FRENCH CANADA IS DIFFERENT

EYE WITNESS REPORT FROM WINNIPEG
EVERY WORD BECOMES A HEADLINE WORD

With Radio, your message is the ONLY thing the listener hears when it is on the air. It has the whole stage to itself. The listener gives you the same attention he would if you were talking to him in person.

Your Radio sales message stands alone in the centre of the stage. It has no competition for sole attention.

Every Radio word is a headline word, helping you turn more people into YOUR customers.

BAB Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Broadcasters — l'Association Canadienne des Radiodiffuseurs.
NEW REP HOUSE WILL PACKAGE MONOPOLY STATIONS

by DICK LEWIS

DUE TO THE complete difference in size and effectiveness of monopoly radio stations (stations located in one-station markets) and those in multiple-station markets, a new sales representation company catering only to these "monopoly" stations will come into being Feb. 1.

Operative in Toronto only at the outset, Air-Time Sales Ltd. will start off at 2149 Yonge Street, with a list of fifteen community stations, located as far west as Vancouver Island and east to Prince Edward Island.

The idea was propagated by Gordon Ferris, president of Radio Representa- tives Ltd. and this firm will represent the new group through its offices outside of Toronto. Otherwise, neither Ferris nor Radio Reps will have any connection with the new firm except in an advisory capacity.

The fifteen Canadian stations involved in this switch are: CKSB, Bridgewater, N.S.; CJRW, Summerside, P.E.I.; CKBC, Bathurst, N.B.; CKAR, Huntsville - Parry Sound, Ont.; CKOT, Tillsonburg, Ont.; CHOW, Welland, Ont.; CHWO, Oakville, Ont.; CHIC, Brampton, Ont.; CICS, Stratford, Ont.; CFOP, Fort Frances Ont., CKDY, Dauphin, Man. (effective April 1); CKSW, Swift Current, Sask.; CJDC, Dawson Creek, B.C.; CKQQ, Trail, B.C.; CFCC, Courtenay, B.C.

Air-Time Sales Representatives Ltd. will also represent the following five additional stations in Toronto: Radio Jamaica; Barbados Rediffusion; Radio and Rediffusion, Trinidad; Radio Demarara, British Guiana.

WHO'S WHO?

President and general manager of the new company will be Michael J. Callahan, 39, well-known in advertising circles through his association over the past eleven years with Time Magazine. A graduate of the University of Toronto, Mike served during the last war as a flight lieu- tenant in the RCAF. He is married and has six children. He is a member of the Advertising & Sales Club of Toronto, the Board of Trade Club, Thornhill Golf Club and other Toronto associations.

The sales manager will be John Tyrrell, John, who is 28, is married and has two children. He started out at 15 as a professional actor. He entered the business field as an assistant manager with Household Finance; operated his own cleaning business; sold insurance for Canada Life; and joined Radio Representatives Ltd. for the past year. His leaning towards the creative has, he feels, stood him on good stead in this particular field. He is a member of the Junior Board of Trade in Newmarket, Ont.

Research and promotion will be done by Dick Ring, who functions in this branch of the business for Radio and TV Reps, and whose services will be made available to the new company as well. Dick has a total of eight years' experience in advertising, with the old Rathrauff & Ryan, McConnel Eastman, and Bradley, Venning, Hilton and Atherton. He has been with Radio TV Reps for two years. Lynn Sorbie will function as office manager for the new organization. She brings with her experience in radio, having worked at CHOW, Wel- land, as promo- tion director and part-time announcer. After graduating from York Memorial Col- legiate, Toronto, she took a course in Radio and Television Arts at the Ryerson Insti- tute of Technology. In her new job, she will be in charge of all detail work, enabling the sales force to spend most of its time in the field.

TWO SELLING CONCEPTS

Air-Time Sales Ltd. did not come into being over night.

For a long time, Ferris and his organization have been aware of the need for an entirely different approach, on the representative level, in the sale of stations in multiple station markets and single stations in the monopoly markets. "So far," Ferris says, "these stations and markets have been lumped together in general sales efforts, with the result that the two different approaches needed have been generally disregarded."

Ferris sums up these differences this way: "Stations in multiple station markets," he says, "have to be sold competitively on cost of delivered audience, market facts, promotion provided, and the station image in the market."

"Monopoly market stations, due to the size of these stations, to be sold by service, market facts and - in many cases -- by personality appeal plus persistence, for not every advertiser feels the need to cover other than major distributing centres."

He goes on to point out that: "More and more smaller stations are going to be licensed in the near future. While these will have fine fields for their activities, under present circumstances it will not be possible to sell them nationally, as individual units, because their audience and sales totals will not be competitive with those of larger markets. Offered as provincial groups, however, a combination of a number of stations in one area can be combined into a composite market which will be readily saleable in competition with major market stations."

As an example, he pointed out that a combination of the three Maritime stations in the Air-Time Sales group, CKBW, Bridgewater, N.S.; CJRW, Summerside, P.E.I.; and CKBC, Bathurst, N.B. offer a total population of 141,000 in their three home counties, as compared with 85,000 in Saint John County and 204,000 in Halifax County.

It was because they recognized the need for this separation of the two types of stations for national selling purposes that back in the early part of '59, Radio Reps Ltd. set up a special division to handle a select group of "monopoly" stations. Some of these stations were combined in an Ontario group, and indications are that the increase in volume for these stations will shortly hit a healthy 20 per cent.

Air-Time Sales Ltd. is completely independent of Radio Representatives in operation and ownership. However, Ferris says his company will operate in close association with the new concern, and all stations represented by Air-Time in Toronto will be handled by Radio Reps in their Montreal, Winnipeg and Vancouver offices.

THERE'S NO TRICK TO PULLING BIG RESULTS in the ALBERTA FARM MARKET... when you cover 42% of it with CFCW!

Ward Cornell

The Olympics, British Empire Games and National Football have all been covered personally by this CPFL-TV sportscaster.

Another reason why . . .

CJON Radio Television

NEWFOUNDLAND

THE AWARD WINNING STATIONS
"What of the '60's?" we asked George M. Smith, founder and head of Industrial Advertising Agency since 1927. Obligingly, but warily, he stuck out a brave neck! "Advertising in the '60's," he said, "will do a better job of explaining problems, policies and products. New problems will arise. Advanced research will simplify and solve most of them. Such research will prove more valuable, to more companies, than ever before. Higher media costs will compel wise buying of both space and time. We shall see Daylight Television make big strides."

EMI Equipment Will Be Handled By CGE

Canadian General Electric Co. Ltd. and E.M.I. Electronics Ltd., of Hayes, England, have announced that E.M.I. television equipment, previously not available in Canada, will now be distributed in this country by CGE.

Speaking of the marketing arrangement, R. M. Robinson, CGE vice-president and general manager of the company's electronic equipment and tube department, said: "Although CGE offers the complete General Electric product line, it has designed and manufactured a wide range of radio and television transmitting equipment, particularly suited to the requirements of the Canadian market. Production of television studio equipment in Canada has been somewhat limited. E.M.I. have developed a completely new line of television products which we believe will integrate very well with the products available from CGE." E.M.I. were the original manufacturers of television equipment as we know it today, Mr. Robinson said. The first BBC television broadcasts in 1936 originated through E.M.I. equipped facilities.

Canadian General Electric will stock E.M.I. equipment and parts at its Royce Works plant in Toronto.

Will Telecast From Flying Transmitter

A Scandinavian company plans daily commercial television broadcasts from an airborne transmitter covering Denmark, Sweden and Southern Norway.

Fritz Ruzicka, a Danish showman, says a Swedish-Danish corporation will go on the air February 1 in cooperation with the Scandinavian television networks, which are government owned.

Two Convair transport planes will serve as flying stations at 20,000 feet off Sweden's west coast. Ruzicka says the planes will be stationed in Norwegian Germany and will operate outside international air lanes.

Air time will be sold to advertisers for an initial rate of $190.00 a minute. Plans are for daily broadcasts of two or three hours.

The announcement comes at a time when state radio systems in Denmark, Sweden and Norway are struggling with the question of introducing advertising on their networks.

A few years ago a private radio broadcaster broke the traditional Danish state monopoly on radio broadcasting. He broadcast from a tiny vessel riding international waters in the Oeresund, the strait between Denmark and Sweden.

The Danish state radio tried unsuccessfully to stop this.
Which Comes First—Audience or Sponsor?

For the candidates for TV licenses in Winnipeg and Vancouver, this is a period of nervous anticipation. For those who will appear at later hearings, it is a period of anxiously viewing events which have occurred, vis-à-vis those that are to come.

As far as the general public is concerned, it is one step closer to alternative programs. The source of these programs is not nearly as important to them as the fact that they are about to get them.

Radio broadcasting stations, in the areas where the second TV stations are to be established, face a period when the novelty of the new picture is almost certain to divert some of their present audiences, until the newness has worn off. Then, according to past experience, this temporary shrinkage will be restored to them, and more.

Finally, existing TV stations will be forced to face up with a new competition, not only for sponsors and viewers, but for new sources of material with which to entertain the viewers and also attract the sponsors.

Up to this point, television has been so busy establishing itself from within, that it has shut its eyes to the real reaction it has been having upon those who are its actual life blood, the audience.

It is not only desirable to find out how many people own receivers; what stations they tune; what programs. It is also time to make studious efforts to analyze just why they choose the programs they choose; how they regard the medium in its relationship with their children; what they would like to see that they are not seeing; what they would rather be without that is being more or less forced upon them.

Researchers have been at work with their field crews, their slide rules and their mechanized contraptions. Results of these measurements are bought up avidly by stations and advertisers, but in the final analysis they are not put to the greatest possible use.

The real purpose of audience research is not to prove that station A's audience is so many points greater than station B's, or older or younger or richer or healthier. The real purpose of this kind of research is to afford station A a chance to analyze its strengths and its weaknesses and to replace the latter with larger doses of the former.

More than anything else, broadcasting must create a favorable "image" in the eyes of the public.

There are people who say that because of the tremendous cost of television, it can only afford to put on programs of mass appeal.

