

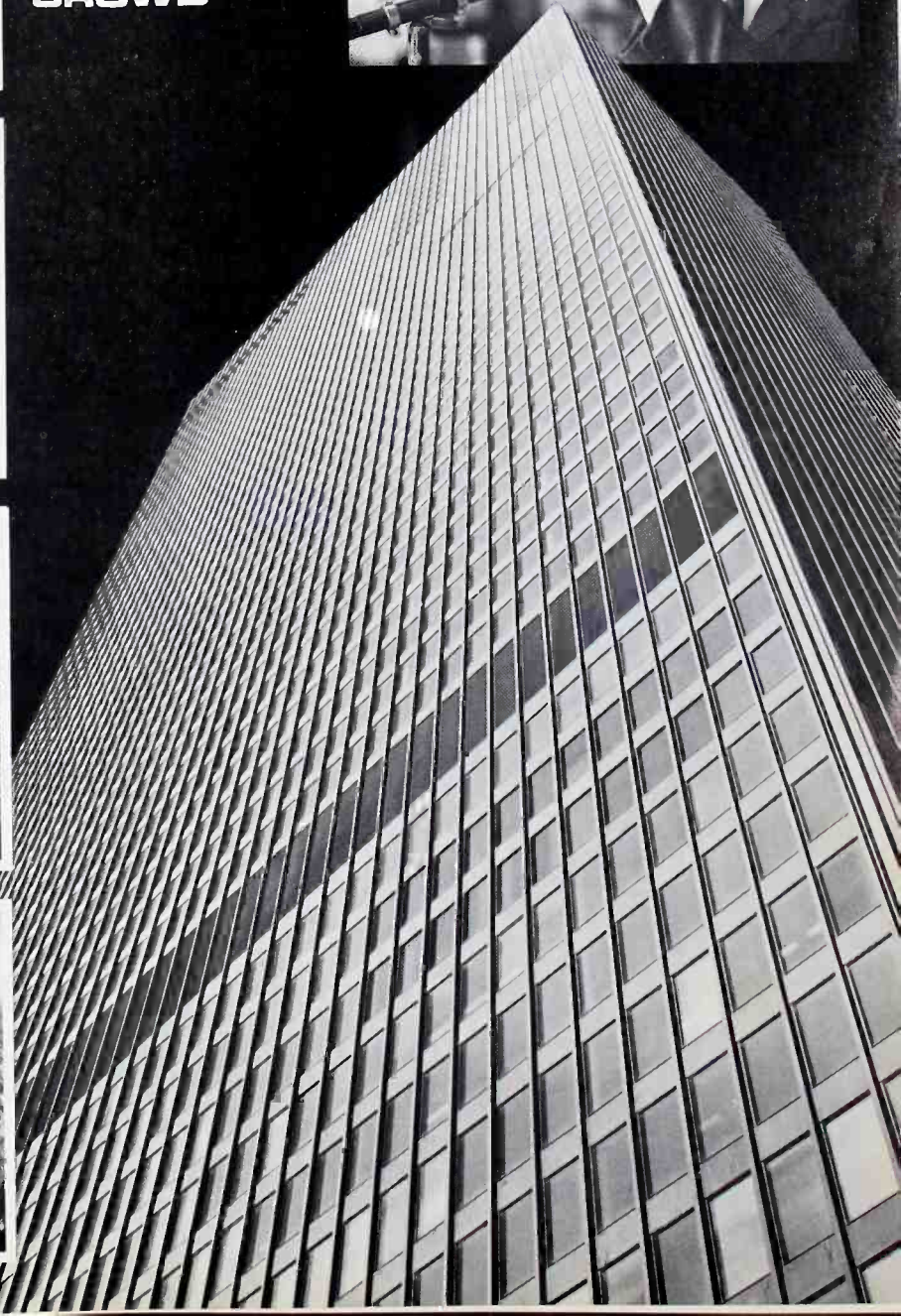
THE CANADIAN

broadcaster

JANUARY 25, 1968



**FAR FROM
THE
MADDENING
CROWD**



If Mrs. O'Malley never ever watches the Wednesday night movie, how do you reach her?

With the three other shows she does watch.

It's our Orbit Plan. Instead of putting your commercial in the same show every week, we'll rotate it through four different shows in a four week period. All mid evening times, too. So you'll be in the Wednesday night movie one week, another show the next, and so on. That way, our figures show you should get Mrs. O'Malley one way or the other. If you like the idea of tremendously increased reach, our Orbit Plan's for you.

The Orbit Plan is just one of our innovations. We also invented Prime Time Equivalents; Super-spots; a realistic rate for 30-second spots; and we offer qualified marketing men who want to know your business and your problems.

We think we have just about everything you could ask for — the top shows, the top people, and good selling ideas. If you're interested in our Orbit Plan (or any of our new communications

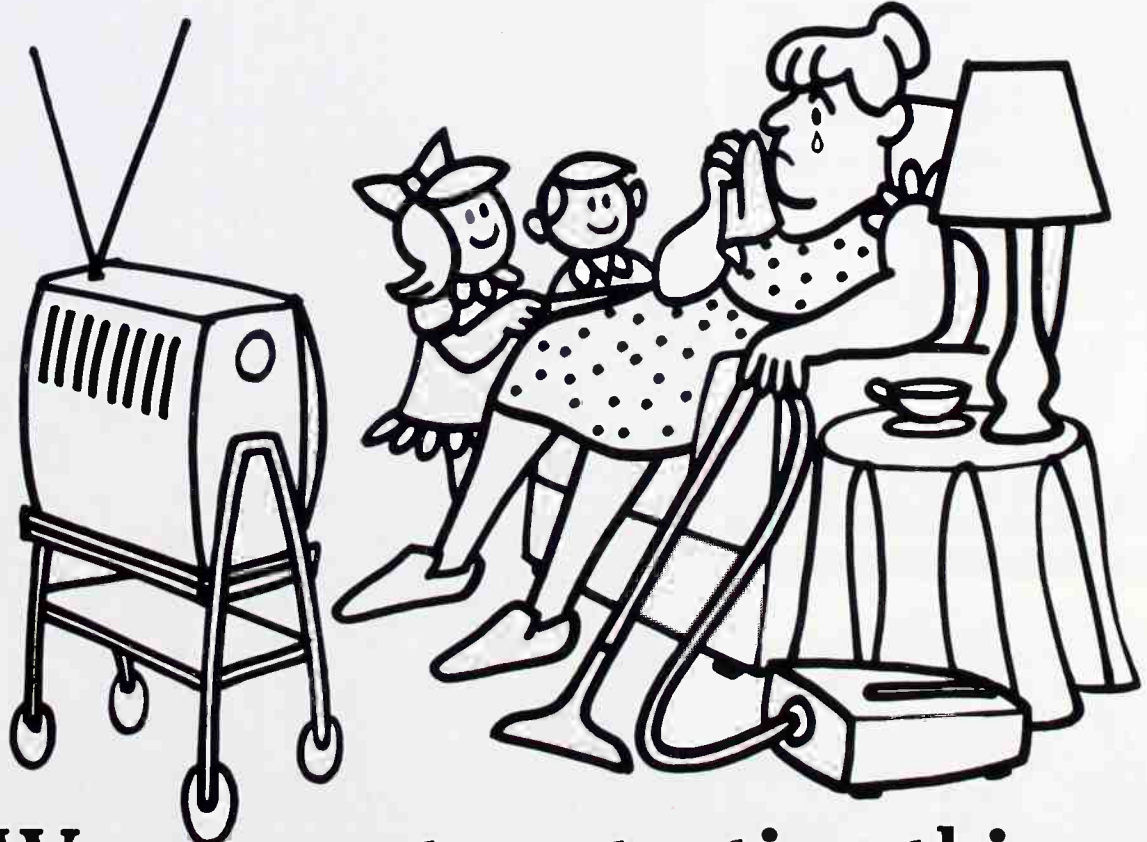
concepts) talk to us.

It's a nice way to sponsor four programs — for the price of one.



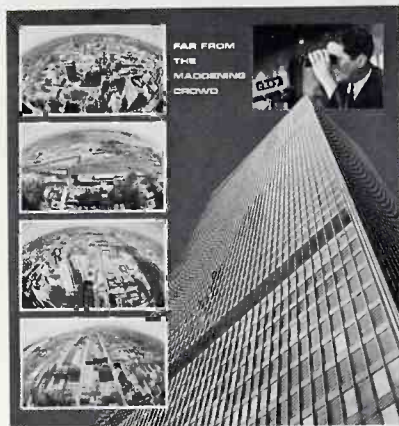
CHCH TV

A Division of Niagara Television Limited



We never stop starting things.

COVER STORY



Rick Campbell's views of Toronto from the top of the Toronto-Dominion Centre, are from top to bottom: North, South, East and West.

*Photos by Ron Vickers
Herb Nott*

SEVEN HUNDRED AND FIFTY FEET UP on the 54th floor of the Toronto-Dominion Centre, Rick Campbell, CKEY's morning man surveys Toronto and the audience he is talking to.

Campbell developed the idea of broadcasting the morning show from the Safari Room Restaurant on top of the tallest building in Toronto, after talking with his neighbor, Alan Baker, who owns the restaurant. Both Baker and CKEY management were agreeable and Campbell says the arrangement will go on indefinitely.

Technically the set-up is very simple. Campbell sits at a small table in front of a microphone, a clock, a monitor, a telephone, a talk back button and an on air button. CKEY is also thinking of putting a microphone in the control room so that the operator, Peter Crampton, can become part of the show.

The log, weather reports, and wire copy are brought up to Campbell by taxi at about 6:00 a.m. After the show is finished, Campbell packs all the equipment into a case which sits on

a trolley with the amplifier, and the trolley with equipment is stored away.

Campbell says the view gives him plenty to chat about. He overlooks Toronto Harbor, the Union Station and across the lake south to Niagara Falls. Of particular interest to the 800 people living on the Toronto Islands are the ferries running between the islands and the city.

As well as the harbor, Campbell can give traffic reports on the Gardiner Expressway which extends east and west along Toronto's lakeshore. He says the view of the Gardiner allows Bob Carter in the traffic helicopter to concentrate on the 401 Freeway and other routes leading into the northern part of the city.

