bill, is the play-by-play announcer for the hockey telecasts.

■■ LATEST ADDITIONS to the sales staffs of Byles, Gibb & Associates Ltd., Toronto and Montreal include Ian B. MacPherson to the Toronto office and Jean-P. Champagne in Montreal. The appointments were announced by J. Bart Gibb, executive vice-president. MacPherson has been active in radio sales for over 12 years, having been with All-Canada Radio & TV Ltd. for almost eight years, prior to which he was with two major market stations, CJCA Edmonton and CKEY Toronto. Champagne, a graduate of l'Université de Montréal, has been active in the radio industry for over 15 years. He was one of the founders of La Publicité Club de Montréal in 1958, and in 1963 he was a founding partner of Bouchard, Champagne & Pelletier Ltée. (B.C.P. Publicité).

■■ THE SALE OF RADIO CFUN LTD., Vancouver, to Radio Futura Ltd., operators of CKVL Verdun, Que., of which Jack Tietolman is president, has been confirmed "on tentative agreement" by CFUN president, Gordon W. Burnett, who is also president of CHOW Welland, Ont. Other CFUN principals involved in the deal include R. E. Redmond, president, CHSC St. Catharines, Ont., and Welland accountant Leo Bruzzese.

The sale is subject to approval of the new regulatory authority of Canadian broadcasting, the CRTC, and is expected to be on the agenda at the April 23 public hearings in Ottawa.

■■ A. J. WYBREW, manager of the CBC's television station in Whitehorse, Yukon Territory, has been elected mayor of the city, defeating Darrell S. Collins, a lawyer. Wybrew received 954 votes to Collins' 422, in the byelection. He had previously won the regular mayoralty contest in December, but the election was declared void when an appeal was made.

■■ MOFFAT BROADCASTING LIMITED has announced that Randall L. Moffat and his sister, Mrs. Donna M. Pryor,

have exercised an option to purchase the controlling interest of their uncle, Jack D. Moffat, in CHAB Limited, owning and operating CHAB AM-TV Moose Jaw, and CHRE-TV Regina.

The company said applications to obtain governmental approval of the proposed purchase were filed March 5. The next hearing of the regulatory agency, CRTC, is scheduled for April 23.

Jack Moffat had previously announced the sale of his CHAB Limited controlling interest to Jim Pattison Enterprises Ltd., subject to first refusal rights of minority interests. Pattison owns a controlling interest in CJOR Vancouver.

Moffat Broadcasting Ltd. owns and operates CKLG AM-FM Vancouver, and CKY Winnipeg of which Randall L. Moffat is president, and CKXL Calgary, of which Donna M. Pryor is president. The company also has a part interest in CHED Edmonton.

■■ VERN CAVANAUGH, former program manager, CKQS-FM Oshawa, Ont. was named station manager March 1. He succeeded Richard Trotter, who left to accept a post with CHIN-AM-FM Toronto.

Cavanaugh, who has been with CKQS-FM for the past two years, was formerly with the news department of CHFI-AM-FM Toronto. He came east from Moose Jaw, Sask. where he worked for CHAB, following a stint with CHCT-TV Calgary, Alta.

■■ E. FINLAY MacDONALD, president, CJCH AM-TV Halifax, N.S., and a director of the CTV network, has been elected president of the 1969 Canada Games Society. His appointment all but completes an organizational structure involving more than 200 volunteers planning for the Summer Games in Halifax and neighboring Dartmouth, in August '69. The Games, first ever held in Canada, will involve about 3,000 athletes from the ten provinces and two territories.

■■ DAVID SHULMAN is the newly-appointed promotion manager at CFCH AM-TV North Bay, Ont. Formerly with CKKW Kitchener-Waterloo, he will be responsible for promotional work for CFCH-TV and Trinor Radio: CFCH North Bay, CKGB Timmins and CJKL-CJTT Kirkland Lake, said Reg Carne, manager, Northern Broadcasting Ltd., CFCH AM-TV.

■■ ACCORDING TO A STORY in *The Toronto Daily Star* from the *Chicago Sun-Times* Service which quoted an article from *Television Digest*, the National Association of Broadcasters will soon make public, probably at its annual meeting, some unpleasant findings from a \$60,000 study of television which the NAB commissioned in 1966.

The research was conducted by the National Opinion and Research Centre of the University of Chicago, which questioned 2,500 persons in 75 cities.

The *Television Digest* article says "The study found that the higher socio-economic group favors newspapers for news, and thinks they're more reliable. The less educated, lower income group favors TV. Both groups relied most on television for national and international news and on newspapers for local and spot news."

The *Star* article went on to list some of the unfavorable statistics reported by the study. Knowing the newspaper industry's passion for lifting figures out of context when it comes to radio and television, everybody would be well advised to wait for the complete report.

■■ VINCENT WASILEWSKI, president of the National Association of Broadcasters, has hit out at the FCC's 'fairness doctrine', saying it abridges the broadcasters' right of free speech.

He told a special House commerce subcommittee in Washington earlier this month that he is convinced that most broadcasters feel the doctrine is legally unsupportable and impractical in operation.

Wasilewski was referring to the FCC's policy statement that a broadcast licensee has an affirmative obligation to afford reasonable opportunities for presentation of contrasting viewpoints on any controversial issue which he chooses to cover.

He said that even without such a legal requirement, he is certain that "the vast majority of broadcasters, if given freedom from governmental domination, would still provide balanced views on important matters."

At the same meeting, William Harley, president of the National Association of Educational Broadcasters, said his group's chief concern is with how the doctrine is administered, since it touches on the borderlines of free speech and thought.

■■ THE 1968 EDITION of the BBDO Audience Coverage and Cost Guide has been released by the media department of Batten, Barton, Durstine & Osborn, Inc., New York.

Now in its seventh edition, the 60-page guide is a source of cost, coverage and audience data for each major advertising medium. Included is information on network television, spot television, radio, consumer magazines and newspapers.

New this year is a section on future media trends, which estimates the percentage of change in costs, audiences, efficiencies and dollars to maintain 1968 levels of advertising in the near future.

While all the data contained in the guide is American, it might prove useful to stations, reps and agencies for comparative purposes. Copies are available for two dollars from BBDO's New York office.

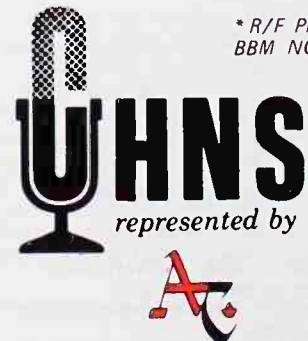


MORE HOUSEWIVES* LISTEN TO CHNS RADIO

... 10% more than to the other two Halifax stations combined (The CPM is more efficient, too).

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

THE ESSENTIAL RADIO BUY
IN HALIFAX STARTS WITH



* R/F PROFILE
BBM NOV. 67

All-Canada Radio & Television Limited

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WINNIPEG
CALGARY
VANCOUVER



NEW YORK
CHICAGO
ATLANTA
DALLAS
HOLLYWOOD
SAN FRANCISCO

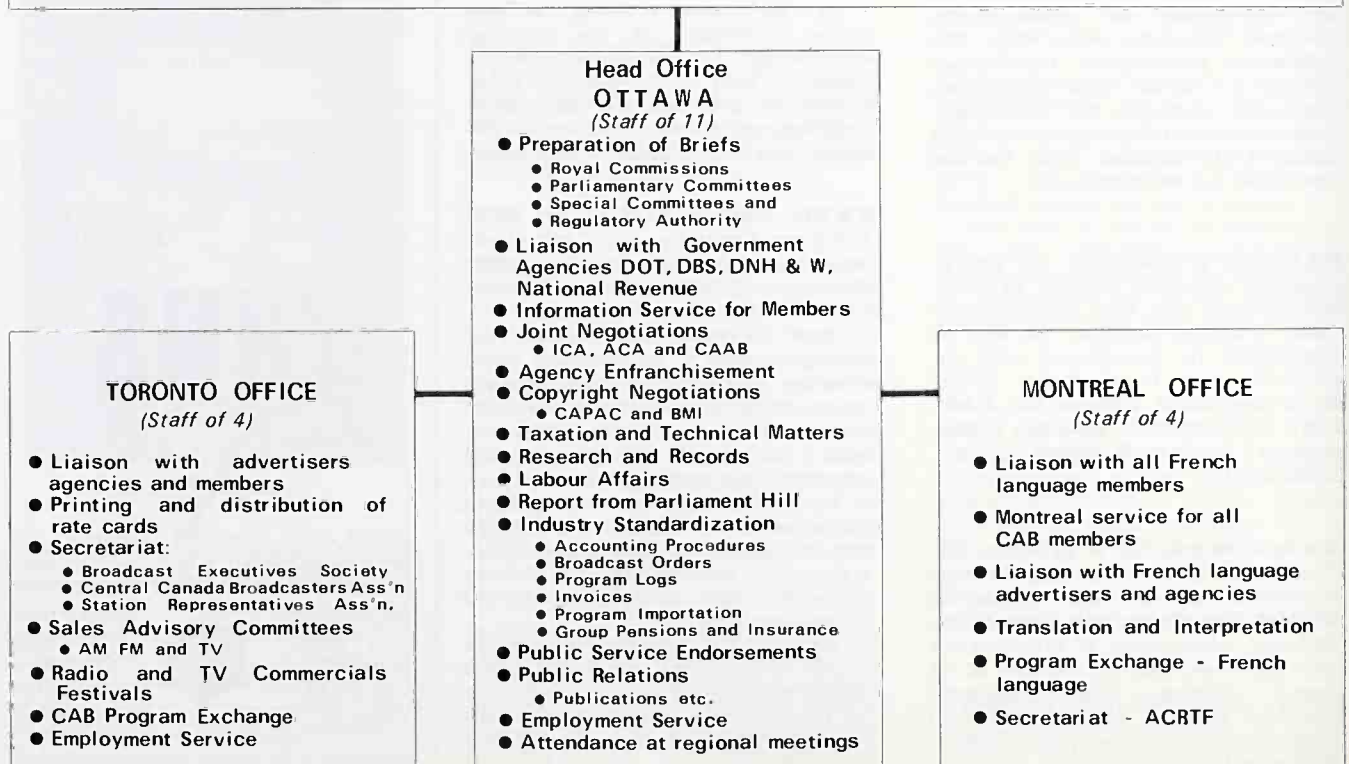


All the resources of an Industrial Empire assuring the independence of 309 Canadian Private Radio & Television Broadcasting Stations

BOARD of DIRECTORS and EXECUTIVE COMMITTEE

Nineteen members of the industry, elected CAB Directors each year by their own regional associations, plan and pilot the national association's course of action, each utilizing his knowledge of the requirements of his own region.

An executive committee of five, appointed by the Board from its own membership, first makes a detailed study of each project, regardless of its origin. After exhaustive examination, it presents its recommendations to the full Board for final action. The Board's decisions are then implemented by the executive vice-president through the national association's staff of seventeen, in the three CAB offices, whose specific responsibilities are listed below.



It's a new ball game now

Announcement of the appointment of the members of the new Board of Broadcast Governors means that the name of the game is no longer just "wait", but has now extended itself into the phrase, "wait and see."

The list of the full-time members has a note of encouragement, because these governors, or commissioners as they will no doubt be called after the proclamation of the new act, have, unlike their predecessors, qualifications indicating experience and knowledge of one aspect or other of what goes to make up the complex broadcasting business.

At the head of it is Pierre M. Juneau, who besides having spent two years on the old board, has an extensive background in the film business. His title is chairman, rather than president as was originally intended.

A veteran who saw service in private radio, CKNX Wingham, before joining the CBC, Harry J. Boyle, is the vice-chairman.

Adept in what has become the major attribute needed in broadcasting, politics, Harold J. Dornan, special advisor to the Prime Minister, is on the list of the three other full-time members.

A newspaper critic of broadcasting noted for outspoken candor is Mrs. Pat Pearce of *The Montreal Star*.

Finally, a broadcast engineering consultant, Réal Thérien of Quebec City, rounds out the full-time list.

It has long been the complaint of the industry that the board called upon to regulate them under the old Broadcasting Act lacked anyone, with the exception of the late Bernard Goulet, with any practical knowledge of broadcasting.

The new act, when it is proclaimed, will definitely remedy this situation, and it should be a matter of gratification to the broadcasters that this development has occurred.

Once again, though, the broadcasting industry, its clients and adherents are on the brink of a changeover in the area of regulation. Once again, they are faced with a fresh crop of regulators, who will need orientation into the ramifications of the business of regulation, however familiar they may be with broadcasting, before they can hope to regulate efficiently or effectively.

This should not, in any sense, be regarded as a reflection upon the actual Canadians who have been selected and have agreed to serve in this particular branch of the public service. It is, however, an intolerable imposition on the members of the broadcasting industry that, less than ten years after they had to cope with the original lack of knowledge of the then new Board of Broadcast Governors, they are faced with the same predicament once again.

Through this past decade, both broadcasters and their regulators have displayed exemplary patience in their dealings with one another, with the result that a rapport has come into being between them which has resulted in a situation where each side has shared the common aim of making broadcasting more desirable, more useful and more generally acceptable to the public, and, at the same time, to the broadcasters themselves.

In our opinion, the establishment of punitive regulatory tribunals, such as the BBG, is basically wrong, because, they tend, beyond all else, to emphasize the negative function of apprehending and penalizing the wrong doers.

It is to the great credit of the outgoing board that, in exercising its powers during its nearly ten years in office, its efforts have leaned the other way, as they have labored,

primarily, towards the protection and encouragement of the many good broadcasters and the good name of their industry.

It is strange but true that this bureaucratic body which came into being to protect the country against the unspecified perils presented by individual broadcasters, has succeeded, not because of an act of parliament, now deemed to have been hopelessly inadequate and impractical, but because of the human understanding of the individuals who made up the BBG, symbolized by its incomparable chairman, Andrew Stewart.

The tendency of government tribunals, given regulatory powers, is to try to establish a Utopian state of affairs, where the good of the public is the only consideration, but without a proper examination of the practicability of causing the materialization of all the benefits which are to be bestowed.

In the case of broadcasting, there are those who feel that private broadcasters should produce more programs of literary or other artistic merit, regardless of how many—or rather how few—members of the audience would take advantage of them.

At the same time, these same critics protest volubly at the amount of advertising stations must carry if they are to be able to pay for these or any other programs.

It is strange, but a fact nonetheless, that many of these critics are arguing for a "cause" rather than their own personal tastes. They are extremely vocal, but numerically insignificant, and their criticism is not worthy of the consideration of a government regulatory body, urged to implement their wishes for the good of the people who would rather continue to watch and listen to the programs they already know.

Boards, such as the Board of Broadcast Governors, and now its successor, the Canadian Radio and Television Commission, are natural prey for this kind of critic, and one of the first tasks of the CRTC must be to learn to discriminate between criticism which is valid and constructive and the fruitless carping that is empty, valueless and impractical.

No book of rules could be written explaining this problem. It is something the CRTC will have to learn to discern for itself, a feat which it can only accomplish after long periods of trial and error.

