



SOMEDAY A MONUMENT to the Father of New French Canada, whoever that may prove to be, will likely stand beside this statue of Samuel de Champlain, called the Father of New France by the history books. Champlain's imposing figure watches over the current French-Canadian scene from Dufferin Terrace, Quebec City.

Inside French Canada

In this issue

You have to approach the French-language markets in a different way. What is this difference? Here are six expert answers to this question.

- NEWS (Larry Ouellette) 6
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(and all the regular features)

ACRTF

Convention Agenda

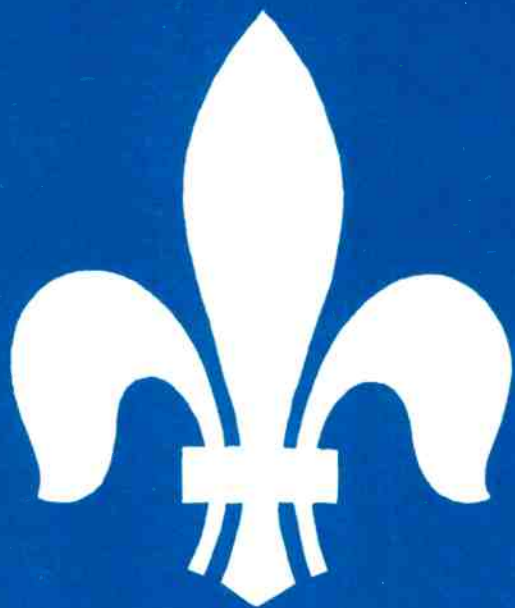
THE QUEEN ELIZABETH Hotel in Montreal will be the site of the eleventh ACRTF convention November 15, 16, 17 and 18. "Outlook 1965" is to be the French-Canadian broadcasters' theme, broken down into four major discussion areas:

- (1) a thorough study of French Canada 1964,
- (2) study of the ACRTF brief to be presented to the Royal Commission on Bilingualism and Biculturalism,
- (3) the future of broadcasting with Dr. Andrew Stewart, BBG chairman; Alphonse Ouimet, CBC president and Don Jamieson, CAB president and,
- (4) what clients and agencies think of us and what we think of them.

The annual dinner, a no-speech buffet affair, is tabbed for Tuesday November 17. It will include an all-Canadian show and dancing.

For reservations, write the Association Canadienne de la Radio et de la Télévision de Langue Française (ACRTF for short), Maurice Dansereau, Poste CHLN, 3550 Boulevard Royal, Trois-Rivières, P.Q.

NOUS SOMMES FIERS



RADIO

CFGT Alma, P.Q.	CKLM Montréal, P.Q.
CHAD Amos, P.Q.	CHNC New Carlisle, P.Q.
CJBM Causapscal, P.Q.	CHRC Québec, P.Q.
CJMT Chicoutimi, P.Q.	CKCV Québec, P.Q.
CFML Cornwall, Ont.	CJLR Québec, P.Q.
CHFA Edmonton, Alta.	CJBR Rimouski, P.Q.
CJEM Edmundston, N.B.	CHRL Roberval, P.Q.
CFRG Gravelbourg, Sask.	CKRN Rouyn, P.Q.
CFGR	CFNS Saskatoon, Sask.
CKCH Hull, P.Q.	CJSO Sorel, P.Q.
CJLM Joliette, P.Q.	CKSB St. Boniface, Man.
CKRS Jonquières, P.Q.	CKJL St. Jérôme, P.Q.
CKLS LaSarre, P.Q.	CFBR Sudbury, Ont.
CFLM La Tuque, P.Q.	CKLD Theftord Mines, P.Q.
CKBL Matane, P.Q.	CFCL Timmins, Ont.
CKBM Montmagny, P.Q.	CHLN Trois-Rivières, P.Q.
CJMS Montréal, P.Q.	CKYD Val d'Or, P.Q.
CKAC Montréal, P.Q.	

CKVM Ville Marie, P.Q.
CKVL Verdun, P.Q.

TELEVISION

CJPM-TV Chicoutimi, P.Q.	CFTM-TV Montréal, P.Q.
CKRS-TV Jonquières, P.Q.	CFCM-TV Québec, P.Q.
CKBL-TV Matane, P.Q.	CKRT-TV Rivière du Loup, P.Q.
CKRN-TV Rouyn, P.Q.	
CKTM-TV Trois-Rivières, P.Q.	

... des diffuseurs privés de la radio et de la télévision française qui se sont unis, avec leurs confrères des postes anglais de l'industrie, dans une seule association — L'ASSOCIATION CANADIENNE DES RADIO-DIFFUSEURS.

C'est de cette manière que les diffuseurs privés partout au Canada contribuent d'une façon significative à l'unité nationale de notre pays.

AUX délégués de l'ACRTF:

Nous vous souhaitons une conférence des plus cordiales, pleine de bonhomie et dont les délibérations seront des plus utiles.

L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

SIGHT & SOUND

News from Advertising Avenue
About Radio and Television . . .
Accounts, Stations and People

VICKERS AND BENSON LTD., whose competitive presentation won out over several others, will take over the Mattel-Dee & Cee account, billing about \$500,000., on November 16. V & B inherits from Foster Advertising Ltd., which had the account for more than two years.

Bill Bremner is to be the account supervisor at V & B. Bremner was also connected with the account at Foster Advertising Ltd., where he was an account executive until two months ago.

Toymakers in general are partial to television, usually budgeting it for 70-80 per cent of their advertising dollar and concentrating on pre-Xmas campaigns.

Mattel-Dee & Cee recently opened a new million-dollar Canadian plant with vastly increased manufacturing facilities.

FIAT MOTORS OF CANADA LTD. has appointed the Baker Advertising Agency Ltd. to handle its national advertising.

Muter, Culiner, Frankfurter & Gould Ltd. previously had the account through Fiat distributors. Fiat's new policy of working directly with local dealers, dropping distributorships, is responsible for the change.

John McEachern will be the Baker account supervisor and Cesar Ruscone the account executive.

THE BURNS & CO. LTD. advertising account has moved to MacLaren Advertising from James Lovick's Calgary office.

Peter Webb will be account supervisor at MacLaren.

Richard Loftus, vice-president of marketing for Burns, says he "leans very strongly to the broadcast media." Burns billings approximate \$275,000. a year.

THE REP HOUSE of Stephens & Towndrop Ltd. salvaged an Ontario-only 12 station radio network plan for broadcasting Toronto Maple Leaf Sunday-night away games, from the ruins of a more ambitious 52 station project originally tried by Walsh Advertising.

Stephens & Towndrop managed to swing the 24 game deal through the co-operation of Foster Hewitt. Hewitt has been doing the games for years for CKFH Toronto, but would have been replaced in the grandiose Walsh plan by a crew from CFRB Radio.

Hewitt gave permission for Toronto's CHUM to carry the hockey broadcasts along with CKFH.

Schick Safety Razor Co. and Mark Ten cigarettes co-sponsor the Sunday evening broadcasts.

MacLaren Advertising is the agency for Imperial Oil Ltd., who reclaimed the game rights after the Walsh proposal fell through.

CJRL KENORA AND CKDR DRYDEN have changed reps. Cam Logan & Associates took over from Stovin-Byles Ltd., effective October 22.

PEEK FREAN (CANADA) LTD., has cut off its radio, and some of its print dollars for the balance of 1964 in anticipation of a limited TV test campaign to be run in January.

The four stations to be used in the test are already signed, and include no major markets. Canaline Advertising Limited is the agency.

Peek Frean are presently setting up elaborate stock checks to gauge the effectiveness of the television advertising. If results are not conclusive after eight weeks, Peek Frean will revert to the radio and print media.

ANNOUNCEMENT THAT Coutts-Hallmark greeting cards will sponsor another of their *Hall of Fame* programs — *The Other World of Winston Churchill* — on the CBC-TV network November 30, points up the vagaries on the broadcast industry's Canadian-content issue.

Wm. E. Coutts Co. Ltd., of Canada would like to sponsor all of the hour-long specials televised by the American parent company.

John Connor, sales promotion manager, says policy is to have at least four shows, two in spring and two in the fall.

But *Abe Lincoln in Illinois* and *Magnificent Yankee*, and other American-made specials, couldn't meet

Canadian content requirements and were not run in this country. This left gaps in the Canadian company's television campaigns.

The Churchill program, filmed in England, is based on Sir Winston's book, *Painting as a Pastime*, in which the British statesman writes about the joys of painting as a hobby and the perpetual challenge of art.

The documentary will show many of Sir Winston's paintings in their current settings, and will be narrated by Paul Scofield.

Close to 70 per cent of the Coutts ad budget goes to television.

Coutts-Hallmark "have done spots," says Connor, "but we've discontinued them due to an unfortunate misunderstanding. There was a bit of public criticism of the content of our religious cards, and the CBC pulled our spots off the air. We're not against spots, but once bitten, twice shy."

Foote, Cone & Belding Canada Ltd. is Coutts advertising agency.

THE KELTON CORPORATION Ltd., makers of Peter Austin toys, has joined other toymakers in letting Canada know that Santa Claus is coming. Kelton will part-sponsor six Wednesday episodes of *Razzle Dazzle*, the CBC-TV network children's series.

Dates will run November 11 to Christmas, and Kelton will be a major sponsor on three occasions.

Canaline Advertising Limited, the Kelton agency, made the arrangement.

THE CANADIAN ADVERTISING Research Foundation, 85 Richmond St. West, Toronto 1, is now accepting entries for the second annual \$1,000.00 MacLaren Award for the best contribution to the field of advertising research.

The competition theme for this year, closing March 1, 1965, is "the improvement of techniques used in establishing an advertising appropriation".

The award is open to any individuals or group of individuals, but not to organizations. Entrants may be residents or nationals of any country, but the approach made should be Canadian in origin, character or application.

The research awards were established in memory of the late J. F. MacLaren, founder of MacLaren Advertising Co. Ltd.

DONB. McCASKILL, recently reported as leaving McKim Advertising Ltd., joined Warner-Lambert Canada Ltd. on November 1 as executive vice-president.

Broadcast people will be happy to know that the advertising and market divisions at Warner-Lambert will report to McCaskill, who is a good friend of the broadcast industry. McCaskill in turn will answer to W-L President Frank Cleary.

H. D. ROACH, president of McKim Advertising Limited has announced the appointments of E. B. "Mickey" Phair as executive assistant to the

Continued on page 17

ANNOUNCEMENT

MacLAREN APPOINTMENTS



E. V. Rechnitzer



C. E. Brown



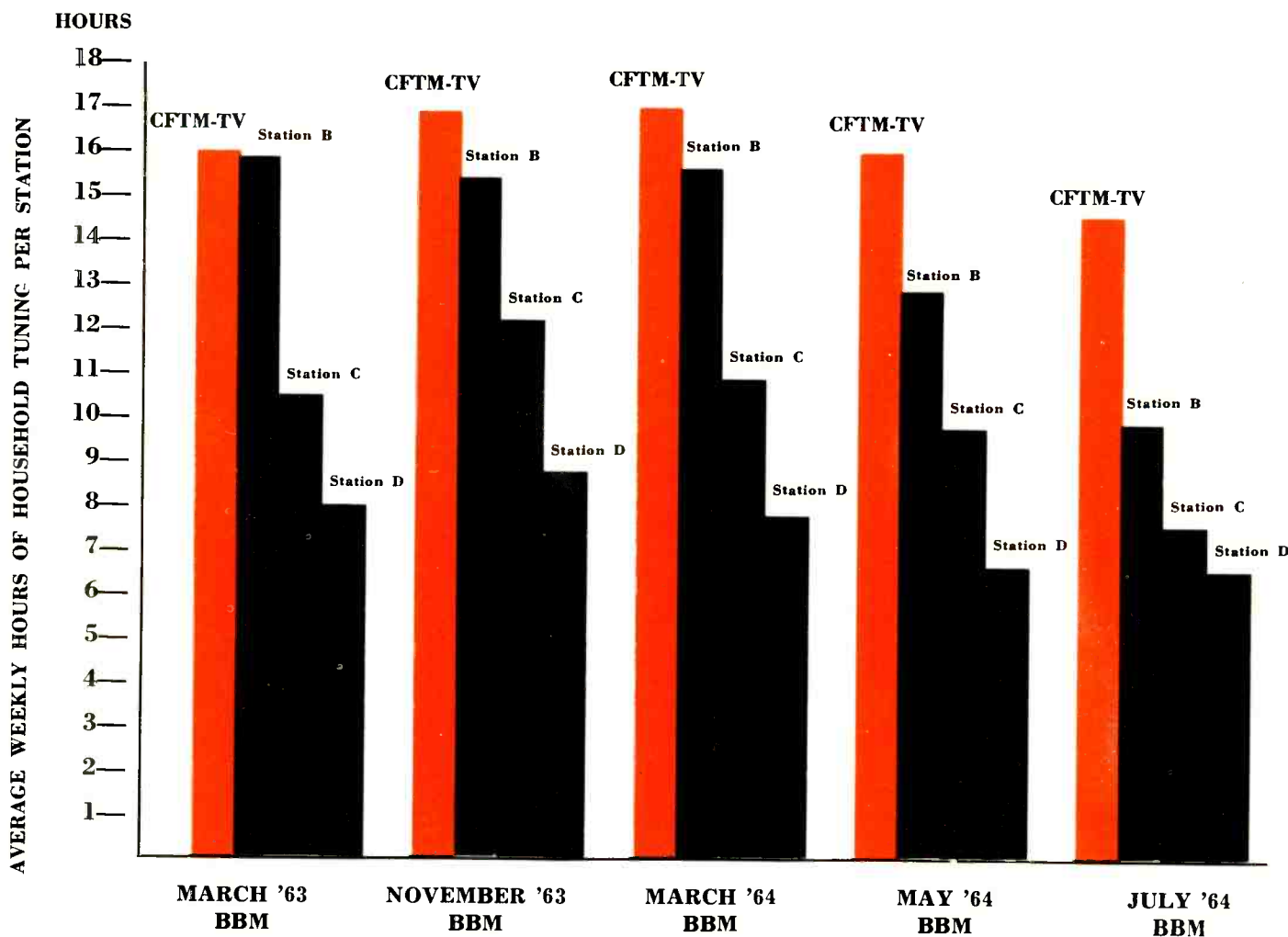
G. G. Sinclair

The Directors of MacLaren Advertising Co. Limited, announce the appointments of Einar V. Rechnitzer as Chairman of the Board of Directors, C. Edmund Brown as Vice-Chairman of the Board, and George G. Sinclair as President of the Company. All have been with MacLaren most of their business lives. Mr. Rechnitzer, who has been President since 1955, joined MacLaren 34 years ago, Mr. Brown 36 years ago, and Mr. Sinclair 24 years ago. Mr. Brown was formerly Executive Vice-President, and Mr. Sinclair General Manager.

In the
MONTREAL TELEVISION MARKET

More and more households are spending more and more hours each week viewing

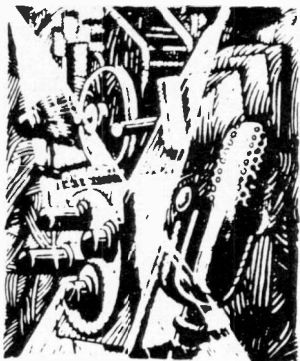
CFTM-TV
 than any other station



Greater Montreal is Sold on
CFTM-TV CHANNEL TEN

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 STOVIN-BYLES LIMITED — WINNIPEG 943-2662 — VANCOUVER MU 4-4831
 FORJOE TELEVISION INC. — NEW YORK CITY 679-6820



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Editorial

National unity needs more than a flag

Canada is currently torn apart by a controversy over a national flag, symbolizing the two races, Anglo-Saxon and French, of which it is comprised.

This manifestation of a strong desire to affirm and confirm our national independence is admirable in every way, and is, we believe, in the hearts of practically all Canadians whatever their views may be about the design of a new flag if there is to be any.

Unfortunately, the situation has reached a point of indecision where the government, the official opposition and the two smaller parties, instead of uniting their efforts to achieve national unity, have turned the matter into a political football game, with each group doing everything it can to gain advantages for its own party.

The result of these unfortunate manoeuvres is that not only has the cause of united nationalism been set back immeasurably, but also the whole country has been disenchanted with everyone who is sitting in the House of Commons, regardless of party.

Many Canadians feel that the acceptance of a flag symbolizing Canada itself, without anything connecting it with Britain or France, would, without affront to either of those countries, provide this country with a flag which would be acceptable to both our races.

Rather than regarding it negatively as a breach with the old order, they see it as a sign of maturity and the independence which goes with age.

We subscribe to this view, not as a cure-all for our national problems, but as an outward and visible sign of an inward desire to show the world we are one Canada. But is this truly the real issue?

• • •

Canada has grown into an industrial giant. The growth has been as phenomenal as it has been fast. This has been made possible by the enterprise and energy of Canadians, of whom we should be extremely proud.

But beside energy and enterprise another

essential to this growth has been capital, and this capital has come substantially from outside the country.

Capital for our development and the maintenance of that development came first from Britain and later from the United States. Recently still more capital has come from European countries.

Again, perhaps it should be a matter of pride to us that industrialists and financiers from other countries have recognized the opportunities offered them by Canada, Canadian resources and Canadian people.

When an ordinary business goes to the public for capital on which to operate, the shareholders become owners of the company in ratio to the amounts they invest. In the same way, outside investors in Canada become shareholders, entitled to oversee the conduct of their individual enterprises, and of the country itself.

These investors provide employment, high standards of living and so forth to Canada, but it is only natural that, in order to protect their investments, they must maintain some degree of regulation and control where they have invested their money.

There is another area of dominance from without, which has to be faced up with, and this is in matters of labor.

While of late years Canadian trade unions have replaced American ones, there are still a great many American unions riding herd over Canadian industry.

For better or for worse, Canadian industry is virtually dominated by American, British and some other foreign capital.

For better or for worse, American labor unions still control Canadian workers in many fields.

New flags and other symbols of our growing nationalism cannot stem these tides, even if it is desirable that they be stemmed. On the other hand, neither foreign capital nor foreign unions can stem our growing nationalism, if we will approach our problems with cool thought and honest leadership rather than fanatical emotionalism.

RADIO RIBS



French logic versus Anglo-Saxon intuition

by LARRY OUELLETTE

"WE HAVE AWAKENED. Now the question is: will the English-speaking people awaken, also? They are irritated and more or less afraid, but they have no real understanding of the situation."

This statement is from a man who, probably to a greater extent than anyone else, has some understanding of what is going on in French Canada at the present time.

Brother Jean-Paul Desbiens, who four years ago authored a paperback titled: "Les Insolences du Frère Untel", which sold 120,000 copies in French Canada, recently returned from Europe and now occupies an important post in the Quebec Ministry of Education.

"Canadians still don't understand what French Canadians want and no one in Ontario really understands in detail what French Canadians want in the way of bilingualism."

HOYLES, NIBLOCK AND ASSOCIATES

CONSULTING BROADCAST
ENGINEERS and ATTORNEYS

- APPLICATIONS - TRANSFERS
- ENGINEERING BRIEFS
- PROOFS OF PERFORMANCE
- TECHNICAL EVALUATION
- ENGINEERING COUNSEL

1234 MARINE DRIVE
NORTH VANCOUVER, CANADA

This statement is from a man who obviously does not have much understanding of what is going on in French Canada. Toronto lawyer Alex Langford, representing Ontario on a panel discussing Confederation, at the 50th anniversary convention of the Canadian Bar Association last summer, added: "We are reasonably sympathetic to Quebec needs, but would like to be told how we can help individually." The reason he doesn't know what French Canadians really want is because "there are too many speeches and organizations for us to get a clear picture..."