Campbell feels a morning show is not strictly entertainment but has a heavy emphasis on information. He thinks broadcasting from the top of the Toronto-Dominion Centre brings him in closer contact with his audience than he would be in a studio where the only person he can see is his operator.

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■■ PAUL MOORE, Vickers & Benson, is the new president of the Toronto Media Directors' Council, succeeding Peter Charles of James Lovick, who stepped down due to a change in his position from media director to director of marketing and research.

Replacing Moore as vice-president is George Murray of Ogilvy & Mather. Spokesman for the group, Barry Thomas of McKim/Benton & Bowles, reports that in the future the council will be called The Canadian Media Directors' Council and that the number of member agencies has been increased from 15 to 20. In addition senior out-of-town associates (managers or directors) of the 20 Toronto based members are now invited to attend the regular monthly luncheon meetings, held at the Park Plaza on the second Tuesday of each month.

Thomas says these moves are looked upon as important steps in making the council a more effective media spokesman for the top billing advertising agencies in Canada.

■■ TERRY KYNE, the man who produced the late-night television show *Night-*

cap for the CBC in Toronto, may soon be working on a similar show for WCBS-TV New York.

The station's program director, Ned Cramer, said he has reached a verbal agreement with Kyne for a one-hour special which may carry the title *Nightcap Looks at New York*.

Cramer said several members of *Nightcap's* Toronto cast, including Billy Van and Al Hamel may appear on the program, although no papers have been drawn up.

Nightcap appeared for four years on CBLT, CBC's Toronto outlet, and was sold to a few other stations last year. It was not carried on the main CBC network.

■■ FOCUSING ON PLANS for a "Super '68", a sales management conference will be held at the Royal York Hotel, Toronto, February 13, sponsored by the Toronto Advertising & Sales Club. It will be the 22nd annual conference for sales and marketing executives directed by the ASC.

Following registration at 11:30 a.m. in the Concert Hall, the keynote speaker for the conference, Major-General A. Bruce Matthews, chairman of the board, Excelsior Life Insurance Company, will address the regular ASC luncheon meeting, in the Ball Room at 12:30 p.m. Matthews, who is

also chairman of the board, Canadian Breweries Ltd. and a vice-president of Toronto-Dominion Bank, is a director of a score of other Canadian companies. His topic sets the theme for the conference which follows: "Sixty-eight in Focus".

Afternoon speakers include Prof. Brian Dixon, School of Business Administration, York University; Mel Cooper, sales manager, CKNW New Westminster, B.C. and vice-president, sales, Western Broadcasting Co. Ltd.; Fen Doscher, Klein Institute of Aptitude Testing Inc., New York; and Charles C. (Bud) Hoffman, managing director, Niagara International Centre. Hoffman will conduct a wind-up question and answer forum.

Further information may be obtained from the Toronto ASC office, 366-4643.

■■ DAVID BRYDSON is leaving Canadian Standard Broadcast Sales, New York, at the end of this month to join the U.S. representative firm of Peters, Griffin, Woodward in Chicago. Prior to joining CSBS several months ago he spent nearly four years with TvB Canada Ltd. Before that he was with Stovin-Byles Television.

In his new position he will be handling spot television sales for such stations as WWJ Detroit, WPIX New York and WTVJ Miami.

■■ CKOT TILLSONBURG has changed its national sales representation from Air-Time Quality Sales to Group One Radio Limited.

■■ TOMORROW'S NEWS and its means of delivery will be studied in both American print and broadcast news media by the Rand Corporation of New York City. Ben Bagdikian, former newspaperman who now heads the Mellett Fund for a free and responsible press, will chair the study, to try and determine what news and its delivery will be like in the next generation.

He said the project would try to analyse how today's news organizations make decisions about their operations and content, what effects these decisions have on the news, and the impact that developments in communications techniques will have on news institutions.

The pilot study is being done by Rand, with its own funds. The corporation is a non-profit group engaged in research and problems concerning the public welfare and security of the U.S.

ANNOUNCEMENT

HEADS V & B CREATIVE



A. Stanley Furnival

has been named Executive Vice President, Creative Operations of all offices of Vickers & Benson Ltd., Bryan Vaughan, president, announces. A long-time member of the advertising agency, Mr. Furnival is also a director and member of the Executive Committee.

ANNOUNCEMENT



F.R. MABEY

Mr. George Epworth, Manager, CBC English Network TV Sales, is pleased to announce the appointment of Mr. Fred R. Mabey as Montreal representative for the English Network. Mr. Mabey brings to the position an extensive background of sales experience within the Corporation which will enable him to effectively serve the interests of Montreal-area clients.

■■ AFTER EIGHT YEARS of placing their advertising direct, for their expanding Canadian operations, Vic Tanny's Gym and Health Spa's, said to be the world's largest chain of health clubs, has appointed an agency. McConnell Eastman Ltd., Toronto, will now handle the account, and is already placing advertising.

A \$10 million operation, the Vic Tanny health clubs in Canada, established since 1960, now number 21, with locations in Toronto, Hamilton, Oshawa, Oakville, Kitchener, Windsor, London, Ottawa and St. Catharines, and Montreal having been added just recently.

John Valentine, president of the chain, says: "Our growth here has been such that we now feel the need for the service of an advertising agency, especially in the areas of media selection and market research."

Harvey White, marketing director for the organization, points out the company has "always been a heavy user of newspaper and radio. Naturally, considerations will now be given to the productive use of additional media, as well as more effective spending of advertising dollars through newspaper and radio."

"TV is being considered," said Don DeNike, media director, McConnell Eastman Ltd., who has been initiating activities for Tanny's within the agency, along with v.p. Clarke Wallace, until an account and creative team is formed.

■■ AN AGENCY SWITCH co-incident with the introduction of a "new, improved" Bromo-Seltzer for the Canadian market will develop April 1, when the Bromo account, estimated at over \$350,000, goes to Spitzer, Mills & Bates Ltd., Toronto, from Ronalds-Reynolds Ltd.

The reason behind the move, said A. Z. Pengelly, manager of corporate advertising for Warner-Lambert Canada Ltd., manufacturer of Bromo-Seltzer, is that the company is trying to relate its agencies and its products, and Spitzer, Mills & Bates now handles the advertising for such other W-L products as Certs, Roloids, Dentyne and Adams' Sour Gum which was introduced to the Canadian market last year. Ronalds-Reynolds continues to handle the ethical drug line advertising for the Warner-Chilcott division of the company.

Pengelly said the "new" Bromo-Seltzer, different in content from that sold on the U.S. market, is already on sale in some stores in Toronto, where it is manufactured. It is said to be whiter, with smaller, more even-size crystals, dissolves faster, and retains its effectiveness for two to three years.

■■ CKTR RADIO, Trois Rivières, has been purchased by Raymond Crepault, licensee of CJMS, Montreal and new stations in Sherbrooke and Ottawa, subject to the approval of the BBG. Crepault says he hopes the application

will be heard at the April hearing.

In the meantime, CJBR is changing its national representation from Radio & Television Sales to Stephens & Towndrow effective February 1. This together with CJMS, Montreal; CJRS, Sherbrooke and CJRC, Ottawa (expected to go on the air early March) will give S & T representation of four, French-language radio stations.

■■ CANADIAN BROADCASTERS are putting more emphasis on news and information in their programming and music is being used less, claimed W. Z. Estey, lawyer for the CBC. He was appearing before the Copyright Appeal Board in opposition to a CAPAC proposal that fees for use of copyrighted works of the music association's members be increased, by almost half a cent per head of population.

Estey quoted statistics which he said showed use of music in broadcasting was generally down across the country.

CAPAC's rate is now 3.85 cents per capita, and is proposing to jump it to 4.3 cents.

The CBC paid CAPAC \$785,600 in 1967 compared to \$731,910 in '66. At 3.85 cents per capita it would pay out an estimated \$799,000 this year, but if the rate is upped to 4.3 cents the '68 payment would be about \$892,000, said Estey.

He said any increase in the CAPAC rate would not be matched by an increase in CBC revenue or listeners.

The hearing was continued.

■■ CABLE TV has enabled some ten million viewers to rediscover television, said Jack Crosby, multiple system owner and president of the National Cable Television Association (U.S.). "These persons, mainly in small and medium-sized communities, are enjoying a new freedom, the freedom of choice whenever they switch on their television sets."

Speaking to the first annual convention of the Rocky Mountain Cable TV Association, a four-state group, in Albuquerque, New Mexico, he said big city residents are ready for cable television, but are being denied it by the U. S. Federal Communications Commission.

"It's amazing and somewhat paradoxical to find an agency of the federal government denying the same degree of freedom to most persons residing in major metropolitan areas," he said.

In Canada, licensing and control of cable television systems is expected to come under the jurisdiction of the BBG or whatever it is to be called under the terms of the new Broadcasting Act, now under study.

Some 150 CATV system operators across the country are grouped under the National Community Antenna Television Association of Canada, with headquarters in Montreal. G.A. Allard is president.

680 CHFI 98.1 FM STEREO

TORONTO'S

#2

ADULT RADIO STATION

... says November/67 BBM.

The first BBM personal diary survey to measure national radio listening — with "full" samples in each population cell — shows that CHFI is unquestionably number 2 in both metro Toronto and Stations' Full Coverage Area. And in a market like Toronto, where no one station delivers even half the adults, #2 is an important spot. It means that CHFI is first choice with a great number of Toronto and area adults.

- Here are some BBM Highlights...
- #2 in Average ½ Hours (7:00 a.m. - 7:00 p.m. Monday - Friday).
 - #2 on weekends - as good or better than weekdays.
 - #2 in Total Adult Hours Tuned - daily and weekly.
 - #2 in Average Hours per Adult.
 - #2 in both Metro and Full Area.
- With a low Selective Rotation rate, CHFI delivers an efficient average CPM adults of \$1.00

And the best is yet to come.

represented by



All-Canada Radio & Television Limited

TORONTO
MONTREAL
WINNIPEG
CALGARY
VANCOUVER



NEW YORK
CHICAGO
ATLANTA
DALLAS
HOLLYWOOD

SAN FRANCISCO

OPINION

Most compact, portable,
reliable professional audio
recorder ever made!



That's what our engineers call the AG-600. And you know they speak the truth!