We recognize the challenge which will confront Mr. Juneau and his Commission, following as they do in the wake of a man who was able to regulate firmly and sternly, yet make friends with his charges.

The Broadcaster pledges itself to co-operate in every possible way with the new Commission, insofar as it acts for the good of the broadcasting industry and its audience.

There are two points we should like to leave with the industry.

First comes our oft-repeated admonition to meet regulation applied from without by applying regulation from within, and so hoist "authority" with its own petard.

Second, and of at least equal importance, is this: Legislation, regulation and all the negative controls imposed on us by Government in ever-increasing degree, can be introduced on only one pretext, and this is to protect all Canadian citizens.

In case it has not occurred to you, Canadian broadcasters are Canadian citizens too.

Will YOU survive?

In this, the second of a series of six articles by Theodore W. Kober, executive vice-president of P-M Psychometrics Limited, the writer takes a hard look into his crystal ball and forecasts some more of the changes and challenges Business will be called upon to face in the not too distant future.

BRIGHT VISTAS OF TOMORROW look wonderful, indeed. Today's pains will be vanquished by drugs, and the pill promises to control our population problems. The oceans will yield undreamed of quantities of food, while the earth's thirst will be slaked by de-salinized water. Computers are to abolish drudgery; atomic reactors will lower the price of energy; satellites promise instant communications, and the three-hour trip to Europe is just a few years away.

Most of us can hardly wait, as we drool with anticipation. However, lest we get carried away with these certain promises of things-to-come, we owe it to ourselves to think about the pains of transition from 1968 to 1975.

Obvious casualties

First of all, the demise of the old-time politician has already started. Lost is the credibility of the arm-waving relic from the mossy political machine. For the under-25 he has become an object for ridicule; for him, it's not just a matter of youth, like Kennedy or Trudeau, it's a matter of intelligence (rather than too many decibels), a matter of patient honesty (rather than election-time promises), and communications-ability during his entire term of office (rather than hand-shaking exposure, at the time of the campaign only).

Secondly, we would predict the exit of the businessman, to whom "Caveat Emptor" represented a creed for his dealings with the buyer. Consumerism does not merely threaten on the horizon; it is here now!

"The corporation will be expected to discharge in a way satisfactory to society its duty to its customers before it thinks of its duty to itself

or its stockholders." These are not the words of John Turner, Federal Minister of Corporate and Consumer Affairs, but excerpts from a recent speech by the executive vice-president of Young & Rubicam, N. Y., William J. Colihan, Jr.

Obvious winners

On the other hand, Canada's sophisticated consumer will support those business-statesmen, whose forward-planning embraces consumer orientation in its fullest sense.

No entrepreneur can go wrong if he does something about guarantees and repair service, if he removes mini-advantages from his products' advertising, if he improves out-moded products and if he begins to trust the consumer's well-developed ability to judge for himself.

Those who learn not to buck obvious trends will be the winners. Among them will be the educator who embraces good ETV as a sesame to better education. And among the winners will be the broadcaster who recognizes clutter for what it is—an insult to the audience and the surest road to commercial suicide through listener-alienation.

Business in transition— automobiles and appliances

Probably, business will be pulled in two opposite directions; giantism at one extreme, and specialization on the other.

Automobile retailing provides a good example. Astute forecasters predict the advent of giant automobile dealers. These will be either factory-owned, or they will be operated by several giant (but independent) corporations, with each of them owning several metropolitan dealerships.

Probably the 300-new-cars-per-year dealer is on his way out; he will starve from lack of capital, or be unable to compete with the pricing of the giants.

Servicing of automobiles—long one of the public's major areas of complaint—might be allied with huge diagnostic centres, or the contemporary factory-owned truck service centre might become the prototype of the passenger automobile service centre of the future.

Traditional methods of retailing household appliances will hardly survive between now and 1975. With apartment dwelling as Canada's impending major mode of living, a large portion of the appliance manufacturers' output will be sold to the construction industry's giants. This, of course, will place the turn-over of many independent retailers in immediate jeopardy.

On the other hand, there is little doubt that the actual number of appliances-per-household will experience remarkable growth, as mechanization of the home expands and as new types of rooms—such as leisure-time "fun" rooms—become common.

Recreation and money

As the work-week becomes shorter, the "fun" days will grow in number. The impending explosion in the travel industry is bound to precipitate several dislocations in the current status-quo. At the same time, travel's hothouse growth will present a host of new opportunities to the innovation-minded marketer. Once again, we expect giantism on one extreme and specialization on the other.

Today's small independent travel agent will find his days numbered. National chains of travel-organizations will become more common.

Announcing:

Metro Net

Have you heard?

MetroNet is coming.

MetroNet. A totally new concept in network broadcast sponsorship. First on CBC.

MetroNet. The efficient new programming idea that hatched from CBC's Limited Network. Watch it grow. It's got big ideas.

Big ideas like four commercial minutes based on programme sponsorship. Four flexible commercial minutes.

First on MetroNet.

Big ideas that make more room for your big ideas. And put them where you want them.

That's MetroNet.

And that's but a worm's eye view of what's hatching.

Your CBC Representative will be calling. He just can't wait to spread the rest of the good news.

CBC  **TV**

Changes in the marketing of beverages (alcoholic and otherwise) are occurring at an increasing clip. Pop and beer, clad in cans, bespeak convenience; also they tend to decrease the retailers' labor costs, because of

joined the staff of CHUM Toronto, where he used to be known as "Steve Hunter", said Mac Lipson, news director. Knight is heard on Saturday and Sunday afternoons as part of the weekend shift.

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"The corporation will be expected to discharge in a way satisfactory to society its duty to its customers before it thinks of its duty to itself

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expect giantism on one extreme and specialization on the other.

Today's small independent travel agent will find his days numbered. National chains of travel-organizations will become more common.

Perhaps, they might franchise local retail outlets, and today's agent might become the backbone of such future travel-networks.

Brand names will become commonplace in the field of travel, and advertising's ability to create mass markets will be brought into full play.

Another symptom of giantism in the travel industry will be the changing role of the carriers. Unhappy with present antiquated marketing practices, we foresee air, sea, and land-transportation companies taking a far more aggressive hand in the marketing of their consumer-oriented travel "packages".

And then there is the matter of money. Marketing of money in Canada has been super-conservative to this date. Granting of credit to the consumer has been grudging; rather than actively selling the use of his money, Canada's banker has always waited condescendingly for the consumer to ask for an appointment, hat in hand. However, the beginning rays of marketing-orientation began to shine about three years ago, as banks and trust companies started to compete in earnest for the depositor's favor.

Coming is the day when these financial giants will utilize new and sharply divergent approaches, and will provide services truly designed to satisfy the consumer. However, some highly intelligent and imaginative planning is urgently needed, if our current institutions wish to survive—at a profit to their shareholders.

Probably, Canadians will require fewer trips to the bank; this, in turn, might reduce the number of branches, as more banking is done via mail, more bills automatically deducted from our accounts—all leading to the advent of a practically cash-less future.

Food and drink

As the home-made apple pie gives way to a mouth-watering, ready-made, trade-marked successor, mother will finally hand in her hair-shirt, accepting, at long last, the fact that needless perspiration is hardly a short cut to heaven. There is no need to "sweat over a hot kitchen stove". Also, with a larger freezer in the home, and with a wider selection of "dry" foods at her disposal, the housewife of the next decade probably will cut the number of weekly shopping trips to a minimum.

And, with the trend to convenience at full tilt, far more take-out meals will be ordered from the restaurant. In this field, too, giants are bound to assume increasing importance. For example, the recent purchase of restaurant chains by General Foods, Pet, and others can be considered as forerunners of the things to come.

Changes in the marketing of beverages (alcoholic and otherwise) are occurring at an increasing clip. Pop and beer, clad in cans, bespeak convenience; also they tend to decrease the retailers' labor costs, because of

the elimination of returns, easier stacking and less breakage.

The advent of several nationally advertised, store-label soft drinks is bound to cause many a heartache to some of the older and less adventurous brands of pop. However, here too, new opportunities beckon and diversification promises to open new roads to profit.

It is not even beyond the realm of possibility that alcoholic beverages—and their government-supervised system of distribution—might move into the supermarket, adopting the techniques of the rack-jobber or the concessionaire.

The road to survival

These years of transition will not be pain-free. Some manufacturers, wholesalers and retailers will wither and disappear. However, new ones will be born.

Realizing that the road to profits lies in providing gratification to the consumer, our new corporate giants will grow through mass-advertising and mass-selling. And as innovating media—with new editorial concepts—deliver audiences at decreasing cost-per-thousand, the more sophisticated consumer of the seventies will be better informed and better served.

Obviously, the answer to survival lies in venturesome forward-planning. The constant shortening of product life-cycles demands constant re-assessment, as the marketplace speeds the demise of the status-quo-seeking manufacturer of the sixties. One question remains: Will YOU survive?

"Tonight" rewrite man joins Goodis, Goldberg

BENNETT DAVIDIAN, a native of Tehran, Iran, who emigrated to the U.S. in 1963, where he became a re-write man with NBC's *Tonight* show, has become a copywriter in the sales promotion department for the Toronto-based ad agency, Goodis, Goldberg, Soren Ltd. Prior to his network appointment in New York City, Davidian studied journalism, industrial psychology and theatre arts at Hamilton College, Clinton, N. Y., and the University of Utah. He has held positions as a copywriter with Prentice-Hall Publishers and Academic Press, New York City, and as a radio-TV director with McKechnie Advertising, Syracuse, N. Y.

MPP Knight rejoins CHUM

ONTARIO MPP RON KNIGHT has rejoined the staff of CHUM Toronto, where he used to be known as "Steve Hunter", said Mac Lipson, news director. Knight is heard on Saturday and Sunday afternoons as part of the weekend shift.

you
can't
beat the
flexibility
of spot
television

Markets are what
you're after
and when you buy
stations selectively
you get the type of
audience you want
through participation
in top rated shows—
shows that deliver big
audiences at a good
efficiency. Only spot
television provides
maximum flexibility
and at the right cost.

For the right stations in
the right markets con-
tact your Paul Mulvihill
representative.



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



GEOFFROY



HUDSON



MARTIN



JOHNSTON

PEOPLE

CHARLES H. GEOFFROY, 42, the new president and managing director of Young & Rubicam Ltd., in Canada, upheld the traditions of his birthright by hosting an Irish reception for key members of the Toronto advertising and broadcast fraternity at Dooley's Restaurant, the day after St. Patrick's Day.

Born in Ireland, Geoffroy emigrated to the U.S. while still in his youth, and was educated there. He holds a B.A. degree from Haverford College, Haverford, Pa.; and he attended the University of Pennsylvania following his term of service in the U.S. army, WW 2.

His wide experience in the advertising field is backed by some 20 years beginning with General Motors (1948-51), and then with the now-extinct Ward Wheelock agency (1951-54). Geoffroy next moved over to Lennen & Newell, where he was responsible for a variety of accounts from 1954-59.

He joined Y & R in New York in 1959, to work on the Lipton account and remained there for six years, becoming an account supervisor in 1964, and being named vice-president in 1965, prior to his transfer to the Los Angeles office.

Geoffroy comes to Y & R's Canadian headquarters in Toronto from Los Angeles, where for two and a half years he was in charge of the Hunt's food account.

He is married, has three children, and lives in Oakville, about half way between Toronto and Hamilton.

For hobbies, when he has "time to relax", he enjoys skiing and sailing.

E.W. "TED" HUDSON, a former newspaperman who entered the advertising agency field 22 years ago, following service with the Royal Canadian Navy,

retires at the end of March, after 14 years with the Leo Burnett Company of Canada Ltd., where he rose to become president.

Hudson, a native of Beamsville, Ont., was educated in the Hespeler public school and at Galt Collegiate, following which he went on to the University of Toronto, graduating in Commerce and Finance.

His first effort in the business world was as a compositor with *The Welland Tribune*, in 1936. He left the paper to take over as editor and publisher of the weekly *Hespeler Herald*, when his father became ill, and continued in this post until he joined the RCN in 1945.

After receiving his discharge from the navy, he joined Spitzer & Mills Ltd., Toronto, serving with them from 1946-49 as an account executive for Colgate's. He left there to join Young & Rubicam Ltd., where for five years he worked on a number of food and drug accounts, and became account supervisor.

Hudson joined the Burnett company in 1954, as account executive for Kellogg's. In 1956, he was appointed vice-president and account supervisor, and in 1959 he was elected a director of the company.

In 1965, Hudson succeeded Hubie Sinclair as president of Leo Burnett Company of Canada Ltd.

He is married and has two daughters.

RON MARTIN, 39, electronics technician and teacher, who has written a number of articles on television operations for trade magazines, has joined Perception Industries Inc., Toronto, as Sales Representative in the overall broadcast field.

Martin, who was born in Toronto, January 21, 1929, received his edu-

cation at Northern Vocational and Northern Secondary School, and Dominion Business College.

He served in the RCAF at Clinton, Ont., from 1950-53, where he was posted to the Electronics and Pedagogy division, and taught electronics.

Following his service with the air force, he joined Stark Electronics, Ajax, Ont., as a technician. After two years with the firm, he became self-employed, doing TV servicing in the Ajax-Whitby area for about three years.

In 1958, he joined the staff of the CBC, as a technical instructor, where he organized and developed training programs on all phases of television broadcasting, including color.

Eight years later, he decided to give up teaching and entered the sales field, spending the past two years as sales representative to the broadcast industry for Richmond Hill Laboratories Limited and Leitch Research and Development Corp., in Toronto.

Martin has written a number of technical articles for trade magazines, and contributes regularly to several publications serving the industry, including *Broadcast & Communications*. He has also written and delivered technical papers for broadcast conventions across the country.

He is a member of the Society of Motion Picture & Television Engineers.

HAROLD C. JOHNSTON has been appointed president of the Leo Burnett Company of Canada Ltd., Toronto-based ad agency, succeeding E. W. "Ted" Hudson who retires at the end of March.

Born and educated in Toronto, Johnston began his career in the advertising field by working in the display business, following his graduation from the U of T. He joined the Toronto office of Paul Guimond, Montreal, and was with the firm until 1950, when he entered the advertising agency of Cockfield, Brown & Co. Ltd., servicing the Ford account.

At Cockfield, Brown he became account supervisor, in charge of the Lever Bros. account, and in turn was appointed vice-president and director of marketing.

Johnston left Cockfield, Brown & Co. Ltd. in June of 1962, to accept the post of marketing supervisor with the Leo Burnett Company.

Within a year after joining the Burnett agency, he was appointed vice-president, and early in 1964 was elected a director of the Canadian company.

In 1967, as part of a major organizational change, Johnston was appointed chairman of the Executive Committee, and became managing director of the agency.

His appointment as president of Leo Burnett Company of Canada Ltd., by the Board of Directors, was announced last week, and became effective immediately.

Johnston is married, and has two sons.

(continued on page 29)

Announcing 16 more reasons why NTV Marketing will never stop starting things for you.

These are the men that will make NTV Marketing start things for you.

They'll put NTV Marketing's research and planning facilities to work finding out what your needs are.