This system may work out with those who buy air time on the basis of cost per viewer, provided they do not delve into the intensity of the viewing. Unfortunately the danger of this procedure is that the only way to accomplish it is to air programs of mediocre quality not really to please everyone, because this is impossible, but rather so as not to displease anyone.

When advertisers are allowed to choose their own programs, they will inevitably choose programs, not to please the audience, but to sell their goods. But broadcasters are in the position to control their programs by gear them to the audience — something for everyone every day — and in this way will not only endear themselves to the audience, but will be able to offer the advertisers an even greater audience because they did so.
FRENCH CANADA IS PROUD OF THE DIFFERENCE

One of the highlights of the morning session of the Toronto Chapter of the American Marketing Association meeting earlier this month was a two-man team who presented delegates with a view of "French Canada in the New Decade". Roger Charbonneau, associate dean, School of Business Administration, University of Montreal, outlined the history of French Canada.

He explained that by 1700 settlers had built up a nation that was already quite different from France. In the correspondence and memoirs of governors and army officers of the last years of the French regime, one often read about "les Canadiens" as distinguished from "les Français" and about rifts between the two groups.

After four years of war that left the country on the brink of economic collapse, Canada ceased to be a French colony. But the French troops did not leave alone, Charbonneau said. With them went noblemen, officials, professionals, people with money who decided it was better to migrate to France.

There remained only one group which was capable of taking over the leadership - - the Catholic clergy. It is to this group, Charbonneau said, that the people turned for counsel in all matters.

The church, in the absence of political leaders, pleaded and fought the cause of the people with the British Governors. But, when the American revolution came, and, with it, the invasion of Canada, the Church reminded the people of their duty to the Crown.

Cut off from France, without adequate education facilities such as books, schools and teachers and only the Church for guidance, the French Canadian family became a very closely knit group - - the important living cell that was to be preserved at all costs, Charbonneau said. Large families seemed to represent a strength where the authority of the father was law, but where the mother was always the managing director.

Most French Canadians during the French regime were poor. At first they had to give all their attention to essential activities: farming, fishing and exploitation of forests and mines. After 1763 they remained poor, and without capital they were, for many years, unable to participate in the growth and development of their country.

However, Charbonneau said, French speaking Canadians have changed with the passing of the years.

A CULTURE OF ITS OWN

"Links have been re-established with France, but a France that was no more that of the kings we had known. The French revolution, the Napoleonic spirit, the five republics have brought huge differences between a Frenchman and a French speaking Canadian. Cultural ties are probably stronger than ever, but French Canada is developing a culture of its own and takes pride in its theatrical and musical composers and artists, its painters and its sculptors.

"It has eagerly accepted and used new mass expressions, radio, television and in both fields, there has been a flourish of entertainment of a high calibre. At the same time, many groups have sprung up in the field of legitimate theatre".

Charbonneau said.

He said that French speaking Canadians are still a religious people, not in the same way that their predecessors were but they accept the leadership of the Church in their moral and social life.

French Canadians are still a family people though their rate of birth has fallen. The authority of the father is still as it was as it is in the Catholic Church, in the lower classes at least, is still the manager of the family. Divorce is frowned upon for religious reasons, but also very much because people think it is a disaster for the family.

Charbonneau then touched briefly on some of the twentieth century developments.

He said that they have suburbia, shopping centres, traffic congestion and the farmer's life has greatly changed.

"Our young men still enter the traditional professions of law and medicine but we also have more and more engineers, chemists, chartered accountants and masters in business administration. Economically we have gathered some strength.

Charbonneau said a fact worth noting is the development of co-operatives. "The major agricultural co-operative La Co-opérative Fédérée, has done very close to $100,000,000 worth of business in 1958. Our credit unions, Les Caisses Populaires, are among the oldest in America and have assets of over $600,000,000. We are deeply interested in developing our natural resources. The world of finance is recruiting more of our students.

"In the last ten years, new insurance and finance companies, mutual funds and semi-public investment trusts have been launched by French Canadians.

"We have opened our doors very wide to foreign enterprises and in common with the rest of Canada, we sometimes fear the results of such a policy if practiced on too large a scale."

PROUD CANADIANS

Charbonneau finished his historical picture of French Canada with:

"We realize that we are part of a great community Canada, our country and we are proud of it. We know that we are North Americans and that Canada has an international role to play along with the United States, in common with the powers of Western Europe and members of the Commonwealth:

"But at the same time, we want to have a culture that agrees with that which can be felt but is hard to define. It is a Canadian Culture. Culture in a broad sense is based on language and we feel we have no right to give up that which we have inherited through and through. Culture in a broad sense is based on language and we feel we have no right to give up that which we have inherited through and through.

A FERTILE MARKET BUT ...

Picking up where Roger Charbonneau left off, Yves Bourassa, vice-president of the National Association of Professional French Canadian Broadcasters, said:

"The French Canadian market will be all the more fertile for the marketer who takes the trouble to analyze it. It is a market where - - for the marketer who takes the trouble of studying and finally of knowing the French Canadian potential buyer - - as he really is - - not as the marketer would wish him to be. In other words, it will be all the more fertile for the marketer who is not satisfied that there are similarities, but who recognizes that this French Canadian also does differ from other Canadians - - who knows what the differences are, and, to a certain extent takes advantage of them."

Bourassa said it was fairly easy to point to the similarities. The French Canadian wears the same type of clothing, drives the same types of cars, buys the same types of radio and television sets, uses the same types of appliances and many other such things. But, he said, the differences are extremely difficult to explain, for in most cases, they are imponderable and intangible.

"The French Canadian, generally speaking, has two great prides. He is extremely proud of his deep roots in this country, of his three centuries plus in Canada. He still calls himself "le Canadien" whilst everybody else is "les Anglais". As a matter of fact he often resents that "les Anglais" are not as Canadian as he is.

"What is even more important to the marketer, he is also extremely proud of the fact that he has survived - - that he has not been assimilated. He took full advantage of the rights that were granted him by the Treaty of Paris and, led by his priests, inspired by the stubbornness, the doggedness that is one of the main characteristics of his ancestors, the French farmer or "paysan", he has survived."

HAS KEPT HIS IDENTITY

Unlike the French settlers of Louisiana who were quickly thrown into the American melting pot, he has kept his identity, his language, his way of life."

But when all these qualities are paralleled by equivalent faults. "He (Continued on page 10)
EDUCATION'S GROWTH WILL CHANGE CONSUMER HABITS

The percentage of Canadians attending high school and university is rising. And educators believe this will have a tremendous effect on the marketing end of Canadian business.

E. B. Leighton, associate professor of the School of Business Administration of the University of Toronto, addressed the Toronto Chapter of the American Marketing Association that by 1970 we should have roughly six or seven out of every ten persons living in the period of family formation — perhaps the main buying period of their lives — with a high school education, and fifteen out of every hundred coming onto the market with a university education.

"What is their significance to us as marketing men? What will this educational explosion do to change buying habits in Canada? What will this mean in terms of planning products, distribution, packaging, advertising, promotion, and salesmen's training?"

Leighton said the educational boom’s effects will be felt by brands in five ways.

The direct effects will be felt by those firms which supply the educational industry — construction, real estate, books and textbooks, furniture, supplies, athletic equipment and the like.

The indirect effects will come about through the injection of increasing numbers of better-educated consumers into the market. A number of studies have shown that people with more formal education tend to have different value systems than those of lower education — they live differently, think differently and buy differently.

One of the catalysts in this reorientation, we believe, is education. The emergence of education as a significant symbol of status in our country" — Leighton said. "This has always been true, but the cost of education has put the attainment of status through education out of reach of all but a select few."

"Today, the pattern is different. Education in an economic sense is within the reach of nearly everybody in our society. The barriers of social class have been broken down in the crucible of the public school system. It is now almost true that reasonably good education is widely available to all who really wish to have it. And that is why we should be able to eliminate the word "almost'' from that statement."

VALUES ARE CHANGING

The emergence of education as a significant status symbol is but one reflection of some fundamental changes in social values. For example, studies have shown pretty clearly that better-educated people devote a greater proportion of their incomes to such things as insurance, medical equipment and physicians' services; these things appear to assume a higher rank in the value systems of better-educated consumers. And, in the form of insurance, investments and bank accounts also appear to rank higher in the value scale of the educated consumer.

"A second field which will undoubtedly experience considerable growth is that of the private label. There appears to be a sort of inverse relationship here between loyalty to national brands and educational level -- the better-educated Canadian seems to go for the private label. Coincident with the trend to private labels should be greater integration, notably by the retailer reaching back to take over more and more processing and manufacturing functions. And there will be integration of another sort, as big retailers get even bigger and, by and large, more efficient -- the Stewart Commission to the contrary."

"The trend to bigness in distribution will mean greater competition in many lines. It will mean narrowing margins, greater turnover and vastly larger sales productivity per dollar invested in facilities. Mass merchandising will extend into more and more industries, with much the same impact that the supermarket and the discount house have had in their fields. There will clearly be less stress on service and on personal selling. The net result will unquestionably be lower costs and greater productivity in distribution -- but not necessarily lower prices spreads."

These things are fairly predictable, Leighton said. "Some see the ’70s as marking some dramatic new developments in marketing, comparable to the introduction of self-service and the supermarket in the food field. New developments there certainly will be, but I'm not sure they will be so dramatic, although their impact will be none the less important."

In conclusion, Leighton gave his assumptions to the pattern he sees. "My key assumptions are threefold. Obviously, one is that we have no war; all predictions must surely make that assumption today. The other two are perhaps a little less obvious.

They are, first, that Canadian businessmen somehow discover the ability to compete economically with the Russians. We should know by 1965 or so whether we have this ability, for by that year Russia is expected to have emerged as a full-fledged world trader. I don’t think we as a nation have fully faced up to the implications of this fact.

"The second condition essential to our progress is closer to home. And that is, that our political leaders avoid the sometimes-overwhelming temptation to tinker too much with the very complex and intricate piece of marketing machinery that operates in this country. It is perhaps true, but none the less necessary, to keep harking back to the fable of the goose that laid the golden egg. That goose, if you pardon the expression, is marketing. And may all the eggs we lay in marketing in the ’70s continue to be golden."