If you know any recorder by name, it's probably our 600 Series. 35,000 professionals have used it during its 13-year history. Now we've completely revamped it: new compact solid-state electronics; new *two-speed* improved die-cast transport; improved clutch system; 3-digit tape counter (at last!); choice of head configuration, 1- or 2-channel, full-track, half-track, two-track or quarter-track, stereo or mono; portable or rack-mount editions.

And so it sounds as good
as you recorded it...



buy the AA-620 speaker-amplifier.

Whether you want to do on-location monitoring or build a nut-shell studio, this is the unit to choose: 20 watts of solid-state output; 2 speakers in tuned enclosure with crossover network that give essentially flat acoustical response from 65 Hz to 10 kHz; amplifier with separate bass/treble step equalizers is system-matched to its speakers; case matches that of the AG-600 recorder (but the electronics match any professional-quality recorder); rack-mount version needs only 12¼" vertical space.

And while you're at it,
get a great stereo/mono
mixer, too!



Solid state, only 19 x 3½ x 9½", the AM-10 mixer gives you extreme versatility for stereo/mono applications. 6 positions, 2 channels; handles up to 4 microphones and 2 lines, or 6 mikes with accessory preamps, each of which can separately feed channel A, B, or both; S/N ratio is -122 dbm, input terminated; output to 600 ohm line at +4 dbm; can be used with all professional recorders or as a studio mixer.

Details? Prices? More information? Write Ampex of Canada, Ltd., Industrial Products Division, 100 Skyway Avenue, Rexdale, Ontario, or 700 Cremazie Blvd. West, Montreal, Quebec.

AMPEX

Editorial VOCM St. John's, Newfoundland

"It is very easy to understand government and consumer concern over any hint of monopoly. Except in a few, carefully regulated areas, monopoly is something to be avoided. Anytime any company gets a monopoly on production of an essential product or service, it really has a licence to print money, and usually does just that—charges what the traffic will bear. Monopoly usually doesn't last long, because other enterprising people move in with a similar product or service, and competition starts, and if it still looks profitable, more and more people will get in on the action, until price comes down and value goes up, and profit shrinks to the lowest practical level. This is the essence of a free enterprise society—competition in the market, provides for choice to the consumer.

Our new Consumer Affairs department has stated that the complexity of our market place—with all the various products competing vigorously for the shopper's dollar, is a bad thing—and that there is too much choice for the consumer, and this is too confusing for the average consumer to work out for herself, and therefore, she must be protected. Therefore, advertising must be regulated and in some cases reduced or eliminated, and the confusion of choices cleared up, that is, fewer products so that Mrs. Housewife will not have to go to all the trouble of making up her own mind about what she likes, and will not have the worry of deciding what is best for her family.

In making such statements, young Mr. Turner is treading on very dangerous ground. He should never—even innocently—indicate that he is going to relieve Mrs. Canada of some of the burdens of running her household. The old truism—that there cannot be two women running one house—is just as true if one of those women is a government bureau attempting to tell the real homemaker what she can and cannot do. It will never work."

Bruce Hogle CFRN Edmonton

"Now that we're into Centennial Year plus one, what would be your answer if someone asked you: 'What is a Canadian?' I have my own views on the subject.

A Canadian is a man who—

...yells for the government to balance the budget, then takes his last dime to make a down payment on a car;

...cries for speed laws that will stop fast driving and then won't buy an auto unless it goes 100 miles an hour;

...knows the lineup of every NHL team, but doesn't know half the words of *The Maple Leaf Forever*;

...is never ready for war, but has never lost one;

...is the only fellow in the world who will pay \$1 to park his car while he eats a 40¢ sandwich;

...will work hard on a farm, so he can move into town, where he can make money, so he can move back to the farm;

...lives in one of the most civilized nations on earth, but still can't deliver payrolls without an armored car.

But, and it's a big but, he's still pretty nice. And calling a person a 'real Canadian' is the best compliment you can pay him, because most of the world envies what we have. But they will never have it until they show the determination, resourcefulness and vision of those people who make this the great land that it is."

Once upon a time governments just governed

The whirlpool of uncertainty which is currently tail-spinning the broadcasting industry right into the middle of an eddy of doubt, cannot, for once, be blamed on the broadcasters.

Ottawa has trapped the industry in a maelstrom of delays which cannot possibly do the government any good or the industry anything but harm.

Neither does any remedy seem to be in sight, short of a general strike of all broadcasting stations.

After three years of hemming and hawing over inverted semi-colons and other vital matters during the preparation of a sorely-needed new Broadcasting Act, they finally got around to writing one this session.

Notwithstanding a White Paper, a Special Committee and a House Committee, the document they have presented to the House is filled with meaningless yet dangerous clauses, on which there is no vestige of hope that agreement will be reached, especially with a government whose very existence hangs tenuously on the thinnest of thin threads.

We have dealt, at other times, with the travesty of a government exercising control—or appointing a group of its friends as its nominees to do so—over as complex an industry as broadcasting, of which its members have not the slightest knowledge or understanding.

Broadcasters have lived with this handicap for nearly a decade, while control over them has been exercised by a group of non-broadcasting Canadians on the Board of Broadcast Governors.

Fortunately these people have displayed an intelligent dedication to their jobs, with the result that they have diligently developed an almost unbelievable knowledge of the business.

But what happens next?

The proposed new Broadcasting Act would disband the Board of Broadcast Governors, replacing it with a Canadian Radio & Television Council (or whatever name they finally decide upon).

At first it seemed probable, in fact the first draft of the Bill prescribed that the chairman of the dying BBG would automatically take over the presidency of the new CRTC, presumably so that continuity might be maintained.

Now there is doubt.

First, it is extremely doubtful whether Dr. Andrew

Stewart has been officially invited to transform himself from a chairman to a president.

In addition to this, the story has it that Dr. Stewart would like to retire, but would stay or temporarily if somebody asked him—so we are back where we started.

To add fuel to the fire, the minister responsible for the new Act, the Hon. Judy LaMarsh, is threatening—not promising mind you but threatening—to retire. This would no doubt occasion a fresh start on the whole smear.

Finally, Prime Minister Pearson has definitely announced that his own retirement will take place in April. With his successor to the prime ministership to be named at the Liberal Leadership Convention that month, final passage of the Act could be delayed until the new prime minister, whoever he may be, learns of his appointment and has an opportunity to approve the Act or give the CBC back to the Department of Marine and Fisheries.

Outside of the unpredictable possibilities of the defeat of the present government or the appointment of a new Royal Commission to investigate the old one, this, at this writing, is a reasonably accurate disclosure of the state of the industry—complete chaos.

Stations like CKCW-TV Moncton and CKX-TV Brandon must be mildly interested whether, in their smaller single-station markets, they are to give their viewers alternate service by setting up stations to compete with themselves, or battle it out with the Canadian Broadcasting Corporation as competitors.

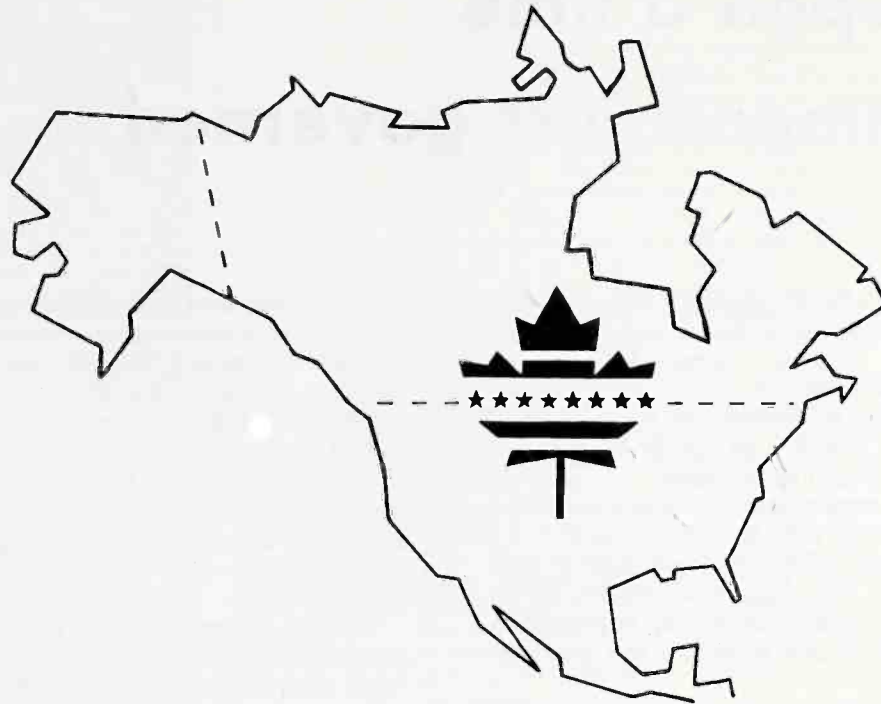
When will the news break? Who can tell?

And when it does come, and the then prevailing authority proclaims a recommendation or decision, how valid will it be with the likelihood of a new board/commission/council (you name it) about to emerge, at any moment, out of the wild blue yonder?

When will CFRB, specifically invited to make the BBG a presentation for a third Toronto TV station, and then had it postponed indefinitely, know where it stands...or sits?

When will the station in Split Lip, Sask. get the green light for the replacement of its two-holer with a modern facility?

When will government quit fouling up legitimate and useful business and get back to its original function of just governing?



CANADA/U.S.A. - ONE MARKET 1970?

"...for Canadian advertising agencies, possibly more than for any other form of Canadian business, the potential is perhaps larger if Canada and the U.S. should become an integrated market." – Hunter.

"Let's make it on our own, shall we?" – Goodis.

"...we should be far more concerned about the survival of advertising itself, and of marketing and of our way of doing business." – Vaughan.

"We are not nationalistic consumers. We will not, as a group, deliberately buy things Canadian because they are Canadian." – McCaskill.

"...it (the U.S.) is willing to consider this country, in many ways, as an extension of its own market. Canadians would do well to take the same attitude towards the U.S." – Loeb.

CO-OPERATION WITHOUT INTEGRATION of the Canadian-U.S. economy, may well be the answer to a common market between the two countries, which in a sense already exists in the eyes of the consumer, as well as in the transportation and entertainment fields.

Although two of nine top U.S. and Canadian business leaders argued in favor of a global free trade arrangement, rather than a merging of the economies, the question of a *Canada/USA—One Market 1970?* seemed to point to its inevitable acceptance, possibly earlier than many realized.