These are communications experts, not just 'space reps'. They're problem solvers. And they make up part of the

progressive, imaginative group of men who are planning for your future marketing needs; more distribution facilities and specially designed distribution techniques to reach more people with your selling information.

Aren't these reasons enough to let us start starting things for you?



BILL DAVIDSON
National Sales Manager

HAROLD BURLEY
Commercial Manager

GARY ZIVOT
Director Research

FERNAND CORBEIL
Manager, Montreal Office



FRANK BABICH
Account Supervisor

BILL BURAK
Account Supervisor

GARY BUSS
Account Supervisor

ROBERT DAWSON
Account Supervisor



DENNIS FITZ-GERALD
Account Supervisor

GARRY HARRINGTON
Account Supervisor

GASTON LEFEVRE
Account Supervisor

LIONEL MORIN
Account Supervisor



DON PILCHER
Promotion Manager CHCH-TV

FRANK HURLEY
Manager Special Sales

LUCIEN LAROCQUE
Manager Special Sales CHLT-TV

ROBERT BUTLER
Promotion Manager

We never stop starting things.

NTV Marketing



A division of NTV Communications Corporation Limited
Une Filiale de Société de Communications NTV Limitée

Impeccable fantasy or down-to-earth reality

by Jerry Goodis



Jerry Goodis is
President of the
Toronto based agency
Goodis, Goldberg,
Soren Limited

I'M FOR REALISM in commercials, but not for psuedo-realism; for fantasy, but not irrelevant fantasy.

There's good stuff on television and there's terrible stuff and I just don't know whether the balance is improving. Sometimes I feel that the number of commercials that make me want to throw up is increasing. But maybe that's only because the guys who do the good work—the Bill Bernbachs, and the Carl Allys—are getting even better, which makes the others seem even worse.

The commercials that make me greenest—with nausea not envy—are those slice-of-life jobs that use unreal actors in unreal household situations which nobody in the world can relate to because nowhere are there households like that. The viewer knows damned well they haven't "interviewed" real people. You can't fool people into believing that a lump of lead is a piece of gold, because they simply scratch it with a fingernail and find it's lead with a thin gold covering. People hate being fooled. Or cheated. Don't you?

To avoid making such disastrous commercials there are a couple of alternatives; either make your "real" situations genuinely believable or else enlist fantasy.

Reality with a twist

For realistic commercials to be effective they don't have to duplicate life slavishly (because that doesn't work either); they need to offer reality with a twist.

The closer a play comes to something you have experienced, the more forceful is its message. Even comedy and farce at their best are close to reality.

Charlie Chaplin's genius was that he portrayed real life and twisted it a little to find the humor in everyday events and relationships. People who write and produce those psuedo-candid commercials don't understand the essence of this.

Dreaming out loud

Advertising in all media can use fantasy effectively. "I dreamed I was

at a bullfight in my Maidenform bra." The advertiser is saying: "We're just kidding and we're dreaming out loud but haven't you ever dreamed like this? And wouldn't it be kinda nice if you could attract a bullfighter?"

There is a commercial on the air for Heinz baby foods. Beautiful! It shows a pregnant woman walking along a beach. It is delicately and tenderly photographed and executed. It's lyricism. After seeing that, young women who are pregnant, first-baby gals, just have to buy Heinz as their first baby food. (I wonder, though, I think I'll ask some pregnant women.)

If that commercial is not selling a lot of baby food, I'll be terribly disappointed. Hats off to the people at MacLaren's who did it.

Now I don't really believe that pregnant girls wander along beaches looking as content as that. This commercial is rather poetic; valid mood to which women, I think, can respond.

Realism with a twist

Closer to realism, but again with a twist, are some recent Volvo commercials. A man takes his wife to a Volvo dealer to get her to agree to buying the car, but when she gets behind the wheel, it turns out she can't drive very well. The car jerks because she has forgotten to put her foot on the clutch, and the salesman nearly has a cat-fit. Of course the situation is exaggerated but it has happened to you, to me or to our neighbors.

Mary Wells has done some great commercials for American Motors, again with real people in real situations twisted slightly, exaggerated, but with just the right touch.

A bunch of guys go into a showroom, get into a car, close the door, turn on the air conditioning. You know they can't afford to buy the car and are being quite nervy. But they are real people. They sit there talking about this car which has air conditioning as standard equipment. They get their sales message across beautifully.

(continued on page 30)

BBG (CRTC)

**FM applications
highlight April 23
public hearings**

COMPETING APPLICATIONS for a new FM station in Hamilton, Ont., each seeking the same frequency of 102.9 mcs., will again be presented to the BBG (CRTC), at their April 23 public hearing in Ottawa, by the operators of two of the city's three AM outlets.

The rival bids are being made by CKOC Hamilton, owned and operated by Wentworth Radio Broadcasting Co. Ltd., the oldest AM station in the city, established in 1922, and by the newest AM outlet, CHAM, formerly CHIQ, established in 1960, and purchased last November 1 by Rogers Broadcasting Ltd., who also own and operate CHFI AM-FM Toronto.

CKOC and CHAM had submitted previous bids at the BBG's November hearing, but they were both turned down with the statement that the Board "was not satisfied with the program proposals of the applicant," in each case. The Board noted that of the three FM frequencies allotted to Hamilton, one is occupied by CKDS-FM, which now provides separate programming 18 hours per day. It is owned by Maple Leaf Broadcasting Co. Ltd., operators of CHML.

Two other FM applications, also from one city, Calgary, will be presented at the April 23 hearing. CFCN AM-TV will seek permission to operate an FM outlet on 102.1 mcs., and CHQR will bid for an FM license on 94.5 mcs.

Calgary now has only one FM station, CHFM-FM, operated by Quality FM Ltd., on 95.9 mcs. The city has five AM and two TV stations.

CKBB Barrie, Ont. will seek to add an FM outlet to its AM operation, owned by Barrie Broadcasting Co. of which Ralph T. Snelgrove is president.

Other applications on the agenda include proposals for CBC-TV repeater stations at Snow Lake, Gillam and Thompson, Man.; a new CBC-TV station at Whitehorse, YT; CBC LPRTS at Parent, Que., Maynooth, Ont., St. Lazare, Man., Fort Chipewyan, Alta., Boss Mountain and Granisle, B.C.; a TV repeater for Brackendale, B.C. to receive programs from CHAN-TV Vancouver; a standby transmitter for CKWS-FM Kingston, Ont.; power increases and antenna site changes for CHYM-FM Kitchener, Ont. and CKDA Victoria, B.C.; an antenna site change for CFDR Dartmouth, N.S.; and a stock transfer for CHVD Dolbeau, Quebec.

March 28, 1968

PERCEPTION Delivers...



... FIRST 8 TRACK SCULLY TO RCA VICTOR RECORDING STUDIOS.

Perception is pleased to be a part of the great advance in recording as produced by RCA Victor with the —

New 280 Scully with advanced features, new add-on-modular design console, Scully engineered plug-in head assembly, plug-in amplifier cords, plug-in-relays and solid state electronics.

Many other Scully models for your particular requirements. For information call or write

perception
PERCEPTION INDUSTRIES INC.,
NEW YORK ■ 274 CHURCH STREET, TORONTO 2 ■ OTTAWA
416-363-9141

Federal or provincial? Whose baby is ETV?

DON JAMIESON, Liberal member for Burin-Burgeo, has told the Commons broadcasting committee that disputes between the provincial governments and the proposed Canadian Educational Broadcasting Agency over broadcasting agreements could wind up in Parliament's lap.

The proposed agency would apply for and hold broadcasting licenses, provide the facilities for educational broadcasting and deal with the provincial educational authority designated by each province.

It would make agreement with these authorities, subject to approval by governor-in-council. Educational television licenses would be issued by the Canadian Radio and Television Commission, to be set up under the new Broadcasting Act.

Mr. Jamieson said that since the CRTC could not revoke a license for educational broadcasting, it could not arbitrate disputes. Under the proposed system, he said, the matter could be referred to the Secretary of State's office, with the federal minister asked to arbitrate on a matter involving provincial jurisdiction.

Pierre Juneau, the new chairman of the Board of Broadcast Governors (CRTC) told the Commons committee that "theoretically" this might be a serious problem.

If the CRTC considered a case and took a definite stand, however, it would have considerable impact on the interpretation of an agreement "unless it was such a vast political problem it would be outside the commission's jurisdiction anyway".

Juneau said all such questions

were being thoroughly discussed, adding, "one would suppose agreements between the provinces and the agency would be clear. Agreements would be policed on a day-to-day basis by the agency, but normally little policing would be needed."

The BBG chairman said that educational television is part of the whole field of educational technology and differs from conventional broadcasting. It would be dangerous for educational television to be dominated too much by conventional broadcasting traditions. It should come under a separate agency rather than the CBC.

A new departure, he said, did not

have to be an expensive one. "You can have a large plan but decide to implement only five per cent of it."

Since very high frequency (VHF) channels are becoming scarce in Canada, Juneau feels that in most cases there would be considerable debate on whether they should be reserved for educational television as some people have suggested.

The Commons committee, studying a federal proposal to provide money to build educational television facilities, will report on its findings after State Secretary LaMarsh appears before it, probably during the next session of Parliament.

BBG wants more comprehensive statements with more information on station operations

OTTAWA — THE BOARD OF BROADCAST Governors is proposing to get fuller financial statements from all broadcasting stations. It also intends to set a single financial reporting period for all stations, effective this year.

The new regulations will be discussed at a public hearing of the board opening in Ottawa April 23rd.

An official said the proposed regulations would set up a uniform reporting system for every station. New reporting forms would also require more information on station operations.

At present, he said, stations file

financial statements whenever their fiscal years are completed. Setting a uniform reporting period for all stations would simplify the situation and give the board a chance to make better comparisons of one station's performance with another.

Under the new Broadcasting Act recently passed by Parliament, the Canadian Radio-Television Commission, which is to succeed the BBG, will have the power to issue broadcasting licences directly. It also will be able to set individual conditions of performance for each licensee.

The official said more comprehensive operating reports are needed to enable the board to do this.

GROUP ONE ATLANTIC

BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS — ONE ORDER

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

GROUP ONE RADIO LIMITED

MONTREAL 932-8357 TORONTO 923-0919 WINNIPEG 942-1892 VANCOUVER 682-6391

TV stations and movie theatres to promote Hollywood Oscars

27 CANADIAN TV STATIONS, and the full CBC English Television Network, will show special film clips of nominees for the annual Academy Awards, during programs scheduled the week prior to the telecast of the star-spangled event from Hollywood, April 8.

Publicizing the much-heralded presentations of the *Oscars*, arrangements were made by Charles S. Chaplin, vice-president and Canadian television general manager, Warner Bros.-Seven Arts Ltd., Toronto, for the film distributors concerned with the nominations for Best Picture, Best Actor, Best Actress and Best Song, to prepare two-minute film clips to be distributed free of charge to TV stations wishing to use them.

Chaplin, who won special acclaim from the film industry last year for his promotion of the annual Awards show, has contacted TV and radio stations, as well as theatres, across Canada with his promotional plans for this year's event.

He said many TV stations will conduct their own Academy Awards shows, of various types, all using the special film clips. Chaplin also arranged for personal appearances of people involved in the motion picture distribution and exhibition end of the business on some of these shows. He himself will be a guest on CHCH-TV Toronto-Hamilton for two shows, *Hot Line*, 11:40 p.m.-1:00 a.m. April 1, and *Get Going*, 6:30-8:00 a.m. April 3.

The CBC English Television Network will conduct a panel discussion as to potential Academy Award winners, and show the film clips, on *Take Thirty*, 3:00-3:30 p.m., April 8. The actual telecast of the presentations will be seen the same evening, on the full CBC TV network, from 10:00 p.m. to midnight.

Chaplin said many radio stations are conducting Academy Awards programs, and, in some cases, special contests, with concentration on the nominations for the Best Song.

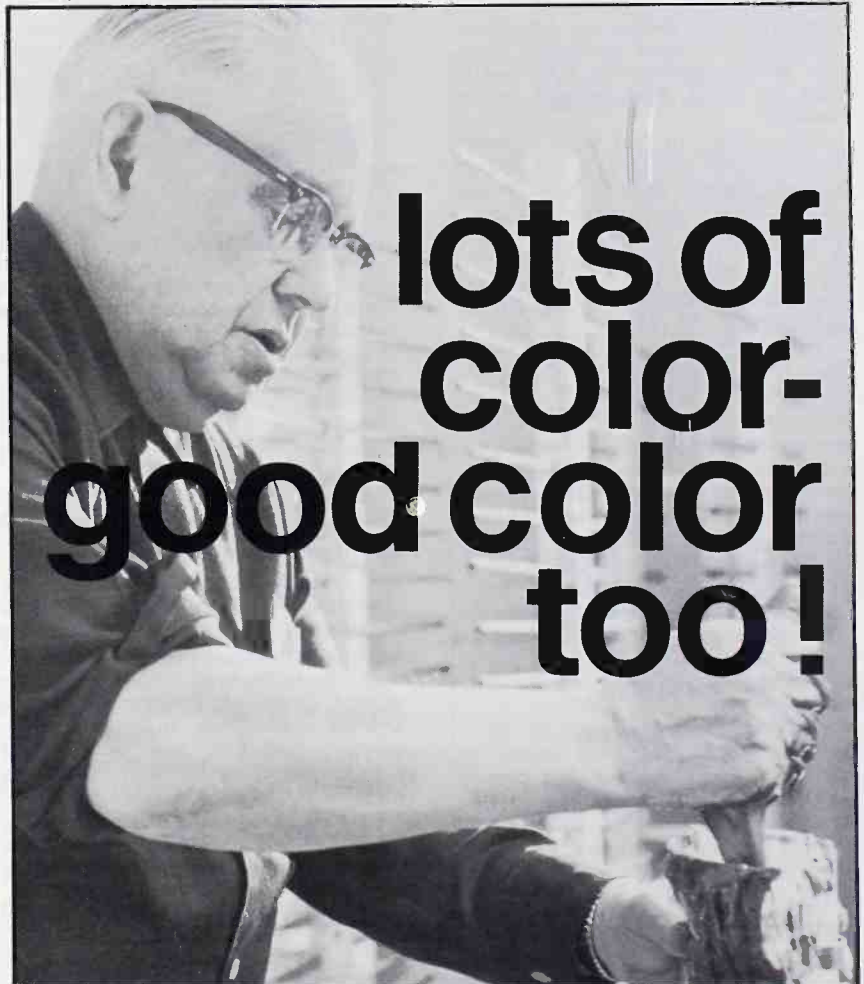
Theatres across Canada were contacted with the suggestion that they try to arrange to buy spots in, or sponsorship of, these Academy Awards programs to advertise their current attractions.