CHUH-CHOL-CHNM

Radio Station CHUH, Toronto, will hold an Introductory Institute on Broadcasting starting next month to help young people learn something about the broadcasting industry.

The course will begin February 1 and will be held on consecutive Monday evenings for ten weeks. The lectures and discussions will be held in North Toronto College of Education under the supervision of 40 students between the ages of 18 and 30, and those taking the course will be required to pass a $10 examination at the end of ten weeks.

Representing these radio stations

CJFX, Antigonish
CKBR, Barrie
CPNB, Fredericton
CJCH, Halifax
CFPA, Port Arthur
CKTB, St. Catharines
CHOK, Sarnia
CFCL, Timmins

Pember RACE

Is this the Market You’re Not Selling?

"PLUG THE COVERAGE GAP"

CHOV is the ONLY MEDIUM

Covering All The
Upper Ottawa Valley

Check ☑ BGM
Call ☑ STOVIN-BYLES

G. N. MACKENZIE LIMITED HAS THE SHOWS

MONCTON TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 432 Jarvis St. 171 McDermott 1407 W. Broadway

Paul Mulvihill & Co. Ltd.
TORONTO — MONTREAL

36,100 more!

Source SfJ. 1959

CFCL-RADIO

in Timmins, Ontario

has MORE French Speaking Canadians in their coverage area than there are in the City of Quebec.
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"It has eagerly accepted and used new mass communication, radio, television and in both fields, there has been a flourish of entertainment of a high calibre. At the same time, many groups have sprung up in the field of legitimate theatre". Charbonneau said.

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French Canadians are still a family people though their rate of birth has fallen. The authority of the father is maintained as it always was but, his mother, in the lower classes at least, is still the manager of the family.

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"But at the same time, we want to have a culture that agrees with that which can be felt but is hard to define. The problem is this culture. Culture in a broad sense is based on language and we feel we have no right to give up to which of our forefathers we have to keep alive in a little corner of North America. We are surrounded by people who have their own vigorous culture and way of life, and this probably makes us even more mindful to stay alive as a social and linguistic entity."

A FERTILE MARKET BUT...

Picking up where Roger Charbonneau left off, Yves Bourassa, vice-president, has not been assimilated.

"The French Canadian market will be all the more fertile for the marketer who takes the trouble to analyze thoroughly. It is -- as for the marketer who takes the trouble of studying and finally of knowing the French Canadian potential buyer -- as he really is -- not as the marketer would wish him to be. In other words, it will be all the more fertile for the marketer who is not satisfied that there are similarities, but who recognizes that this French Canadian also does differ from other Canadians -- who knows what the differences are, and, to a certain extent takes advantage of them."

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Bourassa said these qualities are paralleled by equivalent faults. "He..." (Continued on page 18)
EDUCATION’S GROWTH WILL CHANGE CONSUMER HABITS

The percentage of Canadians attending high school and university is growing by leaps and bounds throughout the country, with a tremendous effect on the marketing end of Canadian business.

Dr. David Leighton, associate professor of the School of Business Administration of the University of Western Ontario, told the Toronto chapter of the American Marketing Association that by 1970 we should have roughly six or seven out of every ten youngsters coming into the period of family formation — perhaps the main buying period of their lives — with a high school education, and fifteen out of every hundred coming onto the market with a university education.

What is their significance to us as marketing men? What will this educational explosion do to change living — and consequently buying — habits in Canada? What will this mean in terms of planning products, distribution, packaging, advertising, promotion and sales?

Leighton said the educational boom’s effects will be felt by business in several ways:

1. The system will be felt by those firms which supply the educational industry — construction, real estate, furniture, supplies, athletic equipment and the like.
2. The indirect effects will come about through the injection of increasing numbers of better-educated consumers into the market. A number of studies have shown that people with more formal education tend to have different values systems than those of lower education — that they differ in different, differently and buy differently.
3. “One of the catalysts in this reorganization we are breeding in education is the emergence of education as a significant symbol of status in our country,” Leighton said. “This has been amply confirmed by the cost of education has put the attainment of status through education out of reach of all but a select few. The pattern is changing.

Education in an economic sense is within the reach of nearly everyone in our society. The barriers of social class have been broken down in the crucible of the public school system. It is now almost true that reasonably good education is widely available to all who really wish to gain it. The last decade will have been a formative period to eliminate the word ‘almost’ from that statement.”

VALUES ARE CHANGING

“The emergence of education as a significant status symbol is but one reflection of some fundamental changes in social values. For example, studies have shown pretty clearly that better-educated people devote a greater proportion of their incomes to such things as insurance, medical equipment and physicians’ services; these things appear to assume a higher rank in the value systems of better-educated consumers. Savings, in the form of insurance, investments and bank accounts also appear to rank higher in the value scale of the educated consumer.

A second field to which the educated consumer devotes more attention is the home. Proportionately more is spent on such things as home furnishings, the greater the educational level. Considerably more is spent on baby equipment and items for the children. The educated consumer appears to be more home-centred than the consumer with less education.

Proportionately, the better-educated male does not spend much money on his own clothing, but he does spend significantly more on his wife’s clothing. He also spends proportionately more on the automobile.

“Education also appears to be correlated with recreation and expenditures of travel, sports, art, music and theater. The better educated consumer is more likely to travel, both in Canada and abroad. He probably has a greater interest in books, art, music and theater than the less educated consumer.”

MARKETING MUST CHANGE TOO

Leighton then pointed out some of the changes in marketing management which will be brought about by the wide-spread education.

“There does not seem to be any slowing down in the trend toward convenience. Certainly, higher educated consumers are strongly correlated with the use of such things as frozen foods and baby foods. There appears to be greater readiness to experiment and try new methods of storage and preparation the higher up the educational ladder we go. So it appears reasonable to expect some dramatic advances in processing and storage during the next ten years.

“Another field which will undergo experience considerable growth is that of the private label. There appears to be a sort of inverse relationship here between loyalty to national brands and educational level — the better educated consumer seems to go for the private label.

Coincident with the trend to private labels should be greater integration, notably by the retailer rechanneling back to take over more and more processing and manufacturing functions and there will be integration of another sort, as big retailers get even bigger and, by and large, more efficient — the Stewart Commission to the contrary.

“The trend to bigness in distribution will mean greater competition in many lines. It will mean narrowing margins, greater turnover and vastly larger sales productivity per dollar invested in facilities. Mass merchandising will extend into more and more industries, with much the same impact that the supermarket and the discount house have had in their fields. There will clearly be less stress on service and on personal selling. The net result will uninquestionably be lower costs and greater productivity in distribution — but not necessarily lower price spreads.”

CHUM WILL START COURSE ON BROADCASTING

Radio Station CHUM, Toronto, an International Institute on Broadcasting starting next month to help young people learn something about the broadcasting industry. The course will start February 1 and will be held on consecutive Mondays for a period of not less than ten weeks. The lectures and discussions will be held in North Toronto Collegiate. There will be accommodation for gatherings of all ages of 18 and 30, and those taking the course will be required to post a $10 advance fee. However, if the student attends all ten lectures, his money will be returned and for each refund CHUM will donate $10 to a broadcasting scholarship fund.

At the end of the course, which will be under the direction of Phil Mackenzie, CHUM’s public relations Manager, live talent director, each student will be interviewed and a file on him or her will be sent to every radio and television station in Canada.

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CKTB, St. Catharines
CHOK, Sarnia
CFCL, Timmins
BBG HEARS THREE APPLICANTS FOR WINNIPEG LICENSE

An Eye-Witness Report

by DICK LEWIS

TelevisiOn never made the headlines before—and probably never will again—as it did in Winnipeg last week at the Board of Broadcast Governors' first hearings of applicants for second television licenses in Canada's six major markets.

There were three groups of candidates—each completely varied in character but each including well-known broadcasters in its roster—and each of them was out to sell itself to the BBG as the most likely to give Manitobans a worth while alternative TV service (alternative to the existing CBC station that is) and win for themselves the prize package of a license.

While the approach of each group was completely different, each was striving, in its own way, and according to its own make-up, to convince the Board that it alone was able to deliver the required service, made up of community programming, the use of Canadian talent and the right kind of films. While each of them beat its own drums with the implication (though never stated) that they and they alone were equipped to do the job, they not only referred to each other as friends, but even acted that way during and after the proceedings.

The hearings opened promptly at 9:30 a.m. on Wednesday, January 13. Broadcasters from all over Canada, and some from as far afield as the United States and Great Britain even, crowded the spacious ball room of the Fort Garry Hotel to the doors (see front page picture) and sat through the day-long proceedings only to return Thursday for a repeat performance.

THESE WERE THE APPLICANTS

First group to appear was Ralph S. Misener & Associates, headed by Ralph Misener, a Winnipeg shipping executive. The associates included such broadcasting names as Lloyd Moffat, president of CKY, Winnipeg; T. O. Peterson, president of Investors Syndicate of Canada Ltd., who has just relinquished his interest in CFORB, Fort Frances; Roland Couture, managing director of CKSB, St. Boniface; Walter E. Kroeker, president of CFAM, Altona. On the legal side there was Kendall Hayes, Q.C., Winnipeg lawyer, and as engineering consultant, Nick Pappas of N. J. Pappas & Associates, Montreal.

Taking the ball from Misener in the presentation was Jack Davidson, who recently joined CKY as executive vice-president, after many years with Roy Thomson's Northern Broadcasting Company.

Main pitch of the Misener group was the not-too-big-and-not-too-small but highly active list of shareholders, the right location and the right equipment, and perhaps most of all, the fact that Jack Davidson's experience with the station convinced the Board that Anticipating a group has under option the sports stadium and arena.

The next presentation came from Jack Blick, president of CJOB, Winnipeg, which he founded fourteen years ago and has been operating since that time. His application was filed under the name of Perimeter Television Broadcasters Ltd.

