



*Canadian*  
**BROADCASTER**

Vol. 17, No. 17

TORONTO

September 11th, 1958

HERE IS "THE PLOUFFE FAMILY," with Mama at the table and Papa behind her. They are surrounded by all the Plouffes, whose program is seen twice a week, once in English and once in French, across Canada.

- HARD SELL—SOFT SELL—HOW TO TELL 8
- BICK IS BACK WITH HIS COPY YAK 15
- A NEW FEATURE TALKS ABOUT LISTENING 20
- INSIDE FRENCH CANADA 23-39

# RADIO COVERS COMPLETELY

## THE

# FRENCH LANGUAGE MARKET IN CANADA

The most effective and economical way to reach the 5,000,000 French speaking Canadians is with Radio.

Nearly every one of the estimated 1,286,000 French speaking homes in Canada is a Radio Home. Their loyalty to Radio is unsurpassed.

To cash in on the \$5 billion annual retail sales of the French market in Canada use a "sound" advertising approach—use Radio.

*BAB-Radio Division salutes the delegates and friends attending L'Association Canadienne de la Radio et de la Télévision de Langue Française Convention being held at the Alpine Inn, Ste. Marguerite, Québec, September 21st - 24th.*



*Radio Division*

Suite 404 - 200 St. Clair Ave. West

• TORONTO 7, CANADA

• Telephone WA. 2-0502

BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Radio and Television Broadcasters

*Ontario Government*

**LIBEL LAW INCLUDES BROADCASTERS**

SINCE LABOR DAY, radio and television stations in Ontario have been subject to the same laws governing libel and slander that have applied to newspapers since 1909.

The province's new libel act says that defamatory words in a broadcast or telecast will be considered as published and hence subject to a libel suit. Under the old act, a radio or television station couldn't even be sued for slander. The announcer could be sued, but no one ever did it.

Legislation governing radio and television is already included in the libel laws of Alberta, Manitoba, New Brunswick, Prince Edward Island and the Northwest Territories.

Ontario's new act also recognizes the increasing number of organizations and institutions acting in a public capacity. Up to now fair and accurate news reports have been privileged when dealing with the activities of legislative bodies and their administrative arms; courts, judicial inquiries and public meetings.

Under the new act, privilege is extended to reports on the findings or decisions of organizations which promote and govern trade, business, professions, sports, the arts, education or religion. Included are reports based on publicity releases from such organizations.

One new provision eases the burden

of proof of damage in libel and slander suits.

Under the old law a complainant had to prove special damages, or show that the offending words were related to his profession, trade, calling or business. The new act says that words of general abuse are actionable if they naturally tend to injure the reputation of a person.

The need for proving special damages also is removed in the case of slander of title - - disparaging remarks about a person's property.

The defendant is helped, too. No longer is it necessary to prove the truth of every word in a report or article of comment, but any words not proven as true must not appreciably add to the injury of property or reputation.

The new libel and slander act was approved by the Ontario Legislature last spring. It was drafted following submissions by the Canadian Daily Newspaper Publishers' Association, the Civil Liberties League and the Canadian Bar Association.

Ontario's new act is based on the British defamation act passed in 1952. Libel laws in the other provinces mentioned above are based on a parliamentary act drawn up between 1944 and 1949 by Canada's Uniformity Commission.

**PROCLAMATION**

Whereas, the American West was settled by men and women of courage, vision, and daring who suffered untold dangers and hardships to turn a wilderness into a prosperous land, and

Whereas, their pioneering spirit displayed qualities basic to our American Way and blazed a trail to a greater America, and

Whereas, their exploits have had a profound influence upon the music, art, literature, and spirit of our people, and

Whereas, their courage and daring against great odds - their ideals of justice and fair play - have been handed down to inspire the American of today;

Now, Therefore, we NBC Television Films, by this act, make available to you and your stations the unusual television series

**FRONTIER** which brings to life these realistic stories of the brave men and women who settled the West, and furthermore we request that you contact us immediately for full details in making this great series your exclusive program.

Dated this 15th day of August, 1956. A. D.

*William Rees*  
Director of Sales  
NBC Television Films

Distributed in Canada by  
**FREMANTLE of CANADA LTD.**  
17 Dundonald St., Toronto 1  
WAlnut 4-9635

13 of this series of 30 films is available in French

**PC WANTS SCHOOLS FOR RADIO AND TV MEN**

JEAN NOEL Tremblay, Progressive Conservative member for Roberval, called for regular performers on radio and television to be required to produce certificates of competence proving the holder had knowledge and training useful in broadcasting.

Tremblay, a professor of French at Laval University said: "Too many young people today are tempted to enter a career which is both interesting and lucrative. Their desire usually results in them succeeding too easily, and without adequate preparation." He told the House of

Commons that he would like to see schools established for teaching radio and television.

Don't take  
a chance on  
a glance . . .  
take a good  
**LOOK**  
and learn why  
**CHOV** is the  
**BUY** that  
**SELLS**

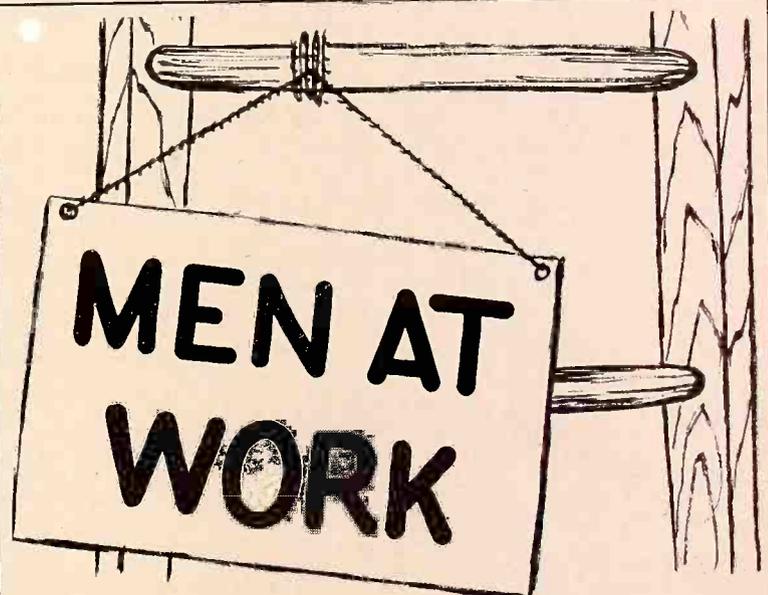
Did you know that . . .

**CKBL Matane, Que.**  
reaches a total of 71,075\*  
adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

**THE AWARD WINNING STATIONS**

**CJON** Radio Television  
NEWFOUNDLAND



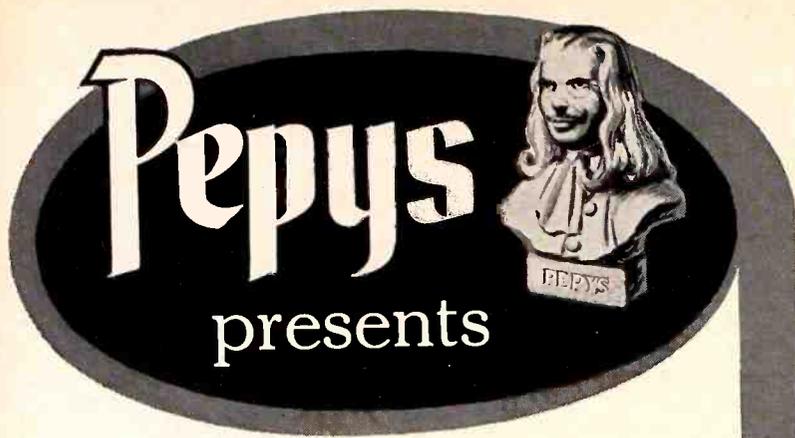
**24 Hours a Day . . . at Radio CFQC**  
**. . . SELLING**

Saskatchewan's **BIGGEST** Trading Area for YOU!

CONTACT OUR REPS  
Radio Reps - Canada  
Young Canadian Ltd. - USA

**CFQC**  
600 BC  
6005 WATTE



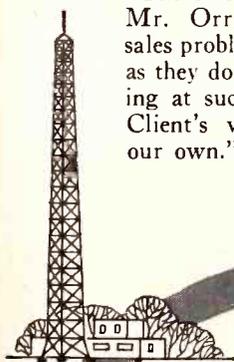


**WILLIAM R. ORR LIMITED**

Advertising  Merchandising

Agency men often *wish* they could be in two places at once, but President "Bill" Orr is one man who has not only done it, but has made it pay off! An objective of this Agency's entire organization is to view every problem "from both sides of the desk", and this gives them a genuine approach on the use of research, packaging, merchandising and sales promotion, in conjunction with advertising, which makes good sense to Clients — as evidenced by this Agency's record for holding its accounts.

"There is no substitute", says Mr. Orr, "for knowing the sales problems of Clients as well as they do themselves, and looking at such problems from the Client's viewpoint as well as our own."



**STOVIN-BYLES Limited**

Radio and Television Station Representatives  
MONTREAL TORONTO WINNIPEG VANCOUVER

- |                       |                        |                                    |  |
|-----------------------|------------------------|------------------------------------|--|
| • RADIO STATIONS •    |                        | • TELEVISION STATIONS •            |  |
| CJOR Vancouver        | CIBC Toronto           | KVOS-TV Serving Vancouver-Victoria |  |
| CFPR Prince Rupert    | CFOS Owen Sound        | CHAT-TV Medicine Hat               |  |
| CKLN Nelson           | CJBQ Belleville        | CKOS-TV Yorkton                    |  |
| CKXL Calgary          | CKLC Kingston          | CJBR-TV Rimouski                   |  |
| CJNB North Battleford | CFJR Brockville        | CKCW-TV Moncton                    |  |
| CKOM Saskatoon        | CKSF Cornwall          | CJON-TV St. John's, Nfld.          |  |
| CJGX Yorkton          | CHOV Pembroke          | CJOX-TV Argentina                  |  |
| CKY Winnipeg          | CJMS Montreal          | ZBM-TV Bermuda                     |  |
| CJRL Kenora           | CKCW Moncton           | CMQ Television Network, Cuba       |  |
|                       | CJON St. John's, Nfld. |                                    |  |
|                       | ZBM Bermuda            |                                    |  |
|                       | ZNS Nassau             |                                    |  |
|                       | CMQ Cuba               |                                    |  |

*Public Affairs*

**EDUCATION RATES HIGH ON KVOS-TV**

**A**N INTERNATIONAL panel of educators met at KVOS-TV Vancouver-Bellingham last month to discuss whether high schools are the weak link in North American education. They concluded that "although there is always wide room for improvement, education in the high schools is considerably stronger than many laymen believe."

The panel consisted of Dr. Arthur Bestor, professor of history at the University of Illinois; Dr. Neville Scarfe, dean of the College of Education at the University of British Columbia; Dr. Paul Woodring, professor of psychology at Western Washington College; and Dr. Walter Cook, dean of the College of Education at the University of Minnesota. Moderator was Rogan Jones, president of KVOS-TV. The panelists were in Bellingham for a special education workshop at Western Washington College.

This is the second year that the station has co-sponsored, along with WWC, such a workshop for teachers, dealing with educational TV programming and production. Rogan Jones has offered to help establish an educational TV station at WWC.

Gordon Reid, president of KVOS (Canada) Ltd., explains that the policy of the station is to experiment in all phases of educational television. During the past year, KVOS established a Department of Public

Affairs which produces the programs *Around the World Press Conference*, and *The World and the Peace Arch Country*.

On the *Press Conference*, eight high school students, each week, form a panel to question foreign students attending the University of British Columbia, or the University of Washington. *The World and the Peace Arch Country* is also an interview type program against a background of films provided by foreign consuls in Canada and the US.

Future public service productions coming up on KVOS include two new experimental programs, one for adult education, the other for in-school television.

The first of these is *Sunrise Semester*, a daily program to be seen beginning in October at 7:30 am, and repeated for late-risers at 8:00 am. This is a series of lectures on great books, originally part of a course in literature, offered at New York University, on modern fiction from Stendahl to Hemingway. It is a CBS syndicated program.

From 9:30 am on weekday mornings, a half-hour program for children in the primary grades will be shown. Audio-visual men in the area are planning the program which will consist of courses from KCTS, Seattle, from whom teacher manuals can be obtained for the films to be used.

**The TIME BUYERS' CHOICE**

**CKY** the BASIC STATION in the West

The **TIME BUYERS** of Canada's advertising agencies have access to all the statistical and research material available. These well informed **TIME BUYERS** choose **CKY** as their **BASIC STATION**.

Rely on the **TIME BUYERS** as well as the Surveys

**EXAMPLE:** Month of June 1958  
Using **CKY ALONE** . . . . . — 28 National Advertisers  
Using **CKY** and a second station — 16 National Advertisers  
Using **CKY** and 2 second stations — 5 National Advertisers

28 National Advertisers used <b>CKY</b> EXCLUSIVELY	In 16 instances <b>CKY</b> was the Basic Station in a 2-station placement. In only 2 cases out of 18 was <b>CKY</b> not used.
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The Time Buyers depend on the Biggest Audience in Western Canada for Basic Coverage (B.B.M. Spring '58)

Buy where the Time Buyers buy

5000 Watts  
580 Kcs. **CKY** WINNIPEG

Reps: **STOVIN-BYLES, CANADA** FORJOE, U.S.A.

# Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

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Editor & Publisher . . . . . RICHARD G. LEWIS  
Art Editor . . . . . GREY HARKLEY  
Editorial Dept. . . . . IAN GRANT (News)  
DONALD F. HAWKES  
ROBERT A. MILLER  
Circulation & Accounts . . . THOMAS G. BALLANTYNE  
Production Dept. . . . . LESLIE E. HEDDEN  
Advertising Representative . . OLI BRIEM



Vol. 17, No. 17

25c a copy — \$5.00 a Year — \$10.00 for Three Years

September 11th, 1958

## These "Foreigners" Have Earned Their Citizenship

**T**HERE SEEMS to be a reasonable possibility that CFCF, Montreal will be remaining in the broadcasting business after all! And the same thing goes for CKLW, Windsor and CKCO-TV, Kitchener.

The point was that under the new Broadcasting Act, in its original form, a broadcasting station must be 75% Canadian owned, and at least these three stations could not qualify, or so it seemed. However, the act has been amended, and the restriction will not apply to existing stations.

Obviously the purpose of the clause must have been to make sure that the second TV licenses, when they do finally materialize, were not picked up by big American interests. (At one time NBC was rumored to be interested in establishing in Canada, but then if you want a rumor, just name it and we'll find it).

As far as CFCF is concerned, it is owned and operated by the Canadian Marconi Company, which is controlled by Canmar Investments Ltd., which, in turn, is owned by the English Electric Company of England. The situation was a strange one, because CFCF was the first commercial station to start in Canada. It has been in operation for 38 years and had a "sincere and lasting interest in Canada", in the words of Canadian Marconi President Stuart M. Finlayson.

Another strange situation exists in the case of station CFRB, Toronto. Conservative Senator William R. Brunt, who sits for Ontario, pointed out that CFRB is owned by Standard Radio Limited, (a public limited liability company, whose shares are traded on the Toronto Stock Exchange) and has no control over the ownership of its stock, which could be purchased by persons of any country.

As a result of this extraordinary situation, the Senate Communications Committee

recalled Revenue Minister George Nowlan, who told the committee that holders of a valid broadcasting license will be exempt from the provision. He said the exemption would come from the cabinet and gave an undertaking that the government has no intention of interfering with existing licensees.

Marconi's Finlayson said the proposed exemption and the minister's undertaking seem to meet satisfactorily the situation in which his company found itself under the new Broadcasting Act's Canadian ownership qualification.

The government has now made it clear that it will not put these existing stations off the air, which step would have been little short of disastrous, affecting as it would a number of the largest operations in the country. Mr. Finlayson expressed his company's concern over the possible loss of its license for CFCF. He is also reported as saying he does not believe it was the intention of the government to end the company's right to apply for and obtain a television license. The question of whether these British and US controlled stations will be considered for TV when their applications are filed does not seem to have been disposed of up to this point.

To refuse such organizations as these, pioneers as they are in the field of broadcasting, the right to progress into television would be an unspeakable travesty of justice. Most Canadians are alarmed at the invasion of American capital into Canadian business. But they are here and the economic needs of the country make it imperative that they stay. This being the case then, it would hardly be expedient or cricket to tell General Motors that they may not introduce a new car on the Canadian market or the Heinz Company that they will be forced to confine themselves to their fifty seven varieties of pickles.

## News Briefs

**R**ADIO REPRESENTATIVES Ltd. have been named national representatives of radio station CJCS, Stratford, who were previously reped by All-Canada Radio & Television Ltd.

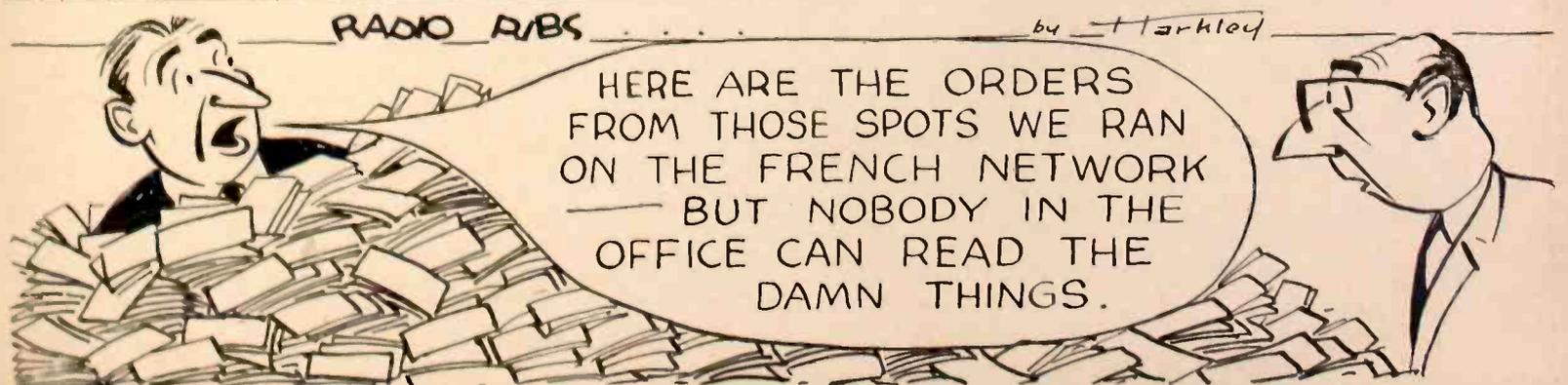
**M**ANAGER OF radio station CKSL, London, since it was established in 1956, Lyman Potts has announced his resignation. He did not disclose any future plans.

**M**CCANN-ERICKSON (Canada) Ltd., Toronto, has been appointed to handle all broadcast advertising for Canadian Westinghouse Ltd., effective immediately. This is in addition to the TV, Radio and Hi-Fi Products Division which they have been handling since 1956. Westinghouse is sponsoring this year the new *Desilu Playhouse*, starting October 6, in place of *Studio 1*.

**F**RANK SHUSTER, familiar TV comic of the Wayne and Shuster team, has formed his own company, F. Shuster Enterprises Ltd., for the production and direction of radio, television, movie, theatrical and artistic works. The firm will be centred in Toronto.

**T**HE CBC HAS completed plans for the installation of a satellite TV station in Ontario's Kenora-Rainy River area, Revenue Minister Nowlan has announced. Construction will start this year.

**N**EWFOUNDLAND'S first privately owned station, VOCM, St. John's, which has been on the air for 22 years, has announced a power increase from 1,000 to 10,000 watts.



# POINTS OF SALE

Buy  
CJCH  
for  
COMPLETE  
COVERAGE  
of the  
HALIFAX  
MARKET  
soon  
10,000  
Watts

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CFPA Port Arthur
- CKTB St. Catharines
- CHOK Sarnia

**PAUL  
MULVIHILL  
& Co. Ltd.**

TORONTO  
77 York St.  
EM. 3-8814

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



## Radio

# WAKE-A-THON-IN-THE-WINDOW IS NEW STUNT ON CHUM

DAVE JOHNSON, a disc jockey at CHUM, Toronto had an idea that gave him a few sleepless hours. He dreamed up a promotional stunt called a *Wake-a-thon*, and last month spent more than 67 hours broadcasting continuously from a window of the downtown Toronto dress shop, Starlite Imports, which sponsored the idea.

In all, Dave was exposed to the curious gaze of about 200,000 onlookers, both in and out of the

store, including this reporter who interviewed him in his 42nd hour of sleeplessness.

"I was tired until three hours ago," said a surprisingly fresh-looking Dave, "Now I'm just floating in a dream." He didn't take off the sunglasses he was wearing and we couldn't tell whether his eyes were bloodshot. "I feel fine," he insisted, "I've been examined twice by doctors, once last night - - then just half an hour ago. The doctor said as

Dave stressed the difference between a *Wake-a-thon* and a marathon broadcast. "During a marathon," he said, "the disc jockey can get some sleep between records. About two minutes a time - - that can add up to a fair bit of sleep. In a *Wake-a-thon* the whole idea is to stay awake."

Had he any trouble doing this?

"I nearly dozed off after about 24 hours," Dave admitted. "During the day when there are lots of people around, it's easy to stay awake, but at night you can see the reflection of the lights flashing in the window across the street, and it kind of hypnotizes you. I started to drop off without knowing it, but one of the boys here grabbed me just in time."

At this point Dave interrupted the interview to read a Health League spot stressing the importance of plenty of good food and SLEEP.

"I'd love to go to bed right now," he confessed. "When I do pass out, they'll send an ambulance over and take me to a hospital to sleep it off. They've got a nurse with me here all the time. She takes my pulse every once in a while. But I think that's mainly for show."

With 42 hours behind him Dave was asked to estimate just how long he thought he would last. "If I continue to feel good I'll double what I've done now. But when it's dark and there's nobody . . . I really can't say."