But some are more optimistic.

"I feel very strongly we have reached a turning point for the better, that the rest of Canada has begun to understand why Quebec has been acting and talking as it has."

These words came from Quebec Forestry Minister Maurice Sauvé, addressing the Canadian Union of Students in late August, and they clearly demonstrate that the minister puts French Canadians in one pot, and all other Canadians in another.

For him there is a difference, the same as there is a difference for Frère Untel and for Lawyer Langford.

But where is the difference?

On the human level? Probably not. French Canadians and



LARRY OUELLETTE, Quebec news editor of Broadcast News, has been with that organization since 1945, the year in which it was established. A French-Canadian family man, he is equally at home with English-language Canadians.

English Canadians react generally the same way to the various events which affect the human aspect of their lives.

Is there much difference in the economic situations of both groups? Hardly. Quebec is one of Canada's richest provinces and the standard of living is high. An industrial boom, without precedent in the history of the province, is going on at the present time.

Are they far apart in their political beliefs?

It is true that French Canadians have at times compared their political leaders to despots, but the fact that they have been able to overthrow burdensome regimes at election time shows they have as good a sense of democracy as their English speaking countrymen.

What then, is the difference?

Logic vs. Intuition

It is real, because one can feel it. But it is hard to define because its visible symptoms are the results of subtle undercurrents of thought. It probably has to do with the outlook on life in general. It may be that the philosophy of life of the two groups differs greatly. It could be a perpetual clash between French logic and the intuitive mind of the Anglo Saxon. It may very well be a question of motivation.

I shall not venture to try and say what the difference is. But 20 years spent writing news, working side by side with French speaking and English speaking Canadians, have convinced me that these people simply do not see things the same way. At least some things.

It is not an exaggeration,

for example, to say that a sizeable chuckle shook French Canadian newspaper readers, radio listeners, and TV viewers at the way — very serious and sometimes naive — in which English speaking newsmen described incidents and events connected with the Queen's visit to Canada this fall.

The description by some English language news media of Queen Elizabeth, leaving the warm comfort of her cabin aboard the *Britannia* to venture out on deck during the cold and windy trip up the St. Lawrence to Quebec City, took on all the glamor of an awe-inspiring mountain expedition in the wilds of the Himalayas.

This sidelight was considered prime news fodder for English Canadians. However, I recall members of my own French-language staff in Montreal, debating whether or not they should carry such a trivial item in a newscast on the French wire of Broadcast News. For a Frenchman, to mention a walk on deck by the Queen during a boat trip, is an insult to logic. Why not mention that she woke up in the morning, or that she had breakfast, or dinner?

Other small incidents, such as the collapsing gangplank caused ironic comments in French Canadian news circles. Why all the fuss they wondered.

The royal visit is only one example, but I feel that in cases like this, the French Canadian press is more mature than its English-language counterpart. With no inclination for personal worship toward Her Majesty, French news media left out detailed descriptions of dress and personal doings and placed the accent on the significant events of the visit.

The story of Paris fashions is told with
tongue in chic.

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

However, this is not to say that if perchance Pope Paul were to visit Canada, the French Canadian press, radio and TV would not go wild, although I suspect that most of the individual newsmen would remain unimpressed.

Growth of French news coverage

It is generally known that French-language radio and TV stations are served by news service in French. Inaugurated in June 1945, with five subscribers, the Broadcast News service in French today goes to 44 radio stations and 10 TV stations on the same basis as English service to the English stations. It has expanded beyond boundaries of the province of Quebec to serve stations in Edmundston, N.B., Sudbury, Timmins, and Cornwall, Ontario.

Little proof is needed to show that French broadcasters have understood as well as their English-language colleagues that news programming is essential to the growth of broadcasting.

At the start, the French service of BN comprised only 11,000 words in French daily, six days a week. Today, the French service approximates more than 30,000 words daily, including summaries of international, national and regional news, sports and features. The French-language stations are represented on the BN board of directors by Tom Burham, general manager, CKRS-TV Jonquière.

The French service, as it exists today, was gradually built up through the years, with the BN management and staff working hand in hand with the stations.

Since 1954, news editors of the French stations have met each year with BN editors and management to discuss development of the service and to exchange ideas on the handling of radio and TV news. At one of these meetings, it was suggested that radio and television should be represented in the Press Gallery at the Quebec Legislature. Today, the French service of BN has its own permanent reporter in Quebec, providing special coverage of the Legislature to catch major newscasts in addition to BN's regular coverage. Recent news meetings have discussed the idea of setting up a voice service in French, along the lines of BN Voice serving the English stations.

The French-language newspapers also have a news service

in their own language. Le Service Français de la Presse Canadienne, under the direction of Bill Stewart, bi-lingual Canadian Press bureau chief in Montreal, has carried international, Canadian and regional news to French-language subscribers since 1951.

Is there any difference between French and English-language newsmen? To be sure there is, because French Canadians and English Canadians do not look at things the same way, but one group is just as news conscious as the other.

Accent on Opinion

When it comes to straight reporting, there is little difference, although, as it was pointed out in the case of the Queen's visit, French Canadians seem less liable to stop at trivia, and more inclined to scan the background and look for motives.

However, the Latin temperament of the French seems to take over in the editorial page where writers sometimes forget that other people, their readers and listeners for example, have opinions too and that they ought to be respected. In this connection, it is noted that sportswriters in particular go a little further than regular reporters.

A French-Canadian sportswriter is usually partisan and he is fearless in proclaiming that his team is the best, period. He will *not* say, for instance, that "The British Columbia Lions, perhaps the best football team in Canada, were beaten 14-7 by the Montreal Alouettes . . ." But he *will* say, and I heard this on the air, that "The British Columbia Lions, winners of the Grey Cup come November, were beaten etc. . ."

Like most other French Canadians, the sportswriter or sportscaster embraces a cause. For him, the cause is often a team, most times a French Canadian team, like the Canadiens, but not always. In football, for instance, the B.C. Lions caught the imagination of the French language press this year. For what reason? Color perhaps. In baseball, the Yankees are a great favorite. During the Canadian Open Golf Championship near Montreal last summer, French Canadian spectators followed Arnold Palmer in great hordes. But they neglected Jack Nicklaus, a serious contender, in favor of the more colorful, if less effective, Chi Chi Rodriguez.

French for the French

French Canadians are often told that they are being exploited, that they are behind the times, that, as Frère Untel puts it: "The time has come to awaken."

For this reason, they love to talk, to make plans, to envision future things, far greater than what they now have. There is a tendency, sometimes encouraged by interested parties, to be suspicious about what they call "foreign news agencies." The Canadian Press and its broadcasting subsidiary, Broadcast News, have been included in this category by nationalist or separatist leaders. What they say is that news emanating from these sources is written by people with a mentality that is foreign to the French Canadian way of thinking and although the facts may be true, the interpretation could be off line. Separatists, nationalists and sometimes intellectuals, rebel at the idea that world and Canadian news are brought to them by English-language reporters and newsmen.

The French service of BN was augmented with the dispatches of Agence France Presse this year, and this was well received.

It is noteworthy that the exploitation theme is now being turned against some people who have used it in the past to distract the attention of French Canadians from the real causes of some their troubles.

Young French Canadians no longer blame the English or the Americans as the only ones responsible for their state of affairs. They are asking questions of their own leaders. And in doing so, they may have put their finger on the sore spot.

In the past ten years, there has been such an emergence in French Canada that people everywhere in the country are wondering what will come of it.

Little will, unless the French Canadians themselves show enough perception to determine the course to follow. Intellectual leaders are almost unanimous now in telling French Canadians that they must look at themselves, and not at the English, the Americans or the French, to find the solution to their problems.

It may well be that their future depends on their ability to detect the difference between reality and the make-believe brandished by the ambitious and the malcontents.

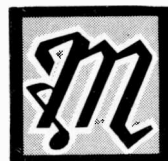
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Should poll more adults or weight results

THE BUREAU OF BROADCAST Measurement took a good penetrating look at itself, publicly, on October 16.

Dr. D. K. Dale, Chairman of the Mathematics Department, Carleton University, Ottawa, was hired by BBM nearly 18 months ago to dissect its ratings and beratings. He delivered his "evaluation of BBM" to an audience of broadcasters and interested parties at Toronto's Royal York Hotel.

Dr. Dale's principal finding was that the BBM sample is

overpopulated with children. In practical terms, this meant BBM television ratings tended to the high side, based on theoretical results that would come from use of a perfect "cross-section of the people" sample.

Comparative ratings between stations could be misleading, very slightly, if one station captured most of the kiddie viewers.

The original BBM sample was good, Dr. Dale pointed out (it profiled well against the 1961 census), but the fact that non-

respondents tended to be among childless couples and single people threw the participating sample out of kilter. When the audience was boiled down to adults (that is, outside children's viewing hours), tuning habits of respondent and non-respondent homes were much the same.

Is there a simple remedy? Dr. Dale said yes. He proposed a system of "weightings" to downgrade BBM results obtained for the hours when children form a high percentage of the viewing audience.

The Dale study was instigated by broadcast industry BBM subscribers in an effort to find out just how accurate the all-important BBM ratings and results actually were.

On the whole, the Dale report was reassuring — a vote of confidence for the BBM staff.

But Dr. Dale suggested that each area he investigated could stand further research, if subscribers were willing to get behind the effort with funds.

He looked into a few other BBM problems and possibilities, though he limited his study area to Toronto.

First, he tested the feasibility of individual questionnaires. Response was nine per cent, half as much as that gained from the household logs now in use.

Next he hopefully worked on the possibility of cutting off the tabulation of responses at an early level (before they were all in, in other words). BBM results could be published sooner, if early cut-off was guaranteed not to distort results. Dr. Dale found that late respondents generally did not tune as much, and warned against premature "resulting" as statistically dangerous.

Finally, he checked the difference in radio response between respondents logging radio and television together, and those logging radio separately. "The response was always higher from those logging radio alone," he found, — probably because the homes logging separately took more pains with their reports. Disadvantage? The method is too expensive.

Some of Dr. Dale's recommendations are already influencing BBM practise.

BBM officials feel they have the problem of too many children in their sample licked — not by Herod's methods, but by an intensive effort to increase their poll of one and two-person households.

A BBM Directors' meeting held October 28 has given first consideration to the Dale study. Soon BBM can let the broadcast industry know if the hand is going to be out for more money, aimed at more research, or whether BBM will settle, temporarily, for the Dale findings.

ACRTF . . .

Les

**BONNES
NOUVELLES!**

toujours

par

BROADCAST NEWS

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

More broadcast and less print

WHATEVER ITS OPINION OF separatism on the socio-economic level, Baker Advertising Agency Ltd. is a firm believer in keeping French language and English language campaigns apart. With this thought in mind it has established a completely autonomous French-language agency, Publicité Chanteclair Ltée, in Montreal, to take care of French accounts and their campaigns on a French-for-the-French basis, and without interference or influence even from the English-language parent company.

David Gillespie, executive vice-president of the Baker organization, whose responsibilities include maintaining the complete autonomy of the Chanteclair office, told the *Broadcaster* that the establishment of this office was prompted by the differences in the impact of the various media within the two language groups in Canada.

"These differences, coupled with differences in the areas of product consumption and advertising and marketing campaigns have resulted during Chanteclair's first year of existence in piling up new clients and awards in sizable quantities, Gillespie said.

The big point, he explained, is that autonomy or even semi-autonomy gives this sort of an agency a free reign to develop advertising campaigns wholly apart from corresponding English campaigns.

"In other words", he said, "instead of translating English copy into French — both the words and the spirit of it — the French agency can start from its own basic creative strategy and develop a campaign which is truly French in every sense of the word."

Speaking of the respective positions of French and English media, Gillespie charged English language advertisers, "almost without exception", with automatically using the same media for their French-language campaigns as the English ones.

Charging that the reason for this is that either the agency is too lazy to determine which medium has the greatest impact in each language or that it is unaware of the existence of the difference, he said:

"The fact of the matter is there are glaring differences in the impact of the various media between the two language groups."

Radio and TV Ahead

Noting specific differences in specific markets, he said: "Television is watched by a greater percentage of French than English-language Canadians."

He quoted BBM figures to show:

On a seven-day average, in the prime time between 7 pm and 11 pm, Montreal TV sets in use is 61 per cent, against 54 per cent, against 54 per cent in Toronto.

For Quebec City, the figure is 73 per cent against London's

60 per cent. These figures are duplicated in Trois Rivières and Regina.

"These figures," he said, "prove that television is more popular in French Canada than in English Canada".

Turning to radio, and BBM again as the source, on a five day average, Monday through Friday 9 am to 12 noon, he said: "Montreal sets in use are 40 per cent versus Toronto's 23 per cent. In the case of Quebec City, sets in use are 58 per cent against London, 31 per cent; Trois Rivières, 49 per cent against Regina, 37 per cent."

Newspaper circulation in French Canada is a lot lower than in English Canada, he said, according to a variety of statistics from CDNPA.



Jack Turrall

Mr. E. S. (Ted) Rogers, President of CHFI, AM-FM Radio announces the appointment of Jack Turrall as Sales Manager.

Mr. Turrall has over 17 years of Radio Selling Experience—in Toronto, Ottawa and two years in California. He was most recently Vice-President and Sales Manager of Stovin-Byles (Radio) before accepting his new position at CHFI.

Opening For
RADIO TIME SALESMAN
Good basic salary plus incentive — all usual fringe benefits.

Write, wire or phone,
GORDON MURRATTO,
Manager,
Station CHIQ,
Hamilton, Ont.
Phone (416) 528-0181

**THE FRENCH VOICE
OF THE OTTAWA VALLEY**

RADIO 7

CKCH

HULL OTTAWA

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

Memo

from Radio-Television Reps. Ltd.
to Hal Brown
Station CHEC,
Lethbridge.

Your latest BBM, plus your FM sound now dominate Lethbridge in the latest survey. Sports car and bowling promos greatly appreciated by advertisers.

Gordon Ferris
Radio-Television Reps. Ltd.

Taped news releases infuriate press and opposition

THE PREMIER OF ONTARIO, Hon. John Robarts, started a tempest in a teapot, when he paid credit to radio and television for their "important influence on public opinion in our society", and told how the Ontario government is now preparing radio and television tapes on government announcements, designed to parallel news releases and statements especially tailored to meet the needs of the press.

Premier Robarts, who was addressing the 14th annual convention of the Central Canada Broadcasters Association at Niagara Falls last month, explained that "this new policy has been adopted solely to provide equal treatment for both the press and the broadcasters". Back in the parliament buildings, however, there were angry retorts from the leaders of both opposition parties.

Liberal Leader Andrew Thompson accused the Robarts government of attempting to usurp the role of news media and threatened to bring up the matter at the next session, late next January. He said he suspected the Conservatives were using this (broadcast) medium to try to put a veneer over their policies, hiding the ineffectiveness of them. He added: "We don't need the sugar coating of public relations men."

Donald C. McDonald, leader of the New Democratic Party, said "the taped news releases will mean the public will hear precisely what the government wants it to, in fact the government has a perfect set-up for managed news."

He said later the government's set-up for managed news is designed, wittingly or otherwise, "to remove the normal checks and balances so that party propaganda will be free to flow over the regular news media."

Blast from The Star

Taking a double swipe at two of its traditional enemies, the Conservative government and the broadcast media, *The Toronto Star*, commented editorially on a statement by Bill Hutton, president of the Radio & Television News Directors Association of Canada - "The tapes contain

the party line, but the stations are under no compulsion to use it."

Said *The Star*: "Mr. Hutton described the tapes as merely a refinement of the traditional press release, provided for the newest arm of the press.

"We suggest that Mr. Hutton is mistaken. There is a significant difference between a type-written press release, checked and used as a basis for a news story and a radio or television tape that is not susceptible to change or interpretation.

"Most newspapers have representatives at Queen's Park able to bring intelligent skepticism to government handouts. Few radio stations have the trained news staff to deal in the same way with tapes, even if it were mechanically possible.

"Many radio and television station owners will have more concern for the integrity of their news broadcasts than to allow them to be integrated by Conservative propaganda.

In a letter to the editor of *The Star*, a copy which he forwarded to *The Broadcaster*, Hutton, who is also news director of CFRB, Toronto, pointed out his station "has a full-time qualified representative at Queens Park in the person of Gil. Murray . . . a graduate in journalism from the University of Western Ontario. . . hired from *The Toronto Daily Star*, where he had worked for ten years and presumably had received some training. . ."

Equal Time For All

Outspeaking the outspoken newscaster Gordon Sinclair, for whom he was pinch-hitting on CFRB that night, Bob Hesketh gave an immediate reply to Messrs. MacDonald and Thompson on the ten-to-six news.

Regarding the NDP leader's charge that "government spokesmen appear on regular news channels with stories that are strictly controlled", Hesketh had this to say:

"... he (MacDonald) leaves the impression that radio and television news people are a bunch of simple clots who haven't learned the difference between what is news and what isn't. . . if that were the case it would not take them long to learn by screening some of the unadulterated pap that snows down from all sources every day. . . Mr. McDonald's office sends out quite a few releases too. They're not all exactly headline material, and they're handled accordingly."

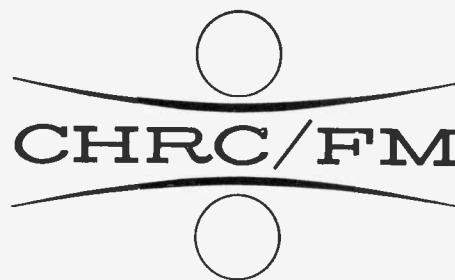
His final thrust. . . "If the gentlemen are really perturbed that their parties are getting a bad shake because the government is using public dollars to perform this service, they can rest assured that they can get free studio time, full co-operation and their statements on the air on this radio station (CFRB) anyway, under the same conditions as apply to the government in power.

"If it's news, fine. . . if its garbage, it goes where it belongs, into the garbage can!"

RADIO NEWFOUNDLAND

VOCM · **CKCM** · **CHCM**
59 10,000 watts 62 10,000 watts 56 1,000 watts

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



LISTENING IS WONDERFUL IN METRO QUÉBEC THESE DAYS. SO IS SELLING!



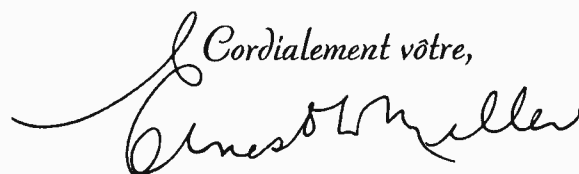
CHRC/AM 10,000 WATTS
CHRC/FM 81,000 WATTS
SEPARATE PROGRAMMING

HARDY RADIO AND TELEVISION LTD. — CANADA
YOUNG CANADIAN LIMITED

A Tous Mes Amis de l'ACRTF

Permettez-moi dans cette édition spéciale de 'Canadian Broadcaster' de vous remercier pour votre support de RCA Victor pour l'année qui vient de s'écouler.

J'anticipe avec plaisir le Congrès 1964 de l'ACRTF, qui aura lieu à Montréal du 15 au 18 novembre, et je vous invite par la présente à communiquer avec moi durant ce congrès et à discuter tout aspect de la radiodiffusion dont vous pourriez être intéressé.