The sounding board for the expression of opinions was a one-day management seminar, sponsored by the Toronto Chapter, American Marketing Association, January 10, at the Royal York Hotel. Some 450 advertising and marketing executives attended.

Facts don't match fears

"Absorption by the United States has long been the traditional fear, indeed the national obsession, of Canadians and the Canadian business community," said Peter Hunter, president, McConnell Eastman Ltd., Toronto. He teed off a panel of ad agency presidents, discussing their role in a common market, and although they came at the wind-up of the day, they keynoted the entire seminar.



Peter Hunter

Hunter said "the facts never matched the fears", and he urged that Canadians not let themselves be blinded against "the possible advantages and opportunities of closer economic ties with the U.S."

He argued that "for Canadian advertising agencies, possibly more than for any other form of Canadian business, the potential is perhaps larger if Canada and the U.S. should become an integrated market." He said: "In terms of percentages, some agencies here are operated more profitably than their counterparts south of the border", and "in the development of good, original, creative advertising, Canadians are able to compete with anyone."

Speaking of the ability of Canadian advertising agencies "to compete in the single Canadian/U.S. market which one day may exist", Hunter

added "it is no secret that many of our people like Frank Peppiatt, John Aylesworth, Joel Aldred and Roy Thomson, who have moved south to more lucrative or expansive opportunities in advertising and communications, have demonstrated their talents and have risen to high places in the world's largest advertising mecca."

Mentioning some of the contributions to the industry by Canadians, Hunter said J.J. Brown's recent book, *Ideas in Exile*, gave credit to George Desbarats for being "the first to use half-tone reproductions so that Canada was the first country in the world to use photography to sell goods and services; that CFCF Montreal was the world's first radio station, and the Batteryless radio, which allowed home listening to become popular, was invented by Ted Rogers who later founded CFRB Toronto, where the RB stands as the continual reminder of 'Rogers Batteryless'."

"Should Canada and the U.S. form a common market," he said, "Canadian agencies would likely experience 'jump growth' as clients invested heavily in forming beach-heads in enlarged areas of opportunity." To meet the requirements for additional capital for expansion, he said, "this might lead to many Canadian agencies quickly 'going public', and seeking risk investors in both Canada and the United States."

Hunter said he would urge Canadians to "pocket their traditional reticence to take a chance", and reach into their more than 11 billion dollars of savings and make a speculative investment in what could be a real Cinderella story—Canadian Advertising Agency equities.

"I am a Nationalist," he said, "and I would like to see Canadian dollars supporting our Canadian companies. But, if Canadian money was not forthcoming, I and I am sure the principals of every Canadian agency, would accept U.S. investment to allow for survival if not to provide the wherewithal for development and growth."

Never more competitive

Forecasting a new era of progress and prosperity for Canadian advertising agencies "if Canada and the U.S. were one market," Bryan Vaughan, president, Vickers & Benson Ltd., said "for more than half a century Canadian agencies have proved they can more than hold their own."

He said "U.S. agencies help to keep us on our toes," and "the entry and existence of U.S. agencies in Canada is the best thing that ever happened to strictly Canadian advertising agencies."

Vaughan pointed out that "although U.S.-owned agencies now own about one-third of the business in Canada, they have not made outstanding gains in terms of individual size. The top eight in size all are Canadian-owned.

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

"A common cause is bringing us more closely together. We were never more competitive in day-to-day business. But there has never been more respect and appreciation between U.S. and Canadian agencies than presently exists."



Bryan Vaughan

Vaughan said he was "sick and tired of all the talk about survival of the agency business in Canada, because most of it has the wrong emphasis. I think we should be far more concerned about the survival of advertising itself, and of marketing, and of our way of doing business."

He asked: "What would happen to media in a one-market situation?" and said "broadcast-wise, in the first place I assume there would be no Canadian content requirement. Possibly the CBC might be removed from commercial TV, allowing them to produce properties higher in quality than other nets. There might also be a trend to add U.S. private stations in multi-channel markets as part of a network."

"Buffalo-Toronto-Hamilton would become one television market. Prices would probably increase, but only slightly. Assuming removal of Canadian content restrictions, then all stations would become more competitive instead of as in the present situation whereby some stations are simply 'order-takers'."

An abhorrent notion

Outspoken Jerry Goodis, president, Goodis, Goldberg, Soren Ltd., said he was "opposed to economic and/or political union" and he found "the very notion abhorrent".

He said: "I do not want to see a Common Market by 1970, nor do I believe there is even the remotest possibility of there being one. But I do want to see an expansion of markets for Canadian industry through freer trade with the U.S. In fact, I believe this is inevitable."

Advocating free trade, Goodis said "we have to trade in order to survive. But we also have to compete, in order to trade. And we cannot compete as a nation if we don't have the tools of competition. In the case of secondary manufacture, that means consolidation, modern plants and equipment, and technology."

"I believe our answer to this problem lies south of the border. But not in a common market or customs union or any other form of further economic integration," he said. "I believe it lies in the development of free trade with the U.S., free trade that would increase the market for U.S. manufacturers by 10 per cent, but would increase the market for Canadian manufacturers by 1000 per cent."

Goodis said: "We howl with pain when American agencies open here and take away some of our business. Yet I have never heard any complaints about the business lost in our own backyard through basic economic default."

"Secondary industry," he said, particularly in the consumer goods field, provides the North American advertising industry with the lion's share of its billings. But in Canada, much of that secondary industry is small, fragmented and under-developed.

"Despite giants like Texaco, Labatt's, Colgate-Palmolive, Procter & Gamble, Chrysler and General Electric, among others, we have clusters of small firms with no formalized marketing rationale, an unsophisticated approach to advertising and promotion, and meagre budgets."

"I could name several consumer industries," he said, "like furniture, textiles and footwear, that by the very nature of their product should be advertised consistently and well. Yet they can't because tariff protectionism has kept them locked to the past."

Comparing the quality of Canadian advertising in a free trade area with the U.S., Goodis said: "If our best work is not right up with theirs, then certainly it is far above the bulk of what they produce. In fact, if much of what we see in U.S. advertising were all we would have to compete with, then we wouldn't have anything to worry about."

"Below a certain level much of their advertising product is mindless, tasteless and offensive. It reaches for the lowest possible common denominator, and assumes that the average American housewife has the intellectual depth of Little Orphan Annie."

He illustrated his point with two examples: "How about the guy who has this thing about his boss, but can't get through to him? The boss' secretary, who ought to be living up to her rights as a hot-blooded American girl and seducing the boss herself, gives him the inside track. It's his breath. We're prepared to accept that as simply lousy advertising and poor taste, but they didn't leave it there. He starts going out with the boss steady. The secretary conspires with him and says, 'Lunch with the boss again!' And he nervously smirks, ignoring the fact that she is leaning against him, and gives all the credit to *Micrin*."

"Or, for total sickness, I give first prize to that 60-second spectacular where the young bride doesn't

want to get married because daddy has dandruff. Sure, they solve the problem. He kills the dandruff in time to give the bride away, and after the vows are made, does the quivering young thing head for the arms of her beloved? After all, it's her big night. Hell, no! Remember it's on television! Passionately, she takes her father in her arms and says, 'We made it, thanks to *Head and Shoulders*.' He responds with a line that will go echoing down the corridors of time: 'I haven't lost a daughter, I've gained a dandruff remover.'

"By contrast," said Goodis, "we have some superb examples of U.S. advertising produced by my pal Carl Ally for Hertz and Volvo, by Doyle Dane for Volkswagen, by Mary Wells for American Motors, by Jack Tinker for Alka-Seltzer, and a few others."

"As for much of the rest, I feel that not only many of my colleagues but a great percentage of the Canadian people share my aversion to much of the bad stuff. And in setting up criteria of competitive values with U.S. advertising, let's not forget that right now our competitive Canadian best is produced on one-tenth of their budgets."



Jerry Goodis

Favoring competition, Goodis said his agency had competed with U.S. agencies in the past "and we can compete with them in the future. We will compete with them on their ground in the future just as we have competed with them on our ground in the past. In fact," he said, "free trade or no, I look forward to the day very soon when Doyle, Dane, Bernbach will be known as America's Goodis, Goldberg, Soren."

He said: "We already have one account, headquartered in the U.S., who came up to Toronto to hire GGS to create and place his advertising in the U.S. There are two more who are looking at us, sizeable ones that American agencies would gladly dive into a pool of Martinis for."

"Two of our clients are just about ready to invade the U.S. market," he said, "but I mean a real invasion, with U.S. plants and U.S. marketing

and sales forces, and with us, a Canadian agency, as their advertising counsellors.

"Enough of the howling when American shops open up branches in Canada. Our agency is dive-bombed regularly with offers from American shops who want to buy GGS. They tout us with their 'Good ole American know-how' jazz. Dammit, we're one of the smallest agencies in the whole world, but we made more profit, dollar profit, in 1967 than the biggest agency in the whole world. Better to stick with our 'Good ole Canadian know-how'. Right?"

Goodis asked how any Canadian, with pride in his country and its achievements, could even "tolerate the very notion of economic integration with the U.S.—an economic state that would ultimately mean U.S. statehood." Speaking as a Canadian, he said, "I don't want to see us swamped any more than we have already been by U.S. domination, whether it be in economics, politics, culture or advertising."

He concluded with a challenging query: "Let's make it on our own, shall we?"

Economic help for Quebec

Looking at the question from a consumer-marketing viewpoint, and strongly pro-Quebec, Donald B. McCaskill, president, Warner-Lambert Canada Ltd., said indications pointed to "a common economic market between the United States and Canada in one form or another. While it may not be completed by 1970, it certainly will happen during the seventies."

He pointed out that "this will be hastened by our consumers, who now act individually as if a common market already existed. However, he advocated economic assistance to Quebec to raise its level of development to that of the rest of Canada, and thus eliminate a major source of discontent, "a deep internal cleavage" that "constitutes a significant threat to the continued existence of Canada."



Don McCaskill

McCaskill, originally an American, now nationalized, a former ad man, an executive vice-president of McKim Advertising Ltd. before joining Warner-

Lambert, is a past president of the Toronto chapter, AMA. His present dual post includes that of vice-president, Warner-Lambert's International Division, overseeing 16 operating companies in 14 countries and which suddenly necessitated an overseas trip for a series of meetings in England. His paper was read by Guy French, Warner-Lambert's vice-president, consumer marketing division.