Dave may have felt good at this time, but he had lost his appetite. "We have a tie-in with the Stage Door Tavern next door. We've been giving them plugs, and they've been sending over food for the whole staff. Yesterday I was eating like a king, but I can't eat anymore."

Before the *Wake-a-thon* began, everyone connected with it was keeping their fingers crossed that it would be a success. But judging from the reaction of the crowds watching outside the store, and the phone calls received, Dave decided, "The public have taken to it like mad. Some people stand outside for as much as two hours, just watching."

### OTHER DEEJAYS WANT IN

When news of the promotion reached other disc jockeys, at least two of them decided to get on the bandwagon. Disc Jockey Richard Boudreau of CKDH, Amherst, N.S., challenged Dave to a continuous broadcasting duel, with a view to breaking the record of 117 hours established by Dick McFarland when he was with CKLY, Lindsay, Ont. Paul Lessard of CHEF, Granby, Que., added his challenge to Boudreau's, and offered to make it a three-way contest.

But Dave was not interested in breaking records or having marathon duels. At last report the contest was to be held between Lessard and Boudreau on August 28.

In connection with the *Wake-a-*



long as I'm not doing myself any harm it's all right to go on. The only thing, I musn't take any pills or anything like that. My blood pressure is down below what it was last night, and my heart beat is normal."

At this point it seemed like Dave might be deriving some physical good from the ordeal. "One reason why we've had a doctor checking me is that this thing might be hard on me because I'm overweight. Well, when I started I weighed 199 pounds. Since then I've lost ten pounds."

This was the first time that Dave had tried anything of this kind. "I had the idea a couple of months ago, and the station went for it. I thought it would be good for something like a shopping centre. For a couple of months there was silence, then Starlite bought the idea," he said.

### WINNING NEW LISTENERS

Dave explained that the idea behind the *Wake-a-thon* was to get people who weren't in the habit of listening to CHUM aware of the station. By having the broadcasting from a prominent locale, many people who didn't normally listen to the station would be exposed to it, perhaps for the first time. During the time the BROADCASTER interviewed Dave, there was a constant knot of about 200 people in front of the window which had been decorated with signs drawing their attention to the fact that the *Wake-a-thon* was in progress.

in B. C.

# C J O R PERSONALITIES ARE "BEST SELLERS"

(your product is protected against  
competitive advertising)

see

## Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

**CJOR VANCOUVER, B.C.**

## G. N. MACKENZIE LIMITED HAS SHOWS

MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

thon, CHUM held a contest with a \$100 prize going to the person who could guess to the nearest second at what time Dave would fall asleep. At last count there were more than 4,000 entries.

**TIME TO RETIRE**

After nearly three sleepless days and nights, the doctor ordered Dave to stop, fearing that if he continued he might harm himself. Minutes later, at Mount Sinai hospital, he fell asleep, 67 hours, 47 minutes and ten seconds after beginning. He had actually been awake longer, having been unable to sleep past 3:30 am the morning he began.

Speaking for the station, Al Slight, CHUM's production manager, said they were very happy with the publicity the stunt won for them. There was some trepidation about an adverse public opinion, but this never materialized.

**THE SPONSOR IS HAPPY**

Also pleased with the whole affair is Leonard Zelsman, president of the Starlite Imports Ltd. "We took an actual count of all people coming into the store, and stopped when it got to 83,000. We had easily over 100,000 people actually come into the store, and there must have been that many again outside," he said.

"We heard about Dave's idea," Zelsman went on, "called up CHUM, made a deal, and that was it."

In addition to all the publicity produced by the *Wake-a-thon*, the Starlite store in which it was held felt the benefits in a very material way. Without sales of specials, business in the store was up 24 per cent over the same week last year.

**Bicycle Roadeo**



**B**ECAUSE THE OPENING of more playgrounds in Barrie, this year, meant that the town's children would be spread over a wider area, CKBB's *Bicycle Roadeo* was expected to flop. The fear was proved unfounded when 125 young cyclists turned up to compete for the station's trophy and prizes, awarded in the annual affair.

The Roadeo, judged by Constables Roy Lacey, and Bob McKenzie, required competitors not only to be agile in handling their bicycles, but also to have a thorough knowledge of traffic safety rules.

The winner was 10-year-old Peter Osachuk. Peter had come as a spectator, but friends talked him into entering. He borrowed a bicycle, and the next thing he knew he had won an assortment of bicycle accessories, and the CKBB trophy.

Presenting Peter the trophy, in the accompanying picture is CKBB's Jack Ruttle. Looking on are Constables Lacey and McKenzie.



**CJGX-LAND**  
the **SUPER-MARKET**  
of the  
**PRAIRIES!**

FARM CASH RECEIPTS — 1957  
PER CULTIVATED ACRE

	For CJGX-Land	For Saskatchewan
Grain, Seeds & Hay	\$11.67	\$ 9.72
Livestock & Poultry	4.58	2.96
Dairy Products	1.84	.66
Eggs	.58	.24
Other Products	.75	.32
<b>Total</b>	<b>\$19.42</b>	<b>\$13.90</b>

**REMEMBER** — 1/3 of the total Retail Sales in Saskatchewan, excluding Regina and Saskatoon, are made within a 100 mile radius of Yorkton.

10,000 watts — Day

1,000 watts — Night

Consult our representatives for further information:

**STOVIN-BYLES** — Montreal, Toronto and Vancouver.

**MESSNER & CO.** — Winnipeg.  
**YOUNG CANADIAN LTD.** — U.S.A.

**CJGX**  
*Yorkton*  
SASKATCHEWAN



NO SOFT SOAPING HERE...  
IT'S PLAIN TO SEE  
**CFQC-TV** MAKES REGULAR SALES IN 45,000  
CAPTIVATED CENTRAL SASKATCHEWAN TV HOMES.  
**IMAGINATIVE COMMERCIAL PRODUCTION**  
(Film or 'Live') DOES IT!

CONTACT TV REPRESENTATIVES LTD.  
CHANNEL 8 **CFQC-TV**  
SASKATCHEWAN

## Point of View

# ADVERTISING VIP'S DESCRIBE HARD SELL AND SOFT SELL

by DON HAWKES  
Staff Writer

ADVERTISING COMES in all manner of sizes, but only two main shapes. There is advertising that tells you that "tomorrow you can save \$20 on air conditioners;" there is the other kind that talks about the tradition, reliability and reputation of General Motors and their Cadillacs.

Reduced to everyday parlance, there is hard sell, and there is soft sell.

### What are these hard and soft sells?

"Soft sell is hard sell in a soft container," C. W. McQuillin, executive vice-president of Cockfield, Brown, says. "To me that means effective selling. But this is a matter of semantics. One should never leave the impression that hard sell, or soft sell, aren't selling. With soft sell it's a case of the iron fist in the velvet glove. It's persuasive rather than emotional, characterized by sincerity, and a lack of superlatives. There is consideration for the intelligence of the prospect.

"Hard sell," Mr. McQuillin explains, "uses the obvious techniques of gimmicks, tenacity and pressure. It is loud advertising. This can be either in print or in broadcasting.

"It's really hard to simplify the distinction between the two. I consider soft sell to be the hardest sell. It is the most penetrating. I consider hard sell to be the kind that gains criticism for those who use it."

John Eastman, vice-president of McConnell Eastman explains soft and hard sell this way:

"Hard sell is used for an ad which features a forthright claim to superiority for a product, with special benefits to the user. There is a bold presentation of the product and the claims, and the strongest possible claims are made. It is frequently used with some sort of merchandising gimmick. A special offer - - 'Buy one, get one free.' I think of hard sell as bumble bee advertising. One sting and it drops dead.

"Soft sell," he goes on, "is like the ants. It keeps on working. Soft sell is misnomered completely. It is often a reasonably clear-cut picture of the product image the advertiser wishes to sell. It develops a brand image - - a mental picture of the product

created in the mind of the user. The image is one of the product's quality, value, and of the company that produces it. To build a franchise with the customer is the area of soft sell."

W. H. Reid, president of Spitzer and Mills, points out that in addition to there being distinctions between hard and soft sell - - the latter less obvious than the former - - there are two types of hard sell, factual and misleading.

"Often the fellow who writes hard sell copy doesn't know it, but he overdoes it. In the quality (soft) sell, you get good copy, no prices, but an appeal to the desires of the customer."

Les Chitty, vice-president for Canada of Batten, Barton, Durstine and Osborn, begins his description of hard and soft sells with a quote:

"An expert in this business, our president, Charlie Brower, says there is no such thing - - just wise and foolish sell. In hard sell, an advertiser is strongly emphasizing every selling point of his product, leaving nothing to the imagination. In soft sell there is a greater element of persuasion. By impressing the customer with a product's reputation, you bring him around to your way of thinking."

### Are both these types of advertising really useful?

"Some people like to be sold. Some people don't like to be sold. The first rule of selling is to know your prospect. The way you'd sell me isn't the way you'd sell the guy in the next office." Mr. McQuillin states simply.

Mr. Eastman goes into more detail in his analysis of the question.

"Where you have a seasonal product, hard sell, or promotional advertising can be effective," Mr. Eastman has found. "But, total gains from hard sell are nil unless backed up by customer franchise building. You have to give a clear picture of the brand you are developing. Few people appreciate this. A company that builds up a name for a product which later turns up at discount houses, loses millions of dollars worth of good will."

Mr. Eastman feels that radio advertising poses a special problem. "You

can use spots either way," he says, "to merchandise or to build (a product image). I would think that usually, if the product is sound, the spots should be used for building. But where the show has a high degree of popularity, you can use this testimonial value of the program for merchandising."

"There is a place for each," Mr. Reid states. "The soap business is very competitive, and you find strong copy being written for quality products. You are not just told that soap will clean you, but also that it will make you beautiful. Gillette uses a strong sell, hitting at electric razors. They imply that the only way to get a clean shave is to use a Gillette razor. The fact that they outsell all others means that they are getting across, and not with the cheapest product."

Mr. Chitty used the daily paper to illustrate the fact that both are used and useful, since either could be "wise sell."

"Simpson's and Eaton's are both pretty hard sell," he said, "but there are elements of both used in building the store image."

He pointed to a full page Simpson's ad. One part of it was devoted to plugging the store's flower shop. The illustration was a drawing of a woman in a hospital bed, saying to someone on the phone, "Thank you for the lovely flowers." The whole approach here was soft. On the same page was a much harder piece he called a "buckeye" ad. It announced in big black type, "\$20 OFF ON AIR CONDITIONERS!!!"

"Inco and Monsanto are examples of advertisers that take a soft institutional approach in their advertising," he said. "They haven't a consumer product to sell, but they impress the consumer with their forward thinking progressiveness, to the point where you might even want to invest some of your money in the company. Monsanto is mentioned, and there's not much resistance. The institutional advertising has already sold you. This is wise soft sell."

### Well, if both are useful, when has one or the other been most effective?

Mr. Chitty, by using examples from now famous campaigns showed how both methods have been used successfully.

"Orbach's (department store) in New York ran this ad." He produced a tear sheet of an ad that has been

reproduced in many trade publications. It showed a cat wearing a lady's hat, and smoking a cigarette through a long holder, saying, "I found out about Joan."

"This ad, in an offbeat way, creates the impression that Orbach's is a good place to shop. It isn't a 'hammer-hammer' type of advertising that says, 'Hurry right down, don't miss this opportunity!'"

"I knew a good salesman," Mr. Chitty continues, "who could sell a customer by trying to put his customer off. He'd say, 'maybe this isn't the thing for you. Take a day or two to think about it.' They'd always come around.

"In soft sell you aren't warned that there won't be any left if you don't hurry down right away. In hard sell there's apt to be less reason why, but it can be hard and wise.

"In the States, BBDO is doing a successful hard sell campaign for Hit Parade filter cigarettes.

"Bufferin is doing a hard sell campaign.

"Tide is the leader in the soap field. Its advertising is based on pounding in the idea that it washes cleaner, whiter and brighter.

"Any tire company can claim that it builds the most remarkable tire ever built. Goodyear says that 'More Canadians ride on Goodyear than any other tire,' but they don't give the anti-blowout quality of the tire, or describe how it improves the appearance of the car."

Mr. Reid showed how a company can switch its advertising approach.

"Lestil started with a hard sell, 'promise anything' campaign, but once they got their sales going they became soft sell, being more specific, with less claims, and less strong claims."

For Mr. Eastman, it all depends on the nature of a good ad. "If advertisements don't sell, they're no good. If someone said to my father that such and such an ad was a good ad, he'd discard it. His criterion was, did it make people say, 'That sounds like something I'd like to have'?"

He continues, "Jell-O, Libby's tomato juice, Cadillac motor cars all have a carefully conceived brand image. Chrysler tried to get the same thing with its 'Forward Look,' but it didn't come off. It's a cumulative development. As far as stockholders are concerned, image building is not an expense, but an investment. Goodwill, without which a company can't sell, is one of the prime assets of a company."

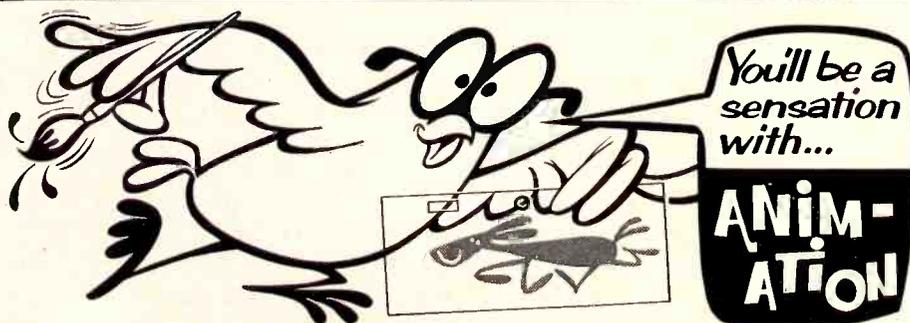
Agreeing with Mr. Eastman's stress on the importance of image building in effective advertising, Mr. McQuillin points out how the function of advertising has changed in carrying out this function.

"Original advertising was not selling," he says. "It was simply an announcement stating, 'We've got the strawberries, come and get 'em.' Advertising has now developed to the point where it not only sells products. It also creates needs for products."

Since both hard and soft sell are useful, and effective, could you say, then, that one or the other appeals to a specific group?

## G. N. MACKENZIE LIMITED HAS SHOWS

MONTREAL TORONTO WINNIPEG VANCOUVER  
1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway



animation productions

103 ROSE AVE., TORONTO, WA. 2-5515



**C. W. McQuillin**  
vice-president,  
Cockfield, Brown  
& Co. Ltd.



**J. M. Eastman**  
vice-president,  
McConnell, Eastman  
& Co. Ltd.



**W. H. Reid**  
president,  
Spitzer & Mills Ltd.



**L. F. Chitty**  
vice-president,  
Batten, Barton,  
Durstine & Osborn  
Inc.

"Right off the top," Mr. Chitty ventures, "I'd say the wise soft sell has more appeal to the thinking person. Let me put it this way: a men's store would have more appeal to the thinking person if they stressed the quality aspects of their products, rather than a 'hurry-hurry' price angle."

He indicated the suit he was wearing. "When I was in Boston I bought this suit. The store was loaded with summer suits at \$24, \$29 and \$35, but I paid \$82.50. The salesman sold me quietly. He did not run his hands up and down the lapels and say, 'Oh boy!' He sold me on the quality and the light weight of the suit, before mentioning price. Well, after I'd sold myself, he told me the price. HOLY CROW!!! But the name Hart, Schaffner and Marx, plus the wise, soft sell sold me."

Relating the image building function of advertising, to the financial growth of the customer, Mr. Eastman points out:

"As people get more money, they get more wants. They become conscious of more things. They let their minds open up and become ambitious. This is one of the things advertising develops - - a mental image in the background, which, although they are not conscious of it, has educated them to think of Cadillac as a fine car. They will buy a brand if they associate that brand with quality."

Mr. McQuillin, too, recognizes the function of the subconscious in the appeal of advertising. "We once did a show called *Singing Stars of Tomorrow*. Many people sent the sponsor, York Knitting Mills, congratulations for not doing any commercials on the show. But the program had its fair allotment of ads. They were so well integrated into the show that the listeners didn't know they were listening to

commercials."

Hesitating to state that any one type of advertising appeals to any specific group, Mr. Reid says that less educated people probably respond more readily to the less subtle forms of advertising. But the overall picture he sums up, saying, "Hard sell is necessary to create an impression on certain people. It repels others. Soft sell - - vice versa."

What about the "sells" where the person delivering the commercial is of prime importance in the eye of the buyer, such as Arthur Godfrey, or Stan Freberg who has just started an agency specializing in comic selling, or the carnival pitchman who has been turning up in 15-minute-long late-night TV commercials?

"This is personal selling," says Mr. McQuillin, "Again there are a multitude of ways to sell." As for the pitchman in particular, he hopes there is no place for him in advertising. "This type of selling is very seldom connected with a good product, although lanolin started out that way. They were highly successful with a highly polished, slightly humorous approach, making extravagant claims."

"Godfrey keeps your attention on the product," Mr. Eastman says, "and because he is popular, the commercial takes on the air of a personal endorsement. Freberg keeps your attention on Freberg, and people watch for clever lines, not a product image. With the pitchman you have the element of excitement. He operates exactly as a magician does. There is no appeal to reason or common sense. Hard sell advertising is often dangerously close to this."

"Being super - clever," Mr. Reid declares, "may have some people who like it, but I prefer 'reason-why' copy. I am a strong believer in truthful

advertising, that gives qualities." Concerning the pitchman he says: "Building up the qualities of a product then saying it has some ridiculous price means there's something screwy somewhere."

Mr. Chitty says, "Personally, I don't like Arthur Godfrey's activity on a show. He's awfully prone to sell himself. But, he's the best damn salesman in TV. A survey, asking why people drink tea, showed a lot of people answering, 'Because Arthur Godfrey told me to.' His is not an appeal to the thinking person, but an appeal to the masses. It's quiet, easy and convincing, although no real reasons are given."

"The pitchman," as Mr. Chitty sees him, "is an artist. In some cases he's a wise salesman, too. But how much believability is there present? The product will make you feel good, look good. It's marvellous! 'But why can't I buy this at my drug store?' the thinking person will ask himself. 'I've never heard of it. I'm liable to get stung.' The pitchman does not build prestige, or a good reputation for his product. He just wants to get rid of it. This is hard sell, not wise sell. But, everytime, some poor old lady will come up, put out a well-worn dollar, and get something she thinks will do her a lot of good, and maybe it will. Who knows?"

Did you know that . . .

**CKCH Hull, Que.**  
reaches a total of 112,573\*  
adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

## IT'S A FACT . . . REALLY !!

# CFNB

**SERVING NEW BRUNSWICK'S EXPANDING ECONOMY**

CFNB — The biggest single force in New Brunswick, with a 'nailed-down' listening audience says: "If you want to make your sales impression at the right place . . . try us, because it's a well known fact that CFNB really means B-U-S-I-N-E-S-S."

Our Reps. will tell you why. See them.

The All-Canada Man or  
Weed & Co., USA.

# Potts' SPOT

● FEWER THAN two hundred of the 10,285 households in Gloucester County, New Brunswick, are equipped with TV sets. CKBC, Bathurst, is the only English language radio station which completely covers the 64,800 people living in this worthwhile market.

● IN ADDITION TO the million dollar apple industry of Nova Scotia's Annapolis Valley, the poultry industry produced 1,500,000 baby chicks out of a single incubator in 1957. The 16,000,000 dozen eggs laid by Nova Scotia hens in a single year would form a 7,850 mile necklace which would completely encircle Canada, or would provide every Canadian man, woman and child with a dozen eggs each. This is just one of the industries in the area served by CKEN-CFAB, Kentville-Windsor, N.S.

● CKEC, NEW GLASGOW, delivers your sales message into Pictou County, N.S., the second largest county in the province in population, and, according to "Sales Management", the third largest in net effective buying income per family.

● NOTE TO TIME BUYERS: Before you buy that spot, check Pott's Spot.

Lorrie

**Potts**  
and Company

LORRIE POTTS  
SCOTTY SHERIDAN  
NEIL HENDERSON  
JIM PITTIS

1454A  
Yonge St.  
TORONTO  
WA. 1-8951

1117  
St. Catherine W.  
MONTREAL  
VI. 5-6448

# POINTS OF SALE

## "CLOCK-WATCHERS"

The New  
**LIVE**  
Early Morning Show

Starting  
**Sept. 15**

on

**CKGN - TV**  
North Bay

# PAUL MULVIHILL & Co. Ltd.

**TORONTO**  
77 York St.  
EM. 3-8814

**MONTREAL**  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097

**CKVR-TV**  
Channel 3

**CKGN-TV**  
North Bay

**CFCL-TV**  
Timmins



## Television

# BC GIRL WINS TRIP AROUND THE WORLD FROM KVOS-TV

**M**ISS SHARON DRYSDALE, 18-year old Chilliwack, B.C. girl, has won a 19-day all-expense paid trip around the world from KVOS-TV.

She won the trip on the merits of her interviewing technique during the final *Around the World Press Conference* on Friday, August 15. The program was seen on KVOS-TV and concluded the 1957-58 series of 38 programs in which more than 200 high school juniors and seniors from B.C. and Washington had been interviewing foreign university students. (A new press conference series began Saturday, September 6.)

Sharon, whose travels have taken her only as far east as Winnipeg, south to Seattle, Washington and north to Kimberley, B.C., will be seeing within the next month such places as Honolulu, Tokyo, Hong Kong, Bangkok, New Delhi, Karachi, Beirut, Rome, Zurich, Frankfurt, Paris and London. Her trip began September 5.

The pretty brown-eyed brunette, a native of Vancouver, is the daughter of RCMP Sgt. and Mrs. Phillip Q. Drysdale, who are temporarily living in Nelson. Sharon is living with her friend, Mrs. L. E. Kelln, in Chilliwack.