In contrast to the highly business-like and statistical line of the previous candidate, Blick chose a more idealistic, perhaps even starry-eyed approach, speaking of choosing the path of programming where we can most successfully entertain and service. On the financial side, he pointed out adequate arrangements that had been made to get the station off the ground, and then, referring to a proposed stock issue, said he felt that "the public should have an opportunity to participate, while financial control should be integrated with management". On the practical side, Blick, a winner from his first year of operation, told the Board that the company is controlled by its principal members, including himself at the head of it, Donald J. McDonald as vice-president and Graeme Haig, a Winnipeg barrister as secretary.

There was a buzz of excitement as the final applicant Red River Television Association sent its corps of directors, representatives and experts to the stand. Most of the surprise arose from the fact that the association had retained as their program director, Ernest Bushnell, who has just resigned from the vice-presidency of the CBC to establish his own office as a broadcasting consultant in Ottawa.

The Red River delegation was led in by W. A. Johnston, Winnipeg Q.C., to the Board if the group wins the license. He acted as main spokesman.

Main stock holder in this syndicate would be Clifford Sifton, publisher of the Regina Leader Post and the Saskatchewan Star-Phoenix, and owner of CKCK Radio and TV Regina and CKCR Radio, Winnipeg. He disclosed that his interest would be 25 per cent. Other major interests would be held by Joseph Harris, chairman of the board of the Great West Life Assurance Company, Winnipeg, who would own 21 per cent of the stock, and W. Victor Sifton, publisher of the Winnipeg Free Press with 12 1/2 per cent. Others in the association are as follows: James A. Richardson, vice-president; James Richardson & Sons Ltd.; Kathleen M. Richardson; Kenneth E. Powell, president; K. A. Powell (Canada) Ltd.; C. Gordon Smith, Smith, Vincent & Co. Ltd.; J. Elmer Woods, president of Monarch Life Assurance Co.; W. A. Johnston Q.C.; J. H. MacAulay, Aikins, MacAulay, Moffat, barristers; Stewart A. Searle, Searle Grain Company; Hubert J. Bird, Bird Construction Co. Ltd.; Philip A. Chester, former general manager Hudson's Bay Co.; Richard S. Malone, Winnipeg Free Press executive; Robert E. Moody, and Robert E. Moore, both of the Moody, Moore & Partners, architects.

Besides Bushnell, the group included Hal Crittenden, general manager of CKCK, Regina, who would move to Winnipeg and act as general manager of the new TV station. Blick chose a former BBG's special counsel, Frank Meighen, Q.C. of Brandon. Further questions were posed by the members of the BBG. Finally, after all three had been heard, each had the opportunity to reappear in rebuttal.

Applicants were questioned by counsel in four main fields: (1) finance; (2) the market; (3) programming; (4) personnel.

Outstanding in the minds of most of those in attendance was the smooth-running speed with which each applicant was heard, under the competent chairmanship of Dr. Andrew Stewart.

BBG members who most frequently questioned applicants were Carlyle Allison; Dr. Emlyn Davies—who also supplied some welcome comedy relief—Eugene Forsey and E. J. Dunlop.

What will the answer be? The BBG has before it three choices for the Winnipeg license. First is the well-heeled Red River Group, with unlimited resources and all the publishing experience—broadcasting experience—of both the CBC and the CFGOs. Next is the Misener group, including a number of well-seasoned Manitoba broadcasters, with apparently ample finances and a highly experienced general manager already on the spot. Finally there is the Perimeter application, headed by Jack Blick, offering a radio program that perhaps more personalized organization, based on fourteen years of management experience in the metropolitan community radio station.

(Note: Following the Winnipeg hearings, Dick Lewis followed the BBG to Vancouver. His report of this second round of hearings will appear in our next issue.)
BBG HEARS 13 OTHER APPLICATIONS

WINNIPEG LAST week was the scene of a three-way contest to supply English-language television to a predominantly French-speaking area on the east coast.

Facing the Board of Broadcast Governors were the existing stations at Moncton and Saint John, NB and Carleton (New Carlisle) Quebec, all of which seek authority to expand operations into the Bay of Chaleur area on the Quebec-New Brunswick border.

These applicants were among 13 appearing before the Board at the Winnipeg hearing, in addition to the three bids to operate a second television station in that city.

The Campbellton-Dalhousie area along the south side of the Bay as well as parts of the Quebec Gaspé now receive a mixed French and English television service on Channel five from CHAU-TV, Carleton. It provides 95 per cent French-language programming and the rest in English.

CKCW-TV, Moncton seeks a licence to build a Channel 12 satellite near Campbellton, that would extend its present English-language service into this area as well as to the Bathurst-Newcastle area some 50 miles along the coast.

CHSJ-TV, Saint John, proposed to set up an independent Channel 12 transmitter and studio on the Quebec side of the Bay to reach into Campbellton, Dalhousie and Bathurst with a programming schedule integrated with the parent outlet in Saint John. Later, a satellite of this transmitter would extend coverage into the Newcastle area on another channel.

Leo Hachey, president of the company operating CHAU-TV, Carleton, said both of these operations would jeopardize his station’s existing bilingual operation in the area.

He was astonished that such a station turn its existing service into an all-French operation on channel five, while using the same transmitter site atop Mount St. Joseph at Carleton to provide an all-English service to the same area on channel 12.

Both the Carleton and Saint John applicants said their proposed extension would not provide coverage to the Newcastle area to the south, but also doubted whether the Moncton transmitter would do this as well as CKCW-TV proposed because of a range of hills separating the area from Campbellton.

NEW AM STATIONS

The Board also heard five applications to establish new radio stations.

Seeking a licence to establish a 3,300 watt FM station in Toronto on 104.5 megacycles, was A. W. Ness. He said the station’s programming would be devoted largely to religious broadcasting – church services and sacred music.

Ness said the station would also serve as a recording centre for sacred music in Canada. All such recordings now have to be imported from the United States. He said in addition the radio station would serve as a training ground for theological students in Toronto.

Seeking the Melfort, Saskatchewan, licence for the second time within a year – the Board turned down a similar application in January 1959 – was Ed Vickar, president of Melfort Broadcasting Company Ltd. The licence would be for a 250 watt AM station on 1240 kcs.

The Board turned down the group’s bid to alter its statement of corporate structure, filed with its application last October to the Transport Department. Board Chairman Doctor Stewart said all such changes must be submitted to that department before they can be considered by the BBG.

Back on the application were Mayors S. Caskey of Melfort and G. B. Bailey of Humboldt, Sask., and deputy mayor A. Bousfield of Star City, Saskatchewan. Mayor Caskey said Melfort Town Council has granted the company land for a transmitter site.

Radio programming aimed at a select group of listeners interested in “quality entertainment” was proposed to the BBG by Jack Shapiro, seeking an AM licence in Winnipeg.

The proposed station would operate with 5,000 watts on 1470 kcs.

The Board heard two applications for AM radio stations without popular music from applicants from Ottawa and Calgary.

A. W. MacDonald proposed a station in Calgary with a power of 10,000 watts on 1550 kcs.

James Alan Stewart proposed a 10,000 watt station on Ottawa on 2550 kcs.

Other applicants were: CFHR, Hay River, NWT; CHCL, Cold Lake, Alta; CKX, Brandon; and CHOW, Welland.

Radio Station CJOX, Yorkton, was seeking authority to establish a studio at McVitty, to be operated part-time in conjunction with the main studio at Yorkton.

One application was not heard by the Board because the applicant missed the deadline, but was granted leave to resubmit his application.

CREATURES of HABIT

A wise man, probably a research man, once said that people are creatures of habit — he was so right too — seasons of the year have little effect on the media habits of Canadian TV Homes.

90 Percent
Still watch Television on the Average Summer Day

= CAB Member Stations =

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CJOX-TV, Argentia
CFCY-TV, Charlottetown
CHSI-TV, Sackville
CKCW-TV, Moncton
CHAU-TV, New Carlisle
CKRS-TV, Jonquiere
CKBL-TV, Matane
CFCM-TV, Quebec City
CKMI-TV, Quebec City
CKRN-TV, Rouyn
CKTM-TV, Three Rivers
CJSS-TV, Cornwall
CVRK-TV, Barrie
CKKS-TV, Kingston
CHEX-TV, Peterborough
CKKO-TV, Kitchener
CHCH-TV, Hamilton
CFPL-TV, London
CJGN-TV, North Bay
CKSO-TV, Sudbury
CFCL-TV, Timmins
CFCJ-TV, Port Arthur
CJCIT-TV, South Ste. Marie
CKLW-TV, Windsor
CKNX-TV, Wingham
CKXTV, Brandon
CHAB-TV, Moose Jaw
CKBI-TV, Prince Albert
CKCM-TV, Regina
CJFJ-TV, Swift Current
CFQC-TV, Saskatoon
CKOS-TV, Yorkton
CHCT-TV, Calgary
CHCA-TV, Red Deer
CFRN-TV, Edmonton
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STATION LOSS IS NEGligible IN STUDIO FIRE

Radio Station CKOK, Penticton was forced off the air for 44 minutes on January 6, when a $250,000 fire completely gutted the adjacent Central Building.

Started by a faulty acetylene torch in a dentist's office, the fire was fanned by a 25 mile per hour wind as it tore through the two-story cement block building. Despite the efforts of Penticton's 25-man fire brigade, who poured thousands of gallons of water into the flames, ten offices and a store suffered extensive loss.

Maurice P. Finnerty, president and general manager of CKOK, was watching the fire from the street when it became apparent that there was danger of the west wall falling onto the roof of the McGregor Build-

ing, which houses CKOK. He ordered the building evacuated.

A console was loaded onto a truck and taken to the Skaha Lake Transmitter site where George Cameron, station engineer, set up broadcasting facilities as quickly as possible.

About fifty spectators at the fire assisted CKOK personnel in loading the thousands of records, equipment and furniture into waiting trucks.

Announcer Bjorn Bjornson remained in a smoke-filled control room and kept up a running commentary during the fire and the evacuation operation. He was one of the last to leave the studio after the "Everybody out!" order was given.

The front office, news and continuity staffs were able to move back into the building the same afternoon. Because a new cable had to be installed by Okanagan Telephone Co., normal broadcasting operations did not resume for two days.