McCaskill insisted that "the proximity and availability of common articles", and the "result of deliberate decisions on the part of Canadians that they prefer the same things as their cousins south of the border," will make a "common market between

the two countries a *fait accompli* within the immediate future.

"Take television for example," McCaskill said. "As I am sure all of you know, 50 per cent of Canadian homes can now receive U.S. stations. However, it is even more interesting that a significant portion of these people pay for the privilege of watching U.S. programs over a cable installation. CBC programming—for better or for worse—has continually given emphasis to U.S. originated shows, particularly in prime time, because that is what Canadians want to watch. The ratings tell the story.

"While the CBC may not yet have heard Marshall McLuhan say the medium is the message—and some of



"By the time we get home from church we don't have time to make dinner so we have TV dinners in front of the set."

The Ray McDougall family successfully raise cattle and hogs on their farm near Glanworth, Ontario. Every Sunday they go to church . . . have dinner . . . and keep up to date with the latest developments in farming on CFPL-TV's Roy Jewell Farm Show and Country Calendar.

CFPL-TV serves Western Ontario —"completely."



the best U.S. shows have been produced by ex-patriots from the corporation—we must assume, I guess, that it is not the content and format alone that keeps the dials tuned to Buffalo, and Watertown and Bellingham. (He did not include Burlington, Vt., Plattsburg, N.Y. and Mount Washington, N.H. whose 'tentacles' reach well into the major areas of eastern and southern Quebec). It is because we are closely identified with the American way of life," he said.

"This is a common consumer market. It has developed not only because of geographical proximity, which has played a major part, but because of communality in our cultural background, our language, and educational standards. We are not nationalistic consumers. We will not, as a group, deliberately buy things Canadian because they are Canadian."

McCaskill said further evidence of an already-existing common consumer market was found in the availability of "most of the brands that are common to both countries in virtually every product category," in most grocery and drug stores of Canada and the U.S. He also referred to the southern "brain drain", a widening productivity gap between the two countries, with its adverse effect on Canada, and a relaxing tariff atmosphere.

He said it was his belief "that Canada could become as much of a satellite to the United States as Poland or Rumania is to Russia. Its chances of survival as a viable political entity depend upon our ability to develop a unique Canadian culture, which obviously must be a blend of French and English.

"This is important to both parts of Canada," said McCaskill. "It is important to the English because most of us have a nationalistic desire to survive and grow as a nation. It is important to the French because Quebec has significantly fewer chances of surviving as a separate economic unit than does Canada.

"There can be no economic justification for consideration of union

between Quebec and France. For all the difficulties we have currently and for those which lie ahead, the future of Quebec and the rest of Canada must be intertwined.

"Those of us from English-speaking Canada have an obligation to assist our friends in Quebec to grow as rapidly as possible to the same level of economic development that the rest of us enjoy."

He pointed out too, that the French-speaking Canadians also have obligations, "if we are going to succeed and grow together as a nation. Perhaps, the most important of these obligations is to develop, in Quebec, an economic climate that is conducive to the growth and development of companies who are there."

McCaskill expressed concern "over continuing reports of companies who are lessening their economic commitment to Quebec, because the climate of that province does not appear to be fully settled, the Provincial Government being fully responsible.

"It is disconcerting to see a disproportionate number of Quebec businesses for sale and stocks of Quebec-based companies sold at discounted P/E ratios. It is mandatory," he said, "for Quebec to be as favorable an area for corporate investment as any other in Canada if our concept of Canada as a nation is going to succeed."

McCaskill said, "At the same time, I believe we should explore methods of helping blend the French and English cultures together in a unique Canadian milieu...Why should not an important part of our advertising be bi-lingual?...Recent commercials for St. Moritz cigarettes have adapted this technique in radio advertising. The medium of television completely lends itself to multi-lingual advertising."

He urged that "the time to act is now. Surely it is better to work toward taking maximum advantage of economic trends rather than waiting until they force you to the wall and into perhaps precipitous decisions."

International competition

Competition is the spice of life and more Canadians should cast aside their doubts and fears and enter the U.S. market "where they could compete successfully and profitably with American operations on their own grounds," said Bertram Loeb, chairman of the board, M. Loeb Ltd., wholesale food distributors, Ottawa.

Loeb, who is also chairman of the board of National Drug & Chemical Co. of Canada Ltd. and Horne & Pitfield Foods Ltd., Edmonton, has already expanded some of his operations into the U.S. market. He views the two countries as one market now.

He says "Canadians and Americans do much the same things, and frequently do them together. The boundary between our two great

nations is crossed by more trade, travel, tourists, money, television and radio programs, trains, planes, busses and cars, newspapers, hockey, football and goodwill than any other frontier in the world."

Loeb said U.S. investment in Canada is essential and desirable, and he contended that "the U.S. has been good for Canada, because it is rich, it is populous, and because it is willing to consider this country in many ways as an extension of its own market."

Canadians would do well to take the same attitude toward the U.S., he said, "in fact, I think we could do better there in relative terms than the Americans have done here."



Bertram Loeb

Loeb pointed out, however, that first of all, "we must work to resolve the greatest internal problems confronting our two nations today, separatism and civil rights", and stressed that "if there is room on this continent for a partnership between two nations, surely there is also room within one of those nations for a mutually satisfying partnership between its two major groups...To put it very simply, the rest of Canada can no more afford to be without Quebec than Quebec can afford to be without the rest of Canada."

Other speakers included Robert J. Holloway, professor of marketing, University of Minnesota, and president, AMA, who in his keynote address urged the need for Canadians to develop a greater sense of awareness and adaptability; Sperry Lea, director, National Planning Association, Washington, D.C., and Ronald J. Wonnacott, professor of economics, University of Western Ontario, who both urged development of a global free trade plan instead of a Canada/U.S. common market pact; and Dennis McDermott, sub-regional director, UAW of America, who presented the labor side and its demands for wage parity.

René Levesque, fiery Quebec MLA (Independent) was unable to be there to present *A Quebec Point of View*, "due to unexpected political developments".

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BBG issues supplementary agenda for February 6 Ottawa hearings

COMPETING APPLICATIONS for a new FM station in Guelph, Ont., bids for a new AM-FM station at Sarnia, Ont., and two related applications that would pave the way for penetration of the privately-owned CTV Network into Lethbridge, Alta., are among additional requests included on the agenda of the February 6 public hearing of the BBG in Ottawa. (For details of previous applications see issue of January 11.)

Lethbridge Television Ltd., owning and operating CJLH-TV Lethbridge, a private affiliate of the CBC Network, is asking permission to operate as a part-time rebroadcasting outlet, receiving programs off-the-air from another CBC affiliate, CHCT-TV Calgary, operated by Calgary Television Ltd.

CFCN-TV Calgary, a CTV affiliate, owned by CFCN Television Ltd., seeks to establish and operate a new TV station in Lethbridge, to receive its programs part-time by off-the-air pickup from the parent station in Calgary, and part-time from a studio to be established in Lethbridge. The application is for Channel 13+, with an ERP of 36,700 watts video, 7340 watts audio, directional antenna, EHAAT 582 feet.

Keith Dancy, formerly vice-president CFOX Pointe Claire, Que., will represent a company to be incorporated seeking licenses for an AM-FM opera-

tion at Sarnia, Ont., proposing to establish the AM station on 1250 kcs., with a power of 1000 watts, day and night, DA-2, and the FM outlet to be on 106.3 mcs., ERP 50,000 watts, horizontal and vertical polarization, EHAAT 153 feet, omnidirectional.

CJOY Limited, owning and operating CJOY Guelph, Ont. since 1948, will apply for a license to establish and operate an FM outlet, on 101.6 mcs., ERP 50,000 watts, horizontal and vertical polarization, EHAAT 249 feet, omnidirectional. Also bidding for an FM license for Guelph will be Elverne Earl Hallman, representing a company to be incorporated, seeking to operate on 103.5 mcs., ERP 50,000 watts, horizontal and vertical polarization, EHAAT 313.1 feet, omnidirectional.

British Columbia Television Broadcasting System Ltd., owning and operating CHAN-TV Vancouver, seeks a license for a sixth rebroadcasting outlet, to be established at Courtenay, B.C. They propose to receive programs by off-the-air pickup from CHAN-TV, for retransmission on Channel 13, ERP 930 watts video, 186 watts audio, directional antenna, EHAAT 1325 feet.

The CBC will apply for a license for a new TV station at Grand Rapids, Man., to operate on Channel 8, with a transmitter power of 5 watts, directional, and will also seek to establish a new TV rebroadcasting station near

Chibougamau, Que., to receive programs by off-the-air pickup from CKRS-TV Jonquière, for retransmission on Channel 5, ERP 530 watts video, 110 watts audio, directional antenna, EHAAT 482 feet.

Power increases

Rogers Broadcasting Ltd., Toronto, will seek power increases for its two stations, CHFI Toronto and CHAM Hamilton. CHFI operating on 680 kcs., DA-2, will ask for a daytime power boost from 1000 to 2500 watts, with nighttime to go to the previously authorized 25,000 watts from the present 10,000. CHAM, at 1280 kcs., DA-2, with daytime power of 10,000 watts, will seek a nighttime boost from 5000 to 10,000.

Miscellaneous

Southern Manitoba Broadcasting Co. Ltd., owning and operating CFAM Altona and CHSM Steinbach, will seek permission to broadcast, simultaneously, separate pre-recorded commercials of equal length on the two stations, excluding advertising messages from national or Winnipeg advertisers, and to broadcast the individual station IDs separately.

Evangeline Broadcasting Co. Ltd., owning and operating CKEN and

(continued on page 15)



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KERT

PEOPLE

JON K. GRANT, 32, a former account supervisor with Ogilvy & Mather (Canada) Ltd., is the new, and youngest ever, president of Nabisco Foods Division, Nabisco Ltd., Toronto.

He succeeded R.J. Jones, who was moved to New York, January 1, to become general manager, special products division, of the parent company, National Biscuit. Grant also heads Matthews-Wells Ltd., Guelph, Ont., a Nabisco subsidiary.

Born in Toronto, he is a graduate of the School of Business Administration, University of Western Ontario.