Sharon was one of six finalists on the press conference, and in what she called "pretty stiff competition." The other youngsters included Harold Povey, North Surrey; Dick Fast, Abbotsford; Pat Watts, West Vancouver, B.C.; and Pauline Winn, Anacortes and Jim Oss, Bellingham,



"I'M GOING THERE" — says 18-year old Sharon Drysdale, who points to a spot on the globe in the Middle East. Sharon recently won a 19-day all expense paid global trip from KVOS-TV as the result of her participation in Channel 12's weekly "Around the World Press Conference" series. She is pictured with Roan Jones, president of KVOS-TV, right, and Hoyt Wertz, director of public affairs for the station and moderator of the program.

Washington.

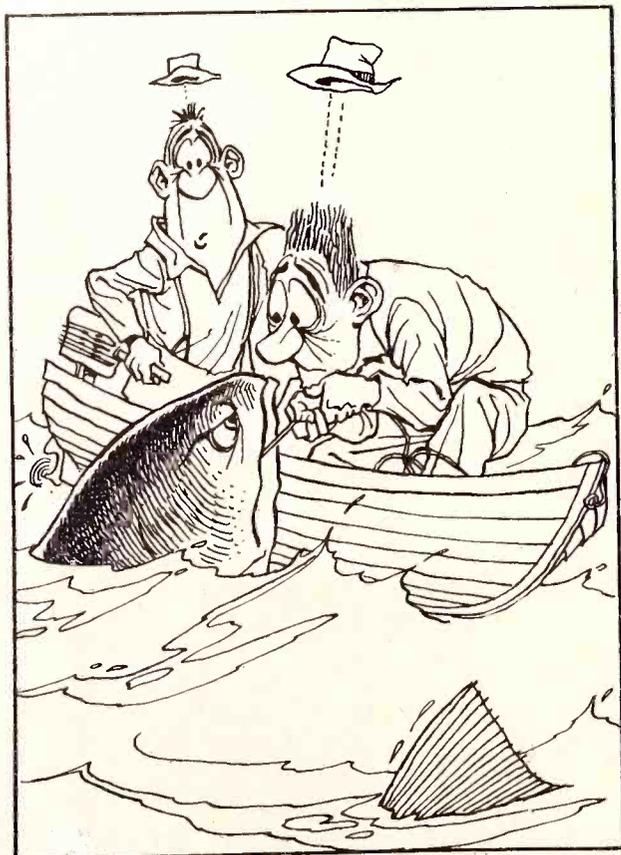
All six were primed with questions for Dr. Otto Soltmann, consul in Seattle for the Federal German Republic.

Judges based their decision on the quality of questions asked, the presentation of the questions (voice, gesture and facial expression) and in their opinion which panelist would

make a good representative abroad for Canada and the United States.

The judges included Mr. Albert Cox, International House, University of British Columbia; attorney Gordon Sweany, who directs the *Foundation for International Understanding Through Students*, Seattle; and Prof. Harley Hiller, Western Washington College, Bellingham.

# Get results worth talking about



## ... Bait your hook with

# C-FUN

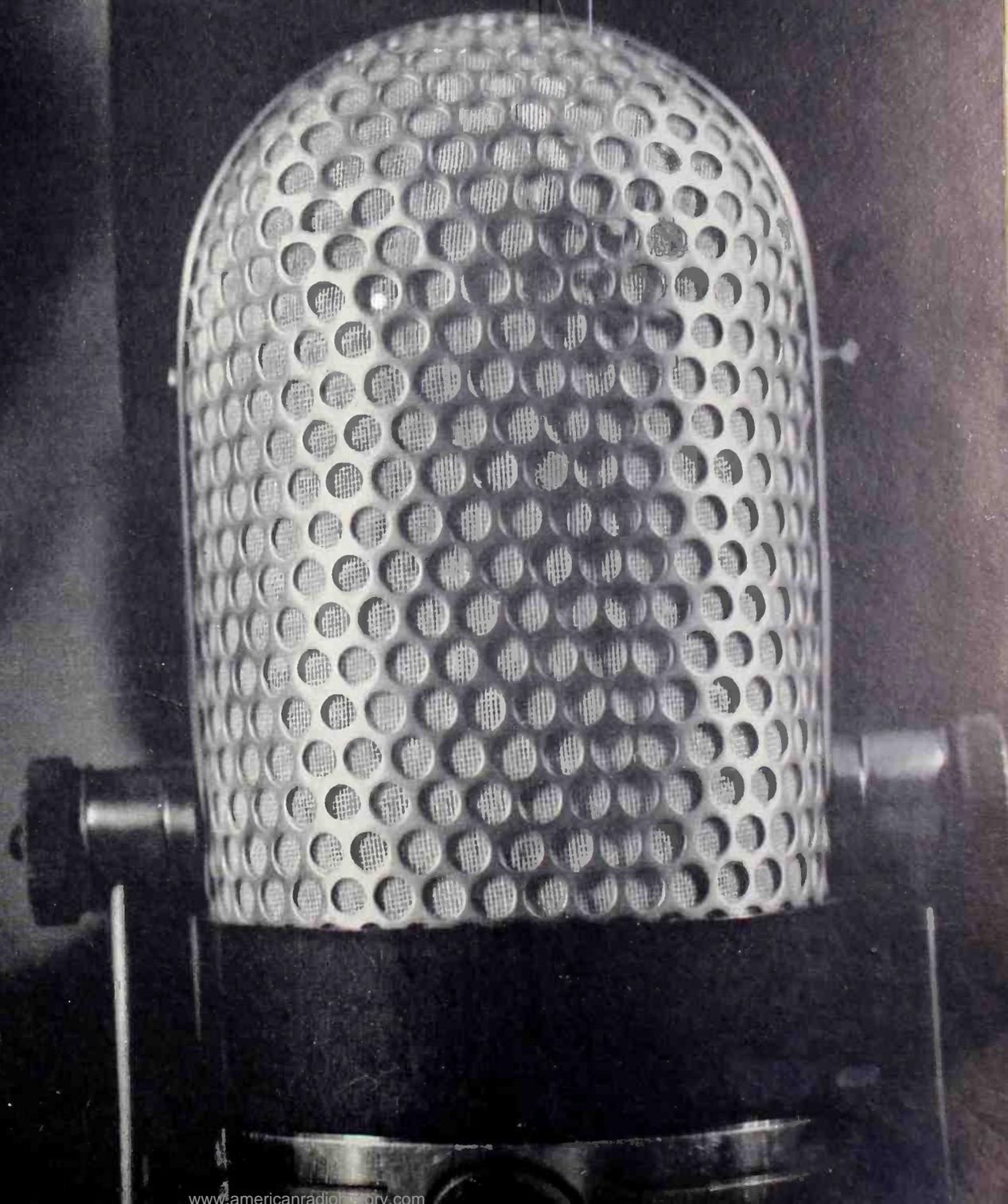
there's more **FUN** on **C-FUN**  
... so it's the fastest growing station in **Vancouver**

Representatives

**NATIONAL BROADCAST SALES LTD.**  
MONTREAL - TORONTO

***This way to Montreal***

**CFCF**



The FRENCH market differs from the rest of the country in many ways . . . but not with respect to their TV habits

**In the Province of Quebec . . .**

**84%** of all homes have a TV set

**Of these . . .**

**95%** tune in during an average weekday

**42%** tune in from 2-4.30 p.m. Mon.-Fri.

5 class "C" occasions will reach 34% of all TV homes an average of 2.2 times each

6 ID's (2a-2b-2c occasions) will reach 84% of all TV homes an average of 2.8 times each

**GET ALL THE FACTS ON THE FRENCH TV MARKET BY PLANNING TO ATTEND THE**

**A CRTF CONVENTION**

**SEPT. 21-24 AT THE ALPINE INN**

**BROADCAST ADVERTISING BUREAU**

*TV Division*

Suite 414

200 St. Clair Ave. West  
Phone WA. 2-3684

Toronto 7

*The Broadcast Advertising Bureau - TV Division, promotes exclusively, the use and sale of Television as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.*



*Over the Desk*

INSTEAD OF GOING to bed with a good book for the last couple of weeks, I've been climbing in between the sheets with a French dictionary. The results appear on pages 23 to 39 of this issue, under the broad title of "Inside French Canada".

The experience was a revealing one on two scores. In the first place, the experts who contributed to this supplement indicated beyond fear of contradiction that the growth of Quebec is at least no less than that of the rest of Canada, and that advertising is not conducted in French - - by people who know - - on the off chance of picking up a couple of bucks found money. Quebec is the second largest province in Canada, and it rates at least there in importance from an advertiser's point of view.

The other revelation was an extraordinary similarity between the men who run French radio and TV stations and those who perform the same function in English. All these people who make a living telling the stories of all and sundry, seem hesitant to tell of their own prowess.

In the case of Quebec, high listening and viewing habits are known from the statistics, and no one gainsays them. But what do they listen to and what do they look at? These are questions which can only be answered by the station people themselves, and the problem of getting them to spill is as great in Quebec as it is in other parts of the country.

This study of the Quebec market

is an innovation for us. Starting next year, we shall be conducting projects of a similar nature wherever and whenever a broadcasters' regional convention is being held. We do most sincerely hope that this first effort, of which we are a little (justly or unjustly) proud, will be the forerunner of many far more effective studies of a similar nature. We believe that such studies are of considerable value to buyers of radio and television advertising, and that their usefulness could be enhanced if stations and others would be more communicative.

It is an ironic fact that, throughout the long drawn out war for survival, which has been waged by private enterprise, there has always been an abundance of information let loose by the enemies of the system of business, while business itself has always been neglectful of this extremely important weapon of defence.

It is a fact, unfortunate but true, that there always seems to be more that is newsworthy in stories with a negative flavor, and that positive news items with an aura of "well done", just won't come off.

Examine any newscast or newspaper, and count up the stories devoted to crime, accidents, violence and miscreance in general against the opposite and you will see what we mean.

When a man is arraigned in criminal court for some misdeed, we often learn that he has a long criminal record, if such is the case. How often though do we hear that the accused man has never fallen from grace before? The lawyer for the defence will make quite a point of it, but it rarely gets outside the court room. A man is known far and wide for his nine divorces. But how about the one who stays with his wife all his life? Then there are immigrants. Malcontents make far better copy than happy ones.

**Did you know that . . .**

**CHLT Sherbrooke** reaches a total of 58,231\* adult listeners every day.

**\*ELLIOTT-HAYNES CIRCULATION REPORTS**

**DID YOU KNOW THAT . . .**

In the past 5 years the population of St. Catharines and Grantham Township has increased 25.1% ?

*Yes, it's a fast-growing market,*

Representatives  
Paul Mulvihill  
Toronto - Montreal

**SERVED BY**

**CKTB**  
ST. CATHARINES

*The NIAGARA DISTRICT STATION*

By the same token, when an announcer fluffs, it is regarded as good copy. When he works the same shift for thirty years with never a boob, it is the least that can be expected of him.

Shakespeare must have had the same thought in mind when he wrote "The evil that men do lives after them, The good is oft interred with their bones."

**OUT OF SIGHT AND SOUND**

Ian Grant's *Sight & Sound* is conspicuous by its absence from this issue, but it will be revived in our next. Ian has been on vacation but will be back on the job by the time this appears.

**SAME OLD EX**

ONE thing about the Canadian National Exhibition, if you miss seeing something you are interested in this year, you can be reasonably sure that it will be there next time the Ex opens its doors, just as it was the last time.

These harsh words should not be interpreted as a blanket condemnation of the whole show. It merits quite a long list of superlatives and certainly does not hesitate to hang them upon itself. The grand stand show is quite a production, and they do change the headliner from year to year. But how about the format? Must it always follow the same pattern?

Finally the advertisers! Sure they are showing their new models, and improvements of old gadgets. But the same lines of goods are to be found in precisely the same corners of the same buildings. And I'm sure I can recognize the same displays from

year to year in many cases, so help me.

Maybe I'm a crank but it seems to me that change is synonymous with progress, but that in this twentieth century an element of sameness. Whether it is radio and television entertainment, pink lemonade or advertisers' displays at the Ex, sameness is becoming more and more par for the course.

And speaking of sameness, I suppose I might get this column printed in braille, but in the meantime, buzz me if you hear anything, won't you?

**JOS. A. HARDY & CO. LTD.**

is Pleased to Welcome

**RADIO STATION CKDH**

To The **Hardy Group** of Selling Stations

For complete information on CKDH, Amherst, N.S., the market it sells and serves, call your **HARDY MAN** today.

# Sovereign Films

are pleased

to

## ANNOUNCE

The distribution of the TV film properties formerly handled by Hollywood Television Service

— Feature Films —

— Western Films —

— Syndicate Shows and serials

Frontier Doctor — Stories of the Century —

Stryker of Scotland Yard — Adventures of Dr. Fu Manchu

### SOON TO BE RELEASED

The first complete post '48 Feature Film Package, 218 famous Hollywood Feature Motion Pictures.

For further information contact:

**SOVEREIGN FILM DISTRIBUTORS LTD.**

277 Victoria St., Toronto, Ontario  
EM. 8-8621



# ALL ABOARD! FOR LIONEL'S \$17,000,000 GRAVY TRAIN!

There's a story to be told here. A story of expansion, business and population wise. Of more money, more jobs and more spending. Yes, there are more new jobs, MORE SALES FOR YOU aboard this Gravy Train.

Learn this story and tell yours the most powerful way possible.  
CALL TODAY FOR DETAILS

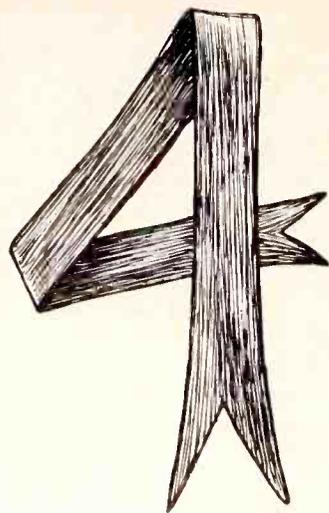
Representatives  
STOVIN-BYLES IN CANADA ADAM YOUNG IN U.S.A.  
**CKCW - TV**  
**MONCTON NEW BRUNSWICK**



CNR SHOPS



MONCTON AIRPORT

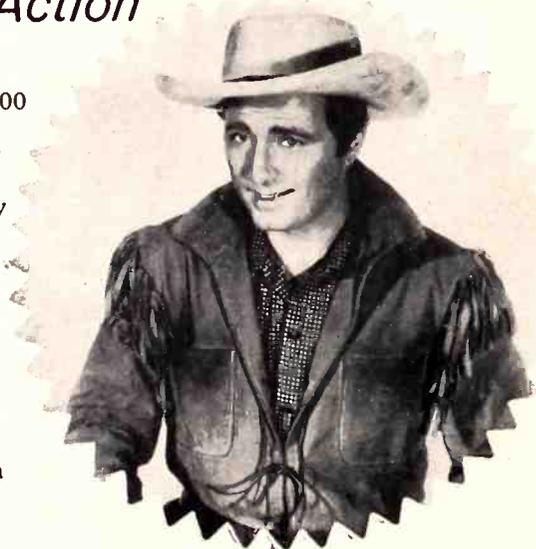


**4 WINNERS  
FOR  
TV  
ADVERTISERS**

from  
**ABC Film Syndication, Inc.**

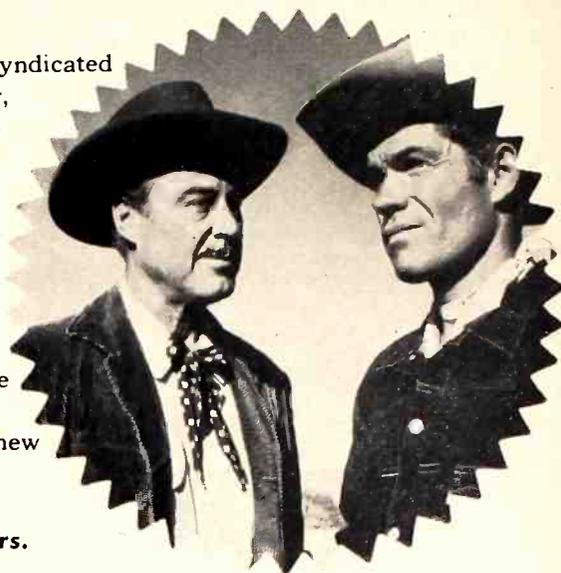
**The Adventures of Jim Bowie**  
*Frontier Action*

Averaged 20,000,000 viewers a week during its two-year network run ☆ Reached all-family audience with 2.71 viewers per set ☆ Developed second season ratings 25% higher than first ☆ Sponsored profitably both years by American Chicle Company ☆ **76 half-hours.**



**26 MEN** — *Adult Western*

Fastest-selling syndicated show of the year, with sponsors in 183 markets ☆ Smash hit with audiences who made it #1 syndicated series in many markets ... top show in time period in scores of others ☆ 39 new episodes now in production ☆ **78 half-hours.**



**The People's Choice** *starring Jackie Cooper*

Three laugh-filled years on network ☆ Averaged over 9,000,000 homes weekly this past season ☆ Universal appeal with audience 30% men ... 41% women ... 29% children. Sponsored by such TV-wise advertisers as The Borden Company ... Proctor & Gamble ... American Home Foods ☆ **104 half-hours.**



**Bowling Queens** *just released!!!*

Championship Women Bowlers ☆ Brand new film series built around sport with greatest number of active participants ☆ Inspired by success of local live show by same producers which increased audience-share 167% in six-month period ☆ **26 half-hours initially.**



*For availabilities and full details on these proved properties, contact our Canadian Account Executive:*

**Colm O'Shea**  
**ABC Film Syndication, Inc.**  
**494 Avenue Road**  
**Toronto, Ontario**  
**WALnut 4-7265**

*Charles Bick's Copy Clinic*

**THE COPY READS GOOD -- LIKE A STORYBOARD SHOULD**

**(But it certainly pays to know how it plays!)**

"BABY, THIS IS bigger than both of us!" AUDIO is telling VIDEO about wedded life on TV.

Now you'll concede that marital success among humans is not guaranteed by plussing MAN and WOMAN. Nor is TV harmony assured by joining AUDIO and VIDEO. Each is complex in itself and the INTERPLAY of one upon the other produces new variables. The whole is greater than the sum of its parts.

Nevertheless, writers have no legitimate gripe . . . if their AUDIO-VIDEO matchmaking doesn't result in the union they intended. For here is one marriage that can be PRE-TESTED . . . legally!

"So what?" you say. "The copy reads good -- like a storyboard should."

But how does it PLAY? Ah! There's the rub.

A television commercial, in written form, is static. To make it work, you must transpose it from an alien medium to its native element, the audio-visual medium. To pre-test it, you do the same thing.

"Hold it!" your boss says. "This pre-testing sounds like a lot of non-commissionable dollars."

Actually it may cost him *nothing* -- other than a little of *your* time, Mr. Copywriter.

Both of you should bear this in mind: We are *not* testing consumer reaction or preference -- that's research. We are *not* testing talent or performance -- that's auditioning. We are testing the ability of a given script to communicate -- that's copy. A cheap method can be as effective as an expensive one . . . unless, of course, the client is around and has to be babied.

Since there are these various methods, let's talk about them.

**HOW TO PRE-TEST COMMERCIALS**

**1. My method -- opaque projector**

The method preferred by the writer employs an opaque projector and tape recorder. An *opaque projector* is the modern counterpart of grandfather's "magic lantern". It will project original material, picture postcards -- mailing pieces -- photos -- what-have-you -- without resorting to transparent slides or film. The what-have-you which I like to project are storyboard panels, taped side by side in a continuous strip. The panels can be pulled though, or, in the case of the newer model projectors, cranked through on a treadmill. Each panel is sustained in place long enough to synchronize with the spoken copy or sound.

For the test, the verbal portions of

the commercial may be recorded on a non-professional tape recorder by a non-professional announcer (you) and played back against the storyboard panels. You may dispense with the tape recorder but, in that case, it is necessary for another person to read the audio -- so that you are the audience and can evaluate the combined impact of Sight and Sound.

If you have an opaque projector, or salvage grandfather's from the attic, the only cost is your time and the scotch tape which holds the panels in a strip. If you wish to buy a new opaque projector, the better models list about \$350 retail. They can be rented for \$5 to \$15 a day depending on your friendship with the camera-equipment dealer.

**2. Slide-projector method**

Your storyboard panels may be photographed on 35 mm. film and mounted in slides for a slide projector. Here it is desirable to have a semi-automatic slide-changer, type, so that there is no fumbling with slides during the demonstration. The projected image has a slightly more professional "look" to it than with the first method. With the opaque projector, you see the storyboard panels being moved into place; with a semi-automatic slide-projector, they pop into place.

Here again you may work with a tape recorder or not, as you choose.

The slide-projector method involves the time and labor of making up the slides. If you do it yourself, the cash expended is a few dollars. If you don't, the outlay for an average one-minute storyboard (15 to 20 panels) will run \$15 to \$40. The retail list price of a semi-automatic slide-projector is about \$100 and rentals run \$3.00 to \$5.00 daily.

**3. Movie film method**

You may shoot the panels on film (16mm or 8mm) and project the movie for added realism. It involves photography and editing to scene length. If you do not do it yourself, the cost should run about \$50. Having gone this far, you might as well spend

another \$50 and have the laboratory cut a soundtrack from your tape. You can then sit back and enjoy the sensation of a sound-on-film performance, albeit without movement of the characters.

What you've approximated with this method (or the others, if they're very well done) is a sound slidefilm performance.

The movie method should be reserved for the client who needs to be impressed . . . and we will discuss later the desirability of impressing him in this way.

**4. Your method**

Every one of the methods described is merely a tool . . . a means to an end. Your own improvisation may be better than any . . . for *your* purposes. The important thing is the test itself -- for *your* benefit, Mr. Copywriter. Here you can transcend the gap between Page and Production . . . the audio-visual gap. In the interplay of Sight and Sound, you'll discover an extra dimension . . . *time*. The fact that the screen characters do not move about will not detract from your test. You'll sense the rhythm and pace, regardless. For the storyboard panels, of equal prominence in printed form, now gain their correct time allocation. You'll know if they are too short or too long. You'll know whether or not they clash.