Firemen battle a $250,000 blaze from the roof of the studios of CKOK-Radio, Penticton. The fire, which broke out January 5, forced CKOK off the air for three-quarters of an hour. Although the damage done to the station was negligible, normal broadcasting operations did not resume until January 7.

Other than the bums and knocks the equipment and furniture received in the hurried exit, damage was negligible.

NAMED V-P OF PR FIRM

FRANK S. DUCKWORTH has been appointed vice-president of the public relations counsel firm of Tisdall, Clark and Lesly Ltd.

Prior to joining the firm a year ago, Duckworth was supervisor of television publicity for the CBC.

He had been a CBC national news assignment editor and an on-camera interviewer for three years and had also served in an editorial capacity on daily and weekly newspapers in Ontario and Western Canada. For one year he was a newscaster and announcer on CFBN-Radio, Calgary.

Born in Moose Jaw, he attended Assumption University in Windsor, and the Ryerson Institute of Technology in Toronto.

NEW AUTOMATIC STANCL- HOFFMAN Model S-7 MAGNETIC FILM RECORDING/DUBBING SYSTEM

A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write or call for particulars.
MAY REVOKE LICENSES IF REGULATIONS ARE ABUSED

The Board of Broadcast Governors has made it plain that it doesn’t believe in regulations for the sake of regulations and is moving to enforce them, says Canadian Press Staff Writer, Don Hanright in a report from Ottawa.

He says a recent series of quiet but not-so-gentle pronouncements have been brought to bear on a handful of Canadian radio and television stations which have skirted the BBG regulations.

Chief among these moves is a written ultimatum to Alberta radio and television stations that unless they stop advertising ginger ale manufactured by breweries they will be held in contravention of the broadcasting regulations and stand to lose their licences for up to three months.

Hanright says the stations, which for years have been making thousands of dollars annually on such advertising, have been told to exercise the cancellation of two weeks’ notice that most of them have in their contracts with the breweries. In most cases the Board wants it done by the end of January.

The action came as a surprise to the stations. The rule against advertising any product of a brewery isn’t new, but apparently was not rigidly enforced by the old CBC Board of Governors before the BBG took over from it, as broadcasting’s regulatory body in 1958.

AGAINST THE REGULATIONS

A member of the BBG staff said, “The CBC may have had a good and valid reason for not enforcing the regulation, but we can’t find one. We don’t care whether the brewery product stations are advertising ginger ale or kiddie cars -- it’s against the regulations.”

The Board now recognizes there may be a way out for the stations, and the breweries. This is simply the incorporation of another company to handle the manufacture and distribution of ginger ale, previously done by the brewery itself.

Meanwhile, those other moves have been made by the BBG: 1. Within the BBG itself, a log-examination staff has been hired to keep a running check on radio and television programming on each station, and a program-research specialist soon will be appointed to advise the Governors when and where the high-standard requirements of the 1958 Broadcasting Act are not being met.

2. The Board has served notice that some of its members intend to visit at least two communities whose residents have complained to the BBG that a local radio or television station is not even attempting to provide a program service acceptable to its public -- a service that was a tacit condition of its license.

3. The BBG has expressed a dislike for the violence-crammed CBC television program, Streetco, a weekly network show about a jazz pianist turned private detective.

4. It has investigated letter-writers’ complaints that news broadcasts of at least one station -- not identified -- contained what Dr. Andrew Stewart, BBG chairman, described as a preponderance of “offensive or objectionable material.”

That investigation led to the discovery of several newscasts dwelling on a combination of stories about crime, violence and sex. It was later put down by the radio station to an unfortunate string of such news events, with a promise to balance its newscasts better in the future.

NO SUSPENSIONS YET

So far, there have been no license suspensions made by the Board.

Dr. Stewart said: “While we haven’t taken any action so far, this does not mean that we would not do so.” He stressed that fewer than ten percent of stations have shown any inclination -- and then rather by the type of their operation than by design -- to break the regulations. And most of these cases have been what Dr. Stewart describes as marginal.

He said: “If there are stations which seem to be making a practice of breaking the regulations, the Board would have to take action. “The Board certainly would not want to find itself in the position that, either in particular cases of flagrant disregard of the regulations or in a general decline of broadcasting ethics, it has observed these things without taking any action.

“We would feel we would be falsifying our responsibility.”

One matter of concern to the Governors -- though it is not a matter of regulations -- is an indication in letters that at least two stations, not identified, do not have a good rapport with their community. Usually this is expressed by the letter-writers “in terms of unsatisfactory programming,” the Board chairman said.

As a result, the BBG has written these stations to let them know the Board is concerned about the stations “not establishing good relations with their listening or viewing audience”, and the BBG members are planning a visit to the stations and the communities to see and hear for themselves.

THINGS HAVE CHANGED IN SASKATCHEWAN!

CKBI now has the lowest cost per thousand. For details, see your ALL-CANADA man.

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10,000 WATTS

--900 KCS.

PRINCE ALBERT, SASKATCHEWAN
Films Sold To British TV

ASSOCIATED Rediffusion in Britain has purchased 26 postwar theatrical film features from Romulus Films Ltd. in a secret deal. The $1,400,000 deal was kept secret until the final stages because of "FIDO" - the Industry Defence Organization.

"FIDO" was formed early last year by Britain's theatrical film producers for the purpose of preventing the sale of films to television in that country. The organization gets its working capital from a levy placed on theatre seats. The funds are used to buy up the rights to old films as soon as they are on the market.

British movie bosses are convinced that one of the potent reasons for poor business in the theatre is the feature movie on television. Even the old films draw tremendous audiences and the Associated Rediffusion-Romulus deal involves some of the most expensive productions ever to reach television screens in Britain. Made between 1948 and 1954, films sold to AR include such hits as "The African Queen," which won Humphrey Bogart an Oscar; Richard the Third, starring Sir Laurence Olivier, Moulin Rouge with Jose Ferrer; and "A Kid for Two Farthings," featuring Diana Dors.

Ellis Pinkney, general secretary of Britain's Exhibitors' Association, said the deal could be a "mortal blow" now that a television company has managed to break through the industry's ban on the sale of old films.

Associated Rediffusion telectasts weekday programs on Britain's commercial television network.


JOHN E. PEARSON has been named general manager of ITC of Canada Ltd. He was formerly sales manager for the company. For the announcement, Abe Mandell, director of foreign sales for ITC in New York, said Pearson's promotions is in line with ITC's expansion program in Canada.

The company's Canadian office is in Toronto, with sales in Quebec being handled by Quebec Television Booking Service, Montreal. Latest sale out of Montreal is the booking of a 25-episode series of Pary on the CBC's French language network. By March, ITC will have their own sales desk in Quebec, where the work of the offices of Quebec TV Book, will be on the payroll of ITC.

Before joining ITC in March 1958, Pearson was sales representative in Toronto for Sterling Films Ltd. in Toronto. Prior to that he was with CKC W-TV. Moncton, in sales and production. From 1946 until 1953, he was a member and partner in the London Stock Exchange. In 1945 and 1946, he also served with the British Ministry of Information as film commentator and lecturer on foreign affairs.

Kowencuk Leaves Rank

RANK KOWENCUK, sales manager for the TV division of Rank Film Distributors Canada Ltd., is leaving Rank to join Sovereign Film Distributors Ltd., effective Feb. 1. In his new position with Sovereign, he will specialize in television sales and station relations.

Kowencuk started in the film business in 1947 with Yonge Film Enterprises Ltd. He joined Rank's theatrical film division in 1949, and became a salesman in the 16 mm field in 1953. He later served as branch manager of the 16 mm division, including television properties. For the past two years he has been concentrating on television sales.

Views On A BBG Ruling

OPPOSITE VIEWS have been expressed by two film company executives. One is Canadian, the other American -- on the Board of Broadcast Governors' ruling that in 1961, $5 per cent of Canadian television must be Canadian in content.

Graeme Fraser, vice-president of Canadian Film Corp., called the ruling "the real break for both 16 mm film producers, large and small, across Canada."

Alex Harrison, general sales manager of 20th Century Fox in the US, said the regulation means Canadians are going to see a lot of "phony television programs." He said there is not enough talent in Canada capable of producing enough material registered for television.

Speaking before the Montreal Rotary Club last week, Fraser said that television has been a boon to the film industry. He said the Canadian film industry is too small to compete successfully with foreign producers in theatre entertainment, but is doing well in production of movies for television, industry and education.

More Films From Meridian

A NOOTHER STEP toward the production of three feature films was taken this month when Meridian Studios Ltd. signed Ben Barzman, well-known screenwriter to prepare the screenplay for Executive, a movie version of the best selling novel by Canadian author Colin McDougall.

From Toronto, Barzman has written (or directed) four pictures in Hollywood, England. Among the films he has written for are "The Boy with Green Hair" and "We Who Must Die."

A Meridian's first theatrical feature, "The Bloody Brood," Julian Roffman, the company's executive producer, will direct and produce Executive with Yvonne Taylor as associate producer.

Ralph Foster, Roffman's partner in the company, said the film will be a big budget production costing $1,000,000 and, he added, "this is a conservative estimate."

Meridian Studios has also begun work on two other film features, one of which is the Sinclair Ross novel, "The Well." A writer, not identified, was chosen this month to do the screenplay.

Crawley Makes Union Film

CRAWLEY FILMS LTD. recently completed the first film ever made about the Canadian trade union. Called "It's People That Count," the 29-minute, 16 mm film was premiered last month at the Queen Elizabeth Hotel in Montreal.

"It's People That Count," made at a cost of $55,000, was produced in both French and English for the Canadian Brotherhood of Transports and General Workers. Filming was done on location in Montreal, Toronto, Vancouver, Saskatchewan, and Newfoudland. The documentary was written and narrated by Lester Sinclair and directed by Edmund Haldane, president of ITC.

Among those at the film's premiere were James Cowan, president of the Canadian Film Institute; Claude Jodoin, president of both the Labor Congress; Donald Gordon, president of Canadian National Railway;}
Pay-TV Starts Next Month in Toronto Suburb

TELEMETER, famous players' pay-television system, is slated to begin operating in the Western Toronto suburb of Etobicoke about mid-February. To start with about 1,500 subscribers will be able to receive the programs and more will be added as the installation crew of twelve catches up on orders.