Prior to joining Ogilvy & Mather, Grant had five years experience with General Foods Ltd., also in Toronto.

He joined Nabisco in 1965 as the company's director of marketing.

Married to the former Shelagh Adams of Burlington, Ont., they have three children, and reside at 18 Pheasant Lane, Toronto.

PHILIPPE DE GASPÉ BEAUBIEN, 39, director of operations, Expo '67, has been named president of Québec Télémedia Inc., succeeding Claude Frenette, general counsel of Power Corporation, largest shareholder in the Télémedia firm.

Québec Télémedia Inc. administers the Sherbrooke French-language television station, CHLT-TV, French radio stations CHLT AM-FM, and English-language radio station, CKTS. The French stations operate under the company name of Radio-Télévision Sherbrooke (1967) Inc., with Jean-Louis Gauthier as president, and the English station is operated by a subsidiary company, Telegram Printing & Publishing Co. Ltd., of which Lt.-Col. John J. Dunn is president.

Beaubien, fluently bilingual, who rose to prominence for his successful

guidance of Expo, had been rumored as a possible candidate for the post of general manager of the CBC, employing his management background to direct the corporation's day-to-day operations.

An honors graduate of the Harvard School of Business, he has had more than 13 years management and marketing experience, beginning in 1954 when he entered the wholesale marketing business on graduating from Harvard.

He then turned to management consulting, and this led him eventually to head the marketing division of McKim Advertising Ltd. from 1958-1960.

Beaubien decided to go into business for himself, and founded his own market distribution firm in Toronto. He sold out three years later, to become marketing and general sales manager for Raymond Manufacturing Co., in Montreal, a post he held until asked to take over his Expo responsibilities.

His appointment to the presidency of Québec Télémedia Inc. was announced last Friday.

NORMAN KERT, 34, who heads his own ad agency which lays special emphasis on radio, is a former football player, for the Varsity squad at Carleton University, Ottawa.

Kert, whose strong radio background provides him with a thorough knowledge of the industry, had seven years experience with CFRA Ottawa, before leaving in 1963 to go into the advertising agency business. He began with 'RA as an announcer, became promotion director, then joined the sales staff, and to cap it all he became a shareholder in the company, one of 11 at that time.

Kert decided the time was right to get into the agency field, and with Roy Mayer formed Mayer, Kert Advertising Co. Ltd., in Ottawa, September 3, 1963.

Frequent trips to Toronto and development of new business there seemed to merit opening a Toronto branch, and this flourished so well it was decided to concentrate activities in Toronto, in the summer of '65, and the Ottawa office was closed. In the shift, and subsequent move by Kert and his family, he purchased Mayer's shares, and Mayer has not been associated with the company since that time.

As a result, Mayer, Kert Advertising Company Limited has now changed its name to Kert Advertising Limited. This name change does not represent any new or recent changes of any nature in the company structure, financially or otherwise.

Kert, born in Ottawa, attended Lisgar Collegiate and Carleton University where he became familiar with the block, pass and kick technique as well as the tactics of the tackle.

Married to the former Ellin Goldberg, they have three children, Karen, 8, Charles, 6, and Eric, 5. They live on Wembley Rd. in the Forest Hills area of Toronto.

WARD CORNELL, 43, former manager of CFPL AM-FM London, Ont., who resigned recently to open and manage his own firm of broadcast consultants, Ward Cornell Ltd., in London, specializing in "creative projects in communications", has become part of the Radio Division team at All-Canada Radio & Television Ltd.

His exclusive association with All-Canada will be primarily as a programming and promotion consultant, in which capacity he will be assisting stations and sales in various situations which may develop. The appointment is effective immediately.

Cornell, who has gained TV recognition for his on-camera interviews between periods of *Hockey Night in Canada*, and Colgate toothpaste TV commercials, has been much more closely identified with radio.

He has been chairman of the CBC private station affiliates Radio Advisory Committee, a director of Central Canada Broadcasters Association and chairman of the '68 convention. He is also a member of the Broadcast Executives Society.

Born in London (Ont.) in 1924, he graduated from the University of Western Ontario and became a school teacher (1949-'54), until he joined CFPL as news editor.

Promoted to program manager ('57), he became station manager in 1961, retaining his post in addition to all his other commitments, until he resigned in '67.

Married to the former Audrey Banninga of Brooklyn, N.Y., they have a daughter and two sons.

Moffat picks up western football rights

BROADCASTING RIGHTS for all Western Conference professional football games, for the period from 1968 through 1970, have been awarded to Moffat Broadcasting Limited, Winnipeg-based chain of stations.

Moffat owns and operates CKY AM-FM and CJAY-TV Winnipeg; CKXL Calgary; CKLG AM-FM Vancouver, and is a partial owner of CHED Edmonton.

At the moment, negotiations are underway to set up a broadcasting network in the four western provinces. An announcement of participating stations is expected shortly.

Involved in the contract are all play-by-play broadcasts of the Winnipeg Blue Bombers, Saskatchewan Roughriders, Edmonton Eskimos, Calgary Stampeders and British Columbia Lions.

(continued from page 13)

BBG Ottawa hearings

CKWM-FM Kentville, N.S. will ask for authority to operate CKWM-FM with subsidiary communications (music by cable). The Department of Justice having ruled that subsidiary communications are broadcasting, the Minister of Transport must now refer such applications to the BBG, and under Section 12 of the Broadcasting Act, the Board is required to hear the applications in public.

Approval of studio location changes will be sought by CFBV Ltd. for CFBV Smithers, B.C., from 229 Queen St. to 97 Queen St. in Smithers, and by Eastern Ontario Broadcasting Co. Ltd. for CFJR Brockville, from Revere Hotel Building, 17 King St. West to 601 Stewart Boulevard, in Brockville.

Stock transfers

The Goodwill Broadcasters of Quebec Inc., licensee of CFOM Ville Vanier, Quebec City, will seek permission to issue 2000 common and 4000 preferred shares, and to transfer 3595 common and 9576 preferred shares now held by Claire Fontaine Investments Corporation Ltd.

Sun Parlour Broadcasters Limited, licensee of CHYR and CHIR Leamington, Ont. will ask permission to transfer 831 common and 297 preferred shares of capital stock.

The Board will also hear applications for renewal of license (authority to operate after March 31, 1968) from a total of 116 stations, including privately-owned AM, FM and short-wave, CBC-AM, LPRTs, FM and short-wave stations.

Here's one investment that really paid off!

In fact, it exceeded our expectations. We, at KCND-TV, invested a million dollars in our Winnipeg future. We began with a gigantic \$175,000 antenna kit give-away that brought our picture crisp and clear into 10,000 more households. We followed with new microwave equipment, new unduplicated programming, more aggressive audience and sales promotion, complete color facilities and sparkling new Portage Avenue premises.

The results were most gratifying. The facts were borne out in the 1967 November BBM and Nielsen reports:

● ● ● A 67% circulation in Metro Winnipeg (67 out of every 100 people watch KCND-TV a minimum of one program per week).

● ● ● Actually No. 1, Metro Winnipeg, in the following prime time periods:

SERGEANT BILKO - 10:30-11:00 p.m. Mondays
(BBM & Nielsen)

DATING GAME - 6:30--7:00 p.m. Saturdays (BBM & Nielsen)

PERRY MASON - 10:30-11:00 p.m. Wednesdays
(Nielsen)

Have Radio-Television Representatives Limited go over the "books" with you. You'll find that they're our "best sellers".



There's no golden silence any more

by Theodore W. Kober

"NOTHING STANDS STILL. The speed of change quickens all the time." Every public speaker says it, because this constant element of change is—probably—the most outstanding characteristic of the sixties. Yet, in 1975, we'll think that the sixties—when viewed in retrospect—were pretty "slow".

Obviously, the broadcasting industry can't live on a tight little island; it has to change with the times. Its shape must alter, as the public changes. It is subject to the evolution of advertising and selling. Indeed, much of broadcasting's new face will be molded by advertisers, agencies and retailers, as they enter the age of consumerism and try to survive in it.

Cigarette advertising

Even the dullest crystal ball anticipates a downturn in expenditures on the part of some advertisers. Several of them will exit completely from the list of broadcast users.

For instance, it is only a matter of time before Canadian cigarette budgets leave the broadcast field. A recent U.S. study—indicatively—forecasts a drop of nearly 10 per cent in cigarette broadcast-advertising during 1968.

Last fall, Sen. Robert Kennedy urged a voluntary one-year suspension of cigarette advertising on television. The U. S. Tobacco Institute, feeling the pressure, has already entered into discussion with the government in an attempt to chart a course of action in response.

In October, the American Cancer Society recommended that all cigarette advertising be ended. It paid the advertising industry an indirect compliment, when it said: "Advertising is too persuasive, too valid and too vital a part of our American life to be used in the sale of such a lethal product as the cigarette."

In Great Britain, political experts expect that Parliament will enact laws by spring to cut sharply cigarette advertising and promotion. "The

government has decided to introduce legislation in due course to take powers to ban coupon gift schemes in relation to cigarettes, to control or ban other promotional schemes," said the Minister of Health back in October.

All indications point to Canada following a similar path. Though our government is unwilling to forego cigarette tax revenues and refuses to face the political power of the tobacco farmer, there is enough smoke around the corridors of Parliament Hill to suspect an outbreak of fire at any time. One member—Barry Mather—who has been urging a committee enquiry into the subject, has bills to prohibit misleading advertising in the sale of tobacco, and to empower the BBG to regulate cigarette advertising in the interest of public health.

Liberal gadfly Ralph Cowan has a private bill to repeal the Tobacco Restraint Act, which prohibits juveniles from having tobacco in their possession.

I won't forecast whether cigarettes will exit completely from the Canadian broadcast advertising scene during 1968; the timing is still too uncertain. But I will go out on a limb in antici-

pating that other industries will step into the void. And here is why.

No golden silence

One of the self-made, crusty, two-fisted pioneers of the Canadian advertising industry used to have an immutable maxim: "When in doubt—shut up!" It carried him through many years of profitable practice.

But, then, came a change in climate. His competitors offered vociferously their sales-pitches and propositions to their potential (and his) customers; they fell on fruitful ears.

Unfortunately, our old friend never learned that, at times, silence is not golden. Luckily, he died before he went broke.