Finally, you'll know whether or not the commercial is properly connected, or whether you must supply a bridge.

**PRE-TESTING FOR CLIENTS**

It would seem, costwise and otherwise, that there are pre-testing methods for everyone, the large copy department in Toronto, or the one-man shop in Medicine Hat. These methods are designed primarily for the benefit of the creator, not the customer. But there are exceptions.

For example, there are the clients who cannot "visualize" an advertisement in the preparatory stages, whether in a printed medium or broadcast medium. With some clients, it's just a question of degree. To

(Continued on page 16)

**"I've Got the Answer"**



"There I was, looking for a radio station to cover the Kingston market . . . I mean really cover it! Well, what about ratings? I found out that CKLC has far more listeners in the metropolitan area than any other station according to all surveys, B.B.M., McDonald, and Elliott-Haynes! Then I wondered about local acceptance. Found out that CKLC leads two to one in local advertising over Kingston's other station, and with a higher local rate card, too! I've got the answer! How about you? Better get in touch with Stovin-Byles about . . .

**CKLC**

BY EVERY SURVEY  
KINGSTON'S FAVORITE  
STATION!

**CFPL TV LONDON**

**builds up sales . . .**  
where every "poll" paints a brighter sales picture.

See BBM and Elliott-Haynes or contact All Canada Television

Did you know that . . .

**CHLN Trois-Rivieres** reaches a total of 124,238\* adult listeners every day.

\*ELLIOTT-HAYNES CIRCULATION REPORTS

# FIRST

IN CANADA!

## CKGN-TV

Channel 10

North Bay, Ontario

### Starts

Five-a-Week

## EARLY MORNING

Live Programming

7.30 a.m. to 9.30 a.m.

## SEPTEMBER 15th

—Monday through Friday—

What a chance to sell 70,000 "Captive" viewers in a booming market! And at rates so LOW, you just can't afford to stay out! An ideal test market any time of day or night. But with this NEW two-hour "live" studio TV show — for the first time in Canada, you can get at the morning crowd and Her Majesty, the Housewife, at the time they're USING your product (or should be).

For complete information, rates "avails" etc., about this Canadian TV FIRST - - see our reps:

PAUL MULVIHILL & CO. LTD. — (Toronto, Montreal)

JOHN HUNT & ASSOC. — (Vancouver)

YOUNG CANADIAN — (New York, Chicago)

## "The CLOCKWATCHERS"

Presenting

### TWO HOURS OF

News, Music, Sports, Cartoons, Weather, Time-Checks, Ad-Lib Chatter and Womens Features.

ALL ON

## CKGN-TV

Channel 10  
North Bay, Ontario

## Make your storyboard like a rough layout

(Continued from page 15)

others, anything but the finished advertisement means nothing.

Now the pre-testing techniques described do bridge a gap and do help to "visualize" a finished production, where the storyboard may not. Therefore, if the client has turned down the script in its storyboard form, and you have pre-tested the commercial to your own satisfaction, you have everything to gain by demonstrating the commercial in the manner described. After all, a lot of man-hours may be tied up in that script, and it could be an exceptionally good script. The demonstration might convince the client that it is thus saving the cost of a new script, which might not be as good.

It's one way to help reluctant clients to make a decision.

### THE BASIC PREMISE

At this point, some reader is thinking: "Who's this guy kidding? However economical, pre-testing is for the big TV departments, doesn't it assume we need a storyboard to begin with?"

It does.

But you don't need an artist on the payroll to make a storyboard, which is seen only by yourself.

Do it this way: - - Set up your script paper in three columns. The right hand column contains the customary AUDIO. The column to the immediate left contains the customary VIDEO. The third column - - to the left of that - - is for the storyboard sketches which you draw, with "stick figures" like those in your rough newspaper layouts.

Starting with printed words, you progress to a symbolic level with storyboard sketches. You progress to the audio-visual level with your pre-test demonstration. That's how you know whether or not the play PLAYS.

### More Power For W. Kootenay

TRANSPORT Minister George Hees has announced that the government will make efforts to insure improved radio reception in the West Kootenay area of British Columbia.

He was replying in the Commons to H. W. Herridge, CCF member for Kootenay West, who said that some of his constituents were virtually denied radio programs. He asked for construction of low-power relay stations.

Hees said his department was in touch with the power company in the area, and that everything possible would be done to strengthen the extremely weak signals.

## FILM FIRSTS

1st with automatic and electronic inspection and splicing.

1st with most accurate and complete bicycling service coast to coast.

1st with special negative treatment and cleaning—and insured film storage.

## AND NOW

1st with TELEX—a complete private wire service, national or international available to our clients.



TV FILM SERVICE

135 Peter St.  
TORONTO, ONT.

EM. 6-4601

### WANTED

Responsible announcer — Script writer — small station. Experience an asset; but not a requisite. Send tape and three character references to:

BOX A 388

Canadian Broadcaster  
54 Wellington St. W., Toronto, Ont.

### NEWSMAN AVAILABLE

2 years newspaper, 1 year radio rep. writing promo. Top man in announcing at Ryerson. Presently employed as morning announcer. Available at half-months notice.

BOX A 389

Canadian Broadcaster  
54 Wellington St. W., Toronto, Ont.

## RONALDS ADVERTISING AGENCY

wants a man for Radio-TV Department

Knowledge of Market Statistics, Research and Time Buying preferred to production ability. Interesting accounts, good companions, prospects and salary. All the benefits.

Apply with full details, preferably by mail to, R. J. Avery, Ronalds Advertising Agency Ltd., 108 Peter Street, Toronto.

## G. N. MACKENZIE LIMITED HAS SHOWS

MONTREAL TORONTO WINNIPEG VANCOUVER  
1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway



**JUST A COINCIDENCE**

Is there anything significant about the fact that the initials of the Board of Broadcast Governors stand also for Better Be Good?

. . .

**NO FUN LEFT**

Since they let up on all their scary talk about smoking, there just isn't any fun puffing at a cigarette any more.

. . .

**IT'S A LIE**

The surest way to make a monkey of a man is to quote him.

. . .

**LOCAL JOKE**

Sometimes I wonder whether if it wasn't for the Canadian National Exhibition, we'd ever get the streets repaired at all.

. . .

**LIGHTLY OVER**

One thing about getting your morning news by radio, you can find out what's happening without propping it up against the coffee pot and getting it all sticky with marmalade.

. . .

**AIN'T IT HELL TO BE YOUNG?**

Then there's the teen-ager who couldn't wait to grow up, because, as he put it, he was sick to death of being understood.

. . .

**TWO MINUSES MAKE A PLUS**

Members of the new Nicotine Anonymous, 'tis said, call up a friend when they feel they aren't going to be able to resist a puff, and he takes them out and buys them a drink.

. . .

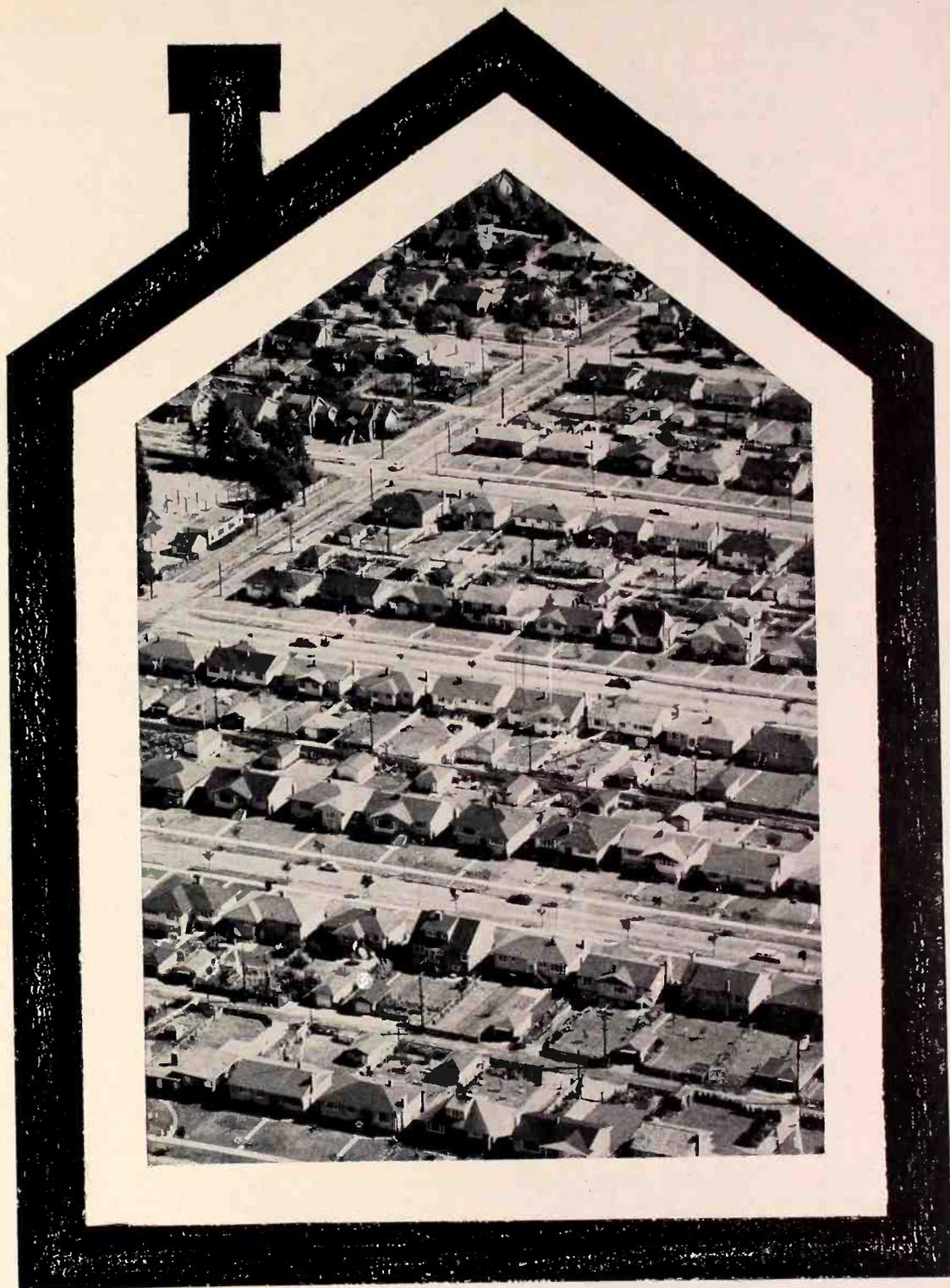
**THESE ENGLISH**

I have to hand on the cartoon from PUNCH, depicting the chairman of the Board reporting to his directors: " . . . happy to report that our finances are not only gleaming, not only dazzling, but bright, bright, brightest of all.

. . .

**TEMPUS FUGIT**

It was a good summer, as summers go, and as summers go, it went.



with 50,000 watts **CKWX** reaches more homes than any other B.C. station

*and there are 425,000 households in B.C.*

RADIO BRITISH COLUMBIA, VANCOUVER

**CKWX**

**BBM CIRCULATION-133,600**



**REPS: CANADA-ALL CANADA RADIO FACILITIES LTD.-UNITED STATES-WEED AND COMPANY**

V1112-2

*TV Promotion*

**LIONEL FETES MONCTON MERCHANTS**

LIONEL THE Lobster, and his associates at CKCW-TV, Moncton, were hosts, last month, at a lobster party given in the station's studio, for the local business community. Guest of honor was Norman E. ("Pete") Cash, president of the New York based Television Bureau of Advertising, who presented a 45 minute film showing what the US advertiser is doing to get the most from his advertising dollar.

In this film, *The Vision of Tele-*

*vision . . . for 1958*, these Maritime merchants learned that only two per cent of all US households are out of reach of television; that there are 43,000,000 sets in use, with one new TV home every eight seconds; that the average home views five hours of TV daily; and that almost half of all nighttime network shows reach 10,000,000 homes. The film stressed the power that TV derives from such a basis, enabling it to draw 1.3 billion advertising dollars last year.

Statistics were quoted to show that the best viewing homes have large incomes and large families. (See table).

Television allows the leaders of industry, and the would-be-leaders of industry to build graphically in the public mind the corporate image they wish to create.

Television converts viewers into customers. Virtually by use of TV alone, Lestoil taught the public to demand its product. (From an advertising budget in 1954 of \$45,000.00, Lestoil began 1958 with a budget of \$8,800,000.00).

Television allows the advertiser to demonstrate the qualities of his product. Television provides sight, sound and motion, and enables the advertiser to reach the customer quickly, and achieve more immediate results.

Finally, television allows the advertiser to reach the consumer more cheaply. To reach one million



**BUSINESSMEN FROM CKCW-TV'S coverage area sit down to a cold lobster luncheon as guests of Fred Lynds, president of Moncton Broadcasting Ltd. The luncheon was held in a CKCW studio. Later they saw a film, "The Vision in Television . . . for 1958," produced by the Television Bureau of Advertising. Above, having an after-lunch chat, (left to right in inset) are Walter Elliott of Elliott-Haynes Ltd.; Norman E. Cash of the Television Bureau of Advertising; A. G. English, one of the founders of the Moncton Community Chest; and host Fred Lynds, president of Moncton Broadcasting Ltd.**

viewers via TV requires \$1,420 at night, or \$1,050 during the day. Newspapers require \$10,790; women's magazines require \$6,480 to reach the same number of people.

This is the story brought to the businessmen in CKCW-TV's coverage area by the film produced by

2. By preparing presentations from their library of films and slides to be used by the advertiser.

3. By relating the dynamics of television to the marketing needs of the advertiser, through research done through Nielsen, Pulse, and similar companies.

	INCOME		SIZE OF FAMILY	
	Under \$3,000	Over \$10,000	Small	Large
Spent for food every week . . . .	\$18	\$52	\$18	\$35
View every morning . . . . .	16%	35%	17%	35%
View every afternoon . . . . .	29%	44%	29%	55%
View every evening . . . . .	41%	86%	63%	80%
Hours per week, Newspapers	11	13	10	15
Hours per week, Television . . .	29	50	23	58

the Television Bureau of Advertising. TvB, as it is called, describes itself as a "league to improve and expand the use of television as an advertising medium." It is supported by 217 stations, with CKCW-TV as its only Canadian member.

The TvB attempts to help advertisers in seven ways:

1. By sending the prospective advertiser a consultant who will advise him in his approach to advertising.

4. By providing material from its research library.

5. By providing case histories which may apply to a new situation.

6. By working with large chain and department stores on the budgeting, scheduling and use of television, from which additional retail information is obtained for advertisers and agencies.

7. By assisting advertisers and agencies in setting up co-op plans involving the use of television.

**We knew it would happen . . . .**

Entries for CFCO's Radio Week Contest came from *Thirteen* Ontario Counties . . . typical of the way CFCO's loyal and widespread Western Ontario audience responds.

Get availabilities on CFCO's most popular programs from:

Arch Ferrie, CFCO, P.O. Box 550, Chatham, Ontario.

**CJAV RADIO**

Port Alberni — B.C.

*is the most!*

over

**90%**

of the early morning audience

Contact

VANCOUVER  
John N. Hunt  
& Associates

TORONTO &  
MONTREAL  
Stephens &  
Towndrow

U.S.A.

Donald Cooke

\* Elliott-Haynes

**BUSINESS UP!**

**300%**

**ANOTHER LONDON MERCHANT**

**SCORES**

WITH



# Technicolumn

CANADIAN GENERAL Electric has announced the development of a single-unit closed-circuit television camera that operates without separate control, power units, or bulky connections.

Designated the TE-6-A, the camera will be available in three specific types. Model 4TE6A1, includes an integrated control panel; model 4TE6A2, includes an integrated systems panel and model 4TE6A3, includes a systems panel and is used with an external synchronizing generator and systems panel.

The TE-6-A camera, depending on the model, weighs anywhere from 13 to 15 pounds.



THE CANADIAN GENERAL Electric Intra-Tel TE-6-A closed-circuit television camera, above. (Below) B & K Automatic Picture and Sound Generator, Model 1150.

According to the General Electric Broadcast Department, the new camera line offers these features:

Regulated vidicon focus, which assures a resolution of better than 300 lines over line voltage changes ranging from 100 to 130 volts.

Crystal-controlled RF frequency, which minimizes tuning re-adjustments and makes possible filtering and audio mixing in multi-channel systems.

Transistor L-C oscillator, which permits stable horizontal scanning and lessens the drift problem in multi-camera installations.

A basic control panel, which can be located up to 1,000 feet away. With accessories, the camera can be controlled from distances up to one mile.

In operation the new camera functions well over a range of ambient temperatures from 0 to 50 degrees centigrade, depending on the vidicon used.

On the list of recommended applications are: materials handling; fire detection in factories and forests; wind tunnel tests; scrap loading and traffic control.

A NEW MODEL 1150 Automatic Picture and Sound Generator has been developed by B & K Manufacturing Co., Chicago. The new unit transmits pictures from 35mm (2 x 2) slides, with simultaneous sound - - automatically - - to any

number of television receivers, through any closed-circuit TV channel.

B & K says flexibility of operation gives practically unlimited choice of subject material, and full control of audience viewing - - any time, any place - - with or without sound. Slides can be made inexpensively in a few minutes with the new Polaroid film. It uses any of five TV channels (2 to 6) for separate closed-circuit telecasting or for interjection between regular TV station broadcast programs. It can be used as a fixed station or conveniently transported for use anywhere. Operation may be continuously automatic, manual, or remotely controlled.

According to B & K, the "1150" provides community TV or master antenna systems with a private closed-circuit channel (without need of camera equipment) for video and audio announcements or spot advertising during off-air time; station breaks; system testing or special situations. It supplements present operating closed-circuit and broadcast station systems. It transmits advertising pictures and sound to TV sets for store merchandising and broadcasts information throughout hotels and hospitals. It telecasts slide stories to workshops or classrooms in schools and plants and demonstrates spot TV commercials.

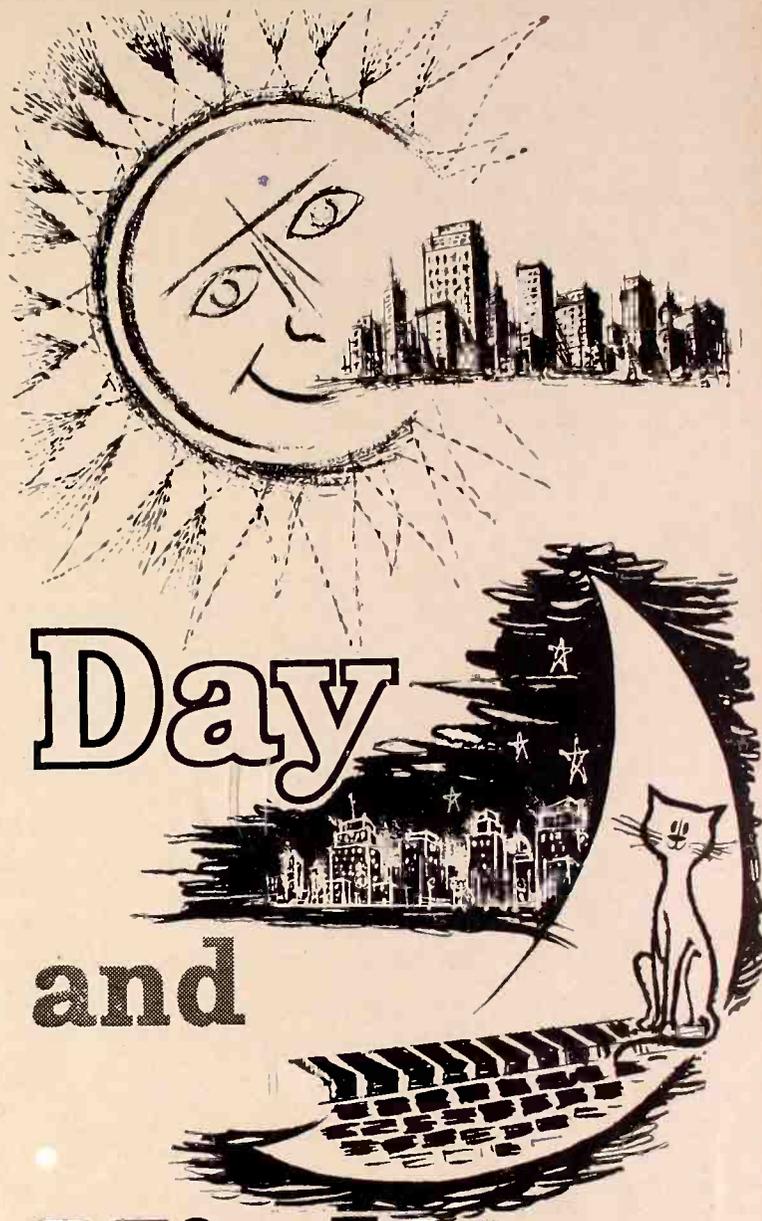
Special features stressed by B & K include:

**Slide Changer Controls** - - A removable slide magazine shows up to 28 standard 35 mm (2 x 2) glass slides. It is easily set for automatic, manual, or remote-controlled operation of full or partially-filled magazines. For continuous automatic showing, the slide changer recycles itself after the last slide and starts over again. It requires no operator. A variable timer permits selection of automatic time interval from 5 seconds to 75 seconds. A manual slide change is easily made by means of a push button. Automatic electronic shutters provide fast fade-in from one slide to another without visible motion.

**Audio Controls** - - Two audio input channels are provided. A function switch permits using tape, tuner or microphone as an external audio source and switching from one to another. Audio gain is easily controlled on both channels.

**Selector and Video-Gain Controls** - - The Channel Selector provides a choice of any one of five crystal-controlled R.F. channels (2 to 6). A Monitor Selector and Tuning Eye permit monitoring of sync output level, video output level and sound carrier deviation. A Video Gain controls the setting of video signal to proper level. An AGC circuit compensates for great variations in slide density and allows intermixing of black and white and color slides.

B & K Manufacturing Co., is located at 3726 N. Southport Avenue, Chicago 13, Illinois.