Cordialement vôtre,


E.W. Miller, Gérant

Vente des Produits Techniques

Division du Québec



New French Canada is a new challenge

Any observer can testify to the vast revolution taking place in Quebec. Many refer to the phenomenon as "evolution" perhaps because it seems more comfortable — it sounds more secure. However, after we consider the facts, we have to admit that when a people seriously questions its educational system and brings about a radical change, re-appraises the management of its church (not its faith), analyses its economy, takes steps to control its natural resources, sets out to improve the quality of its language, the objective definition has to be: revolution. This comes hard to the rest of Canadians who had believed as strongly as French Canadians in the provincial motto "Je Me Souviens." In fact, for many years, that is essentially what Quebec did. It hung on, precariously at times, but steadfastly, confident that the strong values of the past would encourage and support their current efforts. Today, the Province is flexing its muscles, straining to gain all that it has so far missed.

Many of my English-speaking friends have obsessively asked me at every opportunity: "Where is it all going to end? Do you think Quebec will secede? What purpose will all of this serve?"

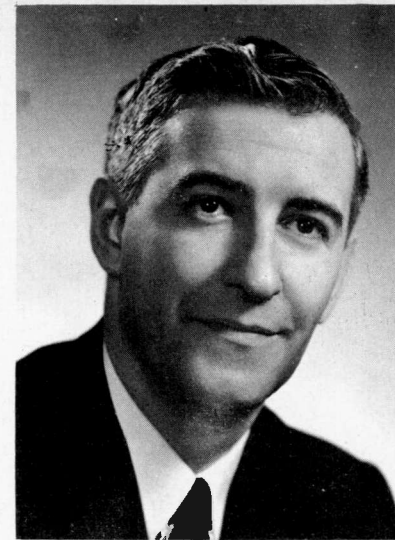
It is certainly not my intention to answer these questions; I am not a political analyst. One safe assumption however: French-Canadians will never be the same again. This thought leads into another: The old method of reaching the Quebec consumer will have to be scrapped and a new one evolved. This suggests that all of us in the marketing field would be far better off thinking about the new challenge which this will present rather than spend valuable time discussing political solutions!

The Trek to The Cities

Let us go back historically to the urbanization movement which has taken place over the years. It started quite some years ago when young people left the farms and invaded the cities in search of work; they formed the largest group of unskilled/semi-skilled labor, and were content to work in factories and plants.

They swelled the population of cities and spent their money on apparent luxury items; for a good period of time it was easy to sell them merchandise (I am tempted to say "a bill of goods"), since the available dollars were the only restraining factors on their buying desires which had practically no limits.

Later, of course, consumer



YVES MENARD, who started his business career as a radio announcer-producer, is vice-president and general manager, consumer products division, of Johnson & Johnson Ltd., Montreal. He is also a director of the Association of Canadian Advertisers.

credit plans and small loans companies provided more incentives for purchasing sprees. Things have changed somewhat in the last decade.

Firstly, "Les Caisses Populaires", a credit-union type of institution encouraged them to save. Hundreds of millions of dollars have thus been channelled into savings.

Secondly, urbanization no longer identifies the characteristics of emigration from the farms to the cities. It is distinctly the process of urban living with its particular features.

It is prevalent throughout most of the province. People are more sophisticated, more demanding, spend more wisely. Since this urbanization movement is discernible to any intelligent observer, it is a temptation to equate it, in all its consequences, with the North American movement and to project its future patterns by measuring the North American trends.

**CAN YOU AFFORD TO IGNORE
a market of 225,000 people**

**CAN YOU AFFORD TO OVERLOOK
a market of 61,840 French homes**

**WOULD YOU IGNORE A CITY
THAT SIZE
in your advertising plans**

**THAT IS THE FRENCH MARKET
OF THE 3 PRAIRIE PROVINCES
REACHED DAILY
BY**

**THE WESTERN CANADA
FRENCH RADIO GROUP**

**CKSB
St. Boniface
CFNS
Saskatoon**

**CFRG
Gravelbourg
CHFA
Edmonton**

FOR MORE DETAILS CONTACT:

HARDY RADIO & TELEVISION LIMITED
Montreal & Toronto

DEVNEY ORGANIZATION INC.
New York

RADIO-TELEVISION REPRESENTATIVES
Vancouver

ROLAND COUTURE
CKSB, St. Boniface

**YOU NEED CKLC
to completely cover the Kingston market**

Compare these figures with any
other similar market (D.B.S.)

**DRUG STORES - 25 RETAIL OUTLETS
SALES \$3,037,900**



REPRESENTED BY
HARDY RADIO AND
TELEVISION LTD

KINGSTON'S INTERNATIONAL AWARD STATION

...adult education enlistments are high and growing...

This sort of universal projection could be very misleading because it would overlook one very important fact. I stated above that French Canadians will never be the same again; and yet they will be in one important respect.

They Will Not Change

The French Canadian has not been assimilated like most ethnic groups engulfed in a melting-pot type of nation. He has been very slow in accepting into his life values the standards which he observed in North American society. While his outlook is to the future, he has not renounced as archaic and useless the solid conservative principles which endured through three centuries. He cannot escape his Latin background with its unique and different attitudes towards things and events.

It is fair to say that the urbanized French Canadian of the future will be a different creature from his American or Anglo-Canadian counterpart.

One only has to look at education. It will be a while before the reforms started in this

decade bear their fruit. The movement involves everybody. Mothers and fathers have read about the failures of our educational system and are well aware of what has to be done to straighten it out and what part they have to play in this endeavor.

As a result, adult education enlistments are high and growing significantly every year. More young people are engaged in the business world, in electronics, in the sciences, and in many other fields which were foreign to the majority of them until the recent past.

The Market Needs Study

Look around you as you visit the Province of Quebec. There is life; there is optimism; there is the courage of pioneering into a new way of life which will be distinctly theirs, even if many aspects of it will definitely be North American. Everyone is taken by the fever of accomplishment, the near frenzy with which certain programs have been developed. This new spirit has brought forth a whole crop of doers in every field. There are

no longer any signs of inferiority complex. Our talent is acclaimed all over the world and is appreciated at home.

In the market place, we are looking at these same, self-assured, confident consumers who feel their power and intend to use it more and more. The business world has learned this in the past few years. And yet this is only the beginning.

The dynamics of Quebec in the next five, ten, fifteen years will be such that the well-advised marketer will have to make sure he is abreast of them, or risk seeing a profitable market pass him by.

ONTARIO TEACHERS

CONTEST

DEADLINE IS NOVEMBER 16 for entries in the annual competition sponsored by the Ontario Teachers' Federation for radio and TV programs which "highlight or stimulate interest in education at the school level."

Programs presented since November, 1963, may be entered by any station in the province, or by a station employee or freelance contributor. Entries should consist of a sample tape or disc, kinescope or videotape, plus a brief description which can be augmented by photos, scripts, etc. The OTF suggests that the endorsement of a local teachers' group might be included.

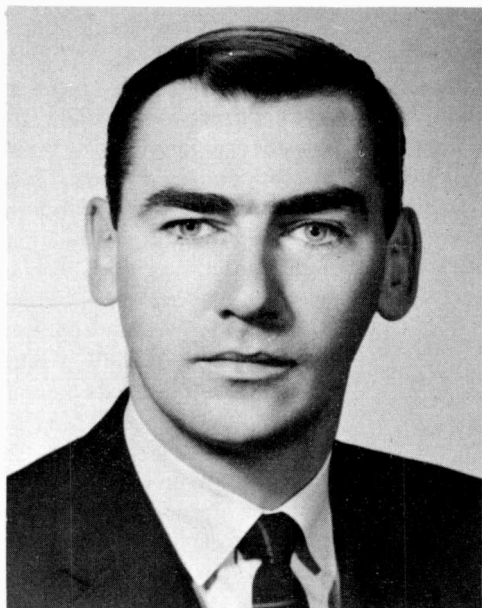
Submissions should be addressed to Miss Nora Hodgins, Secretary-Treasurer, OTF, 1260 Bay Street, Toronto 5.

RADIO COMMERCIAL WRITER WANTED

Leading Vancouver radio station has excellent opening for thoroughly experienced commercial writer. Must be creative. Remuneration includes salary plus pension plan, life insurance and M.S.A. Applicants should include age, marital status, complete resume of experience and samples of written copy. All applications confidential. Employees of this station are aware of this advertisement.

Box Number A-767,
Canadian Broadcaster,
217 Bay St., Toronto 1, Ontario.

Luc Duranleau . . .



A PROPOS DE RADIO AU QUEBEC

"Nous de All-Canada, sommes très intéressés à une expansion progressive de nos activités dans ce domaine. L'expérience de notre maison et son personnel qualifié à travers le pays ainsi qu'aux Etats-Unis, sont définitivement profitables. A titre de directeur des services français, je vous offre ces avantages."

SPEAKING OF RADIO IN FRENCH-CANADA

"All-Canada is 'bilingual'. At All-Canada we are most interested and active in the development of radio in French-Canada as a medium for advertising national products. Our experience has made us well-acquainted with the difficulties confronting the English-speaking advertiser, marketing in Quebec, and we are prepared to assist buyers in achieving the best results from their French-Radio advertising. As Director of French Services, it is my pleasure to place at your disposal our experience and knowledge of the Quebec market. . . through All-Canada offices across the country and in the United States".

Cordiale invitation à tous à la suite de All-Canada Radio et Télévision au cours du congrès de l'ACRTF.

We cordially invite you to visit the All-Canada Radio & Television suite during the ACRTF Convention.



ALL-CANADA RADIO AND TELEVISION LIMITED

TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER • NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • ATLANTA • DALLAS • DETROIT

Effective advertising costs money

by FRANK KELLEY

MARKETING TO FRENCH CANADA can be tough. It doesn't have to be, but many advertisers compound their problems by stinting on budget in commercials aimed at the French-speaking buyer. The dollar saved often takes the steam out of whole campaigns by flooding French Canada with commercials that are better left unsaid.

It costs a little more, occasionally a lot more, to do commercials right for the French consumer, but agency and broadcast people are practically unanimous in feeling that it pays off in spades.

J. A. (Jack) Richardson of McCann-Erickson (Canada) Ltd., for instance, doesn't even believe in adaptation of English language commercials to French, much less in mere translation. He goes whole hog on the idea of a new commercial every time to suit French-Canadian taste. A year ago *The Broadcaster* (Nov. 7, 1963) printed hot evidence on the advantage of catering to French-

Canada's "difference". We quoted the late Michael Davison, manager of Schwerin Systems Ltd., on research findings to the effect that "the successful (French) commercial scored very strongly - returning preference increases larger than any encountered in the same product fields in English." Trouble is, the successful French commercial takes extra work, and this means extra money.

Clients Must be Convinced

A big job of convincing needs to be done on advertisers, even big ones who should know better. The "separateness" of the

French-Canadian market has to be faced.

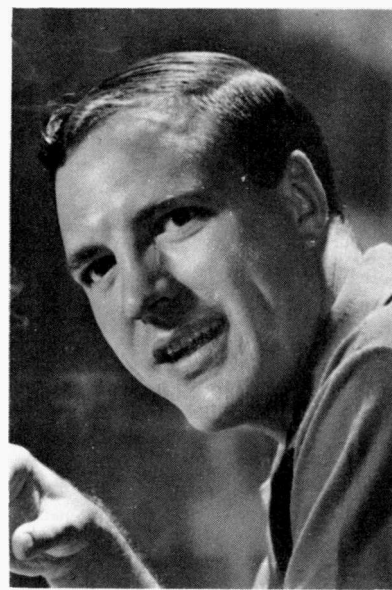
As Jack Richardson puts it, "They are a different race of people." Hub Foley at Batten, Barton, Durstine & Osborne, Inc. makes the point even more emphatically. "We try to get clients to realize we're talking about French Canada as another country," he says. The concept of Canada as a collection of markets within markets isn't anything new for advertisers to grasp - they've thought of teenagers and other specific groups as "distinct" for years. But until advertisers are hit with facts like the size of the French-Canadian consumer market (\$5.3 billion), they are likely to carry on with a buck-saving, lackadaisical approach to their French commercials.

Certainly, the broadcast media aren't to blame for the failure of particular ads in French Canada. It's well established that the French household keeps the TV set on more hours per day, and provides more viewers, than its English counterpart. Studies also indicate that the French housewife listens to radio more intently. In fact, French area broadcasters have something gilt-edged to sell - cost efficiencies on popular programs that can be "fantastic". One informant dug a cost of "I think, 82 to 85 cents a thousand viewers delivered", out of his memory for a high-rated program carried by CFTM-TV Montreal.

But no broadcaster likes to run commercials that he knows, or senses, are virtually dead air - or worse yet, may be ridiculous or offensive to his audience. For this reason alone it's worth a broadcaster's time and trouble to put in his bit, wherever possible, to increase advertiser awareness of the need for extra-special attention to the French market.

After all, the dark ages of ignorance about French consumers are long gone. "We feel we know the market awfully well," Hub Foley comments, speaking for his own agency, of course. "But we've had to do a hell of a lot of research."

It's no longer news to most media people, but it's known, for



FRANK KELLEY has joined the editorial department of "Canadian Broadcaster", and his first contributions to the paper are scattered liberally through this issue.

Calgary-born of an Irish-American father and French-Canadian mother, Frank started his writing career five years ago, when he left a position in the Edmonton office of Morgan, Nicholson, insurance brokers, to return to the University of Alberta.

His work has appeared in many western Canadian publications, and this fall a controversial article of his appeared in "Maclean's Magazine".

Frank's wife, Shirley and their 18-months old daughter, Deena, will come east to join him shortly.

example, that the French go big for sweet products, love pop, that they're big users of soup (for dinner, not for lunch), that frozen foods don't do nearly as well in the French market because small outlets that sell the bulk of perishables can't carry big refrigeration units.

There are also strong attitudinal differences. The French show exceptional liking for brightly-colored packaging, for instance. (Green Giant recently came out with a spanking new French-market label designed to take advantage of this and other preferences.) The stand-up presenter, using a "name" figure, is still very effective as an ad form in French Canada. There's also evidence that the French-Canadian housewife will pay premium price for a product that's designed for her and sold to her in an intelligent way. ("She feels she has a duty to give her family the best," says one researcher.)

GENERAL BROADCAST SALES... For The Sounds That Sell!

AN AWARD WINNING CAST OF BIG-NAME FEATURES HEADED BY . . .

*PIERRE BERTON

*NBC EMPHASIS

*HELEN GURLIE BROWN

*JIMMY FIDLER

Fidler & "Sex and the single girl" Brown with rating raising comments are the talk of the broadcast industry.

All Exclusive With G.B.S.

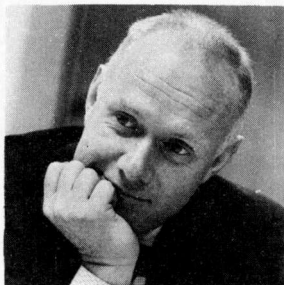
CUSTOM TAILORED RADIO & TV COMMERCIALS

Representing FAILLACE PRODUCTIONS INC.

PACKAGED RETAIL PROMOTIONS FOR RADIO & TV

GENERAL BROADCAST SALES LTD.

150 Simcoe Street, Toronto 1, Ontario



Pierre Berton



Helen Gurlie Brown

Avez-vous remarqué les nouvelles annonces LAVORIS?

réalisées pour F. H. HAYHURST Co. Ltd. par

rlp ROBERT LAWRENCE PRODUCTIONS (CANADA) LIMITED

38 Yorkville Ave., Toronto, W11nut 5-5561

The time for making light of the differences was yesterday

Inexcusable Blunders

In spite of this knowledge of the French-Canadian, his peculiarities and prejudices, some of the gaffs that ages past went into the library of non-ad classics, keep repeating themselves. Not as badly, maybe, as the flour company's French TV ad that made a big thing of sausages and pancakes for a breakfast combination — to the total befuddlement of French-Canadians, who look on sausages as a dinner food and pancakes as a dessert. But bad enough.

Charles Metz, of the Holt French Translation Service, laughs out loud when he thinks of the fluffs that happen every day, he says. "Like the one about the immortal dead. . ."

Is there any excuse for these blunders, and the harmless but miserably ineffective French commercials that clutter the airwaves?

"No, not any more," maintain ad men and broadcaster alike. "But don't blame only the advertisers for this situation."

"Doggone it, we're supposed to be able to sell to the French," storms one agency representative. "There are so darn many clues." But even within the media, thinks this ad man, there's a visible tendency for responsible people to shrug off the effort required to do a good job, with a simple "to heck with the French". Reason? "The English-Canadian is so blasted insular."

Programs

Non-existent station buys CTL library

THE CANADIAN TALENT LIBRARY IS, at the moment, in the unique position of having a signed contract with a non-existent radio station. The applicants for a new radio station at Kapuskasing, Ontario, CKAP, have subscribed to the library of Canadian talent recordings, with the contract to take effect the day the station goes on the air — if the BBG recommends approval of their application, filed for the November 3 hearings.

Two recent CTL subscribers are CHML and CHML-FM Hamilton, and CFJC and CFFM Kamloops. The new latest releases by CTL are an album of songs by Shirley Harmer, who is making monthly appearances with Johnny Carson on NBC-TV's *Tonight* show, and top accordionist Gordie Fleming.

The big problem is still to get advertisers loosened up on their pocketbooks. Costs rise with the degree of effort the marketer wants put into his French commercials, but research proves that dividends usually climb out of all proportion to expense. There are still only three methods of putting together a French commercial, and in many cases a simple, inexpensive dub is all that's needed. For straight product presentation, the visual elements of an English commercial are usually acceptable.

But here are a few research gleanings concerning relative values of the three techniques:

Dubbing — Schwerin found that translations averaged only about 70% as effective as their English versions. (Which is one strike against the dub. Strike three comes next, as broadcasters well know. Translations carry built-in booby-traps. If you must use translators, any but the most expert courts disaster.)

Adaptation — Schwerin indicated that adaptations averaged more than 50 per cent better than their English counterparts. (But adaptations cost money, and often also benefit from a few dollars invested in market research to insure best presentation.)

New commercials — Even handlers of a product as seemingly cut-and-dried as Coca Cola felt adaptations weren't the answer to their marketing needs.

As Jack Richardson of McCann-Erickson put it, "We've found our biggest problem lays in creating something *totally* acceptable to the French market." The only solution? Brand-new commercials based on thorough research into French-Canadian buying habits.

Let's face it, the day when Mama Duval pickled her own cukes, put up enough preserves to make a Mormon jealous, and stitched the family's clothes together by the fireside in the evening, is gone forever. The French are consuming, conspicuously, just like their English-Canadian brethren.

The advertiser wants his

share or more of the French market, but he definitely needs help from someone in order to get it. That someone, in this case, boils down simply to people in the broadcasting and advertising businesses. The time for making light of the differences in the French-Canadian market was yesterday.

Today, it's better for all concerned to emphasize the distinction, off the air and on.