In today's flood of selling messages—1,500 per day, some people maintain—the strident voice of competition rarely lets anyone sit in silence. It's a matter of "defend yourself or perish".

And, since share-of-mind precedes share-of-market (factually proven by the author in the late fifties, and first reported in *The Canadian Broadcaster*), silence erodes market share and



Theodore W. Kober is executive vice-president of P-M Psychometrics Limited, a management consultant firm dealing in the areas of innovation and communication.

His wide experience in advertising and marketing was gained over some 20 years with Vickers & Benson Limited, where he held several executive positions, latterly as director of marketing.

profits. And the sooner some industries learn this basic lesson, the greater their chance of survival.

Pharmaceutical industry

Let's take the pharmaceutical industry as an example. The House of Commons Committee on Drug Costs and Prices recently said: "Profits on pharmaceutical companies in Canada appear about twice as high as the level of profits of the manufacturing industry as a whole." And the director on investigation under the Combines Act reached the conclusion that "prices of drugs in Canada are among the highest in the world". He added that, if drug prices were not too high, "they were higher than they need be".

Here, in the Pharmaceutical Manufacturers' Association of Canada, we have 57 members—all of them intelligent businessmen—who were smart enough to make a buck while serving the public. And yet, they have maintained silence in the face of a constant onslaught of negative publicity. They have not told their story to the public, who, after all, are the motivating force behind present and future government action. As intelligent, progressive businessmen, conscious of their social responsibility, they simply must find a way of telling their story of a constructive contribution to Canadians' health.

Can it be done through mass media? Of course, it can! I would predict that it is only a matter of time before pharmaceutical companies take to the air-waves. Tell-tale marks have already appeared on the horizon. Johnson & Johnson, for instance, has started testing radio as a means of getting across institutional messages, devoted to great moments in medicine and medical research. One-minute spots are running in newscasts over two Washington stations. In some instances, there is a mention of a J&J brand in the copy. In others, there is no product mention, merely a credit line for J&J as the sponsor.

So far, the "ethical" drug industry in Canada has done very little about the consumer's nagging queries. I am sure that the public wants to know why some druggists sell "generic" drugs—which they bought at a lower price—to the public at the same price as brand-name drugs. Likewise, the public wants to know why the drug manufacturers are able to sell the same drug to some organizations for a matter of a few cents—while the ailing consumer is asked to pay for the identical drug with a handful of dollar bills.

Probably, the public also wants to know whether the high cost of research is the real culprit behind high drug prices, when a Committee of the House of Commons reports that drug manufacturers spent only 7 per cent (of the manufacturer's dollar) for research and development of all kinds.

Usually, the consumers—in desperation—turn to the politician, when businessmen fail to answer their

queries and complaints. And, often, politicians will listen when company presidents won't.

Thus, wise use of the broadcast media presents a silver-lined opportunity to the drug industry. Using the intimacy of the living-room atmosphere, they should finally break their silence; it's not golden any longer.

The insurance industry

Another industry should also avail itself of the power of broadcast advertising: the insurance industry—that is, automobile, fire and liability. A recent editorial in *Life* stated that "auto insurance has no friends". And, in Canada, the Registrar General (heading the new Department of Consumer and Corporate Affairs) indicated that one of his first concerns would be the high cost of auto insurance.

The insurance industry itself is conscious of its plight. Witness a recent editorial in the *Canadian Underwriter*—"the role of government in insurance is due to increase rather than diminish".

"This being the case, perhaps it is time for the insurance industry to take a hard look at its public relations efforts with government legislators and insurance regulatory officials with a view of creating a more friendly climate and a more helpful approach". Is it not anachronistic that the *Canadian Underwriter* seems to feel that political lobbying is the answer...in an age when most progressive business addresses itself directly to the inquisitive and sophisticated consumer, who pays the bills?

This consumer wants to know why insurance settlements seem to be out of balance. Do insurance companies really overpay the small nuisance claim, just because it could cost more

to go to court than to settle out of court? On the other hand, is it right to have the seriously injured victim settle for far less than is just, merely because he cannot wait until his case gets to court?

The injured consumer, probably, wants to know too why the insurance companies get the interest on money—owing on a claim—until such a time when the claim is finally settled? Doesn't liability start at the time of the accident?

"How come", asks the little man, digging through the legalese fine print in his policy, "how come these companies claim to lose money on auto insurance, when their statements show a sizable net profit each year?"

And he also wants to know—just on whose side is his friendly insurance agent? Can the buyer really trust him, when he knows fully well that the company pays for the agent's bread and butter, in the form of the commission?

And, he thinks, perhaps there is an answer, too, why the Combines people allow the ritual of rate-setting once per year; somehow, he thinks, collusion could be involved somewhere.

There must be good answers to all these questions, otherwise prosecutions would have been instituted under law many years ago. But—who knows—perhaps, the impending public outcry, amplified by the pressure from sensitive politicians, will bring new protective laws into existence.

Would it not be a pity to have more government-by-regulation in Canada, when the drug and insurance people have such a wonderful opportunity to take their case directly into our living-rooms?

Golden silence? There is no such thing, when you are under public attack!



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Radical possibilities ahead in communications technology

by Sam Solomon

LOS ANGELES—A new era in communications, with great ramifications for commercial broadcasters, was predicted here by Dr. Simon Ramo, noted industrialist-scientist.

Technology has advanced so rapidly in the last few years that man is at the breakthrough stage from scientific possibility to actuality.

In an address to the Hollywood Radio and Television Society, Dr. Ramo, who was graduated at 23 with a Ph.D. from the California Institute of Technology, said it now is possible to open up thousands more channels for radio and television broadcasting.

Miniaturization is becoming passé. Electronic micro-miniaturization, laser and maser technology and satellite communications systems "offer us an exciting opportunity to expand our communications potential by a vast order".

Dr. Ramo, former chief scientist for the U.S. Air Force's Intercontinental Ballistic Missile Program, now is vice-chairman of the board of TRW Inc., a large diversified manufacturer of spacecraft, automotive parts, jet engine components, electronics and defence systems. He said some of

the new technology is beginning to move from the exclusive province of the pure scientist to the service of the consumer.

Intimacy through 3-D

Using a "rational scouting" of the future, Dr. Ramo said three-dimensional color television, through holography, will give a sense of realism and intimacy which will make communications between a newscaster and his audience, politicians and their audience, and salesmen and customers far more effective than any method now in use.

"Space technology has advanced to the point where it is now possible to put into space electronic equipment of great reliability, long life and with the capability of keeping itself supplied with power directly from the sun.

"Advances in micro-miniaturization have enabled us to assemble into lightweight, compact packages a tremendous amount of sophisticated electronics capable of performing the same kinds of complex tasks as the room-sized, large-scale computers of a decade ago. At this rate, it will be possible to imagine that quantum electronic devices and satellites will beam TV programs directly into our homes and schools and offices."

Fact—not fiction

Dr. Ramo stressed he was not talking science-fiction, and saw these possible developments from today's knowledge:

"We may have thousands of education programs, pre-taped and available in the high-frequency spectrum known as microwaves. This will be well above ordinary television and FM broadcasting so they will not interfere with them. We will have a special set with its separate microwave dish antenna a few feet in diameter on the roof, and by push-button we may select whatever we

want to learn from thousands of programs.

"We may also have three-dimensional holographic color television, which depends on such devices as a laser and which offers a far higher fidelity both visually and audibly than ordinary television. The full realism and full information we will be able to transmit and receive will revolutionize the opportunities the medium has already given us."

Towards true democracy

Does all this renew fears of the much-mentioned "robot society"? Not for Dr. Ramo. He foresees a greater opportunity to participate in true democracy, where citizens can vote on thousands of issues as they arise, with push-buttons in the home.

Free enterprise, as seen by Dr. Ramo, will be strengthened by automated control of business, finance, scheduling and distribution. Greater business efficiency will reduce the risks by communicating with the ultimate consumer in his home for his likes and dislikes, providing a free choice in a free market.

Dr. Ramo added that what is technologically possible is not what will necessarily happen. Social, political and other factors will eventually determine what society ends up with.

Local, live programs best way to sell

GO LIVE, GO LOCAL and everybody will benefit, John Murphy, president of the Cincinnati, Ohio-based Avco Broadcasting chain, told a conference of Texas broadcast executives in Dallas last week.

Murphy said he believes both TV itself and advertisers especially would benefit if more broadcasters placed the emphasis on live, local programs as his stations do.

He said: "We (Avco) believe local, live programming is the best way to sell products. And we are convinced it is the most effective way to become a vital part of our community."

Avco has five TV and six radio stations, operating in San Antonio, Texas; Cincinnati, Dayton and Columbus, Ohio, Indianapolis, Indiana; San Francisco, Calif., and Washington, D.C.

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Business admin grads to head CBC

TWO TOP DECISION MAKERS, strong on administration and policy matters, but with little or no actual knowledge of the inner workings of broadcasting, have been named to head up the operations of the Canadian Broadcasting Corporation.

Prime Minister Pearson announced, Friday, the formal appointment of George Forrester Davidson, 58, a 24-year veteran of the federal civil service, as the new president of the CBC. His running-mate, Laurent Picard, 40, an expert on labor-management problems, was named as vice-president, and will act as general manager of the corporation, handling decisions involved in the complex day-to-day operations.

Both are fluently bilingual, and each holds a doctorate in business administration from Harvard University.

Announcement of the two appointments ended weeks of rumor and speculation concerning the possible and probable successors to J. Alphonse Ouimet, who stepped down as

head of the CBC on December 15, after his resignation had been pending for over a year. He had been general manager since 1953 and president since '58. Parliament had decided to split the dual responsibilities shouldered by Ouimet, and create separate offices for the two posts he had held for the past ten years.

Davidson, a native of Bass River, N.S., grew up in B.C., where he received his Bachelor's degree from the University of British Columbia. He then went on to Harvard for his Master's degree and a doctorate in B. Adm.

He spent ten years in senior posts in provincial and private welfare administration in British Columbia before entering the top level ranks in the federal civil service in 1944, where he has been making or remaking government departments ever since.

He began as deputy minister of welfare, in the newly created National Health & Welfare Department, being a key figure in setting up the intricate government machinery for the distri-

bution of baby bonuses in preparation for the Family Allowance program introduced in 1945.