Stations participating in the presentations-promotion include, in addition to the CBC and CHCH-TV: CKVR-TV Barrie, Ont.; CHCT-TV Calgary; CBXT-TV Edmonton; CJCH-TV Halifax; CFCR-TV Kamloops; CKWS-TV Kingston; CJLH-TV Lethbridge; CKCW-

TV Moncton; CHAB-TV Moose Jaw; CKCK-TV Regina; CFCH-TV North Bay; CHOV-TV Pembroke; CHEX-TV Peterborough; CKAR-TV Port Arthur; CKPG-TV Prince George; CKMI-TV Quebec City; CKRD-TV Red Deer; CBNT-TV St. John's, Nfld.; CFQC-TV Saskatoon;

CJIC-TV Sault Ste. Marie; CKSO-TV Sudbury; CJCB-TV Sydney; CFCL-TV Timmins; CKEK-TV Victoria; CBWT-TV and CJAY-TV Winnipeg.

Stations still wishing to participate should wire or phone Chaplin at WB/7A, Toronto: (416) 364-7193.



"My wife and I watch a lot of television—and we're very pleased with the color quality and the programs on Channel 10," says Olin Brown, private candy-maker of Stratford, Ontario. CFPL-TV programs 51½ hours of color weekly—another reason why we can say . . . CFPL-TV serves Western Ontario—*completely*.

 **CFPL-TV
LONDON
CANADA**

275 CBC newsmen will vie with 50 CTV-ers for convention coverage

FOCUSsing THE SPOTLIGHT of Canadian interest on next week's Liberal Convention in Ottawa, radio and television will muster all its forces to provide the most complete, intensive and comprehensive coverage of such an event ever brought to the electors.

The public, in fact, will probably be kept better informed of the crucial political drama unfolding in the Ottawa Civic Centre than many of the delegates thronging the huge arena will be. The Big Eye of television and the Big Ear of radio will turn the event into one of personal involvement for each and every citizen of Canada.

The CBC, determined not to be beaten in coverage of the year's biggest event, will throw a field force of 275 into the arena, and spread them out around Parliament Hill. This crew will include production, clerical, technical and editorial staff, experienced news reporters and political analysts. They will work on live radio and TV coverage for the CBC English and French networks, the CBC International Service on a world-wide scale in eleven languages, the CBC Northern Service and numerous news and public affairs specials to be broadcast after the convention.

CBC-TV plans to use 13 color cameras, plus four portables. In addition there will be four-camera mobile units stationed at the Skyline Hotel and the Château Laurier, where most of the delegates are headquartered.

Executive co-ordinator for the English-language CBC coverage of the convention will be Ray Hazzan, with William Harcourt executive producer for TV and Bernard Campin for radio. The CBC's veteran Parliament Hill observer, Norman DePoe, will be anchorman for a hand-picked crew of reporters and commentators, with senior national affairs reporter Ron Collister heading an array of reporters on the convention floor and with the leadership candidates.

Warner Troyer heads an opinion panel of commentators and analysts including Charles Lynch, chief of Southam News Services, Ottawa; Claude Ryan, editor of *Le Devoir*; and Pauline Jewett, former Liberal MP, now with Carleton University. Other interviewers will be political pundit Peter Regenstreif, with Stanley Burke and Larry Zolf of the CBC.

Tom Earle will anchor the CBC Radio news crew for the three big days.

Templeton to anchor CTV

In contrast to the corporation's overall crew of 275 people, the CTV network will attempt to duplicate its highly-acclaimed coverage of the PC convention by deploying a carefully-picked crew of 50 throughout the Ottawa area. This will include reporters, directors and mobile unit crews. The CTV will use five fixed cameras and two "creepie-peepies", for full color coverage, said Charles Templeton, director of news and public affairs, who will also be

executive producer and anchorman for the event.

The "big name" personalities backing up the CTV reporting of the entire convention will be headed by Pierre Salinger, Toronto-born newsman, who is best known for his role as former press secretary to Presidents John F. Kennedy and Lyndon B. Johnson. Salinger, brought to Toronto especially for the occasion, has been writing a column of comment on the upcoming convention for *The Toronto Telegram*. He will join CTV's team of commentators for the Ottawa coverage, along with Templeton, Tom Gould, Pierre Berton, Blair Fraser and Scott Young.

Templeton is a former Liberal candidate, himself, Gould is the CTV network's anchorman in Ottawa, and moderates the network show *Canada 101*. Fraser is Ottawa editor for *Maclean's Magazine*, Berton is a well-known TV interviewer and Young has been a long-time editorial commentator on the Canadian scene.

Salinger, who "knows politics inside and out", said Templeton, will assess and compare the situation involving "the grassfire popularity of Pierre Elliot Trudeau as a desire in young Canadians for a JFK type leader who will establish a Kennedy image in government." Salinger, "who was personally involved in the making of the Kennedy image", will compare it with Trudeau's.

He will also interpret the growing Americanization of our political conventions and bring his views on the "no-holds barred struggle for the top job in Canadian political life."

500 newsmen want in

More than 475 newsmen have applied for press credentials to cover the convention, and officials said this figure does not include photographers or TV technicians. The final total will probably top 500.

Topping it all off is the closed circuit television network set up in Ottawa by one of the candidates for Prime Minister, the Hon. Allan MacEachen, whose campaign committee bought up the only CCTV channel available in Ottawa at a cost of \$10,000.

MacEachen's committee plans to broadcast live throughout the con-

(continued on next page)

N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

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MONTREAL 29 QUE.
CABLE: PAPPACO

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

TORONTO
433 Jarvis St.

WINNIPEG
171 McDermott

All-Canada commemorates founder with awards



Stuart MacKay (centre) president of All-Canada Radio & Television Ltd., and Peter Harricks (to the right of MacKay) president of the Broadcast Research Council, chat with the five judges of this year's Harold Carson Research Awards. From left to right: Peter Hunter, representing the Institute of Canadian Advertising; Jerry Beckerman, representing the Professional Marketing Research Society; Frank Buckley, president of the Broadcast Executives Society; John Robertson, president of the American Marketing Association and Murray Philp, president of the Canadian Advertising Research Foundation.

TO RECOGNIZE ORIGINAL and meaningful contributions to the science of broadcast research and to encourage individual Canadians to participate in the study of a field of great significance to the communications industry, All-Canada Radio & Television Limited has created The Harold Carson Research Awards in memory of the pioneer broadcaster and founder of their company.

Consisting of two cash awards of \$250 each, they will be offered every two years in two categories—one within the educational field, open to students and faculty, and the other to individuals or groups engaged in the application of broadcast statistics.

The awards will be administered by the Broadcast Research Council. Closing date for submissions this year will be September 30 and June 30 in subsequent years.

(continued from previous page)

vention, using the ID of the health minister's initials, AJM-TV, to reach delegates in the four major downtown Ottawa hotels.

Plans are to broadcast from 7:30 a.m. far into the night, with a news and variety show, convention activities, and interviews.

Hundreds of feet of film have been shot on MacEachen delivering policy statements across the country, and clips will be shown frequently. The set-up will reach the Château Laurier, Lord Elgin, Skyline and Beacon Arms hotels, and advertising in every hotel room, will inform delegates: "For full convention coverage watch channel AJM-TV".

Sponsors were eager to grab availabilities on the CTV network, for the convention coverage. Jack Graham, vice-president and media director, Spitzer, Mills & Bates Ltd., said he moved fast to sew up co-sponsorship of CTV coverage with Colgate-Palmolive Ltd. The Ford Motor Company of Canada grabbed the other half, making the buy through J. Walter Thompson Co. Ltd., said media director Harry B. Glass.

An interesting note

Plans for the U.S. networks to cover the two presidential nomination conventions include a force of 800 from NBC and 700 from CBS, mainly technical staff.

CFCN-Radio to S&T

CFCN RADIO, CALGARY, owned and operated by the Maclean Hunter Publishing Company Ltd. has appointed Stephens and Towndrow as its national sales representatives effective the end of April.

The station is currently handled by Radio and Television Representatives Limited who will continue to look after national sales for CFCN-TV.

BBG's retired chairman to chair Alberta Universities Commission

DR. ANDREW STEWART has retired as chairman of the BBG and has been appointed chairman of the Alberta Universities Commission, succeeding Dr. W.H. Swift, who retires next month.

The appointment was announced in Edmonton by Alberta's Minister of Education, Raymond Reierson.

Dr. Stewart went to the University of Alberta as a lecturer in agricultural economics in 1935, and was president of the university from 1950-58 when he left to accept the BBG post.

In 1965, he conducted a special study of Junior Colleges for the Alberta Legislature.

CJBQ RADIO

LIVELY
ACTIVE
COMMUNITY
RADIO

WELCOMES THESE NEW INDUSTRIES

- SUPERIOR ELECTRIC
- ALLIED CHEMICAL
- INTERNATIONAL COOPERAGE
- MOORE BUSINESS FORMS
- FABRICON

THE VOICE OF THE
BAY OF QUINTE
BELLEVILLE AND
TRENTON ONT.

ask Byles-Gibb

NEWSCAST

ASSOCIATIONS	18	FM	20	TALENT	26
COMMERCIALS	18	INTERNATIONAL	22	TECHNICAL	26
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ASSOCIATIONS

SIXTY-SEVEN ENTRIES, for news reports aired during '67, have been received for competition in the annual awards made by the Radio and Television News Directors Association of Canada, for excellence in broadcast journalism. This is almost double the 34 entries of last year, when the awards were established, said A.G. Bert Cannings, news director, CFCF AM-TV, CFQM-FM, Montreal, president of the national association.

The RTNDA presents two separate awards in each of the fields, each honoring an outstanding news service personality; "Charlies" honor Charlie Edwards, general manager, Broadcast News Ltd.; the "Dans" are in memory of the late Dan McArthur, who organized and was first chief editor of the CBC News service.

For spot news coverage, the "Charlies" will be presented to a radio and a television station, which, in the opinion of the judges, displayed enterprise and thoroughness in the reporting of a news event in regular newscasts during 1967. 34 entries have been received for this category, 22 for radio, 12 for TV.

For documentaries or news specials, the Dans will go to a radio and a

television station, which the judges decide has best shown enterprise and thoroughness in any news program prepared by a news department and presented outside of regular newscasts. 33 entries will compete for this award, 22 for radio and 11 for TV.

Regional awards will also be made in each of five geographical areas, to be presented at their respective area meetings: French section, at Victoria-ville, Que., April 19-20; Central Canada, at Kitchener, Ont., May 16-17; The Prairies, at Lethbridge, Alta., May 23-24; British Columbia, at Port Alberni, May 30-31; Atlantic, at Halifax, N.S. June 14-15.

Regional winners will receive scrolls, and their entries will be judged in competition for the national awards which will probably be presented at the RTNDA convention in Los Angeles, Calif., November 19-23.

HEADING THE TORONTO CHAPTER, American Marketing Association, for 1968-69, will be Peter Perry, *Weekend Magazine/Perspectives*, with George Forster, McKim/Benton & Bowles Ltd. as president-elect. Both were given an acclamation, in nominations for office.

John C. Robertson, Market Facts of

Canada Ltd., is the outgoing president.

Also receiving acclamation to their respective offices were Ed Britney, Young & Rubicam Ltd., as treasurer, and Jane Rae, Ronalds-Reynolds & Co., who was returned as secretary.

Nominated for the post of vice-president, to which two will be elected, are: Mitch Kostuch, Southam Business Publications Ltd.; Brad Wylie, Wylie Marketing Services Ltd.; and John Voudouris, McCann-Erickson of Canada Ltd., all of whom were directors for 1967-68.

Eight of ten nominees will be elected directors for the '68-'69 term. Candidates include Tom Lamont, Paul Grenfell, Dr. Paul McPherson, R. Harris, Emil Borra, Jo Bliss, John MacDonald, Geoffrey Mitchell, James Grieve and Michael O'Grady.

John S. Bull, Colgate-Palmolive Ltd., chairman of the nominating committee, presented the slate at the chapter's March 25 meeting, at the Park Plaza Hotel.

COMMERCIALS

AN INVESTMENT OF \$2,000 for a 13-week flight of spot announcements on CFRA Ottawa, is proving "most successful" for Jim Baskin's White House Motor Hotel in nearby Renfrew, said Stan Edwards, vice-president and general manager, Anthony M. Franco of Canada Ltd., Toronto, who handles the account.

Baskin is most enthusiastic about his commercials, which use the catch line "Call the White House on the Hot Line", said Edwards. It's a "strictly radio" account, he said, "since Baskin feels the personality touch involved through radio is most important to his business."

RESTRAINT OR MODIFICATION of advertising, whenever it may be considered "unacceptable in terms of honesty, adequacy, taste, or other characteristics as may be agreed upon", through power vested in a proposed federal agency, has been recommended by a Prairies Royal Commission.

The Batten Royal Commission, headed by Judge Mary Batten of Saskatoon, is studying consumer problems and inflation in Manitoba, Saskatchewan and Alberta. The commission said any attempt to prevent the misuse of

CKY IS NO. 1 IN WINNIPEG & MANITOBA

BBM proves it!*

*Fall 1967 Weekly Circulation Total Adults Tuned.

CKY is Manitoba's favourite daytime radio choice and BBM ratings prove it! That's because people like to listen to personalized adult radio... they respond to "talk" programs like Bill Trebilco's "Bi-Line" Kay Wise on "Tradio" and "Party Line".

Reach the largest Manitoba daytime audience... put your selling message "in the centre of things" on CKY. No. 1 in Manitoba.

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

In the centre of things
WINNIPEG/50,000 WATTS/MANITOBA



the 16mm camera that's making news with T.V. newsmen

**Beaulieu R16-ES . . .
with 200 ft. reel-to-reel
magazine, double
system sound attachment
and rugged "run-all-day"
quality.**

The superb technical quality, the many outstanding features, the versatility and built-in ruggedness, make Beaulieu R16-ES the greatest thing that ever happened to a T.V. news operation.

Read the features and you'll see why.

- **Synchro-pilot:** A Beaulieu patented alternator driven by camera motor and connected by cable to a tape-recorder's sync head, forms an amazingly light-weight, accurate, easy-to-handle "picture with sound" recording outfit.
- **Synchro Switch** to preselect the 2-64 fps range or the 24/25 fps range providing a film speed stability for . . .
- **Synchro-pilot** for perfectly synchronized sound.
- **Photocell:** high-precision behind-the-lens CdS cell with indicator visible in viewfinder.
- **Viewfinder:** high luminosity reflex mirror set at 45° on the guillotine-type shutter. 10:1 image magnification.

Accepts 16mm C mount lenses and most 35mm lenses including the world renowned Nikkor lenses with Beaulieu adapter rings.

Available with 3-lens rotating turret, or fixed mount for zoom-type lenses. The Beaulieu R16-ES could be a real news-maker on your station. For further information write to: Beaulieu Division, Anglophoto Ltd., 160 Graveline Street, Montreal, Quebec.