Studios and operations headquarters for Telemeter in Etobicoke are located at 3010 Bloor St. West. Facilities there include an 18' x 25' studio for live local origination; another studio housing a 35 mm color camera which can handle cinema-scope features, a 35 mm black and white camera and a 16 mm color and black and white camera; an Ampex Videotape recorder for taping community service shows; business and production offices; and make-up and dressing rooms.

There is also a room beside the camera studio which houses computing machines to compile information such as how many subscribers watched what programs and a continuous-tape recorder which informs viewers what features and programs are available on Telemeter that night.

EASILY INSTALLED

Installing the Telemeter box in a home requires very little work. The box, which measures 14" x 5½" x 7", sits on top of the television set. A wire from the unit is hooked onto the antenna attachment on the TV set, which can be of any make. Another wire connects the Telemeter box to the Bell Telephone lines which bring the programs into the home.

The Telemeter system is composed of three separate channels, designated A, B and C. The unit is attached to the TV set so that subscribers will see pay-television on channel 5. (CB, June 25, 1959).

Channels A and B will be for feature films. One film a week will be telecast on each of these channels. Films will be shown twice each night so that a person tuning in after the film has started will be able to see what he missed the second time the film is shown. There will be no extra charge as the one price lets you watch either A channel or B channel all evening. In fact, viewers may switch from Telemeter to one of the free channels and back again without additional cost, as long as the A-B-C channel selector knob is not changed.

Channel C in the Telemeter system will be for free programs originating from the Telemeter studios and for live remote or videotaped features. The free programs offered by Telemeter will include discussions with local ministers and reeves, Red Cross instruction telecasts and community affairs shows. Viewers will pay to see such live or videotaped programs as boxing matches and legitimate theatre.

DEMONSTRATIONS HAVE BEGUN

Demonstrations of the Telemeter system began last week. Residents of Etobicoke can drop into the studios and view sample shows on demonstration sets. The people are shown color features as well as black and white films. They are told how the system works and what type of programs will be shown.

The Telemeter pay-television system works on the principle that people will pay to see programs before they see them much more readily than after they see them. For instance, if and when Floyd Patterson fights Ingemar Johansson and it is carried on Telemeter, the "barker" will tell subscribers that the price to see the fight is $2.00 and this amount must be deposited before the program can be seen. The only extra charge subscribers have to pay is the $5.00 installation charge for attaching the unit to the TV set.

When Telemeter is expanded into other sections of Toronto, additional local studios will be built. There will be no central studio for Telemeter where all programs, live and film, originate. In this way, Telemeter hopes to stress the idea of community television, i.e., the live local programs seen in Etobicoke would not be the same as those seen in Scarborough, if that Toronto suburb is ever equipped with Telemeter.

Buying radio in the

PRAIRIE PROVINCES?

Get blanket coverage with CBC Radio!

You reach virtually everybody in the three prairie provinces with the four CBC stations! You cover the farmer, the businessman, the manufacturer and the oil rigger—with quality programming, all at a realistic cost!

Get the whole story—call now!

CBC RADIO SALES

For results tomorrow... buy CBC Radio today!
Quick Stories from Moncton in the Maritimes

"That's remarkable! It says 'CFCW gets RESULTS'!"

Mr. W. E. Lockhart

A RESULTS STORY

Sumner Company Ltd. is a big and busy Hardware Store — selling on a narrow margin — spending their advertising dollars wisely. Says Mr. Advertising Dollars wisely. Says Mr. W. E. Lockhart, their Retail Sales Manager, of CKCW-TV:

"We have over 36,000 items to be sold, and after careful testing, have found television to be the most effective medium."

MONCTON IS A GOOD MARKET

Moncton is the chief distribution point of the 4 Atlantic Provinces. 800 Salesmen for national manufacturers reside in Moncton and service the Maritimes from there.

When Sponsors entrust their dollars to CKCW or CKCW-TV, we see to it that they get full value for their money. In other words, "LIONELIZING GETS RESULTS."

WE DON'T SELL TIME — WE SELL RESULTS

STOVIN BILES IN CANADA

In Canada: 435

In the United States: 25

Canadian Broadcaster

January 21st, 1960

Over the Desk

Tuesday afternoon of last week, I climbed aboard Canadian Pacific Air Lines' Flight 1, bound for the Winnipeg hearings of the Board of Broadcast Governors. Strapped firmly into my seat in true Shelly Bermanesque style, I found myself a captive audience for an old friend of mine, Vic George. The process turned out to be a pleasant one.

Besides being an old friend, Vic George, still in his early fifties, is perhaps the oldest, in point of service, of the original Canadian broadcasters, and he believes he may be the only one who has made the jump from broadcasting into industry at senior level.

To be specific, Vic has just recently been appointed general manager of the Canadian Marconi Company.

He started in broadcasting in the town of his birth, Ottawa, in 1921. In 1925, he was transferred to Moncton, N.B. where the CNB had set up the second of its ultimately three stations, one each at Ottawa, Moncton and Vancouver.

In 1929 he was transferred to CNR headquarters in Montreal, as assistant to the director of radio, an unenviable position for a broadcaster named E. A. (Austin) Weir.

Soon after this, the CNR abandoned its radio effort and George became manager of the Marconi station, CFCF, Montreal.

In this berth, George pioneered the first and only mutual network in Canada. This permitted stations from London, Ont. to Sydney, N.S. to exchange programs nightly.

This network died in the arms of the forerunner of the CBC, the old Canadian Radio Broadcasting Commission.

In 1935, George established Whitehall Broadcasting Ltd. in Montreal and became its president and managing director. Here he pioneered the first two-way trans-continental and trans-oceanic broadcasts — the high quality transcribed programs, using pre-emphasis for the first time, and called Light Up And Listen.

When they decided to create the Army Show in 1941, George was asked to organize and command it. This group of 135 soldiers and CWAC's, including such personalities as Wayne and Shuster, Denny Vaughan, Peter Mows and Roger Doucet, set out on a year-long tour of Canada, covering the cities and training centres. Its activities included a weekly broadcast and the full course of army basic training at the same time.

They went overseas and Vic became Officer in Charge Entertainment, Canadian Army Overseas, and another familiar name — Ray Purdy took command of the Army Show. When that was over, Vic George, now a lieutenant colonel (and still on the Reserve) sought new fields.

George returned to Canadian Marconi in 1948, and, after a couple of years spent creating a new image at CFCF, he took on the additional job of manager of public relations for Canadian Marconi.

On his return to Montreal in 1957, George was appointed a divisional assistant manager, then assistant to the president, assistant general manager and, recently, general manager.

All of which goes to prove — it must go to prove something — oh yes, that there are ruts — and ruts.

FIVE MEN WITH AN IDEA

A GROUP OF FIVE YOUNG Winnipeg businessmen — averaging 33 years of age were the final applicants heard by the BBG in Winnipeg last week. Their quest was for a 5,000 watt AM station in the Western metropolis designed to dispense a diet of "good taste programs."

The group is headed up by Jack Shapira, 33, single with a backlog of private radio and CBC radio and television performing and producing credits. He is also secretary-treasurer of the Winnipeg local of the American Federation of Musicians. The presentation to the BBG was made by Harold Buchand Winnipeg barrister, who will function as secretary of the company if they get the nod. He is supported before the board by Shapira.

The basic philosophy behind the proposed station is that good taste can be made to pay off not in millions but in decent incomes.

Shapira told the Board that they plan to devote nine per cent of their gross revenue to local charities. With this thought in mind they have talked to the Manitoba Theatre Centre, and officials of such organizations as the Winnipeg Symphony. They plan nightly book reviews and entertainment critiques, drawing their降低成本 from the newspapers and the university. They have other plans for programs emanating from schools and other organizations.

The whole project is based on the preferences as to music and entertainment of the five men involved. As successive businessmen in their early thirties they feel they represent a sizable group of people who laugh at the same jokes, read the same books and probably smoke Vicerows.

Now its time to leave Winnipeg for Vancouver and the BBG's next sitting, so I'll stop now. Ask me if you hear anything, won't you?
Partners Ralph Foster and Julian Roffman own Meridian Studios in Toronto, Canada's first and only commercial videotape facility. Their equipment—all of it—was supplied as a complete package by Canadian General Electric. "It saves money and service problems," explains Foster, "to put all your eggs in one very good basket."
TPA FIGHTS PRODUCER’S DISMISSAL

ERNAND QUIRON, president of the Television Producers’ Association, said recently that the CBC has refused, without justification, to renew the contract of one of its Montreal producers.

The Association, which includes all producers in the CBC’s French-language television studios in Montreal, will decide what action to take over the dropping of producer Nicolas Doclin after an arbitration report on last year’s bitter dispute between the corporation and the producers is published.

Quiron said the CBC gave two reasons for its refusal to renew Doclin’s contract when it expired December 31. It said the quality of his work had dropped and that his relations with technical employees were not good.

Quiron added that the Association prepared a detailed report refuting the charges which was submitted to CBC officials on no avail.

Doclin had been in charge of the half-hour weekly show Point d’Interrogation (Question Mark), a panel quiz show.

Four other producers have been dropped by the CBC since a ten-week strike called by the producers ended last March. There have been new complaints elsewhere and one was given another position in the corporation.

Quiron said that in disputes over such matters as Doclin’s dismissal, the Association cannot appeal to an impartial arbiter. The Association must wait until the arbitration report — which was prepared by H. D. Woods, head of the industrial relations department at McGill University is published.

Woods was appointed arbiter after the strike ended. The strike was called by the producers to back up their demand that they be allowed to make their association an affiliate of the Canadian and Catholic Confederation of Labor.

Quiron said the report is expected January 24.

FCC AUTHORIZES NON-COMMERCIAL FM SERVICE

THE FEDERAL Communications Commission has authorized the Pacifica Foundation of California to establish an FM radio service in New York City free of advertising content.