Say you saw it
in
The Broadcaster

<p>RESEARCH</p> <p>CANADA'S MOST COMPREHENSIVE MARKET RESEARCH SERVICE</p> <p>Elliott-Haynes LIMITED</p> <p>TORONTO — 840 Pape Avenue, 463-1143 MONTREAL — 3290 Bernardin St., RA. 8-5360</p>	<p>FILM SERVICES</p> <p>ATU COMPONENTS</p> <p>2 Hour Service</p> <p>GELECO Electronics Ltd.</p> <p>Phones: 444-5991 1262 Don Mills Rd., Don Mills, Ont. or BAS-2497</p>
<p>PRIZES FOR QUIZ SHOWS</p> <p>COMPLETE PROMOTION PACKAGES FOR BROADCASTERS</p> <p>Contests Associates PRIZE BROKERS</p> <p>10 Castleknock Rd., Toronto. HU. 8-8601</p>	<p>THIS SPACE</p> <p>will deliver your message TWICE A MONTH FOR ONE YEAR for \$5 per insertion.</p>
<p>PRINTING</p> <p>IMPERIAL PRESS LIMITED PRINTERS</p> <p>We have expanded to serve you better.</p> <p>New Address 548 King St. W., EM. 4-9261</p>	<p> Telephone Answering Service</p> <p>Answers your phone whenever you are away from your office or residence.</p> <p>Phone for Booklet in</p> <p>Toronto 924-4471 Montreal UN. 6-6921</p>
<p>CANADA'S LARGEST SUPPLIERS of PRINTING FOR BROADCASTERS</p> <p>W. L. GRIFFIN LIMITED 18 Linden St. Hamilton, Ont. Phone 547-3244 area code 416</p>	<p>Want a Man? Want a Job?</p> <p>TRY A SMALL AD in</p> <p>Canadian Broadcaster</p>
<p>DON'T WRITE . . . TELEGRAPH . . . Walter A. Dales, and let him write it for you. He's poised at his typewriter, 270 Fort Street, Winnipeg: or phone him at WH 3-8346.</p>	

Ottawa wants BBG to police antenna systems

COMMUNITY ANTENNA Systems have been operating hot lines for the last year, as they tangled with governments north and south of the border.

In the U.S., the worst knots in the problem come from allegations by some broadcasters that community antennas are competing with them. "Competition" is the government catch-word.

Small American television stations resent the import of big-city programs by CATV systems.

In Canada, "Nationalism" is the motive that touched off the government witch hunt.

December 31 last year the Minister of Transport put a freeze on new CATV licenses, and the \$25,000,000. industry went into a state of suspended animation. The thaw didn't come until July 22.

"In effect, it's a sin for Canadians to watch U.S. television," complains K.J. Easton, Secretary, National Community Antenna Television Association of Canada, "unless it's piped over the Canadian networks."

Easton feels application to CATV of the same foreign ownership principles that rule broad-

casting in general punishes community antenna services too harshly. "This is a high-risk business, more so than broadcasting," he states, "although it's maturing."

Raising capital for Canadian community antenna systems is a slow-slugging proposition, particularly in an unfriendly environment, he said.

Now the government is trying to get a whip hand over CATV by forcing referral of all license applications to the BBG.

Government Stranglehold

If the Minister of Transport is able to prod parliament into passing necessary amendments to the broadcasting act, the government will have the same stranglehold over viewing as it has over transmission.

The situation seems to parallel one where the government might prohibit listeners from tuning in U.S. radio programs over short-wave receivers.

The broadcast industry is more or less indifferent to CATV's plight, if not actually relishing it. And the public has

yet to raise a hue and cry for its rights in the matter.

The Minister of Transport has been referring community antenna applications to the BBG informally for some months now, though the BBG as yet has no constitutional authority in the area. As a result there has been a general tightening up on licence wording.

Community antenna licences have to be *reissued* every year. The National Association is fretting because BBG control could lead to refusal of reissue, in a few or all cases.

One of the latest applications to be approved was for a buy into Canadian Wirevision Limited, Vancouver, by CBS — a touchy partial merger because of its foreign ownership aspect.

On the surface, the purchase seemed to be a hint of health in Canadian CATV. But the buy was apparently approved primarily because the deal originated before the first signs of trouble with the government.

Vancouver has a sizable community antenna system. The largest serve close to 20,000 homes, at an average cost of

\$4-4.50 a month, plus an installation charge of about \$10.00. They can conveniently distribute programs over a radius of nearly 200 miles if the market warrants it.

Heaviest demand for CATV is often in one-station towns, where residents are restricted to a single outlet, when favored citizens in larger centres can enjoy as many as half-a-dozen channels.

New Selling Slant

A NEW SLANT ON SELLING broadcast media, and time, to U.S. politicians has popped up.

It comes out of Republican representative John Lindsay's observation (*Sponsor*, October 12) that most congressmen prefer coverage on radio and TV, where they can put themselves across the way they want to.

The feeling is that newspapers leave the politician at the mercy of the writer, who gives his own hazy interpretation to the politician's ideas.



- TV
- AM
- FM

See

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5,000 watts night
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7 Ampex VR-1100 Enregistreurs de télévision transistorisés distribués dans la province de Québec *

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* TM Ampex Corp.

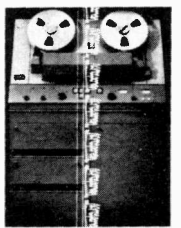
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SEVEN ARTS' VOLUMES 1, 2, 3, 4, 5, 7 and 8

"FILMS OF THE 50's—MONEY MAKERS OF THE 60's" FOR TELEVISION

Volumes 1, 2, 3, 4, 5, 7 and 8 from Seven Arts' library of "Films of the 50's are currently available for television programming. These Volumes are in the tradition of Seven Arts' quality feature films that are now in over 150 markets in the U.S. and which are also extremely popular in many Canadian TV markets.

Volume 1 consists of thirty-five fine feature films such as Alfred Hitchcock's "Dial M for Murder", "The Flame and the Arrow", starring Burt Lancaster, "A Star is Born" starring Judy Garland and James Mason, "Rebel Without a Cause" starring James Dean.

Volume 2 contains forty-one feature films — among them such famous box office attractions as "Young at Heart" with Doris Day and Frank Sinatra, "Captain Horatio Hornblower" starring Gregory Peck, Alfred Hitchcock's thriller, "I Confess".

Volume 3 lists forty-one features including "Mr. Rob-

erts" starring Henry Fonda, "April in Paris" starring Doris Day, "Big Jim McLain" starring John Wayne.

Volume 4 — forty great "Films of the 50's" among them: "The Man in the Gray Flannel Suit" starring Gregory Peck, "Kiss Them for Me" with Cary Grant, "Bigger Than Life" featuring James Mason.

Volume 5 has fifty-three top feature films such as "The Prince and the Showgirl" with Marilyn Monroe, "Auntie Mame" starring Rosalind Russell, and "Sayonara" with Marlon Brando.

Volume 7 — 44 star-studded features such as "Mr. Belvedere Rings the Bell" starring Clifton Webb, "Desk Set" with Spencer Tracy.

Volume 8 — Seven Arts' newest release of 38 features contains films like "Woman Obsessed" starring Susan Hayward, "The Glory Brigade" with Victor Mature.

FRENCH VERSIONS OF ONE HUNDRED AND THIRTEEN TITLES AVAILABLE



ADDITIONAL TELEVISION PRODUCT FROM SEVEN ARTS SELECTED BECAUSE OF ITS ALL-FAMILY APPEAL:

The Avengers (Canadian Content) new from Seven Arts—39 one-hour shows conceived as a satire of counter espionage thrillers. This series starring Patrick Macnee and beautiful Honor Blackman has been enthusiastically received abroad, and is sure to please viewers here. Sold to several Canadian stations including those in all major markets.

The Emmett Kelly Show — A new series of 39 half hour children's programs starring Emmett Kelly, the international clown, performing 117 different routines (3 per program) with various circus animals and unusual props in addition to hosting the cartoons in each program.

Warner Bros. Features — 13 selected groups — 58 outstanding attractions in each group plus an additional group of twelve pictures. A total of 766 titles. These include some of the finest motion pictures ever made—Academy Award-winning features. Included are such all-time greats as "Treasure of Sierra Madre", "Casablanca", "Mildred Pierce", "Jezebel", "Louis Pasteur", "Life of Emile Zola", "Maltese Falcon" and "Charge of the Light Brigade". — Many available in French.

76 Associated British-Pathé Productions — BBG Canadian Content numbers assigned Top popularity personalities. Post-50's and pre-48's. Four top quality versions available in French.

48 Bowery Boys (one hour series). Tremendously popular family fun features—brand new for TV. Top ratings!

118 Robt. Lippert Productions — Wide variety family type features—includes some with Canadian Content—Action — Western — Adventure — Drama — Suspense — up to 1955 releases.

13 Boston Symphony Concerts (First Series) — One hour programs of the world renowned orchestra, featuring famous guest conductors and soloists. This series is now playing Canadian stations and enjoying great popularity and high ratings.

13 Boston Symphony Concerts (Second Series)—Critical and popular acclaim urged release of 2nd series of one hour TV Concert Specials with internationally famed 104-piece Boston Symphony Orchestra brilliantly conducted by Erich Leinsdorf.

234 Popeye Cartoons — Rated the very best TV Cartoons. Available in French (Canadian Content), and English.

100 Out of the Inkwell Cartoons — New series of 5 minute cartoons created by Max Fleischer, the creator of Popeye. Available in English and French.

337 Warner Bros. Cartoons — Bugs Bunny, Porky Pig and all the other famous characters. Available in French (Canadian Content), and English.

SIX OUTSTANDING NATIVE FRENCH SPECTACULAR FEATURES AVAILABLE



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Inside French Canada (Buying Habits)

The solution to the marketing problems facing French Canada's two major language groups is simple – common sense, experience and knowledge. Here a senior bi-lingual Montreal agency executive elaborates on this basic fact.

Quebec knows what Quebec wants

by MAURICE BRISEBOIS

THE FACTORS, WHICH HAVE influenced the culture, the growth and the economic development of the French Canadian have a direct bearing on selling goods in French Canada.

Until a few years ago, too many marketing people regarded the French market as a problem area, to be tackled last, if at all. Everyone realized that the French market had a great potential, but the cost of duplicating all marketing efforts in French was a strong deterrent to the uninitiated.

I am pleased to report that this condition does not exist any more, and that most marketing-conscious companies now employ bi-lingual salesmen and use bi-lingual packaging, print French business literature and forms and distribute French merchandising material and sales aids. Most of these companies today also seek the counsel of public relations and advertising agencies, where French-speaking experts work hand in hand with their English associates.

It is of the utmost importance to realize that because a marketing project succeeds in the rest of Canada, there is no guarantee that the same success will result when the product or service is introduced into the Quebec market.

Marketing experience in Quebec and a thorough knowledge of the French way of life are basic necessities for the successful selling of a product there.

I asked A. C. Nielsen, the largest marketing research agency in North America in the field of retail food and drug sales, for some general information as to where Quebec stood in relation to the rest of Canada. Their brand information is of course confidential but let us look at it by category:

Nielsen reports on 31 food store commodities:

In Quebec, 14 of these categories are above the Canadian average, two are average and 15 are below.

This indicates very clearly that Quebec does not conform to the rest of Canada, and marketing people must be aware of these specific differences in Quebec's consuming habits before investing their dollars in the market. Here are a few examples:

1. **Premium-Priced Products** – There is a better acceptance in Quebec of premium-priced products; for example:

- (a) A higher percentage of gas is sold in premium grade.
- (b) More extra equipment (20 to 30% more) on new cars.
- (c) Higher per capita sales of expensive liquors – V.O., Bacardi Rum, Scotch, Imported Gin.

2. **Trade Characteristics** – In Quebec, 60% of food sales are made by Independent Grocers and only 28% by Chains – in Ontario, it

If anyone still believes that the French Canadians, particularly in *l'Etat de Québec*, as the province is referred to so often nowadays, are slowly being absorbed into the English sound of the North American Continent, this article is a complete waste of time.

There are approximately 6,000,000 Canadians of French descent, or 30 per cent of the total population of Canada, with five to six billion dollars to spend every year.

After *Les Plaines d'Abraham* only about 50,000 French Canadians remained in Canada, and as this original group has not been expanded by immigration from France, maybe there is more truth than fiction in the French Canadians' reputation for being prolific.

Soon after being taken over by England, most of the nobility and professional people returned to France. However, the clergy remained to counsel and educate the population, and this accounts for the impact the church has had on Quebecers in many fields beyond religion up to now.

Between 1763 and the 20th century, the French Canadian was a typical "Habitant".

He was a poorly educated, beaten person, suffering from a variety of inferiority complexes. He was mainly rural, cultivating a small farm, generation after generation. There were practically no Quebec industries, any that did exist being owned and managed by English Canadians.

Around 1920, after the first world war, French Canadians began to make a move.

As a result of the war, the province was becoming more industrialized and the standard of living was improving slowly, although still well below that of Ontario.

Competition from international unions forced Les Syndicate Catholiques to fight more than ever for better wages for the laboring classes.

At the same time, the most important factor in the betterment of any society, education, was being re-assessed and improved in all areas, especially at the University level.

Influence of The Clergy

In 1635, one year before the founding of Harvard University in the United States, the first university was founded in Quebec by the Jesuits.

In 1663, the Séminaire de Québec was founded to teach the priesthood.

After the Conquest, the Jesuit College ceased to exist but the Séminaire remained and it subsequently became Laval University in 1852. In 1876, a college affiliated with Laval was founded in Montreal, but it was only in 1919 that the University of Montreal received its university charter.

All colleges at that time were controlled and taught by the clergy and the curriculum emphasized the study of Latin and Greek, ancient and modern literature, religion and some science.

Such a liberal arts education was good background for the professions, such as medicine, law, education and the priesthood, but it was hardly suited for the commercial and scientific professions.

There are now some terrific upheavals taking place in the French-Quebec educational systems.

In the past, a boy after his seventh grade had the option, if his parents had the means, to go into classical studies in a college or to continue his education to the high school level. After eight years of classical studies, a B. A. was awarded, and this opened the door to all university faculties.

However, unlike the English and American systems, the French high school graduate could enter only a few faculties (engineering, social and economic sciences, commerce) and these only fairly recently. Only the most brilliant students were accepted.

Up to now, this system has been something of a handicap to French Canadians, trying to find their place in the North American business community, particularly those who were aiming at commerce and the sciences.

Changes are taking place, and more emphasis is being placed on the teaching of subjects more in keeping with modern times, so that graduates will be able to compete on an even basis throughout Canada and the United States.

Some Quebec university degrees are not recognized, even now, in the rest of Canada and the U. S. A.

Between 1920 and 1963, university enrolment in the Province of Quebec went up ten times.

They started building the new University of Montreal in 1929. They labored at it for 14 years, during which period it came to be regarded as a white elephant, until it was completed and fully occupied in 1943. It now has an enrolment of 13,800 students.

The present Quebec government is well aware of the importance of education, and is devoting an extremely large percentage of the provincial budget in this vital area. Also a new Ministry of Education has recently been established by the Lesage government, under the Hon. Gérin-Lajoie, who this year will spend \$463 million (or 33 per cent of the total provincial budget) on education, a higher per capita rate than in any other province.

...there are also common denominators

is 38% by Independent Grocers and 52% Chains (highest in Canada). Independents are helped in Quebec by the permitted sale of beer in Independent Grocery Outlets and, of course, because of their widespread practice of granting credit.

3. Ready acceptance of new Convenience Foods —

(a) Quebec accounts for almost one-half of all Dry Soup sales in Canada.

(b) Home-made soup is served in 80% of all French-Canadian homes in any given week — but only in 40% of the remainder.

(c) A new baking mix product became the leading brand in Quebec in a short time, passing a number of well-established brands.

(d) Detergents have a record of success stories in Quebec and one, with an in-pack premium, also leaped into first place in short order over older favorites.

(e) Margarine has not caught on in Quebec, largely because past legislative restrictions on its use have attached an unfavorable attribute to it.

4. Distinctive Tastes of the French Consumer —

(a) Quebec people have a greater affinity for perfume than have English Canadians. A well-known toilet soap, for example, has a higher perfume content in the product distributed in Quebec than in that sold in the rest of Canada.

(b) Quebec's consumption of beer is divided 95% ale and 5% lager. Contrast this with Ontario's 55% ale and 45% lager.

(c) 95% of Geneva Gin sold in Canada is consumed in Quebec — where it is popularly called "gros gin".

5. Popularity of Coupons, Premiums —

It is not necessary to belabour this point — company after company can use case histories that Quebec housewives have a particular fitish for bonuses in the form of coupons and premiums.

6. Quebec's Sweet Tooth —

This province leads all

others in per capita sales of soft drinks, corn syrup, maple syrup, molasses, and several other sweets and delicacies.

7. Two Full Meals a Day —

In Quebec homes, a full meal is served both at noon and in the evening. The mid-day meal in the rest of Canada has become more than an exaggerated snack time.

8. Radio and Television —

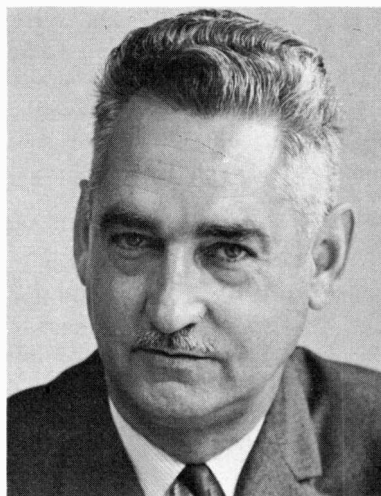
Quebec people are inclined

is a growing demand for the services of knowledgeable French Canadians in this field.

The question is constantly asked "Should our company's advertising themes be conceived in French by French Canadians rather than being translated from the Canadian or USA English original?"

I believe the days of the textual word-by-word translation of ads are behind us. Therefore, there are now only two alternatives: (a) intelligent adaptations

MAURICE BRISEBOIS Quebecer by birth, education and inclination, has spent his career years in the marketing field (setting aside a three-year wartime infantry stint leading to a Captain's rank). Credit for his perfect bilingualism may belong, half at least, to his Toronto wife. Five years with Lever Bros., followed by three with Dow Brewery Limited, Montreal, led to his present work with the Vickers & Benson Agency, and his current post as Director and Vice-President.



to spend much more time with their radio sets in use, and in watching television than are people in other parts of Canada, a fact borne out by high sets-in-use ratios supplied by the rating services.

9. A Bit Hypochondriacal? —

(a) Beer surveys have shown "digestibility" high among the factors influencing brand choice and brand switching — not elsewhere in Canada.

(b) Research tells us that people in Quebec use more than average quantities of headache and digestion remedies.

(c) Decaffeinated coffees are more popular in Quebec than elsewhere.

Advertising

Now let us talk specifically about the advertising function in French Canada. As I mentioned previously, French language advertising has improved a great deal in recent years.

As more and more Marketing companies recognize the importance of the French Market, there

(b) original French themes.

Everything Isn't Different

It has become a fashion, and even a fad in some circles, to say that all advertisements directed to the French market should be completely different from the ads directed to the English market.

In our opinion, this could only be true if the French Canadian was a different kind of homo sapiens and in a different world, which has not been demonstrated yet. Of course, as I mentioned earlier, there are differences between French Canadian and English Canadian consumers. But let us not forget that there are also common denominators.

First, we all have the same human nature, with basic human wants.

Then it is a fact that the French Canadian, who lives in a North-American environment, is a North American. Like anybody else, he has a desire for better living; he is looking for better products and better services; and he is as value-conscious as his English-speaking fellow citizen.

Continued on page 22



"FACE THE NEWSMEN"

Sunday 4:00 p.m. . . .
keeps Edmontonians
in-formed and
CFRN 3 tv
on top

If you're a newsmaker anywhere in the world and you travel to, or live in Edmonton, be prepared to "FACE THE NEWSMEN" on CFRN 3tv. Mr. Bill Hogle, News and Public Affairs Manager of the Sunwapta Broadcasting Company, and a panel of "Old News Pros" try and find the real story behind the news and keep Edmonton in-formed.