- **Speeds:** electronically regulated from 2 to 64 fps. Eight calibrated speeds: 2, 4, 8, 16, 24 or 25, 32, 48, and 64 fps.
 - **Remote Control:** for operation up to 600 ft. Optional: radio receiver which starts and stops camera by f.m. transmitter.
 - **Power supply:** Professional nickel-cadmium batteries with 12-15 hundred-ft. capacity; or pocket nickel cadmium batteries 6-8 hundred-ft. capacity. Batteries recharge from car battery through cigar lighter (adaptors available).
 - **Counters:** Footage, graduated in feet and metres. Frame, graduated from 0 to 100.
 - **Special Effects:** Single frame device regulates shutter speeds from 1/5 to 1/80 sec for animation and scientific filming. Time-Lapse photography by means of an intervalometer, or pulse system. Macro and micro photography with adapter rings, extension tubes and microscope.
- *Weight: 4 lb. 6½ oz. without lenses.

Beaulieu

advertising would have to be made at the federal level. It advocated the establishment of such an agency, with power to force advertisers to restrain or modify their announcements if and when such action may be required.

The report added: "Provincial regulation...would have little effect other than to re-allocate advertising expenditures to media originating outside the province."

The commission also said it could see no justification for any comprehensive set of controls or special taxes on advertising.

Since the aim of the advertiser is to highlight the strengths of his products and shadow or hide their weaknesses, the consumer should be aware of this before deciding whether to buy.

"The consumer needs more information. Advertisers have information to purvey. Somehow the two needs must be fitted together," the report said.

Consumers would be ill-advised to assume that most advertisements were designed to mislead or confuse them, the report concluded. "Some confusion no doubt exists. Some fraud could also no doubt be found. But, without the assumption, which this commission does not accept, that sellers are

ANNOUNCEMENT

CFCN-TV CALGARY APPOINTMENT



Herbert G. Marshall

Mr. Ted Chapman, Vice President/Manager, CFCN Television Limited, is pleased to announce the recent appointment of Herbert G. Marshall as General Sales Manager of CFCN-TV, Calgary.

Mr. Marshall brings to CFCN-TV an extensive background in Broadcasting Sales as an Account Executive, and more recently, as Vice President (TV), Radio-Television Representatives Limited, Toronto.

In addition to his media sales and management experience, Mr. Marshall directly participated in broadcast industry sales committees on the development of television advertising in Canada.

CFCN TELEVISION LIMITED

generally dishonest, generalized intent to mislead or misinform can hardly be alleged."

EDUCATIONAL TV

HARD-AND-FAST POLICY DECISIONS involving educational television should be delayed by the Federal Government for several years, CBC president George Davidson told the Commons Committee on Broadcasting March 14. The committee is studying a government proposal for the establishment of ETV facilities.

Making his first parliamentary appearance since his appointment in January, Davidson told the committee "a great many questions about such programming remain to be answered". Until they were resolved, he suggested that the Federal Government expand its ETV programming by making greater use of existing broadcasting facilities. He said it should not plunge immediately into any capital construction projects involving new stations or networks to handle ETV programs.

Davidson said the CBC does not want to "stake out any particular claim or to assert any vested interest" in the development of ETV. But the corporation is "heavily engaged already" in ETV work, and, rather than setting up a new Federal agency to administer ETV, it seemed more sensible to "build on what we have", perhaps by putting ETV under a special CBC branch.

He said that the CBC had considerable ETV experience and had been working for years with provincial and national educational bodies. This "would do much to ensure the success of any interim arrangement or agency" and would provide a firm foundation for establishment of a future separate ETV agency if parliament decided on such a course.

Davidson said committee hearings have demonstrated that the experts and professionals in education do not agree on what shape Canada's ETV system should follow. Some favored development of an ETV service within the CBC network, others suggested that educational broadcasting be left in the hands of each province, while some wanted a new system with the programs selected by the provinces.

He noted that Ontario had estimated \$23 million as the cost for an ETV network to cover the province and Saskatchewan had estimated \$13 million.

Don Jamieson, Liberal MP (Burin-Burgeo), president, Newfoundland Broadcasting Co., CJON AM-TV, St. John's, CJCN Grand Falls, and a past president of the CAB, asked about a high-speed system that would allow much more material than usual to be sent to the school recorders during a regular station's overnight "down time."

James P. Gilmore, CBC vice-president, planning, said this is "one of the definite possibilities" being investigated.

Committee chairman Robert Stanbury, Liberal MP (York-Scarborough), asked whether the CBC fears a whole series of "provincial CBCs" might grow out of ETV and eventually replace the present national system.

Davidson said he does not think the CBC would be destroyed by provincial networks operating on "the more limited concept" of ETV, concentrating mainly on instructional programs for students. But, if the ETV stations moved into the field of general enrichment programs of the kind now done by the CBC, the Federal Government probably would have difficulty in giving adequate financial support to both ETV and the CBC. "It did not appear sensible," he said, "to set up a new system that would duplicate and overlap what the CBC is doing."

FILM

21 NEW CANADIAN SALES of Warner Bros.-Seven Arts TV feature films, and three TV specials, have been reported by Charles S. Chaplin, vice-president and general sales manager of the company's Canadian operations.

Stations purchasing the feature film packages, Volumes 7 through 12, and The Fast 23, included: CHCT-TV Calgary; CJDC-TV Dawson Creek, B. C.; CKRS-TV Jonquière, Que.; CFCM-TV and CKMI-TV, Quebec City; CKRD-TV Red Deer, Alta.; CBLT-TV and CFTO-TV, Toronto.

The TV specials, *Boston Symphony at Tanglewood* and *The Six-Day War*, were bought by the CBC, CKPR-TV Port Arthur, Ont., and CKRD-TV Red Deer, Alta.

FM

MAKING A TOTALLY NEW APPROACH to FM programming, CKLG-FM Vancouver began airing "a brand-new sound in Canadian radio," on March 16, which Don M.E. Hamilton, station manager, CKLG-AM-FM, says involved a total and complete commitment to "The New Music".

Hamilton said the change-over in his station's FM programming developed "an entirely new concept in broadcast that will give the existing FM listener an alternative sound to other radio stations, and attract thousands of new listeners who have been unable to hear the kind of music they want on either their AM or FM radio in this (Vancouver) area.

"This move is a further extension of CKLG's AM policy of total youth involvement in the market under 24 years of age," he said, "and is designed specifically to attract a different segment of youth in the general age group from 20 to 30." CKLG-AM took over the "top rock" spot in the Vancouver area about a year ago.

"In combination with the existing AM profile," said Hamilton, "we anticipate our new FM profile will give

the two stations a totally youth-oriented picture covering the broad spectrum of all phases of youth between 12 and 30 years of age."

He describes "The New Music" as "not something merely to dance or listen to, it is in a sense no less than an expression of a way of life...it is a combination of sounds that reflect a generation—the generation between 20 and 30. It's a combination of the Surfing sound, the Motown sound, the New Folk sound, the Blues Bands, and the West Coast sound."

Hamilton said "radio stations—as a general rule of thumb—played very little of this music, partly because they didn't think it was commercial enough, partly because it was often thought to be too controversial, and partly because too many of the songs tended to be too long."

On CKLG-FM, he said, "the music is going to be played, uninterrupted, with two commercial breaks on the quarter-hour periods—to a maximum of eight commercials per hour. Talk will be at an absolute minimum with virtually nothing more than the title or artist being mentioned on the quarter-hour breaks."

Hamilton noted that "under the BBG regulation in licensing FM stations, we must have 20 per cent of our time on the air devoted to the Classics. So we have taken the position that for The New Music there is only a limited audience available before 10:00 a.m.—and this is where we have chosen to play the Classics."

He said CKLG-FM "further anticipates that the first rating that we will get on this new approach will be in the summer BBM rating, and there will be even less audience for this music available before 10:00 a.m. during the summer. This backs up our decision to place the Classics in the morning show. However, with the exception of this four-hour period, where we must conform to regulations, we are going to make the total commitment to The New Music—16 hours a day!"

USING "INCIDENTAL RADIATION", a U.S. radio station has been picking up the FM signal of a Canadian station for simultaneous broadcasting to its AM audience. KSLU Canton, N.Y. is making 54 hours a week of the programming from CFMO-FM Ottawa available to some 2000 members of the staff and student body of St. Lawrence University, plus approximately 3000 residents of Canton, through the "Incidental Radiation Device" method.

KSLU is the independent voice of St. Lawrence University, located at Canton, in northern New York State, close to the Canadian border. It is approximately 80 miles from Ottawa. To use Incidental Radiation, KSLU feeds the primary power circuits of the community directly, by the use of capacitors, providing a signal up to one hundred feet from neighborhood power lines. Thus I.R.D. enables Canton AM listeners to hear CFMO-



THE SYMBOL OF OUR INFLUENCE

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

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

Represented by Radio & Television Representatives Ltd.

CFQC · 600 · TV8

SASKATOON · SASKATCHEWAN

FM's programs reflected from their local power lines, at 640 kcs.

Although "prohibited in Canada, under the noise section of DOT regulations", said Doug McGowan, director, sales merchandising, CFRA-CFMO, Ottawa, this method of broadcasting "is permitted in the U.S., under the Incidental Radiation section of the FCC code." Article 15.4-C of the FCC regulations determines Incidental Radiation as "A device which radiates radio frequency energy during the course of its operation, although the device is not intentionally designed to generate radio frequency energy." Hence, the use of power lines for such a purpose.

McGowan notes that, as well as providing a program service for KSLU, CFMO-FM programs are carried on closed circuit by campus radio stations at the University of Ottawa, and Potsdam State Teachers College at Potsdam, N.Y.

"In addition, CFMO-FM is carried by most CATV systems in Eastern Ontario and Western Quebec. Some of these CATV systems include Skyline, Ottawa; Ottawa Cablevision, Ottawa; Laurentian Cablevision, Hull, Que.; Videotron in Gatineau, Pointe Gatineau and Buckingham, Que.; and is soon to be scheduled in Pembroke and Deep River, Ont."

CFMO-FM is owned and operated by Radio CFRA Ltd., and broadcasts on 146,000 watts at 93.9 mcs., from 150 Isabella St., The Queensway, Ottawa.

BGG APPROVAL has been recommended for an FM outlet for CJAT Trail, B.C., owned and operated by Kootenay Broadcasting Co. Ltd.

The application, presented at the February 6 public hearing in Ottawa, proposes an FM outlet operating on a frequency of 106.7 mcs. with a power of 12,600 watts.

INTERNATIONAL

TV HAS BEEN REJECTED AGAIN by the South African Government, which refuses to step in line with most other countries of the world and start a national television service of its own, allegedly to leave the way open for more important national developments. South Africa is the only industrial nation that does not have a TV network.

Its citizens, however, who have the highest movie-going figures in the world, said a *Reuters* Cape Town dispatch, are aware that most of the underdeveloped nations in Africa and Asia have had television for many years.

The question of television for South Africa was raised in the House again on March 5, but the new Minister of Posts and Telegraphs was as firm in rejecting the idea of a national TV network as was his predecessor.

The pretext for the government's objection is that a national network would cost too much. The minister said a three to four hour daily service over ten stations would cost 24.5 to 36 million dollars while the cost of a 24-hour nationwide service would be incalculable.

He said there were far more important priorities to spend money on, naming industrial development and defense as two specific needs.

It was felt by observers that the government's real objection to tele-

vision, which must necessarily be mostly in the English language, is that it would threaten the Afrikaans language.

A NEW BROADCASTING SYSTEM, the Greek Radio-Television Society Anonymous, has been formed to replace the state-run National Broadcasting Institute in Greece.

The official announcement from Athens said the new company would be owned by a partnership of the Greek state, the state-controlled public power corporation, the Greek Tele-Communications Organization, the National Bank of Greece, and the Independent Commercial Bank of Greece.

The announcement said a draft bill drawn up by the Ministry to the Premier's Office, which controls news media in Greece, set up the new company along the same lines as the Italian Radio and Television Organization.

Monthly subscription fees to the new Greek broadcasting company will be added to the individual electricity bills of the citizens.

Total annual revenue from subscribers is expected to reach about \$9,300,000, the announcement stated.

All broadcasts will emanate from Athens, with 17 TV stations and FM stations located in strategic areas of the country relaying the signals.

International bids have already been sought for construction and technical equipment. It is expected that the TV and FM stations will be ready to start normal programming by the spring of 1969.

The TV station will operate on a signal of 250 kilowatts with the power of the FM station to be established at 150 kilowatts.

ANNOUNCEMENT

COCKFIELD, BROWN DIRECTORS



D. J. ANGIER



B. A. HAWKINS

At the recent annual general meeting of Cockfield, Brown & Company Limited, D.J. Angier and B.A. Hawkins were elected Directors of the company. Mr. Angier and Mr. Hawkins are Vice-Presidents and Directors of Creative Services in the Montreal and Toronto offices, respectively.

NETWORKS

THE CBC ENGLISH TV NETWORK will carry the two-hour *Oscar* presentations during the 1968 color-televised Academy Awards show, Monday April 8, from 10:00 p.m. to midnight. Kodak is again the sole sponsor.

Bob Hope will emcee his 14th *Oscar* performance, which will be the 40th annual Academy Awards presentation.

Kodak will use its 12 minutes of commercial time to promote photography to an estimated 68 million viewers in the U.S. and Canada. The "how to" theme will keynote a series of messages ranging from amateur picture-taking to the use of photography in medicine and education.

The Canadian agency involved is Baker Advertising Ltd., Toronto.

PROGRAMMING

THE CANADIAN PREMIERE of a most unique television campaign has been launched in the province of Quebec. It is unique because it is bilingual,

and for the first time presents a game show, *Télé-Quilles*, on two French stations, and a completely different game show, *Super Bingo*, on two English stations, with a supermarket distributing bilingual participation cards with the French program on one side and the English program on the other side.

Launched March 24 in the Montreal and Quebec City market areas, on a 13-week basis, by Leo Clavir Productions Ltd., Toronto, for IGA supermarkets, the campaign provides total coverage of the French and English markets in these two cities.

It is receiving "more publicity on the 13-week series than all other TV programs combined", said Leo Clavir, "reaching probably the largest combined audience of supermarket shoppers of every description ever assembled for one promotion in Quebec."

Clavir said a total of \$50,000 in prizes will be offered. The campaign began with a full-page newspaper promotion, with a weekly follow-up. Hundreds of thousands of folders were delivered from door-to-door. Half a million participation cards are distributed weekly telling the public where and when to watch the program and participate. Huge posters are displayed in over 100 supermarkets, and it's all backed up by intense on-air promotion throughout the campaign.

Cash prizes of \$5, \$25, \$100 and \$1,000, plus two color TV sets, are offered weekly, with a grand prize of a Peugeot 404 station wagon.

The French program *Télé-Quilles* (bowling) is a highly-popular live sports show, now in its fifth year, reaching 255,000 homes, over CFTM-TV Montreal, Sundays, 5.00-6.00 p.m. (198,000) and CFCM-TV Quebec City, Sundays, 4.30-5.30 p.m. (57,000).

The English program is a half-hour color bingo show, in which the viewers at home play along with the studio audience and a weekly duo of Hollywood stars selected from 26 top TV, stage and screen celebrities.

Super Bingo is telecast on CFCF-TV Montreal, Sundays, 4.00-4.30 p.m. and on CKMI-TV Quebec City, Mondays, 6.30-7.00 p.m.