# Day

# and

# Night

*it's tops*  
**with Mighty Mike**

MORNING—CKCK leads in all surveyed ½ hours.  
AFTERNOON—CKCK leads in 9 of 12 surveyed ½ hours.  
EVENING—CKCK leads in all surveyed ½ hours.

CKCK predominant in Southern Saskatchewan leading in 31 of 36 half-hour periods.

**AND THAT'S NOT ALL!**

It's a fact—CKCK leads in 28 of 36 half-hour periods in the Province of Saskatchewan.

**Use the Station Listeners Choose—CKCK, Regina**

By Actual Survey  
B.B.M.—Spring—1958 (Average)



**CKCK Regina**

Representatives: All Canada Radio Facilities

620

**Did you know that . . .**

**CBFT Montreal** reaches a total of 1,123,173\* adult viewers every day.

**\*ELLIOTT-HAYNES CIRCULATION REPORTS**

**A Precision Quality  
Portable TV Pedestal  
At a Low Price!**

**New  
HOUSTON FEARLESS  
PD-10**

- Solid, steady camera mount.
- Smooth Mobility.
- Complete Portability.



Price (incl. tax) \$745.00  
(F.O.B. your studio)

CANADIAN DISTRIBUTOR  
**ALEX L. CLARK LIMITED**

**NOW**

... a TV Pedestal that is actually priced lower than many tripod-dolly combinations, yet is a precision-built, fine quality unit in every respect. The new Houston Fearless PD-10 provides a solid, steady camera mount, smooth mobility, excellent maneuverability and complete portability. Handles all monochrome cameras from Vidicon up to I.O. Ideal for small studios, auxiliary cameras or remotes.

**LISTENING IS *Your* BUSINESS**

by *C. W. Wright*



**T**HIS IS THE first of a series of articles dealing with a phase of communications which, until quite recently, has been completely overlooked.

I refer to our skill as *Listeners*.

Modern research, conducted largely at the University of Minnesota, reveals that we are actually a nation of rather poor listeners. We take the *Process* of listening for granted; we are inclined to *Assume* that when we speak, someone listens. Conversationally the accent is on the *Speaker*; we hope that ideas verbally expressed will ultimately register, although we have little understanding of the essential processes involved.

However, we are not entirely to blame for our lack of listening skill, because we have never been taught how to listen better.

Our present educational system provides instruction in reading and writing and speaking, but listening ability has so far been taken for granted.

However, that condition is right now undergoing a change. As the direct result of the work in Minnesota, some 30 American universities now offer a course in listening, and industry is finding a place for its discussion in many convention agendas.

I have opened some 35 conventions in Canada and the United States within the past twelve months with a discussion of the listening process, and the demand continues.

This is understandable once we realize the length of our "communications" time that is devoted to listening. Research shows that we spend more time listening than we do in reading and writing together, and almost as much as in reading, writing and speaking combined!

Yet we are not taught to do well, that which occupies so much of our time.

Now this fact is of vital importance to everyone connected with the broadcast industry, and I use the word "broadcast" in its widest interpretation:

The agency man writing copy and the announcer airing it; the representative trying to interest a potential sponsor; the sponsor, who will ultimately pay for the entire procedure; all have a vital, if unrecognized, stake in the listening process.

I know that broadcasters and advertisers are concerned with the "percentage of listener" statistics

released each month, and that a great deal of importance is rightly attached to them.

However, in the final analysis, while these figures indicate how many were listening to a particular program, they fail to show how *efficiently* these same people were listening. We know how *many*, but not how *Well*. Both conditions are really of vital concern to the industry.

Now let us proceed a step farther in our examination.

"Communication" falls mainly into four distinct phases. They are writing and speaking; reading and listening. The former might be called the "transmitting" skills; the latter labelled the "receiving" skills.

Because "communication is a two-way street", its successful accomplishment, in every case, demands both a "transmitter" and a "receiver". The "printed word" media require a writer and a reader; the broadcast media need a speaker and a listener.

If all are highly trained and efficient, then the degree of communication will be at a high level. If, however, one of the contributing parties to either process lacks the necessary skill, then the degree of attained success must necessarily be reduced.

This brings us to a most interesting conclusion. The printed word "transmitter" is a skilled writer with unlimited facilities with which to continually improve that skill. His "receiver" is a reader with years of basic training and ample opportunity to sharpen his skill to almost any desired degree. Communication between them, therefore, can be at a very high level indeed.

Now the broadcast industry employs a skilled "transmitter". He usually has some natural verbal skill, supplemented by intensive training and studies in voice and voice projection. He, too, has available a wide variety of training aids should the desire for self-improvement manifest itself.

But, for his "receiver", he has a relatively untrained listener, without the facilities for improvement even if he desired to use them! Under these circumstances, communication must of necessity fall short of its potential, and that is why we suggest that, "listening is indeed *your* business".

The remedy is obvious. In the interests of better listening; of better learning; of improved verbal communication in all areas, listening must be studied and taught as completely as reading is studied and taught.

The broadcast industry might well provide the lead in this procedure. Local programs dealing with the subject and embodying tests as audience participation, would prove valuable alike to station audience and sponsor.

Future articles will discuss some definite "bad listening habits" and endeavor to suggest a remedy for each.

**\$92,000,000\***

was the  
**1957**

**Total Income**

for the  
Trading Area Population  
in the

**Dawson Creek  
Area**

The only way to cover this  
wealthy market successfully  
is through

**CJDC**

DAWSON CREEK  
B.C.'s CENTENNIAL CITY

The only B.C. station serving the  
B.C.-Alberta Peace River Block

\* Trade and Commerce Magazine, March 1958.

RADIO REPS in Toronto and Montreal  
JOHN N. HUNT in Vancouver  
A. J. MESSNER in Winnipeg  
DONALD COOKE in USA

**Did you know that . . .**

**CHRC Quebec, P.Q.**  
reaches a total of 228,541  
adult listeners every day.

**\*ELLIOTT-HAYNES  
CIRCULATION REPORTS**



There's good reason why more national advertisers are using more B.C. radio than ever!

No other medium penetrates the rich B.C. market so completely . . . gives you such hard-hitting impact all day, every day at outstanding value for your advertising dollars.

Over half a million radios in daily use.

*"Wherever you go there's radio"*

**THE BRITISH COLUMBIA  
ASSOCIATION OF BROADCASTERS**

# KVOS TV DOMINATES CANADA'S 3rd MARKET WITH TOP CBS NETWORK SHOWS



\* A big market — over a million people spending more than 1¼ billion dollars a year. This is the market KVOS TV dominates through its dynamic programming: the top CBS network shows such as “\$64,000 Question”, “Gunsmoke”, “Phil Silvers”, “U.S. Steel Hour” and over 24 other top-rated TV hits. The best in syndicated shows and feature movies, too. It’s the kind of *entertainment power* that gets you more *selling power* from every advertising dollar!

\*VANCOUVER-VICTORIA and 5 other main B.C. Centres.

BIGGEST B.C. AUDIENCE — LOWEST RATES			
	Station A	Daytime Sales	Blazer Package
	KVOS-TV Vancouver	(1 Minute Spots)	
20 secs. ....	\$110.00*	\$136.00	5 per week ..... \$162.00*
1 min. ....	\$137.50*	\$170.00	10 per week ..... \$300.00*
30 min. ....	\$330.00*	\$408.00	15 per week ..... \$435.00*
			20 per week ..... \$570.00*

\* Up to 25% frequency discounts      \* Less frequency discounts

CHANNEL 12

OFFICES: 1687 West Broadway, Vancouver, B.C.  
CHerry 5142



REPS: STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg  
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco



*Canadian*  
**BROADCASTER**

HERE IS THE HEART of Montreal, bilingual crossroad of North America.

*Inside French Canada*

- Quebec's New 20th Century Look 24
- French Radio On The Prairies 28
- How About Commercial Content? 33
- They Look And Listen Longer 3



CHRC  
 CAN BLOW  
 YOUR HORN

**LOUDER**

IN  
 GREATER  
 QUEBEC

RADIO



QUEBEC CITY  
 800 K.C.

10,000  
 WATTS

Reps.  
 Canada: Jos. A. Hardy & Co. Ltd.  
 U.S.A.: Young Canadian Limited

## To Sell Quebec

# THE RIGHT BRAND NAME PLUS ADEQUATE ADVERTISING AND DISTRIBUTION

by GEORGE W. RALPH

WHEN WE READ of the development of Canada, many of us tend to think of it as being confined to one or two areas. Those of us from Ontario are perhaps most impressed with the progress our own province has made, and many of us do not think of Quebec as keeping pace with us. Many people think of Quebec as being backward and lagging the development going on in the rest of Canada. However, the facts do not confirm this type of thinking.

First of all, Quebec offers the second largest concentration of population. There are over 4½ million people living within Quebec boundaries. And don't let anyone tell you that Quebec is not keeping pace with the growth of population

going on in the rest of Canada. Here are the facts.

Between 1941 and 1951, total Canada population rose 22% - - Quebec's population rose 22%. Between 1951 and 1957, Canada's population rose 18% - - Quebec's population rose 17%. So this area has kept pace population-wise.

### MINING AND INDUSTRY

Despite this plus, many of us think of Quebec as being a somewhat poorer province than the average. It is true that per capita income is less in this area than the average for total Canada. However, the tremendous mining and industrial development going on in Quebec has resulted in greatly increased income in recent years.

While between 1941 and 1951 the percentage increase in personal income for Quebec lagged that of the rest of Canada, it is since 1951 that Quebec has come into its own growth of personal income at a rate considerably in excess of that for total Canada. Specifically Quebec income has risen 45% from 1951 against a rise of 38% for Canada in total.

The value of Quebec industrialization has meant strong gains since 1951 in Quebec's share of total Canada income. This has risen from 23.8 in 1951 to 25.6 in 1956.

Another year or two at present rates and manufacturers will be re-appraising their policies to determine means for breaking into this rich market in a big way. At the

present time Quebec's share of Canadian income is just about equal with its share of Canadian families. So Quebec is a market offering a per family income very close to the national average.

A misconception which seems to have rather general circulation is that Quebec is way behind the rest of the country as to modernization. Actually Quebec exceeds the average for Canada as to per cent of homes with refrigerators, with washing machines and with telephones.

I have the impression that many of us have thought of Quebec as being a highly rural province. Actually 57% of Quebec's population live in urban centres of 5,000 or more.

This also brings me to the importance of the Greater Montreal market. The idea that Toronto and Montreal should be thought of as twin cities should not be taken too lightly, because they are alike in many ways. As far as population

## FELICITATIONS M. LEWIS!

### VOUS ECOUTEZ CKSM

### SHAWINIGAN-GRAND'MERE

1220 KC SUR VOTRE CADRAN

### Pas le plus gros poste du Quebec!

### Pas le plus vantard du Quebec!

Mais

### LE POSTE QUI TRAVAILLE ESSENTIELLEMENT AUX MEILLEURS INTERETS

De La

### HAUTE MAURICIE

POSTE

## CKSM

SHAWINIGAN, QUEBEC

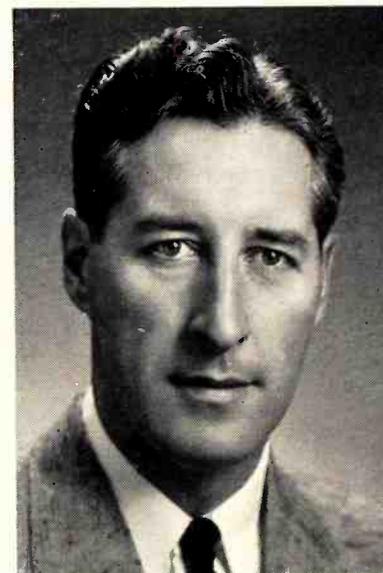
Alan Rogerson — Owner-Manager

JOS. A. HARDY & CO. LTD.

National Representatives

Toronto

Montreal



GEORGE W. RALPH, the writer of this article, is vice-president of the A. C. Nielsen Company of Canada Ltd. For many years he has been keeping on top of the fast changing economic scene in the Province of Quebec.

and retail sales are concerned, they are pretty close to being twins right now. Both have a population of over one million and both have retail dollar sales in excess of one billion two hundred million dollars annually. So for anyone who thought that Montreal may have been lagging Greater Toronto by a considerable extent, take another look.

### QUEBEC IS NO ENIGMA

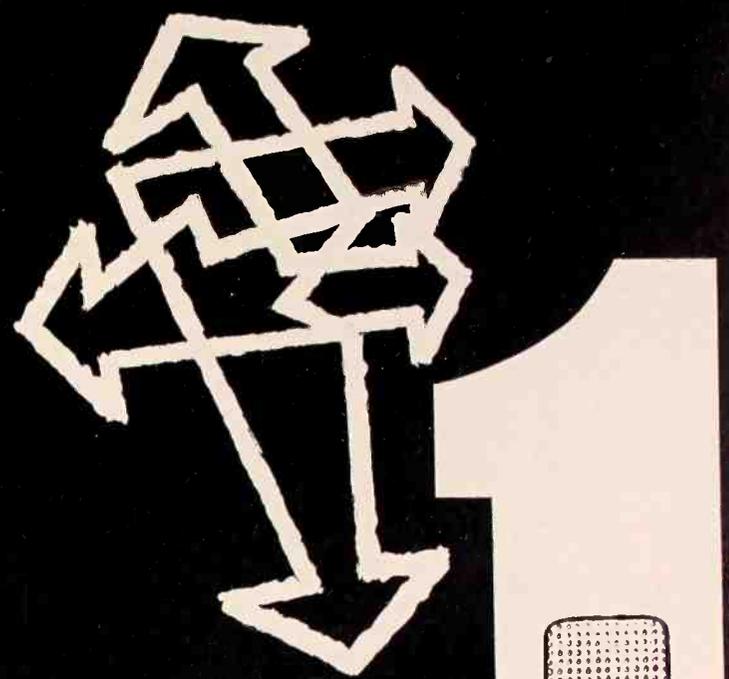
Too many manufacturers tend to think of Quebec as an enigmatic market. True there is a language difference, but I think that is the only significant difference with which we, in marketing, need concern ourselves. I've already shown that Quebec people like refrigerators, washing machines and telephones. They like to be every bit as modern as the rest of Canada.

Many marketing people have made their approach to the Quebec market so different to that employed else-

**"The drug industry has also under-advertised . . ."**

where, that they have come to look upon Quebec as somewhat of a puzzle. This probably traces to the language difference which marketing men have built up as a sizeable obstacle to operating successfully in Quebec. I wonder whether this is a hang-over from earlier days in our history, when companies were smaller and their production could be taken up almost entirely by the English-speaking markets. This

The first of these case histories shows that while Quebec accounts for nearly 27% of the food store dollar sales in Canada, food manufacturers in the past have directed only 21.6% of their advertising expenditures to this area. This, I believe you will agree, indicates inadequate support for the market. Taking this comparison further, we find that for an average of 15 food commodity groupings covering



**DON'T  
SPLIT  
YOUR  
ADVERTISING  
DOLLAR  
WHEN  
ONLY  
ONE**



**RADIO &  
TELEVISION  
STATION**

**COVER'S  
QUEBEC'S  
ENTIRE  
NO. 3  
MARKET**

Talk radio or talk television. Fact is, CKRS RADIO and CKRS TELEVISION each cover the entire Chicoutimi-Lake St. John market. Point is, don't split the power of your advertising dollar in Quebec's 3rd market. A series of good CKRS RADIO or TV punches will land the big results you want.

**CKRS RADIO & TELEVISION**  
P.O. BOX 490 JONQUIERE QUE  
The only private radio & TV stations covering the entire Chicoutimi-Lake St. John market

*Sand O' Blueberries*

**DO'S and DON'TS  
for Successful Marketing in Quebec**

*Here are the Don'ts:—*

1. **DON'T** believe brand loyalties run so deep that it is practically impossible to dislodge the market leader. Remember the turnover in market leaders since 1946 has exceeded that for the rest of Canada.
2. **DON'T** believe Quebec is too conservative to accept change. New products frequently have faster acceptance here than elsewhere.
3. **DON'T** assume you know Quebec will not accept your product. Remember the manufacturer who "knew" his product wasn't palatable to Quebec taste, yet, when his product was properly distributed, and advertised, his sales rose sharply.

*Here are the Do's:—*

1. **DO** have a name which is acceptable to both the English and French speaking.
2. **DO** advertise your product adequately.
3. **DO** be sure your product has adequate distribution.
4. **DO** expect as strong sales gains from Quebec as elsewhere in Canada. To this end, be as vigorous here as in other areas.

resulted in some manufacturers becoming careless in their translations and in the manner in which they approached Quebec.

To a sufficiently large number of manufacturers, Quebec became known as a difficult market to sell. In the light of this publicity, manufacturers tended to concentrate their efforts in building up sales in other areas of Canada and missed the point of a developing demand for their products in Quebec. Had the same effort been directed towards Quebec as elsewhere, there would have been no problem of selling goods, and we probably would have developed the Quebec market to its full potential.

**ADVERTISING IS NEEDED**

I have selected several case histories from my company's files to illustrate my points. The A. C. Nielsen Company is engaged in marketing research, the objective of which is to follow the movement of goods across retail counters into the hands of consumers, as a basis for judging the results of advertising and merchandising policies.

many hundreds of brands, the average spent was \$60 in advertising for every one thousand people throughout Canada, but only \$44 for every thousand people in Quebec.

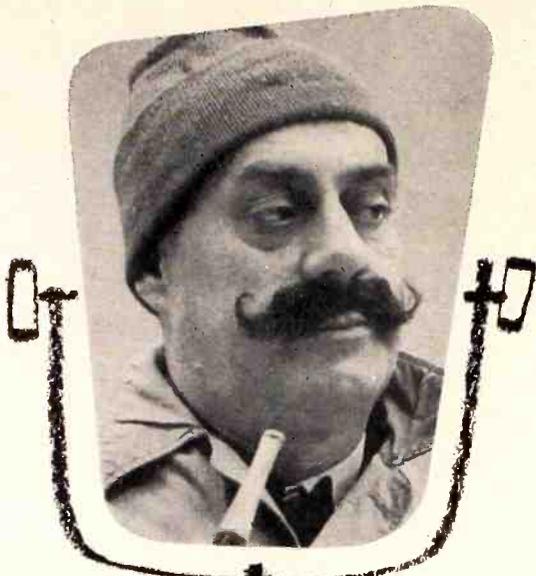
Drug manufacturing is no different to the food industry. The drug industry has also under-advertised in Quebec. Advertising for total Canada was at the rate of \$38 per thousand population, but only \$29 per thousand population in Quebec.

Ontario is one of the most highly developed areas in Canada. All other areas have a lower advertising-to-population relationship than Ontario, and Quebec has the lowest of all the territories. This appears to be one of the major reasons why we have not developed the Quebec market to the full extent of its sales potential.

**DOUBLED SHARE OF SALES**

Then there is the case of the manufacturer who was advertising at a low rate in Quebec. We pointed up to him that because Quebec accounted for 29% of the population, he should increase his advertising

(Continued on Page 26)



# "Chez Miville"

the **NEW** open-studio show with  
French Canada's most acclaimed  
radio star

Hours of morning radio programming from the only open-studio breakfast café . . . hosted by Miville Couture with a talented supporting cast, guest stars and featuring the 20 humorous characters of Miville Couture himself . . .

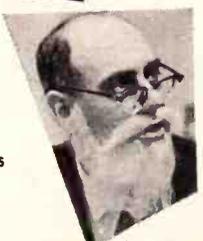
On the 4 basic stations of the



French Radio Network

A new network spot carrier that you can buy complete or on individual stations. Limited 60- and 20-second availabilities.

	60 sec.	20 sec.
CBF Montreal...	\$40.00	\$30.00
CBV Quebec....	\$10.00	\$ 7.00
CBJ Chicoutimi..	\$ 8.00	\$ 5.00
CBAF Moncton..	\$ 5.00	\$ 3.00



Three of the 20 characters by Miville

For complete information,

**CBC Radio Sales**  
Montreal, (UN 6-2571)

## "... neglecting distribution is not the unusual"

(Continued from page 25)

considerably in that area to a level more in line with the population.

He did this reluctantly, but over the course of two years, he doubled his share of the market sales. Please note that, at the normal rate of advertising, his share of the commodity class advertising in Quebec was very substantial because his competitors continued to under-advertise in that area. Incidentally his competitors are still under-advertising in Quebec, so that our client, with his stepped-up advertising, is continuing to make substantial sales gains - - some at the expense of his competitors, and some through the development of wider use of the commodity.

### ADVERTISING IS NOT ALL

Let us not lull ourselves into thinking that increasing advertising alone will increase sales. There are other factors you must also consider. For example, you should have a brand name that appeals to the French-speaking as well as to the English-speaking.

Consider the manufacturer who advertised well, distributed his product well, but was not able to make a significant dent in the Quebec market, because his brand name did not appeal to the French-speaking person. This is not an uncommon occurrence. There have been brand names which were downright insulting when translated into French.

### DISTRIBUTION IS THE KEY

Supposing now we have a suitable product, suitable brand name and sufficient advertising - - can we expect to reach a worth-while sales volume?

Unfortunately it is even more of a team operation than that. You must make sure your product has adequate distribution. You would be surprised at the number of companies who short-change their products because of incomplete distribution.

An example I came across recently showed a brand which was competitive to a brand marketed by one of our clients. This competitor came out with an exceptionally aggressive advertising campaign to break into the Quebec market.

Needless to say, my client was greatly concerned; that is until we showed the distribution of the competitive brand. This brand was handled by only 51% of the stores, which suggested to us that the effectiveness of the competitor's advertising was reduced about half. In other words, because his product was not readily available to the consumer at the retail point, the competitor could expect a return of only 51 cents for every advertising dollar he spent in this area. Needless to say this manufacturer probably feels that Quebec is a difficult market to break into. However, his short sightedness in the matter of distribution was a hazard before he started. Distribution does not just happen - - you have to work for it.

The problem of neglecting distribution in Quebec is not the unusual. It happens frequently.