EDMONTON

For further information contact
CFRN-TV, Broadcast House, Edmonton,
or
RADIO-TELEVISION REPRESENTATIVES
LTD.,
Toronto Montreal Vancouver

To the advertiser, this means there certainly are ideas that appeal to the French Canadian consumer as strongly as to any other consumer.

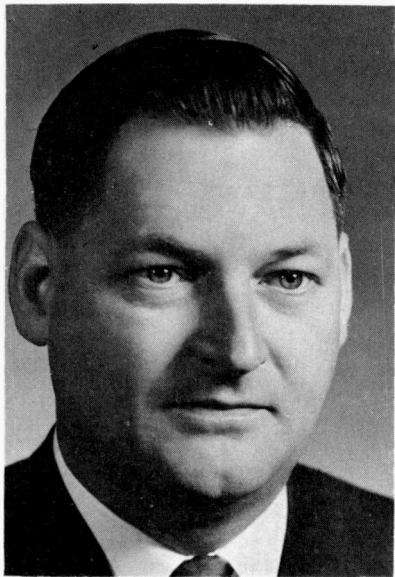
When an English creative writer comes up with such an idea, why should we reject it? How could we reject it without being unfair to our client? Unless we have a still better idea, we are going to use it, even if, for various reasons, we may wish to express it in a different way.

This is the important point. This is where we always have an opportunity to use our creative minds. Because both professional experience and plain common sense tell us that, in many cases, the difference that should exist between English advertising and French advertising is not in "what to say", but in "how to say it".

Sometimes it is more difficult to adapt an ad to a French mentality using an English theme and

Say You Saw It
in
THE BROADCASTER

ANNOUNCEMENT
O'KEEFE APPOINTMENT



RAYMOND L. CHIPMAN

Mr. W.D. Whitaker, President, O'Keefe Brewing Company Limited, announces the appointment of Raymond L. Chipman as Vice President - Marketing.

Born and educated in St. John's, Newfoundland, Mr. Chipman brings to his new position many years of experience in the consumer products field. He joins the O'Keefe organization with a diversified background of sales management in Canada, latterly as Assistant to the Vice President - Marketing of Canadian Breweries Limited.

Mr. Chipman will assume his new duties immediately.

Ici on parle francais

English idioms in this type 1010-8-C.
French idioms in this type 780-8-C.
Literal translations in this type 605-8-C.

HOW OFTEN DO English Canadians say "I learned Parisian French in school and I cannot understand the Quebec patois"?

There is only one universal French language and it is governed by the French Academy in Paris. How people use a language is a different story. Explaining this usually involves comparing the French spoken here with that of France as being different as an educated Oxford or London English and Brooklynese, with the further complication that French Canadians use a great many English descriptive words, particularly in sports and mechanical and technical areas.

There are three types of French spoken in Quebec:

- (a) The CBC or the radio and TV announcer's accent - a close imitation of the Parisian accent.
- (b) French spoken quite correctly with some local idioms and a Quebec pronunciation by the middle and higher classes.
- (c) The patois or "joual" (derived from cheval) spoken by the lower income and less educated groups. (Accents differ in various parts of the province.)

This, of course, is a generalization. Up to a few years ago it was considered by the general public to be snobbish and sissified when one spoke with an improved French accent, but with the advent of radio and then TV, and of course, higher standards of education, the language and vocabulary of Quebec are improving by leaps and bounds.

French written in most communication media and French Canadian literature is quite correct, and French advertising copy has also improved a great deal. Although there is still a shortage of qualified and experienced French Canadian advertising and marketing men, this situation is improving rapidly as more and more French language college graduates enter our field every year.

The French Canadian copywriter works under quite a few

handicaps. First, he must use French terms to describe, let us say, new inventions, when often these terms have not even been created in France.

He must not use the accepted English term, although it is used by the majority of the population, as he would be ostracized by the purists.

In France, the writers use English terms quite liberally - this is called Fran-glais - particularly in the field of sports or in areas that are typically English or North-American, however such words are inserted in sentences that are correctly constructed.

The liberty of using English expressions does not exist here.

The North-American English advertising lingo is flexible and every day, new words are coined, understood, and readily accepted by the consuming public.

The French copywriter is always faced with the dilemma of writing too well, and not being understood, or writing for the masses and being taken apart by the purists.

Nothing to sneeze at.
Ne pas cracher dessus.

Nothing to spit on.

Snug as a bug in a rug.
Heureux comme un poisson dans l'eau.

Happy as a fish in water.

Welcome as a bull in a china shop.
Arriver comme un chien dans un jeu de quilles.

Welcome as a dog in a bowling alley.

To be a queer duck.
Etre un drôle de pistolet.

To be an odd pistol.

To have a hang-over.
Avoir mal aux cheveux.

To have sore hair.

To cry in one's beer.
Avoir le vin triste.

To have the sad wine.

To make a mountain out of a molehill.
Se noyer dans un verre d'eau.

To drown in a glass of water.

It's all Greek to me.
C'est de l'hébreu.

It's Hebrew to me.

To have a frog in the throat.
Avoir un chat dans le gorge.

To have a cat in the throat.

To take French leave.
Filer à l'anglaise.

To take English leave.

To murder the King's English.
Parler Français comme une vache espagnole.

To speak French like a Spanish cow.

illustration than it is to create a completely new advertisement. In other words an intelligent adaptation sometimes requires as much creativity as a completely different approach.

A company had better not advertise at all to the French market if it is to use poor advertisements because the French Canadian consumer can identify them, readily, as by-products of English advertisements.

From this, he will construe rapidly that the advertiser regards the Quebec market as "a colonial market", and this is something he resents deeply. Thus, a poor translation not only will not sell, but can actually harm the public image of the advertiser.

Some manufacturers influenced by the nationalistic trend in Quebec are under the impression that giving a product a French name and feeling is a sure guarantee of success.

Up to now, I know more failures of products with French names than otherwise. Bad translations can lead to major misunderstanding. (e.g. the pandemonium caused by Premier Lesage at a provincial premiers' conference, when he used the word "demand" instead of "request", because the French word, "demandeur", has this meaning. Also, Andrew Jackson nearly declared war on France, because he misunderstood the same word.)

The use of Quebec's name and Provincial flag for commercial purposes is not recommended - local flavor can be adapted successfully only when used with good taste.

Too often the French Creative people are not allowed sufficient time to prepare the French version of the English theme. The French group must be kept "au fait" with all your company and product developments. Advertising is based on knowledge, I mean knowledge of the product or service you sell, themes are not created by reading a crystal ball or a palm.

AVAILABLE

"Morning man wishes to relocate in British Columbia or Alberta. For tape and further particulars, write:

Box A-766,
Canadian Broadcaster,
217 Bay St.,
Toronto 1, Ontario."



Gene Altan
Surveillant
des Vents FM
Toronto



Dick Sienko
Assistant
Gérant
Bureau de
Toronto



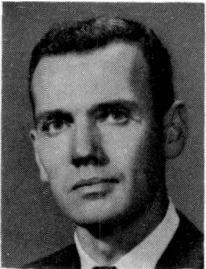
Art Harrison
Gérant Général



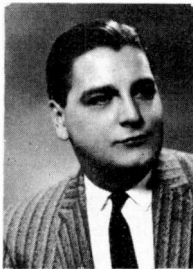
Paul Martel
Gérant
Bureau de
Montréal



Weldon Wilson
Directeur des
Recherches
Toronto



Dick Ring
Toronto



Pierre Lemieux
Montréal



Pat Rowsell
Toronto



André Cartier
Montréal



Charles Powell
Toronto

Postes Français
RADIO

CHNC	New Carlisle
CKBL	Matane
CJFP	Rivière-du-Loup
CJAF	Cabano
CKLD	Thetford Mines
CHRC	Québec
CHRC-FM	Québec
CKRS	Jonquière-Chicoutimi
CHRL	Roberval
CKJL	St. Jerome
CJSO	Sorel
CJLM	Joliette
CKBS	St. Hyacinthe
CHEF	Granby
CFLV	Valleyfield
CHRS	Montreal Southshore
CKML	Mont Laurier

RADIO NORD GROUP

CKRN	Rouyn
CKVD	Val d'Or
CHAD	Amos
CKLS	La Sarre

WESTERN CANADA FRENCH RADIO GROUP

CKSB	St. Boniface
CFNS	Saskatoon
CFRG	Gravelbourg
CHFA	Edmonton

Postes Français
TELEVISION

CHAU-TV	Baie des Chaleurs
CKBL-TV	Matane
CKRS-TV	Jonquière-Chicoutimi
CFCM-TV	Québec
CKRT-TV	Rivière-du-Loup
CKRN-TV	Rouyn

REPRESENTANTS
des
POSTES POPULAIRES
à
TRAVERS LE PAYS

Postes Anglais

CKCL	Truro
CKDH	Amherst
CKMR	Newcastle
CKNB	Campbellton
CFOM	Québec
CKLC	Kingston
CKLY	Lindsay
CHIC	Brampton
CFTJ	Galt
CJME	Regina
CKAY	Duncan
CJAV	Port Alberni
CKMI-TV	Quebec
CKCO-TV	Kitchener
CKCL-FM	Truro
CKLÇ-FM	Kingston
CFMW-FM	Winnipeg
CHIC-FM	Brampton
CHFM-FM	Calgary



HARDY RADIO & TELEVISION LIMITED
LIMITÉE

Romantic serials outrate news and comment in French Canada

A GROUP OF YOUNG MONTREALERS were sitting in a restaurant, discussing the current French TV season. This was in late September. Said one: "You may say what you want about the other shows, but I'll take 'Les Belles Histoires' any day. Did you see last night's opening episode? Séraphin says he is going to foreclose on Père Onésime because the latter can't pay the money he owes the miser. The sparks are really going to fly next week when Séraphin goes to Onésime's place to tell him the bad news."

This may not be typical of how *all* TV viewers in French Canada feel about programming on the CBC French Network. After all, *not everyone* watches Claude-Henri Grignon's drama about the Laurentians, a series that is now in its ninth season, a record for French TV programs, drama or otherwise. But *almost everyone* watches this show at one time or another during the season, and Nielsen Television Index ratings for March, 1964, indicate that nearly 2½ million viewers watch it *every week*. For many years, *Les Belles Histoires des pays d'en haut* (Stories of the Laurentians) has had the field virtually to itself as the No. 1 TV program in

French Canada.

Les Belles Histoires is a téléroman (weekly serialized half-hour drama), a format which has always appealed strongly to French-Canadian TV tastes ever since Canadian TV came into being in 1952. The popularity of this kind of program is borne out by a February, 1963, survey compiled by CBC's Research Division, Ottawa, in collaboration with Canadian Facts Limited. The information was based on interviews with more than 4,000 persons across Canada.

Referring to the question, "is there anything about the CBC that you think is especially good? What?" the report stated: ". . . in response to an open



TV viewers in French Canada prefer programs with French-Canadian themes and artists. One of the new shows this season on the CBC French TV Network is "Plein feux", a one-hour variety program featuring Monique Leyrac and other outstanding French-Canadian variety stars. Photo shows Miss Leyrac and the Michel Conte Dancers in a production number presented on the first program.

invitation to say what, if anything, they thought was "especially good about the CBC", English-speaking respondents most frequently singled out the news, weather reporting and the handling of current events. While this category also rated high with French-speaking Canadians, and while nowhere did we detect any significant difference between the two language groups in replying to specific questions dealing with the news, it is a fact that among French-Canadians the one thing which more than anything else they feel is "especially good about the CBC" is not the news, weather reporting or current events, but the "téléromans", the weekly serial dramas on the CBC French

Network — to which there is no exact program equivalent on the English Network."

Why is the téléroman so popular?

Close to Reality

Subject matter is obviously one of the reasons. Of the more than 25 téléromans presented since 1952, all but two (last season's *Janique aimée* and this season's *Monsieur Lecoq*) have dealt with Quebec themes. Many of the most popular téléromans (*Les Filles d'Eve*; *Le Pain du jour*; *La Pension Velder*; *La Famille Plouffe*; *Joie de vivre*; *Côte de sable*) are, or were, about present-day life in Quebec. The plots and the action stick closely to living conditions, situations and events that are familiar to French-Canadians because they often find the same conditions and situations in their everyday lives.

Quite often, the téléroman story will mirror something which has been said, or which has happened, in the personal life of the viewer. As a result, téléroman viewers *identify themselves*, even though it may be subconsciously, with the téléroman story. Other téléromans may have an older setting (such as *Les Belles Histoires*, which is turn-of-the-century) or some legendary overtones (such as *Le Survenant* and *Cap-aux-sorciers*) but here again the traditional Quebec way-of-life, coupled with elements of folklore, has enormous appeal in French Canada.

Suspense is another reason.

TELEVISION

CKVR-TV barrie

CJCH-TV halifax

CHOV-TV pembroke

CFCL-TV timmins

Reach the Halifax homemaker
with television's top
daytime feature

"Super Bingo"

every weekday from 1.30
to 2.30 p.m.

Paul Mulvihill & Co., Ltd.
TORONTO MONTREAL

The téléroman story is continued from week to week and even from one season to another. Unlike the American situation comedy (e.g. *Hazel, Father Knows Best*) the téléroman story follows a never-ending chain of events which seem to flow like life itself and this enables the viewers to identify themselves even more closely with the story developments. As in American situation comedy, the characters in the téléromans remain the same, but the events of each succeeding week's episode are a follow-up on something that happened on the previous show.

Téléroman plots and dialogue have many ingredients that are dear to the hearts of French Canada's viewers.

The serials are written for a French-Canadian audience and aim to please French-Canadian tastes. Critics have occasionally found fault with the French spoken on some of the serials. Patois (or slang) is bound to creep in, but the same might be said of some of the English spoken on programs on English TV (e.g. *The Real McCoys, The Beverly Hillbillies, Citizen James, Car 54, Where Are You?*). For the sake of realism, local expressions or colloquialisms are necessarily a part of dramatizations based on the mode of life and the speech patterns of people anywhere in the world.

Strictly Canadian

The writers, producers and performers who are responsible for the success of the téléroman are French-Canadians. And this leads to another factor that must be taken into consideration when programming for a French-Canadian audience. This factor was brought out by the CBC Research Division survey of February, 1963. In answer to a question asking "how well the CBC encourages Canadian talent", the report stated:

"... the feeling that CBC is doing a good job in encouraging Canadian talent tends to be *even more widespread among French-speaking* than among English-speaking Canadians.

Second, French-Canadians differ quite strikingly from English-Canadians in their views about television performers in other countries — over 90% of our French-speaking respondents felt that Canadians are *as good as, or better than* television performers in other countries, whereas nearly a third of all our English-speaking respondents felt that Canadian performers on

television compared unfavorably with those outside Canada.

And, third, in this same area of enquiry, but in response to separate questioning, we found French-Canadians much more critical than English-Canadians of what they feel to CBC's practice of hiring *too many* performers from other countries — and in this context, "other countries" to the French-Canadian viewer means, almost exclusively, France.

Later, the report states: "... it would seem reasonable to conclude that, while French-speaking and English-speaking Canadians both seem equally convinced of the very great *importance* of the CBC giving encouragement to Canadian talent, and while both language groups feel the CBC is *doing well* in this area, this latter feeling is *rather more widespread* among French-Canadian viewers.

Among those relatively few French-Canadians — 15% of them — who *do* criticize the CBC in this respect, dissatisfaction would seem to consist mainly of a feeling that the Corporation is *overlooking some French-Canadian talent* by importing artists from France who are either no better or not as talented."

Accent on People

The fact that French-Canadian viewers prefer French-Canadian programs and artists is also indicated if one examines the leading personalities who are connected with the French TV Network's top-rating shows.

The téléromans and many of the full-length plays are the work of leading French-Canadian authors, notably Marcel Dubé, Germaine Guèvremont, Pierre Dagenais, Réginald Boisvert, Guy Dufresne, Robert Choquette and scores of others.

The top actors, singers and variety artists on most popular shows are French-Canadians. The list is a long one, but here are some of the current big names: actors Jean Duceppe, Gilles Pelletier, Guy Hoffmann, Roland Chenail, Jean-Pierre Masson; actresses Monique Miller, Héléne Loiselle, Janine Sutto, Gisèle Schmidt; variety stars Jacques Normand, Monique Leyrac, Dominique Michel, Denyse Filiatrault, Pierre Thériault; singing stars Lucille Dumont, Aglaé, Pauline Julien; comedy stars Paul Berval and Doris Lussier; opera stars Claire Gagnier, Léopold Simoneau, Richard Verreau and Pierrette

Alarie; program hosts & M.C.'s Nicole Germain, Henri Bergeron and Roger Baulu; news commentators and interviewers Michelle Tisseyre, Jacques Languirand and Wilfrid LeMoyné.

Variety entertainment is one of the areas where there is a great deal of disparity between French- and English-speaking opinion.

The CBC Research Division report stated:

High on Variety

"... French-speaking Canadians have a significantly higher opinion of CBC variety and light entertainment than do English-speaking Canadians. Some 20 per cent of our English-speaking respondents across the country considered the CBC English Network variety and light entertainment programs to be either 'poor' or 'very poor', whereas only eight per cent of our French-speaking respondents felt this way about the French Network programs."

(By the same token, the report's figures also revealed that, when asked about variety and light entertainment programs produced by CBC, 87 per cent of the French-speaking respondents considered the French Network

variety and light entertainment programs to be "very good" or "good", whereas 70 per cent of the English-speaking respondents across the country felt this way about the CBC English Network programs). (Source: Table 82 of the report).

Whatever the reasons for dissatisfaction with CBC-produced variety shows among English-speaking respondents, there is every reason to believe that the vast majority of TV viewers in French Canada prefer their own, home-grown variety shows and variety artists to *any other* variety productions, *including those from France*.

As in the téléroman, full-length drama or other areas of programming, French-speaking viewers are obviously much more fond of, and more enthusiastic about, French-Canadian artists and programs than about any other TV artists and programs from any other part of the world.

BOOKS By Mail

Book Dept.
Canadian Broadcaster
217 Bay St., Toronto

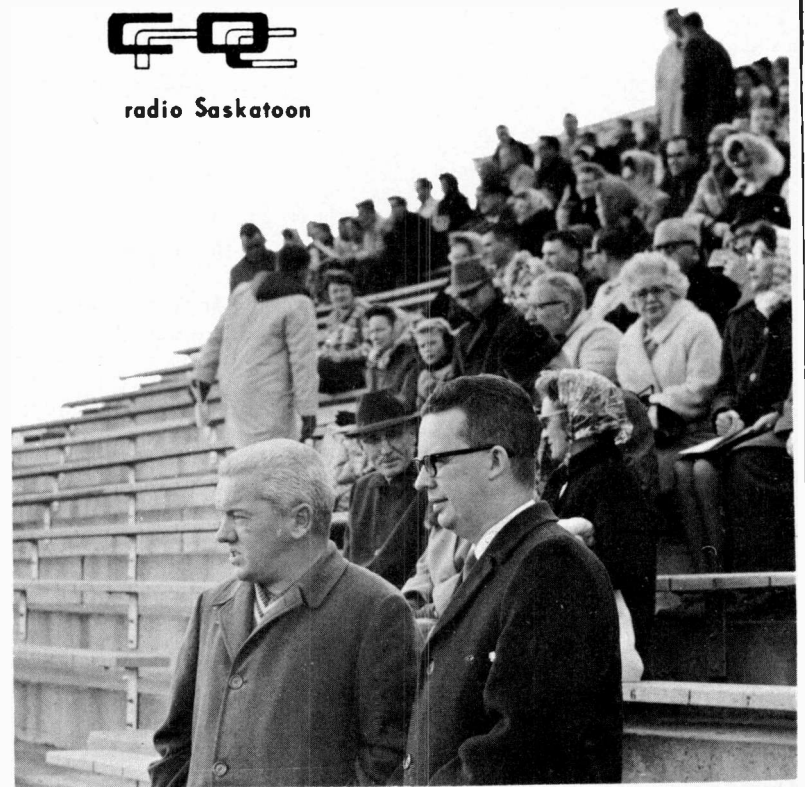
double-header

And what a pair of heads! On your left Chuck McManus and to the right Ned Powers, the Huntley-Brinkley of sports here at CFQC. This is a team to beat, indeed. Two veteran sportscasters and reporters busily engaged in bringing the good people of Saskatoon comprehensive sports coverage. Two heads, in this case, are enormously better than one.