The program actually started as a live program on CFTM-TV Montreal, for IGA, which went on for about three years, said Clavir. "Out of this we eventually made a pilot film in color, took it to the United States and finally closed a deal with J & H International of Chicago (largest U.S. game distributors) with the end result that 13 half-hours in color were produced last year for world release.

"*Super Bingo* in its new format kicked off in Miami and Los Angeles in the fall of '67, and is in, or has played in, about 15 markets up to this date. The Quebec Province presentation is the Canadian premiere."

CKTS SHERBROOKE, QUE. has launched another farm program, believed to be the only open-line farm show in Canadian radio, in co-operation with the Department of Extension, MacDonald College, Que. Heard weekly, 7:45-8:00 p.m. under the provisional title of *Eastern Townships Farm Forum*, the show invites listeners to call in with questions which the panel of experts attempts to answer on the air.

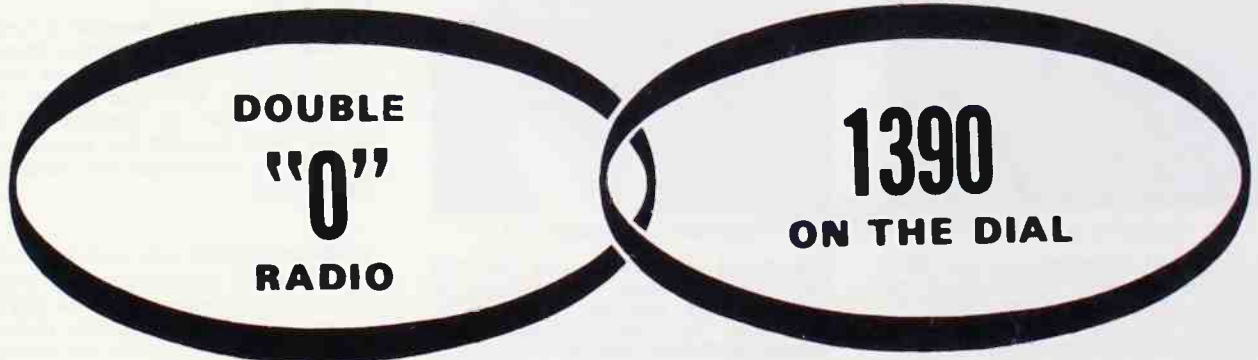
Moderated by Galen Driver, of the Extension Department, who comes from the area (Richmond-Danville), the panel includes a couple of staff members from the agricultural division of the College, and a local agriculturist, farmer or staff member from the Dominion Experimental Farm, at nearby Lennoxville, invited to sit-in on the panel each week, as they discuss a specific topic.

Following introduction of the panel members, and announcement of the week's topic, the listeners may call in questions which relate to the subject under discussion. If more calls come in than the one program can handle, they are taped immediately following the program, for airing the following week.

Mark Waldron, Extension Director, also a native of the area (Sawyerville), says it is hoped to extend the program to a half-hour. He said the Farmers' Association in the Sherbrooke area have organized several groups to listen to the program, discuss the

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TORONTO
839-1390

OSHAWA
942-1390

24 HOURS DAILY WITH 10,000 WATTS

topic and submit questions both by phone and letter.

Waldron also noted that CKTS was instrumental in beginning a daily, Monday through Saturday, five-minute morning program for rural listeners. This, too, was planned and is produced by the Extension Department of MacDonald College. *An Ear to the Ground* is still going strong, he says, and has a very loyal following among the rural people in the area. It began in 1965.

PROMOTION

FOURTEEN RADIO STATIONS in 13 of Canada's largest cities participated in a seven-week on-air promotion for the Walter M. Lowney Co. Ltd., Sherbrooke, Que., under the theme of **ABUCKALOWNEYLABEL**. Foster Advertising Ltd., Montreal, handled the account.

The contest which involved stations, disc jockeys and retailers, was the largest promotion ever undertaken by the company, and represented an investment of over \$100,000 in immediate increased candy bar sales, they said.

From February 19 through March 22, almost 1,000 listeners cashed oversized cheques from Lowney's, in

exchange for candy bar labels, which disc jockeys invited listeners to send in. Four times a day, six days a week, a letter was drawn by the d.j. which rewarded the winner with a dollar for every label submitted.

Prize money was doubled for specific labels, with certain top-selling bars, grouped as "The Live Five", bringing two dollars each for their labels.

In addition to the large amount of air time purchased by Lowney's, the promotion received further bolstering through the direct involvement of the stations and the disc jockeys. The oversized cheques, approximately one foot by two feet, included a photo of the d.j., and the name of the radio station. Each was signed by the disc jockey and could be cashed on a special account at a specific Royal Bank of Canada branch in each city.

The cross-Canada promotion ended with the presentation of a grand prize in each city, a "jet-set" nine-inch TV set, with the winner to be announced by each station, as the lucky letter was drawn from the total mail received during the five-week contest.

Stations and disc jockeys participating in the promotion included: CHNS Halifax, N.S. (Eric MacEwan); CKCV Quebec City (Marcel Roussel); CHLN Trois Rivières (Marcel Thivi-

erge); CJMS Montreal (Michel Desrochers) and CFOX Pointe Claire-Montreal (Roger Scott); CFRA Ottawa (Al Pascal); CHUM Toronto (Brian Skinner); CKOC Hamilton, Ont. (Dave Charles); CHLO St. Thomas, Ont. (Paul Ski); CKRC Winnipeg (Gary Hart); CKCK Regina (John Walker); CKXL Calgary (Don Lloyd); CHED Edmonton (Bob McCord); CKLG Vancouver (Ray Hennessy).

CFRA OTTAWA once again proved the power of radio as a sales vehicle when a Saturday flight of 17 commercials, aired during a special remote by the station's morning man, "General" Grant, literally cleaned out a restaurant's take-out chicken service for its grand opening.

Doug McGowan, CFRA promotion director, said Macies Steak House had customers lined up for seven hours on Saturday as a result of their remote broadcast for the opening of this new service, and moved 8,752 pieces of chicken. Also, between 7:00 a.m. and 9:00 p.m. they served 800 pieces of chicken in their dining room.

On Sunday, at 6:30 p.m., McGowan said Macies "chickened out", after moving some 5,000 pieces and serving 600 sit-down dinners. He said the restaurant sent out urgent appeals for more chicken but was unable to obtain any in Ottawa and district. On the two days they served 15,152 pieces of chicken. "They're sold on radio," said McGowan.

ANNOUNCEMENT

CTV TELEVISION NETWORK LTD.



GORDON F. KEEBLE

The Board of Directors of the CTV Television Network is pleased to announce the election of Gordon F. Keeble to the newly created post of Chairman of the Board and Chief Executive Officer. A career broadcaster with broad radio, advertising agency and television experience, Mr. Keeble was Executive Vice-President and a director of the company from its founding in 1961, and CTV's President from September, 1965. Mr. Keeble's primary responsibility in his new function will be long-range planning required by the demand for a greatly expanded private television service across Canada.



MURRAY H. CHERCOVER

The Board of Directors of the CTV Television Network is pleased to announce the election of Murray H. Chercover to President and Chief Operating Officer. Formerly Executive Vice-President and General Manager of the company, Mr. Chercover joined CTV following his tenure as Vice-President of CFTO, Toronto. He brought an extensive background of production and administration in professional radio, theatre and television to the Network through experience in these fields both in the U.S. and Canada. His responsibilities now embrace all facets of the Network company operation with continuing emphasis in the areas of programming and sales.

CKNW NEW WESTMINSTER, B.C. promoted February 29, Leap Year Day, as "a leftover day" and staged a one week contest in which the "extra" day was given away to a listener.

Some 2000 entries were received, and from these a winner was announced, with a billboard proclaiming February 29 as Stella Natyshak Day in Vancouver. She also was showered with gifts.

The contest also awarded a number of other prizes, one every hour throughout the day, including a major award of a 23 cubic foot food freezer. The billboard idea of announcing the winner even brought the promotion a mention by *Vancouver Sun* columnist Denny Boyd.

CJMS MONTREAL has just concluded a cash award contest centered around "Le Grand Numéro 9" (The Big 9), using the number of Maurice (Rocket) Richard, ex-hockey star of the Montreal "Canadiens". Richard personally hosted the seven-week promotion on the station.

The contest offered listeners the opportunity to win up to \$999 each hour, nine times daily, Monday through Friday.

Nine non-competitive sponsors participated in the "Big 9" promotion, which offered \$9.00 for answering the phone, \$90.00 for having the featured product of the hour on hand, and \$900.00 if the person who answered

Buyers will read and keep these issues -



Pre ACA, CAB Convention issue & 1968 Spring Directory

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

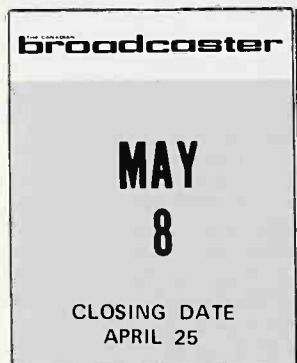
For ACA delegates, who will receive a copy prior to their opening session, it will contain a thorough rundown on the entire three day meeting, background on speakers, a guide to hospitality suites and other items of interest.

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

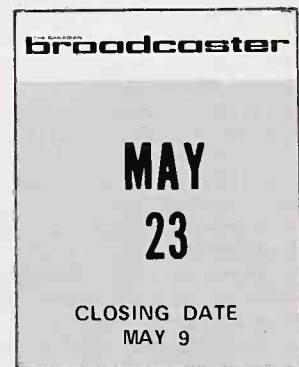
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Advertising deadline - April 11.



Post ACA



Post CAB

Convention issues

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THESE IMPORTANT ISSUES. FOR THE ADVERTISING
SPACE YOU WILL WANT, WRITE WIRE OR PHONE COLLECT:

**THE CANADIAN
broadcaster**

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

topic and submit questions both by phone and letter.

Waldron also noted that CKTS was instrumental in beginning a daily, Monday through Saturday, five-minute morning program for rural listeners. This, too, was planned and is produced by the Extension Department of MacDonald College. *An Ear to the Ground* is still going strong, he says, and has a very loyal following among the rural people in the area. It began in 1965.

PROMOTION

FOURTEEN RADIO STATIONS in 13 of Canada's largest cities participated in a seven-week on-air promotion for the Walter M. Lowney Co. Ltd., Sherbrooke, Que., under the theme of ABUCKALOWNEYLABEL. Foster Advertising Ltd., Montreal, handled the account.

The contest which involved stations, disc jockeys and retailers, was the largest promotion ever undertaken by the company, and represented an investment of over \$100,000 in immediate increased candy bar sales, they said.

From February 19 through March 22, almost 1,000 listeners cashed oversized cheques from Lowney's, in

exchange for candy bar labels, which disc jockeys invited listeners to send in. Four times a day, six days a week, a letter was drawn by the d.j. which rewarded the winner with a dollar for every label submitted.

Prize money was doubled for specific labels, with certain top-selling bars, grouped as "The Live Five", bringing two dollars each for their labels.

In addition to the large amount of air time purchased by Lowney's, the promotion received further bolstering through the direct involvement of the stations and the disc jockeys. The oversized cheques, approximately one foot by two feet, included a photo of the d.j., and the name of the radio station. Each was signed by the disc jockey and could be cashed on a special account at a specific Royal Bank of Canada branch in each city.

The cross-Canada promotion ended with the presentation of a grand prize in each city, a "jet-set" nine-inch TV set, with the winner to be announced by each station, as the lucky letter was drawn from the total mail received during the five-week contest.

Stations and disc jockeys participating in the promotion included: CHNS Halifax, N.S. (Eric MacEwan); CKCV Quebec City (Marcel Roussel); CHLN Trois Rivières (Marcel Thivi-

erge); CJMS Montreal (rochers) and CFOX Montreal (Roger Scott); (Al Pascal); CHUM Skinner); CKOC Hamilton (Charles); CHLO St. Thon (Ski); CKRC Winnipeg (John); CKCK Regina (John); Calgary (Don Lloyd); C (Bob McCord); CKLG V (Hennessy).

CFRA OTTAWA once again power of radio as a when a Saturday flight cials, aired during a s by the station's mornir eral" Grant, literally restaurant's take-out cl for its grand opening.

Doug McGowan, CF director, said Macies St customers lined up for s Saturday as a result o broadcast for the openi service, and moved 8, chicken. Also, between 9:00 p.m. they served chicken in their dining

On Sunday, at 6:30 p said Macies "chickene moving some 5,000 piec 600 sit-down dinners. restaurant sent out urge more chicken but was ur any in Ottawa and dis two days they served of chicken. "They're s said McGowan.

ANNOUNCEMENT

CTV TELEVISION NETWORK LTD.



GORDON F. KEEBLE

The Board of Directors of the CTV Television Network is pleased to announce the election of Gordon F. Keeble to the newly created post of Chairman of the Board and Chief Executive Officer. A career broadcaster with broad radio, advertising agency and television experience, Mr. Keeble was Executive Vice-President and a director of the company from its founding in 1961, and CTV's President from September, 1965. Mr. Keeble's primary responsibility in his new function will be long-range planning required by the demand for a greatly expanded private television service across Canada.



MURRAY H. CHERCOVER

The Board of Directors of the CTV Television Network is pleased to announce the election of Murray H. Chercover to President and Chief Operating Officer. Formerly Executive Vice-President and General Manager of the company, Mr. Chercover joined CTV following his tenure as Vice-President of CFTO, Toronto. He brought an extensive background of production and administration in professional radio, theatre and television to the Network through experience in these fields both in the U.S. and Canada. His responsibilities now embrace all facets of the Network company operation with continuing emphasis in the areas of programming and sales.

CKNW NEW WESTMINST moted February 29, Leap "a leftover day" and week contest in which day was given away to a

Some 2000 entries v and from these a wi nounced, with a billboard February 29 as Stella in Vancouver. She also with gifts.

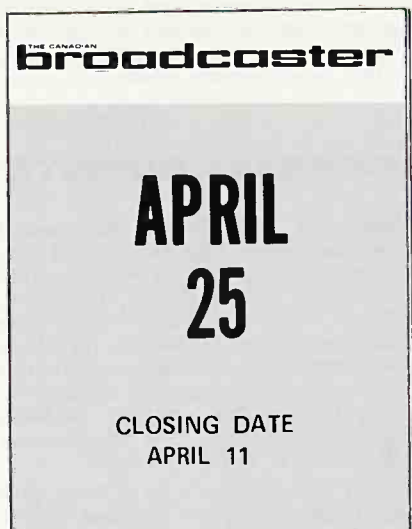
The contest also awa of other prizes, one ever out the day, including of a 23 cubic foot fo billboard idea of ar winner even brought th mention by *Vancouver* Denny Boyd.

CJMS MONTREAL has j a cash award contest o "Le Grand Numéro 9" using the number of Ma Richard, ex-hockey star ("Canadiens"). Richard p ed the seven-week pro station.

The contest offered opportunity to win up hour, nine times daily, M Friday.