Another case history concerns a manufacturer who claimed that his product did not appeal to the French taste and consequently he did not

bother to push distribution in Quebec. To be sure that this client was not missing sales, we worked up a special report showing the sales for his product in the stores handling his brand in Quebec, and compared it with the showings in other areas. We found that sales were about the same per store in Quebec as in Ontario. This led us to recommend that the client attempt to build his distribution in Quebec and support his brand with adequate advertising.

This recommendation resulted in distribution quadrupling in ten months and the sales share tripling. Another example, then, of awakening to the opportunities which exist in Quebec.

### QUEBEC LIKES NEW PRODUCTS

One of the most common but seemingly fixed misconceptions of this market is the impression that Quebec consumers are slow to accept change and that new type products are not readily accepted in that province. It may be that some manufacturers have misinterpreted the personal customs and traditions of the French Canadian as also affecting his receptivity to improving his living standard. Hence they say that Quebec consumers are slow to accept change. The facts prove otherwise. Of three important commodity groupings we cover, new convenience type products have greater acceptance in Quebec than in the remainder of Canada.

Now with respect to the view of the authority that "once they had achieved loyalty in the French market, nothing could blast them from their position," again the facts prove otherwise.

Going back to 1946, I checked through 14 commodity groupings to determine the market leaders at that time. As of 1954, in only six of these markets were the leaders the same as in 1946. In the short space of eight years, there were eight new leaders. (This was one more than for the rest of Canada). By 1955, we found that since 1954 (in the space of one year) there was a turnover of three market leaders. To me this underlines that Quebec will accept change, and brand loyalties should not be a stumbling block to promoting your product profitably in this area.

### REALISTIC APPROACH

The companies who have been most successful in Quebec are those who have approached this market realistically. They have abandoned preconceived notions concerning that area and are attempting aggressively to increase the consumer use of their products via Proper Names; Adequate Advertising; Adequate Distribution.

In other words, they are trying as vigorously in Quebec as in other areas of the country. There is no denying that this market has some characteristics which distinguish it from the rest of Canada, but no longer should Quebec be called a problem area. Rather it is a land of great opportunity. Quebec's Twentieth Century Look is that it is a large market, a growing market, and easy-to-reach market, and it offers greater opportunities for sales improvement than most other areas of the country.



**CJMS**

RADIO 1280  
MONTREAL

Has completely changed  
the radio rating picture in  
Canada's largest city.

**RING OUT THE NEWS**

THE LISTENING HABITS  
HAVE CHANGED IN MONTREAL

- Ask Johnny Nadon CJMS's Manager or Stovin-Byles in Toronto or Forjoe & Co. in New York or Chicago for some of the outstanding National and Local success stories of advertisers on CJMS.
- No NATIONAL or LOCAL RADIO CAMPAIGN IN MONTREAL IS NOW SOLID WITHOUT THE NEW CJMS

*On the Prairies*

# LISTENERS ARE LOYAL TO THE FRENCH STATIONS THEY BUILT

by ROLAND COUTURE

THE INTERESTING story about French radio on the prairies is not so much what we have and how we built it - - rather it is a unique sales story. Time buyers "discovered" (with some help from four ardent French salesman) that there's a way, in Western Canada, to virtually guarantee a product good distribution in big chains and small stores alike.

It is something like pressing a button, really, and I'll try to make it understandable as I go along. I'm still a little bewildered by it myself - - but it does work, and is working now for Wrigley's, Robin Hood, Templeton's, and a host of others - - mostly non-competitive (which is part of the story).

What THE FINANCIAL POST refers to as "the first major flare-up in a three-province battle for the fast-

growing prairie grocery market, now estimated at around \$500 million a year turnover" has begun. The time buyer who can push a button which is sure to send 175,000 loyal Frenchmen to demand specific products - - and I mean demand - - soon wins friends in his agency and influences general sales managers.

Sales managers, at first blush, are inclined to look down on the 175,000 Prairie French radio audience - - until they discover that virtually all these folk dug down into their own pockets and put up the cash to build the four stations and to keep them running. Not loyalty alone, but traditional French thrift prompts them to buy the products advertised on their own stations.

**LISTENERS ARE LOYAL**  
Remember how loyalty to Jack

Benny sold so much Jell-O years ago? In English radio, with a few exceptions such as the Gillette sports-casts and Imperial Oil hockey broadcasts, there is little of that type of selling done today. The listener buys only because he hears and is sold by the copy. Perhaps the same is true - - I think it is - - of French radio in Quebec province. Out here on the Prairies, however, where the English language predominates, and where it was once thought impractical to have a French station, the reaction is different. Loyalty and thrift combine to send our listeners to the stores, determined to buy the products of our advertisers.

We sell as a group - - the four of us. CKSB, St. Boniface, at 1,000 watts (soon - - November 1, we hope - - at 10,000 watts); CHFA, Edmonton, at 5,000 watts; CFRG, Gravelbourg,

at 5,000 watts, and CFNS, Saskatoon, at 1,000 watts, and are represented individually and as a group by Inter-provincial Broadcast Sales in Toronto and Montreal; John N. Hunt & Assoc., Vancouver; Jos. Hershey McGillvra in the U.S.A. Since 1952, when the French network was extended from Edmundston, N.B. to Edmonton, Alberta, we have all been part of that network.

**WE USE ALL THE GIMMICKS**

We all follow a similar pattern - - that is, we refuse to take our audiences for granted, or assume that language alone would hold them. We use every gimmick in the book, fight to get the services of the best announcing talent (out of a staff of 18, CKSB has 6 university graduates, all perfectly bilingual, all Prairie born and raised), use games, quizzes and sportscasting to hook 'em and hold 'em. We emphasize news and music - - and by skilful use of music we garner in a tremendous number of automobile drivers, both French and English.

Immigration has helped swell our audience, too, because the vast majority of newcomers from Europe speak French as well as their mother tongue.

We all broadcast a full schedule, from 7 am to midnight. CKSB is 70% local advertising, 30% National; CHFA would be about the same; Gravelbourg and Saskatoon are roughly 50% local, 50% national.

**FINANCED BY ITS LISTENERS**

CKSB, St. Boniface, as the first Western station, probably had the toughest beginning. In 1942, when application for such a license was made, the organizers were told they'd better first raise considerable money, because the commercial possibilities didn't look encouraging.

A company was incorporated, and by 1945 the French speaking people of Manitoba had contributed \$84,000 in cash; they have donated in total about \$170,000 to provide the capital to build first a 1,000 watt station and then to increase power to 10,000 watts.

Today the station is debt free, paying its way handily out of revenue. Excess revenue over expenditure is immediately put into additional program services. Each of the other three stations followed a similar organizational procedure and with similar results. They now pay their way, turning to their listeners only for capital expenditures.

**WE WORK FOR OUR SPONSORS**

Part of the success of the Western group has been a determination to render a very special service to each advertiser, allowing him to get full benefits from the loyalty of our listeners. We try to get only one or two

Did you know that . . .

**CKAC Montreal**

reaches a total of 973,496\* adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

## REACH



**TROIS-RIVIERES**

World Centre — Pulp and Paper  
No. 2 Seaport in Quebec

- POPULATION: 390,000
- BUYING INCOME: 397,000,000
- RETAIL SALES: 205,000,000
- TV HOMES: 69,000

## CKTM-TV

**TROIS-RIVIERES**  
**CHANNEL 13**

CAN. REPS: Jos. A. Hardy & Co.  
John N. Hunt & Assoc.  
U.S. REPS: Weed & Co.

## THE HEART OF QUEBEC



**CAP DE LA MADELEINE**  
Important Industrial Centre



**SHAWINIGAN**  
Electricity and Manufacturing Centre



**GRAND' MERE**  
Industrial City

large sponsors in each field. When we have Wrigley's, we're not too disturbed if no other chewing gum company comes our way. We do not turn business away, but we refrain from soliciting advertisers in competitive fields. When we line up Robin Hood, we feel we've a job to do for that company in the milling business. In some cases, we do have some products which are competitive, but this has not happened often enough to confuse listeners, or lose the value of the special brand of loyalty we command. Lever Brothers, and others have found the results gratifying.

**MAIL PULL IS HUGE**

Indeed, it often comes as a surprise to advertisers to find that in the pulling of mail, one of our group is almost certain to find a place at the top or near the top of the list in volume. Just as Quebec radio pulls in tremendous mail, Western French radio does the same, but more so.

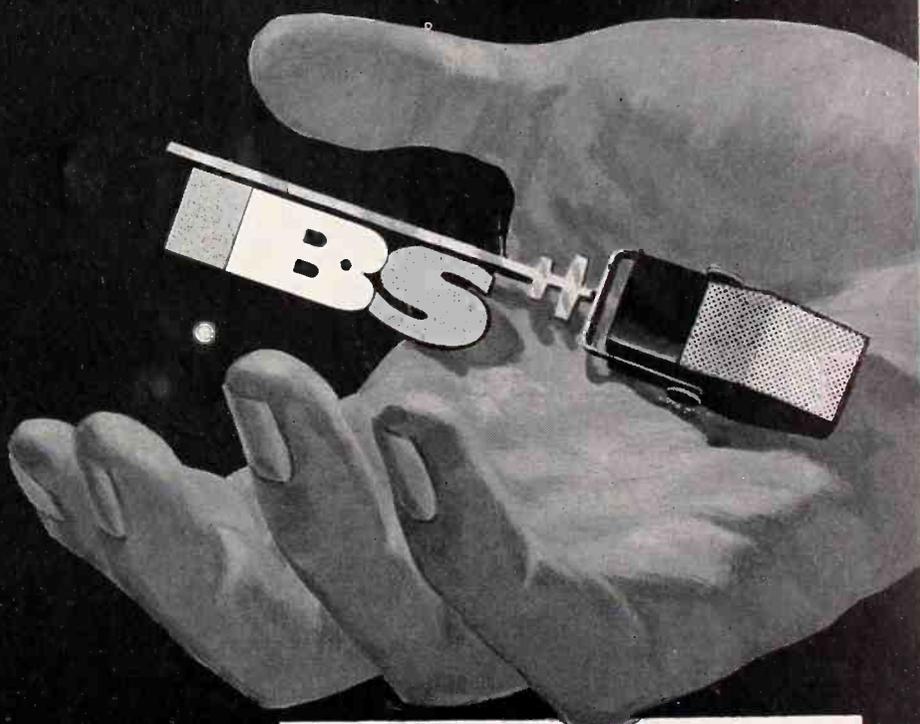
We attribute the mail pull to three things: the natural love of the Frenchman for cashing in on offers; the number of hours per listener - - they really listen longer; and finally, to the fact that our audience is much larger (how much larger we have not found a way of discovering) than the 175,000 Frenchmen on the prairies.

When we started, it was feared that the attempt to provide La Langue Française out West would be interpreted as an effort to proselytize for the Church, and would thus meet opposition. I am happy to say that such feeling has completely evaporated. We get along well with all broadcasters, and the warm welcome the West has given to us is deeply appreciated.

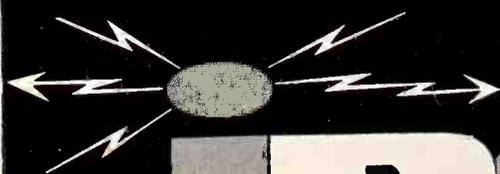
**nos  
meilleurs  
voeux aux  
congressistes  
de  
l'association  
canadienne  
de radio et  
de télévision  
de langue  
française  
à ste-marguerite**

publicité-services limitée  
jacques girouard  
placide labelle  
marcel paré  
nolin trudeau  
raoul desmarais  
david de la chevrotière  
madeleine rivet

**The Key  
to French Canada's  
\$5,000,000,000  
markets!**



**IBS Stations reach  
97%  
of all French radio homes**



**IBS**



**INTERPROVINCIAL BROADCAST SALES LTD.**

TORONTO. K. W. DAVIS, GEN. MGR. 199 BAY STREET, EM 4-1197 • MONTREAL. L. MORIN, MGR. 1417 STANLEY STREET, VI 9-5221

## THE WHIMSICALNESS OF BEING RANK

When the name of your company is *Rank*, and what it produces are naturally labelled *Rank* products, it is necessary you maintain a capricious sense of humour.

We are in the moving picture business (a fact which is certainly well known to you), and must therefore endure "the slings and arrows of outrageous — wits" who insist on reciting hoary quips about *Rank* films.

On our way to the bank the other day, we were smiling at a new interpretation of our famous name, which for once is quite appropriate. It had come to our notice that the American Dictionary defines as follows the meaning of "PRESTIGE: n. reputation or influence arising from success, achievement, *Rank*, or other circumstances".

Now prestige is something any station or product needs, just as it needs *Rank* films to please the viewers or customers. As we understand it, effective programming calls for a constant change of pace. Good British films provide this admirably, and are therefore an essential part of any schedule.

So book a *Rank* package soon, there's a wide choice available, and we'll smile on our way to the bank . . . together.

*The Man With The Gong* offers for television

### THE DISTINGUISHED 100

Greatest package of outstanding British feature films ever assembled.

BRIEF ENCOUNTER, TIGHT LITTLE ISLAND, MAN IN THE WHITE SUIT, THE WICKED LADY, etc.

### THE BIG 26

Six months of weekly programs from famous producers of Britain's film industry. Titles include:

COURT MARTIAL (David Niven)  
INNOCENTS IN PARIS (Claire Bloom)  
GALLOPING MAJOR (Joyce Grenfell) etc.

### THE VARIETY PACKAGE

17 features running from one hour to ninety minutes. Comedies, dramas and adventures from American, British and European studios.

PLUS . . . Special feature films for children, 33 with running time one hour, and 56 of thirty minute duration. (35 of the latter are serial segments.)

ALSO . . . 40 French version features.

HAMLET, MADONNA OF THE SEVEN MOONS, GREAT EXPECTATIONS, THE 7th VEIL, etc.

TV DIVISION,  
**RANK FILM DISTRIBUTORS OF CANADA LTD.**

277 Victoria Street, Toronto, Ont.  
EMpire 3-5251

## In Montreal

# EVEN THE DIFFERENCE IS DIFFERENT

by ALEC PHARE

Managing Director, R. C. Smith & Son Ltd.

THIS IS GOING to be an entirely different story. Its purpose is to point out, in not too serious a vein, some of the differences between French-speaking Canada and the rest of the country. This will be done on personal observations and opinions, so even the differences may be different! It may not turn out to be literature, but it will positively be the first article on the subject which does not tell the story which ends up "Vive la différence".

Now let's get off on the right foot. I like the French-speaking Canadian, and respect the fact that their traditions of culture are different from those of the rest of Canada. And why not? After all, nearly all the niceties of living came from France in the

non-advertised brands, shops that trap the tourist with shoddy souvenirs, salons for the style-conscious which outdo even New York, and make Montreal the fashion authority for the rest of Canada. (Not all places of business marked "Couturier" actually are couturiers, however — better check with the taxi driver).

You never buy anything, anywhere, at the marked price, because of local taxes. But, large or small, the stores are tremendously accommodating and courteous. I went into one of them to buy some hosiery for my wife. I gave them the color and size required, and after a puzzled conference with the manageress, the sales-girl came back to say that they did not carry that size in stock, but would

Child's for bacon and eggs; or you can make the most of the "on the house" repast and charge up "Breakfast at Child's" on your expense account.

There are plenty of other types of hotels to go to, of course. If you want high ceilings, high prices, and a wait of one hour from the time you give your waiter your order, you can have anything for breakfast you desire, but the toast will be cold. If you like the larger and more efficient hotel, you can have that too. There will be a very noisy party going on all night just across the corridor, of course — there always is. Just hang the "Do Not Disturb" card outside your door and go to sleep.

You'll probably want to try the fabulous Queen Elizabeth some time. It is the prices that are fabulous. I was there the week it opened, and do not propose to return there until the entire place has fully paid for itself — say in six months or so. Nor do I plan to return to another one which displayed a printed card listing the hotel's facilities and included "High Colonic Irrigation" as one of them. I thought it was a triumph of restrained English, but an all-time low in entertainment.

Eating places, throughout the Province, have individuality — which is more than can be said of Ontario. You may eat in a different place three times a day for a month, and find them all good — each with cooking and character all its own. Whether you hanker for seafood, Chinese dishes, Italian cookery, French cuisine at its finest or Kosher sandwiches — you will find the best of each.

You may eat in the noise and glitter of a night-club, rub shoulders with the arty set in an atmosphere of red checkered tablecloths, black leotards and beards; or partake of the ultimate in funeral baked meats in the solemnity of the financial magnates' clubs. You can even find places that will serve you Dulce, which smells like Coney Island at low tide, and tastes like bits of old rain-coat.

You may, by contrast, decide to rise early and breakfast at an out-skirts hotel which caters to farmers coming in to market, and experiment with eggs poached in maple syrup. For the finest meal in all Quebec Province, hie you north a few miles and sit on a rock while your guide fries a pan-full of pink-fleshed speckled trout, and let your nose wrinkle and your mouth water as their fragrance mingles with the steam from the tin pail of coffee.

Or would you prefer Cow's Udder? Montreal is the only city in which I ever saw it on a menu. It tasted rather like tripe, only squishier.

Of course, one of the big differences between French-speaking Canada and the rest of it is that they speak French. It is very confusing, too, because if you hear two Frenchmen amiably discussing a golf date or the weather, it always sounds as though they were fighting. I once had a street-car conductor tell me, in French, that I had by mistake put a Toronto ticket in the box instead of



first place! In language, religion, education and law, they are different from English-speaking Canadians. And the right to remain so, if they wish it, is guaranteed to them in perpetuity. So if I poke a little fun at these differences, it is entirely good-humored. After all, they poke fun at us too! What we call "French Leave", which is a piece of social rudeness, the French call "Filer à l'anglaise". And that is not the only example, by any means!

I like Montreal, too. You know, immediately you get off the train, that you are in a City. No other so-called city in Canada has quite the same atmosphere about it. There is a combination of tradition and modernity, of opulence and squalor, of religion and commerce; along with the deep undertones of a big city's hidden life, which are never silent, day or night. Vancouver is just beginning to get that "big city" feel, and Toronto may have it in another fifty years — but Montreal has it now. I do not think Montreal knows it, however. The magazine they place in all the hotel rooms still says that Westmount has "the flavor of a typical English suburb."

Throughout, it is a city of contrasts. There are marvellous department stores, tiny French stores filled with

gladly have some especially made for me, if I wished. Then she inquired, hesitatingly, what size I took myself. I said I didn't wear nylon stockings, whereupon she giggled and told me "Madame sinks you 'ave give me your size and not ze size of your wife's feets".

Close by an airport where great airliners touch down from all parts of the world, you may still ride in ancient horse-drawn vehicles, your knees covered by a moth-eaten buffalo robe. For still more contrast, take a taxi from anywhere in Montreal down to the river. It is the delight of their jovial, hair-raising jehus to hurl their vehicles down the steep, cobble-stoned streets at incredible speeds — one hand holding down the horn, the other signalling out of the window — while steering, presumably, with their navels. I never found out what they were signalling, but I suspect they were daring other taxis to pass them.

Montreal's hotels require separate and especial mention by themselves. You may find a small but delightful French hotel which offers room and breakfast for quite a modest price. However, next morning you find that their idea of a substantial breakfast is one small pot of café au lait and two croissants. You can always go to

a Montreal one. I thought the poor man was having an apoplectic seizure.

Besides which, they never say the sort of things which would enable the ordinary person to get in on the conversation. I have waited in vain, and also in Trois Rivières, for a Frenchman to ask, "Où est la plume de ma tante?"; so that I could reply "C'est sur la table dans le jardin" - - but nobody ever does. Even if he did, he would be sure to live in a third-floor apartment, so that his aunt's pen probably wouldn't be in the garden at all. That sort of thing is frustrating.

All French-speaking Canadians take an unfair advantage - - they nearly all speak English much better than we speak French. That is because - - while we still go on the theory that if we shout English loudly enough the other person will understand sooner or later - - they actually learn English! I even know one man who speaks French all day because it is his native tongue, yet can tell dialect stories in English, and tell them very well, too. I remember his telling me, in flawless Cockney, about the exasperated Londoner who was trying to sleep on a Sunday afternoon, and finally shouted at his little boy, "'ere, you tike yer bleedin' 'ymn book and beggar off ter Sunday School".

This sort of entirely unfair advantage enables them to come to Ontario for "French Market Conferences", and tell us what is wrong with our advertising in Quebec Province. They do it, too; and mostly they are distressingly right!

What's the matter with holding an

"English Market Conference" at the Château Frontenac, though? Isn't the conference idea a two-way street? Is there nothing to talk about except what we have to do and to woo the French-Canadian Market? Are there no mutual marketing problems which we could discuss together? How about Quebec Maple Syrup, for example? Couldn't its market be extended? With the right effort it could be featured on every restaurant menu across Canada, so that tourists would say "Give me pancakes with QUEBEC Maple Syrup". Couldn't such a "Canada-Conscious" movement toward restaurants and hotels be extended - - you don't think Ontario Packers like seeing their ham always shown on menus as "Virginia Ham", do you? As the Irishman said, "this is virgin territory which is pregnant with possibilities". Let's think about it, and maybe do something about it too. It would be good for Canada.

Yes, there are contrasts between French-speaking and English-speaking Canada - - and that is as it should be, so long as the differences are for the good of Canada's tomorrows. It is good for a country to grow up with the advantage of two nations' culture, instead of one alone. England learned that in 1066, from William of Normandy. Their history books still refer to the "Norman Conquest" - - but there is no bitterness in the phrase. Why should there be? England has been the better for it ever since, and no less English! Let's keep our differences - - they give Canada the opportunity to prove to the rest of the world that there are no inter-racial differences which cannot be solved by mutual understanding and respect.