Chuck and Ned are typical of the double or nothing way in which CFQC serves the community. May we go to bat for you?



radio Saskatoon



STATION CALLS

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

CKVL Verdun

CKVL VERDUN is running a full day behind the rest of the world, since putting out a promotional calendar showing September with a 31st day — an extra work day at that.

Nobody at the station noticed the flaw in the stand-up desk calendars until they had gone out to hundreds of advertising people.

CKVL didn't tout their slip as such, but it is a brand-new way to sell more time.

• • •

CFRN Edmonton

CFRN EDMONTON came up with a new wrinkle on flyers announcing their fall program schedule. In an effort to get householders to keep, and use the eight-page, four-color programs, CFRN numbered them, backed them with a giveaway.

CFRN first fired out 97,000 programs directly by hand delivery, 25,000 through newspaper inserts.

Then "Premium Attraction Sweepstakes", subheaded "Win-a-TV-a-Day", and bolstered by pre-publicity, handed out 14 Philips and Zenith portable television sets.

Householders had to snipe a number in the lower right corner front page of the flyer. Winning numbers were supered over evening shows in

MOVE UP WITH CKGM

Our continuous expansion into all phases of broadcasting results in a constant need to search for creative Canadian radio talent that wants to move up — so why not move up with CKGM — Montreal, by putting your name confidentially on file now, for top-paying future openings . . . professional air work, professional creative writing, professional production, professional newscasting, professional news writing. Tell us your story in confidence now. Write Don Wall, Vice President, CKGM — Montreal, CKGM Building, 1455 Drummond St., Montreal 25, P.Q.

progress September 14 to October 7. Contestants had to produce their flyer and answer the usual "skill testing" question.

760 flyerless viewers begged for copies in the first five days. The entire 3000-copy reserve stock was gone after the first week-end.

• • •

CHQM Vancouver

"GOOD MUSIC" STATION CHQM Vancouver recently devised a novel tongue-in-cheek promotion called Teen-Age Underground, dedicated to the overthrow of rock 'n roll.

The Underground startled organizers by ballooning into 2300 members, including one in Southern Rhodesia.

Club members have I.D. cards and "00" numbers, James Bond fashion. They now get reduced prices, courtesy of the radio station's efforts, at a couple of Vancouver ulift outlets.

Underground member Keith McMyn, a twenty-seven year old self-styled teener, says the success of the Underground is a sort of rebellion against today's pop music.

• • •

CJBC Toronto

THE BEATLES AREN'T EVEN in the running in a teen hit poll just getting started at Toronto's new CBC French language station, CJBC.

The popularity poll is for French-singing teenage idols only, will depend on letter and phone response for results.

It parallels a coupon-return poll (*Samedi Parade*) initiated some time ago by CJLR Quebec, except that the CBC offers no premiums or prizes.

ANNOUNCER

requests offers.

Graduate of Honor Academy of Radio Arts.

Experienced in FM broadcasting. Willing to relocate, resume upon request.

Allan Watts,
2446 Kingston Rd.,
Scarborough, Ontario.
Phone 267-8730.

Current hit leader is French from France — "C'est a toi de Choisir" (Richard Anthony). "C'est la Ska" (Donald Lautrec), a French Canadian number describing a new dance craze, runs a close and gaining second.

• • •

CJCA Edmonton

CJCA RADIO IN Edmonton recently went on the air in a literal sense to get on-the-scene U.S. election coverage. News staff chartered planes to catch Goldwater and President Johnson in Great Falls, Montana.

Republican and Democratic organizers pulled out all stops in efforts to help the Canadian newsmen. CJCA believes the Americans were well aware of the large pool of voting expatriate Americans in the Calgary area.

CJCA plans call for more wide-ranging news expeditions, in spite of costs, which they feel are more than compensated by promotional aspects.

• • •

CJBC Toronto

MOTORISTS HAVE TO BEWARE starting out "rue"-ing the day if they catch announcer Jacques Gauthier's early morning road and traffic reports over French-language CJBC in Toronto.

The new service coincides with an October 1 increase in CJBC French programming to 16 hours daily, most of it CBC French network productions.

With CJBC into full-fledged broadcasting, the French network now hops, skips and jumps 3000 miles across Canada — Edmonton, Alberta to Digby, Nova Scotia.

• • •

CKBI, Prince Albert

CKBI PRINCE ALBERT has a clue-quiz called *Casino* that now spreads over twelve years — and is still delivering for Burns "Delmar" Margarine and Weston's "Paulins" Biscuits, long-time sponsors, along with a host of others.

Burns has gleaned some 20 tons of mail from its eleven-year sponsorship, and the heap grows at the rate of five to six thousand letters weekly, all with "Delmar" labels.

Casino, according to CKBI, is the "best possible reason" why "Delmar" margarine cuts off the biggest slice by far of the Prince Albert area market (48 per cent — Canadian Consumer Survey, 1963).

"Delmar's" share of P.A. seems to be just about the largest wedge of the pie that any margarine can claim of any Canadian market.

Casino is simple to play.

Contestants send in solutions to clues aired by CKBI (about people, places, products — anything), and enclose sponsors' boxtops and labels, or grocery sales slips.

Casino breaks down into four to six separately sponsored segments daily. Each opens four contest letters, first right answer taking all.

"All", on the CKBI program, starts at about \$300.00, hikes \$5.00 with each new segment.

The 100th *Casino* jackpot just went out, presuming contestants cracked the clues by now. Total awards come to something over \$71,000.00.

• • •

CHSM Steinbach

"MAGIC" BAKE-OFFS ARE raising crowds as high as 400 a night for CFAM/CHSM Radio Steinbach, Manitoba — and Standard Brands Ltd.'s "Magic Baking Powder".

On August 31 CHSM started promoting combined social evenings and baking competitions through seven Southern Manitoba towns.

Twenty letters enclosing "Magic" labels were drawn from the hopefuls entered at each town.

A free-admission 7:30 to 9:00 PM broadcast kept running commentary going on the baking, while serving up entertainment by local talent and interviews with contestants.

Merchandise awards were handed out to winners of the separate adult and teen divisions.

A final bake-off will pit the seven adult winners against each other, and against three male CHSM cake cooks — grand prize to be an electric range.

Some women don't care for a man's company — unless he owns it.

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

Avez-vous remarqué les nouvelles annonces
CANADA SAVINGS BONDS?
réalisées pour MacLAREN ADVERTISING Co. Ltd. par
rlp ROBERT LAWRENCE PRODUCTIONS
(CANADA) LIMITED
38 Yorkville Ave., Toronto, WAInut 5-5561

Ontario's PM commends radio and TV

MORE THAN 200 PRIVATE Broadcasters from Ontario and English Quebec met in Niagara Falls last month for the 14th annual meeting of the Central Canada Broadcasters Association.

The keynote speaker was the president of The Canadian Chamber of Commerce, A. J. Little of Toronto.

He told the broadcasters the Chamber of Commerce believes sound welfare programs must be an essential part of national policy.

However, Canada's problem might be that too much emphasis is placed on universal benefits

have on public opinion. He said they have tremendous impact.

Speaking to a CCBA convention luncheon, Mr. Robarts pointed out that in 1963, 85 per cent of the households in Ontario had one or more television sets. 95 per cent of the homes own two or more radio receivers, he said, but the absolute number of radio sets has been increasing as more and more people buy portables or instal radios in their cars.

He said as this has been taking place, the number of radio and television stations in the province has shown a large in-

crease. There are 88 private radio outlets and 16 privately-owned TV stations at the present time. Mr. Robarts said there has not been a similar rate of growth in the daily and weekly newspaper field.

He said advertising expenditures bear this out. In 1959, DBS reported that the print media accounted for 59 per cent of the commissionable billings by advertising agencies. Of this 19 per cent went to radio and TV. Ten years later, the print media had dropped from 59 to 44 per cent and radio and television had risen from 19 to 34 per cent.

And, he said, so far as figures are available for 1964, advertising investments in radio and television are continuing to rise.

Mr. Robarts said: "I mention these figures only to illustrate the scope of the power, the scope of the influence that you, as broadcasters, have in forming public opinion and influencing people and thinking in our province."

He added tha this power carries with it heavy responsibilities. He said our system of democratic representative government is based on the premise that the general public is aware



PIERRE STEIN

Mr. René Barrette, general manager Radio CFCL announces with pleasure the appointment of Mr. Pierre Stein as station manager and national sales manager.

Mr. Stein brings to Radio CFCL an extensive background in the broadcasting industry. Over the last twenty years he has accumulated considerable experience in announcing and in national sales both for CBC and the private industry.

Mr. Stein will add to the combined efforts of the management and staff of Radio CFCL to improve the quality of its programming, leading towards its ultimate goal of increased listenership.

ELECTED CCBA PRESIDENT at the Niagara Falls convention was Frank Murray, general manager of CJBQ, Belleville. He succeeds Gordon Keeble, vice-president of CTV Television Network. First vice-president is Don Martz, CFCF-TV, Montreal; 2nd vice, Wes. McKnight, CFRB, Toronto, secretary, R. P. (Mac) MacGowan, CJLX, Fort William; treasurer, Russ Ramsay, CJOC-TV, Sault Ste. Marie; other directors, Ward Cornell, CFPL, London; Jack Jackson, CJOY, Guelph.

Representing CCBA on the board of the national CAB are: Howard Caine, CHWO, Oakville; Bill McGregor, CKCO-TV, Kitchener; Cam Ritchie, CKLW, Windsor; John L. Moore, CHLO, St. Thomas; Gordon Keeble, CTV Television Network.

to the extent that money which might be better employed goes to those who are quite capable of looking after themselves.

He said the proposed Canadian pension plan will do little if anything for the poor.

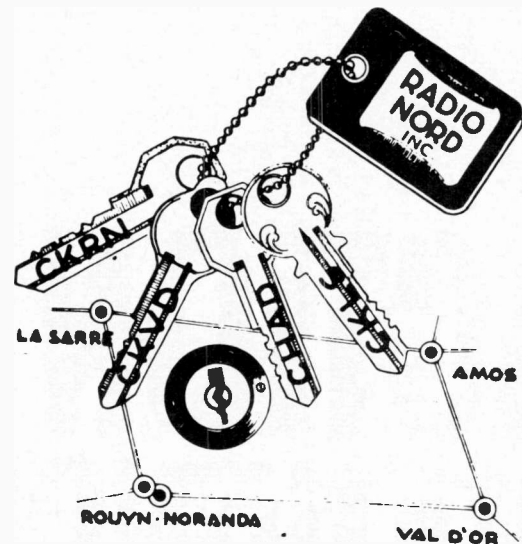
The two-day meeting provided sessions for both management and engineers.

E. L. Dillard of station WASH-FM Washington, spoke on the future of frequency modulation broadcasting. He said FM gives broadcasters their chance to provide new services and programming to the public and its possibilities are limited only to the imagination of the station operator. This was part of a panel discussion chaired by Dick Sheppard of Stephens & Town-drow, which will be reported in detail in our next issue.

Delegates were welcomed by President Gordon Keeble and Leo Gilbeau, chairman of the Engineering Section of the CCBA. Keeble is an executive of the CTV Network and Gilbeau is Engineer at CKSO Sudbury.

Orchids for Broadcasting

Premier Robarts of Ontario recognized radio and television for the important influence they



A SOUND WAY TO INCREASED SALES

Why did one of Canada's most prominent wholesale grocers, M. Loeb Limited, choose this market for expansion? Food sales are good, over \$32 million!

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

Parliament must plot the course of broadcasting

PARLIAMENT YEARS AGO concocted and imposed a definition on the broadcast industry — “an instrument for advancement of the national purpose” — but utterly failed to follow up with specifics that might give meaning to the words. Now it's high time parliament spelled it out for the industry, if there's to be any hope of broadcasting living up to the legislators' aims. This hard-hitting theme high-lighted a brass-tacks talk delivered last month to the Radio and Television Executives Club by Don Jamieson, fourth-term President of the Canadian Association of Broadcasters, and vice-president and general manager of Newfoundland's CJON radio and television stations.

“The fact that our country is floundering and divisive,” Jamieson stressed, “is an in-

dictment of Canadian broadcasting as it stands today.” The Radio-TV industry has a role to play in providing interrelationships, “but we can't go on another quarter century welding the country together the way we have.”

“A major basic problem of the industry is that Parliament has never indicated what the country expects from the broadcasters.” As Jamieson admitted, “There are no pat answers. This isn't a contest where you can ask people to complete ‘the

trouble with broadcasting is. . .’, in twenty-five words or less.”

While parliament fiddles, the importance of the means of communication goes up and up. Technically, Jamieson pointed out, we've solved the problem of people talking to people. Now what are we going to do with it?

The industry needs guideposts, badly.

“Parliament has been an inept instrument for this purpose,” Jamieson said. The House of Commons lacks knowledge and experience of the subject. “Parliament simply isn't constituted to be efficient in broadcast problems.”

Yet the industry, in this critical time, has nowhere to turn for a set of base-marks but to parliament.

“Beyond the CBC mandate, nothing has been said,” Jamieson went on. The broadcast industry keeps running headlong into phrases like “the public interest”, now familiar as a criterion for allotting available frequencies.

Broadcast applicants are constantly asked what they're going to do in the public interest. “So far none of us has had the courage to say ‘not much — except provide good, entertaining programs.’”

The subject of the CBC came up in Jamieson's speech.

What Does Parliament Want?

“What exactly is the legislators' aim? — to make the Corporation the best television service for Canada, or to make it the best *Canadian* television service for Canada?” Are we to

expect the best regardless of the source of talent, or should we look for a service that gives maximum employment to Canadians?

Jamieson recommended a set of priorities for the CBC. He contends it's a major mistake to let the public corporation be aggressively commercial, feels that in the nature of things the CBC must develop unwelcome characteristics if it accommodates to the commercial pressure of the private industry.

“The private stations have a right to know the nature of their competition,” he insisted. Whatever percentage of commercial revenue the CBC needs and wants should be laid down, hard, so the private stations can undertake their obligations with foreknowledge of the available dollar-and-cents market.

The private industry also has a right to know the CBC won't deviate.

To lump the private stations of the industry together, calling the result the “private sector”, is a misnomer. There are 300 separate units in the private field, no two identical.

Because the private stations have been collected and tossed holus-bolus into a generalization, from which certain things are expected, many private broadcasters are trying to do things they're not equipped to do. The burden of vague “public interest” constantly rides the broadcaster's back.

Defining the National Purpose

“So why are we in the business?” Jamieson asked. “Is it just another way of earning a living?”

WANTED
Experienced Announcer
Send tape and particulars to:
Radio Station CJOY,
Guelph, Ontario.

“ACTION STATIONS!”

CFCN
RADIO/TV
CALGARY

For **FILM MUSIC** that really puts life in
your picture
and **JINGLES** that sell and sell!
contact

DON WRIGHT
Productions

77 Chestnut Park Rd., WA. 5-1631

Answering his own question; "First of all, we enjoy it because it's a means of reaching people — maybe it's true that we're all extroverts."

But if there's more to it than this — if there is a purpose, national or otherwise, what can broadcasters do to fulfil it?

Jamieson outlined a five-point program to redefine the role of the broadcaster in Canada.

Broadcasters, he said, need to:

(1) provide the means, better means, for Canadians to talk with other Canadians. This was the dream of the founders of this country's broadcast industry. It should be possible to achieve it.

(2) make Canada aware of the larger world around it. The world is shrinking into a single community, in which Canadians have to feel a part.

(3) give Canadians a means of self-expression, not in the sense of the inhibiting phrase "encouraging talent", but in the broader sense of helping creative people of all talents, in every community.

(4) raise standards generally, in broadcast audiences as well as within the industry. Broadcasters need to find a way around the "snobbish approach" to material that can genuinely increase people's enjoyment of life — the approach that drives away the very people broadcasters seek to interest.

(5) help maintain the Canadian economy through the advertising medium. "Stop being apologetic," Jamieson blasts, "about introducing advertising into your broadcast service. Economics stability comes from the sale of goods and services. Advertising is not just a means of supporting the broadcast industry."

Is it all worth it? Can we preserve a "national purpose" of any sort in this diminishing world, or will the pressures snow us under?

"This is the kind of thing parliament has to decide," Jamieson stated, "because progress will only come about when free people feel 'it's worth doing'."

France welcomes CBC's 'Chez Miville'

FOR THE THIRD TIME in its nine-year run, the CBC French Radio Network's popular morning show, *Chez Miville*, travelled to France this fall, taking with them the official good wishes of Quebec Premier Jean Lesage and Montreal Mayor Jean Drapeau, as broadcast via radio and TV.

A highlight of the tour was an official reception at La Délégation générale du Québec in Paris, where distinguished guests from French political, diplomatic and artistic circles met *Chez Miville* producer Paul Legendre; emcee Miville Cotoure; Jean Mathieu and Jean

Morin, who are the other two members of the show's comedy threesome; pianist Roger LeSourd; Father Ambroise Lafortune; and script assistant Françoise Moreau. The reception was sponsored by the government of Quebec and the city of Montreal.

Four programs were recorded during the tour, two of them in Paris, one in Saint-Malo, home port of Jacques Cartier, and one in LaFlèche, where the first plans for the foundation of Montreal in 1642 were discussed under the leadership of Jérôme le Royer de la Dauversière. These shows will be broadcast this season.

AID CENTENNIAL

TWO BROADCASTERS ARE among eleven community leaders across Ontario appointed by the Honorable James Auld, Minister of Tourism and Information for Ontario, as Centennial Field Representatives. Each man was assigned a number of counties and will act as liaison between the municipalities and the provincial government in the planning of centennial year projects. They will give counselling on the types of projects which will qualify for the matching grant system whereby the amount raised by the municipality will be matched by the provincial and federal governments. They will also handle public relations in this field.

The two broadcasters appointed are Phil Stone, vice-president and live talent and public service director of CHUM Toronto, for the counties of York, Ontario, Halton and Peel; and Ted Fielder, president of CFRS Simcoe, for Haldimand, Norfolk, Elgin, Kent and Brant counties.

Reach New Canadians

THE IMPORTANCE OF THE large New Canadian population in Montreal was recognized by Simpson's department store with a three-week campaign on multilingual station CFMB recently. The store bought 117 one-minute spots and three ten-minute live shows to advertise its 92nd anniversary sale, during which there were draws for three automobiles.

Simpson's had previously used CJAD and CKVL in English and French, but in this case the three stations were used and CFMB listeners who were called during the promotion were given a choice of seven other languages in which to answer a question — Italian, Jewish, German, Polish, Greek, Hungarian and Ukrainian.

TV Sells Fashions

PEOPLE USED TO receive fashion information from celebrities and movie stars, but now television is the main vehicle for influencing fashion trends, according to Howard Abrahams, American Television Bureau of Advertising Vice-President in charge of Boston sales.