Nine non-competitive sponsors participated in the "Big 9" promotion, which offered \$9.00 for answering the phone, \$90.00 for having the featured product of the hour on hand, and \$900.00 if the person who answered

Buyers will read and keep these issues -



Pre ACA, CAB Convention issue & 1968 Spring Directory

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

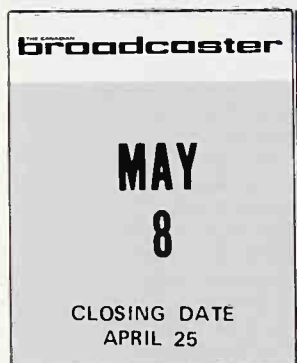
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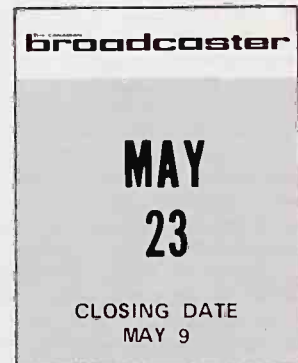
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THE CANADIAN
broadcaster

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

had all the eight other sponsored products in the home. Each person called thus had the chance to win a total of \$999.00 in cash.

Allan Slaight, president, Stephens & Towndrow Ltd., the station's representatives, told *The Broadcaster* CJMS had three \$999 winners the very first day!

An intensive on-air saturation campaign built up interest for two weeks prior to the launching of the contest. A full-page in color each week, for seven weeks, in *Le Petit Journal*, Montreal tabloid, was supported by a heavy daily schedule of radio promos, to urge Montrealers to participate. Thousands of explanatory brochures were distributed to independent grocery stores and supermarkets throughout the greater Montreal area giving details of the promotion, and the products which were featured.

TALENT

NEWEST RECORDING STAR on the Canadian Talent Library roster is a versatile, young Winnipegger, Ray St. Germain, whose CTL release, \$5098, is soon to be matched by a commercial recording on the RCA Victor label.

St. Germain's many talents as an all-round entertainer, musician, impersonator, singer and composer have contributed much to his success as a Canadian star. He began his musical career at the age of ten when he took up the accordion. By the time he was 13, he had switched to the guitar and formed his own band, a group called *The Country Cats and a Kitten*, playing to one-nighters around his home province of Manitoba.

His first broadcasting experience was gained through CJOB Winnipeg, where he appeared on *The Western Hour*. In 1959, he entered into coast-to-coast competition on the CBC *Talent Caravan*, which he won by popular (listener) vote.

St. Germain then expanded his repertoire to include popular songs, and after a round of guest TV appearances, in 1964 he was invited to become host of the CBC's *Music Hop Hootenanny*, which ran for three years.

To support his singing on his new release, CTL commissioned another Winnipeg musician, arranger and composer, Bob McMullin, to come up with twelve arrangements especially written for St. Germain's own style. McMullin was also invited to Toronto to conduct an orchestra of twelve men for the recording session. The Hames

Sisters were engaged to provide vocal accompaniment.

St. Germain's ability as a song writer is brought out in two numbers which have been given their first recordings: *Everybody Has To Fall In Love Sometime* and *One*.

The Canadian Talent Library now lists 132 stations across Canada as subscribers to its service, with three more expected to be added shortly.

TECHNICAL

A NEW VIDEO RECORDER has been introduced by Philips Electronics Industries Ltd., Toronto. The lightweight, solid state Model EL 3403 is of professional quality, uses one-inch video tape and is easily portable since it weighs only 45 pounds.

The EL 3403 has stop motion, slow motion and audio dubbing facilities. Tapes are fully interchangeable.

Optional accessories are available for color recording and playback, off-air recording, and use of standard receivers for playback.

The new unit offers facilities and characteristics normally associated with much more expensive video recorders. The EL 3403 sells for \$3060, or \$2500 for those customers who are duty and tax exempt.

AN EIGHT-INCH COAXIAL CABLE, the largest in North America, is now being manufactured by Andrew Antenna Co. Ltd., Whitby, Ont.

The new 8" Helix air dielectric coaxial cable extends the advantages of flexible cable to very low attenuation or very high power applications in which formerly only rigid transmission lines could be used.

The installed cost of 8" Helix cable is estimated to be one-third less than that of 6 1/8" rigid lines.

Type HJ10-50 cable has an attenuation of .027 dB/100 feet at 30 MHz and 0.15 dB/100 feet at 600 MHz. For HF communications, it exhibits a single side band PEP rating of 200 kw with an antenna VSWR of 3:1. For VHF or UHF television, Type HJ10 Helix cable is available up to 1,700 feet, terminated with 6 1/8" EIA connectors.

It is cut to length, factory tested and guaranteed to specific customer requirements. Installed VSWR figures of 1.05 for Channels 2 through 6, and 1.08 for Channels 7 through 13 may be attained. Transmitter power rating of the cable ranges from 250 kw at TV Channel 2 to 70 kw at Channel 35.

LISTING A COMPLETE LINE of broadcast audio equipment for use in AM, FM and TV studio and mobile operations, McCurdy Radio Industries Inc., Toronto, has just issued a new four-page illustrated folder describing its various consoles and components.

Equipment shown in the folder includes dual-channel stereo consoles, a portable as well as a mobile audio console, solid-state plug-in universal audio amplifiers, monitor amplifiers and variable equalizers, pre-wired jackfields, a solid-state intercom system for use primarily in TV stations, and a TV audio production console.

McCurdy's main plant and Canadian headquarters is located at 108 Carnforth Rd., Toronto 16, Ont. The U.S. plant is at Danvers, Mass.

COMING EVENTS

March 29: SME Toronto, Management Seminar, Royal York Hotel, 9:00 a.m. Speakers: Dr. Eugene Jennings, *The Individual Executive*; Dr. Thomas A. Staudt, *The Corporation*, both from Michigan State University. Luncheon speaker: Richard Salzmann, directing editor, Research Institute of America. Registration fee: \$50.00, includes seminar, luncheon, and after-seminar cocktails. B. Marsh, 927-2871.

April 3: Young Men's Ad & Sales Club of Toronto, Peppio's Restaurant, 6:30 p.m. Ad Night.

April 9: Advertising & Sales Club of Toronto, Royal York Hotel, 12:30 p.m. Speaker: Harry Rosier, senior vice-president, planning & development, Abitibi Paper Co. Ltd.

OBITUARIES

SIMON L'ANGLAIS, prominent French-language radio and television writer, director and producer, died March 6, in Montreal, following a lengthy illness. He was 49.

A younger brother of Paul L'Anglais, head of the well-known station rep firm, Simon was born in Quebec City, in 1918. Educated in Rimouski, and at the University of Montreal, where he obtained his LL.B., he was a member of the Montreal Bar and the Canadian Bar Association.

He started in radio, in 1939, and became a director and producer for his brother's firm, Radio Program Producers, Montreal. He became known for his direction of several popular radio series of the '40s, such as *La Mine d'Or (Share the Wealth)*, *Ceux Qu'on Aime*, *Taxi No. 13*, *Café-Concert Kraft*, *Les Amours de Ti-Jos*, *Hotel Central*, and others.

In 1946 he started an office for the translation and writing of commercial publicity, and devoted much of his time to the production, writing and directing of advertising campaigns.

HOYLES, NIBLOCK AND ASSOCIATES

BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

AM • FM • TV

160 LAURIER AVE. WEST, OTTAWA 4, ONT.
3110 BOUNDARY ROAD, VANCOUVER 12, B.C.

CATV • ETV

TELEPHONE 613—237-1038
TELEPHONE 604—437-1141

What does an NTV Marketing man do for a living?

First of all, let's tell you what he doesn't do.

He doesn't come when you don't want him.

He doesn't stroll into your office with only a list of availabilities and an order pad.

He doesn't forget your needs. He doesn't "fake it". He doesn't think you're obligated to do business with him. He doesn't bomb out on you when you need him most. And he doesn't expect you to do all the work when he knows he has the knowledge to help you.

Those are some of the things he doesn't do for a living.

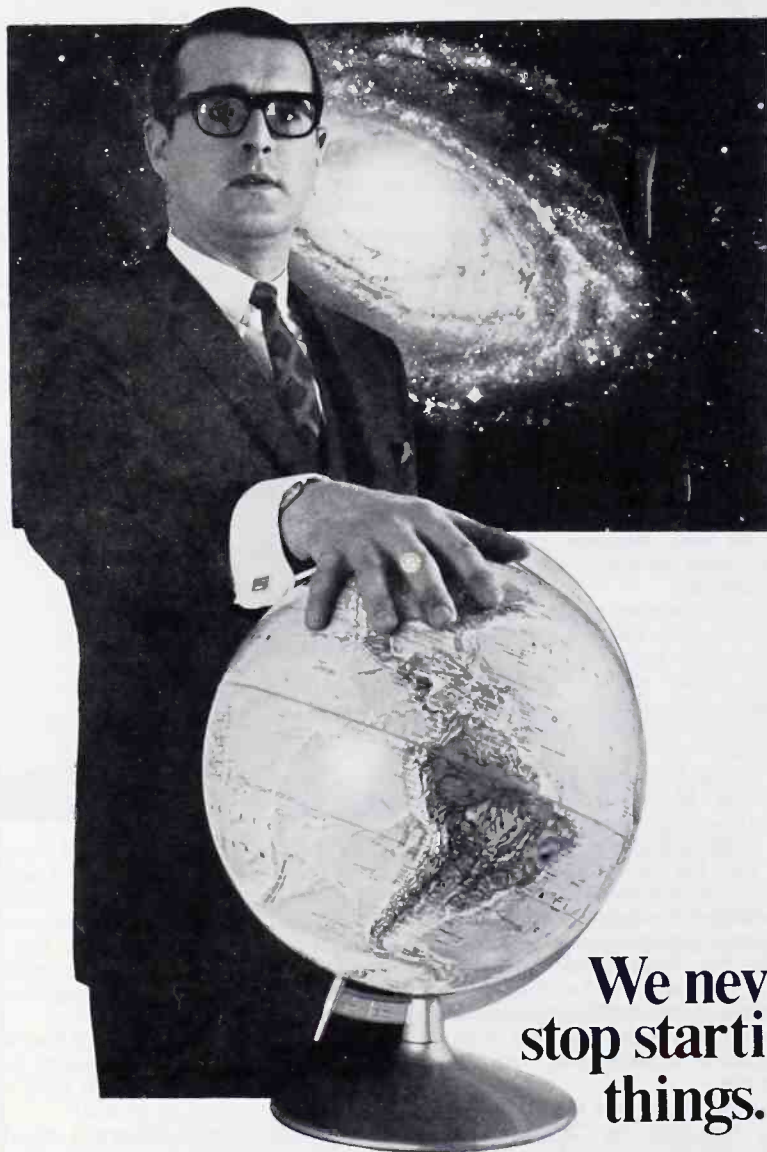
Now what does he do.

He will put NTV Marketing's research and planning facilities to work finding out what your needs really are. He'll help you decide whether you should be using any one (or a combination) of NTV's unique media items like Super-spot or Orbit plans or realistically priced 30's or prime time equivalents.

He'll talk to you about communications as well as spots.

He'll tell you what Canada's space communications will mean to you. He'll explore the potential of "seconds" as a commercial entity. He'll tell you the latest developments in United Program Purchase concept and in the key French and English markets served by CHLT-TV and CHCH-TV. In fact, he'll introduce you to a whole new world of ideas in communications. And a whole new way to start things.

What does he do for a living? He works like a dog. For you.



**We never
stop starting
things.**

NTV Marketing



A division of NTV Communications Corporation Limited
Une Filiale de Société de Communications NTV Limitee

OVER THE DESK by Dick Lewis

FROM GAELIC TO GALLIC seems to sum up the transition which has taken place on the top rung of the Board of Broadcast Governors.

Scottish Andrew Stewart, 64, founding father of the government's broadcast regulating body in 1958, has stepped down to return to the Academic life he knew so well, at the University of Alberta.

Pierre Juneau, 45 year old French Canadian, with two years as vice-chairman of the BBG following nearly 20 years as a top-ranking executive with the National Film Board, has moved into Dr. Stewart's chair.

In his conversation with me as well as interviews with *The Canadian Press*, he expressed his strong interest in creativity.

He displayed a distinctly positive outlook when he said the Commission's aim should be to bring better broadcasting by promoting the good things which are already there.

"Rules will not produce quality, will not produce excellence," he said, and the emphasis was his.

This brought to mind some people's belief that the new Broadcasting Act may be opening the door to program censorship.

I questioned him on this score and he said: "If the role of the Commission was to be one of censorship, I wouldn't be here, because I wouldn't be a very good censor. I don't think this is expected.

"I am still chairman of the Montreal International Film Festival, which I have been since 1960.

"As a result of it, the Quebec government has changed its act, thereby relaxing the censorship powers it once held.

"As far as broadcasters are concerned," he said, "they have the responsibility over what they put on the air. Questions of good taste and morals are the broadcasters' own responsibilities and should be handled by the individual broadcasters."

Obviously possessed of a firm belief in the Commission and its purposes, he said, in a *Canadian Press* interview, the CRTC cannot shut its eyes to the public's very high expectations of broadcasting that are not being met.

"Fulfilling them won't be easy," he said, "but both the CBC and the private broadcasters are tuned in on these points too, and if the broadcasters and the regulatory authority will work together, they should be able to bring improvements."

When broadcasting is better, CRTC will want more, but, as Juneau put it, they will not act in a negative fashion, making unrealistic demands. The role will be positive, aimed at encouraging the good things.

What it seems to boil down to is that the Commission will not say: "you can't put on that program". On

the other hand, it will have the power to set individual conditions of license for every broadcaster, requiring that a station devote a certain amount of time and effort to such things as the development of local talent.

Pierre Juneau's nearly twenty years association with the National Film Board has given him a familiarity with many aspects of broadcasting. He says he watches a great deal of television, both evaluating and also just enjoying.

As the CP story puts it, "Broadcasters can rest assured that, sooner or later, Mr. Juneau will take a look at or listen to the finished product they are turning out."

LAURENT PICARD, the new vice-president of the Canadian Broadcasting Corporation (the new act will dub him executive v.p. when it is proclaimed) took me to lunch at the Château Laurier in Ottawa the other day—I invited him and he picked up the tab—and I found he made it very difficult to maintain my role as CBC's Public Enemy Number 1.



A dark-haired, 40-year-old, conservatively-dressed, basically French but fluently bi-lingual expert in education, business administration, and labor-management problems, he has a warm personality and a delightful sense of humor. (He even laughed at my jokes).

I found this out shortly after we had sat down in the Grill with our "something from the bar" in front of us.

Fair's fair, so I thought I should warn him right off about my relationship with the CBC, to which he retorted: "A charming Public Enemy, but why?"

I hesitated a moment giving him time to promise I wouldn't be quoted—in *The CBC Times* I guess. Then I told him I could see no justice in a government going into business competition with tax-paying broadcasters. No comment.

Forgetting I was there to get his views, I proceeded to expound my old theory about transforming the CBC

into a production organization, à la National Film Board, selling its stations and networks to private enterprise who would be committed, as a condition of license, to carry X number of hours of their programs.

He didn't faint or anything; just wanted to know if they could afford to do it, and then took up the cudgels on the question of CBC advertising.