Louis and William P. Schweitzer will donate WBAI-AM, New York, to the foundation, which is a non-profit educational institution now operating non-commercial educational FM stations KFPF, Berkeley, Calif., and KFFK, Los Angeles.

These stations are devoted to broadcasts of music, news and discussions of public issues. They are supported by foundation funds, voluntary gifts from listeners and the sale of a monthly program guide.

The same day of service will be offered in New York. The company is applying for a similar operation in Washington.

The Schweitzers acquired WBAI two years ago for $34,900. In addition to making a gift of the outlet to the foundation, Louis Schweitzer is donating $25,000 to the New York operation, and the J. M. Kaplan Fund Inc. has pledged another $25,- 000 to the FM station.
Good Music Is On The Upswing

by BOB STRANG

IS GOOD music commercially successful? Is there a trend toward good music acceptance?

The answer is yes, according to representatives of Massey Hall, the Eaton Auditorium, Columbia Records and a look at the attendance figures for music festivals throughout the continent.

"More people are buying classical music," says Frank Jones, advertising manager of Columbia Records of Canada. "We have thirty-seven per cent of our complete catalogue devoted to classical music specifically. This doesn't mean show music or good jazz or standard repertoire things - just classical music - the old and new symphonic works and warhorses and people are buying it."

Mr. Roy Creelman, manager of Toronto's Massey Hall reports: "Attendance is definitely on the increase. Though I can't speak for this present year as yet, because our '59-'60 season is just under way, I can say that the last two seasons have shown noticeable increases. One specific example is the Yehudi Menuhin concert this season. We booked this same artist in three or four years ago and he played to approximately nineteen hundred people. This year he drew close to three thousand and we had to put chairs on the stage to accommodate the overflow. The folk music artists are enjoying an increased popularity and it's showing at the box office. These aren't teenagers either. They are a young adult group and people in their middle ages."

In the matter of statistics, Massey Hall drew a total of 282,000 for 1956-57. For 1958-59 they are up to 291,000.

The cities of Toronto, Montreal and Vancouver all held music festivals or a concert series. Montreal and Vancouver both had paid attendance series. Both were successful. This was Vancouver's first excursion into the field, but the sponsors were happy with the results. Montreal once again showed an increase in attendance.

The city of Toronto held a series of free concerts. The public is often tempted to believe that if something is given to them it can't be worthwhile. The attendance at the concerts belies this. Toronto's series showed a dramatic increase.

The "why" in this happy situation is well concealed. It can be answered in part by Mr. Creelman's statement: "The influx of ethnic groups with a more cultured background accounts for some of our increase in attendance." He followed this with another consideration: "The TSO children's concerts, every Friday, are developing a percentage of new audience. These concerts have been going on now for twelve years and we find, at the box office or in conversation, people stating: 'I remember coming to Massey Hall when I was in public school.'"

Mr. John Adaskin, who established a reputation with the CBC as producer of Opportunity Knocks and Singing Stars of Tomorrow, has a different opinion about why people are buying good music and attending concerts. "The present trend in radio, as represented by the "Hit Parade" stations and "Top Forty" types are filling the people with so much garbage that they are pushing them on to good music. People are retreating from the pap that they receive from the broadcasters."

That "Good Music" is enjoying a commercial success is borne out by the television's programming of Leonard Bernstein. Another example of the drawing power of these shows was the furor created by the withdrawal of Voice of Firestone. The Bell Telephone Hour is still another example of commercial acceptance.

Commercial Radio For U.K.? By ARON TEYNHAM, a business man, peer, argued in the House of Lords last month that since Britain already has a television network financed by advertising, the same should be allowed for radio. He claimed Britain's radio needs could not be adequately satisfied by the government sponsored British Broadcasting Corporation.

...
is fundamentally loyal; he is also stubborn - he is solidly attached to his land, he is parochial - he is imaginative; he is also not too prone to follow strict logical reasoning, but more apt to be moved by an appeal to his emotions, to his imagination; he is strictly an individualist, he does not take too kindly to the imperative

the price

of a good

television

commercial

is

chicken feed...

... if you measure it as it should be measured - in terms of the sales it can help to generate. For a good television commercial is the most impact-full form of advertising there is. A point to remember: to be sure the television commercials you make are good ones, they pays to seek out the most experienced and versatile producer. On these vital counts - experience and versatility - we take a back seat to no one. We'd be happy to show you what we can do - this very day.

French Canada is Proud of the Difference

(Continued from page 6)

- he is not easily disciplined; he is more or less conscious of being in a minority, of having been con-querer at one time - and he has a terrific and aggressive inferiority complex.

"In one word, in spite of outward signs that seem to indicate that he is different only in that he speaks another language, Jean Baptiste has remained essentially French in spirit", Bourassa said.

"When the census taker comes along every ten years, our Jean Baptiste may brag a little and pretend to be bilingual, but of course, the census taker is not charged with testing that bilingualism. And we all know that there are innumerable degrees in bilingualism. "What is vitally important is the fact that even those who, I may say myself, speak the Queen's English, feel a trace of French accent, and who speak English throughout their work day, become completely French again when they get home - where the family listens to French radio, looks at French tele-
vision, reads French newspapers and magazines, and often gets together even in the streets where French only is spoken.

MORE THAN A LANGUAGE

"Because of all this, that same French Canadian, to whom I refer as Jean Baptiste, insists more and more that he part with his hard earned money, only when he is sold in French, really in French, not only in French words. And while mistakes in advertising are often blatant and easily spotted, there are also errors that are a lot more serious. In a sales organization or in sales tactics; in packaging and in merchandising as well as in advertising."

Bourassa said it is common practice and routine work in most big cor-
porations to conduct frequently all kinds of tests; product tests or research to select brand names; copy tests and package tests. But he asked, how often are such tests conducted in French Canada?

"I submit", Bourassa said, "that the marketer - with his research and analyses conducted almost exclu-
sively in English because it is the only language spoken by his planners should not take for granted that the plan he has prepared for Canada nationally will apply to, or be made to do, for French Canada."

"On the contrary, the marketer who will reap good harvests in French Canada is the one who will, when a thorough check shows it necessary, prepare a new marketing plan for French Canada, with the proper and thorough study of its trends, and more important still, a proper and thorough analysis of the potential customer with his likes and dislikes, his unique personality."

"Only then will he be in a position to establish realistically his sales objectives, his marketing strategy and the proper creative approach, not only in his advertising but in all his sales efforts."

Bourassa said he would offer one recommendation. "Don't believe that a six-month trip to Europe, or a year of study in Switzerland, or even some frequent visits to the Mount Royal or to the Ritz Carlton Hotels, or even a two-week stay in the city of Orleans, can make Bill Smith an expert on French Canada."

"To really understand Jean Baptiste with his complex mentality; made of distant Latin ascendants; of French basic characteristics; of an aggressive inferiority complex underlying pride and of a certain parochial attitude - one has to be of this French Canada to feel for the French Canadian in his guts, not to try to get to him via statistical figures and dictionaries."

AMPEx Sets Up Parts Depot

A MPEX AMERICAN Corporation has set up an emergency parts depot at its Canadian head office in Rexdale, Ont. Its purpose is to supply replacement parts for its professional products machines direct to radio station users when needed.

E. H. Kinnear, manager of dealer relations, announced that a $50,000 stock of parts will be constantly maintained. In a letter to all Cana-
dian radio stations, Kinnear asked that local dealers be contacted first. If the dealer was out of stock, or time did not permit ordering through normal channels, stations should then make use of the emergency depot.

PAN MAIL

Sir: I heard you speak the other day and want to know - are you English or did you once work for the CBC Talks Department?

HELP WANTED

Station wants announcer. The man we are looking for is an unattractive character given to jumping his job just before his management feels obliged to give him a raise.

HIGHER EDUCATION

Gordon Ferris describes Air-Times Sales, the new rep firm for smaller market stations, as "unique", thinking no doubt of the Latin derivation, unus - one, and equus - a horse. (Story on page 3).
Today's Best Seller in Montreal!
SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts, Stations and People

IAN GRANT

On a national television program earlier this month, because 25 years ago he was a newspaper reporter.

Andy got a call to be a mystery guest on Leever Brothers' Page Challenge over the CBC network, January 5, when the story harked back to the depression days of 1935 and the Regina Riot, wherein a policeman was killed in a battle with part of an army of 3,000 unemployed enroute from Western Canada to Ottawa.

Andy was then a reporter for the late Regina Daily Star and managed to get himself beaten up in the fighting that raged through the central part of Regina for several hours.

CONGRATULATIONS are in order to John Moore, president and general manager of CHLO, St. Thomas, whose wife presented him with a baby girl just before Christmas.

LARRY HENDERSON, one-time leading CBC television news personality who quit in a battle over contract, is the new star on CHFI-FM, Toronto, as reader of the 6:30 pm news, Mondays through Fridays.

DICK CUTLER of Toronto has been appointed as Canadian representative for Romper Room Inc., producers of the television kindergarten program Romper Room.

He has spent seven years as a salesman with CKBB Radio and CKVR-TV, Barrie.

D. A. McLEAN has been appointed research director at the Toronto office of Ronalds Advertising Agency Limited.

He has an extensive background in the field of market research. Latterly Toronto manager of International Surveys Ltd., he has also had experience with other agency and marketing companies.

BERT HALL, former manager of the Montreal office of All-Canada Radio & Television Limited, who last week underwent a serious stomach operation, is recovering in the Ross Memorial Pavilion, Royal Victoria Hospital, Montreal.

FEMALE COMMERCIAL ANNOUNCER

and

COMMENTATOR REQUIRED

Duties include: women’s news commentaries and commercials. Submit background including experience and recent photo.

CSKO TELEVISION

Sudbury, Ontario

Canada's First Privately Owned Television Station

---

C-JOY Guelph...

Now accepting applications from . . .

- Deejays
- News Writer-Announcers
- Promotion men
- Production men
- Operators

Contact immediately.

C-JOY

Soon ten thousand watts

---

WE NEED THE BEST IN-

Combination newscasters — news editors.
Sports play-by-play men.
Disc Jockeys.
Program Directors.
Salesmen, etc.