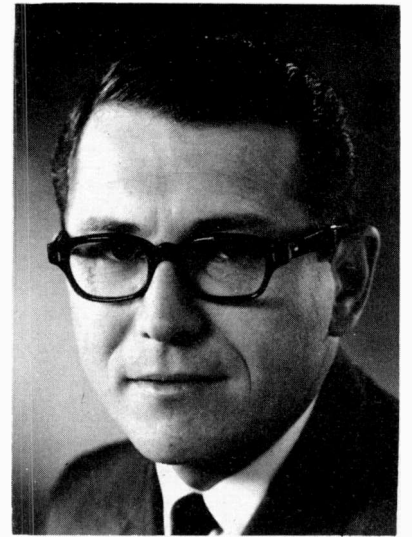
Today's television personalities, he said, sell fashions without meaning to do so, and they sometimes sell fashions deliberately.

Turning to the use of television by the fashion industry, he pointed out that the trouble with poor fashion promotion on television is that it's as dated as the favorite old-fashioned movie star.

Poor TV fashion shows are old-fashioned. They're stilted. They copy print technique and ramp shows.

ANNOUNCEMENT
HARDY RADIO & TELEVISION LTD.

APPOINTMENT



PAUL MARTEL

Arthur C. Harrison, General Manager of Hardy Radio & Television Limited, announces the appointment of Paul Martel as Manager of Hardy Montreal, effective immediately.

For the past eight years, Mr. Martel has been associated with Young & Rubicam Ltd., Montreal, latterly as Radio & Television Director.

They just aren't natural. They aren't believable. And this labels them immediately with yesterday's thinking.

They are not television fashion shows. They are fashion shows on television, he said.

Required at once TOP NOTCH MORNING MAN

for

Southern Ontario market, excellent pay — all benefits. Resume • Tape • Starting salary. To:
Box 936, Kitchener, Ontario.

NOW DOUBLY EFFECTIVE

IDENTICAL PROGRAMMING
SEPARATE 10 Kw TRANSMITTERS

RADIO SOUTHERN MANITOBA



Get the whole story from Radio Reps

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CJMS

LA VOIX DU CANADA FRANÇAIS À MONTRÉAL *

THE VOICE OF FRENCH CANADA IN GREATER MONTREAL

RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280

Now they measure customers by programs

by FRANK KELLEY

WHAT TELEVISION SHOW sells most iceboxes to Canadians — the biggest audience show? Or is there another, with less draw, that happens to be the jimmidiest icebox marketer ever aired?

McDonald Research thinks it's come up with an answer.

After a year of intensive study and work, McDonald has invented and put together a new survey mousetrap for the advertising trade — the Product Media Bank.

Agencies aren't beating a path to McDonald's door as yet, but one large agency has signed for several products. As soon as 15 products are lined up, the Product Media Bank will get into high gear.

Key to the new system lies in carrying typical media surveys one step further. Ordinarily media "listeners, viewers and readers" are dissected in terms of family size, income, age of head-of-household, and so forth.

Product Media Bank finds out what its human sample consumes, by product and if necessary by brand, then relates this information to media habits.

For instance, if Joe Doaks eats the crackly type of break-

fast cereals, and takes in the *Andy Griffith* show, by inference a spot on *Andy Griffith* rates a reasonable chance to sell a box of "Crunchies" to Joe.

Put the whole thing on a mass basis, stir well in a maze of statistics, and you have Product Media Bank — PMB.

Advertisers have always itched to know exactly *who* they reach. The question lurks in the back of every buyer's mind as he pays good money for 100,000 listeners or viewers.

The McDonald survey aims to tell the buyer one more thing about this *who*. Does he use the buyer's kind of product, and if so, how much?

At the same time PMB dishes up all the usual research survey information, and more.

For television, through Time-Period Ratings, PMB details numbers of viewers by station for selected time-periods, as per custom. But it also details viewership by *type of program* (using a fifteen-category analysis), and by *specific program*.

Sorting viewers into heavy-users, also medium-users and non-users of a product (light consumption is not tabulated), is the bonus McDonald piles onto the package.

So far PMB consists of only one completed study and two partials, using a Toronto base. The work completed is for an "automotive product", and is slated to be a sample of the wares.

However, it's more than enough to indicate the potential PMB.

Here's what the manufacturer of "automotive product" Brand X can do with the study as it stands.

At a glance he can note that, for selected times, CFRB Radio, Toronto, reached 84-105,000

four-hour listeners, compared to CHFI's 25-31,000.

Continuing, he can see that 48-52 per cent of Toronto radio tuners were medium-heavy users of the "automotive product".

But of CFRB listeners, the figures show, only 43-47 per cent were medium-heavy users — below par. (In PMB terms, CFRB had a product-efficiency index of .9 in this instance). In comparison, 55-63 per cent of CHFI's audience were medium-heavy users. (Rating: 1.1-1.2.)

CHFI, according to the McDonald results, was a more efficient vehicle for the sale of an "automotive product".

Of course, CHFI reached a smaller total audience. At best, in this example, CHFI reached 19,530 medium-heavy users. CFRB, again at best, reached 49,350.

Unless time-costs between the stations reflected the difference in audience size, CFRB would still be the indicated overall buy, in spite of the McDonald demonstration of CHFI's relative efficiency for this product category.

In other words, PMB isn't likely to upset the applecart between stations that exhibit striking differences in audience size (unless the larger station happens to be hopelessly inefficient in reaching consumers of a given product).

Sheer weight of numbers still counts.

But whenever there's not much to choose in terms of total bodies, PMB can point to the most efficient advertising medium.

The same applies to McDonald's print media analysis, and to television — with one notable difference.

PMB rates the selling efficiency of specific shows.

Jack Paar, for example, drew an audience of 117,000 medium-heavy users for one show. The same week, 145,000 watched *Danny Kaye*.

But *Jack Paar* stood a better chance to sell an "automotive product".

72,540 medium-heavy users watched *Paar*, only 72,500 saw *Kaye*.

And *Paar's* advantage was more pronounced when heavy users only were considered.

12,740 "heavies" viewed *Paar*, 9,360 took in *Kaye's* comedy-variety.

McDonald Research is set up to do PMB research in five major markets, Toronto, Montreal, Vancouver, Winnipeg and Quebec City.

Service will consist of two PMB reports a year. It can be varied in countless ways to suit individual requirements.

Jim Lee, Vice-President and General Sales Manager of McDonald Research, is happy about the accuracy side of PMB.

He points out that the McDonald Log (or diary) response rate is about 45 per cent (high, as such rates go), and that the necessary consumer studies have been done according to tried and true methods used for commercial clients over the years.

Media log accuracy has been double-checked by several studies, getting good results each time.

Lee admits radio and television station ratings are slightly exaggerated in McDonald surveys, "but the bias is small, and equal for all stations."

Product Media Bank was a full year in the making.

Clyde McDonald, President of the research company, handled all tabulations himself — "the highest-paid tabulator in North America," as Jim Lee puts it.

Lee feels it has been apparent for some time that product usage and media habits could be paired. The value of the relationship is, in his term, obvious.

Agency net cost per product for the service is set at \$290.00 monthly if the consumer study needs to be done for females only, \$350.00 monthly if for males only, and \$370.00 if for males and females.

ANNOUNCEMENT

CKOC APPOINTMENT



J. M. (JACK) HILL

Mr. H. A. Crittenden, Vice President and General Manager of Transcanada Communications, announces the appointment of John M. (Jack) Hill, as Assistant Manager of Radio Station CKOC, Hamilton. Mr. Hill joined Transcanada Communications in 1938 as an announcer in Regina. In 1946 he became Program Manager of CKRC Winnipeg, and since 1958, has held that position at CKOC. His new appointment was effective October 1st.

We're looking forward to the time when two can live as cheaply as once.

"ACTION STATIONS!" CFCN RADIO-TV CALGARY

African broadcast plans go up in smoke

PLANS FOR IMPROVING African radio broadcasting are moving lightning-fast — toward a cold standstill.

Last month's crop of press releases tells the story.

October 13. ITU (International Telecommunication Union). A conference of 120 experts convened in Geneva to draw up a medium-frequency broadcasting plan for Africa.

October 14. ITU. There was a general walk-out by African and West-European delegations this morning over exclusion of two delegations. The chairman requested Portugal and South Africa to withdraw, gave them two minutes in which to do so.

The two ignored the request.

Finally the chairman closed the meeting. When it reconvened, the chairman observed that the delegations of Portugal and South Africa were once again present.

England, and the six other major European nations represented, withdrew over the de-

cision to exclude Portugal and South Africa.

October 15. ITU. The ITU Deputy Secretary-General advised he was obliged to suspend the services of the ITU Secretariat. He made it known that he would try and find a solution enabling the purpose of the conference to be achieved.

There seems to be a brighter side to African broadcasting

progress — the television side.

On October 6 thirty participants and observers which had already introduced television programs or were expected to do so shortly, and six observers from other member states of UNESCO, met to consider a general go-forward plan for African TV. South Africa and Portugal were conspicuous by their absence.



JANE DE MUNNIK

Mr. R. L. Clinton, President of R. L. Clinton Associates Ltd., is pleased to announce that Mrs. Jane de Munnik has been elected by the Board of Directors as Vice-President and Director of Market Analysis, effective October 15, 1964.

Jane de Munnik brings to R. L. Clinton Associates Ltd. many years of active experience working in top Canadian agencies as Media Director, Director of Market Research, Account Planning and planning of creative merchandise promotions through Broadcast and Print media.

Accountant Heads CBC ops

THE NEW DIRECTOR of Operations for tight-money CBC is a chartered accountant, Donald C. West.

He succeeds Fergus Mutrie, named CBC rep for New York, Washington and the U.N. last July.

West has been director of budgeting at CBC head office since April, 1962.

He will now be concerned with "the co-ordination of national standards and the appraisal of radio and TV operations throughout the Corporation," and will help plan projects of a major nature.

Quarter Century Club

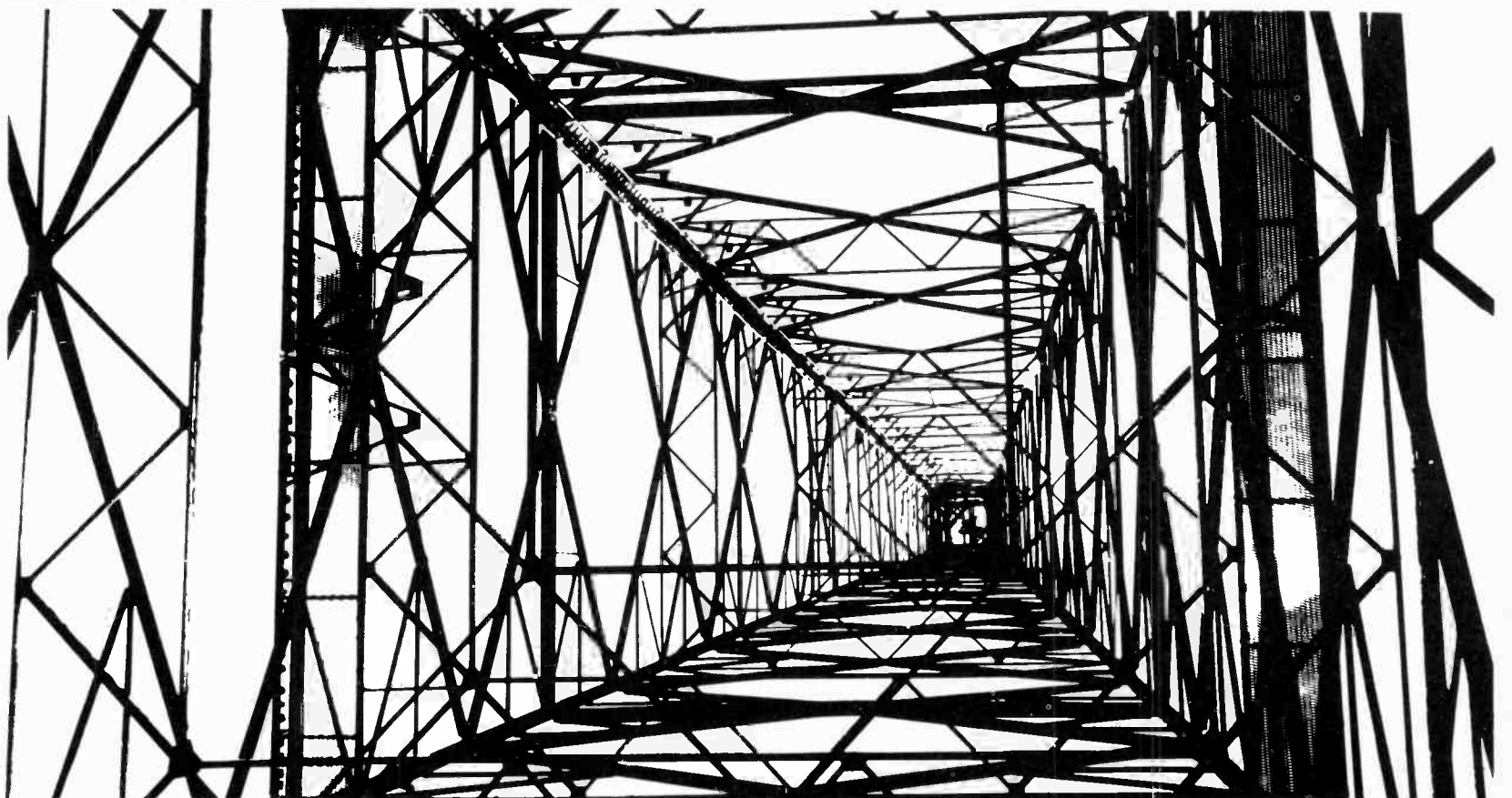
PEOPLE WHO HAVE SERVED the broadcast industry for twenty-five years by January 1 next year, and are now working for CAB stations, can apply for membership in the Quarter Century Club.

The Club also welcomes members from the sales rep field, "or such allied fields as the committee may from time to time deem proper."

New members will be welcomed at a function of the Club to be held during the CAB annual meeting in Vancouver, March 29 - 31, 1965.

Application forms are available from the CAB office, P.O. Box 627, Station B, Ottawa, 4.

**TRY A JOB AD
IN THE BROADCASTER**



WE BEND OVER BACKWARDS!

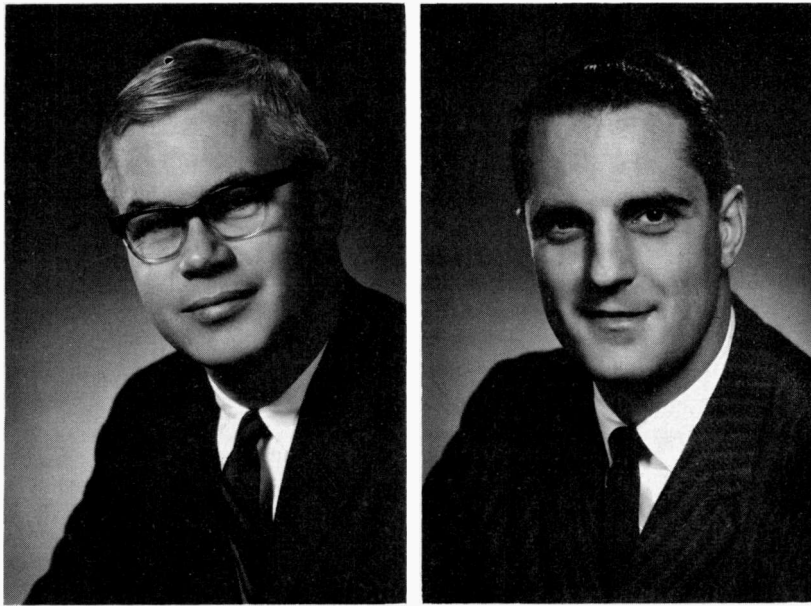
To get shots that are different, exciting and meaningful, whether it be outside our studios (like the shot of our tower above) or inside our 3 studios 25' x 25', 24' x 36' and 75' x 50'. We have 3 Marconi 4 1/2" and 2 Dumont Studio cameras. Three Ampex video tape recording facilities — a Kinescope recorder — we also have a mobile unit equipped with a video tape recorder, three cameras with lenses including one Varotal III and one

Varotal V. (Our mobile comes very handy during our famous Winter Carnival. We cover all major events on the spot!) We have a separate mobile unit for film equipped with a SOF camera. We could go on like this for pages as we are equipped as well as any big network station and furthermore we do really bend over Backwards to produce the best!

CFCM-TV * CKMI-TV

Télévision de Quebec (Canada) Ltée

QUALITY BROADCAST SALES



Teamed

to serve agencies and clients
with the Quality sound of these

Quality Stations

CHQM-AM
CHQM-FM
VANCOUVER



CFAX-AM
VICTORIA



CJQM-AM
CJQM-FM
WINNIPEG

Call

Bev Martin or Greg Paul

QUALITY BROADCAST SALES

Lord Simcoe Hotel
150 King Street West
Toronto

Phone -368-4545
Montreal - ZEnith 5-3530

Sees Canada world's dubbing centre

PLANS ARE AFOOT TO MAKE Toronto the world's looping centre.

If that sounds like a pilot's nightmare — it's not. "Looping" is film-made jargon for a process the uninitiated know as "dubbing".

Screen Gems (Canada) Ltd. and Film House Ltd. of Toronto have launched into what they consider the biggest single dubbing project ever tried in Canada — a television show titled *Thierry la Fronde*. Thierry is a made-in-France 14th century French Robin Hood thriller. It consists of a series of 52 half-hour episodes, each needing conversion to English for sale to the English half of the CBC TV network. French language CBC-TV carries the show in the original.

Five segments of the English Thierry have now appeared.

Clarke DePrado, director of the project, believes Toronto could and should become the dubbing centre of the English-speaking world. He contends that the Canadians accent is acceptable in both Britain and the United States, and gives Canada a thin edge of the wedge to squeeze into the business.

It's big business, too, when the number of dubbed feature films is taken into account.

"*Thierry la Fronde* (or Thierry the Outlaw) is our Day-One effort,"

ANNOUNCEMENT

RAPID GRIP AND BATTEN LIMITED APPOINTMENT



R.A. BATTEN

Mr. Jack H. Batten, President of Rapid Grip and Batten, Limited, is pleased to announce the appointment of Mr. R.A. Batten as Executive Vice President and Director.

This appointment coincides with the acquisition of Rabko Television Productions Co. Limited and Filmpro Limited by Rapid Grip and Batten, Limited.

Mr. R.A. Batten will continue as President of these Companies.

says DePrado.

"So far Canada has dubbed a number of half-hour and a few one-hour productions at the National Film Board, and a lot of commercials," he continues, "none of which got particular notice outside the country. But by the time you've done a series like this, American and British producers can't ignore it."

DePrado was chief sound mixer at the NFB for several years before joining the Film House.

His feeling is that the English version of Thierry strengthens the original. The vocal lines in the French production, he claims, are absolutely dead, though the acting is good.

The Film House is using an old, but effective dubbing technique devised in England shortly after the war. A travelling band mated to the film carries the English dialogue and functions as the actors' synchronization line.

The translation is tougher than usual because Thierry was first written for adults. Scaling it down to children's size involves drastic changes in phrasing and, once in a while, in plot line. The French performers regularly drop names and references that are gibberish to North American television viewers, and have to be wrestled around into more familiar terms.

A typical English-language series would use a few standard characters (five or less, as a rule), in simple plots, and would be neatly clipped to a standard length.