His knowledge and ability were also used to advantage in setting up the Old Age Security program that introduced the pension plan in 1952, and he was called on to help prepare the hospital insurance program.

Davidson was named deputy minister of Citizenship and Immigration in 1960, and in 1963 became a director of the Privy Council bureau on government organization, reviewing the recommendations of the Glassco Royal Commission report on government organization and working out how the proposals could best be implemented.

In 1964, he was named secretary of the federal Treasury Board, a post aimed at maintaining some control over the government's spending programs.

He frankly admits knowing little about broadcasting, but says he's going "to learn fast". His job is to

(continued on page 22)

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THE TORONTO DAILY NEWSPAPER which has always regarded broadcasting as a dirty word, although it once operated a radio station itself, is celebrating its 75th anniversary by showing signs of recovering its sanity.

The Toronto Daily Star, which used to forbid the use of the word "radio" in its news columns, has now come out with an attractively-printed, well-tabulated, tightly-written, colorfully illustrated supplement for its Saturday editions, called *Star TV Week*, thereby writing *finis*, I would judge, to its long-drawn-out hate campaign.

It is about time this particular newspaper — and there are or have been others across the country — realized that radio and television are an important part of the lives of its readers, just as the broadcasters should acknowledge the contribution made by the newspapers to their radio and television listeners and viewers.

For decades, we have heard radio station people complain that their local newspapers refused to print their program schedules, except as paid advertisements.

On the face of it, this seems a reasonable beef. But, on the other hand, what did the broadcasting station ever do for the newspaper, from which it resented not getting this free publicity? Good question?

The late Joseph Atkinson, publisher and, I believe, founder of *The Star*, did actually, so the story goes, issue instructions that a radio program, broadcast by Jack Benny, before an

audience of troops stationed at the Canadian National Exhibition early in the war, should be reported as an "air-borne concert", rather than using the horrible words "radio program".

Earlier still — in 1922 to be exact — Mr. Atkinson opened the first (I think) radio station in Toronto, with the call letters CFCA.

Eleven years later, in 1933, he closed it down, presumably convinced that the radio was only a passing fancy.

This must have marked the beginning of his hate-radio campaign, but there was a sequel.

In 1948, when Joe Atkinson died, the story goes that there were found in his safe deposit box several thousand shares of the common stock of a company called Standard Radio Ltd., which still owns and operates Station CFRB.

These shares were acquired by a holding company headed by a financier by the name of E.P. Taylor, whose Argus Corporation has quietly held effective control of Standard Radio Ltd., ever since.

RELIGIOUS BROADCASTING has changed face within the past few years. Its new approach was expressed in *Over the Desk*, December 14, by Rev. Rod M. Booth, speaking for Inter-Church Radio Operations. "We're trying to take religious broadcasting out of pat devotional packages and into the gutsy issues of life."

Agreeing with this viewpoint was a Catholic priest, Father Barry Jones, co-ordinator, communications media, Archdiocese of Montreal, who said: "I certainly have no axe to grind with what Rev. Booth feels about religion and broadcasting as we in Montreal feel the same way."

He and Dean William Bothwell, of the Anglican Church, alternate as hosts on a Monday evening CBC Radio program (Quebec network, 7:30-8:00 p.m.) which was begun on January 8 under the title of *Clergymen Confront the News*. Each invites two other members of the clergy to participate in the program, during which they "review the week's news and pull

out items which give us a basis for comment in terms of our particular profession or function". The program is taped earlier in the day.

Father Jones and Dean Bothwell, with Rabbi Benjamin Leinow, also do a Sunday night hour-long radio program, *Comment and Opinion*, which has been on the air for the past two years. "We usually include three topics in the program and we talk about everything under the sun which in any way affects the moral and social life of man.

"Occasionally we have a guest who is a specialist in one of the areas up for discussion," he said. A five-minute version of the program is heard Wednesday afternoons at 2:05 and "the ratings are good" with the latest ones being "the best yet", Father Jones added.

"As the man responsible for the English-speaking Catholic side of communications in this diocese," he said, "my own approach to the problem of involving ourselves in the world of electronic media is two-fold: (1) No one denomination or faith should try to go it alone in radio, TV, etc.—it's a pluralistic audience out there and all facets of it deserve recognition; (2) Sermons belong in pulpits and do not generally belong on radio or TV any more than radios or TV sets belong in pulpits.

"Religious people with religious aims and goals must integrate themselves into the daily broadcast pattern and personality of the broadcasting outlet they are using. Religion is a part of the fabric of life; why put it into a box on radio and TV?"

An effort to introduce a new format into religious programming resulted in the planning of *Concern*, a CBC radio network program broadcast Tuesdays at 7:03 p.m., and which "has elicited more response than any other program of its kind" said Harry J. Boyle, network supervisor of radio features.

Hosted by Rev. Peter A. H. Meggs, B. A., L. S. T., supervisor of the Anglican Church of Canada's Division of Broadcasting & Information, a former CBC program director, *Concern* "attempts to cover all areas of concern to people in the last third of the 20th century", and is far-ranging in its subject matter.

It has dealt with such topics as alcoholism, the family as a unit, celibacy in the Roman Catholic Church, draft dodgers, today's music and its message, and various trends, traits and traditions. Under consideration for future discussions are: loneliness, separatism, an analysis of marriage breakdown, the changing sisterhoods, and a program on Jews with Larry Zolf.

Buzz me if you hear anything.

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Ward Cornell

The appointment of Ward Cornell, president of Ward Cornell Limited, as programming and promotion consultant for the Radio Division of All-Canada Radio & Television Ltd. is announced by Ken A. Baker, vice-president, Radio.

Mr. Cornell will work closely with radio stations represented by All-Canada and his vast experience in all facets of the broadcasting business makes him ideally suited for this position.

CHAB APPOINTMENT



John Sitter

We are pleased to announce the appointment of John Sitter as Sales Manager of CHAB Radio. John will be handling Sales on both the National and Local level. He has been with the company four years, is twenty-six years of age, married with three children.

Coming Events

February 5: Advertising & Sales Club of Hamilton, Sheraton-Connaught Hotel, 6:15 p.m.

February 5: Le Club Vente & Publicité de Québec, Marino Restaurant, 6:00 p.m.

February 5-6: RSB sales and management conference, Airport Inn, Vancouver.

February 5-6-7: CAB Directors' meeting, Château Laurier, Ottawa.

February 13: Toronto Advertising & Sales Club, Sales Management Conference, Royal York Hotel. Keynote luncheon speaker: Maj.-Gen. A. Bruce Matthews, chairman of the board, Excelsior Life Insurance Company. Topic "Sixty-eight in Focus".

March 4-14: Automation Demonstration Workshop, Constellation Hotel, Toronto. Sponsored by Brinkworth & Associates, Scarborough, Ont. in co-operation with International Good Music, Bellingham, Wash.

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ANNOUNCEMENT

CHCT-TV APPOINTMENT



T. WM. TOWNSEND

The appointment of T. Wm. (Bill) Townsend as Director of Marketing for CHCT-TV has been announced by J. N. Inkster, General Manager of Calgary Television Limited.

Mr. Townsend brings to his new position more than eighteen years' experience in the advertising and marketing fields, including two years as National Sales Manager of CJCB-TV, Sydney, Nova Scotia, and nine years with All-Canada Radio and Television Limited in Montreal and New York. Since 1962 he has been Manager of the Eastern U.S. Division of All-Canada, working out of New York.

Born in Calgary, Mr. Townsend was raised and educated in Saskatchewan. He is married and has three children. His new appointment is effective January 15, 1968.

A new image for Radio Corporation of America

IN TREND WITH THE TIMES, a complete face-lifting is involved in the corporate-wide communications program for Radio Corporation of America, that touches on everything from its familiar RCA trademark to its office design.

Robert W. Sarnoff, president and chief executive officer for RCA, said the program "has been planned to convey the modern character of RCA as a diversified enterprise that has evolved over the past half century from a pioneering base in communications and electronics to leadership in total information technology".

Developed in co-operation with Lippincott & Margulies, international communications, design and marketing consultants, the new program will affect every aspect of RCA's style and look and will be applied to all of the corporation's products, services and facilities.

Walter P. Margulies, president of the consulting firm, said: "As the company whose name is synonymous with communications, RCA's adoption of this new corporate-wide communications program is particularly significant." He said the changes would be "applied to all of RCA's activities, from the style of its advertising and sales promotion to the signs on its facilities, from the new appearance of RCA's rolling stock to its stock certificates, from the packaging of its television tubes to the matchbook covers."

Sarnoff said the "complete and systematic change in style would affect the firm's national and world-wide operations...as well as the terminology used to describe the company's activities."

He added that many changes will be introduced immediately but "the long lead-time on certain product lines may require 12 to 18 months before all of RCA's products and

services are converted to the new style."

The change the public probably first will note will be the new RCA trademark, shown here. Replacing the familiar 46-year-old design formed by the letters "R.C.A.", underlined by a lightning flash and enclosed in a circle, will be the new logotype which has the three letters in contemporary design standing alone to form a single unit.

(continued from page 19)

... to head CBC

remake the corporation within the image of the new Broadcasting Act, which is still in Bill form undergoing clause-by-clause study in the House.

Picard, a graduate in applied sciences at Laval University in his native Quebec City, had worked previously for the federal government, having been selected in June '66 as Industrial Inquiry Commissioner to investigate working conditions of longshoremen in the ports of Montreal, Trois-Rivières and Quebec City.

He has also been president of a federal-provincial study committee on the state of the shoe industry in the province of Quebec, and has acted as a consultant to major Canadian and international companies in regard to labor-management relations.

He has done research and consultant work for a wide variety of industries including aluminum, printing, electronics, chemical products, railways, paper and wood products.

Up to the time of his appointment as Davidson's right-hand man in the operation of the CBC, Picard was associate director of l'Ecole des Hautes Etudes Commerciales, at the University of Montreal, and was director of the university's department of business administration.

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that makes every precious second reach its mark. They'll arrange and re-arrange. Promise good times for all. And stick out their corporate neck to make their promises stick.

Our men just never get off the spot. Being there is a full-time responsibility. So when you're looking around for the hottest spots in town, keep your eyes open for our CBC representatives.

They'll always be there. And be prepared. These dazzling characters will put spots before your very eyes!

CBC  **TV**