Send dope on yourself (no tapes yet) plus exactly what you now do (so that we can 'spy' on you), to:

Radio Station CFOX, 203 Hymus Blvd., Pointe Claire, Que.
February Advertising in Montreal for an is
in Potato,. . . three afternoon
One Family Theatre, 12.45
in Movie Matinee, more
Procter and
Sunday at
up to
started
Tiny
of
CHCH
in
of
garten
Markets. The
January
will be seen from
Quebec
country,
gaining in
Hyacinthe, Drummondville, Granby
to
Montreal and the
posters will
for
CJMS
television.

February 1 at 9.00 am. The program
has been bought by the IGA Food
Markets. The teacher on the kinder-
garten show is Mrs. Lois Janielsen
of Dundas, Ontario, who is currently
in the US training for the show.
CHCH has come up with an off-shoot
of the Ken Sobie Amateur Hour --
Two Talent Time. The show which
started January 17 features children
up to 12 years of age. It is seen each
Sunday at 2.00 pm.

On the business side of things,
Procter and Gamble has picked up
more than half of the participations
in Morie Matinee, five days a week,
12.45 to 2.15 pm and a quarter of
Family Theatre, daily, 5 to 8 pm etc.
One-A-Day Vitamins has purchased
three afternoon spots for 52 weeks
... General Foods recently started
a campaign for their new Instant
Potato, with most of spots running
in the afternoon ... S. C. Johnson
is also using a lot of afternoon
television.

AS A PRE-POWER increase
advertising move Radio Station
CJMS has signed with Claude Neon
Advertising in Montreal for an order
for 72 outdoor posters. Most of these
posters will be located in greater
Montreal and the remainder are used
to cover such places as Joliette, St-
Hyacinthe, Drummondville, Granby
and Valleyfield.

THE FRENCH language version of
the kindergarten program,
Romper Room, which seems to be
gaining in popularity all over the
country, started on CFCM-TV,
Quebec City, January 18.
The program, called La Jardinier,
will be seen from 3.30 to 4.00 pm
daily, Monday through Friday, except
Wednesday when it will run from
3.15 to 3.45 pm.

Miscellaneous

THE CANADIAN Association of
Broadcasters announces that it
has engaged the services of Woods,
Gordon & Company of Toronto to
study and report upon the value and
efficiency of existing and potential
methods used in the national selling
of radio and television time and
make recommendations concerning these.
It is hoped that the report will be
available to CAB members at their
annual meeting in Quebec City,
March 21.

MacLaren Advertising Appointment

Roland Saucier
Roland Saucier has been appointed
Manager of Radio and Television
Services for the Montreal Office of
MacLaren Advertising Co. Limited.
Mr. Saucier, who has been with the
agency for seventeen years, was
previously a senior radio and tele-
vision production supervisor in
Montreal.

Obituary

THE SYMPATHY of the industry
goes out to William Speers, man-
ger of CKWX - Radio, Vancouver,
whose father passed away in Regina
in the early hours of Monday,
January 18.
Former Members Want New Controls

Former Members of the US Federal Communications Commission charged last month that the FCC has allowed networks to set their own operational rules.

The criticism is contained in a paper which was released in New York by the Centre for the Study of Democratic Institutions, located at Santa Barbara, California. The Centre is maintained by the Fund for the Republic, Incorporated.

Former FCC Chairman Lawrence

WANTED

Disc recorder, new or used, in first class condition. Prefer complete unit, including amplifier, head, vacuum pump, etc. Please give full details, including price, to:

Studio Supervisor
CCFC-RADIO
Dominion Sq. Bldg.
Montreal, P.Q.

Radio

Off-Shore Station For Sweden

GORDON McLendon of Dallas, Texas, is discussing plans for starting a floating station in operation in the international waters of the Gulf of Bothnia off the coast of Sweden. McLendon owns and operates US radio stations in Dallas, Houston and San Antonio in Texas, as well as Oakland, California, Louisville, Kentucky and Shreveport, Louisiana.

At the moment, commercial radio and television operators are banned in Sweden, where the government maintaining strict control over broadcasting. Scandinavian newspapers have attached the word "pirate" to stations operating without the authority of the country to which programs are beamed.

McLendon said his plans call for buying a ship for the station and broadcasting in Swedish on a medium wave band. Planned equipment, he said, includes 10,000 watt transmitters beaming broadcasts to the Swedish mainland over antennas 70 feet high.

He said he plans to hire about 30 Swedish citizens and that he hopes the programs will consist mainly of news, music, dramatics and agricultural information items.

"I hope to be able to co-operate with the Swedish Radio and to show them my good will toward them. I am even prepared to offer them free advertising time on my programs."

Plans for the station are not yet completed, he said. "We need a studio to record the programs, and we need it for about eight to ten hours a day. Since nobody will hire one out for so long, it looks like we might have to buy or build one."

Apart from the Swedish state-controlled radio, his main competition would be Radio Mercury, a ship-to-shore commercial station that has been operating in waters between Denmark and Sweden for about eighteen months.

BBC Radio May Introduce Commercials

The British Broadcasting Corporation, which lost its advertising-free monopoly of British television in 1955, is reportedly preparing for the threat of commercial radio.

Already, preliminary shots have been fired by opponents of the BBC's radio monopoly who say that since Britain has commercial TV, there is no good reason why it shouldn't have sponsored programming on radio. The crisis will come when the BBC's charter expires in 1962.

A BBC spokesman said neither confirm nor deny current news reports that plans are being made to introduce commercials. However, in anticipation of the fight ahead the corporation has told the Post Office - responsible for broadcasting in Britain - that it would like more frequencies to develop local radio coverage.

An executive of one of the commercial TV program companies in Britain has forecast the establishment all over Britain of commercial radio stations with a reception radius of from 15 to 20 miles.

The question has reached Parliament, where a group of Conservative members has been pressing the government to break the BBC's monopoly on radio.

CJGX Aids Search For Lost Children

Appeals by CJGX-Radio, Yorkton, recently helped turn out searchers to look for two missing children and raised clothing and furniture for a family whose house had burned down.

When two young boys, three and four years old, were found to be missing from their Yorkton homes, CJGX appealed to listeners to help the family. Three days after the appeal, more than two thousand volunteer searchers, some from towns thirty miles away, were directed by car radios and the whole community was kept aware of the search situation at all times by the station's mobile broadcast facilities.

The boys were finally discovered sleeping safely in a neighbor's attic, where they had crept to escape the freezing weather.

A few days later, a small house owned by an Indian family at Reserve, 100 miles north of Yorkton, burned to the ground destroying all the family's possessions. The six children were sent to the hospital with serious burns. The father was away visiting his ailing wife in another hospital and was unaware of the fire until the following day. By that time CJGX had appealed for, gathered and sent many articles of furniture, bedding and clothing to the family. All the articles that were given to the family were collected by a delivery firm and driven 100 miles to Reserve by a local trucking company.

WANTED

BY RADIO JAMAICA

Here's a chance to go to the West Indies!

Radio Jamaica requires a man well experienced in announcing, producing and programme presentation to come to Jamaica as a programme organizer. He will be required to do microphone work and assist in production. Salary at the rate of Four Thousand Dollars ($4,000) a year and some opportunity to earn talent fees in addition, passage paid to Jamaica and passage paid back to Canada on completion of service. Only single men will be considered.

Applications should be accompanied by full details of past experience including age, nationality, educational background and present employment. Any applicants who appear to be suitable for appointment will be interviewed in Canada.

Apply immediately by airmail to:

Managing Director,
RADIO JAMAICA LIMITED,
P.O. Box 23, Kingston 5,
Jamaica, W.I.

ANNOUNCER

for radio station in beautiful Ontario resort city.

Good ad lib, pleasant personality, to handle night show. Fine opportunity for right man. Apply giving full particulars to:

Box A471
Canadian Broadcaster
219 Bay St., Toronto 1, Ont.
A film studio without film?
"Tape may soon supersede it!"

The quotes are not ours, but belong to Julian Roffman, a partner of Meridian Films Limited, Toronto.

The spectacled Mr. Roffman is shown here with Bob Hinze, his chief recording engineer, studying the main reason for his prediction — a VIDEOTAPE* television recorder which has already opened new vistas for Meridian.

For example:
"A producer is no longer shackled by the chains of time. You can see your image come to life seconds later — make constructive changes during the white heat of creative thinking. You can spot immediately if you're headed in the right or wrong direction, reducing time and money waste to a minimum while improving quality."

Another joy for Mr. Roffman is new freedom in creation of special effects. "We can now try and assess immediately new effects which normally would take weeks or a month of tremulous waiting on film," he says.

Ralph Foster, the partner who concerns himself with client service, puts it this way: "Now we can make 'instant commercials,' and show results to the client in five minutes instead of six weeks. If an agency came to us one morning for a commercial, we could have the finished job out on the west coast inside of 24 hours."

Any way you put it, there's an impressive list of money-saving, money-making reasons why you should look into the new Ampex VR-1000B Videotape Television Recorder. Write, wire or phone today for an Ampex representative, or ask for our fully illustrated brochure.

AMPEX
AMPEX AMERICAN CORPORATION
1458 KIPLING AVENUE NORTH, REXDALE, ONTARIO
CH. 7-8285
pick a spot on... ‘RB the interesting station for interested people!

Interested people like the women’s views of Betty Kennedy

AND INTERESTED PEOPLE BUY!

Betty Kennedy is the voice of women in Toronto. Every day at 3:05 on ‘RB she keeps them posted on women’s club activities... food and fashions... and all that’s important and interesting to women.

Betty Kennedy speaks with authority to her audience... and they listen with interest. That’s why you can’t miss when you pick a spot with Betty Kennedy or any of the top personalities on ‘RB.

Hour by hour... day by day... week by week audience averages prove that ‘RB rates Number One in Metro Toronto and throughout its regional range. Pick the top for top sales potential... ‘RB!

Our rep’s? In Canada... It’s All-Canada Radio and Television Limited. In the States... Young Canadian Limited. Call them up for availabilities, anytime.

CFRB..1010—50,000 WATTS

Ontario’s Family Station