# TEST MARKET?

*We have it!*

Place your next campaign in Canada's  
Top Bi-lingual Test Market

## SHERBROOKE

Hub of the Eastern Townships

A POPULATION OF OVER  
**1,000,000**

English and French speaking industrial and agricultural workers with a buying income of

**\$1,000,000,000**

**CHLT-TV**

**CHLT-Radio (F)**

**CKTS-Radio (E)**

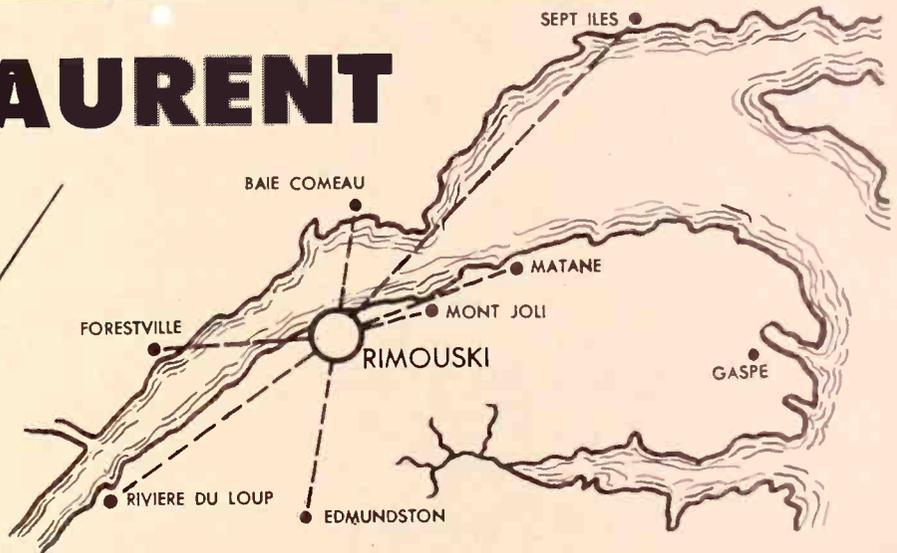
Sherbrooke

See TRANS OCEAN IN CANADA - YOUNG CANADA LTD. in the USA

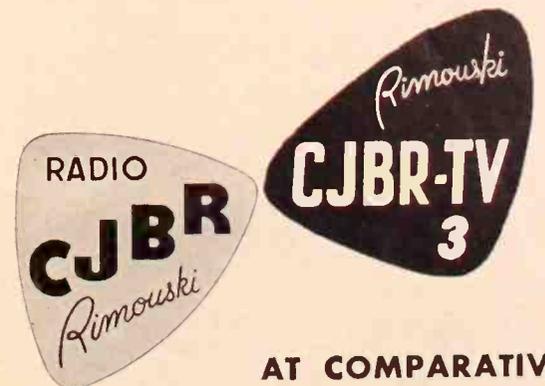
# LE BAS ST-LAURENT

## An excellent test Market

- Isolated but readily accessible.
- Representative in size.
- Has many diversified industries.
- Has an abundance of natural resources.
- Has a representative, stable economy.
- Has many other test market features.



COVER THIS REGIONAL MARKET with



AT COMPARATIVELY  
**LOW RATES**

Can. rep. RADIO:	Interprovincial Broadcast Sales
Can. rep. TV:	Stovin-Byles Ltd.
U.S.A. Radio rep:	Weed and Co.
U.S.A. TV rep:	Adam J. Young Jr.

## Editorial

# Nous Présentons Notre Première Etude Du Canada Français

C'EST AVEC plaisir que nous présentons les résultats de notre première enquête sur le Canada-français en tant que marché pour la publicité à la radio et à la télévision. Le degré de succès avec lequel nous avons pu obtenir et publier ces articles a été limité par la somme des renseignements qui ont pu nous être communiqués. Nous espérons que ce supplément pourra désormais être répété tous les ans et que son contenu deviendra plus complet d'une année à l'autre.

Le premier but de cette "Etude du Canada-français" est de fournir aux annonceurs de langue anglaise les renseignements qui leur manquent parfois pour tirer le meilleur parti possible de leur budget-publicité dans la province de Québec et autres régions à forte concentration de population française.

Notre second objectif est de démontrer à ces annonceurs l'extraordinaire puissance de la radio et de la télévision en tant que moyen de divertissement et de publicité, dans les localités de langue française au Canada.

Pour atteindre notre premier but, nous avons demandé à trois sociétés de sondage de bien vouloir nous prêter leur concours, ce qu'elles ont fait sans hésitation. Nous tenons à remercier tout particulièrement M. Walter Elliott, de la Société de sondage Elliott-Haynes Ltd.; M. Griffin Thompson, de Canadian Facts Ltd., (Division Schwerin); et M. George Ralph, A. C. Nielsen of Canada, Ltd. Leurs articles, qui sont parmi ceux publiés dans ce numéro, apporteront une aide précieuse au monde des affaires dans la recherche d'une solution au problème (souvent illusoire)

que pose la diffusion de messages publicitaires efficaces au Canada-français.

Nous sommes également reconnaissants à M. Roland Couture, de CKSB, à St-Boniface qui, en collaboration avec M. Walter Dales de Winnipeg, a su nous donner une vue très complète des quatre postes de langue française de l'Ouest du Canada.

Nous avions espéré pouvoir inclure dans ce numéro des articles et photos sur les programmes de radio et de télévision réalisés par les postes de langue française. Nous croyons savoir que les talents dont disposent les postes français du Canada dépassent souvent en variété et en qualité ceux des autres sociétés de diffusion de l'Amérique du Nord. Nous regrettons vivement de n'avoir pu obtenir de plus amples détails sur ces pro-

grammes.

Nous avons déjà eu le plaisir de voir le trophée Beaver remis par notre publication aux auteurs des programmes Radio-Théâtre Lux, Le Quatuor Alouette, Un Homme et son péché, et la Marjolaine. Nous savons qu'il existe nombre de programmes de la même qualité sur les ondes. Nous espérons avoir l'avantage de pouvoir les porter à la connaissance de ceux qui pourraient les utiliser pour pousser la vente de leurs produits sur le marché français.

La question des programmes n'a cependant pas été négligée entièrement, et nous tenons à remercier les membres du Service de Presse et d'Information de Radio-Canada qui ont bien voulu nous communiquer l'article éminemment instructif sur les goûts des Canadiens-français en matière de programmes et les moyens employés pour les satisfaire.

Nous désirons également remercier Publicité-Services Limitée pour la façon magistrale avec laquelle ils ont rendu, dans un français impeccable, les sentiments francs mais sincères du maudit Anglais qui signe.

Dick Lewis

Here is

## THE KEY to NORTHWESTERN QUEBEC'S 35,000 Homes \$218,000,000 Market



### RADIO HOMES—32,000

- **CKLS, LA SARRE** —  
A town of 3,500, serving a population of 35,000 people. An agricultural and mining centre (Lyndhurst, Normetal etc. . . .)
- **CKRN, ROUYN-NORANDA** —  
A city of 28,000 people serving Noranda, Quemont and Waite Amulet mines.
- **CHAD, AMOS** —  
"Le milieu du centre"; in heart of the Lake Mattagami (New Hosco) mining boom. 30,000 claims expected to be sold by the end of this year, (a Canadian record).
- **CKVD, VAL D'OR-BOURLAMAQUE** —  
A city of 18,000 people, marketing centre for Sigma Lamaque, Sullivan, East Sullivan mines and serving Malartic, (7,500) and Senneterre (4,000).

## NORTHERN RADIO—RADIO NORD, Inc.

See TRANSOCEAN in Toronto & Montreal • JOHN HUNT in Vancouver • WEED & CO. in U.S.

You should read

"RADIO  
PRODUCTION &  
DIRECTION"  
by crews \$5.50

Canadian Broadcaster  
BOOK DEPARTMENT  
54 Wellington St. West, Toronto

### RADIO and TV STATIONS

AN OPPORTUNITY

- to INCREASE listening and viewing audience.
- to INCREASE advertising revenue.
- to boost Public Relations.

Our experience in organization will enable you to offer your audience amazingly interesting low rate Tours.

For information and suggestions of Radio and Television Sponsored Tours

write or phone  
Guy Cissac  
TRAVEL AND TOURS CENTRE  
109 Bloor St. West  
Toronto 5, Ont.  
WALnut 2-6461

Did you know that . . .

**CKSM Shawinigan Falls**  
reaches a total of 25,344\*  
adult listeners every day.

\*ELLIOTT-HAYNES  
CIRCULATION REPORTS

## Audience Habits

# More Prone to Approve or Condemn

by GRIFFIN B. THOMPSON

Executive Director of the Schwerin System in Canada

THERE ARE FEW subject areas in Canadian advertising where so much uncertainty, disagreement and confusion prevail as the subject of advertising in French Canada. Every advertiser and agency with an interest in this area holds strong and often conflicting views on the French Canadian temperament and on the best way to design advertising appeals for this market. Unfortunately, it is only rarely that these varying views are supported with actual research data so that hunches and suppositions too often become firmly held convictions.

The various views and opinions regarding the design of advertising for French Canada can be grouped into two main schools of thought.

1. The first could be described as the "French Canadians are Different" school. Its followers hold that French Canada is a unique market, peopled by consumers whose motivations, reactions and loyalties are distinctly different from other consumers in North America. This view leads naturally to the claim that advertising to be effective in French Canada must be French both in concept and execution - - that it must be conceived by French Canadians, written in French and produced in French. This philosophy is strongly held by French Canadian ad agencies and production houses.

2. The other school could be described as the "People are People" school. Its spokesmen recognize the language differences but emphasize that basic human motivations are common to all markets. Generally this school minimizes the differences in this market and asserts that a good presentation of a sound advertising theme will be as effective in French Canada as elsewhere.

Now for the first time qualitative research data is available which can confirm or deny some of these conflicting views. This research indicates that as usual the truth falls somewhere between these two views.

The Schwerin Research Corporation, in association with Canadian Facts Limited has completed two broad investigations into the question of French-English differences in relation to television advertising and entertainment. In summary these investigations confirm that the French Canadian market is indeed full of pitfalls for the unknowledgeable advertiser but also indicate that the uniqueness of this market has been exaggerated in many respects.

In discussing these findings we should make it clear that we are dealing solely with the television medium although our findings may well have applicability to other media.

### IDEAL FOR TV

First of all it should be recognized that this market, by its nature, is ideally suited to the television medium.

Here is a concentrated market, entirely within one time zone, containing large closely knit family groups with a strong inclination towards entertainment in the home. Children, forbidden by law to attend

movie theatres, are ardent television fans.

These factors mean that French television programs become an integral part of social life and that French performers are household names. Beyond a doubt, television has an intimacy and impact in this area which is rarely found elsewhere. Given therefore, a dynamic and powerful medium, how can it be used to best advantage?

The most basic question confronting television advertisers aiming at this market concerns the translation of English advertising themes into French. This question is of basic importance, for obviously, if original French production can be avoided, substantial financial savings can be achieved in an advertiser's Canadian operation. Dealing with this problem first, we will summarize some of our major findings regarding this somewhat mysterious market.

1. Direct translations of English advertising themes can be successful. We have seen original English commercials with straight voice-over in French, which have been more effective in changing brand preferences in French Canada than in English Canada. Conversely we have seen cases where effective English commercials have not only been ineffective when presented in French, but have actually caused consumers to move away from the brand advertised.

We know therefore that such translations can be successful but we don't know in advance if they will be successful. So, although there is no final answer to the problem, it is clear that through investigation the answer can be found for each advertiser.

2. In terms of liking, we have found that French Canadians are somewhat less critical of television advertising and entertainment than their English speaking fellow - countrymen. That is to say they can be more readily amused or entertained. It may well be that the Quebec viewer, generally restricted to one channel, is less jaded by TV advertising and less sophisticated in his evaluation of TV programs.

3. Although French Canadians appear to be less critical of television fare, we have found that it is slightly more difficult to change brand preferences through television advertising in French Canada than in English Canada. This is not to say that positive changes can not be achieved, for we have seen cases where major change in brand preferences have been gained. We know that some of the commercials tested were ill adapted to this market, but even so, it would appear that French Canadians are less readily converted to different brands.

4. It appears that it is particularly difficult to change brand prefer-

ences among the older age groups in French Canada and somewhat easier to cause changes among the younger groups, where buying patterns are less deeply rooted. In fact this age group is fully as susceptible to TV advertising as its counterparts in English Canada.

5. French Canadians can more readily be driven away from the advertised product by elements in a commercial which they find distasteful. In other words, an ineffective commercial in English speaking Canada, will in most cases simply cause no change to or from the brand advertised. In French Canada it appears that consumers are not hesitant about moving away from the brand advertised if they have seen something in the commercials which incurs their displeasure. To put it simply, French Canadian viewers are more ready to approve, more ready to condemn.

6. French Canadians will not necessarily react to the same type of stimuli as do English speaking Canadians. For example, it is doubtful whether Hollywood stars are good spokesmen in French Canada. In the first place, Hollywood has never been a symbol of glamor in this area to the same extent as elsewhere. Furthermore, Hollywood is clearly non-French in nature. On the other hand, local television stars have tremendous prestige and can readily gain a high degree of identification. Similarly, the family is a more important symbol than elsewhere and accordingly family themes will have greater power in this area.

7. In any type of advertising it is risky to speak disparagingly about competitive products. In French Canada it is a grave error, particularly in speaking of products which are widely used in the area. There is probably no other part of North America where customs and traditions are so strongly revered and a product use habit may in some cases take on the proportions of other cultural

loyalties. Accordingly, it can be just as risky to disparage a widely marketed product as it would be to disparage other cultural traditions.

8. Differences in appearance of French and English Canadians have in our opinion been over exaggerated in the past. Nevertheless, there are certain physical types who are distinctly non-French in appearance. Similarly, there are models who would be equally acceptable in either area. For this reason it is essential that care be exercised in selecting the cast for commercials to be used in both areas. For example, a country club setting would perhaps be out of place in French Canadian advertising.

9. Simplicity is always a virtue in television advertising. In French television advertising it appears to be a necessity. By simplicity we mean a minimum number of copy points and uncomplicated visual presentation. One obvious explanation of this finding lies in the nature of the language. French, being a more formal language requires a larger number of words to convey the same thoughts. Therefore, acceptable audio scripts on English commercials may become overly full when translated into French so that basic sales ideas may become submerged in a welter of words. This problem becomes most acute in the case of jingles which in translation become hopelessly wordy.



**DUSSAULT**

**TRANSLATION LIMITED**

212 KING ST. WEST, TORONTO

EM. 6-5025

**NOUS PARLONS FRANCAIS**

and

**WE SELL GOODS**

**CFBR**

**SUDBURY, ONTARIO**

**WE**



Emery Richmond  
Montreal



Andy McDermott



Keith Kearney  
Toronto

**SELL**  
THE  
**QUEBEC**  
**MARKET**  
WITH

**CKBM - MONTMAGNY**

— a community station serving more than 8,000 farm homes east of the provincial capital.

**CJQC - QUEBEC CITY**

— the only English voice in Old Quebec, reaching more than 10,000 local homeowners and thousands of tourists daily.

**CKTR - THREE RIVERS**

— on the air October 15th with 5,000 watts. Now offering advertisers the largest city audience at lowest rates — soon a big bonus farm audience!

**CFDA - VICTORIAVILLE**

— delivers the largest breakfast time audience in central Quebec — greater than stations in cities with five times the population.

**CKVL-VERDUN-MONTREAL**

— The greatest market value in Canada. Now operating on 50,000 watts, with more audience than all other Montreal stations combined.

*Radio & Television Sales Incorporated*

10 ADELAIDE ST. E., TORONTO  
TEL. EM. 6-8944  
1543 CRESCENT ST., MONTREAL  
TEL. BE. 7042



A DRAMATIC MOMENT in the CBC's popular French-language serial, "les belles histoires des pays d'en haute," is caught as Donaldda (Adrée Champagne) talks with her worried father (Louis-Philippe Hébert). Gaiety is the keynote on French Canada's top TV variety show, "Music-Hall," and these three young dancers add a suitably Gallic touch to the fun. Ratings indicate that "Music-Hall" consistently wins more favor with Quebec audiences than Ed Sullivan who competes.

*Ici Radio-Canada*

**Custom Built Shows For A Captive Audience**

CONSIDER THE BEAUTIFUL, flaxen-haired Donaldda, who is languishing beside her spinning wheel in a tiny Laurentian village.

Alexis, whom she loves, is good-hearted, but terribly poor and irresponsible. He has got himself into trouble and been exiled from the village.

Séraphin, who loves her, is rich, languishing and downright wicked. And he is dreadfully forward.

How sad it is to be 17 and beautiful, and so tragically unhappy. What is to become of her?

Quebec *télespectateurs* are eagerly looking forward to this fall and winter season for the new instalments of Donaldda's pathetic story, telecast each Monday night under the title *Les belles histoires des pays d'en haut* ("Romances of the Highlands").

This type of rural soap serial is peculiar to Quebec, and there were five of them among the top 10 shows on television last season, and seven on radio. In its second TV season, *Les belles histoires* was second only to *Les Plouffes* in the popularity stakes, and after 20 years on radio its characters are almost a part of French-Canadian folklore (as *Un homme et son péché* it is still going strong weekday mornings at 10.30.)

Shows such as this, along with more sophisticated productions, have helped to make a converted Montreal hotel at 1465 Dorchester West, the

Hollywood of French-Canada. This is the neon lit Radio-Canada Building where bobby soxers clutching autograph books daily stand by to ambush the stars.

Here is the magnetic centre of the world's third largest TV-radio production system, (after New York and Hollywood), attracting up to 7,000 people a month for tours of the building and 9,000 a month for studio broadcasts. And here is concentrated the glamor, talent and *selling power* that have made the stars of French television famous, and in some cases, rich.

**PARTY LINE INTIMACY**

Quebec TV has a close relationship with its audience to a degree undreamed of by any other network. Bill Stephenson, in *The Wonderful World of French Television*, (MACLEAN'S MAGAZINE, June 8, 1957), said the network (two CBC and seven private stations) "has all the cozy intimacy of a rural phone line. The stars, or *vedettes* . . . are intimately known to viewers through a whole press devoted to them, and through the fact that a tour through the Radio-Canada Building . . . is now as much a 'must' pilgrimage as one to the Oratoire St-Joseph."

Stephenson added that "even on commercials, other than the slick filmed kind from Toronto or New York, the announcer often seems like

a close relative who would sooner bet against *les Canadiens* than sell you a wrong bill of goods."

"Moreover," he said: "such is the enormous prestige of being a *vedette* in Quebec TV that all sorts of extra gravy goes with it, from promoting beer or auto sales, to opening fashion shows, supermarkets and theatres, writing columns for magazines, or even refereeing ladies' wrestling matches."

Essentially there are two sources for this immense attraction. First there is a willing, captive audience. French language and traditions have a living voice in radio and TV, and the network, as an agent of French cultural continuity, strikes a responsive chord in the heart of every *Québécois*.

Second, the tightly knit broadcasting community of about 5,000 people had to develop its own entertainment arts long before the advent of television. CBC's French language networks, and private stations such as CKAC in Montreal, CKVL in Verdun and CFCM-TV in Quebec city, do not have to worry much about locating talent, or losing it to New York, Hollywood or Britain. And top Paris artists are eager to work in Montreal.

**RICH POOL OF TALENT**

The language barrier, to begin with, and the naturally extroverted personalities of many French-Canadians meant that French TV had a rich pool of talent to draw on, from radio, from music and literary circles, and in certain cases from Montreal's commercial showbusiness. For 30 years Montreal has had a tremendous reputation for standard vaudeville and night club acts. Further, Quebec's native theatrical tradition is unmatched anywhere else in Canada.

There is no wild west series on French television although the *Québécois* appear to go for country music, just as the English audience does.

Quebec also shares a taste for variety shows with its English-speaking neighbors, and the top show of this kind is *Music-Hall*, a lavish Sunday night production seen on nine stations of the French network, and at varying times on kine at Timmins, Sudbury, North Bay, Sault Ste-Marie, Winnipeg and Prince Albert.

*For anything musical—Jingles. Shows.  
live or recorded—contact*

**DON WRIGHT**  
*Productions*

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329

Residence: 77 Chestnut Park Rd., WA. 5-1631

In Quebec, *Music-Hall* consistently out-rates the *Ed Sullivan Show*. Last June, for example, in the Montreal area, where bilingualism is not a problem, the *Music-Hall* rating was 55 against Sullivan's 26. These programs include: opera and operetta numbers, ballet excerpts, acrobatics, impersonators, magicians, high-wire experts. Local, U.S. and European performers are supplemented by such *transatlantiques* as Dominique Michel, Guylaine Guy and Lise Roy.

So the most consistently popular shows on French TV and radio are the *téléromans*, the half-hour serial dramas of which "*Les belles Histories*" is a first-rate example.

Basically the *téléroman* is a story of rural family life among the lower-income Québécois. The *Plouffe Family* is the best known to the rest of Canada and the only comparable show on English-speaking television. However, it differs from the majority of *téléromans* in that most of the episodes are more or less complete in themselves, whereas the standard French serial episode appears to have neither beginning nor end, but continues, week in, week out, at leisure.

Little-known to the rest of Canada, Quebec singers are as welcome in Paris and the Riviera show spots as they are in Montreal and Quebec City.

Oddly enough, NHL hockey ranked 12th during the survey period, January to March, while coming first among CBC English programs. But Québécois are nothing if not sports-minded, and during the period, sports accounted for about 10 per cent of French network programming, compared with eight per cent on the English network. *Heure des quilles*, a sponsored telecast of bowling tournaments, has been climbing steadily in the ratings.

**QUIZ SHOWS GO WELL**

French audiences are also devoted to quiz shows and programs such as *Rigolade* which ended last season and which bore a resemblance to *People Are Funny*. Over four million letters were received by the CBC in Montreal last year, containing entries to quiz shows and other audience participation programs.

CFCM-TV, Quebec City's private French language TV station, has been producing quiz and variety shows on a weekly basis for the network. These are the only network shows so far produced independently of the CBC by private stations.

However, plans call for increasing contributions this season from Quebec City and from CHLT-TV at Sherbrooke, Quebec's most powerful station.