Just to try it for size, he bounced this one off me: "Don't you think commercials make CBC more effective?"

I thought of some bright rejoinder such as: "Like hell!" but decided against it.

"Change is with us and it has to be demystified," he said.

"The challenge in front of the CBC is to do things in a more creative way. There has to be a new conception of administering and coping with problems. (My hopeful "what problems?" passed him by).

"Commercial activity might be one of the tests we face to prove that the CBC is attuned to society.

"CBC could spearhead experimentation in the experimental society of North America."

Laurent ("not Lorrie please") Picard was born in Quebec City October 27, 1927.

In a *Canadian Press* story, Dave Macdonald said he is "regarded as one of the province's leading exponents of change in education in recent years, especially since he was named to a four-year term on the higher education committee of the Quebec Superior Council on Education in March, 1965."

He had nothing to say about the CBC's problems. He sees his new job, involving the day-to-day operation of the CBC's staff of 8,000, quite a challenge, because "administering creative people well is very important."

A wide back-log of experience includes being a physicist with the federal government, consultancy work for such industries as aluminum, printing, electronics, chemical products, railways, paper and wood products. He was also president of the research commission on the Quebec shoe industry.

The story of the Picard Royal Commission made headlines last year when he was charged with conducting an enquiry into water-front conditions in Montreal, Trois Rivières and Quebec City. This he carried on notwithstanding demands of the union to have him removed. Not without reason, the Picard report is said to have led the government to appoint him to his present post.

Back on the creative side, Laurent Picard, at this writing, is the father of five sons, aged 3, 7, 8, 9 and 12.

Buzz me if you hear anything.

CLASSIFIED ADVERTISING

AVAILABLE

University student desires spring and summer employment in broadcasting. Prefers Southern Ontario. Previously 8 yrs. in radio. Mature approach to news and music. For résumé and tape please apply to:

Box 153
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

ATTENTION AGGRESSIVE METRO STATIONS

Experienced daytime announcer in Metro Market ready for move. Good record. Nine years experience in radio. Air check available on request.

Box 154
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

PEOPLE

(continued from page 10)

RUSS THOMPSON, who has hosted his own show on the CBC radio network for the past season, from Toronto's Colonnade Theatre, will leave the net to return to private radio, June 28. He will join the staff of CKFM Toronto, the FM outlet of CFRB.

Ken Dalziel, supervisor of CBC Radio's light entertainment, said a new host for the Colonnade Show would be chosen from among several who will perform during the first few weeks of the new season, when the show returns in September, after its summer hiatus. The show will then be broadcast live to the full network each day, instead of being taped daily, for rebroadcast the following morning, as it is now.

J. DEREK PUGSLEY has been named manager, sales and planning, for broadcast and closed circuit television equipment, at Canadian General Electric Co. Ltd., Toronto. He joined CGE in 1952, following graduation in engineering, U of T. In 1953 he was appointed broadcast equipment sales rep for the province of Quebec. He returned to CGE's Toronto offices in '61, as a broadcast and CCTV equipment product planner, retaining this post until his present appointment.

In his new position, Pugsley will be responsible for product planning and national sales of the full line of CGE broadcast and CCTV equipment, including a new line of videotape recorders.

MAINTENANCE TECHNICIANS MEDIUM TV BROADCASTING CENTRE

Growing television station has immediate openings for maintenance technicians. Minimum of two years' experience, preferably with color telecine and Ampex VTR.

Reply in confidence, sending complete résumé and salary expected.

Box 155
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

PRODUCTION ASSISTANT

Duties will involve studio operation; recording; editing and mixing of audio tape; remote recording; participation in audio-visual presentations, and training programs.

Reply, stating age, experience and salary expectations to:

The Rev'd R. J. Berryman
The Division of Communications
The Anglican Church of Canada
600 Jarvis Street
Toronto 5, Ontario

We're in the market for a keen, young SPORTSCASTER

Covering sports for Canada's largest radio station is a fascinating job. We're expanding operations now, and I'm interested in finding an assistant.

The young man we're looking for has a definite interest in Sports. He's not afraid of odd hours and hard work. He enjoys digging for stories and reporting them.

This is a junior position to begin with, but its possibilities are unlimited. Some broadcasting experience is essential, of course.

Send me a tape that will sell me on the idea of considering you for the job.

Bill Stephenson
Sports Director
Radio Station CFRB
2 St. Clair Avenue West, Toronto 7, Ontario

Impeccable fantasy or down-to-earth reality

(continued from page 12)

Even bad commercials sell good products

To fix phony commercials you fire the casting director. Commercials made by a dozen agencies in New York and Chicago employ the same actors or the same kind of actors. They are celluloid characters, motivated not by what is happening to them but the next line in the script.

How come these agencies still make commercials like that? After all they're not dumb. They make them because the commercials sell products.

But my point is that the commercials sell products only because they are good products and because they're on so often they mesmerize the viewers.

I'd like to take one of these accounts, spend only half the money and sell more soap flakes or shampoo, because an intelligent commercial doesn't have to be run six times a night.

Honest commercials for great products

Intelligent commercials talk honestly. Take Salada, or Speedy Muffler, Robin Hood or Hush Puppies.

Canada wasn't sitting around waiting for Hush Puppies to come along. But they did come, and they won a good market share because they are a great product, with a great name, and they asked the public in an intelligent way for the order. The commercials simply said: "They're going to feel real good and make you look good if you wear them."

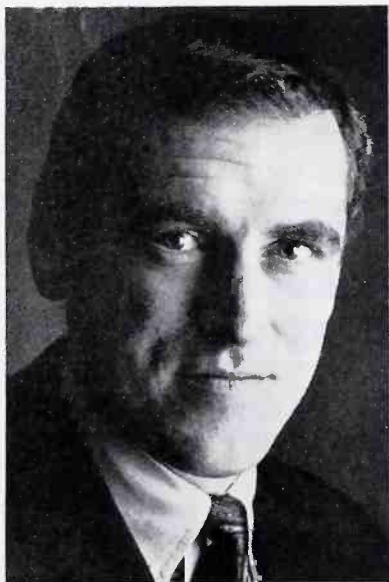
It is important not to have commercials take themselves seriously. If an advertiser gets pompous people will think, "it's only shoes, don't get so damned serious."

Good commercials don't have to be brilliant. They don't have to be "Gone With the Wind" or "The Pawnbroker". But, unless they are deliberate fantasy, impeccably executed, they should portray down-to-earth, warm, real situations to which viewers can relate.

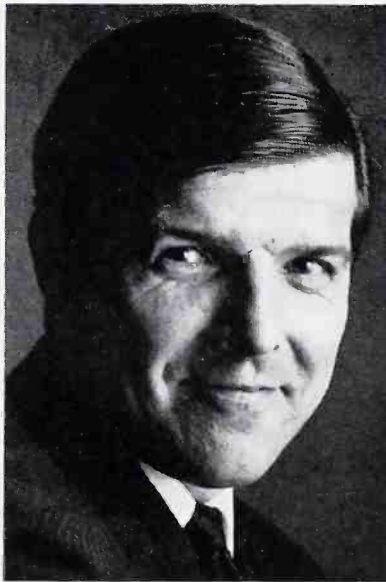
More next month. If you like.

ANNOUNCEMENT

VICKERS & BENSON CREATIVE APPOINTMENTS



TERRENCE J. O'MALLEY



JACK H. BUSH

Mr. A. Stanley Furnival, Executive Vice-President, Creative Operations of Vickers & Benson Advertising is pleased to make the following announcements:

Mr. Terrence J. O'Malley becomes Vice-President, Creative Director, Toronto office. He was most recently Vice-President, Associate Creative Director.

Mr. Jack H. Bush becomes Associate Creative Director, Montreal office. Mr. Bush was most recently a Group Head in the Toronto office.

Both Mr. O'Malley and Mr. Bush have been with Vickers & Benson for over four years in several creative capacities. They have won many Canadian and international awards for their Radio/TV creative work.

With these appointments, Vickers & Benson reinforces its desire to bring its clients a high degree of creative work.

CAB Convention

The name of the game is still sales in preliminary agenda

APPROPRIATE COMMITTEES of the Canadian Association of Broadcasters are now at work putting the finishing touches to the agenda for the annual meeting which gets underway May 5 at Montreal's Château Champlain.

Scheduled for the agenda at this time are the following:

Sales Advisory Committee (AM) Radio—A special presentation will begin at 10:30 am, Monday, May 6, under Chairman C. N. "Bud" Knight, CFPL London. The report will deal with the most effective uses of AM radio and is open to all.

Sales Advisory Committee (FM) Radio—A presentation on possible new uses and most effective ways of using FM will be staged at 2:30 pm, Monday, May 6. Committee chairman is Don Hamilton, CKLG-FM Vancouver. This meeting is open to all.

Sales Advisory Committee (TV)—This presentation will begin at 3:30 pm, Monday, May 6. Committee chairman is Bill Morrison, CJOH-TV Ottawa. This meeting is open to all.

Broadcast Traffic—In response to a large number of requests, a special presentation on traffic will get underway at 9:30 am, Tuesday, May 7. This session will be geared to all sizes of stations and may well be of interest to reps and agencies as well as stations. Communications Associates Limited are now engaged in a study of this matter in order to make the presentation as effective and useful as possible. Any comments or suggestions will be welcomed by Communications Associates up until about April 15. They can be reached at Suite 502, 12 Richmond Street East, Toronto 1, Ontario.

Management Seminar—Denny Whitaker of Major Market Broadcasters, in co-operation with the Presidents' Association, an offshoot of the American Management Association, is arranging a seminar dealing with effective and efficient management. It begins at 2:30 pm, Tuesday May 7.

The Annual Business meeting will take place Wednesday, May 8.

The CAB Annual Dinner is scheduled for the Montreal Room of the Hotel Bonaventure on the evening of May 8. Presentation of awards and a variety show will follow the dinner. The entertainment is being arranged by Paul L'Anglais, CFTM-TV Montreal.

How Jim Hunt Parlayed \$10 Into \$21,000 In Just Four Days, Using Only One Toronto Radio Station



During his morning sports commentary on February 26th, Jim Hunt put up ten dollars of his own money to create the Nancy Greene Fund. In support of the National Ski Team, it honored Canada's Olympic Winner.

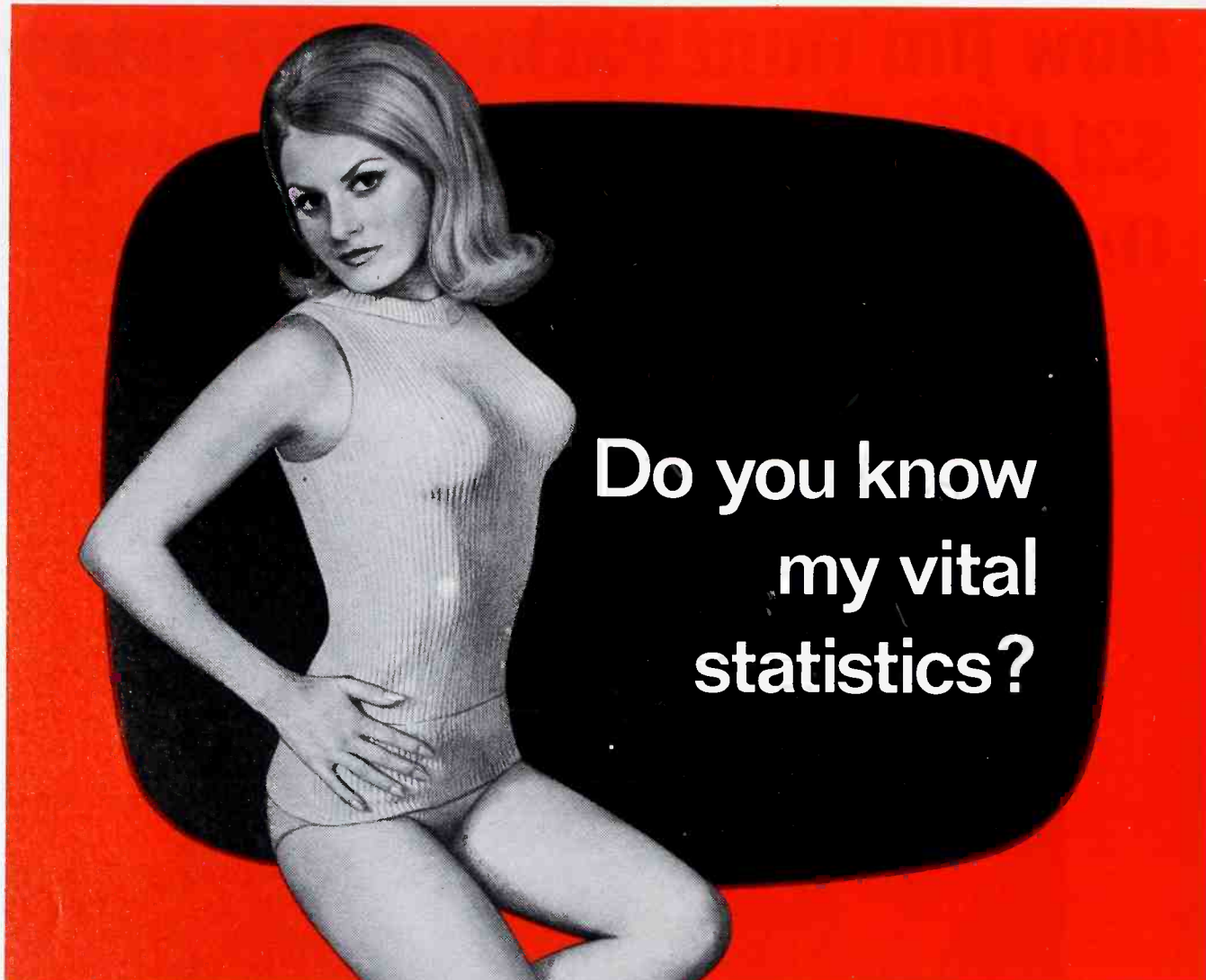
Our CKEY people talked about it. And the people of Toronto talked about CKEY. And listened. And sent us contributions.

Just four days later, at City Hall ceremonies, Jim Hunt presented Nancy with cash and pledges from our listeners to the tune of \$21,207.

Do we get results? You bet!



REPRESENTED IN CANADA BY STEPHENS & TOWNDROW



DPC-TQ-68-3

Do you know my vital statistics?

Just because I'm attractive ... fun to be with ... and interesting ... people love to look at me. Who wouldn't be proud of always fascinating 70% of the people in any coverage area? That's what happens to me.

You can't call me a gold-digger just because I've got an eye out for people with money, but who wouldn't be impressed by \$1,500,000,000* buying power in my coverage area?

Metropolitan Quebec alone accounts for half this amount, with a population of 413,000***. This makes it the seventh largest market in Canada and the second in the province of Quebec, by population and purchasing power. That's real big time!

Next time you're making plans ... make a date with me!

If you want to know more — just whistle — for my reps.

* Sales Management, June 1967
** BBM, January 1968

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

QUEBEC CITY

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