Not so Thierry, which requires an epic size cast by American series standards, primarily because each half-hour is plotted with fresh characters that (aside from the hero of heroes and the arch villain) are unrelated to those appearing in previous adventures.

Strategy at Film House is to dub fairly long segments at a lick, letting the actors involve themselves in their roles. Foreign practise has been to dub short periods. DePrado feels brief takes sacrifice quality in the performance for the sake of accuracy in dubbing. In his view the Film House system results in "overall accuracy (including fidelity to the sense of the plot) as high as anyone's."

Screen Gems Ltd. is missing no bets, turning out eight prints of each show. The film company has high hopes of further sales for Thierry — to the U.S. market, for one, where the show's title would probably be changed to *The King's Outlaw*.

Leading actors for the production are Archie McDonald (Thierry) and Jack Creley (Fleurent, the villain). Ken Heely Rae is in charge of editing.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS SHOWS

MONTREAL TORONTO WINNIPEG
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott



DEFINITIONS DEPT.

Junior account executive — Captain Hook's right hand man.

• • •

IBID

A true socialist is someone who believes in the equal distribution of everybody's wealth except his own.

• • •

PAN MAIL

Sir: I am perpetually amazed at your column, not amazed that you can find so many jokes, but amazed that you can remember them.

—:Old-Timer

• • •

MORE OF THE SAME

Sir: Great little paper you have there. It certainly bears the footprint of your personality.

—:Skeezix

• • •

AUDREY STUFF

Then there's the gal who was so dumb that when they gave her a pass for a seat in the orchestra at the ultra-fashionable O'Keefe Centre, and she didn't have the right clothes to wear, she turned in her ticket on another in the gallery.

• • •

UNSOLICITED TESTIMONIAL

Sir: Your new editorial man, Frank Kelley, is the most ideally suited individual you have ever had on the Broadcaster staff. . . competent. . .reliable. . .honest. .

—:Mrs. Frank Kelley

• • •

STORY LINE

The November *Diners' Club Magazine* has Oscar Levant describing women's movies as "Pictures where wives commit adultery throughout the movie, and at the end of the picture their husbands beg for forgiveness."

• • •

TEMPUS FUGIT

Has anyone ever thought that the radio audience whose IQ used to be averaged at 12 years old has now reached maturity and is probably verging on the old age pension by now.

• • •

VALEDICTORY

If you ring up and I don't answer, hang up because I'll probably be dreaming of a white Christmas.

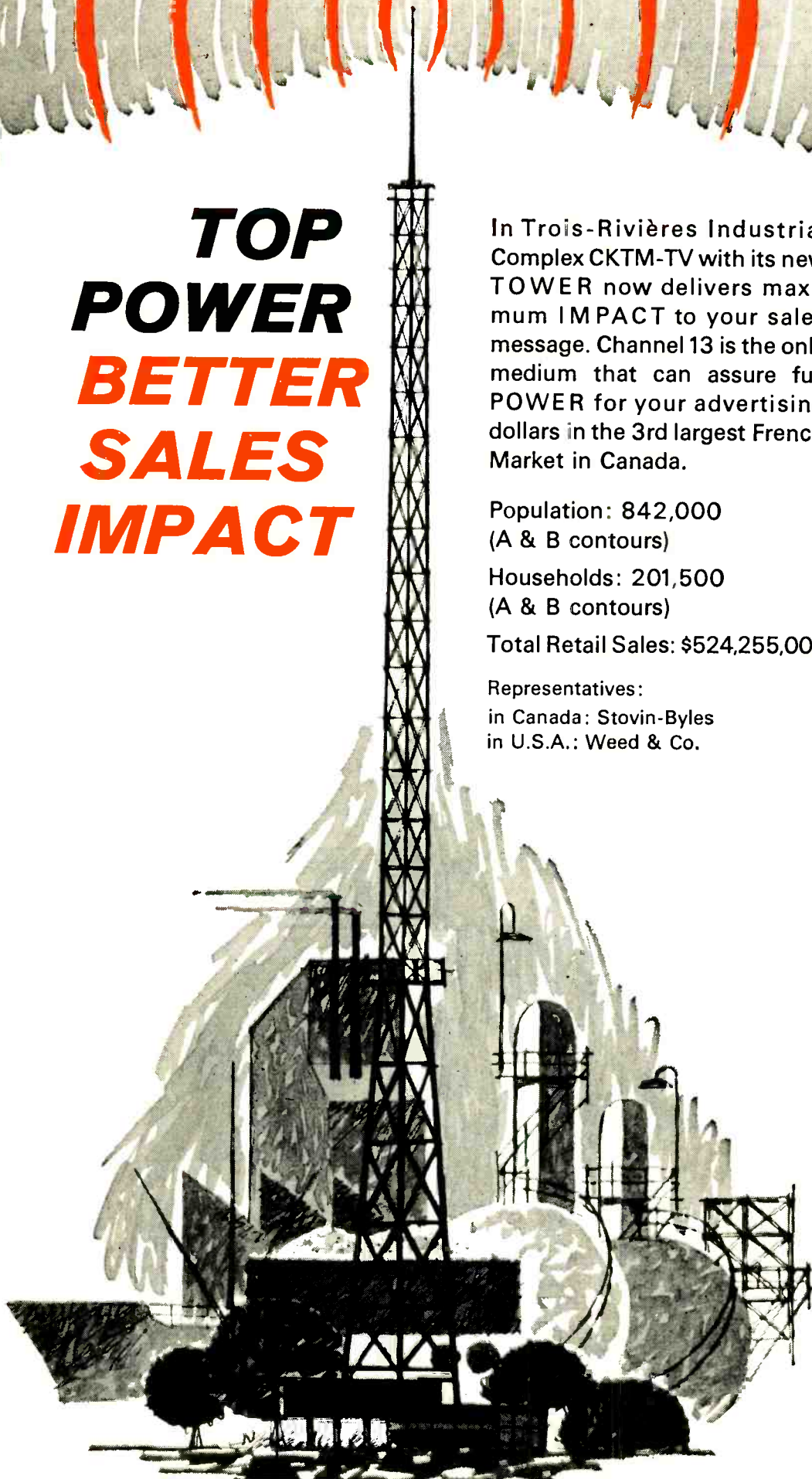


**TOP
POWER
BETTER
SALES
IMPACT**

In Trois-Rivières Industrial Complex CKTM-TV with its new TOWER now delivers maximum IMPACT to your sales message. Channel 13 is the only medium that can assure full POWER for your advertising dollars in the 3rd largest French Market in Canada.

Population: 842,000
(A & B contours)
Households: 201,500
(A & B contours)
Total Retail Sales: \$524,255,000

Representatives:
in Canada: Stovin-Byles
in U.S.A.: Weed & Co.



ACADEMY TV
FILM PRODUCTION

BRUCE SABSAY

Mickey Schwarz announces the appointment of Bruce Sabsay as Executive Director of Academy TV Productions of Canada. Mr. Sabsay will be responsible for client service and contact. He brings to ATV and its clients many years of experience in the advertising agency field, as well as experience with a Canadian commercial production company. He was born in Toronto, and is familiar with Canadian marketing and television conditions."

GERALD W. LEE and Associates
Consulting Radio Engineers,
1262 Don Mills Road,
Don Mills, Ontario.
Phone: 444-5991 or BA:5-2497

OVER THE DESK

"AT A CLOSED MEETING of the Doodle-de-doo convention, it was decided that no action should be taken and no word spoken in order that complete secrecy might be maintained."

We suggest these words as an appropriate press release following the closed meeting which is such an important part of any convention, especially a broadcaster's one.

Strong opinions to the contrary notwithstanding, we do *not* question the right of a broadcasters' or anyone else's association to conduct any or all of its meetings in camera obscura. This is the business of the association, and they are the best and only ones qualified to mind it. However, we have sat in as an invited guest at most of the closed

meetings of the national and regional conventions over the past twenty odd years, and I do have a reflection or two for my readers to disagree with.

Broadcasting is the most criticized and reviled of all the advertising and communications media. Some of the slings and arrows are well justified, and the critics' barbs serve to have the transgressions corrected, if only to be replaced with new ones.

On the other hand, many of the sins laid at the broadcaster's door are completely without foundation, based entirely on misapprehension, and all too often these false accusations are left to fester in the public mind, because the broadcasters do nothing to correct them except to discuss them at their meetings — the closed ones.

I am brash enough to submit that many of broadcasting's problems — most of them in fact — are attributable to the consistent and deplorable failure of this powerful medium of communication to communicate.

Conventions provide a wonderful opportunity for the industry to tell the public and the advertisers their own side of their own story which, properly couched, will reach the business world through the trade press reporters covering the convention and the general public through the newspaper and news service reporters on hand for the event.

If this gives rise to the question — "Does this guy want us to put items on our agendas just so that the press will report them?" the answer is "yes".

What I mean is it would be in accordance with good public relations practice to see that conventions included at least one speech or panel designed to interest not just the broadcasters, but the public too.

... of shoes and ships
and sealing-wax — of
cabbages and kings

The shortest distance between two points is a straight line and it seems to me the press table provides one end of the straight line leading to the public.

One thing to remember though is this. No newspaper or other medium disseminates stories except to interest its readers, listeners or viewers. Disappointed correspondents to this paper have been known to say: "I certainly think a thing like that deserved a plug." A news story is not "a plug". It is not sent out as a reward for good behavior. It is only published because of the interest it contains. Publicity is what comes out of the Gestetner, but what what appears in the paper or on the air must be news.

And speaking of news, I have news for you. This is the end of this blather, so ta-ta for now, and buzz me if you hear anything, won't you.

UPI Bureau Chief

NEW TORONTO BUREAU Manager of United Press International (néé BUP) is Ralph Deans who has moved to Toronto from Vancouver with his wife, Holly and 4-months old son, Christopher Hemingway to replace Doug MacRae.

Ralph, now 28, has piled up four years with UPI, having joined the outfit in Vancouver as radio editor and went to Edmonton as bureau manager for Alberta.

PRODUCTS WITH A FUTURE

GATES TRANSISTORIZED CARTRIDGE 11 MONAURAL/STEREO
PROFESSIONAL CARTRIDGE TAPE SYSTEM

1, 2 OR 3 CUE TONE

- Exclusive positive insert opening
- Separate record play heads
- Plug-in modular construction
- Small—5½" high

Buy only the system you need now. Gates "second generation" design, with modular construction and plug-in transistor amplifiers, allows immediate, economical expansion. Reliable? Positively!

A six-page brochure tells the whole story, No. A113. So does Gates new Broadcast Equipment Catalog, No. A95.

Contact your Canadian representative:



CANADIAN MARCONI COMPANY
BROADCAST & TV STATION EQUIPMENT SALES
Head Office: 2442 Trenton Ave., Montreal 16, P.Q.

HALIFAX MONTREAL TORONTO WINNIPEG CALGARY EDMONTON

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS *the* SHOWS
MONTREAL TORONTO WINNIPEG
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

IN FRENCH QUEBEC . . .

Two markets of vital importance are

SOREL and JOLIETTE

Reach and sell both markets through two radio stations but with one combined rate card.

C J S O	C J L M
SOREL	JOLIETTE
Now 10,000 Watts 1320 KC	1,000 Watts 1350 KC

Reps: Hardy Radio & TV Limited

SIGHT & SOUND

Continued from page 3

president and David Sweny as manager of the agency's Toronto office. Both are members of the Agency's Board of Directors.

SCHNEIDER-CARDON LTD. and the Baker Advertising Agency Limited jointly announced the merger of their two agencies for mutual benefit.

The Baker side of the merge was described by W. R. Baker, President, as "another step in a plan to greatly expand Montreal operations for the 53 year old Baker Agency."

Harry Schneider, President of Schneider-Cardon and now vice-president and general manager of Baker's Montreal office, said the merger would provide S-C clients with some of the top creative, media and research talent in Canada as well as expanded client service.

Montreal offices of both agencies will be combined into one operation under the Baker name to provide greater depth of service to their clients.

The Baker-Schneider link will in no way affect the operations of Baker's affiliate Montreal agency, Publicité Chanteclair Ltée., formed more than a year ago to supply French service in research, market analysis and creative advertising.

As a result of the move, 29 new clients have been added to the overall Baker portfolio, among them Canadian Admiral Corp. Ltd., Regent Knitting Mills Ltd., Silhouette Products Ltd. and Steinbergs Ltd.

THE CANADIAN LIFE INSURANCE Officers Association, through MacLaren Advertising Co. Ltd., is taking its second crack at public interest programming with four one-hour productions comprising a new CBC-TV network series titled *Canada '98*.

The first life insurance backed venture, last year, was a CBC-TV bilingual program — *Two Cities*, or *Deux Villes en Ville*.

Canada '98 is expected to be part of a series leading up to Canada's Centennial of Confederation in 1967. The series will concentrate on Canada's natural resources for subject matter.

The premiere November 25 will be called *The Fraser*, a documentary about British Columbia's largest river.

PAUL, PHELAN AND PERRY Limited's Winnipeg office has acquired the Northwest Nitro-Chemicals Ltd. account from the Calgary office of James Lovick Limited.

Northwest Nitro is a leading manufacturer and distributor of agricultural fertilizers in Western Canada and the Northwest U.S. The account, is fairly large by Western-Canadian standards.

The new client will be serviced under the direction of K. E. McCaskill, Vice-President and Western Division manager for P.P. & P.

Northwest Nitro rely heavily on the broadcast media, primarily radio, and use farm journals and weeklies.



**Every 7½ inches, the back
of this magnetic tape promises you
sound recording at its best.**

(And every millimeter of the business side delivers it.)

EASTMAN Sound Recording Tapes come in these boxes.



Type A303 is of low-print designation. Type A304 provides high output with low noise. Both are "lifetime coded" with the Eastman Kodak legend to assure you of highest quality.

EASTMAN'S tough DUROL Base won't stretch. This special tri-acetate for-

mulation has exceptional tensile and yield strength. Yet in case of equipment failure the tape breaks clean without stretching. Splices are quickly and easily made; program loss is reduced to an absolute minimum.

EASTMAN'S new "R-type" binder greatly improves sound quality. A smooth, tough oxide layer of supreme uniformity suppresses tape noise and intermodulation distortion. High resistance to abrasion prevents oxide build-up at the recorder head. Great chemical stability results in long tape life.

EASTMAN Sound Recording Tapes are packed on Thread-Easy Reels to allow fast, easy loading. Each reel has indexing scales and splicing jigs on both sides.

For further information, write to: —

CANADIAN KODAK CO., LIMITED, Toronto 15, Ontario

Kodak
TRADEMARK

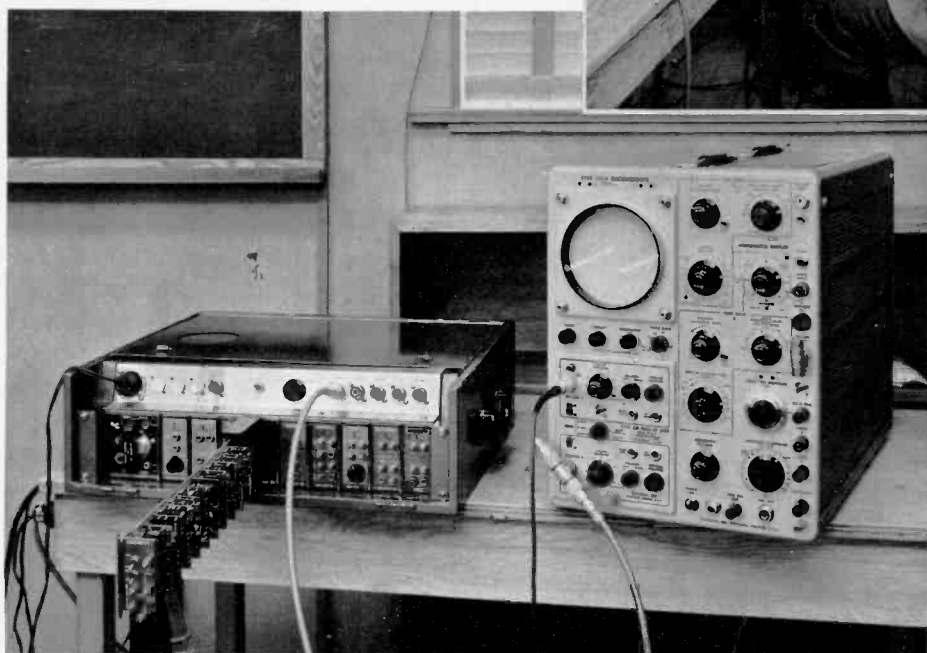
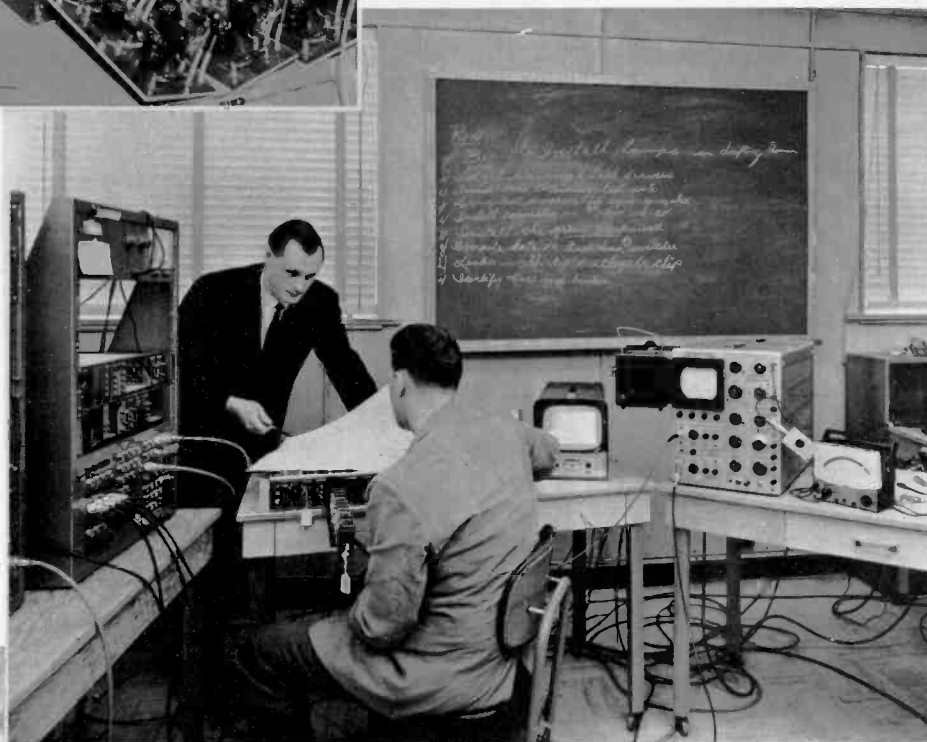
RHL Video Equipment -

QUALITY - RELIABILITY - SERVICE



Each piece of Richmond Hill Laboratories equipment is individually hand-crafted by highly skilled personnel. Only the finest transistors and other components are used in order to bring you the ultimate in performance at a competitive price.

Extensive laboratory tests insure that all completed modules and systems perform to the most exacting standards required by today's most sophisticated monochrome and colour television operations.



Before shipment, each piece of equipment is operated for many hours to double-check its stability under actual working conditions. The quality that goes into the production and testing of all Richmond Hill Laboratories equipment guarantees you years of trouble-free service.

Made in Canada for the Canadian Broadcast Industry

Distributed Exclusively by

AMPEX OF CANADA LIMITED

1458 Kipling Ave. N., Rexdale, Ont. phone: Ch7-8285