**QUEBEC DRAMA GETS RAVES**

Prestige programs also have a significant audience in Quebec. The two main dramatic shows are *Théâtre populaire* (New title: *En première*); weightier *Téléthéâtre* which alternates on the French network with *l'Heure du concert* (The *Concert Hour* on the English network).

*Téléthéâtre*, which frequently goes in for gloomy plays by Nobel Prize winners, and naturalistic works dealing with slum living by Marcel Dubé and other Quebec writers, gets raves from the critics, and had a rating at the height of the winter season (February) of 39, which compared to advantage with Sullivan, or for

example, with *Télépolicier*, an imported French police series which rated 12 for the same period.

Not many such programs are imported, chiefly because shows of a quality to compare with native productions are rare. One series, titled *Colgate Theatre* is the English *Foreign Intrigue*, with French dialogue dubbed by Hudson Productions, a private Montreal company using Montreal actors.

U.S. and European movies are dubbed in Europe.

**RATINGS ARE STRATOSPHERIC**

In general, French radio and TV have to depend on native resources, and public reaction indicates the audience likes the product. In one recent month (February again) CBC, Montreal received 3,749 favorable letters, and 17 unfavorable.

Opinions are not the only contents of the mail received by the CBC. Booties and other items, including an enormous cheese arrived at the CBC when Cecile Plouffe had her television baby. On another occasion, live and dead bugs were submitted in large quantities to a program on natural science. And a large piece of fur was donated by one viewer when an impoverished character in yet another *téléroman* required a fur collar.

The Québécois take their characters to heart indeed, and as Stephenson observed, ratings for these *téléromans* "are so stratospheric" that it can virtually be said that everyone in Quebec is watching them."

Other shows among the top 10 included a program with comedy sketches called *Toi et Moi*; *Rendez-vous avec Michelle*, a music and interview show with Michelle Tisseyre, who doubles as the Ed Sullivan of *Music-Hall*; and *Couronne d'Or*, a sponsored talent contest.

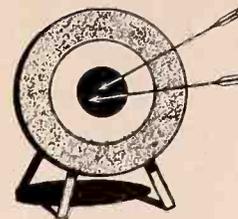
In the teeth of TV's devouring competition, radio has maintained a lively hold on Quebec, and last year the CBC alone received 34,000 letters concerning radio shows. Many performers freewheel between the two mediums. René Levesque, for example, best known of the CBC's French commentators, is a free-lancer who makes oracular but sporadic utterances on radio while holding a regular spot on his own TV show, *Pont de Mire*.

Miville Couture is another dazzling figure on the French radio network, holding forth weekday mornings against a background of clattering coffee cups on the *Chez Miville* show. Later on in the morning the ubiquitous serials show up, a few of them adapted from English versions. *Francine Louvain* is the now defunct *Laura Limited*. *Pages de Vie* is adapted from *Pages of Life*.

A musical index to radio's popularity can be found in the sales records of a handful of Montreal recording companies. Let a popular *vedette* introduce a new song on radio (or TV) and cash registers start jingling in music stores up and down the province.

But here is also an index to that certain something that differentiates Quebec broadcasting from the rest of Canada, for the French hit song differs markedly from its Tin Pan Alley counterpart. The tune is distinctively French as a rule, and the lyrics... well the lyrics tell a story, and the Québécois dearly loves *une belle histoire*.

**GET ON THE**



*Target*

**IN FRENCH  
NORTHERN ONTARIO**

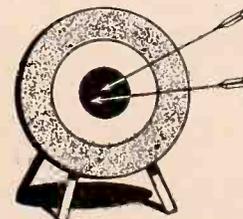
Aim your selling guns at Northern Ontario's French market -- the responsive target of one of Canada's RICHEST French areas.

You don't have to aim twice -- You need only ONE medium -- CFCL -- to put you squarely ON THE TARGET, simply because CFCL covers most of the 116,000 families in the French market at one, economical cost. In all Northern Ontario, CFCL is the only medium to reach the French market. In other words, CFCL gives you the impact of POWERFUL SINGLE medium coverage backed by top programming to assure sponsors of a large listening audience that pays off regularly in product acceptance.

Your only Daily Contact  
With French listeners in  
Northern Ontario

**GET ON THE**

*Target*



WITH

**CFCL**

TIMMINS

See Interprovincial Broadcast Sales

*Radio-TV Ratings*

**MORE FRENCH CANADIANS LOOK AND LISTEN LONGER**

QUEBEC PROVINCE, with a population of over 4,900,000 and 1,100,000 radio homes and 810,000 television homes, consists of approximately 70% French-speaking families and 30% English-speaking families.

Asked for an analytical breakdown of radio and television audiences in Quebec, Elliott-Haynes Ltd., market researchers, explained that their surveys have always maintained a sharp definition between English and French homes, conducting surveys among the French families in their own language, using French telephone operators and conducting parallel surveys, using English operators among the Anglo-Saxon population. Some family names, such as Hardy, which are common to both races, can soon be classified when the question is asked, "Does your family usually converse in English or French at home?"

Myles Leckie, of Elliott-Haynes points out that one of the most immediate survey findings that comes to light in these separate English-French surveys is the fact that the French-speaking families listen almost exclusively to French stations, for example, CBF, CKAC, CKVL, and CJMS in Montreal. On the other hand, the English-speaking families appear to confine their listening to the English stations, CBM, CFCF and CJAD. This loyalty of listening to their own language gives the French stations the larger share of total homes in such bilingual

**An analysis of Audience habits based on the Elliott-Haynes ratings**

**TABLE 1**

Jeunesse Doree	— Success Wax, Fry Cadbury
Les Joyeux Troubadours	— Toni, Colgate Palmolive, Kleenex
Rue Principale	— Procter & Gamble
Francine Louvaine	— Lever Brothers
Je Vous Ai Tant Aime	— Robin Hood Flour, S. C. Johnson
Vie de Femmes	— Standard Chemical
L'Ami Pierre	— Wm. Wrigley Jr.

**TABLE 2**

La Famille Plouffe	— Players
NHL Hockey	— Imperial Oil
La Rigolade	— Molsons
Au Chenal du Moine	— Coca-Cola, Catelli
Les Belles Histoires	— Levers, Campbells
Cap-aux-sorciers	— General Foods
La Pension Velder	— Salada, Heinz

markets as Montreal, Hull - Ottawa and Sherbrooke.

In Hull-Ottawa, for example, there are approximately 45,000 English families and 28,000 French families. The English audience, however, is divided up among three English stations, while CKCH-Hull recruits 90% of the French families to itself.

This, incidentally, is repeated on a smaller scale by the French stations that operate in the predominantly

English markets of Moncton, Winnipeg, Saskatoon, Edmonton, etc.

Elliott-Haynes point out that surveys that attempt to combine these English and French segments in one large market overlook the fact that no advertiser puts bilingual commercials on the air. These surveys, in Montreal for example, are made up of two French homes for every English one, and so the percentages, of course, predominantly favor the French stations.

Compared to English families, the French have always listened more to their radios or watched their television sets in greater proportions. Part of the reason concerns their larger families with small children keeping the housewife and some of the family always at home. With fewer daily newspapers and magazines and less money for outside entertainment, and children prohibited from movie theatres, the French-Canadian families have always considered the radio or television set a centre of entertainment in the home.

In January, 1958, the average daytime, (9 am - 6 pm) sets-in-use in Montreal-English was 25.3%, while the Montreal - French index was 29.8%, or almost 20% higher. In Sault Ste. Marie, the average sets-in-use was 36% and in Hull the index was

42%, (over 16% more).

In the summertime, especially in the smaller markets, French sets-in-use figures indicate in-home listening drops only a few percentage points from the winter peaks. French families, with fewer cars and fewer summer cottages, and with a larger proportion of farm homes, almost maintain their usual radio listening habits 52 weeks in the year. If car radio sets, portables and other out-of-home listening locations were accurately measured, it is quite possible that total French radio listening would be higher in the summer months. Some of the top "National" radio shows during the past season are shown in Table 1.

**FRENCH WATCH ENGLISH TV**

Television viewing caught on even more enthusiastically in French Canada than it did in English Canada. Montreal began telecasting on CBMT in 1952, with a mixture of English and French programs over the one outlet. The French-Canadian families on Sunday evening regularly watched Jackie Gleason, Ed Sullivan and G.E. Showtime. Even today, when they have a good choice of TV fare, the French families in Montreal, Hull and Quebec City often watch these English network shows representing proportions up to one-third of the French homes with TV on. For example, in Montreal the Bob Crosby show on CBMT in July obtained 39.1% of the French viewers. In the same month Ed Sullivan was viewed by 28.3% of the French TV audience. Disneyland reached 31.1% of the French TV audience and December Bride recruited 36.4% of the French viewers.

Conversely, though, the English families rarely tune in a French show. The only notable exception is "Lutte" on CBFT, Wednesday at 10 pm, because about 40% of the English viewers like to watch wrestling, broadcast in any language. Top television shows during the past season are listed in Table 2.

**FRENCH FAMILIES ARE LARGER**

Rating points, indicating the percentage of total radio or television homes reached, are worth more in French Canada than in English Canada. Each television home in French Canada represents an average of 3.4 viewers, while in English Canada, the average home has only 2.7 viewers per set. In radio, the average French home has 2.75 listeners, English Canada 1.75. French viewers must pay more attention to the TV commercials than do English viewers. In the Elliott-Haynes March National Teleratings Report, 39 English national programs averaged 60.4% correct sponsor identification. In the same month, 27 French "National" programs averaged 77% correct sponsor identification.

In summary, then, taking into consideration French Canada's larger families, more loyal and constant listening and viewing, higher ratings, higher audience composition and higher sponsor identification figures than English Canada, it is well worth the Canadian advertisers' extra effort and cost to produce French radio and television shows with French commercials.

**TRANS OCEAN**



TED PEPLER



ALEX STEWART



GUY DAVIAULT



GIL LAROCHE

*fait bon accueil à ses amis des postes privés de la province de Québec à leur conférence à Ste. Marguerite du 21 au 24 Septembre.*

The greatest French advertising medium in Quebec

300 000 KV

**CHLT-TV** CHANNEL 7

SHERBROOKE

We cover the Montreal market

IT TAKES TWO  
**LANGUAGES**  
TO COVER A  
**BILINGUAL**  
MARKET



OFFERING ADVERTISERS COMBINED SELLING  
POWER IN CANADA'S 5th LARGEST MARKET

**QUÉBEC CITY**

REACH ALL OF THE GREATER QUEBEC MARKET AT  
LOWER COST ON ONE COMBINED RATE CARD!

YOUR HARDY TV MAN HAS ALL THE FACTS & FIGURES!  
(In U.S.A.: Weed Television Corporation)

*A Word from a Rep*

**GIVE QUEBEC ITS BUDGET - - IT WILL GIVE YOU YOUR SALES**

by HENAULT CHAMPAGNE

**E**ACH AND EVERY year, "La Province de Québec" is robbed of \$1,000,000 in radio and television appropriations by other provinces. The accomplices are clients and agencies.

Each and every year - - in too many (not all) executive suites or conference rooms on Bay Street or St. Catherine West - - the crime is committed. Advertising presentations are made, budgets are set, appropriations are discussed, advertising agencies are commissioned, all with one purpose in mind: "To sell Product X throughout Canada".

Toward the end of the "important meeting", a brave and courageous junior executive (Client or Agency) ventures to ask: "What about Quebec and the French Market?"

Immediately, he gets a kick (under the table) from his senior executive, who after clearing his throat and clearing his face from a reddish tint, manages to assume a determined attitude, gets to his feet and announces his grave decision.

"Well . . . we have, of course, considered the French Market in Quebec; we feel, however, that the overall picture for Canada is more important. If we are to carry out our advertising plans, as discussed today, we find that we just can't do everything on the budget we have just approved. However, we'll see what can be done to get some coverage in the French Market - - maybe some additional

budget - - or something! Does that answer your question?"

No, Mr. Executive! It doesn't.

Let's get together on this subject and face the whole truth - - just between ourselves. Your background



**HENAULT CHAMPAGNE** is vice president and general manager of Jos. A. Hardy & Co. Ltd.

- - education and schooling included  
 - - your experience and environment have led you to think of Canada as an English market exclusively; therefore, your original plans are made to cover the great majority. Only as an afterthought will you

consider ways and means of covering the minority.

**QUEBEC IS NOT A MINORITY**

At your level, Mr. Executive, Quebec should not be an exception or a minority. In your advertising plans and budgets, Quebec should be considered as part of the overall market, which offers a buying income of 25% of the whole country, with 23% of total sales. (*Sales Management - May 1958*).

At other levels, (where Quebec becomes a minority and an exception) your "boys" will tell you "how" to reach "la Province de Québec" - - through what theme, what medium, what program, what language, etc. . . . but they will be unable to do this, if at your level you have not already provided "plans and budgets" for this purpose.

Let's take a good look at some figures - - (No - - Mr. Executive - - not that blonde) - - "D.B.S. Radio and Television Broadcasting Statistics" - - published in 1958.

For 1956, the total income of 52 independent radio broadcasting stations in Ontario was \$12 million; the total income for 13 independent TV stations in Ontario was \$6 million; a total for radio and TV of \$18 million.

In Quebec - - 1956 - - total 37 independent radio stations, \$9 million; total 4 independent TV stations; \$1 million; a total for radio and TV of \$10 million.

For the same year, a grand total of \$52 million (Radio and TV) were spent in the whole of Canada. Of this grand total, Ontario took a slice of 36.11% and Quebec 20.82%.

Now, let's consider both markets - - Ontario and Quebec. For the same year (1956), Ontario had a buying income of 40.59% of all Canada, and yielded 38.88% of total sales in Canada.

Quebec in 1956 offered 25.64% of the buying income in Canada and yielded 22.87% of total sales.

From here on, we have all the figures necessary to solve our problem. In 1956, for radio and television, Mr. Executive, you have spent 36.11% of your budget to reach 40.59% of the buying income in Ontario. The ratio is 89.91 to 100.

In Quebec, to reach 25.64% of the buying income you have spent only 20.82% of your budget - - the ratio is 80.91 to 100.

Why the difference in ratios between Ontario and Quebec? Buying incomes and sales are not considered "exception or minorities"; they speak only one language!

**GIVE QUEBEC ITS BUDGET**

To re-establish the ratio of "Radio and TV Advertising Expenditures" to "Buying Income", on an equal basis for Ontario and Quebec, you should have allocated 21.27% of your budget to Quebec, instead of 20.82%. And, if you are still following me (instead of that pretty blonde) 21.27% of \$52 million (total Radio and TV Expenditures in Canada) would have given Quebec a budget of \$11 million, instead of the \$10 million, you allocated.

Now, Mr. Executive, don't be vicious - - (I don't mean about the blonde) - - don't get into the "vicious circle", where the budget allocation, is based on "sales" rather than on "buying income"; you know, as well as I, that through your advertising dollars you want to reach more sales available through the buying income, rather than the total sales already secured in the past. Give Quebec its budget - - it will give you your sales; but don't wait for the sales, to give Quebec its budget.

That is why, Mr. Executive, you have been an accomplice in robbing Quebec of \$1,000,000 a year, for God knows how long!

The Housewife's daily companion

a "JEM" of a buy

**CJEM RADIO**

1000 watts      570 k.c.  
 EDMUNDSTON, N.B.

Highest per capita income region.

Interprovincial Broadcast Sales Ltd. ● in Canada  
 Adam J. Young Jr. ● in U.S.A.

**Telephone Answering Service**

Answers your phone whenever you are away from your office or residence.

Phone for Booklet in  
 Toronto WA. 4-4471      Montreal UN. 6-6921

*You Can't Cover*

The French Market in  
 NORTHEASTERN ONTARIO  
 and  
 NORTHWESTERN ONTARIO  
 without

**CKVM**

1000 Watts      VILLE MARIE      710 Kcs

"The French Voice of the Whole North"  
 Hardy in Canada      Young Canadian In USA

# BIENVENUE!

The HARDY STATIONS welcome all advertisers,  
agency personnel and broadcasters to the 5th annual

## ACRTF CONVENTION



**A. C. Harrison**  
Mgr. Ont. Div.  
Jos. A. Hardy & Co.



**H. Champagne**  
V. P. and Gen'l Mgr.  
Jos. A. Hardy & Co.



**J. Peloquin**  
Com. Mgr. CHNC



**A. Rogerson**  
Gen. Mgr. CKSM



**G. Burrelle**  
Mgr. CKVM



**A. Pelletier**  
Mgr. CHRC



**H. Lagueux**  
Gen. Mgr. CKLD



**J. Bordeleau**  
Mgr. CHRL



**G. Boivin**  
Mgr. CKRS



**P. Audette**  
Mgr. CKRS-TV



**A. P. Fitzgibbons**  
Director of  
Operations  
CFCM-TV, CKMI-TV



**H. Audet**  
Pres. & Gen'l. Mgr.  
CKTM-TV



**R. Lapointe**  
Pres. & Gen'l. Mgr.  
CKBL-AM-TV



**R. Richards**  
Com. Mgr. CKNB



**W. D. McGregor**  
Director of  
Operations  
CKCO-TV



**J. Lalonde**  
Mgr. CKJL

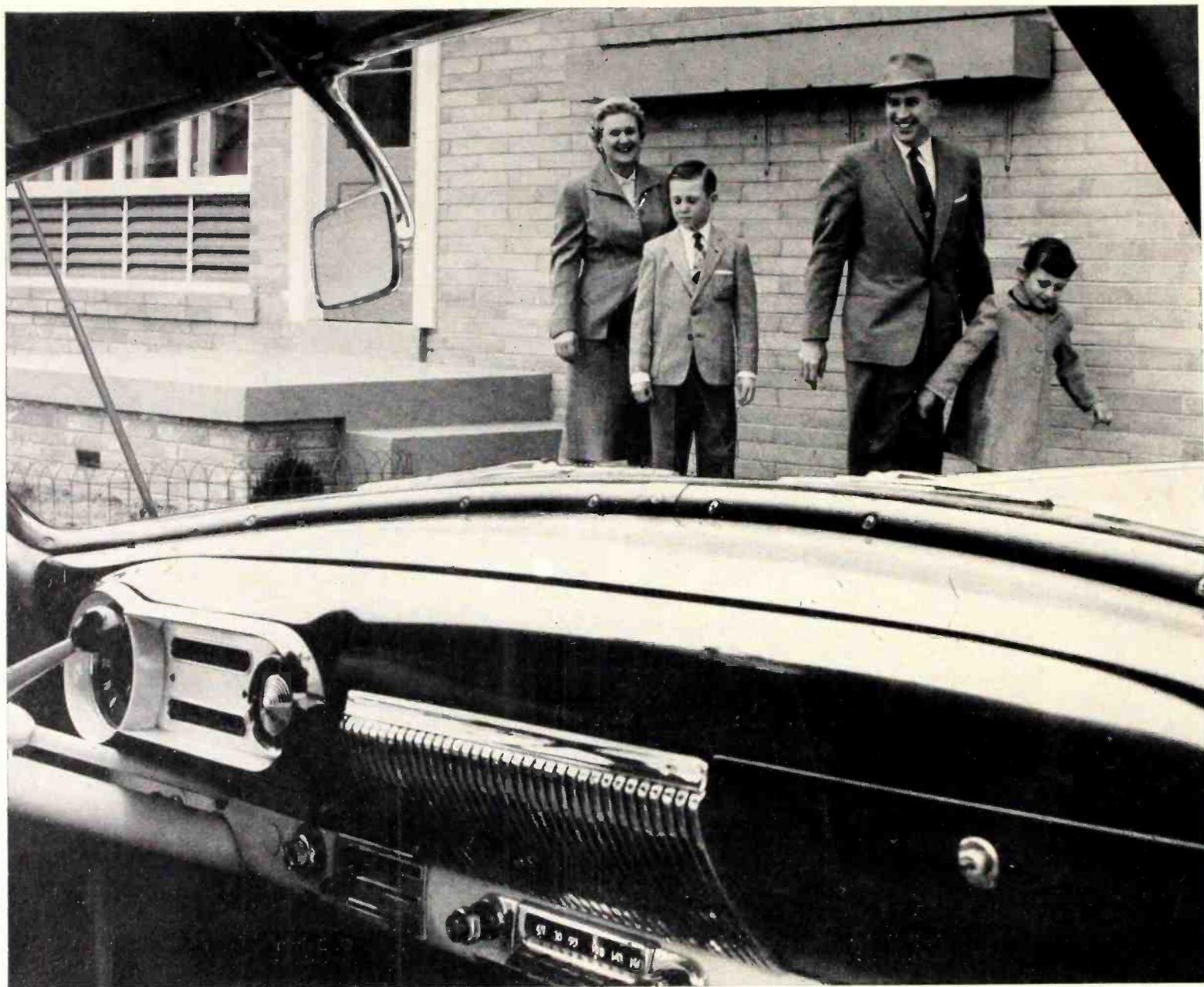


Jos. A. **HARDY** Co. Ltd.

TORONTO - EM. 3-9433

MONTREAL - PL. 1101





Ready for the Sunday drive . . . to the pleasant accompaniment of CFRB's music over the car radio.

## Meet the Jacksons of Rexdale

*(it could be a profitable friendship!)*

Ray Jackson, sales supervisor, says that he and Isabelle are gradually getting their new home the way they "want it."

The Jacksons have full confidence in their future, and they're willing to work for it. "On weekdays I don't get out much," Isabelle says, "but with radio for company, my work goes quickly. And, of course, I always keep

my date with Gordon Sinclair each morning on CFRB."

Theirs is only *one* of the 1,194,800 families\* in CFRB's coverage area—Canada's richest market—where annual family income totals almost \$6½ billion.\*

Ask a CFRB representative today to explain how *you* can get the most sales . . . in Canada's richest market . . . at the lowest cost.

\*compiled from Sales Management's Survey of Buying Power, Canadian Edition, May, 1957.

**CFRB** TORONTO  
1010 ON YOUR DIAL  
50,000 WATTS



**ONTARIO'S FAMILY STATION**

REPRESENTATIVES—Canada: All-Canada Radio Facilities Limited United States: Young Canadian Ltd.